

Equality Impact Assessment Form



Directorate: Transformation & Resources		Service: Corporate & Customer Services	
Completed by: Debbie Johnson		Date: 15/06/2021	
Subject Title: Customer Feedback Policy			
1. DESCRIPTION			
Is a policy or strategy being produced or revised:	Yes (Policy)		
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:	New Customer Feedback Policy		
<p><i>If you answered Yes to any of the above go straight to Section 3</i> <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):	Yes - Service Users and staff		
<p>If Yes, provide details of how this impacts on service users, staff or Councillors (stakeholders):</p> <p><i>If you answered Yes go to Section 3</i></p>	<p>Services users will have a new procedure to follow when making a complaint or providing feedback. Staff will have to deal with complaints and feedback through a new policy and procedure. Staff will also have to attend training.</p>		
<p>If you answered No to both Sections 1 and 2 provide details of why there is no impact on these three groups:</p> <p><i>You do not need to complete the rest of this form.</i></p>			
3. EVIDENCE COLLECTION			
Who does the work being carried out impact on, i.e. who is/are the stakeholder(s)?	All WLBC residents, businesses and other stakeholders or anyone visiting WLBC.		
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)?	It is possible that residents will use council provided services more than other stakeholders or visitors.		

<p>Which of the protected characteristics are most relevant to the work being carried out?</p> <p>Age Gender Disability Race and Culture Sexual Orientation Religion or Belief Gender Reassignment Marriage and Civil Partnership Pregnancy and Maternity</p>	<p>Yes Yes Yes Yes Yes Yes Yes Yes Yes</p>
<p>4. DATA ANALYSIS</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>Anyone can make a complaint or provide feedback (positive and negative) on council services.</p>
<p>What will the impact of the work being carried out be on usage/the stakeholders?</p>	<p>The new policy will document transparent guidelines for customers making a complaint and providing feedback.</p> <p>It will set customers' expectations and provide clear timescales and should improve customers understanding and awareness of the end to end procedure.</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>Two customer consultations have been conducted and customers have provided feedback about their expectations and experience of the current complaint procedure.</p> <p>The feedback has been used to shape the new policy and improve how complaints will be handled. One of the improvements will reduce the end to end customer journey down from a three-stage process to a two-stage process.</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>Customer Journey Mapping Citizen survey data x 2 Complaints data (Stage 2 & 3)</p>
<p>If any further data/consultation is needed and is to be gathered, please specify:</p>	<p>As part of the new two stage complaints process customers will be provided with the option of completing a complaint experience survey. This will ensure we capture real time feedback from customers who go through our complaint's procedure, allowing us to continually analyse, improve and create a continuous improvement culture</p>
<p>5. IMPACT OF DECISIONS</p>	
<p>In what way will the changes impact on people with particular protected characteristics (either positively or negatively or in terms of disproportionate</p>	<p>Changes will not negatively impact on any customer with a particular protected characteristic. This is because all customers</p>

<p>impact)?</p>	<p>have the right to make a complaint regardless of age, sex, disability etc The policy will be available upon request to customers should they require alternative formats e.g. (audiotape, CD, large print, Braille).</p> <p>Customers can also make a complaint in a range of ways regardless of any protected characteristic.</p> <p>In addition, the policy includes a reasonable adjustments section which details what we can do depending on the customers needs to make reasonable adjustments whilst going through the complaints procedure.</p>
<p>6. CONSIDERING THE IMPACT</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>There should be no negative actions as the policy aims to streamline the process to make it easier for customers to provide feedback, improve customer awareness and provide clear guidance on how to give feedback.</p>
<p>What actions do you plan to take to address any other issues above?</p>	<p>No actions</p> <p><i>If no actions are planned state no actions</i></p>
<p>7. MONITORING AND REVIEWING</p>	
<p>When will this assessment be reviewed and who will review it?</p>	<p>The complaints policy will be reviewed regularly by the Customer Engagement Team and in line with guidance and best practice in the sector.</p>