

## Equality Impact Assessment – Form Template (September 2010)

This form is intended to guide and prompt you about the questions and evidence that you need to think about. As indicated in the guidance, Assessments should take into consideration each of the so-called “protected characteristics” listed in the Equality Act 2010. As such, each of these – race, age, gender etc – are listed in the below questions (Q9 – Q17).

Don't be put off by the apparent length of this form. Many of the questions will not require a specific response, other than “no impact” – to help you complete the form, please refer to the advice note which will answer most queries.

<b>Service Area</b> Customer & Information Services	<b>Head of Service:</b> Mark Neilson	<b>Person responsible for the assessment:</b> Nia Lewis	<b>Date of Assessment</b> 14 <sup>th</sup> November 2012	
<b>Name of the function to be assessed:</b> <i>Customer Insight Project</i>			<b>Is this a new or existing function</b>	This is considered as a new function
<b>1. Briefly describe the aims of the function</b>		Customer Insight includes the use of data and information about customers to better understand their needs, wants, expectations, behaviours and experiences; and the application of this understanding and the engagement of customers in the design and delivery of services that better meet their needs		

<p><b>2. Name any associated policy, function etc.</b></p>	<p>One Newport Plan  Council Improvement Plan  Fairness Commission  Citizens Panel  Corporate Complaints Policy  Information management policy  <a href="#"><u>Use of the GCSx network and Secure GCSx E-mail Policy</u></a>  <a href="#"><u>IT Security Policy</u></a>  I-Share</p>
<p><b>3. Who are the main stakeholders in relation to the function</b></p>	<p>One Newport partner organisations  All council service areas  The employees of Newport City Council  Residents of Newport</p>

**4. Who performs the service?**

Service areas and employees of the Council will perform their roles and responsibilities using Customer Insight.

The Project Structure is as follows

**Workstream Leads**

Finance: Assistant Accountant

Engagement & Communications: Assistant Corporate Policy Officer

Governance: Project Manager

Policy & Guidance :Assistant Corporate Policy Officer

Training: TBC

Data: Corporate Spatial Data Manager

ICT: TBC

Service Delivery: Project Manager

**Project Manager:** Customer Services Project Manager

**Project Sponsor :** Head of Customer & Information Services

**Corporate Board:** Customer Services Programme Board, Chair Head of Customer & Information Services

**5. What outcomes are wanted from this function?**

1. Improved Customer Services.
2. Greater Efficiencies.
3. Improved performance.
4. Improved collaboration

Objectives

1. To better understand what residents, businesses and other stakeholders think about the services they receive.
2. To provide services with the data necessary to allow them to focus on stakeholder need.
3. To ensure that feedback on customer experience is collected in a consistent way and used as widely as possible. Collect once use many times.
4. To provide a consistent and coordinated approach to engaging with hard to reach groups, communities of interest and communities of place
5. To identify the best communications channels to support stakeholder engagement across different stakeholder groups.
6. Asking stakeholders for information once.

<p><b>6. What factors/forces could contribute/detract from the outcomes?</b></p>	<p>Engagement and willingness of service areas and partners to participate  Information sharing regulations  Council already has a rich source of information</p>
<p><b>7. Is full information and analysis of users of the service available?</b></p> <p>Please include future information gathering and analysis in your Equalities Action Plan</p>	<p>No  The project aims to provide this. It is currently available in part from the following sources</p> <ul style="list-style-type: none"> <li>• Experian Mosaic Data</li> <li>• Core Data</li> <li>• Complaints / Compliments</li> <li>• Customer Relationship Management System</li> <li>• Council Service Systems</li> <li>• Customer satisfaction surveys</li> </ul>

<p><b>8. What consultation has taken place?</b></p> <p>Please include future consultation in your Equalities Action Plan</p>	<p>None project is at initial development stage see action plan</p>
<p><b>9. Are there concerns that the function <u>could</u> have a differential impact due to age?</b></p>	<p>No</p>
<p><b>What existing evidence (either presumed or otherwise) do you have for this?</b></p>	<p>Whilst the project will result in the Council being more informed about equalities issues affecting the residents of Newport and services will use customer insight information to plan their services to meet future need no issues have been identified that have an impact on age..</p>
<p><b>10. Are there concerns that the function <u>could</u> have a differential impact due to disability(including learning disabilities, mental health issues, mobility or sensory impairments)?</b></p>	<p>Yes</p>

<p><b>What existing evidence (either presumed or otherwise) do you have for this?</b></p>	<p>Whilst the project will result in the Council being more informed about equalities issues affecting the residents of Newport and services will use customer insight information to plan their services to meet future need.</p> <p>The project will need to ensure the information that is available to staff and residents is provided in accessible formats</p>
<p><b>11. Are there concerns that the function <u>could</u> have a differential impact due to gender reassignment?</b></p>	<p>No</p>
<p><b>What existing evidence (either presumed or otherwise) do you have for this?</b></p>	<p>Whilst the project will result in the Council being more informed about equalities issues affecting the residents of Newport and services will use customer insight information to plan their services to meet future need no issues have been identified that have an impact on gender reassignment</p>
<p><b>12. Are there concerns that the function <u>could</u> have a differential impact due to marriage and civil partnership?</b></p>	<p>No</p>
<p><b>What existing evidence (either presumed or otherwise) do you have for this?</b></p>	<p>Whilst the project will result in the Council being more informed about equalities issues affecting the residents of Newport and services will use customer insight information to plan their services to meet future need no issues have been identified that have an impact on marriage or civil partnerships</p>

<p><b>13. Are there concerns that the function <u>could</u> have a differential impact on people due to race?</b></p>	<p>No</p>
<p><b>What existing evidence (either presumed or otherwise) do you have for this?</b></p>	<p>Whilst the project will result in the Council being more informed about equalities issues affecting the residents of Newport and services will use customer insight information to plan their services to meet future need no issues have been identified that have an impact on race</p>
<p><b>14. Are there concerns that the function <u>could</u> have a differential impact on people due to religion or belief (or absence of either)?</b></p>	<p>No</p>
<p><b>What existing evidence (either presumed or otherwise) do you have for this?</b></p>	<p>Whilst the project will result in the Council being more informed about equalities issues affecting the residents of Newport and services will use customer insight information to plan their services to meet future need no issues have been identified that have an impact on.</p>
<p><b>15. Are there concerns that the function <u>could</u> have a differential impact on people due to sex (gender)?</b></p>	<p>No</p>
<p><b>What existing evidence (either presumed or otherwise) do you have for this?</b></p>	<p>Whilst the project will result in the Council being more informed about equalities issues affecting the residents of Newport and services will use customer insight information to plan their services to meet future need no issues have been identified that have an impact on gender</p>
<p><b>16. Are there concerns that the function <u>could</u> have a differential impact on people due to sexual orientation?</b></p>	<p>No</p>



<b>What existing evidence (either presumed or otherwise) do you have for this?</b>	Whilst the project will result in the Council being more informed about equalities issues affecting the residents of Newport and services will use customer insight information to plan their services to meet future need no issues have been identified that have an impact on sexual orientation
<b>17. Are there concerns that the function <u>could</u> have a differential impact on people due to Welsh language?</b>	Yes
<b>What existing evidence (either presumed or otherwise) do you have for this?</b>	The Council may be obliged through the Welsh Language Act and Freedom of Information Act to provide data or information through the medium of Welsh
<b>18 .How will the function be monitored?</b> Please include answer in your Action Plan	Senior Management Team will receive regular reports on activity and improvements to the function.  Function usage will be monitored through requests for customer insight to the Information Management team
<b>19. How will the impact of the function be evaluated?</b>  Please include answer in your Action Plan	Quality of Service plans Quality of budget management plans Provision of service

<b>Equality Action Plan</b>			
<b>Key Actions</b>	<b>Milestones (with dates)</b>	<b>Any associated Performance targets</b>	<b>Lead Officer(s)</b>
<b>Provide a full complement of customer insight information including equalities issues</b>	<b>March 2013</b>		<b>Head of Customer &amp; Information Services</b>

<b>Ensure the projects communications and engagement plan includes equalities representation</b>	<b>December 2012</b>		<b>Project Manager</b>
<b>Ensure information tool is fully accessible to relevant staff and residents</b>	<b>March 2013</b>		<b>ICT Workstream Lead</b>
<b>Develop monitoring function for customer insight usage</b>	<b>March 2013</b>		<b>Project Manager</b>

Signed (lead officer) \_\_\_\_\_

Signed (Head of Service) \_\_\_\_\_

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