



Derby City Council

Equality impact assessment form

Directorate - Resources

Service area – Customer Management

**Name of policy, strategy, review or function
being assessed – Customer Feedback Policy**

Date of assessment – 2 April 2014

Signed off by

Cabinet or Personnel Committee's decision

Date published on website

Equality impact assessment

This is our equality impact assessment form to help you equality check what you are doing when you are about to produce a new policy, review an older one, write a strategy or plan or review your services and functions. In fact you need to do an equality impact assessment whenever a decision is needed that affects people. This completed form should be attached to any Cabinet or Personnel Committee report to help elected members make their decisions by taking the equality implications into account. Equality impact assessments **must be done before** decisions are made. Include the Cabinet or Personnel Committee's decision on the front sheet when you know it.

You'll find that doing these assessments will help you to:

- understand your customers' and communities needs
- develop service improvements
- improve service satisfaction
- demonstrate that you have been fair and open and considered equality when working on re-structuring.

Don't do the form by yourself, get a small team together and make sure you include key people in the team such as representatives from our Diversity Forums and employee networks and you could invite trade union representatives too – the more knowledge around the table the better. Ask our Lead on Equality and Diversity for help with useful contacts – we have a team of people who are used to doing these assessments.

You'll need to pull together all the information you can about how what you are assessing affects different groups of people and then examine this information to check whether some people will be negatively or positively affected. Then you'll need to look at ways of lessening any negative effects or making the service more accessible – this is where your assessment team is very useful and you can also use the wider community.

Agree an equality action plan with your assessment team, setting targets for dealing with any negative effects or gaps in information you may have found. Set up a way of monitoring these actions to make sure they are done and include them in your service business plans.

When you have completed the assessment, get it signed by your Head of Service or Service Director and send it to our Lead on Equality and Diversity to publish on our website.

By the way, we need to do these assessments as part of our everyday business, so we get our equality responsibilities right and stay within the law – Equality Act 2010.

Equality groups

These are the equality groups of people we need to think about when we are doing equality impact assessments and these people can be our customers or our employees...

- Age equality – the effects on young and older people
- Disability equality – the effects on the whole range of disabled people, including Deaf people, hearing impaired people, visually impaired people, people with mental health issues, people with learning difficulties and people with physical impairments
- Gender equality – the effects on both men and women and boys and girls
- Marriage and civil partnership equality
- Pregnancy and maternity equality - women who are pregnant or who have recently had a baby, including breast feeding mothers
- Race equality – the effects on minority ethnic communities, including newer communities, gypsies and travellers and the Roma community
- Religion and belief or non- belief equality – the effects on religious and cultural communities, customers and employees
- Sexuality equality – the effects on lesbians, gay men and bisexual people
- Trans gender – the effects on trans people

In addition, we have decided to look at the effects on people on low incomes too as we feel this is very important.

Contacts for help

Ann Webster – Lead on Equality and Diversity

ann.webster@derby.gov.uk

Tel 01332 643722

Minicom 01332 242133

Mobile 07812 300079

Maggie Fennell–01332 643731 Minicom 01332 242133

The form

We use the term ‘policy’ as shorthand on this form for the full range of policies, practices, plans, reviews, activities and procedures.

Policies will usually fall into three main categories...

- Organisational policies and functions, such as recruitment, complaints procedures, re-structures
- Key decisions such as allocating funding to voluntary organisations, budget setting
- Policies that set criteria or guidelines for others to use, such as criteria about school admissions

1 What’s the name of the policy you are assessing?

Customer Feedback Policy

2 The assessment team

Team leader’s name and job title – Bernard Fenton, Head of Customer Management

Other team members

Name	Job title	Organisation	Area of expertise
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Sharon Hancock	Improvement Partner	Derby City Council	Performance Management
Anne Webster	Equality and Diversity Lead	Derby City Council	Equalities
Judi Bateman	Focus Group Member	Disabled People's Diversity Forum	Equalities
Janet Warner	Focus Group Member	Disabled People's Diversity Forum	Equalities
Andy Findlay	Focus Group Member	Disabled People's Diversity Forum	Equalities
Moirra Findlay	Focus Group Member	Disabled People's Diversity Forum	Equalities

Name	Job title	Organisation	Area of expertise
SomBhalla	Focus Group Member	Minority Communities Diversity Forum and Disabled People's Diversity Forum	Equalities
Dr Didier Matamba	Focus Group Member	Minority Communities Diversity Forum	Equalities

3 What are the main aims, objectives and purpose of the policy? How does it fit in with the wider aims of the Council? Include here any links to the Council Plan or your Directorate Service Plan.

To simplify, standardise and enable easier access for people to comment on our services and to encourage feedback to shape future service delivery through learning.

Derby City Council aims to deliver high quality services where the customer is at the heart of everything we do. We are passionate about developing and improving services and welcome all feedback. We aim to deal with comments and concerns in a fair and consistent way, maintaining openness and transparency.

The Council wants to listen to its customers' views and values their contributions and opinions. We want to learn from good practice, as well as any mistakes, to support our Council values of 'Being the best' and providing 'Brilliant customer experience'.

4 Who delivers the policy, including any outside organisations who deliver under procurement arrangements?

It is a Council wide policy and therefore everyone will help deliver the policy.

5 Who are the main customers, users, partners, employees or groups affected by this proposal?

Anyone who wants to provide feedback on Council services.

6 Who have you consulted and engaged with so far about this policy and what did they tell you? Who else do you plan to consult with? – tell us here how you did this consultation and how you made it accessible for the equality groups

Focus Group – a meeting was held in an accessible room with induction loops and Focus Group members were offered expenses to attend. British Sign Language interpreters and language interpreters were available if required and documents available in other formats if required.

All internal directorates have been consulted on the policy:

- Chief Executive's Office
- Adults, Health and Housing
- Children and Young People
- Neighbourhoods, and
- Resources

We plan to consult further with the union and the Disabled Employee Network.

The Policy will continue to be reviewed after it is implemented as it will continue to evolve and further Equality Impact Assessments (sub EIA's) will be carried out by contact channel:

- Website/on-line
- In person
- Telephone
- In writing
- Email
- SMS
- Sign video

7 Using the skills and knowledge in your assessment team, what do you already know about the equality impact of the policy on particular groups? Also, use any other information you know about such as any customer feedback, surveys, national research or data. Indicate by a tick for each equality group whether this is a negative impact, a positive one or if you are not sure

Equality groups	What do you know?	Positive impact	Negative impact	Not sure
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Age	The policy has a positive impact but until we start delivering it we won't know the entirety of the impact whether positive or negative. The details for all the protected characteristics will be examined and analysed and reported on. The policy will be monitored and updates will be reported to the Diversity Forums and Senior Management team meetings every 6 months.	X		
Disability	Comments - as above	X		
Gender	Comments - as above	X		
Marriage and civil partnership	Comments - as above	X		
Pregnancy and maternity	Comments - as above	X		
Race	Comments - as above	X		
Religion or belief or none	Comments - as above	X		
Sexuality	Comments - as above	X		
Trans gender	Comments - as above	X		
People on low income	Comments - as above	X		

Important - For any of the equality groups you don't have any information about, then make it an equality action at the end of this assessment to find out. This doesn't mean that you can't complete the assessment without the information, but you need to follow up the action and if necessary, review the assessment later.

8 From the information you have collected, how are you going to lesson any negative impact on any of the equality groups? How are you going to fill any gaps in information you have discovered?

We are going to review the experience by ways of contact through the sub EIA's and put actions in place to improve the experience.

The actual policy will be made available on request in ways that are accessible to individuals, for example:

- Large print
- Particular language
- Sign video, and

It will also be accessible on the website and by DVD.

9 What outcome does this assessment suggest you take? – you might find more than one applies. Please also tell us why you have come to this decision?

Outcome 1	x	No major change needed – the EIA hasn't identified any potential for discrimination or negative impact and all opportunities to promote equality have been taken
Outcome 2	x	Adjust the policy to remove barriers identified by the EIA or better promote equality. Are you satisfied that the proposed adjustments will remove the barriers you identified?
Outcome 3		Continue the policy despite potential for negative impact or missed opportunities to promote equality identified. You will need to make sure the EIA clearly sets out the justifications for continuing with it. You need to consider whether there are sufficient plans to reduce the negative impact and plans to monitor the actual impact
Outcome 4		Stop and rethink the policy when the EIA shows actual or potential unlawful discrimination

Our Assessment team has agreed Outcome number(s):1 and 2.

Why did you come to this decision?

It was agreed by the team that we might need to adjust the policy to reflect the evolving needs of customers and users of the policy.

If you have decided on **Outcome 3**, then please tell us here the justification for continuing with the policy. You also need to make sure that there are actions in the Equality action plan to lesson the effect of the negative impact. This is really important and may face a legal challenge in the future.

10 How do you plan to monitor the equality impact of the proposals, once they have been implemented?

Equality action plan – setting targets and monitoring

What are we going to do to improve equality?	How are we going to do it?	When will we do it?	What difference will this make?	Lead officer	Monitoring arrangements
Sub EIA's on: <ul style="list-style-type: none"> • Web • Telephone • In person • SMS • Email • Sign video 	Focus Group	First 3 EIA's by Sept/Oct 2014 Second 3 EIA's by April 2015	Greater understanding of customer needs and requirements by channel	Bernard Fenton	
Mystery shopping to inform EIA's	To be agreed	June 2014	Inform the EIA's	Bernard Fenton	
Improved monitoring/reporting		September 2014	Will help identify groups not accessing the service	Sharon Hancock	

These actions will be included in service business plans.