

## Customer services contact centre

### Evidence based equality analysis

Main aims, purpose and outcomes and how does it fit in with the wider aims of the organisation:

- To ensure that every telephone call that comes in to the contact centre is answered and information supplied in a format that is suitable to the caller.
- Queries resolved at first point of contact if possible.

Lead officer: Craig Edwards

Stakeholders: People who call the Council. Potentially everyone who lives in, visits, or has business with the borough .

Equality analysis is a valuable tool to help embed equality into everything we do

While process is important, equality analysis is essentially about outcomes.

Lack of evidence of discrimination is not evidence of a lack of discrimination.

It is not acceptable to say that a policy is applied uniformly to all groups and is therefore fair and equal. Applying a policy or procedure consistently may result in differential outcomes for different groups.

For each of the areas overleaf, an assessment needs to be made on whether the policy has a **positive, negative or neutral impact**, and brief details of why this decision was made and notes of any mitigation should be included. Where the impact is negative, this needs to be given a **high, medium or low assessment**. It is important to rate the impact of the policy based on the current situation (i.e. disregarding any actions planned to be carried out in future).

**High impact** – a significant potential impact, risk of exposure, history of complaints, no mitigating measures in place etc.

**Medium impact** –some potential impact exists, some mitigating measures are in place, poor evidence

**Low impact** – almost no relevancy to the process, e.g. an area that is very much legislation led and where the Council has very little

discretion			
	<b>Neutral</b>	<b>Positive</b>	<b>Negative</b>
Target group / area			
<b>Race and ethnicity</b> (including Gypsies and Travellers; migrant workers, asylum seekers etc.)		We use the Big Word to act as an interpreter so that we can resolve queries from callers who do not speak English. All staff trained on how to use the Big Word service as part of induction.	
<b>Disability</b> (as defined by the Equality Act - a person has a disability if they have a physical or mental impairment that has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities)		Deaf/hearing impaired residents – we currently have a textphone service for callers with a hearing difficulty. We have a team of fully trained staff on this line. This ensures that these calls are answered and resolved through a translation service.  Learning disabilities – contact centre staff have received training from adult social care on how to deal with customers with learning disabilities. This is also in the process of being incorporated in the customer services induction.	
<b>Gender/gender reassignment</b>	See under age below for opening hours which may also impact on people with caring responsibilities		

<b>Religion and belief</b>		A level of service is still provided during religious holidays.	
<b>Sexual orientation</b> (including heterosexual, lesbian, gay, bisexual)	No impact.		
<b>Age</b> (children and young people aged 0 – 24, adults aged 25 – 50, younger older people aged 51 – 75/80; older older people 81+. The age categories are for illustration only as overriding consideration should be given to needs).		<p>Calls outside of our opening hours that require an immediate response (syringes, dangerous buildings, etc) are still picked up by our out of hours contractor so that emergency contacts can be called.</p> <p>With our opening hours being 8am – 7pm Monday to Friday and Saturday morning 9am - 12:30pm we still pick up the vast majority of calls both before and after general working hours.</p> <p>Self service via the Council website allows contact at any time.</p>	The contact centre is open between the hours of 8am to 7pm Monday to Friday and 9am to 12:30pm on a Saturday, therefore not 24 hours a day. Most lines in to the contact centre have a closed message outside of our opening hours advising callers when we are open and also promoting self-service on the Council website.
<b>Rural communities</b>		i-connect kiosks have been installed in the most isolated rural areas in libraries. These enable residents to call the	

		contact centre and speak face to face with an advisor. All services that customer services deliver can be contacted via an i-connect kiosk.	
<b>Areas of deprivation</b>		All of the lines in to the Contact Centre are 0300 numbers. These calls are charged at local rate no matter where in the country the caller is calling from and even if they are calling from a mobile. 0300 numbers are only used by non-profitable organisations and charities.	Call charges.
<b>Human Rights</b>	N/A	N/A	N/A
<b>Health and Wellbeing</b> (consider both the wider determinants of health such as education, housing, employment, environment, crime and transport, as well as the possible impacts on lifestyles and the effect there may be on health and care services)	N/A	N/A	N/A
<b>Procurement/Partnership</b> (if project due to be carried out by contractors/partners etc, identify steps taken to ensure equality compliance)	N/A	N/A	N/A

**Action plan:**

<b>Actions required</b>	<b>Key activity</b>	<b>Priority</b>	<b>Outcomes required</b>	<b>Officer responsible</b>	<b>Review date</b>
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Meet with minority groups to look at areas for continual improvement and best practice.	Already have regular quarterly review meetings with several minority groups throughout CW&C. Keep these meetings regular to ensure any issues / areas for improvement are identified and acted upon.	Medium	Improvements to service delivery for minority groups.	Craig Edwards	1 January 2014
Ensure Make or Buy review considers equality impact	Review analysis as proposals emerge	High	Any changes to service need to be considered in light of potential impact	Craig Edwards	1 January 2014

<b>Sign off</b>	
Lead Officer:	Craig Edwards
Approved by Head of Service:	Maria Byrne on 3 July 2013
<b>Moderation and/or Scrutiny</b>	
Date:	
<b>Date analysis to be reviewed based on rating</b> (high impact – review in one year, medium impact - review in two years, low impact in three years)	

**Please forward the completed Equality Analysis to the Equality and Diversity Managers for publishing on the Council's website**