

Equality Impact Assessment

1	Identify the aims of the policy/service/function and how it is implemented.			
	Key questions	Response	Additional Notes and proposed action	By When
1.1	Is this an existing or a new policy/service/function ?	Channel Shift has been taking place but has never had a strategy		
1.2	What is the aim, objective or purpose of the policy/service/function ?	To encourage customers to use more channels that are more efficient and convenient for them whilst offering better value for money		
1.3	What outcomes do you want to achieve with this policy and for whom?	More customers choosing to use on line and automated services, fewer contacts by telephone and visits to the Gateway		
1.4	Who is the policy/service/function being aimed at?	All residents/customers		
1.5	Who defines or defined the policy/service/function ?	Strategic Plan/Council priorities		
1.6	Who implements the policy/service/function ?	Business Improvement, though all Council departments will be involved to some degree		
1.7	How do these outcomes meet or hinder other policies, values or objectives of the Council	Channel shift is a stated objective in the Strategic Plan and will help deliver value for money		
1.8	What factors or forces are at play that could contribute or detract from the outcomes identified earlier?	Departmental cooperation will be important as will customer appetite both will contribute to the success of the strategy or could cause major set backs.		
1.9	Taking the nine strands of equalities is there	No, our website is AA compliant so can be		

	anything in the policy that could discriminate or disadvantage any of these groups?	accessed by people with disabilities and is translatable. The other 7 remaining groups with protected characteristics should not have accessibility issues. The strategy overall should offer an improved service to those with disabilities as it will hopefully provide more convenient contact methods. No currently available access channels are being removed so for customers who are unable to use the new methods, such as those with literacy issues or mental disabilities, alternative will still be available.		
1.10	From your perspective, how is the policy/service/function actually working in practice for each equalities group?	All of the alternative channels that are proposed are currently being offered by the Council though on a far smaller scale and have not been seen to disadvantage any of the groups with protected characteristics		
1.11	How does the local authority interface with other bodies in relation to the implementation of this policy/service/function ?	Through county wide groups such as Kent Customer Services Managers. Nationally through groups such as the Electronic Service Delivery Group		
2	Consideration of available data, research and information		By When	
	Key questions	Response	Notes	
2.1	What do you already know about who uses and delivers this service/policy/function ?	We have a good picture of who is contacting us through customer profiling and their preference or not to transact on line. We know the services they request and we have name and address data for the majority of them.		
2.2	What additional	We need to monitor the		

	information is needed to ensure that all equality groups' needs are taken into account?	use of all contact channels and any complaints that arise from them. The same for any automation. We will be looking to see if any groups are not using alternative channels and will then seek to help where appropriate		
2.3	How are you going to go about getting the extra information that is required	It would be a good idea to get organizations such as RNIB to test our website	Contact RNIB re testing	Pre launch of new website
3	Formal consultation			
	Key questions	Response	Notes	By When
3.1	Who do we need to consult with?	Those who will be using the services, customers primarily.		
3.2	What method/form of consultation can be used?	On line surveys, such as an exit survey on the website, or specific questions with the form itself.	These surveys should be ongoing	To be introduced with the on line forms.
4	Assessment of impact			
	Key questions	Response	Notes	By When
4.1	Have you identified any differential impact and does this adversely affect any groups in the community?	No		
4.2	If there is an adverse impact can it be avoided, can we make changes, can we lessen it etc?	N/A		
4.3	If there is nothing you can do, can the reasons be fairly justified?	N/A		
5	Consideration of measures that might mitigate any adverse impact as well as alternative policies that might better achieve the promotion of equality of opportunity.			
	Key questions	Response	Notes	By When
5.1	Do any of the changes in relation to the adverse impact have a further adverse affect on any other group?	Possibly older or more disadvantaged members of the community. These groups have lower take up rates for on line form	Priority list for on line forms has been based on	Assessment of the probable use of an online form

		use.	those most likely to transact on line	and who it would be aimed at will be part of the planning process
5.2	Further explore, if necessary, the changes following the questions in section 4.	n/a		
INTERNAL PROCESSES FOR THE ORGANISATION – TO BE FURTHER EXPLORED AT THE END OF THE MENTORING PROCESS.				
6	Making a decision in the light of data, alternatives and consultations			
	Key questions	Response	Notes	By When
6.1	The organizations decision making process	CMT and Cabinet		
7	Monitor for adverse impact in the future and publication of results of such monitoring			
	Key questions	Response	Notes	By When
7.1	What have we found out in completing this EqIA? What can we learn for the future?	That some changes can have a positive impact for certain protected characteristic groups		
7.2	Who will carry out monitoring?	Business Improvement/Appropriate serve area		
7.3	What needs to be monitored?	Usage, complaints/comments and the overall contact picture for the Council		
7.4	What method(s) of monitoring?	Surveys and web stats as well as call rates and footfall		
7.5	How will the monitoring information be published?	Quarterly reports to management and a refresh of the strategy every year.		
8	Publication of results of the impact assessment			
	Key questions	Response	Notes	By When
	How will this be published	Intranet – CMT reports		