

# Equality Impact Assessment Form



<b>Directorate:</b> Transformation	<b>Service:</b> Transformation
<b>Completed by:</b> E. Leigh	<b>Date:</b> 17.04.15
<b>Subject Title: Digital by Preference</b>	
<b>1. DESCRIPTION</b>	
Is a policy or strategy being produced or revised:	No
Is a service being designed, redesigned or cutback:	No
Is a commissioning plan or contract specification being developed:	No
Is a budget being set or funding allocated:	Yes
Is a programme or project being planned:	Yes
Are recommendations being presented to senior managers and/or Councillors:	Yes
Does the activity contribute to meeting our duties under the Equality Act 2010 and Public Sector Equality Duty (Eliminating unlawful discrimination/harassment, advancing equality of opportunity, fostering good relations):	Yes
Details of the matter under consideration:	“Digital by Preference” sets out a new approach to drive forward channel migration i.e. to enable more people to use technologies such as internet, computer, smartphone to interact with the council.
<i>If you answered <b>Yes</b> to any of the above go straight to Section 3</i> <i>If you answered <b>No</b> to all the above please complete Section 2</i>	
<b>2. RELEVANCE</b>	
Does the work being carried out impact on service users, staff or Councillors (stakeholders):	Yes/No* <span style="float: right;"><i>*delete as appropriate</i></span>
If <b>Yes</b> , provide details of how this impacts on service users, staff or Councillors (stakeholders): <i>If you answered <b>Yes</b> go to Section 3</i>	
If you answered <b>No</b> to both Sections 1 and 2 provide details of why there is no impact on these three groups:	

<p><i>You do not need to complete the rest of this form.</i></p>	
<p><b>3. EVIDENCE COLLECTION</b></p>	
<p>Who does the work being carried out impact on, i.e. who is/are the stakeholder(s)?</p>	<p>The stakeholders are all the residents of West Lancashire, and all businesses because they all carry out some transactions with the Council.</p>
<p>If the work being carried out relates to a universal service, who needs or uses it most? (Is there any particular group affected more than others)?</p>	<p>The project involves transforming the way we deliver services and enable customers to access them, and this involves universal services e.g. council tax as well as services that are specific to some customer groups e.g. benefits, housing.</p>
<p>Which of the protected characteristics are most relevant to the work being carried out?</p> <ul style="list-style-type: none"> <li>Age</li> <li>Gender</li> <li>Disability</li> <li>Race and Culture</li> <li>Sexual Orientation</li> <li>Religion or Belief</li> <li>Gender Reassignment</li> <li>Marriage and Civil Partnership</li> <li>Pregnancy and Maternity</li> </ul>	<ul style="list-style-type: none"> <li>Yes</li> <li>No</li> <li>Yes</li> <li>Yes</li> <li>No</li> <li>No</li> <li>No</li> <li>No</li> <li>No</li> </ul>
<p><b>4. DATA ANALYSIS</b></p>	
<p>In relation to the work being carried out, and the service/function in question, who is actually or currently using the service and why?</p>	<p>All West Lancs residents and businesses are users of Council services and interact with the Council to pay bills, request services and seek information.</p>
<p>What will the impact of the work being carried out be on usage/the stakeholders?</p>	<p>The Digital by Preference project will make more services available through the website, where they are presented in a way which is accessible for people with disabilities. This will make it easier for stakeholders to interact with the Council and give them more choice in how they do so.</p>
<p>What are people's views about the services? Are some customers more satisfied than others, and if so what are the reasons? Can these be affected by the proposals?</p>	<p>The Citizen Survey measures satisfaction with some key services, and also with the way the Council runs things generally (68% satisfied), and how it keeps people informed. (57% satisfied.) 45% agree the Council provides value for money. We also know that 55% of residents have visited the Council website in the last</p>

	<p>year and 49% have phoned the Council. We have figures for the numbers of website visits, payments and online forms, and also for the number of people who phone the contact centre. We do not yet have data about satisfaction with the method of providing services e.g. whether they are provided digitally or not.</p>
<p>What sources of data including consultation results have you used to analyse the impact of the work being carried out on users/stakeholders with protected characteristics?</p>	<p>The satisfaction data is from the 2015 Citizen Survey. This survey has included some people from the protected characteristics groups.</p> <p>Performance data from Customer Services and Communications and Consultation has been used in assessing current use of access channels.</p> <p>Customer Services manage a list of customers who have requested information in other formats e.g. Braille, large print.</p>
<p>If any further data/consultation is needed and is to be gathered, please specify:</p>	<p>It is proposed that consultation regarding use of the internet and other technologies, and satisfaction with access channels, be undertaken as part of the Citizen and Stakeholder survey in early 2016.</p> <p>It is also planned to do some user testing of the website with people with disabilities.</p>
<p><b>5. IMPACT OF DECISIONS</b></p>	
<p>In what way will the changes impact on people with particular protected characteristics (either positively or negatively or in terms of disproportionate impact)?</p>	<p>By providing more services digitally, i.e. online through the website, the Council will make it easier for people with disabilities to access them.</p> <p>The website is designed to be accessible for people with disabilities. For example, people with visual problems can enlarge the print so they can read it more easily. The Council also provides the 'Browsealoud' feature which will read website text to aloud to a user who cannot see.</p> <p>The website can also be automatically translated into a variety of languages.</p>

	<p>Browsealoud will also provide oral translations. This makes services accessible to people who do not speak English.</p> <p>The website is available 24/7 and people can use it from the comfort of their own home, or via a mobile device while on the move. Making more services and information available digitally will therefore make them more accessible for people with mobility problems, for elderly people who may not be able to get out and about, and for people can't contact the council during standard working hours.</p>
<p><b>6. CONSIDERING THE IMPACT</b></p>	
<p>If there is a negative impact what action can be taken to mitigate it? (If it is not possible or desirable to take actions to reduce the impact, explain why this is the case (e.g. legislative or financial drivers etc.).</p>	<p>The Council's approach is 'Digital by Preference' and we will continue to provide services in a variety of ways so that people who can't use digital technologies can continue to access our services. Also, as part of its digital inclusion work and communications activities, the Council is encouraging and assisting more people to go digital and reap the benefits.</p>
<p>What actions do you plan to take to address any other issues above?</p>	<p>No other actions are required.</p>
<p><b>7. MONITORING AND REVIEWING</b></p>	
<p>When will this assessment be reviewed and who will review it?</p>	<p>The assessment will be reviewed at the end of March 2016 by the Transformation Manager and the Digital Manager.</p>