

Equality Impact Assessment – Self Service

This document has been produced to help you assess the likelihood of impacts on equality groups – including where people are represented in more than one strand – with regard to your new or proposed policy, strategy, function, project or activity. It has been designed to complement the e-learning tool for Equalities Impact Assessments and to help with your business planning process, as well as to ensure that your policy/project does not incur a delay due to lack of equalities consideration.

Initial Screening Equality Impact Assessment Tool

Section 01	Details of Initial Equalities Impact Screening Assessment
Financial Year and Quarter	2011/12
Name of policy, strategy, function, project, activity, or programme	Reforming Public Service delivery - enabled through the introduction of e-services and self service initiatives
Q1 What are you looking to achieve?	<p>In response to Political priorities of reforming public service delivery to ensure best possible outcomes at lowest cost, it is recognised that the Council needs to transform its relationship with customers and increase the ability for them to serve themselves whilst also ensuring satisfaction.</p> <p>The Council recognises the importance of delivering a set of cost saving opportunities to support the delivery of the Medium Term Financial Strategy (MTFS). This includes an ‘e-services’ element that had been jointly developed by H&F and Agilisys.</p> <p>This presents a range of opportunities to further automate access to services and indeed, where appropriate, full service delivery by telephone, web and mobile phone as part of a wider self serve strategy.</p> <p>This strategy will provide customers with the ability to transact with the Council up to 24 hours a day, 7 days a week and puts the customer in control whilst reducing business operating costs.</p>

The experience also helps to support a shift in customer behaviour and thus to reduce costs of customer access, moving away from a 'build it and they will come' philosophy as well as affecting a mindset shift e.g. customers being motivated and actively doing more for themselves.

The 2011/12 strategy focuses on high volume, transactional areas of the Council and we will provide a full self service offer to customers in the following areas:

- Housing Options,
- Development Management (Planning)
- Licensing (inc. Highways Licensing)
- Building Control
- Libraries
- Environmental Reporting
- Adult Learning

Key service changes:

Service	Outcome	Changes that effect customers
Housing Register	Self-certified pre-assessment	Short set of questions that signposts applicant to alternative housing options if not band priority
	New application for housing register	Complete application online removing paper applications
	Change of circumstances	Complete change of circumstances online removing paper change of circumstance forms
	Automated Re-registration	Reminders sent electronically and responses done electronically
	Identity verification	Cross check identity with additional secure services
Development Management (Planning)	Submit a new application	Link to (part of) National Planning Portal, provide validation and checklist and take payment up front
	Consult affected parties online	Notify affected parties
	(Potential) Variable pricing for applications	Paper application still available
Building Control	Automatic notification of Planning Application to building control	When planning application is submitted relevant third parties can be notified
	Building control online access to complete reports	Information available via My Account

		Book appointment with building control	Where advice/appointment is required citizen can book via eBookings
	Adult Learning	Change of circumstances	Change circumstances to have housing benefits recalculated
		Mediated support for new claim and change of circs	Terminals provided with floor walker to assist when applying
		Search for courses online	Citizens can search for relevant courses within the portal
		Book course online	Book courses online with integration into booking system
		View course materials online	View course materials online where appropriate
		Push under-subscribed courses online	Match under utilised courses with citizen profiles and promote/push courses
		View existing bookings and reminders	View existing courses booked and set reminders when course is due to start
	Environmental Reporting	Report environmental issue online	Citizens can report issues e.g. pothole, flytipping within the portal account
		Report missed bins	Report household environmental issues e.g. missed bin collection online
		Integrate with backoffice	Reports are automatically added to Confirm for end to end processing
		History of Reports	Customers able to view history of their reports made
		Third-party contractors involvement	Quick response enabled as Third parties update report online direct to customer
	Licensing	Basic licensing applications fully online end to end	License applications online
		Auto inform relevant authorities	e.g. Notify police when application received
Payment made		Online payment and receipt	
Libraries	Online/IVR renewal of book	Renew a book the citizen already has out on loan	
	Fines paid online	Pay fines online	
	Reminders sent to email	When book is due remind the citizen	
	Push DVD / Revenue generating rentals/services	Market chargeable items and services to portal users	

	Information provided online via IVR telephony	Library opening times etc..

**Q2
Who in the main will benefit?**

The key benefits for the customer and the Council are:

Council

- Self service will lower our cost to serve and enable value to be extracted in terms of cashable savings
- Increase in service demand and potential income
- Services can be manage demand more effectively, reduce error demand

Customer

- The principles of self serve means customers can access services on their timeframe – so up to 365 days per year 24 hours per day
- Delivery of a full e-enabled end-to-end service
- Improvement in turnaround times for service provision by getting the customer to provide more information themselves or providing it in such a way that it enters direct into our systems, therefore not reliant upon office input
- Encouragement to customers to access services in ways that are cheaper for the Council to administer.

Consideration of new delivery models are likely to have an impact on a range of groups including:

- The elderly
- People with disabilities
- We will ensure that when considering new delivery models e.g. the use of online channels, we test with key groups as they may have access requirements that need to be met in order to do

things online.

Race	/	L	<ul style="list-style-type: none">▪ As part of the initial 'diagnostic' phase, analysis of current customers, their needs and demands will be undertaken including understanding the key demographics of customers accessing affected services▪ As part of the service redesign, race issues/impacts will be considered and key ideas will be tested with key customer groups▪ A further EIA will be drafted to inform service redesign and at the point of recommendation for implementation of the new operating model
Disability	/	L	<ul style="list-style-type: none">▪ As part of the initial 'diagnostic' phase, analysis of current customers, their needs and demands will be undertaken including understanding the key demographics of customers accessing affected services▪ As part of the service redesign, disability issues/impacts will be considered and key ideas will be tested with key customer groups in order to co-design solutions▪ A further EIA will be drafted to inform service redesign and at the point of recommendation for implementation of the new operating model
Gender	/	L	<ul style="list-style-type: none">▪ As part of the initial 'diagnostic' phase, analysis of current customer demand will be undertaken including understanding the key demographics of customers accessing H&F services▪ As part of the service redesign, gender issues/impacts will be considered and key ideas will be tested with key customer groups in order to co-design solutions▪ A further EIA will be drafted to inform service redesign and at the point of recommendation for implementation of the new operating model
Age	/	L	<ul style="list-style-type: none">▪ As part of the initial 'diagnostic' phase, analysis of current customer demand will be undertaken including understanding the key demographics of customers accessing H&F services▪ As part of the service redesign, age issues/impacts will be

				<p>considered and ideas will be tested with key customer groups in order to co-design solutions</p> <ul style="list-style-type: none"> ▪ A further EIA will be drafted to inform service redesign and at the point of recommendation for implementation of the new operating model
	Sexual Orientation	/	L	<ul style="list-style-type: none"> ○ As part of the initial 'diagnostic' phase, analysis of current customer demand will be undertaken including understanding the key demographics of customers accessing H&F services ○ As part of the service redesign, sexual orientation issues/impacts will be considered and ideas will be tested with key customer groups in order to co-design solutions ○ A further EIA will be drafted to inform service redesign and at the point of recommendation for implementation of the new operating model
	Religion/belief (including non-belief)	/	L	<ul style="list-style-type: none"> ○ As part of the initial 'diagnostic' phase, analysis of current customer demand will be undertaken including understanding the key demographics of customers accessing H&F services ○ As part of the service redesign, religion issues/impacts will be considered and ideas will be tested with key customer groups in order to co-design solutions ○ A further EIA will be drafted to inform service redesign and at the point of recommendation for implementation of the new operating model.
<p>Will it affect Human Rights, as defined by the Human Rights Act 1998? (Note: Human Rights will not be relevant in every case but must be considered. If unsure, seek advice from the Opportunities Manager)</p> <p>No.</p>				
<p>Q3 Does the policy, strategy, function, project, activity, or programme make a</p>	<p>No not at this point but it is envisaged that through focusing on customer outcomes and delivering services and decision making closer to the customer, the work will drive customer improvements including increased customer satisfaction.</p> <p>A further EIA will be drafted to inform service redesign, using knowledge of customer profile and needs,</p>			

positive contribution to equalities?	in order to explore and test potential options.
Q4 Does the policy, strategy, function, project, activity, or programme actually or potentially contribute to or hinder equality of opportunity, and/or adversely impact human rights?	No