

EQUALITY IMPACT ASSESSMENT (EqIA)

Context

1. The Public Sector Equality Duty as set out under section 149 of the Equality Act 2010 requires Rugby Borough Council when making decisions to have due regard to the following:
 - eliminating unlawful discrimination, harassment and victimisation, and other conduct prohibited by the Act,
 - advancing equality of opportunity between people who share a protected characteristic and those who do not,
 - fostering good relations between people who share a protected characteristic and those who do not, including tackling prejudice and promoting understanding.
2. The characteristics protected by the Equality Act are:
 - age
 - disability
 - gender reassignment
 - marriage/civil partnership
 - pregnancy/maternity
 - race
 - religion/belief
 - sex/gender
 - sexual orientation
3. In addition to the above-protected characteristics, you should consider the crosscutting elements of the proposed policy, such as impact on social inequalities and impact on carers who look after older people or people with disabilities as part of this assessment.
4. The Equality Impact Assessment (EqIA) document is a tool that enables RBC to test and analyse the nature and impact of what it is currently doing or is planning to do in the future. It can be used flexibly for reviewing existing arrangements but in particular should enable identification where further consultation, engagement and data is required.
5. The questions will enable you to record your findings.
6. Where the EqIA relates to a continuing project, it must be reviewed and updated at each stage of the decision.
7. Once completed and signed off the EqIA will be published online.
8. An EqIA must accompany all **Key Decisions** and **Cabinet Reports**.
9. For further information, refer to the EqIA guidance for staff.
10. For advice and support, contact:
Minakshee Patel
Corporate Equality & Diversity Advisor
minakshee.patel@rugby.gov.uk
Tel: 01788 533509

Equality Impact Assessment

Service Area	Communities and Homes
Policy/Service being assessed	CRM: Used for gathering the data to deliver RBC services to customers and to manage our relationship with them. CMS: Used to manage web content.
Is this is a new or existing policy/service? If existing policy/service please state date of last assessment	ALL
EqlA Review team – List of members	There are existing forms and processes, but we need to update the EqiA as we are moving to a new digital platform combining the CRM & CMS (web content) in order to enhance the customer experience.
Date of this assessment	09.06.20
Signature of responsible officer (to be signed after the EqiA has been completed)	 Head – Communities & Homes

A copy of this Equality Impact Assessment report, including relevant data and information to be forwarded to the Corporate Equality & Diversity Advisor.

If you require help, advice and support to complete the forms, please contact Minakshee Patel, Corporate Equality & Diversity Advisor via email: minakshee.patel@rugby.gov.uk or 01788 533509

Details of Strategy/ Service/ Policy to be analysed

Stage 1 – Scoping and Defining	
(1) Describe the main aims, objectives and purpose of the Strategy/Service/Policy (or decision)?	The Customer Relationship Management (CRM) system enables customers to access and pay for services via their chosen channel. Customer enquiries can also be dealt with via the CRM as well as the CMS as this enables us to manage our web content.
(2) How does it fit with Rugby Borough Council's Corporate priorities and your service area priorities?	We believe that everyone should have access to services that meet their needs: Corporate Priority 2 for Communities and homes states: Deliver digitally enabled services that residents can access.
(3) What are the expected outcomes you are hoping to achieve?	(a) Customers can access the services they need at the time that they need them. (b) Customer enquiries are dealt with promptly, accurately and in accordance with their varied needs and requirements. (c) Customer enquiries are fully resolved to the customer's satisfaction, whether this is by accessing them personally or with help from their representative or a Rugby Borough Council staff member. All customers benefit.
(4) Does or will the policy or decision affect: <ul style="list-style-type: none"> • Customers • Employees • Wider community or groups 	There may be an age-related or disability-related impact as well as an impact in relation to language for individuals whose first language is not English.

<p><u>Stage 2 - Information Gathering</u></p>	<p>As a minimum you must consider what is known about the population likely to be affected which will support your understanding of the impact of the policy, eg service uptake/usage, customer satisfaction surveys, staffing data, performance data, research information (national, regional and local data sources).</p> <p>Everyone living in Rugby (circa 100,000) This is evidenced in the Digital Strategy attached.</p> <p> RBC Digital Strategy 2020-2023.pdf</p>
<p>(1) What does the information tell you about those groups identified?</p>	<p>It could be the case, that some customers will be unable to access the services digitally because of a disability or because they do not have a device or broadband* connection that enables them to use online services.</p> <p>*Affordability could be linked to a limited income because of being unable to work due to a disability or retirement.</p> <p>There may also be issues in terms of rural areas and how strong the broadband is or is not.</p>
<p>(2) Have you consulted or involved those groups that are likely to be affected by the strategy/ service/policy you want to implement? If yes, what were their views and how have their views influenced your decision?</p>	<p>The introduction of a single digital platform forms part of the Digital Strategy and RBC staff and Councillors have been consulted on this. RBC Councillors represent their constituents.</p> <p>There is also an established Digitalisation Board which includes the Senior Management Team (SMT).</p>
<p>(3) If you have not consulted or engaged with communities that are likely to be affected by the policy or decision, give details about when you intend to carry out consultation or provide reasons for why you feel this is not necessary.</p>	<p>As well as the consultation outlined above, additional research tells us that although the ambition is to provide better digital public services in a more efficient way, some residents lack digital skills. We are aware that digital inclusion must sit at the heart of the digital transformation programme to ensure that no residents are left behind and to improve the uptake of online services.</p>
<p><u>Stage 3 – Analysis of impact</u></p>	

<p>(1) <u>Protected Characteristics</u> From your data and consultations is there any positive, adverse or negative impact identified for any particular group, which could amount to discrimination?</p> <p>If yes, identify the groups and how they are affected.</p>	<p>RACE Yes</p>	<p>DISABILITY Yes</p>	<p>GENDER No</p>
	<p>MARRIAGE/CIVIL PARTNERSHIP No</p>	<p>AGE Yes</p>	<p>GENDER REASSIGNMENT No</p>
	<p>RELIGION/BELIEF No</p>	<p>PREGNANCY MATERNITY No</p>	<p>SEXUAL ORIENTATION No</p>
<p>(2) <u>Cross cutting themes</u> (a) Are your proposals likely to impact on social inequalities e.g. child poverty, geographically disadvantaged communities? If yes, please explain how? (b) Are your proposals likely to impact on a carer who looks after older people or people with disabilities? If yes, please explain how?</p>	<p>We are expecting digitalisation of the forms and processes to offer wider access to services and more flexibility. By introducing a single digital platform, the expectation is that the customer experience will improve. Disadvantaged communities may not have a broadband connection or a suitable device. A carer who looks after older people or people with a disability may access services and information for the older or disabled person, with their permission, without leaving home.</p>		
<p>(3) If there is an adverse impact, can this be justified?</p>	<p>All new digital services will comply with the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018, ensuring improved accessibility by residents or service users with a disability or with English as a second language.</p>		
<p>(4) What actions are going to be taken to reduce or eliminate negative or adverse impact? (this should form part of your action plan under Stage 4.)</p>	<p>Where customers are unable to connect and engage personally we will introduce strategies to improve the way we engage with the partnerships and community groups designed to represent them so that digital services overall improve the quality of life within the Borough. The system procured to provide CRM/CMS will incorporate accessibility for people with all forms of disability and those whose first language is not English.</p>		

(5) How does the strategy/service/policy contribute to the promotion of equality? If not, what can be done?	Where the customer is unable to access our services personally, either due to age, disability or language, a single digital platform increases the opportunities for their representatives and community groups to help them access what they need at a time that suits them.
(6) How does the strategy/service/policy promote good relations between groups? If not, what can be done?	See (5)
(7) Are there any obvious barriers to accessing the service? If yes how can they be overcome?	<p>It could be the case, that some customers will be unable to access the services digitally because of a disability or because they do not have a device or broadband* connection that enables them to use online services.</p> <p>*Affordability could be linked to a limited income because of being unable to work due to a disability or retirement.</p> <p>There may also be issues in terms of rural areas and how strong the broadband is or is not. IN terms of overcoming these barriers, please see (5) above.</p>

<u>Stage 4 – Action Planning, Review & Monitoring</u>	
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<p>If No Further Action is required, then go to – Review & Monitoring</p> <p>(1) Action Planning – Specify any changes or improvements that can be made to the service or policy to mitigate or eradicate negative or adverse impact on specific groups, including resource implications.</p>	EqlA Action Plan				
	Action	Lead Officer	Date for completion	Resource requirements	Comments
	Delivery of Digital Strategy	Jeremy Carter	2023	Digital team (ICT) to work with stakeholders across RBC	None
	Implementation of CRM aspect	Debbie McCarthy	Feb 2021 latest	Digital team (ICT) to work with the CSC	None
Implementation of the CMS aspect	Matthew Deaves	2021	Digital team (ICT) to work with Communication, Consultations & Information	None	
<p>(2) Review and Monitoring</p> <p>State how and when you will monitor policy and Action Plan</p>	<p>A detailed programme will be established to deliver the single digital platform once the budget has been approved and the system procured.</p>				

Please annotate your policy with the following statement:

‘An Equality Impact Assessment on this policy was undertaken on 09.06.20 and will be reviewed in line with the contract end date.’