

## Business as usual (BAU) Equality Impact Assessment (EqIA)

1. Business as usual service activity		
Name of the activity being assessed	Customer Service Programme	
Purpose of activity	A programme of activities and projects spanning the whole organisation aimed at improving customers experience of the council.	
Who is the activity intended to benefit?	Customers: Residents, employees, Elected Members, partners	
Version of EqIA	Version 1	
Date this version created	07/06/2023	
Confidential	no	
Directorate	Corporate Strategy and Customer Services	
Service	Customer Service and Digital Strategy	
	Name	Service or organisation
Principal author	Ruth Barfoot	Customer Service Programme
Additional authors	Carol Girvan	Customer First Office
	Eilidh Cook	Customer First Office
	Mick Nicholson	Customer Services (EQUANS)
	Lisa Ferguson	Customer Services (EQUANS)

2. Groups impacted		
Does the project impact upon?		If yes, what is the estimated number impacted and the Level of impact this will have on the group (high, medium, low)?
Service users	yes	206,000 residents plus 6 million potential visitors to hubs, leisure centres, schools, and other services. High impact as the programme is intended to improve their experience of these services and the council as a whole.
Carers or family of service users	yes	1222 carers who may use hubs, leisure centres, schools, and other services. High impact as the programme is intended to improve their experience of these services and the council as a whole.
Residents	yes	206,000. High impact as above
Visitors	yes	6.6 million. High impact as above
Staff	yes	4,500 including Elected Members. High impact as above
Partner organisations	yes	25 plus including Equans, Capita, VCS, NHS. Medium to High impact.

3. Evidence gathering and engagement		
	Internal evidence	External evidence
What evidence has been used for this assessment?	Staff, Elected Member and customer feedback (satisfaction surveys), Ward profiles, Footfall data, performance data for service areas, CSAT survey, complaints and enquiries data, State of the Area event, Big Community Conversations, Family Hub engagement.	ONS / Census resident profile data, Mosaic Experian data, regional and national research and information sharing, Digital research by New/Nth Universities
Have you carried out any engagement in relation to this activity?	yes	
If yes of what kind and with whom? If no, why not?	6 weekly workstream meetings, quarterly programme board meetings, quarterly updates to SLT. Monthly teamwork updates to staff and monthly update emails to Elected members. End of Phase review sessions with staff, customers and Elected Members. Customer Service Week awareness survey with staff. Community Hub and Digital Inclusion session with partners and staff. Complaints annual review. Annual review with Elected Members. Face to face training with staff.	
Is there any information you don't have?	no	
If yes, why is this information not available?	None identified as yet	

4. Impact on groups with different characteristics			
Legally protected characteristics	Potential positive impact identified	Potential negative impact identified	Description of the potential impact and evidence used in the assessment (mitigations are not included here)
Age	no	yes	There is potential for older people to be disadvantaged due to the focus on self-serve and digital access to services.
Disability	no	yes	May suffer a slight delay in accessing the programme due to communication support required.

4. Impact on groups with different characteristics			
Legally protected characteristics	Potential positive impact identified	Potential negative impact identified	Description of the potential impact and evidence used in the assessment (mitigations are not included here)
Gender reassignment	no	no	
Marriage & civil partnership	no	no	
Pregnancy & maternity	no	no	
Race	no	yes	May suffer a slight delay in accessing the programme due to communication support required.
Religion or belief	no	no	
Sex	no	no	
Sexual orientation	no	no	
Intersectionality	no	no	
Non-legally protected characteristic			
Carers	no	no	
Socio-economic disadvantage	no	no	

5. Achievement of the Authority's Public Sector Equality Duty		
Will the activity contribute to any of the following?		If yes, how?
Eliminate unlawful discrimination, victimisation and harassment	N/A	
Advance equality of opportunity between people who share a protected characteristic and those who do not	yes	By using customer feedback and reported experience of services to deliver equitable access and delivery of services aimed at customers. Ensuring equality in the communication of the programme and its benefits.
Foster good relations between people who share a protected characteristic and those who do not	N/A	

<b>6. Negative impacts</b>
----------------------------

Potential negative impact	Can it be reduced or removed?	If yes how? If no, why not and what alternative options were considered and not pursued?
Disability/ Race - Communication support (English not first language)	yes- removed	Translation and interpreting services, including SIGN Video, available for all to access services.
Age and impact of digital access to services	yes- removed	The programme is ensuring that all ages have access to, and can navigate, council services regardless of digital abilities.

7. Action plan					
Actions to gather evidence or information to improve NTC's understanding of the impacts on people with protected characteristics and how best to respond to them	Responsible officer name	Responsible officer service area	Target completion date	Action completed	
End of Phase reviews with stakeholders	Ruth Barfoot	Corporate Strategy	31/05/2024	Choose an item.	
Actions already in place to remove or reduce negative impacts	Responsible officer name	Responsible officer service area	Impact		
Links with Corporate Equality Group	Haley Hudson	Corporate Strategy	reduce		
Resident survey	Pam Colby	Corporate Strategy	reduce		
Staff survey	Louise Robson	People	reduce		
Actions that will be taken to remove or reduce negative impacts	Responsible officer name	Responsible officer service area	Impact	Target completion date	Action completed
End of Phase reviews focussed on specific groups	Ruth Barfoot	Corporate Strategy	reduce	31/05/2024	Choose an item.
			Choose an item.	Click or tap to enter a date.	Choose an item.
Actions that will be taken to make the most of any potential positive impact	Responsible officer name	Responsible officer service area	Target Completion Date	Action completed	

End of Phase reviews and Activity closure reports (Lessons Learnt)	Ruth Barfoot	Corporate Strategy	31/05/2024	Choose an item.
Digital by choice approach to all service delivery	Paul Armstrong	Resources, IT	31/05/2024	Choose an item.
<b>Actions that will be taken to monitor the equality impact of the activity</b>	<b>Responsible officer name</b>	<b>Responsible officer service area</b>	<b>Target Completion Date</b>	<b>Action completed</b>
Review outcome of staff and customer surveys	Ruth Barfoot	Corporate Strategy	31/05/2024	Choose an item.
Additional EQIA's complete for specific activities/ projects within the Programme	Change Lead	Various service areas	31/05/2024	Choose an item.
			Click or tap to enter a date.	Choose an item.
<b>Date review of EqIA to be completed</b>	<b>Responsible officer name</b>	<b>Responsible Officer Service Area</b>		
31/05/2024	Ruth Barfoot	Corporate Strategy		

8. Outcome of EqIA	
<b>Outcome</b>	<b>Please explain and evidence why you have reached this conclusion:</b>
The proposal is robust, no major change is required	There is adequate engagement with customers to understand need and design services and approach to meet those needs.

9. Corporate Equality Group member approval	
<b>Do you agree or disagree with this assessment?</b>	yes
<b>If disagree, please explain why?</b>	
<b>Name of Corporate Equality Group member</b>	Anne Foreman
<b>Date</b>	02/11/2023

10. Director/Head of Service approval
---------------------------------------

<b>Do you agree or disagree with this assessment?</b>	yes
<b>If disagree, please explain why?</b>	Free text
<b>Name of Director/Head of Service</b>	Jackie Laughton
<b>Date</b>	06/11/2023

Please return the document to the Author and Corporate Equality Group member.