

Equality Impact Assessment Form

A copy of this form is available on the Intranet.

Screening

Name of strategy, project or policy:

Customer Standards Monitoring Framework and Mystery Shopping

Officer completing assessment:

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1. What is the main purpose of the strategy, project or policy?

To establish a framework for monitoring the Council's Customer Service Standards with the aim of improving service for ALL customers.

2. List the main activities of the project, policy (for strategies list the main policy areas)

The main monitoring methods to be used are as follows:

Use of compliments and complaints – annual report from each Head of Service
Communications Audit – quality of written communication
Corporate Internal Checks
Managers – random checks including diary checks
Compliments and Complaints database
Auditing response times to telephone service requests logged on Flare and One Stop Shop databases.
Telephone system software
Incoming mail audit
Community Consultation with the Community Network and key Diversity Groups
Customer Focus mystery shopper database
Feedb@ck panel survey and Annual Residents Survey
Elected Members – Monitoring toolkit

3. Who will be the main beneficiaries of the strategy, project or policy?

Residents in Rossendale and Council Customers

4. Use the table below to tick:

- (a) Where you think that the strategy, project or policy could have a negative impact on any of the equality groups i.e. it could disadvantage them.
- (b) Where you think that the strategy, project, policy could have a positive impact on any of the groups or contribute to promoting equality, equal opportunities or improving relations within equality target groups.

		Positive Impact – it could benefit	Negative Impact – it could disadvantage	Reason
Gender	Women	✓		Improved customer service will benefit all citizens
	Men	✓		As above
Race	Asian or Asian British people	✓		Improved customer service will benefit all citizens. Access to community languages is part of the customer standards
	Black or black British people	✓		As above
	People of mixed race	✓		As above
	Irish people	✓		As above
	White people	✓		As above
	Chinese people and other minority ethnic communities not listed above	✓		As above
Disability	Physical/learning/mental health	✓		Improved customer service will benefit all citizens. Access to large print, Braille and taped information is part of the

				customer standards Home visits are also provided for people with mobility difficulties
Sexuality	Lesbians, gay men and bisexuals	✓		Improved customer service will benefit all citizens
Gender Identity	Transgender people	✓		As above
Age	Older people (60+)	✓		As above
	Younger people (17-25), and children	✓		As above
Belief	Faith groups *	✓		As above
Equal opportunities and/or improved relations e.g. Rural		✓		As above.

Notes:

* Faith groups cover a wide range of groupings, the most common of which are Muslims, Buddhists, Jews, Christians, Sikhs, Hindus. Consider faith categories individually and collectively when considering positive and negative impacts.

5 If you have indicated there is a negative impact on any group, is that impact:

Legal? YES NO

(i.e. it is not discriminatory under anti-discriminatory legislation)

Intended? YES NO

Level of impact HIGH LOW

If the negative impact is possibly discriminatory and not intended and/or of high impact you must complete section two of this form. If not, complete the rest of section one

below and consider if completing section two would be helpful in making a thorough assessment.

- 6 a) Could you minimise or remove any negative impact that is of low significance?

Explain how:

n/a

- a) Could you improve the strategy, project or policy's positive impact?

Explain how:

Mystery shopping and consultation with community groups will help us to ensure that we are meeting the needs of ALL of our customers.

You may wish to use the action sheet at the end of Section two.

- 7 If there is no evidence that the strategy, policy or project promotes equality, equal opportunities or improved relations – could it be adapted so that it does?

How?

n/a

Please sign and date this form, keep one copy and send one copy to the Head of Human Resources.

Signed:

Date: