

Equality Impact Assessment Form

Revised June 2009



(Equality target groups are those which cover the 6 equality strands: race, disability, gender, age, sexual orientation and religious belief)

Part 1 Aims & implementation of the service, policy, procedure, practice or project

This section is the title of what is being assessed, responsible officers, purpose, where it fits within the council's wider aims and how it supports the legislation to eliminate unlawful discrimination and the promotion of equal opportunities. *(please refer to the guidance for additional information)*

1.1 What is being assessed

Corporate Call Centre, existing service. To deal with customer enquiries at the first point of contact.

1.2 Officer(s) and section or service responsible for completing the assessment

Roseanne Lloyd Team Leader, Cate Sheen Call Centre Manager and Maureen Burge Customer Services Manager. The team was selected due to their broad knowledge of the service area within this assessment.

1.3 What is the main purpose or aims of the service, policy, procedure, practice or project

To answer general enquiries and field calls accordingly on behalf of all council services with the aim to resolve 55% at the first point of contact therefore offering a better service to customers and freeing up back office officers time to allow them to use their expertise and focus on their main duties. The Call Centre currently acts as the first point of contact for approximately 50% of the authority's services. Dealing with over 444,000 enquiries per year.

1.4 Who is affected by the service, policy, procedure, practice or project? Who is it intended to benefit and how?

Both Internal and External Customers including Isle of Wight residents, Tourists and Businesses.

1.5 Has the service, policy, procedure, practice or project been promoted or explained to those it might affect directly or indirectly?

Telephone numbers and information for services which are presented into the Call Centre and elsewhere are advertised within various promotional publications including individual service leaflets and the phone books. General information is also available on the council's website.

1.6 How does the service, policy, procedure, practice or project contribute to better community cohesion?

The Call Centre provides a fully customer service trained main point of contact for the Authority assisting easier access to a wide range of its services.

1.7 How does the service, policy, procedure, practice or project fit in with the council's wider aims?

The Council aims to deal with enquiries at the first point of contact, therefore by utilizing the customer service trained staff to deal with general enquiries it allows back office specialist to spend the majority of their time on tasks appropriate to their level. Partnered services processes are reviewed and streamlined where possible with various in-depth performance indicators

available to constantly monitor and evaluate the Call Centre's performance and effectiveness. This assists the council's aims of improving performance & value for money, delivering high quality & cost effective services, which meet the current and future needs of local people and the authority alike. Service Partnering is expected to increase in line with the Transformation Agenda.

1.8 What is the relevance of the aims of the service, policy, procedure, practice or project to the equality target group and the council's duty to eliminate unlawful discrimination and promote equality of opportunity?

As a service it is essential that we adapt accordingly to each customer's individual needs and that there is no discrimination against race, age, gender, disability, sexual orientation or religious belief. All information used is gained and stored according to relevant legislations and necessity for each service area.

1.9 How is, or how will the service, policy, procedure, practice or project be put into practice and who is responsible for it?

All staff receive equality & diversity training and as mentioned above have the skills to adapt their approach to service delivery in accordance with the individual's needs.

Part 2 Consideration of data and research

To conduct the assessment, you will need information about service users and staff that provide the service. This section is to help you identify the sort of information that will be needed to help you assess whether there may be barriers to different equality groups who access your service, policy, procedure, practice or project. *(please refer to the guidance for additional information)*

2.1 List all examples of quantitative and qualitative data or any consultation information available that will enable the impact assessment to be undertaken

In addition to the authorities residence survey which always contains at least one question about contacting the council via the Call Centre, the department also conducts its own monthly customer satisfaction survey from customers who are randomly selected from the CRM system.

2.2 Equalities profile of users and beneficiaries

A full profile of users is not currently available.

2.3 Evidence of complaints against the service, policy, procedure, practice or project on the grounds of discrimination

All complaints received are recorded on the CRM system in accordance with the corporate guidelines. To date no complaints have been received on grounds of discrimination on the equality target groups.

2.4 What does the consultation, research and/or data indicate about the negative impact on the service, policy, procedure, practice or project

To date there is no evidence to suggest there is a negative impact on the service regarding any equality groups, either through the surveys and complaints received.

2.5 What does the consultation, research and/or data indicate about the positive impact on the service, policy, procedure, practice or project

To date there is no evidence to suggest there is a positive impact on the service regarding any equality groups through the current surveys

Part 3 Assessment of impact

Now that you have looked at the purpose etc of the service, policy, procedure, practice or project (part 1) and looked at the research (part 2), this section asks you to assess the impact, positive and negative, of the service, policy, procedure, practice or project on each of the 6 strands of diversity covered in the Authority’s single equality scheme.

3.1 Complete this section with the following information – relating to all of the identified groups: (please refer to the guidance for additional information)

	Reason, evidence, comment					
	Race	Disability	Gender	Sexual Orientation	Age	Religious Belief
Barriers, negative impact						
Neutral impact	x	x	x	x	x	x
Positive impact						

No statistical data is available – however the Council does offer:

Language line
24/7 access services through Wightcare

Part 4 Measures to mitigate disproportionate or adverse impact or improve on neutral or positive impacts: (please refer to the guidance for additional information)

4.1 If there is any negative impact on any target equality group identified in part 3, is the impact intended or legal?

None

4.2 Specify measures that can be taken to remove or minimize the disproportionate or adverse effect identified in part 3. if none were identified, identify how disproportionate or adverse effect could be avoided in the future

Would need to be considered in line with the development of the Customer Relationship Management system.

4.3 If there is no evidence that the service, policy, procedure, practice or project promotes equality, equal opportunities or improves relations within equality target groups, what amendments can be made to achieve this?

As above

4.4 If a neutral or positive impact has been identified, can that impact be improved upon (continuous improvement)?

As above

4.5 How will any service, policy, procedure, practice or project be implemented?

As above – associated costs not known at this time

4.6 As 4.5 above please identify training requirements

Ongoing training for new staff and appropriate refresher training for existing staff.

Part 5 Conclusions & recommendations

This section ensures that what ever we are impact assessing, whether it be a service, policy, procedure, practice or project that ensure that we abide by the general and specific duties to promote race, disability and gender equality. *(please refer to guidance for additional information)*

5.1 Does the service, policy, procedure, practice or project comply with equalities legislation?

Yes

5.2 What are the main areas requiring further attention?

Development on the use of the CRM system and data capturing

5.3 Summary of recommendations for improvement

As above – current lack of development due to no corporate ownership of the system – this is due to be addressed as part of the transformation agenda

5.4 What equality monitoring, evaluation, review systems have been set up to carry out regular checks?

Customer satisfaction surveys. Complaints monitoring

5.5 When will the amended service, policy, procedure, practice or project be reviewed?

Ongoing

Part 6 Action / improvement plan

The table below should be completed using the information from the equality impact assessment to produce an action plan for the implementation of the proposals to:

1. Lower the negative impact, and/or
2. Ensure that the negative impact is legal under anti-discriminatory law, and/or
3. Provide an opportunity to promote equality, equal opportunity and improve relations within equality target groups, i.e. increase the positive impact

Please ensure that you update your service/business plan within the equality objectives/targets and actions identified below:

Area of negative impact	Changes proposed	Lead officer	Timescale	Resource implications	Comments
Race	The group is neither positively affected nor negatively affected by our service.				
Disability	The group is neither positively affected nor negatively affected by our service.				
Age	The group is neither positively affected nor negatively affected by our service.				
Religious and Philosophical belief	The group is neither positively affected nor negatively affected by our service.				
Gender	The group is neither positively affected nor negatively affected by our service.				
Sexual orientation	The group is neither positively affected nor negatively affected by our service.				
Geographical location	The group is neither positively affected nor negatively affected by our service.				
All of the above					

Part 6 continued – Equality Impact Assessment – Summary report

The results of equality impact assessments must be published. Please complete this summary and the publish your report using the Equality and Diversity pages of the Intranet. Your summary information and a copy of your completed report will then be made available to the public on the Council’s website.

Date of assessment	11 February 2010		
Officer’s name	Roseanne Lloyd, Cate Sheen, Maureen Burge	Role	Team Leader, Call Centre Manager, Customer Services Manager
Service, policy, procedure, practice or project that was impact assessed	Corporate Call Centre		
Summary of findings	The Call centre has no evidence that any group is disadvantaged when using the service.		
Summary of recommendations and key points of action plan	None		

Groups that this policy will impact upon

Race	<input type="checkbox"/>	Gender	<input type="checkbox"/>
Sexual Orientation	<input type="checkbox"/>	Age	<input type="checkbox"/>
Disability	<input type="checkbox"/>	Religion or belief	<input type="checkbox"/>
Other	<input type="checkbox"/>	All	<input checked="" type="checkbox"/>