

Equality Impact Assessment Toolkit (January 2021)

Section 1: Your details

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Head of Section: Mike Callon

Chief Officer: Nicola Butterworth

Directorate: Neighbourhoods

Date: 28 April 2022

Section 2: What Council proposal is being assessed?

Wirral Council Customer Experience Strategy

Section 2a: Will this EIA be submitted to a Committee meeting?

Yes If 'yes' please state which meeting and what date

P&R	08/06/2022
Council	11/07/2022

Hyperlink to where your EIA is/will be published on the Council's website

<https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments>

Section 3: Does the proposal have the potential to affect..... (please tick relevant boxes)

- X **Services**
- X **The workforce**
- X **Communities**
- X **Other** (please state eg: Partners, Private Sector, Voluntary & Community Sector)

If you have ticked one or more of above, please go to section 4.

- None** (please stop here and email this form to your Chief Officer who needs to email it to engage@wirral.gov.uk for publishing)

Section 4:

Could the proposal have a positive or negative impact on any protected groups (age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; sexual orientation)?

You may also want to consider socio-economic status of individuals.

Please list in the table below and include actions required to mitigate any potential negative impact.

Which group(s) of people could be affected	Potential positive or negative impact	Action required to mitigate any potential negative impact	Lead person	Timescale	Resource implications
Services -All services	<p>Positive impact – The Customer Experience Strategy seeks to improve customer experience for all client groups across all service areas. It will provide a clear framework to deliver the Council’s value of ‘being customer focused’.</p> <p>Negative impact – Service areas across the organisation may be unaware of the development of the strategy or may have potential training needs arising from its introduction.</p> <p>Any projects which emerge from the strategy</p>	<p>It is recognised that positive outcomes are dependent upon the effective implementation of the Strategy. Positive promotion of the strategy across the Council and raising the profile with ‘Customer Experience Champions’ will support this.</p> <p>Appropriate communications and training will be implemented</p>	<p>TBC</p> <p>TBC</p>	<p>31/03/2023</p> <p>The strategy will be intrinsically linked to a suite of other corporate strategies including the Digital, People and Assets Strategy</p>	<p>Staff time: further resource will be identified through the development of a delivery plan</p> <p>Comms/ Training resource</p>

	and any priorities subsequently identified will be subject to a separate EIA.				
Workforce – All workforce	<p>Positive impact – The Customer Experience strategy looks to embed a culture across the workforce which puts the customer at the heart of everything we do. It aims to ensure employees have access to appropriate support and training to provide them with the tools and skills to deliver positive customer experiences. Our workforce will lead the way in this and will be at the forefront of this commitment.</p> <p>Negative impact – The workforce across the organisation may be unaware of the development of the strategy or may have potential training needs arising from its introduction.</p>	Appropriate communications and training will be implemented		31/03/2023	Comms/ Training resource
Communities – All Protected Groups	<p>Positive impact – The Customer Experience Strategy seeks to provide equality of access and opportunity for all our customers and ensure that we are meeting their needs through design and review of all customer access channels and service delivery.</p> <p>Negative impact – Communities may not be aware of the development of the strategy particularly if it is only communicated via on-line channels</p>	<p>Effective monitoring of protected characteristics and customer satisfaction will ensure any potential barriers are removed at the earliest opportunity and potential negative impacts are not experienced by customers.</p> <p>An inclusive communications plan will be developed.</p>	TBC	31/03/2023	Comms resource

<p>Other - Partners, Voluntary, Community and Faith Sector</p>	<p>Positive Impact – The Customer Experience Strategy looks to continue to work with and further develop working relationships with local organisations to play a collaborative part in improving the lives of our customers.</p> <p>Negative impact – None currently. Any projects which emerge from the strategy and its priorities will be subject to EIA's.</p>		<p>TBC</p>	<p>31/03/2023</p>	
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Section 4a: Where and how will the above actions be monitored?

A governance structure will be established to provide a vehicle for the development and implementation of the strategy, including the monitoring the above actions.

Section 4b: If you think there is no negative impact, what is your reasoning behind this?

Section 5: What research / data / information have you used in support of this process?

This initial EIA will assess preliminary impacts arising from the strategy development. More detailed research will be carried out as the strategy is developed and further details provided on the data and information used.

Section 6: Are you intending to carry out any consultation with regard to this Council proposal?

Yes (please delete as appropriate)

If 'yes' please continue to section 7.

If 'no' please state your reason(s) why:

(please stop here and email this form to your Chief Officer who needs to email it to engage@wirral.gov.uk for publishing)

Section 7: How will consultation take place and by when?

Once the governance structure is in place consultation will be considered and implemented as appropriate.

Before you complete your consultation, please email your preliminary EIA to engage@wirral.gov.uk via your Chief Officer in order for the Council to ensure it is meeting it's legal publishing requirements. The EIA will need to be published with a note saying we are awaiting outcomes from a consultation exercise.

Once you have completed your consultation, please review your actions in section 4. Then email this form to your Chief Officer who needs to email it to engage@wirral.gov.uk for publishing.

Section 8: Have you remembered to:

- a) **Select appropriate directorate hyperlink to where your EIA is/will be published** (section 2a)
- b) **Include any potential positive impacts as well as negative impacts?** (section 4)
- c) **Send this EIA to engage@wirral.gov.uk via your Chief Officer?**
- d) **Review section 4 once consultation has taken place and sent your updated EIA to engage@wirral.gov.uk via your Chief Officer for re-publishing?**