



Derby City Council

Equality impact assessment form

Directorate Resources

**Service area Customer Management
Self Service Programme**

Interim Internet Portal Visual Design

Date of assessment February 2015

Signed off by Bernard Fenton

Head of Customer Management

Date published on website

Derby... *Achieving*

Equality impact assessment – please read this section first before you do the assessment

This is our equality impact assessment form to help you equality check what you are doing when you are about to produce a new policy, review an older one, write a strategy or plan or review your services and functions. In fact you need to do an equality impact assessment whenever a decision is needed that affects people and **before** that decision is made.

So why do we need to do equality impact assessments? Although the law does not require us to do them now, the courts still place significant weight on the existence of some form of documentary evidence of compliance with the **Public Sector Equality Duty** when determining judicial review cases. This method helps us to make our decisions fairly, taking into account any equality implications, so yes we still need to do them.

The Public Sector Equality Duty is part of the Equality Act 2010 and this Duty requires us as a public body to have '**due regard**' to eliminating discrimination, harassment and victimisation and any other conduct that is prohibited by or under the Act. It requires us to advance equality of opportunity and foster good relations between people who share a '**relevant protected characteristic**' and people who don't.

Having 'due regard' means:

- removing or minimising disadvantages suffered by people due to their protected characteristics
- taking steps to meet the needs of people with certain protected characteristics where these are different from the needs of other people
- encouraging people with certain protected characteristics to participate in public life or in other activities where the participation is disproportionately low.

The protected characteristics are:

- age
- disability
- gender reassignment
- marriage and civil partnership
- pregnancy and maternity
- race
- religion or belief
- sex
- sexual orientation

This completed form should be attached to any Chief Officer Group, Cabinet or Personnel Committee report to help elected members make their decisions by taking the equality implications into account. Equality impact assessments **must be done before** decisions are made. Include the Cabinet or Personnel Committee's decision on the front sheet when you know it.

You'll find that doing these assessments will help you to:

- understand your customers' and communities needs
- develop service improvements
- improve service satisfaction
- demonstrate that you have been fair and open and considered equality when working on re-structuring
- make sure you pay due regard to the requirements of the Public Sector Equality Duty.

Don't do the form by yourself, get a small team together and make sure you include key people in the team such as representatives from our Diversity Forums and employee networks and you could invite trade union representatives too – the more knowledge around the table the better. You also need to decide how and who you will consult with to help inform the equality impact assessment. Our Lead on Equality and Diversity can help with useful contacts – we have a team of people who are used to doing these assessments and can help with information on barriers facing particular groups and remedies to overcome these barriers.

You'll need to pull together all the information you can about how what you are assessing affects different groups of people and then examine this information to check whether some people will be negatively or positively affected. Then you'll need to look at ways of lessening any negative effects or making the service more accessible – this is where your assessment team is very useful and you can also use the wider community.

Agree an equality action plan with your assessment team, setting targets for dealing with any negative effects or gaps in information you may have found. Set up a way of monitoring these actions to make sure they are done and include them in your service business plans.

When you have completed the assessment, get it signed by your Head of Service or Service Director and send it to our Lead on Equality and Diversity for checking and to publish on our website. It is a public document so must not contain any jargon and be easy to understand.

Remember, we need to do these assessments as part of our everyday business, so we get our equality responsibilities right and stay within the law – Equality Act 2010.

Equality groups and protected characteristics

These are the equality groups of people we need to think about when we are doing equality impact assessments and these people can be our customers or our employees and job applicants...

- Age equality – the effects on younger and older people
- Disability equality – the effects on the whole range of disabled people, including Deaf people, hearing impaired people, visually impaired people, people with mental health issues, people with learning difficulties and people with physical impairments
- Gender reassignment – the effects on trans people
- Marriage and civil partnership equality
- Pregnancy and maternity equality - women who are pregnant or who have recently had a baby, including breast feeding mothers
- Race equality – the effects on minority ethnic communities, including newer communities, gypsies and travellers and the Roma community
- Religion and belief or non-belief equality – the effects on religious and cultural communities, customers and employees
- Sex equality – the effects on both men and women and boys and girls
- Sexual Orientation equality – the effects on lesbians, gay men and bisexual people

In addition, we have decided to look at the effects on families and people on low incomes too as we feel this is very important.

Contact for help

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The form

We use the term 'policy' as shorthand on this form for the full range of policies, practices, plans, reviews, activities and procedures.

Policies will usually fall into three main categories...

- Organisational policies and functions, such as recruitment, complaints procedures, re-structures
- Key decisions such as allocating funding to voluntary organisations, budget setting
- Policies that set criteria or guidelines for others to use, such as criteria about school admissions, procurement methods, disabled facilities grants, on street parking bays

If in doubt - do one! You never know when we may get a legal challenge and someone applies for Judicial Review.

What's the name of the policy you are assessing?

e-Services Interim Portal Visual design

The assessment team

Team leader's name and job title – Jane Witherow, e-Services Senior Project Manager

Other team members

Name	Job title	Organisation	Area of expertise
Kevin Pyatt	e-Services PM	Customer Management	Portal Project Manager
Jane Witherow	e-Services Senior Project Manager	Customer Management	Senior Project Manager

Step 1 – setting the scene

Make sure you have clear aims and objectives on what you are impact assessing – this way you keep to the purpose of the assessment and are less likely to get side tracked.

1 What are the main aims, objectives and purpose of the policy? How does it fit in with the wider aims of the Council and wider Derby Plan? Include here any links to the Council Plan, Derby Plan or your Directorate Service Plan.

An Interim Portal, or landing page for our customers to transact with us, is quickly being put in place as a stepping stone to...

- 1) Transform the Council's customer experience.
- 2) Improve end to end service delivery.
- 3) Increase channel shift for take up of online, automated, transactional and self-triage.
- 4) Improve operational efficiencies.
- 5) Benefits realisation.

The delivery of the Interim Portal is compliant with and aligned to Derby City Council's Channel Shift Strategy and is an enabler to deliver business cases which meet directorate strategic priorities and cost reductions and cost savings.

2 Who delivers/will deliver the policy, including any consultation on it and any outside organisations who deliver under procurement arrangements?

Derby City Council's Customer Management team will deliver the project, with the technical build being undertaken by Council IT resource.

3 Who are the main customers, users, partners, employees or groups affected by this proposal?

Customers – additional option for 24 hour access to service requests.

75% of the population have a smartphone, over half of internet users access it on a mobile device, so the technology meets the needs of an increasingly internet engaged customer base.

Partners and staff can also access these online services.

Step 2 – collecting information and assessing impact

4 Who have you consulted and engaged with so far about this policy, and what did they tell you? Who else do you plan to consult with? – tell us here how you did this consultation and how you made it accessible for the equality groups, such as accessible locations, interpreters and translations, accessible documents.

A customer forum was arranged and took place on 1 May 2014. The digitally excluded were particularly encouraged, and efforts were made to attract such representatives by approaching people in the public customer service area of the Council House.

People who took up the opportunity to attend the forum included representatives from the following groups, Digitally Excluded; Baltic Community Group; Derby Employee Network, which in itself attracted representatives from various diversity groups.

The opportunity to consult on the visual design and accessibility at a SEND stakeholder event held at the YMCA in June 2014 was also taken, and included parents, carers, partners and the third sector.

In addition to this an on-line presentation and questionnaire was made available on the main Derby.gov website and customers were encouraged to participate via Twitter and other communications.

Feedback from the above has been taken forward into the design, including screen colour considerations, screen reader considerations and navigation and search considerations.

Though time has elapsed since the above consultations, having been originally carried out for a wider e-services programme that has not yet been taken forward, the visual design considerations from that exercise has been utilised for the Interim Portal now to be implemented.

5 Using the skills and knowledge in your assessment team, and from any consultation you have done, what do you already know about the equality impact of the policy on particular groups? Also, use any other information you know about such as any customer feedback, surveys, national research or data. Indicate by a tick for each equality group whether this is a negative impact, a positive one or if you are not sure

Equality groups	What do you already know?	No impact	Positive impact	Negative impact	Not sure
Age	Corporate/ Technical Jargon			X	
Disability	Screen colour, pop up messages, carousel displays, unnecessary clutter all need to be			X	

	considered				
Gender reassignment - trans					
Marriage and civil partnership					
Pregnancy and maternity					
Race	English only site. Sign posting the use of Google Translate has been considered but not progressed, as it infers that the Council are able to undertake communication exchanges in all languages, and this is not achievable.			X	
Religion or belief or none					
Sex					
Sexual Orientation					
Families and people on low income					

Important - For any of the equality groups you don't have any information about, then make it an equality action at the end of this assessment to find out. This doesn't mean that you can't complete the assessment without the information, but you need to follow up the action and if necessary, review the assessment later. You can get lots of information on reports done from organisations' websites such as the Equality and Human Rights Commission, Stonewall, Press for Change, Joseph Rowntree Trust and so on. Please don't put down that the impact affects 'everyone the same' – it never does!

6 From the information you have collected, how are you going to lesson any negative impact on any of the equality groups? How are you going to fill any gaps in information you have discovered?

Screen colour: Colours have been kept to a minimum

Pop up messages: Avoided

Carousel displays: Not included

Clutter: A clean design has been achieved

English only site: Google translate is being considered for inclusion

Jargon: Plain English has been used

Furthermore, the project has already improved accessibility information on the main Derby.gov site to provide instructions on how customers can use features on their selected browser to achieve flexibilities such as font size. The Interim Portal is to also reference this information.

Step 3 – deciding on the outcome

7 What outcome does this assessment suggest you take? – You might find more than one applies. Please also tell us why you have come to this decision?

Outcome 1	No major change needed – the EIA hasn't identified any potential for discrimination or negative impact and all opportunities to advance equality have been taken
Outcome 2	Adjust the policy to remove barriers identified by the EIA or better advance equality. Are you satisfied that the proposed adjustments will remove the barriers you identified?
Outcome 3	Continue the policy despite potential for negative impact or missed opportunities to advance equality identified. You will need to make sure the EIA clearly sets out the justifications for continuing with it. You need to consider whether there are: <ul style="list-style-type: none">• sufficient plans to stop or minimise the negative impact• mitigating actions for any remaining negative impacts• plans to monitor the actual impact.
Outcome 4	Stop and rethink the policy when the EIA shows actual or potential unlawful discrimination

Our Assessment team has agreed Outcome number(s)

Outcome 2 has been agreed with the adjustments identified in section 6 having been taken into the design.

Why did you come to this decision?

The consultations were arranged so that the feedback could be considered and included at the design stage.

If you have decided on **Outcome 3**, then please tell us here the justification for continuing with the policy. You also need to make sure that there are actions in the Equality Action Plan to lessen the effect of the negative impact. This is really important and may face a legal challenge in the future.

If you have decided on **Outcome 4** then if the proposal continues, without any mitigating actions, it may be likely that we will face a legal challenge and possibly a Judicial Review on the process - it is really important that the equality impact assessment is done thoroughly, as this is what the Judge will consider.

Step 4 – equality action plan – setting targets and monitoring

- 8 Fill in the table (on the next page) with the equality actions you have come up with during the assessment. Indicate how you plan to monitor the equality impact of the proposals, once they have been implemented.**

Equality action plan – setting targets and monitoring

What are we going to do to advance equality?	How are we going to do it?	When will we do it?	What difference will this make?	Lead officer	Monitoring arrangements
Review the product to be delivered against the equality requirements previously gathered.	Re-engage with our customers by making available to them the test version of the new Interim Portal. Feedback on how we have applied screen colour and testing with screen readers can then be checked.	During the final stages of our testing, once the Portal is stable enough to make available	Demonstrate that the council have considered the views of the impacted groups and actioned those requirements as far as is feasible.	Bernard Fenton	Initial one off review, followed by further reviews should significant visual design change be applied in the future
Ensure continuous improvement	Present the design to other Directorates	Post Go Live	Allows further feedback for future enhancement	Bernard Fenton	As per above
As per above	Monitor feedback received by the CSA's.	Post Go Live	Allows further feedback for future enhancement	Bernard Fenton	On going monitoring exercise
As per above	Monitor feedback received.	Post Go Live	Allows further feedback for future enhancement	Bernard Fenton	On going monitoring exercise

Make sure you include these actions in your Directorate service business plans.