

Equality Impact Assessment Form



Directorate: Housing and Inclusion		Service: Customer Experience	
Completed by: Tracy Berry		Date: 10.07.19	
Subject Title: Customer Engagement Strategy			
1. DESCRIPTION			
Is a policy or strategy being produced or revised:	Yes		
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:	No		
Is a programme or project being planned:	No		
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:	Customer Engagement Strategy		
<p><i>If you answered Yes to any of the above go straight to Section 3</i></p> <p><i>If you answered No to all the above please complete Section 2</i></p>			
2. RELEVANCE			
Does the work being carried out impact on service users, staff or Councillors (stakeholders):	<i>*delete as appropriate</i>		
If Yes , provide details of how this impacts on service users, staff or Councillors (stakeholders): <i>If you answered Yes go to Section 3</i>			
If you answered No to both Sections 1 and 2 provide details of why there is no impact on these three groups: <i>You do not need to complete the rest of this form.</i>			
3. EVIDENCE COLLECTION			
Who does the work being carried out impact on, i.e. who is/are the stakeholder(s)?	Citizens of the Borough		
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)?	The strategy applies to all WLBC citizens. However there is an action plan which is aimed at council tenants. This is to meet regulatory requirements.		
Which of the protected characteristics are most relevant to the work being carried out?			
Age	Yes		
Gender	Yes		
Disability	Yes		
Race and Culture	Yes		
Sexual Orientation	Yes		
Religion or Belief	Yes		
Gender Reassignment	Yes		
Marriage and Civil Partnership	Yes		
Pregnancy and Maternity	Yes		

4. DATA ANALYSIS	
In relation to the work being carried out, and the service/function in question, who is actually or currently using the service and why?	The strategy applies to all WLBC citizens with a focus on council tenants for one element of the strategy.
What will the impact of the work being carried out be on usage/the stakeholders?	It should increase the levels of customer feedback and engagement. By increasing our customers' ability to engage digitally, it should have an impact on customer wellbeing and increase the number of customer contact made with the council using digital channels.
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?	This will be monitored as the strategy is implemented as a way to improve customer feedback in relation to council services.
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?	Tenant profiling data Citizen survey data Digital baseline data from CVS partnership arrangements
If any further data/consultation is needed and is to be gathered, please specify:	Ongoing profiling data and satisfaction levels via surveys
5. IMPACT OF DECISIONS	
In what way will the changes impact on people with particular protected characteristics (either positively or negatively or in terms of disproportionate impact)?	Increases options for customers to engage through a range of ways regardless of any protected characteristic.
6. CONSIDERING THE IMPACT	
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.).	There should be no negative actions as this should improve levels of engagement.
What actions do you plan to take to address any other issues above?	No actions
7. MONITORING AND REVIEWING	
When will this assessment be reviewed and who will review it?	The strategy and action plan to be reviewed annually by Customer Engagement Manager using customer and staff feedback where appropriate.