

Equality Impact Assessment (EIA)

Main Reception and Switchboard Service at the Council House
and the transfer of the Blue Badge Service from the 2nd floor at
Norman House to the Council House

Equality impact, needs and requirements assessment form

Please use this form to record your findings, proposed actions, equality objectives and targets. Use the guidance notes to help you do the assessment or contact the Equality Standard Project Manager if you need some advice

About the policy, practice, service or function you are assessing

Name of policy, practice, service or function: Main Reception and Switchboard Service at the Council House and the transfer of the Blue Badge Service from the 2nd floor at Norman House to the Council House

Assessment team leader name: Andy Elliott

Department responsible: Resources

Service Area: Customer Service

Other members of assessment team:

Name	Position	Area of expertise	Comments
Andy Elliott	Customer Service Program and Performance Manager	Customer Service	
Jane Witherow	Customer Service Team Leader	Team leader to the Reception staff	
Julie Sadler	Customer Service Team Leader	Team leader to the Reception staff	
Jessica Stafford	Customer Service Team Leader	Customer service, team leader to the benefits section	
John Wilcox	Support Services Manager	Manager of the Blue Badge service.	
Phil O'Brien	Civic and Members services manager	Previous manager of the receptions team.	

Question	Response/ findings
What are the main aims and objectives or purpose of the policy, practice, service or function that you are assessing?	<p>Main reception is the first point of contact for customers visiting the Council House. Our aim is to deal with as many customer queries as possible at the first point of contact and signpost customers where ever needed.</p> <p>From 01/03/07 the service has delivered the face to face element of the Blue Badge service from the Council House reception. This involves using the CRM system to record customer's details and to pass this information on to the Blue Badge back office team at Norman House. The main elements of the face to face service will be to answer any customer enquiries and to hand out and receive packs for Blue Badges. The switchboard service now uses the automated call distribution – ACD system. This system allows customers to be placed in a queue if no advisors are available and provides detailed and structured management information on calls – this information was not available before.</p>

<p>Who implements, carries out or delivers the policy, practice, service or function? Please state where this is more than one person, team, department, or body – and include any outside organisations who deliver under procurement arrangements</p>	<p>The service at the Council House is delivered by a team of seven staff who are part of the generic services team in Derby Direct</p> <p>Previously the Blue Badge service was delivered from the 2nd floor office at Norman House. This building had poor access for disabled people.</p> <p>The Council House has excellent access and is in a central city centre location. Making is easier for customers to visit. A team of staff work on the reception counter and the switchboard on a rotation basis. They use CRM systems, email and various packages to deliver the service to customers. They also use the ACD system and a knowledge base to answer an increased number of queries at the first point of contact.</p>
<p>Question</p>	<p>Response/ findings</p>
<p>Who is affected by the policy, practice, service or function, or by how it is delivered? Such as, who are the external and internal customers, groups, or communities?</p>	<p>This will affect all customers using the Council House and also all Blue Badge customers. Changes to the Blue Badge service will improve access for customers for the face to face service.</p> <p>The switchboard service is used by most Council staff and by all customers calling the Council on 293111.</p> <p>The main switchboard service deals with an average of 3000 calls each week, 95% of theses calls are answered and the average duration for each call is 30 seconds.</p>

<p>What outcomes do we want to achieve, why and for whom? For example, what do you want to be providing, how well, what changes or improvements, and what should the benefits be for customers, groups or communities?</p>	<p>We aim to Improve the service using CSIS and CRM systems to enable staff on the reception counter and on the switchboard to access and provide more information and so deliver more services at the first point of contact.</p> <p>Customers will benefit from the Council House reception offering the face to face Streetcare service, giving customer's information and issuing tip permits. Also from the improved access for Blue Badge customers</p>
<p>Question</p>	<p>Response/ findings</p>
<p>What existing or previous inspections of the policy, practice, service or function are there? For example, Best Value Inspections, policy reviews, research into the effects of a policy or practice.</p> <p>What did they tell you?</p>	<p>Feedback from: Phil O'Brien – Civic and Members Services Manager Main reception A Best value Review of Buildings Management that reported in March 2001, found that an excellent service was being delivered by reception staff. It also identified potential improvements, principally the installation of automatic doors, to improve access and greater use of emerging technology for enquiry resolution. The review suggested that ultimately management of the team should fall within a dedicated Customer Service function that did not exist at that time. It is gratifying that subsequent to the report, automatic doors are in place, CSIS is installed and available on Reception screens and a Corporate Customer Service function is well established</p> <p>John Wilcox – Blue Badges The criteria for delivering the Blue badge service are laid down by the Department of Transport. No reviews of the service have taken place.</p>

Identifying potential equality issues and factors	
Question	Response/ findings
What do you already know about the equality impact or need? For example, from research, feedback, consultation or any performance monitoring	<p>Feedback from: John Wilcox – Blue Badges</p> <p>Following national legislation no performance monitoring is required by the Council. However, feedback is sought from customers on the service given and this helps to shape and structure the delivery of the service. Customer feedback regarding poor access to the Norman House site resulted in the movement of the face to face service to the Council House which has good access for disabled customers. The packs sent out to customers provide them with information on how to comment or complain about the service that they receive.</p>
Question	Response/ findings

<p>Is there any evidence of higher or lower take up under the policy or practice, or of the service or function for any particular groups? For example, who uses the service, who doesn't and why not?</p>	<p>Council House Reception – we expect to give a better service due to more queries answered at the first point of contact, but not increase the number of customers. Very little information is available on the numbers of customers who use the switchboard and reception service. Management information is now available and is being recorded to enable the service to be measured on an ongoing basis.</p> <p>Blue Badges - we expect to give a more accessible face to face service at the Council House and so this could potentially increase the numbers of customers seen. No complaints have been received regarding access issues since the service has moved to the Council House. Overall there has been an increase in the number of people requesting Blue Badges. This is due to changes in national legislation, increased marketing and a change in national demographics – an ageing population.</p>
<p>Have there been any important demographic changes or trends locally? For example is the population changing, and if so, how and what might that mean for the service or function?</p>	<p>The demographic profile of the city is changing. Larger numbers of non British nationals are entering the city from different areas of the world including the Middle East and Eastern Europe. This change has an impact on all Council Services. Translation services are available to the staff that deal with calls on the switchboard and at Main reception in the Council House, therefore these same translators will be available for any Blue Badge inquiries. This issue is a Council wide issue and not specifically related to this service.</p>
<p>Question</p>	<p>Response/ findings</p>

<p>Is there an indication that any of the policies or practices involved with the service or function creates particular problems or difficulties for any groups of customers or communities?</p>	<p>There are no indications that this change in delivery of the services provided has had any negative impact on customers. It has provided a number of positive outcomes</p> <ul style="list-style-type: none"> • Access issues for Blue Badge customers highlighted at Norman House: 2nd floor reception, poor disabled access, lifts and narrow corridors. • The Council House reception has ramped access and automatic doors and wider corridors. • The Customer Service Information System – CSIS - gives better access to information to improve service delivery and assists advisors in answering more queries at the first point of contact.
<p>What information or data exists? For example, statistics, customer feedback, complaints, research, monitoring – who keeps it and can you get hold of it?</p>	<p>Council House Reception – statistics on greeting visitors at reception are recorded and inputted on Performance Eye as part of the Customer Service Performance Indicators</p> <p>Complaints are dealt with corporately by Pauline Campbell the Councils Complaints Officer</p> <p>Comments from the ‘have your say on our services’ forms are managed via Derby Direct and passed through to the services.</p> <p>Future plans are to use an electronic device - called ‘Opinionmeter’ - with customers in main reception as part of the Councils ongoing aims to collect feedback from customers and shape the services we give to meet our customers needs</p> <p>Mystery Shopping is also being used to measure service delivery – this is part of a Derbyshire Partnership initiative and will also developed by Derby city Council as part of an ongoing process to measure the quality of service delivery to customers.</p>
<p>Question</p>	<p>Response/ findings</p>

<p>Does any equality or diversity objectives already exist? If so, what are they and what is current performance like against them?</p>	<p>There is a corporate policy on equalities and diversity which the service complies with. We are not currently aware of any complaints that have been made about the service provided that relate to equality or diversity. The issue regarding access to the service at Norman House has been addressed.</p>
<p>Is the service having a positive or negative effect on particular people in the community, or particular groups or communities?</p>	<p>By enabling the staff to answer more queries at first point of contact via the CSIS system we are improving the service we give to customers. The move of the Blue Badges service to the Council House has had a positive impact on customers.</p> <p>The Councils main aim is to improve access and service delivery to customers – the Customer Service Strategy outlines these aims. The reception and switchboard staff have access to language line, interpreters and sign language interpreters in the Derby Direct office.</p>

Collecting the information and data about how the policy, practice, service or function, impacts on communities

Please record your information and data in this table and think about:

- what information or data you will need
- using both quantitative and qualitative data
- making sure that where possible there is information that allows all perspectives to be considered
- identifying any gaps in the information/ data and what it can tell you

Data or information	When and how was it collected?	Where is it from?	What does it tell you? You need to consider all six equality strands where you can	Gaps in information
Customer feedback and complaints	On main reception this is continually being collected via the 'have you say on our service forms and the complaints procedure	Customers and Staff	This is an open opportunity for customers to feedback regarding our service.	The use of an electronic device – Opinionmeter – will enhance our current ability to collect feedback from customers on their experience

<p>Consultation and community involvement</p>	<p>During the BV review in 2000/01, customers were consulted on their opinion of the service. Results were favourable, but highlighted some of the improvements that were subsequently introduced. The Pointer Panel is also used to measure customer perception of the services delivered by the Council. The 'have your say on our services' process also allows customers to pass comments on the services received at our main reception. To date compliments on the service given have exceeded any complaints or negative comments</p>	<p>Customers/Pointer Panel</p>	<p>The feedback is gathered from customers – no specific customer groups are targeted for this feedback</p>	<p>Electronic surveys will give us more information – expected to be in use from summer 2007.</p>
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Performance information including Best Value	Performance information is gathered as part of the customer service performance indicators. See comment above regarding 'best value' review. Performance on the phones is also collated weekly in Derby Direct and is published in a Performance digest that is part of the performance management framework in Derby direct	Data is collected on a weekly basis in Derby Direct to measure performance. Information on the performance of the reception team in greeting customers within 3 minutes is included within Performance Eye	The performance data relates to customers in general and does not focus on specific groups of customers	Derby Direct have more management information available than most Council services and we are constantly striving to improve how we measure our service delivery. There are no apparent gaps in information.
Take up and usage data	Data is collected weekly in Derby Direct on the number of calls dealt with, information given and requests for service. It is collected via the CSIS and ACD systems in Derby Direct.	The Blue Badge service is collecting additional data on the service requests generated via Derby Direct.	It is too early in the process to evaluate the data against the equalities strands.	It is too early to evaluate this at the present.

Comparative information or data where no local information	We do have comparative mystery shopper data but this does not include the face to face service at present.	The Mystery Shopping data we have has been provided as part of the Mystery Shopping programme that has taken place within the Derbyshire Partnership	It is not directly linked to the equalities strands as it looks at customer service in a generalist manner	From summer 2007 we will have comparative face to face data across all Derbyshire authorities as part of the work involving Opinionmeter.
Census, national or regional statistics	Via Census process in 2001	Census 2001	Standard Census Data	The data is out of date and the demographic profile of the city has changed since 2001
Access audits or assessments such as DDA assessments	The Council's Access Officer and a disabled service user, who was a member of the BV review team, carried out audits of Reception as part of the BV review in 2000/01. As a result automatic doors and better use of the lowered counter were introduced	Best Value Review 2000/1	The survey gave advice on accessibility for disabled customers. The recommendations have been carried out to improve access	The last survey was carried out a number of years ago and no further surveys have taken place.

Workforce profile	Information held by HR department	Staff	Don't know	Don't know
Where service delivered under procurement arrangements – workforce profile for deliverers	Not applicable			
Monitoring and scrutiny outcomes	None collected	Not applicable	Andy presented the CSIS to the Management and Scrutiny Committee in 2006 – There were no negative or contradictory feedback from the group.	Don't know

Analysing the information and data and setting equality objectives and targets

Please give your detailed findings in this table

Service or function	Policy or practice	Findings	Which groups are affected and how	Whose needs are not being met and how?
Customer Service Delivery from Council House Reception and switchboard	Delivering an increasing range of services at first point of contact from the Council House main reception using electronic tools such as CSIS and CRM.	No negative impact on any group. Improved customer service to all through better access to information.	All customers using the Council House.	All customers' needs are being met by improving service delivery and answering more queries at the first point of contact
Blue Badge service from the Council House	Delivery of the face to face service from the Council House reception	Service to be delivered from 01/03/07 – findings to be validated	All Blue Badge customers or potential customers	To be investigated – see objectives.

Objectives - process, impact or outcome based

Please give your proposed objectives/ targets in this table

Objective/Target:	To electronically measure the customers perception of service received
Specific	Using electronic means e.g: Opinionmeter, to collect customer feedback on the services at the Council House reception.
Measurable	The Data will be collected via a website and can be measured against other local authorities in Derbyshire and provide benchmarking data for Derby City Council.
Achievable	The data will be collected from the agreed provider from Summer 2007
Relevant	The data can be compared with others and used to develop an action plan to improve service delivery
Timed	Expected data collected from Summer 2007

Objective/Target:	Measure the service delivered from the Council House for the Blue Badge service
Specific	Blue Badges back office team to collect feedback from customers on the service from the Council House.
Measurable	Feedback from the Blue Badge team will be compared to the general feedback on the Council House reception.
Achievable	Dependant on feedback being received from Blue Badge customers but a reduction in the number of complaints regarding access would indicate an improvement
Relevant	The feedback received will indicate the success or failure of the move
Timed	Data needs reviewing each quarter and comments/ complaints discussed in line with the measurement of success of transfer. Start from June 2007.

Monitoring and reviewing - incorporating into performance management

Please summarise your objectives and targets in this table with your proposed monitoring and reporting arrangements

Objective	Planned action	Target performance			Responsible lead officer	Reporting cycle, for example, quarterly
		2005/6	2006/7	2007/8		
<i>Collect data on customer satisfaction at Council House reception</i>	<i>Use of electronic survey tool</i>	<i>N/A</i>	<i>TBC</i>	<i>TBC</i>	<i>Andy Elliott</i>	<i>Quarterly from Summer 2007</i>
<i>Blue Badge customer satisfaction</i>	<i>Record feedback/complaints</i>		<i>Reduction in complaints regarding access</i>	<i>< same</i>	<i>John Wilcox</i>	<i>Quarterly from June/July 2007</i>