

Equality Impact Assessment Record

Date of EIA **March 2009**
 Directorate **Corporate Services**

Initial Screening Record		
Activity to be assessed	Customer Contact Strategy	
What is the activity?	<input checked="" type="checkbox"/> Policy/strategy <input type="checkbox"/> Function/procedure <input type="checkbox"/> Project <input type="checkbox"/> Review <input type="checkbox"/> Service <input type="checkbox"/> Organisational change	
Is it a new or existing activity?	<input type="checkbox"/> New <input checked="" type="checkbox"/> Existing	
Aim / objective / purpose of the activity – who is the activity designed to benefit/target?	The purpose of the activity is to: Improve the quality of customer service provided by the Council to its residents and service users via the access channels of telephone, face-to-face (reception), web and e:mail.	
Who is responsible for the activity?	The person/section/team responsible for this policy/function is: Keith Woodman, Chief Officer : Customer Services	
Did Step 1: Initial Screening indicate that a full EIA was necessary?	<input checked="" type="checkbox"/> Yes – full EIA completed and recorded below. <input type="checkbox"/> No – full EIA not completed therefore record ends here.	
Full EIA Record		
Who are the members of the EIA team?	Alison Sanders, Keith Woodman, Pat Keane, Helen Setchell, Toni Ball.	
What evidence has been found to indicate that the activity might need to be amended? (Include any consultation undertaken)	Initial screening as outlined in the EIA Guidance document, identified that the strategy could have the potential to cause adverse impact or discriminate against different groups in the community. It also identified that the strategy does make a positive contribution to equalities as outlined in 'examples of good practice below. Customer surveys record an 80% good or better level of satisfaction.	
With regard to the equalities themes, which groups might be impacted by the activity? Might any of these groups be impacted adversely ?	Groups Impacted	Groups impacted adversely
	<input checked="" type="checkbox"/> Race and ethnicity <input checked="" type="checkbox"/> Disability <input checked="" type="checkbox"/> Gender <input checked="" type="checkbox"/> Age <input checked="" type="checkbox"/> Sexual Orientation <input checked="" type="checkbox"/> Religion or belief	<input checked="" type="checkbox"/> Race and ethnicity <input checked="" type="checkbox"/> Disability <input type="checkbox"/> Gender <input type="checkbox"/> Age <input type="checkbox"/> Sexual Orientation <input type="checkbox"/> Religion or belief
What evidence is there to suggest an impact/adverse impact?		1 x complaint received at a reception with possible racial grounds Digital TV & Kiosks are silent media – potential impact for the sight impaired
On what grounds can impact or adverse impact be justified?	Digital TV is designed to be a silent product	

Is there any current action that addresses issues for any of the groups impacted/adversely impacted?	Refresher training for all customer facing staff on Diversity and Customer care (built into an ongoing programme) Web Focus Group to obtain customer feedback Customer feedback to be obtained on reception and telephone users via surveys. This will be closely monitored.
What changes will you make to the activity reduce or remove any differential/adverse impact?	As above. Kiosks – investigate possibility of incorporating voice media
Into which action plan/s will these actions be incorporated?	Customer Contact Strategy
Who is responsible for the action plan?	Keith Woodman, Chief Officer : Customer Services Pat Keane, Chief Officer: Information Services
Have any examples of good practice been identified as part of the EIA?	<ul style="list-style-type: none"> • Access at receptions, including low level counters • Opening hours at the receptions at the town centre offices are standardised • Induction loops • Communications Fact Sheet (list of contacts for Translations and Special Needs) • Web site accessibility (including AA Compliance) • Refreshed Corporate Complaints Procedure • Charter for Customers introduced • Customer Surveys about the service received via the telephone from Customer Services. Equalities monitoring is performed on the returned surveys, which demonstrates that there is no evidence of any adverse or differential impact. • Training of all staff in Customer Services receive awareness training
Has the EIA been published on the Council website?	Not yet.
Who is the relevant Chief Officer and have they signed off the EIA?	Keith Woodman, Chief Officer : Customer Services
Which PMR will this EIA be reported in?	CS Q1 2009-10