

## APPENDIX 2: Customer Feedback (EqIA)

EqIA guidance can be found at [https://sstaffsgovuk.sharepoint.com/sites/TheCore/SitePages/Equality-%26-Diversity\(1\).aspx](https://sstaffsgovuk.sharepoint.com/sites/TheCore/SitePages/Equality-%26-Diversity(1).aspx)

Service:	Person responsible for the assessment:	Date EqIA completed:
Policy	Kevin Hubery	October 2023

### PART A - Identification

1	Title or name of proposal	Customer Feedback Policy
2	The commencement date of the proposal and approval e.g., CLT, Cabinet, Committee, Council	tbc
3	What are the aims, objectives, and purpose of the proposal?	<p><b>Aims:</b> An updated Customer Feedback Policy and procedure is being introduced to improve the management of these important customer interactions.</p> <p><b>Objectives:</b> The new on-line system which will improve the management of these processes and the provision analysis</p> <p><b>Purpose:</b> the new procedure is being introduced for the management of customer complaints, comments and compliments.</p>
4	Status of the proposal	<p><b>New proposal/</b> <input checked="" type="checkbox"/> <b>Existing proposal</b></p> <p><b>Date Last Reviewed:</b> <b>April 2014</b></p>
5	Are there any other functions, policies or services which might be linked with this one for the purposes of this exercise?	All Council services may be subject of customer feedback – complaints, comments and compliments.
6	Who is it intended to affect or benefit (the target population):	Predominantly all residents of South Staffordshire and other organisations that we interact with, which may include individuals and organisation outside the area

### PART B - Evidence, Research and Stakeholder Engagement

7	List relevant examples of data (qualitative and quantitative) or any consultation information available that will enable the impact assessment to be undertaken	<p>The updated Customer Feedback Policy will include provision to encourage customers to provide equality data about themselves – although completing these questions will not be mandatory.</p> <p>Previously this information was collected during occasional surveys of customers who had made complaints to the Council.</p>
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8	<b>Evidence from the data from Question 7 of any feedback or complaints against the service/policy/procedure on grounds of potential or perceived discrimination</b> <ul style="list-style-type: none"> <li>• <i>Who was consulted on this proposal?</i></li> <li>• <i>How has the proposal been explained to those who would be directly or indirectly affected by it?</i></li> <li>• <i>What outcome(s) are meant to be achieved from this proposal?</i></li> <li>• <i>What factor(s) could contribute to the outcome(s)?</i></li> <li>• <i>What factor(s) could detract from the outcome(s)?</i></li> </ul>	The data to be collected when the new policy and procedure is implemented has the potential to provide data to inform impact in service areas.	
9	Does your proposal link with other proposals to have a cumulative negative affect on particular equality groups?	Yes/ No	If yes, give details
		No	

## PART C – Assessment and Differential Impacts

Within this table, state whether the policy or function will have a positive or negative impact across the protected characteristics and provide any comments, reason, and evidence to support this.

What is the effect of the change on each characteristic – tick one				Reason		Action* Required
	Positive impact	Negative impact*	Neutral	Explanation of impact analysis	Is this likely to be unlawful?	Yes / No
<b>Age</b> Young People (up to 18) 18-50, 50 – 65, 65+				While there is not expected to be a differential impact on any age groups in the adoption of the new Customer Feedback policy, the implementation of the new procedure to capture equality profile information when people submit feedback will provide useful monitoring information on-going monitoring may identify issues which will need to be considered as they arise. It will allow the profile of those interacting with the Council to be compared to the known demographic of the area.		No

<b>Disability</b> Visual impairment Hearing impairment Physical impairment Learning impairment Mental Health Other impairments				<p>While there is not expected to be a differential impact on people with disabilities in the adoption of the new Customer Feedback policy, the implementation of the new procedure to capture equality profile information when people submit feedback will provide useful monitoring information on-going monitoring may identify issues which will need to be considered as they arise. It will allow the profile of those interacting with the Council to be compared to the known demographic of the area.</p>		
<b>Gender reassignment</b> Transitioned Transitioning Non-Binary				<p>While there is not expected to be a differential impact on any gender groups in the adoption of the new Customer Feedback policy, the implementation of the new procedure to capture equality profile information when people submit feedback will provide useful monitoring information on-going monitoring may identify issues which will need to be considered as they arise. It will allow the profile of those interacting with the Council to be compared to the known demographic of the area.</p>		
<b>Marriage &amp; Civil Partnership</b> Marriage				<p>While there is not expected to be a differential impact on</p>		

Civil Partnership				people who are married or in a civil partnership in the adoption of the new Customer Feedback policy, the implementation of the new procedure to capture equality profile information when people submit feedback will provide useful monitoring information on-going monitoring may identify issues which will need to be considered as they arise. It will allow the profile of those interacting with the Council to be compared to the known demographic of the area.		
<b>Pregnancy and Maternity</b> Pregnancy Maternity (Period after birth) Adoption				While there is not expected to be a differential impact on women who are pregnant, on maternity leave or adopting in the adoption of the new Customer Feedback policy, the implementation of the new procedure to capture equality profile information when people submit feedback will provide useful monitoring information on-going monitoring may identify issues which will need to be considered as they arise.		
<b>Race</b> Ethnicity, National Origin Asylum Seeker/Refugees Gypsies & Travellers Migrants, Other				While there is not expected to be a differential impact on people from minority ethnic or national origins nor refugees, Gypsies and Traveller and migrants, the implementation of the		

				new procedure to capture equality profile information when people submit feedback will provide useful monitoring information on-going monitoring may identify issues which will need to be considered as they arise. It will allow the profile of those interacting with the Council to be compared to the known demographic of the area.		
<b>Religion or Belief</b> Buddhists, Christians, Hindus, Jews, Muslims, Sikhs, Others Belief e.g., Humanists Non-Belief				While there is not expected to be a differential impact on people of faith and no faith in the adoption of the new Customer Feedback policy, the implementation of the new procedure to capture equality profile information when people submit feedback will provide useful monitoring information on-going monitoring may identify issues which will need to be considered as they arise. It will allow the profile of those interacting with the Council to be compared to the known demographic of the area.		
<b>Sex</b> Female, Male, Non-Binary				While there is not expected to be a differential impact on people of different sexes in the adoption of the new Customer Feedback policy, the implementation of the new procedure to capture equality profile		

				information when people submit feedback will provide useful monitoring information on-going monitoring may identify issues which will need to be considered as they arise. It will allow the profile of those interacting with the Council to be compared to the known demographic of the area.		
<b>Sexual Orientation</b> Lesbian, Gay, Bi-Sexual				While there is not expected to be a differential impact on people of different sexual orientations in the adoption of the new Customer Feedback policy, the implementation of the new procedure to capture equality profile information when people submit feedback will provide useful monitoring information on-going monitoring may identify issues which will need to be considered as they arise. It will allow the profile of those interacting with the Council to be compared to the known demographic of the area.		
<b>Other</b> lone parents, carers, unemployed				While there is not expected to be a differential impact on lone parent families, carers or unemployed people, survey work, consultation and on-going monitoring may identify issues which will need to be considered as they arise.		

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## PART D – Outcomes, Action, and Public Reporting

*What Justifiable Action Does the Evidence, Engagement and Consultation Suggest You Take?*

	Description	Yes / No
<b>A</b>	<b>No Major Change Required</b> When no potential for discrimination or adverse impact is identified and all opportunities to promote equality have been taken.	Yes
<b>B</b>	<b>Adjustments needed to remove barriers or to better promote equality</b> Are you satisfied that the proposed adjustments would remove the barriers identified?	No
<b>C</b>	<b>Continue despite possible adverse impact</b> For important relevant proposals, compelling reasons will be needed. You should consider whether there are sufficient plans to reduce the negative impact and/or plans to monitor the actual impact.	n/a
<b>D</b>	<b>Stop and rethink your proposal</b> Actual or potential unlawful discrimination is identified; the proposal will need reviewing immediately.	No

## PART E – Monitor Evaluate and Review

Action and Monitoring Plan - where the assessment in Part C & D indicates a potential negative impact, how will this be reduced or mitigated to reduce impact moving forwards?

Conclusions Reached About Potential Impact		
Possible Impact	Group(s) Affected	Evidence
Impact Identified	Action	Responsibility
Timescale	Expected Outcomes	Review Date



## PART F – To be completed by Equality Service Group

Date Reviewed	Name of Representatives involved in Review (min of 3). If less than 3 please explain what exceptional circumstances apply	
<p><b>General Comments</b></p> <p><b>Steve Gallis</b> - will the occasional surveys of complaints for equality data still happen alongside the data collected from online reporting? Should get a lot more data coming in with the online option but wonder if we then miss those not able to use or not confident with the online reporting. Again thinking maybe those with learning disability are more likely to telephone than go online? I'm also thinking my mom although a little bit of a silver surfer would still probably e mail or ring in rather than go online (not that she would have a complaint obviously) so we might have a bias in data towards those more likely to use the online form?</p> <p>As we will clearly get far more opportunity to monitor than currently which can only be a good thing.</p>		
<b>Recommendations</b>		
<p><b>Publish Results</b> <input type="checkbox"/></p> <p><b>Carry out further impact assessment, if yes state the review date and ensure this is diarised for action</b> <input type="checkbox"/></p>	<p><b>Specific Recommendations to Consider:</b></p>	
<p><b>Confirm that the recommendations have been actioned or explain why if any cannot be actioned.</b></p> <p>The issues raised in the review relating to gathering Equality information from people other than those who complete the online Feedback form will be considered during the implementation stage of this policy.</p>		

**Remove the red prompt questions and this text and then send the form to your Corporate Director/Assistant Director to review and sign,**

**Part G – Corporate Director/Assistant Director Approval**

- I am satisfied with the results of this EqIA.
- I have seen the Councils Equality Schemes or Equality Action Plan and am satisfied with the contribution it can make.

**Approved**

**Corporate Director/Assistant Director Signature: Clodagh Peterson**

**Date:29 November 2023**

Once signed the author of the EqIA should attach it to the report.

Please send a copy to Thomas Reynolds, Performance & Customer Insight Manager requesting that the EqIA is published on our internal equality site.

Where the EqIA relates to a member report the EqIA should be sent to Member Support at the same time as issuing your report to ensure it is on the CMIS system prior to the Cabinet/Committee/Council meeting.

If the EqIA relates to an Individual Decision, please ensure that the EqIA is attached to the report.