

Equality, Diversity, Cohesion and Integration Screening



+

As a public authority we need to ensure that all our strategies, policies, service and functions, both current and proposed have given proper consideration to equality, diversity, cohesion and integration.

A **screening** process can help judge relevance and provides a record of both the **process** and **decision**. Screening should be a short, sharp exercise that determines relevance for all new and revised strategies, policies, services and functions.

Completed at the earliest opportunity it will help to determine:

- the relevance of proposals and decisions to equality, diversity, cohesion and integration.
- whether or not equality, diversity, cohesion and integration is being/has already been considered, and
- whether or not it is necessary to carry out an impact assessment.

Directorate: Performance, Policy & Improvement	Service area: Business Transformation – Customer Access programme
Lead person: Cathryn Baggott	Contact number: 07891279221

1. Title: Waste and Bulky Collection End to End Process Review Project
Is this a: <input type="checkbox"/> Strategy / Policy <input checked="" type="checkbox"/> Service / Function <input type="checkbox"/> Other
If other, please specify

2. Please provide a brief description of what you are screening
The aim of the Waste and Bulky collection end to end process review project is to analyse and re-engineer the Bulky household waste and missed bin processes. These are two of the highest volume and costliest contacts received by the council and, are currently inefficient, overly bureaucratic and complicated. The project will improve the availability of contact channels for customers, managers and staff and will introduce and encourage greater usage of new technologies, specifically via

online applications making it more customer friendly, effective, convenient and improve service delivery . It will also realise significant financial savings.

Leeds City Council has always prioritised its customers and has recently reviewed it's Customer Access Strategy to meet rising expectations of the customer and the ongoing need to improve services.

The Waste and Bulky Collection End to End Process Review Project is being delivered through the Customer Access Programme which is part of the wider Business Transformation agenda. It will deliver a portfolio of projects and workstreams aimed at transforming the way in which the council delivers services and interfaces with customers, to ensure they receive excellent services which are efficient and effective and meet their needs.

This form is to be used in conjunction with the Customer Access EIA.

3. Relevance to equality, diversity, cohesion and integration

Process improvements and Channel Access affect service users and employees. These will also have a greater relevance to equality, diversity, cohesion and integration.

Questions	Yes	No
Is there an existing or likely differential impact for the different equality characteristics?	x	
Have there been or likely to be any public concerns about the policy or proposal?	x	
Could the proposal affect how our services, commissioning or procurement activities are organised, provided, located and by whom?	x	
Could the proposal affect our workforce or employment practices?	x	
Does the proposal involve or will it have an impact on <ul style="list-style-type: none"> • Eliminating unlawful discrimination, victimisation and harassment • Advancing equality of opportunity • Fostering good relations 	x	

If you have answered **no** to the questions above please complete **sections 6 and 7**

If you have answered **yes** to any of the above and;

- Believe you have already considered the impact on equality, diversity, cohesion and integration within your proposal please go to **section 4**.
- Are not already considering the impact on equality, diversity, cohesion and integration within your proposal please go to **section 5**.

4. Considering the impact on equality, diversity, cohesion and integration

If you can demonstrate you have considered how your proposals impact on equality, diversity, cohesion and integration you have carried out an impact assessment.

Please provide specific details for all three areas below (use the prompts for guidance).

• **How have you considered equality, diversity, cohesion and integration?** (think about the scope of the proposal, who is likely to be affected, equality related information, gaps in information and plans to address, consultation and engagement activities (taken place or planned) with those likely to be affected)

Consideration to the project proposals have taken place by:

- Identifying the need for the council through the development of the Customer Access strategy which were:
 - To develop customer services in line with the needs of the customer rather than the organisation.
 - The need to better understand whom the customer is and the requirements of different communities.
 - Opportunities to make better use of technology to meet the need of growing customer expectations.
- Evidence found from the Delivering efficient, corporate and Transactional Services assessment work (DECATS) that Leeds City Council undertook supports the proposals of the Customer Strategy.
- Analysis of service failures and customer contacts which include equality related data
- Telephony waiting times and repeat contact analysis.
- Customer complaints which relate to missed bins and bulky household waste collections are actively monitored for equality.
- Members scrutiny board.
- Customer Market profiling which highlights a demand for alternative provision for missed bins and bulky collections .

The scope of the Waste and Bulky collection project will not remove existing contact channels for customers and therefore, will not have a detrimental effect on any customer. It will however, improve the availability of customers being able to book and /or report service requests themselves using new technologies, making the service more effective and improving service delivery.

Analysis has taken place using customer insight technology to identify the type of customer who contacts Leeds City Council regarding the Waste Management service. However, this data does not provide details of customers who do not contact us. It is believed that this is due to the choice of contact channels we offer at present.

Therefore, by creating greater access to service will reduce any existing barriers for customers who have been identified across key protected groups: for age, disability, religion or belief, gender reassignment, sex, sexual orientation, cohesion etc.

The Customer Access Strategy will be undergoing consultation with protected groups

and the outcomes will help inform the continued implementation and development of this project.

The Customer Access programme strategy has undergone an Equality Impact Assessment (EIA)

- **Key findings**

(**think about** any potential positive and negative impact on different equality characteristics, potential to promote strong and positive relationships between groups, potential to bring groups/communities into increased contact with each other, perception that the proposal could benefit one group at the expense of another)

- Customers contact us via telephone, face to face or email. These service channels are open between 8 – 6pm Mon – Friday. With Emails being responded to within 10 working days.
- Customers sometimes have to wait in a queue and/or wait for a response to their enquiry and due to the limitation on opening hours then the customer is often forced to contact us when it is convenient to the business and not themselves.
- Customer profile analysis shows more customers prefer to book their own requests for service using Internet based technology and mobile phone technology rather than make enquires via the telephone or face to face. It is believed that customers do not report service interruptions due to the lack of channels currently available. The service then is often perceived to be poor by citizens but the service is unable to improve as they are not always aware.
- Advice to customers i.e. timescales are not always realistic and/or achievable which often causes further service failure and results in customers having to contact us again.
- Customers often request bulky item collections but statistics show that 25% of service failure is whereby no items are found when the crew get to the property. Due to the lengthy and often inconvenience process, there is no incentive to the customer to inform us of a change in circumstance. This causes unnecessary cost to the service and often inconveniences other customers due to appointments being unavailable.
- Bulky service failures are often due to incorrect items being recorded for collection.
- Customer analysis available at this time, shows that there is a significant proportion of contacts from disabled and/or older people for waste and bulky services. Analysis also shows there is a strong demand from deprived areas. However, it is known that when younger people experience service interruptions they do not report them. It is believed that this is due to the channels we offer.

- **Actions**

(think about how you will promote positive impact and remove/ reduce negative impact)

Positive impact and outcomes

- Provide customers with an additional range of access channels through which to make a request for service or report a service failure. This will mean that customers can choose how and when they contact us. By doing this we will enhance the service for many protected communities.
- Reduction in volume of traffic through existing channels i.e. telephone, face to face
- Self service channels will be available 24/7 (subject to system availability) allowing the customer to contact the service when convenient to themselves.
- Modern multi media approaches to customer services can mean groups from different communities interact on-line. This will help promote and tailor the services to customers.
- Provide customers with easy access to cancel/amend or rearrange appointments will reduce costs to the service and will provide more flexibility to customers.
- Deliver a better customer experience by managing customer expectations and keeping the customer informed of service interruptions through a range of channels i.e.SMS texting, Internet, telephone messages.
- Provide a robust, streamlined process for receiving, managing service requests that will both enable the corporate contact centre and waste management staff to operate more efficiently.
- Continue to provide existing channels allowing customers wishing to contact the council via telephone or face to face.
- By redesigning processes to allow more communication between both the service and the customer as well as resolving more enquiries first time of contact equality, diversity, and cohesion should become more consistently integrated into service delivery. Services can then be tailored to meet the needs of protected groups and the wider community.
- Providing more access channels will help us tailor our services to meet the customers needs as customer profiles will be more robust.

It is clear that changes to the access channels for the Waste Management service albeit additional to existing channels will have different implications for different types of people for example:

- A most likely barrier in terms of e-forms/communication will be language. As the telephone and face to face channel is not being removed, customers will continue to have the option of the interpretation and the translation service. These services

will also be available if the customer wishes to complete an e-form.

- Customers from deprived areas that may not have access to computers can continue to use existing channels which will be enhanced and/or can utilise the onestops self serve facility.

Customer profiling technology will need to be in place when additional channels are implemented to understand the profile of customers and ensure implementation is effective.

5. If you are **not already considering the impact on equality, diversity, cohesion and integration you **will need to carry out an impact assessment.****

Date to scope and plan your impact assessment:	
--	--

Date to complete your impact assessment	
---	--

Lead person for your impact assessment (Include name and job title)	
--	--

6. Governance, ownership and approval

Please state here who has approved the actions and outcomes of the screening

Name	Job title	Date
Cathryn Baggott	Project Manager	16.08.2011

7. Publishing

This screening document will act as evidence that due regard to equality and diversity has been given. If you are not carrying out an independent impact assessment the screening document will need to be published.

Please send a copy to the Equality Team for publishing

Date screening completed	16.08.2011
Date sent to Equality Team	16.08.2011
Date published	18.08.2011