

Equality Impact Assessment Record

Date of EIA

9 October 2009

Directorate

Environment Culture & Communities

Initial Screening Record		
Activity to be assessed	FORESTCARE LIFE LINES	
What is the activity?	<input type="checkbox"/> Policy/strategy <input type="checkbox"/> Function/procedure <input type="checkbox"/> Project <input type="checkbox"/> Review <input checked="" 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?	<p>The purpose of the activity is to: To take and action, as appropriate, calls received from life line clients via the telephone or Piper Network Communications System [PNC]</p> <p>The activity is designed for: any resident of Bracknell Forest Council who chooses to buy the service.</p>	
Who is responsible for the activity?	The person/section/team responsible for this policy/function is: Claire Bennett, Forestcare Manager	
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?	Claire Bennett, Forestcare Manager; Tracy Simpson, Maureen Coles and Lesley Stangroom, Control Centre Managers	
What evidence has been found to indicate that the activity might need to be amended? (Include any consultation undertaken)	<p>This service is available to any resident who wants to use the service and can afford to pay for it. Where residents have difficulty in affording the service the Forestcare Team refer them to different charities that may be able to assist with funding and provide advice on benefits they can claim that will help them buy the service.</p> <p>Forestcare carry out an annual survey of Lifeline customers as part of their TSA accreditation. The last survey took place in February 2009. 139 customers were sent the survey of which 139 replied. The replies indicated the service is highly valued by its customers. The customers raised no equalities issues.</p> <p>The 2008 survey suggested the price rises were causing customers concern about affordability. Forestcare raised prices by only 2% this year to in response to this comment.</p> <p>Equalities data about customers is collected when they apply for the service. The proportions of Lifeline customers under each equality strand is: BME (instead of Race and Ethnicity) 2% Disability 99% Gender Male 25%, Female 75% Age 93% over 60, 7% less than 60 years old</p>	
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 type="checkbox"/> Sexual Orientation <input type="checkbox"/> Religion or belief	<input type="checkbox"/> Race and ethnicity <input 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?	The figures suggest that our customers are older, have a higher level of disability, have a higher proportion of women and contain a higher proportion of white British than the Bracknell Forest population as a whole. This is because our service is mostly provided to people with disabilities. People with a disability form a higher proportion of the older population than the general population, the older	

	<p>population also contains more women. In Bracknell Forest the older population is also proportionately more white British. Therefore, we do not consider these figures suggest an adverse impact. The service has a positive impact on its customers because it provides part of the support that enables them to stay in their homes.</p>
On what grounds can impact or adverse impact be justified?	None – except to the extent that the demographic breakdown of the customer group is different to the rest of the population.
Is there any current action that addresses issues for any of the groups impacted/adversely impacted?	<p>We target groups where our services are likely to benefit the clients of those groups such as the Alzheimer's Society. We also advertise at venues where our target customers are likely to visit such as local Social Service departments, GP surgeries and Day Centres. We also promote our activities more generally through our "all residents" newsletter, Town and Country, and the Bracknell Forest website as these can reach relatives and friends of people needing our services as well as directly approaching the potential customers themselves.</p> <p>We are starting to collect information on the religion of our new customers from November onwards.</p>
What changes will you make to the activity reduce or remove any differential/adverse impact?	<p>Work with our colleagues in Adult Social Care to find accurate statistics of the wider older and disabled population in Bracknell Forest so we can ensure the customers we reach do reflect the whole population.</p> <p>Keep records of contact arrangements and other people who can make contact on our behalf.</p> <p>Ensure effective promotion of the service to BME groups as the proportion of BME older people is set to rise significantly in the borough over coming years.</p>
Into which action plan/s will these actions be incorporated?	Housing Management Team
Who is responsible for the action plan?	Claire Bennett with Simon Hendey
Have any examples of good practise been identified as part of the EIA?	<p>The Council website carries information in different languages, customers can contact Forestcare by text to a mobile phone and we have access to interpreters out of hours. All Forestcare staff have undergone diversity training. We also use various other communication methods i.e. fax, type talk, e mail.</p> <p>When we demonstrate/install our equipment to service users who do not speak English as their first language or have difficulties reading or hearing we arrange for a family member or friend to be present, so that we can be sure the service user can understand us and to ensure that we can organise an effective way to communicate via the system using a simple sequence of tapping sounds or similar (one tap for yes, two for no) via the Lifeline.</p> <p>Where customers have hearing difficulties we can increase the amplification of the Lifeline equipment and provide advice on where to purchase "big button" telephones for people with visual impairments.</p>
Has the EIA been published on the Council website?	Yes
Who is the relevant Chief Officer and have they signed off the EIA?	Simon Hendey, Chief Officer: Housing
Which PMR will this EIA be reported in?	Quarter 3, 2009/10