

Equality Impact Assessment

The Council has a duty to consider the needs and requirements of the community who are affected by our policies and procedures. This checklist has been developed to ensure that relevant groups are neither directly or indirectly discriminated against in the planning and delivery of Council services in compliance with legislation and good practice.

An impact assessment is a systematic way of finding out the impact of a policy or proposed policy on different groups. Officers are required to identify the likely outcomes/impacts that may result from introducing a policy/procedure.

Examples of groups that can be disadvantaged if their specific needs are not considered are women/parents/carers, people from different ethnic minorities, people with disabilities/impairments and Welsh speakers.

How should you assess impact?

1. Identifying the objectives of your policy and how it will work
2. Examining the data and research available
3. Assessing the likely impact on equality
4. Consulting people who are likely to be affected by your policy
5. Making arrangements to monitor and review your policy and its impact
6. Publishing the results of the assessment

It is the responsibility of the Head of Service or Operational Manager responsible for each policy to ensure that an assessment has been completed for the policy identified.

The form should be completed electronically and returned to the Equalities Section :

LJBrown@valeofglamorgan.gov.uk

If you have any queries, telephone: 01446 709362

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| Policy/practice title: Contact Channel Strategy |
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| Who is responsible for developing and implementing the policy/practice? | |
| Name: Tony Curliss | Job Title: Operational Manager for Customer Relations |
| Directorate: Chief Executive | Division: Customer Relations |
| Assessment Date: | |

1. Objectives

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| What are the objectives of the policy/practice being developed or reviewed? |
| <ol style="list-style-type: none"> 1. Migrate customers to the lowest cost, most appropriate contact channel for their enquiry. 2. Minimise individual channel transaction costs 3. Maintain contact channel choice for all services 4. Ensure a consistent and positive customer experience irrespective of choice of channel 5. Maximise return on investment from existing channels 6. Minimise customer contact which is created by the way we deliver services, i.e. 'avoidable contact'. 7. Closely monitor customer usage and satisfaction with different access channels. |
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1. Background data:

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| Who is intended to benefit from this policy/practice? | Please ✓ |
| All residents of the Vale of Glamorgan | ✓ |
| Internal departments (please state): | ✓ |
| Customers/residents in a specific geographical location | |
| Specific customers (age, gender, etc.) Please identify: People over 65 dementia related illnesses and resultant residential needs. | |
| Other Please specify: | |
| What research or baseline information do you have about how your service is used by various groups of people? | |
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| | |

2. Gender

Will the policy/practice have a **negative impact** directly or indirectly on different genders?

| Please ✓ | Yes | No |
|-----------------|------------|-----------|
| Women | | ✓ |
| Men | | ✓ |

Will the policy/practice have a **positive impact** directly or indirectly on different genders?

| Please ✓ | Yes | No |
|-----------------|------------|-----------|
| Women | ✓ | |
| Men | ✓ | |

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| Please give details of the negative impact? |
| No negative impact. Strategy is designed to improve access to all council services for all residents of the Vale of Glamorgan. |
| Please give details of the positive impact? |
| Neutral impact |
| What action(s) can you take to mitigate the negative impact? |
| |
| What action(s) can you take to have a more positive impact? |
| Implementation of consistent customer service training for all “front line” staff and linking of customer service skills/competencies with PDRS performance management process. This project has already been initiated. |
| What supporting evidence do you have? |
| Extended opening hours for contact centre access Extended range of contact channels available to access a wide range of council services, e.g. broad range of services now available at libraries |

3. Race

People from different black and minority ethnic communities may use Council services differently (for example will women from certain minority communities use the Council’s swimming pool more often if same sex swimming arrangements are in place).

Will the policy/practice have a **negative impact** on the following groups?

| Please ✓ | Yes | No |
|--------------------------------------|------------|-----------|
| Black and minority ethnic population | | ✓ |
| Economic migrants | | ✓ |
| Asylum seekers and refugees | | ✓ |

Will the policy/practice have a **positive impact** on the following groups?

| Please ✓ | Yes | No |
|--------------------------------------|------------|-----------|
| Black and minority ethnic population | ✓ | |
| Economic migrants | ✓ | |
| Asylum seekers and refugees | ✓ | |

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| Please give details of the negative impact? |
| No negative impact. Strategy is designed to improve access to all council services for all residents of the Vale of Glamorgan. |
| Please give details of the positive impact? |
| Neutral Impact. |
| What action(s) can you take to mitigate the negative impact? |
| N/A |
| What action(s) can you take to have a more positive impact? |

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| N/A |
| What supporting evidence do you have? |
| Range of channels being developed via the Channel Strategy Task and Finish Group. |

4. Disability

Will the policy/practice have a **negative impact** on people with disabilities?

| Disability: please ✓ | Yes | No |
|-----------------------------|------------|-----------|
| Visually impaired | | ✓ |
| Hearing impairment | | ✓ |
| Physically disabled | | ✓ |
| Learning disability | | ✓ |
| Mental health problem | | ✓ |
| Other: | | |

Will the policy/practice have a **positive impact** on people with disabilities e.g. will services be more accessible?

| Disability: please ✓ | Yes | No |
|-----------------------------|------------|-----------|
| Visually impaired | ✓ | |
| Hearing impairment | ✓ | |
| Physically disabled | ✓ | |
| Learning disability | ✓ | |
| Mental health problem | ✓ | |
| Other: | | |

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| Please give details of the negative impact? |
| No negative impact. Strategy is designed to improve access to all council services for all residents of the Vale of Glamorgan. |
| Please give details of the positive impact? |
| Neutral Impact |
| What action(s) can you take to mitigate the negative impact? |
| N/A |
| What action(s) can you take to have a more positive impact? |
| Maintain regular customer consultation |
| What supporting evidence do you have? |
| External organisations' advice on the provision of accessible information e.g. Royal National Institute of Blind People (RNIB), Royal National Institute for Deaf People (RNID). Data on media used for service access |

5. Welsh language

Will the policy/practice have a **negative impact** on the Welsh language?

| Please ✓ | Yes | No |
|-----------------|------------|-----------|
| | | ✓ |

Will the policy/practice provide a **positive impact** on the Welsh language, in accordance with the Council's Welsh Language Scheme, e.g. translation of documents, Welsh speaking member of staff, bilingual automated telephone system, bilingual forms, etc.?

| Please ✓ | Yes | No |
|-----------------|------------|-----------|
| | ✓ | |

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| Please give details of the negative impact? |
| No negative impact. Strategy is designed to improve access to all council services for all residents of the Vale of Glamorgan. |
| Please give details of the positive impact? |
| Neutral Impact |
| What action(s) can you take to mitigate the negative impact? |
| N/A |
| What action(s) can you take to have a more positive impact? |
| N/A |
| What supporting evidence do you have? |
| Contact Centre statistics on access to services via the Welsh language option. |

6. Age

Will the policy/practice have a **negative impact** for younger/older people?

| Please ✓ | Yes | No |
|-----------------|------------|-----------|
| Under 25 years | | ✓ |
| Over 50 years | | ✓ |

Will the policy/practice provide a **positive impact** for younger/older people?

| Please ✓ | Yes | No |
|-----------------|------------|-----------|
| Under 25 years | ✓ | |
| Over 50 years | ✓ | |

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| Please give details of the negative impact? |
| No negative impact. Strategy is designed to improve access to all council services for all residents of the Vale of Glamorgan. |
| Please give details of the positive impact? |
| Offering services over a range of new communication channels such as via social media and SMS Text messaging which are more commonly used by younger people. |
| What action(s) can you take to mitigate the negative impact? |
| N/A |
| What action(s) can you take to have a more positive impact? |
| N/A |
| What supporting evidence do you have? |
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7. Religion and belief

Will the policy/practice provide a **negative impact** for people with different religions or beliefs?

| Religion/belief: please ✓ | Yes | No |
|---------------------------|-----|----|
| | | ✓ |

Will the policy provide a **positive impact** for people with different religions or beliefs?

| Religion/belief: please ✓ | Yes | No |
|---------------------------|-----|----|
| | ✓ | |

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| Please give details of the negative impact? |
| No negative impact. Strategy is designed to improve access to all council services for all residents of the Vale of Glamorgan. |
| Please give details of the positive impact? |
| Neutral Impact |
| What action(s) can you take to mitigate the negative impact? |
| N/A |
| What action(s) can you take to have a more positive impact? |
| N/A |
| What supporting evidence do you have? |
| Religion and belief is not currently monitored, though services are delivered in accordance with the Council's equal opportunity policy and within statutory guidelines so as to ensure that discrimination on grounds of religion and belief does not occur. |

8. Sexual orientation

Will the policy provide a **negative impact** for gay men/lesbians/bisexuals

| Sexual orientation: please ✓ | Yes | No |
|------------------------------|-----|----|
| Gay men/lesbians/bisexuals | | ✓ |

Will the policy provide a **positive impact** for gay men/lesbians/bisexuals?

| Sexual orientation: please ✓ | Yes | No |
|------------------------------|-----|----|
| Gay men/lesbians/bisexuals | ✓ | |

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|--|
| Please give details of the negative impact? |
| No negative impact. Strategy is designed to improve access to all council services for all residents of the Vale of Glamorgan. |
| Please give details of the positive impact? |
| Neutral Impact |
| What action(s) can you take to mitigate the negative impact? |
| N/A |
| What action(s) can you take to have a more positive impact? |
| N/A |
| What supporting evidence do you have? |
| |

9. Consultation

What arrangements have been made to consult with:

- men/women/parents/carers

Equality Impact Assessment

Rev Date: July 2009

Tim Greaves, Corporate Equality Group

- the black and minority ethnic community (including asylum seekers, refugees, economic migrants)
- people with disabilities / impairments (sensory, physical, learning, medical etc)
- the Welsh speaking community
- other 'hard to reach' or vulnerable groups (e.g. young/older people, low income families)

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| Consultation activities that have taken place (include the method of consultation e.g. focus group, survey, public meeting, citizens panel, etc.) |
| General consultation was limited due to the absence of a Corporate Consultation Officer. However the intention is in place to create a Customer Voice Forum with which to consult a range of customer service policies and strategies. |
| The draft strategy was circulated to a range of community groups and organisations for comment. The policy was also circulated internally within the Council. |
| Who was consulted? |
| These Included: Race Equality First. Cardiff and Vale Coalition of Disabled People, Stonewall Cymru and Age Concern |
| How have the results of the consultation been implemented? |
| No comment was received |

10. Monitoring

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| How will you monitor the impact of this policy on service users? |
| Further consultation will take place in 2011/12 as the strategy is reviewed. |
| What monitoring data will you collect (number of people with a disability, black and minority ethnic communities, women/men, Welsh speakers, etc.)? |
| This information is not collected as a matter of course during customer interactions across all contact channels. A survey is available for users of the website and monitoring activity for other channels are to be developed with the corporate Consultation Officer. |

Publication of policy

How will you publish and publicise the policy to ensure equality of access to this information (including raising awareness with minority groups, publishing information in accessible formats, etc.)?

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| Details: The policy will be publicised internally under the Key Documents section of Staffnet. External publicity will be on the corporate web site and the objectives of the individual contact channel will be published via marketing materials as changes are implemented. E.g the Marketing plan for increased web functionality and point of sale material produced for the implementation of the single telephone number |
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11. Further action

- Develop further monitoring procedures for users of all contact channels
- With the assistance of the corporate Consultation Officer develop consultation procedures with all user groups

12. Completed Impact Assessments:

Email a copy of this form to the Corporate Equalities Officer. Completed forms will be published on the Council's website.

13. Authorisation

(This form should be authorised by the relevant Head of Service or Operational Manager for the department).

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|---------------------|-------|
| Approved by (name): | Date: |
| Designation: | |