

## EQUALITY IMPACT ASSESSMENT

<b>Name of Policy/Service/Function</b> <b>Access 2 Services Programme, People and Places</b> <b>GovMetric</b>	
<b>Date of Assessment</b> <b>November 2007</b>	
<b>Directorate</b> <b>Environment and Regeneration</b>	
<b>Head of Service</b> <b>David Wilde</b>	
<b>Names and Roles of the people carrying out the EIA</b> <b>Usha Parmar, Customer Services Manager Environment and Regeneration</b> <b>Dick Hill, Group Manager - Strategy &amp; Partnerships</b> <b>Jean Page, Council Alliances Officer</b>	
<b>Why is the Equality Impact Assessment being done?</b>	Management Board Report Cabinet Report <b>New Policy</b> Change to existing policy Minor decision with potentially major impact on equality <b>On Current EIA Schedule</b>

### 1. Introduction and Background

1.1 Summary of proposal and specify whether this is a universal or targeted service

The Access 2 Services Programme is one of the 5 strategic programmes currently in progress across the Council, along with the Efficiency Review, Towards Excellence, Building Schools for the Future and the 2012 Strategic Programme. The Access 2 Services Programme follows on from the "Improving Access to Services" inspection in 2006 and the main objective is to enable residents, businesses and visitors to be able to access the services they want, the way they want, when they want.

#### Brief Intro – Jean to provide

The purpose of Govmetric is to:

- Capture customer satisfaction and comments by installation of TouchMetric screens at existing WFD shops (Walthamstow, Leyton and Leytonstone)
- Capture customer satisfaction and comments by provision of web code snippet to be inserted on designated web pages for the collection of customer satisfaction data via the web channel
- Capture of customer satisfaction and comments data via a TeleMetric IVR system
- Provision of a digital dashboard and web-based reporting interface on customer channel preference and satisfaction across the three access channels (face to face, telephone and web site).
- Access to benchmarking data from other Local Authorities.

**Benefits include:** Jean to expand to explain the benefits for each point.

- Digital Dashboard for real time data
- Ability to benchmark data against other GovMetric system users
- Cross-channel preference, volume and customer satisfaction levels
- Customer consultation service provision
- Business tool to improve service delivery and allow customer feedback on service provision

This is a universal service.

### 2. Profile of groups affected as customers and/or staff

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### 2.1.1 Age Equality

#### **TeleMetric**

Neutral

#### **TouchMetric**

Neutral

#### **Web**

Neutral

#### **Dashboard**

Findings and issues raised around age would need to be driven through performance and service planning to ensure the Council is learning from its customers, and to improve customer satisfaction amongst young and older people.

### 2.1.2 Disability equality

#### **TeleMetric**

It is necessary to ensure that users of Minicom service are provided with equality of opportunity to give their feedback.

#### **TouchMetric**

ROL, providers of GovMetric should provide evidence that the design work is DDA complaint, and that they have tested the design work with RNIB.

It is necessary to provide feedback touch-kiosks that are accessible for people with mobility disabilities and wheelchair users.

#### **Web**

Neutral

ROL, providers of GovMetric should provide evidence that the design work is DDA complaint, and that they have tested the design work with RNIB.

#### **Dashboard**

Findings and issues raised around disability access would need to be driven through performance and service planning to ensure the Council is learning from its customers, and to improve customer satisfaction amongst disabled people.

### 2.1.3 Gender equality

#### **TeleMetric**

Neutral

#### **TouchMetric**

Neutral

#### **Web**

Neutral

#### **Dashboard**

Findings and issues raised around the needs of gender groups would need to be driven through performance and service planning to ensure the Council is learning from its customers, and to improve customer satisfaction within the borough communities.

### 2.1.4 Race equality

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### TeleMetric

It is necessary to ensure that users of Language Line service are provided with equality of opportunity to give their feedback, particularly as the BVPI residents survey records a higher the average level of dissatisfaction for people from BAME communities. The Council provides the following community languages on Language Line.

*“We offer phone lines dedicated to minicom and a range of community languages. Please dial one of these language line numbers, leave a message for our interpreters and one of our advisors will call you back within 24 hours and talk to you through an interpreter.”*

- Albanian speakers - 020 8496 3011
- French speakers - 020 8496 3012
- Somali speakers - 020 8496 3013
- Turkish speakers - 020 8496 3014
- Urdu speakers - 020 8496 3015

### TouchMetric

The satisfaction face symbols are visual images that are cross-cultural and overcome language barriers.

### Web

Translated text explaining the customer satisfaction process and how it works will need to be provided online.

The satisfaction face symbols are visual images that are cross-cultural and overcome language barriers.

### Dashboard

Findings and issues raised around ethnicity would need to be driven through performance and service planning to ensure the Council is learning from its customers, and to improve customer satisfaction amongst BAME and newly arrived communities.

### 2.1.5 Religion/Beliefs

#### TeleMetric

Neutral

#### TouchMetric

Neutral

#### Web

Neutral

#### Dashboard

Findings and issues raised around disability access would need to be driven through performance and service planning to ensure the Council is learning from its customers, and to improve customer satisfaction amongst disabled people.

### 2.1.6 Sexual Orientation

#### TeleMetric

Neutral

#### TouchMetric

Neutral

#### Web

Neutral

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### Dashboard

Findings and issues raised around sexual orientation and access to services would need to be driven through performance and service planning to ensure the Council is learning from its customers, and to improve customer satisfaction within the borough communities.

### 3. Questions this assessment addresses

#### 3.1 What kind of equality impact may there be?

Overall the intention of the initiative is positive, however there will need to be consideration or an alternative provided to ensure there equality of opportunity for the Disability equality and Race equality issues identified above.

#### 3.2 How significant is it in terms of its nature and the number of people likely to be affected?

The impact is significant in terms of equality of opportunity for the issues identified above. The number of people likely to be affected is high as the initiative is borough wide.

#### 3.3 Is the impact positive or negative (or is there a potential for both)?

The overall impact is both positive and negative

#### 3.4 On what aspects of the Equality Duties will this impact be?

Disability and Race

#### 3.5 Could the impact constitute unlawful discrimination?

Possibly, further guidance will need to be sought from the diversity team and Legal services.

#### 3.6 What further information is required to gauge the probability and extent of the impact?

To look at the alternatives or extend communications to involve target community groups as enablers and facilitators.

#### 3.7 Where and how can that information be obtained?

Consultation and engagement team

### 4. Action Planning Questions

#### 4.1 What action do we need to take to reduce negative impact?

It is necessary to ensure there is effective communications to provide people with reassurance that customer feedback is anonymous before people are sign posted to the customer satisfaction process, that local phone rate charges apply, and that customers understand which aspect is a service being measured for satisfaction levels. This is particularly so for TeleMetric and website anonymity, especially if the customer has just completed a transaction where they have provided all their contact details and payment details.

This initiative works hand in hand with the Mosaic initiative and the information provided would be as actual data for GovMetric whereas for the Mosaic-Experian initiative the emphasis is on the propensity of customer behaviour and attitude based on volumes and demographics.

Through GovMetric, people have the opportunity to expand and give anecdotal feedback if they are dissatisfied, and any findings and issues raised around the channels and access to services would need to be driven through performance and service planning to ensure the Council is learning from its customers, and to improve customer satisfaction within the borough communities.

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Alternative action will need to be considered if equality of opportunity to give feedback is not provided through Minicom and Language Line. It may be beneficial to liaise with community groups who can act as enablers and facilitators explaining the GovMetric initiative and how it affects and benefits ethnic and disabled people. If alternatives need to be considered the any negative perception and criticism will need to be managed through Council Communications team and Members Services.

### 4.2 If the action proposed will not fully mitigate adverse consequences for equality, or if the decision is to take no action, why is this, and can we justify it?

To be completed pending further discussions.

### 4.3 Can any further action be taken to promote equality of opportunity in relation to any of the equality strands?

See action plan in pint 6 below.

### 4.4 Do we need to undertake any further consultation or research?

To be completed pending further discussions.

## 5. Conclusions and Next Steps

There is a high risk if negative public perception and impact if equality of opportunity is not mitigated, and this possible damage to Council reputation would need to be managed through Council Communications team and Members Services.

Further advice should be sought form the Diversity team and legal services.

The inclusion of voluntary groups as service intermediaries also offers significant scope to break down traditional barriers to service provision through use of trusted sources, support and an understanding of the needs to specific groups.

### 5.1 The key areas, which were improved as a result of this assessment, were:

Communications plan for Access 2 Services, communications plan for the new website, an improved assessment and understanding of the Disability and Race equality implications.

## 6. Action Plan

Item	Action required	Lead Officer	Time Scale	Comments/Outcomes	Status
1.	WFD - In establishing the more effective points of presence this workstream will ensure inclusive consultation with all groups but with disabled people in particular. The findings will inform the development of the proposal and be part of the equality impact assessment arrangements	Max Carter		Taken from A2S Equality Impact Assessment	
2.	Equality impact assessments will be built into the work programmes for the delivery of each of the "Channels" work-stream	Jean Page, Dick Hill	Nov 2007	GovMetric	✓ Completed Nov 2007

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3.	<p>Seek clarification:</p> <ul style="list-style-type: none"> <li>• from WFD on TeleMetric provision for Language Line, Minicom, and accessible kiosks for wheelchair users.</li> <li>• From ROL that visual designs are DDA compliant and tested with RNIB.</li> </ul>	Jean Page	Nov 2007		
4.	Ensure language line and DDA requirements built into pilot study	Jean Page	Nov 2007		
5.	<p>Implement mitigation plans if TeleMetric does not meet equality of opportunity for Race and Disability equality schemes as outlines in assessment above:</p> <ul style="list-style-type: none"> <li>• community groups</li> <li>• Communications team and Members Services.</li> <li>• Website</li> <li>• Diversity team and Legal services</li> </ul>	Jean Page, Brigit Granger			
6.	Provide people with reassurance that customer feedback is anonymous before people are sign posted to the customer satisfaction process	Jean Page, Brigit Granger			
7.	Provide people with information of the phone tariff for TeleMetric.	Jean Page, Brigit Granger			
8.	Ensure customers understand which aspect of a service being measured for satisfaction levels.	Jean Page, Brigit Granger		Avoid customer confusion between providing satisfaction feedback on access channel and service delivery.	
9.	<p>Liaise with Projects Manager for the new website on findings of this Equality Impact Assessment.:</p> <ul style="list-style-type: none"> <li>• translated text to explain how the satisfaction process works/ benefits.</li> <li>• anonymity</li> </ul>	Jean Page, Brigit Granger	Nov 2007		
10.	Decision to be made on driving and monitoring Dashboard findings through performance and to inform service planning.	Jean Page, Brigit Granger		Council is constantly learning from the customer experience and services are modified accordingly.	
11.	Actions pending clarification are added to the A2S communications plan.	Jean Page	Dec 2007		
12.	<p>Use existing communication channels to inform and engage with community groups</p> <p><b>Voluntary Action Waltham Forest</b>  <a href="http://www.frontlineonline.org.uk">http://www.frontlineonline.org.uk</a>            Tel: 0208 521 0377</p>	Jean Page, Brigit Granger			

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