Equality Impact Assessment
Validation Decision Notice

EIA Reference Number: 142
Service, policy, or strategy: Web Chat
Element(s) assessed:
Names of Assessors: Contact Centre Team Leader, Corporate Support Team Leader, Education Manager

Consider:

Did discrimination or disadvantage identified? [ ] Yes  [ ] No

Was the service promoting equality? [ ] Yes  [ ] No

Could the service be improved in promoting equality? [ ] Yes  [ ] No

Are the customers' needs understood and met? [ ] Yes  [ ] No

Is there good evidence and/or reasoning to support the decisions on whether groups are/aren't affected? [ ] Yes  [ ] No

Does the summary report properly reflect the key findings of the assessment? [ ] Yes  [ ] No

Is the summary report clear and easy to understand? [ ] Yes  [ ] No

If improvements have been identified, do they reflect and deal with the key findings? [ ] Yes  [ ] No

The decision is to: [ ] Validate  [ ] Not validate

The reason/s for the decision are: please give details below

- Validation given – information correct [ ]
- Not validated – decision not to proceed as EIA incorrect [ ]
- Not validated - screening error [ ]
- Not validated – research/consultation error [ ]
- Not validated – improvement error [ ]

Signed: [Signature]

Name: Karen Brimacombe

Designation: Corporate Director

Date: 24/3/12
Equality Impact Assessment

Stage 1

STAGE 1 – Briefing Note

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<th>EIA ID (Sinbad reference number)</th>
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<tbody>
<tr>
<td>Date of meeting</td>
<td>6 December 2011</td>
</tr>
<tr>
<td>Job Titles of assessors</td>
<td>Contact Centre Team Leader</td>
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<td></td>
<td>Corporate Support Team Leader</td>
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The Assessment

Web Chat is being introduced into the corporate Contact Centre to provide another means of contacting the council; this increases accessibility for those with hearing and speech difficulties as well as providing a channel for customers who would rather deal with us electronically.

Assessment Findings

The group found the additional service to be beneficial to customers, and could find no negative impact.

Justification

It was agreed that is this change of service has impact on customers that scoping and screening should be carried out.
### STAGE 2 – Scoping and Screening

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1. **What is the main purpose of the service, strategy, policy, practice or procedure? What are the anticipated outcomes of delivering the service, strategy, policy, practice or procedure?**

   To provide another means of accessing council services and reduce the need to visit or call the council.

2. **Who is intended to benefit from the service, strategy, policy, practice or procedure?**

   All customers using the internet could benefit and especially those with speech or hearing difficulties and those customers who like to research online prior to making contact. No other access channels are being withdrawn so there is no reduction in choice for customers who do not wish to use web chat or who do not have access to the internet.

3. **Using the table below, identify who is affected by the service, strategy, policy, practice or procedure and decide if they benefit from it or are disadvantaged by it. Give brief reasons and the evidence for your decision.**

   This is not a tick-box exercise, it won't always be necessary to identify issues under each of the equality strand headings; round table discussion at the scoping/screening stage should help you identify which of the equality strands are relevant.

   **Note:** You must have evidence of positive or negative impacts if they exist, or good reasons to justify your decision. Usually this will take the form of monitoring information on who uses a service or is affected by a policy. If you don't have monitoring information, or do but don't analyse it, then it's unlikely that you can complete this stage now unless you can find other evidence or good reasons to support your judgement e.g. research, EqIAs undertaken by other agencies. Discuss this with the Equality Officer and agree a way forward.

   *Indicate with an X as follows:*
   
   [+ve = positive impact]  [-ve = negative impact]
   
   [? = don't know/not sure]  [No = no impact]

   only if customer group not intended to receive service or be affected by policy
4  Have you identified a negative impact on any group(s)?
   YES ☐ NO ☒

If you answered NO to question 4, please go to question 9

5  Is that impact legal?  *You may need to seek advice on this*
   N/A ☐ YES ☐ NO ☐

6  Is the impact intended?
   N/A ☐ YES ☐ NO ☐
   *Please explain:*

7  How significant is the impact on the group(s) affected?
   N/A ☐ HIGH ☐ MED ☐ LOW ☐
   *Please explain:*

8  If the service, strategy, policy, practice or procedure does not currently promote equality or good relations between different groups, can it be improved to do so?
   YES ☐ NO ☐
   *Please explain:*

_**Negative impacts that cannot be resolved will require a full EIA**_

9  Have you identified a positive impact on any group(s)?
   YES ☒ NO ☐
   *Please explain:  Web chat increases the options for customers who wish to contact the council*

10 Are there ways to improve the positive impacts of the service, strategy, policy or procedure?
   YES ☐ NO ☒
   *Please explain:  In the early stages of the implementation we will not specifically promote the presence of the service, although it is clearly visible on the website, the reason for this is that we do not know what the demand for the service will be. As we start to understand the demand for the service and can allocate resource accordingly further promotion would be arranged.*

11 Have you ticked the 'don't know/not sure' box for any customer groups?
   YES ☐ NO ☒
Stage 6

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The Assessment

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The Customer/Customer Group

No specific information was gathered about customer groups as part of this EIA

Consultation and Research

When we considered implementing web chat it was in the knowledge that this is seen as a useful communication method for those customers with hearing or speech difficulties. Younger customers also prefer to communicate in this way rather than speak to companies/councils.

Key Individuals and Organisations

N/A

Assessment Findings

The findings were that this is a beneficial addition to the range of contact channels provided by the council.

Recommendations

Once the demand for the service is understood and resources organised accordingly the service will be promoted and its use potentially expanded.