

Initial Equality Impact Assessment

Department: Customer Services Section: Customer Services Unit

Name of Function/policy/strategy being assessed: Customer Services Unit

Date of Assessment: January 2019

Name of Officer completing assessment: Marybeth Quaintmere

Because of this assessment, you will have checked that your function/policy or strategy does not have an adverse impact on target groups and you will have identified relevant action you need to take. The areas covered are Race, Gender, Disability, Sexual Orientation, Age, and Religion/Belief.

This document is for use regardless of whether your function/policy or strategy is aimed at external customers or internal staff.

No	Question	Response
1	Briefly describe the aims and the purpose of the function/policy or strategy	To provide customers with easy access to the council services and payments by all channels – face to face/ telephone/ email and online. To deliver corporate customer care service standards
2	What are the objectives?	Ensure excellent customer service and exceed customer's expectations
3	Who is intended to benefit from this function/policy or strategy?	Residents of Rushmoor Borough Council Non residents Internal departments Members External contractors Community Groups
4	What outcomes are wanted from this?	To provide a corporate focus on customer services To improve customer service delivery to meet the diverse needs of all our customers
5	What factors/forces could contribute/detract from the outcomes?	Detract Staffing levels Training Reception design System availability Language barriers
6	Who are the main stakeholders?	Residents of Rushmoor Borough Council Other customers Members Staff External Contractors Government
7	Who implements the function/policy/strategy?	Lesley Lambert – Customer Service Team Leader
8	Who is responsible for the function/policy/strategy?	Marybeth Quintmere – Customer Service Manager
9	Are there concerns that the function/policy/strategy could have a differential impact: <ul style="list-style-type: none"> On Racial groups 	Although we have The Big Word Posters, it could be possible that ethnic minority customers may not see them and therefore not know how to obtain information in other languages – Information not readily available in other languages or formats on site.

	<ul style="list-style-type: none"> • Due to Gender (including Transgender) • Due to disability • Due to sexual orientation • Due to age • Due to religion or belief 	<p>As we now have a larger group of Nepalese speaking customers / residents. We are able to call on Nepali speakers if we need too, alongside other languages spoken within available staffing.</p> <p>We have both male and female customer service advisors.</p> <p>Access to services is available online and we have an automated phone line. Access to the building allows a variety of disabilities for example assistance dogs and the use of the hearing loops.</p> <p>No</p> <p>Possible – no real evidence available E services may impact on older people who prefer more traditional communication methods</p> <p>No</p>
10	Do you have any existing evidence (either presumed or otherwise) for any of your responses to Q9 – e.g. surveys/consultation	Customer Satisfaction Surveys where we ask customers for their age, gender, ethnic origin and disability that affects your ability to access the Council services. We have received information from a variety of customers, of which no issues we have been made aware.
11	Does this function/policy/strategy have any effect on good relations between the council and the community? If it damages good relations – explain why?	<p>Yes – if the customer service unit is accessible to all our customers and a high level of customer care is delivered. This provides the service that we are here to provide.</p> <p>Can damage good relationships if inadequate staffing levels or difficulty to access services reduces customer care.</p>
12	Should the function/policy/strategy proceed to a full equality impact assessment? If yes describe why	Yes – because we do not know enough about all the needs of our customers.
13	If no to Q12, is there any further action(s) that should take place?	

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Does/Does not require Full EIA **Yes/No**

Signed by officer completing form: Marybeth Quintmere; Customer Service Manager