



Equality Impact Assessment (EIA) Form
'Knowing your customers needs'

Target Committee date?	2 December 2014 – PFA
Title of the policy	Service Strategy for Customers
Is it new or existing?	New – review of 2005 strategy
Date	5 November 2014
Officer undertaking EIA	Sarah-Jane O'Connor
Who else is involved in undertaking this assessment?	Customer Service Team Leaders, Head of Communications

1. Overview of policy/function being assessed

A. Outline: What is the purpose of this policy? (specify aims and objectives)
To improve the service for the customer by redesigning services, engaging with the community and empowering customers to help themselves. Also looking at channel shift and increasing digital take up of services so they are more cost effective.
B. What specific groups is the policy designed to affect/impact?
All customers of MBC
C. Which groups have been consulted as part of the creation or review of the policy?
Internal consultation with Management Team, third tier managers and service champions

2. What we already know and where there are gaps

A. What existing information/data do you have/monitor about different diverse groups in relation to this policy? This could consist of previous EIA's, reports, consultation, surveys, demographic profiles etc.
Information about our customers is spread across all the services. Each service holds information specific to their own service delivery. This strategy is overarching it its aims and ensures that services are getting a very specific understanding of their own customer needs and expectations.
B. What does this information/data tell you about diverse groups? If you do not hold or have access to any data/information on certain/all diverse groups, what do you need to begin collating/monitoring? (please list)

3. Do we need to seek the views of others and if so, who?

A. In light of the answers you have given in question 2, do you need to consult with specific groups? If not please explain why.

4. Assessing the impacts

<p>In light of any data/consultation/information and your own knowledge and awareness, please identify whether the policy has a positive or negative on the groups specified and whether there is evidence of discrimination. Provide an explanation for your decisions. (please refer to the general duties on the front page)</p>				
<u>Diversity Groups</u>	<u>Positive impacts</u> Intentional / Unintentional	<u>Negative impacts</u> Intentional / Unintentional	Is there evidence of direct/indirect discrimination?	<u>Comments/explanation</u> Use data to evidence
Age	Recognise any special requirements for effective service delivery	There is anecdotal feedback that older people find it more difficult to use digital services however there is no specific evidence for this.	No	No
Disability (physical, visual, hearing, learning disability, mental health)	Through the strategy more consideration will be given to improving the way services are delivered to make sure they are accessible to all. The increase availability of digital services may help improve accessibility of services for example to group with limited mobility.	Some groups may find it more difficult to access digital services	No evidence	The website has been redesigned with accessibility in mind. It uses high contrast colours, limits caps and italic text, is written in plain English, allow use of Browsaloud screen reader and the option to customise the text and screen colours. Staff receive training on matters relevant to their role for example Mental Health Awareness
Gender / Sex	Recognise any special requirements for effective service delivery	No evidence	No evidence	
Religious Belief	Recognise any special requirements for effective service	No evidence	No evidence	

	delivery			
Racial Group	An assumption could be made that some customers from different racial groups may have not have English as their first language and therefore require a translation service.			A translation service is being delivered by Pearl Linguistics for written and face to face services corporately.
Sexual Orientation	Recognise any special requirements for effective service delivery	No evidence		
Transgender	Recognise any special requirements for effective service delivery	No evidence		
Other protected groups (pregnancy & maternity, marriage & civil partnership)				
Other socially excluded groups (low literacy, offenders, priority neighbourhoods, etc)				
All				

5. Action Plan

Please include any identified concerns/actions/issues in this action plan: <i>The issues identified should inform your Service Plan and, if appropriate, your Consultation Plan</i>			
Question Number (Ref)	Action	Responsible Officer	Target Date
	To promote the new translation service available to all customers and monitor its usage	Customer Services Manager	Ongoing
	Engage with hard to reach customer for feedback on services and seek views and recommendations for improvements and redesign options	Service Managers	Ongoing

	To advertise the access channel available to customers and the service standards	Customer Services Manager and service managers	April 2015
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6. Who needs to know about the outcomes of this assessment and how they will they be informed

	Who needs to know (Please tick)	How they will be informed (we have a legal duty to publish EIA's)
Internally (employees & EIA Scrutiny group)	All staff	Published on the website and circulated via the corporate messenger
Externally (service users, stakeholders etc)	partners	Published on the website
Others		
To ensure ease of access, what other communication needs/concerns are there?		

7. Conclusion (to be completed and signed by the [Head of Service](#))

Please delete as appropriate
I agree / disagree with this assessment / action plan
If <i>disagree</i> , state action/s required, reasons and details of who is to carry them out with timescales:
Signed (Head of Service):
Date:

8. Internal Scrutiny (to be completed and signed by the check and challenge group)

Please delete as appropriate
I agree / disagree with this assessment
If <i>disagree</i> , state action/s required, reasons and details of who is to carry them out with timescales:
Signed (behalf of the Check & Challenge group):
Date:

[Please ensure that this EIA is publicised on the Internet](#)