

# Equality Impact and Needs Analysis (EINA) Template

<b>Directorate:</b>	Finance and Corporate Services
<b>Service Area:</b>	Customer Service
<b>Name of service/ function/ policy/ being assessed:</b>	Customer Service
<b>Officer leading on assessment:</b>	Clea Hemans
<b>Other staff involved:</b>	

## PREPARATION FOR THE EQUALITY IMPACT AND NEEDS ANALYSIS

### 1. Briefly describe the service/ function/ policy:

The Customer Service department handles customer enquires by phone, email & face to face on behalf of a number of different council departments including: Waste and Recycling, Planning, Council Tax and Benefits, Street Services, Highways issues, Parking, Trees and Parks, Electoral Services and Registration Services. The enquiries range from service request & fault reports, complaints and requests for information.

### 2. Why is the equality impact and needs analysis being undertaken?

There have been operational changes to the service and an EINA has not been undertaken in the last three years.

An Initial Impact Needs Assessment was completed in March 2011 and this covered the proposed operational changes to Customer Services. The outcome, at the time, was that apart from the reduction in back office processing there would be no radical changes for customers. Customers would still have the same service options open to them although they would be encouraged to use the web more. Staff would not be operating in any way that is significantly different from their current working methods therefore a full EINA was not considered necessary.

### 3. Has this service/ function/ policy undertaken a screening for relevance?

**If so, which protected characteristics and parts of the duty were identified as of high or medium relevance and why? Please attach screening for relevance as an appendix to this EINA.**

If not, make an assessment of which protected characteristics and parts of the duty are of high or medium relevance and explain why:

The screening for relevance document is available in [Appendix one](#)

4. **What sources of information have been used in the preparation of this equality impact and needs analysis?** For example, this could include equalities monitoring information, performance data, consultation feedback or needs assessment. Please provide the details in the table below:

<b>Information source</b>	<b>Description and outline of the information source</b>
<a href="#">Registration services INA</a>	This INA was conducted in 2010 and is an overall service INA
<a href="#">INA for Customer Contact Programme</a>	This EINA was conducted in March 2011 for the operation changes to customer service
Face to face customer satisfaction survey published <a href="#">here</a>	Face to face customer satisfaction survey November 2012 where equalities monitoring data is collected
Council tax feedback survey published <a href="#">here</a>	Council tax feedback survey carried out in April 2012
Screening for Relevance document	See document attached in <a href="#">Appendix1</a>
Customer Service Excellence and Contact Centre Accreditation	Re-accreditation for both awards in December 2012. The customer service department has maintained both accreditations annually since December 2008

## ANALYSING IMPACT, NEEDS AND EFFECTS

**It is important that the analysis addresses each part of the duty assessed as relevant to the area being examined** (see further [Guidance on RIO](#)).

### 5. Key questions to consider:

- a. What does the data tell you about the groups identified as relevant to the area being assessed?
- b. What does customer feedback, complaints or discussions with stakeholder groups tell you about the impact of the service/ function/ policy on the protected characteristic groups, where assessed as relevant to area being examined?

Other questions to consider:

- How well are diverse needs met?
- Have any differences in access to services/functions been identified for any group?

- Has the area identified any disadvantages experienced by groups, which need to be addressed?
- Have there been any complaints about a failure to receive an appropriate and fair service?
- Is there any other evidence of differential impact or different outcomes which needs to be addressed?
- Is there any evidence that participation in areas of public life is disproportionately low for any particular relevant protected characteristic group?
- Have the needs of disabled people been identified and addressed where these are different from the needs of non-disabled people?
- Have you identified any need to tackle prejudice or promote understanding between different relevant protected characteristic groups?

**Remember that equality analysis is not simply about identifying and removing negative effects of discrimination but it is also an opportunity to identify ways to advance equality of opportunity and to foster good relations.**

<b><i>Protected Group</i></b>	<b><i>Findings</i></b>
<b>Age</b>	<p>2010 census data shows the proportion of those aged 65 or over in the Richmond borough is 12.7% Although this is lower than the average for England (16.5 per cent), it is higher than the average for London (11.5 per cent) and one of the highest of all the London boroughs.</p> <p>Councillors have prioritised some services for the over 75's in the borough and this has been reflected in customer service processes, some examples of these are as follows:</p> <ul style="list-style-type: none"> <li>• <b>Garden waste recycling service;</b> customers over 75 have a 25% discount on the annual cost of the collection service. Advisers are trained to check if customers are over 75.</li> <li>• <b>Assisted collections of waste and recycling;</b> this is also offered to customers who are unable to move or carry their bins to the front of their property for collection and this includes elderly customers</li> </ul> <p><b><u><a href="#">Council Tax feedback survey April 2012</a></u></b></p> <p>A feedback survey was sent out to all households in the borough with the annual council tax bill in March 2012. This was to ensure we captured feedback from as many customers as possible across all demographic backgrounds in the borough. The survey was collecting customer feedback on the proposed expansion of the current council tax online account, into a personal account enabling access to a wide range of council services. The results of this survey can be viewed on our website <a href="#">here</a></p> <p><b>Results show:</b></p> <ul style="list-style-type: none"> <li>• 63% of residents surveyed said they agreed that it would be useful to access a range of services via the online personal account,</li> <li>• 29% of the residents that disagreed stated they did not have a</li> </ul>

	<p>computer/internet access. Of these residents, 90% completed their survey by post.</p> <ul style="list-style-type: none"> <li>• 30% were aged over 60; but 60% did not state their age.</li> </ul> <p><b>Customer Service Process</b> As part of the operational improvements and integration of new services into Customer Services, web pages have been improved and now offer self service to enable more customers to go online to complete transactions and requests for service in their own time. The online Richmond account is one of the new improved processes.</p> <p>The results of our Council tax survey identified that not all our customers are computer literate; 30% of those customers were 60 or over. Therefore, self service is not suitable for all customers and Customer Services still offer the following access channels:</p> <ul style="list-style-type: none"> <li>• Telephone</li> <li>• Visit in person</li> <li>• Email</li> <li>• Fax</li> <li>• Text-phone</li> </ul> <p>Customer satisfaction results are high, please refer see these on our <a href="#">webpages</a>.</p>
<p><b>Disability</b></p>	<p>2010 Census data shows that 15.3% of the working age population in Richmond upon Thames are disabled. In terms of DDA and work-limiting disability this accounts for 6.8% of the working age population in Richmond. LBRuT has one of the lowest rates of working age disability compared with other benchmarking authorities and neighbouring boroughs.</p> <p>The employment rate of disabled people in Richmond is 62.3%. Although this is lower than the rates for non-disabled people in the borough (77.9 %), it is higher than the employment rate of disabled people in most of the borough's benchmarking group and neighbouring boroughs.</p> <p><b>Customer Service Process</b> Customer Services currently offer the following services to disabled residents and customers:</p> <ul style="list-style-type: none"> <li>• Visually impaired customers can access the web for a wide selection of information and service requests. If this isn't a suitable option customers can phone or visit in person</li> <li>• Disabled access is available at the civic centre reception for customers who chose to visit us in person</li> <li>• If a customer has a hearing impediment advisers are trained in using text relay and would handle the call like any other enquiry</li> <li>• If a customer calls Customer Service requesting braille or larger copies of documents. The process is for advisers to transfer the calls to the specific department/ directorate to organise.</li> </ul>

	<ul style="list-style-type: none"> <li>The Customer Services team ensures that correspondence sent to customers is compatible with the software used by customers who are visually impaired or dyslexic. We use email or word documents and not PDF.</li> </ul> <p>There are some knowledge gaps with this protected characteristic. When surveyed as part of our face to face survey only 7% of customer's stated that they have a disability. 33% of respondents said that they would rather not say whether they had a disability and 60% said that they did not have a disability. However, there were no significant patterns or issues identified from these results.</p>
<b>Gender (Sex)</b>	No negative impact has been identified have been identified at this stage.
<b>Gender reassignment</b>	No negative impact has been identified have been identified at this stage.
<b>*Marriage and civil partnership</b> (*only in relation to first part of the duty: eliminate discrimination and harassment)	<p>From June 2012 the Customer Service department commenced the high level customer enquiry handling and bookings for Registration Services. (Please <a href="#">see the attached EINA for details</a> )</p> <p>Further to the service integration Customer Services have adopted the following processes:</p> <ul style="list-style-type: none"> <li>Booking appointments for customers who wish to give notice of a marriage or civic partnership</li> <li>Booking a registrar for a marriage or civil partnership</li> <li>Advisers are fully trained to notify customers on acceptable proofs of identification which are required to give notice.</li> <li>All bookings can now be made on the <a href="#">public website</a>.</li> </ul>
<b>Pregnancy and maternity</b>	Customer service advisers can offer assisted collections for a limited time due to pregnancy for waste and recycling collections. Once logged on our CRM system the request is passed to the contractor advising them to collect the customers waste and recycling from outside their front door or closer to their property rather than by their front gate.
<b>Race/ethnicity</b>	<p>Data from the 2010 Census shows that Richmond is one of the least ethnically diverse boroughs in London. Just 25% of the borough's population is made up of non-white minority ethnic groups, the largest of which is Indian at 3%</p> <p>From June 2012 the Customer Service department started to handle some of the high level customer enquires and bookings for Registration Services. This includes taking bookings for Citizen Ceremonies and for the National Checking Services</p> <p>Advisers are fully trained to check whether the customer has made their application to the Home Office and received their invitation letter to enable them to book a citizenship ceremony or if they are seeking help to make their application to the Home Office for the National Checking Service</p> <p>Advisers are fully trained to advise customers on what documents are</p>

	<p>needed for the bookings and to refer customers to the website where all the details are available</p> <p>Customer service advisers know to call Hounslow translation service if a customer requires a translator, this page is on our intranet  <a href="http://rio/home/our_organisation/directorates/finance_and_corporate_services/equalities_and_diversity_in_finance_and_corporate_services/translation_services.htm">http://rio/home/our_organisation/directorates/finance_and_corporate_services/equalities_and_diversity_in_finance_and_corporate_services/translation_services.htm</a></p>
<b>Religion and belief including non-belief</b>	No negative impact has been identified have been identified at this stage.
<b>Sexual orientation</b>	No negative impact has been identified have been identified at this stage.

**6. Have you identified any data gaps in relation to the relevant protected characteristics and relevant parts of the duty? If so, how will these data gaps be addressed?**

<b><i>Gaps in data</i></b>	<b><i>Action to deal with this</i></b>
Some knowledge gaps are present from customers with disabilities. As there are low levels of responses from these customers in our surveys.	Customer Services has not had any complaints about access to services from customers with disabilities to date. If such a complaint was to be received then appropriate action would be taken to improve access for the customer.

**SUMMARY OF THE KEY FINDINGS**

**7. Set out the key findings from the equality impact needs analysis of the service/ function/ policy. Key questions to consider when completing this section:**

- *Are there findings of unlawful discrimination?*
- *Can you address any identified adverse impact?*
- *Can you mitigate any negative impact?*
- *Please provide rationale if you are unable to address any adverse impact.*
- *Have you identified any ways of advancing equality in this area? For example, meeting diverse needs?*
- *Is there a need for any actions to promote understanding between different protected groups?*

The Customer Service department is designed to provide an effective service to all customers.

- A variety of contact channels are available to customers to access our

services via website, emails, phone and in person. There is disabled access at the civic centre for visitors.

- Advisers are trained in the processes for handling enquires from customers who are visually impaired, have a hearing impediment or require a translator.
- When integrating new services into the contact centre the department has ensured that INA's have been completed where necessary to assess further equalities issues
- Corporate complaints are kept centrally. Any complaints received by the department are responded to as a matter of priority and responses are also saved centrally to keep track of any issues. To date Customer Service have not received any complaints about access to our services.
- Regular customer satisfaction surveys are conducted and are very positive. These are published on the website

## CONSULTATION ON THE KEY FINDINGS

### **8. What consultation have you undertaken with stakeholders or critical friends about the key findings? What feedback did you receive as part of the consultation?**

The following have been consulted:

- **Denise Sangster** – Finance & Corporate Services Equalities & Diversity steering group member
- **Chloe Hunter** - Finance & Corporate Services Equalities & Diversity steering group member
- **Claire Hunter** - Finance & Corporate Services Equalities & Diversity steering group member
- **Kim Anderson** - Finance & Corporate Services Equalities & Diversity steering group member
- **Marc Adams** – CEDG member
- **Mark Maidment** – Director of Finance and Finance & Corporate Services Equalities & Diversity steering group member
- **Mike Gravatt** – Assistant Director of Finance
- **Suganya Ranganathan** – Equalities & Diversity Manager

No feedback or comments were received as part of this consultation.

## ACTION PLANNING

### **9. What issues have you identified that require actions? What are these actions, who will be responsible for them and when will they be completed?**

<b>Issue identified</b>	<b>Planned action</b>	<b>Lead officer</b>	<b>Completion Date</b>
No issues were identified	Address any equalities issues as and when they arise	Clea Hemans	Not applicable

## **MONITORING AND REVIEW**

- 10. How will the actions in the action plan be monitored and reviewed? For example, any equality actions identified should be added to business, service or team plans and performance managed.**

If customers service receive any complaints these are tracked centrally and are dealt with as a priority

## **PUBLISHING THE COMPLETED ANALYSIS**

- 11. When completed, the equality impact and needs analysis should be approved by a member of DMT and published on the Council's website. Please provide details below:**

<b>Approved by</b>	
<b>Date of approval</b>	
<b>Date of publication</b>	

## **DECISION-MAKING PROCESS**

- 12. Has a copy of this EINA or summary of key findings been provided to key decision-makers to help inform decision making, for example as an appendix to a Cabinet or Committee report?**

- If so please provide the details including the name of the report, the audience i.e. Cabinet/ Committee, the date it went, and the report author.**
- Please also outline the outcome from the report and details of any follow up action or monitoring of actions or decision taken:**

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## Public Sector Equality Duty 2012: Screening for Relevance

<b>Name of Directorate</b>	Customer Contact Centre											
<b>Contact</b>	Clea Hemans						<b>Telephone</b>	0208 891 7900				
							<b>Email</b>	c.hemans@richmond.gov.uk				
<b>Service/ Function</b>	Are the areas listed below relevant to your service/ function? Please answer H, M or L for 'High' Medium or Low'											
	Age	Sex	Race	Disab'	Re&B	SO	GeR	P&M	M&CP	Eliminating discrimination, harassment or victimisation	Advancing equality of opportunity between different groups	Fostering good relations
1. Corporate Contact Centre	High	Low	High	High	Low	Low	~	Medium	High	High	High	High

Legend			
Age	Age	Sex	Sex
Race	Race	Disab'	Disability
Re & B	Religion and Belief	SO	Sexual orientation
GeR	Gender re-assignment	P&M	Pregnancy and maternity
M&CP	Marriage and civil partnership		