

Equality Impact Assessment

Title:	Comment, Compliment and Complaint Policy (2015 review)	
Version:	1.0	
Date of draft:	December 2015	
Date approved by Equalities Group	21 January 2016	

Section 1A: Overview

Name of Policy, Procedure, Practice, Strategy or Service:	Comment, Compliment and Complaint Policy 2015
Service, Group, Team:	Performance and Communities
Equality Assessment Lead Officer:	Suzanne Gorman (Customer Care Officer)
Head of Service	Rachel Fernandez

1B: Please state the intended outcomes of the policy

How will you know these have been achieved? *What performance monitoring is in place?*

To provide an accessible means for residents, visitors and businesses to provide feedback to the council in the form of comments, compliments or complaints (CCCs). To provide a clear policy under which the CCC process is to be delivered.

Quarterly monitoring of CCCs to identify issues that will be used to improve services and develop improvement in the CCC process itself.

Section 2A: The policy. How will the policy/plan/strategy impact on residents, visitors, businesses or other agencies that we work with? *What work has been undertaken to advise these groups about the changes planned in the policy/plan/strategy?*

The number of customer promises has been reduced from 27 to 11 to provide a simpler focus for staff and customers. These still take account of the 7 factors that have a strong impact on customer satisfaction as highlighted in 2011.

The previous policy identified time lines that have been changed during the life of the policy and this resulted in an inconsistent process whereby acknowledgements to comments and complaints were dealt with by some services within 3 days and by others within 5 days. This part of the service has now improved but the new policy and customer promises will provide an opportunity to promote the new promises and make residents aware of the process for making a comment, compliment or complaint and maintain a process that is consistently applied. It will also provide a consistent approach to dealing with CCC's for all services to follow.

2B: What needs is the policy/service designed to meet? *You could also refer to your current Service Plans and how the policy/service fits into EBC's Corporate Plan Priorities. How does the policy, procedure, practice, strategy or service align with Corporate Priorities*

This policy supports the priorities within the Corporate plan in particular supporting the priority to Improve access to services and to deliver efficient and effective services that residents need. CCCs are a valuable source of information and provide us with feedback to identify potential areas for service improvement and to recognise and reward excellence in service delivery. By providing a consistent approach in dealing with CCC's we allow ourselves the opportunity to make comparisons across services and share information about areas of service that residents, businesses and visitors use and value.

2C: Is the service provided subject to any element of outsourcing? *Is the service delivered in part, or in its entirety by an outside company or organisation? If challenged about a service delivered on our behalf you must show that the organisation meets the expectations with regard to equalities in its customer service and recruitment and retention of staff.*

No

Section 3A: Gathering Information

What equality monitoring information do you gather and how is this information used to develop services, functions and policies at the current time. *You could look at the take up of services, customer satisfaction (complaints and compliments) and enforcement action.*

There is very little equality monitoring information available from customers who contact us regarding CCCs, for example it can be very difficult to ask people who ring in to complain for additional personal information. More work in this area is required to develop improved appropriate equality monitoring information.

3B: What does available data and the results of any consultations show about the take up of services? What is the impact on different groups? (qualitative and quantitative). *You could look at previous community consultation exercises, customer reviews, census data, staff feedback etc.*

Remember: by law you are required to be able to demonstrate, through data analysis and evidence, that you have considered the impact of your service on **ALL** of the relevant protected groups. This document is just a short summary of this process and a tool to help you to check that you have taken the Equality Act 2010 and the Council's equality objectives into consideration.

There is little available data to show who is using the CCC process and certainly a reduction in complaints alone is not a reflection that a good service is being provided. Quarterly Customer satisfaction data is gathered and reviewed to indicate a level of satisfaction with the council as a whole and focussed to service specific areas, some equality data is collected as part of this consultation.

Section 4: Impact Assessment *Here you need to analyse the needs of different groups and the possible impacts the service may have on them. How is the policy or decision likely to affect the **promotion of equality** and the **elimination of discrimination** in each of the groups?*

Stake Holder Group	Is this group likely to be affected in a positive way?	In what way will they be affected?	Is this group likely to be affected in a negative way?	In what way will they be affected?
Age (older people, young people)	Yes	The varied formats that customers can use to provide feedback means that people of any age group can access the council via social media, email, the Contact Centre, our website or our customer facing provision	Yes	Currently we have withdrawn the CCC leaflet that was previously available in reception areas at all our facilities throughout the borough. A shorter version has been provided, only two customers have commented on the leaflet not being available (from 255 complainants since August 2015) This could impact on

				customers with no access to the website, however there is no evidence to suggest this has been the case. Staff in reception areas can take details of the CCC and record it on our CRM system, or direct customers to the computers provided in Town Hall receptions, to log the complaint themselves, onsite support is available for those customer unsure of how to do this.
People with Disabilities (Both physical and mental impairments)	Yes	The varied formats that customers can use to provide feedback means that people with disabilities can access the council via social media, email, the Contact Centre, the website, or our customer facing provision	Yes	Customer Service Advisors are on hand to support customers to use the computers in Town Hall reception areas. However more work needs to be done to understand if there are any areas where accessibility is an issue, our website is equipped with a talking facility to enable access for those with a vision impairment.
Gender (Women, Men, Transgender, Transsexuals)	No		No	
Race (Black, Asian, Minority Ethnic groups. Include people whose first language is not English)	Yes	Facilities are available to help customers access translation services (including free internet services)	Yes	More work needs to be done to understand if there are any areas where accessibility is an issue
Sexual Orientation	No		No	
Religion and belief	No		No	
Dignity, Human Rights and Socio-economic disadvantage	No		Yes	The CCC leaflet has been withdrawn and is available in a shorter format which staff are now being provided with – more work needs

				to be done to assess the need for a paper based system, which is an accessible format for people without access to the internet.
Marriage and Civil partnerships	No		No	
Pregnancy and maternity/paternity	No		No	

Section 5A: Actions How will you monitor the ongoing effect of the policy/strategy/plan?	When will this be undertaken?	Expected outcomes / performance measures
CCCs are monitored on a quarterly basis and each quarter a different aspect of service is reviewed. Whilst high numbers of CCCs do not necessarily reflect poor service their analysis is essential in assessing areas of concern that are service specific or can be shared in an aim to improve the services for the whole community.	Ongoing quarterly analysis	<ul style="list-style-type: none"> • Greater customer satisfaction • More CCCs dealt with in a format that meets the customers preferred method of contact.

5B: If you have identified any negative impacts on any of the groups in section 4 how will you mitigate the effect?				
Negative impact	Action required to mitigate any potential negative impact	Outcome / performance measure	Lead Officer – who will the monitoring of this action be reported to?	Date that the monitoring will be undertaken, how often will it be done?
The withdrawal of the CCC leaflet	Rather than have a pre-printed format at a cost to the authority, look at other ways to ensure the CCC process remains accessible.	No negative comments about CCC leaflets not being available (a shorter one has been produced for staff to print off on request)	CCO – S Gorman	Quarterly from Jan 2016

Look at the accessibility of the CCC process.	Consultation with users of the CCC process for feedback about the process as a whole and potential improvements	A greater diversity in customers who chose to answer the equality monitoring section of the CCC process.	CCC – S Gorman	July 2016