

Appendix 2 Initial Equalities Screening Record Form

Date of Screening:	Directorate: CXO	Section: Transformation
1. Activity to be assessed	<p>The programme has reviewed the current model of customer service across the Council, identify ways to improve the delivery and cost effectiveness of the customer experience and evaluate options available to the Council to achieve this. It has also examined how to shift the balance between what the Council provides and what people will be expected to do for themselves, how neighbourhoods can become more self-reliant and how more people can be encouraged to volunteer</p> <p>There several work streams as follows:</p> <ul style="list-style-type: none"> Designing the new customer experience (Blueprint) Developing closer partnership working Designing the approach to technology, processes and information Top 300 high need customers Governance and Organisational Development plan Pilot new ways of working – service redesign Designing the new approach to communications 	
2. What is the activity?	<input type="checkbox"/> Policy/strategy <input type="checkbox"/> Function/procedure <input type="checkbox"/> Project <input checked="" type="checkbox"/> Review <input type="checkbox"/> Service <input type="checkbox"/> Organisational change	
3. Is it a new or existing activity?	<input type="checkbox"/> New <input checked="" type="checkbox"/> Existing	
4. Officer responsible for the screening	Sarah Holman	
5. Who are the members of the screening team?	Bobby Mulheir (Chief Office: Customer Services) Sarah Holman (Transformation Project Manager) Colin Stenning (Digital Services Manager)	
6. What is the purpose of the activity?	<p>The principal aim of the programme is to achieve a substantial reduction in the cost of service provision by:</p> <ol style="list-style-type: none"> 1. Maximising the efficiency and integration of all access channels. 2. Moving to digital channels where possible. 3. Identifying those in greatest need to target with joined-up services. 4. Identifying and promoting opportunities for citizen self-reliance. 5. Identifying the most cost-effective models of delivery <p>Programme outcomes :-</p> <ol style="list-style-type: none"> 1. Customers will receive a consistent service from the Council and we use the right channel for the service 2. Customers are able to access services digitally 3. Customers who need a number of services from the Council will receive effective support 4. Citizens will be helped to maximise self- reliance 5. Customers will receive an effective, efficient service 	

	<p>Underpinning this is a blueprint with the following components:</p> <p>Our model for the future: the citizen Residents of Bracknell Forest take responsibility for themselves and play an active role in their community. They live independently, are well informed about what the Council does, and understand what the Council does not do. They provide support and assistance in their communities. When they need to access Council services, they do so through their online account and use digital, self-service channels as a default.</p> <p>Our model for the future: the service Customer journey design is used to ensure services focus on the customer, and on the activities that add value. Routine, transactional services are digital and self-service. Assistance is provided to those customers who need it to be able to access digital channels. More complex services, for customers with higher needs, are better coordinated, and managed through a key contact.</p> <p>Our model for the future: communication Our communication is open and engaging, and facilitates two-way conversation with residents. We are a trusted source of information and news, and residents understand what the Council does for them and for the area, and feel well-informed about the things that matter to them.</p>		
7. Who is the activity designed to benefit/target?	Citizens and customers of Bracknell Forest Borough and staff members of Bracknell Forest Council.		
Protected Characteristics	Please tick yes or no	Is there an impact? What kind of equality impact may there be? Is the impact positive or adverse or is there a potential for both? If the impact is neutral please give a reason.	What evidence do you have to support this? E.g. equality monitoring data, consultation results, customer satisfaction information etc. Please add a narrative to justify your claims around impacts and describe the analysis and interpretation of evidence to support your conclusion as this will inform members decision making, include consultation results/satisfaction information/equality monitoring data
8. Disability Equality – this can include physical, mental health, learning or sensory disabilities and includes conditions such as dementia as well as hearing or sight impairment.	Y	Neutral impact - Whilst digital will be the preferred method for dealing with the Council those citizens and customers who may be unable to do so due to a disability will still be able to access Council services via other methods.	
9. Racial equality	Y	There will be an impact, but no protected group will be impacted more than any other.	
10. Gender equality	Y	There will be an impact, but no protected group will be impacted more than any other.	

11. Sexual orientation equality	Y		There will be an impact, but no protected group will be impacted more than any other.
12. Gender re-assignment	Y		There will be an impact, but no protected group will be impacted more than any other.
13. Age equality	Y		There will be an impact, but no protected group will be impacted more than any other.
14. Religion and belief equality	Y		There will be an impact, but no protected group will be impacted more than any other.
15. Pregnancy and maternity equality	Y		There will be an impact, but no protected group will be impacted more than any other.
16. Marriage and civil partnership equality	Y		There will be an impact, but no protected group will be impacted more than any other.
17. Please give details of any other potential impacts on any other group (e.g. those on lower incomes/carers/ex-offenders, armed forces communities) and on promoting good community relations.	Lower income groups who may not have access to digital channels will be able to do so, free of charge, in our Time Square office and in libraries. Assisted digital will be available to any customers who need this. The Council can still be contacted through other channels e.g. by telephone, by post or face-to-face.		
18. If an adverse/negative impact has been identified can it be justified on grounds of promoting equality of opportunity for one group or for any other reason?	n/a		
19. If there is any difference in the impact of the activity when considered for each of the equality groups listed in 8 – 14 above; how significant is the difference in terms of its nature and the number of people likely to be affected?	n/a		
20. Could the impact constitute unlawful discrimination in relation to any of the Equality Duties?		N	Please explain for each equality group
21. What further information or data is required to better understand the impact? Where and how can that information be obtained?	A further EIA will need to be undertaken, as each project within the implementation phase of the programme is established.		
22. On the basis of sections 7 – 17 above is a full impact assessment required?		N	A full equality impact assessment will not be necessary as citizens and customers who are unable, for whatever reason, to deal with the Council digitally will still have access to other means of

			contact.
23. If a full impact assessment is not required; what actions will you take to reduce or remove any potential differential/adverse impact, to further promote equality of opportunity through this activity or to obtain further information or data? Please complete the action plan in full, adding more rows as needed.			
Action	Timescale	Person Responsible	Milestone/Success Criteria
Ensure that citizens and customers who cannot access Council services or interact with the Council digitally are helped to do so.		Chief Officer: Customer Services	No or minimal complaints from citizens or customers
Whilst promoting digital we need to keep other channels of contact with the Council open		Chief Officer: Customer Services	No or minimal complaints from citizens or customers
24. Which service, business or work plan will these actions be included in?	Customer Services, Corporate Services Service Plan		
25. Please list the current actions undertaken to advance equality or examples of good practice identified as part of the screening?	Close working with partners to deliver digital inclusion activities, to ensure those customers who do not use the internet are supported in learning how to do so. Assisted access to digital services will be available to any customers who need this.		
26. Chief Officers signature. Bobby Mulheir	Signature: <i>Bobby Mulheir</i>		Date: <i>27 March 2017</i>