



SOUTH KESTEVEN  
DISTRICT COUNCIL

## **Equality Impact (Stage 2 Analysis)**

# **Changes to face-to-face Customer Service Centre Provision July-August 2020 Consultation**

<b>Service Area:</b> Customer Services	<b>Lead officer:</b> Lee Sirdifield	<b>Date of Meeting</b>  11 August 2020
	<b>Assessors:</b> Nova Roberts Amber Wakeling	
	<b>Neutral Assessor:</b> Carol Drury	

**1. Name of policy/service/function/strategy:**

Modernisation of face-to-face customer service offering in Market Deeping and Stamford.

A second consultation was completed in July 2020 to consider the impact of proposed changes to the Customer Service provision in Market Deeping and Stamford. Previously a range of options were reviewed and considered during the initial consultation in February 2020. This second EIA reviews the impact of the proposed recommendation.

**Market Deeping**

**1.1 Option 3: Replace the existing centre with a signposting service through Deepings Community Library with an enhanced self-service offer**

This option sees the replacement of the existing customer service provision with a signposting service and the installation of a self-service kiosk at Deepings Community Library.

We would work with Deepings Community Library to provide basic training to their team so that they are able to signpost customers who choose to access through this route.

This approach would be reviewed on a six-monthly basis. Data relating to the utilisation of this offer would be presented to the appropriate Cabinet Member and committee for consideration of any future changes

- A self-service kiosk which will take payments. This would be based at Deepings Community Library
- A PC with access to the internet and web-based services – based at the community library. This would enable customers to contact the council via our website and/or attend appointments remotely
- Virtual face-to face appointments to be available via Skype or Microsoft Teams

**Stamford**

**Option 3: Replace the existing centre with an enhanced self-service offer supported by seasonal access to a customer service advisor**

This option sees the replacement of the existing centre at Maiden Lane with a kiosk and telephone solution at Stamford Arts Centre, with those seeking to access services via a computer being directed to Stamford Library.

In addition, during busy periods, or where seasonality demands, provision of

access to a customer service advisor on a part-time basis. This would help to assist customers to transition onto self-service solutions.

This approach would be reviewed on a six-monthly basis. Data relating to the utilisation of this offer would be presented to the appropriate Cabinet Member and committee for consideration of any future changes.

- A self-service kiosk which will take payments - installed in Stamford Arts Centre.
- PC access being available through Stamford Library. This would enable customers to contact the council via our website.
- A direct phone line in Stamford Arts Centre. This would be programmed so that it can be used to contact the council's customer services centres in Grantham and Bourne, and other organisations such as Lincolnshire County Council.
- A click and collect service (for taxi licence plates etc) based at Stamford Arts Centre
- Virtual face-to-face appointments to be available via Skype or Microsoft Teams
- Limited access to an advisor for face- to- face appointments (on a seasonal basis)

**2. Complete the table below, reconsidering the identified negative impacts on groups from any of the protected characteristics (or diversity strands) in stage 1. If the impact has been mitigated, please explain how. If the impact cannot be mitigated but can be justified, please provide details and evidence. Include any fresh demographic data, user surveys, local consultations evaluation forms, comments and complaints etc.**

Equality Group	At Stage 1 Did you identify that this policy/service/function/strategy had a negative impact or areas of concern for any of the equality groups, or through the consultation exercise?	Please describe why the impact is negative.  What alterations have you made to your proposal to alleviate or reduce negative impact
Age	<p><b>Summary</b> The second assessment showed a number of positive and negative impacts. It highlights that the overall changes to the way services are delivered will improve access.</p>	

	<p>However, with specific reference to the area offices, it highlighted that the small number of customers who visit the offices on a regular basis could see a negative impact. This was examined further through both of the consultation exercises.</p>	
<p><b>Disability</b></p>	<p><b><u>Stage 1 Summary</u></b>          The stage 1 analysis showed improvements in accessibility for services as a result of the Customer Experience Strategy. This shows improved online access, new chat technologies and upskilling of our resources to be better able to respond to different needs.</p> <p>However, it was highlighted that the proposals surrounding the closure of two area offices could have a negative impact on a small number of customers who currently use either the Market Deeping or Stamford offices. The consultation exercise asked for information on how the proposed changes could impact on individuals. The analysis of this survey has been used to evaluate a number of options for each market town.</p>	<p><b><u>General Feedback</u></b>          For Market Deeping, 29 survey respondents answered a question about if they had a disability. The response rates were as follows:</p> <ul style="list-style-type: none"> <li>• Yes = 4</li> <li>• No = 25</li> <li>• Prefer not to say = 9</li> </ul> <p>For Stamford, 96 survey respondents answered a question about if they had a disability. The response rates were as follows:</p> <ul style="list-style-type: none"> <li>• Yes = 9</li> <li>• No = 80</li> <li>• Prefer not to say = 7</li> </ul> <p><b><u>Consultation Summary</u></b></p> <p><b>Market Deeping</b>          The consultation results show a desire for face-to-face access that has accessible parking at an accessible venue. Feedback highlights at a high level the needs of vulnerable customers. Consideration needs to be</p>

		<p>given to how this can be managed within each of the options.</p> <p><b>Stamford</b>  Feedback from Stamford highlights difficulties in using telephony services if you have hearing difficulties. As part of the Customer Experience Strategy alternative options including text relay and new solutions will be considered.</p> <p>The feedback also highlights that those with mobility issues may face additional challenges to access the alternative location in the Arts Centre, this will be assessed to ensure that access to self-service with a seasonal face-to-face customer service advisor is enabled.</p> <p>Feedback also highlights that those suffering from poor mental health, including anxiety may need greater support or alternative solutions to ensure that they can still effectively access services.</p> <p>Feedback also highlights that complexities in telephony systems can act as a barrier to the people with disabilities in accessing services over the telephone. CSC Switchboard services will still be available to support access to services as well as access to a customer service officer being on site at busy seasonal times at</p>
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		<p>the Arts Centre.</p> <p><b><u>Market Deeping</u></b>  <b><i>Impact of Option 3</i></b>  This option effectively blends the provision of technology and telephony with some support through volunteers at the Library who would be trained by the customer services to support face-to-face. This would enable those who struggle to access things electronically to receive some help and support during their interaction. It would also enable those in most need to be identified and supported to access services through alternative means. CSC Switchboard services will still be available to provide help and support ease of access to services.</p> <p>This option would also provide face to face signposting to support customers to transact and contact us and to shift onto digital channels.</p> <p>Additional support could also be provided by officers completing home-visits or through pre-booked appointments. It is therefore possible to mitigate the impact of the change for this group.</p> <p><b><u>Stamford</u></b>  <b><i>Impact of Option 3</i></b>  Option three puts a seasonal customer service officer within the Arts Centre working in a</p>
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		<p>floorwalking capacity. This would provide support to use supported self-service, as well as enable the best handling of more complicated enquiries to be triaged, greater support to use the telephony solution and kiosk, as well as some upskilling of arts centre staff to be able to manage some of the most common interactions when the customer service officer is not there.</p> <p>This solution could enable a greater presence during peaks in demand – for example during resident parking renewal periods, or garden waste renewal periods, with a lighter face-to-face offer at other points. These provisions would be put in place to help mitigate the challenges raised.</p>
<p><b>Race</b></p>	<p><b><u>Stage 1 Summary</u></b>          The initial assessment showed a neutral impact based on race for the proposals to close two area offices.</p> <p>The consultation provided an opportunity to explore this area further.</p>	<p><b><u>General Feedback</u></b>          The survey did not ask any specific questions on race, so no statistical information is available.</p> <p>However, translation services online and via telephony are currently provide and will remain available</p> <p><b><u>Consultation Summary</u></b>  <b>Market Deeping</b>          The survey did not highlight any additional considerations as a result of race.</p> <p><b>Stamford</b>          The survey did not highlight</p>

		<p>any additional considerations as a result of race.</p> <p><b><u>Market Deeping</u></b> <b><i>Impact of Option 3</i></b> This option does not have any negative impacts as a result of race.</p> <p><b><u>Stamford</u></b> <b><i>Impact of Option 3</i></b> This option does not have any negative impacts as a result of race.</p>
<p><b>Gender Reassignment</b></p>	<p><b><u>Stage 1 Summary</u></b> The initial assessment showed a neutral impact based on gender reassignment for the proposals to close two area offices.</p> <p>The consultation provided an opportunity to explore this area further.</p>	<p><b><u>General Feedback</u></b> The survey did not ask any specific questions on gender reassignment, so no statistical information is available.</p> <p><b><u>Consultation Summary</u></b></p> <p><b>Market Deeping</b> The survey did not highlight any additional considerations as a result of gender reassignment.</p> <p><b>Stamford</b> The survey did not highlight any additional considerations as a result of gender reassignment.</p> <p><b><u>Market Deeping</u></b> <b><i>Impact of Option 3</i></b> This option does not have any negative impacts as a result of gender reassignment.</p> <p><b><u>Stamford</u></b> <b><i>Impact of Option 3</i></b> This option does not have any negative impacts as a</p>



		result of gender reassignment.
<b>Religion or Belief</b>	<p><b><u>Stage 1 Summary</u></b> The initial assessment showed a neutral impact based on religion or belief for the proposals to close two area offices.</p> <p>The consultation provided an opportunity to explore this area further.</p>	<p><b><u>General Feedback</u></b> The survey did not ask any specific questions on religion or belief, so no statistical information is available.</p> <p><b><u>Consultation Summary</u></b> <b>Market Deeping</b> The survey did not highlight any additional considerations as a result of religion or belief.</p> <p><b>Stamford</b> The survey did not highlight any additional considerations as a result of religion or belief.</p> <p><b><u>Market Deeping</u></b> <b><i>Impact of Option 3</i></b> This option does not have any negative impacts as a result of religion or belief.</p> <p><b><u>Stamford</u></b> <b><i>Impact of Option 3</i></b> This option does not have any negative impacts as a result of religion or belief.</p>
<b>Sex</b>	<p><b><u>Stage 1 Summary</u></b> The initial assessment showed a neutral impact based on sex for the proposals to close two area offices.</p> <p>The consultation provided an opportunity to explore this area further.</p>	<p><b><u>General Feedback</u></b> For Market Deeping, 29 survey respondents answered a question about their sex. The response rates were as follows:</p> <ul style="list-style-type: none"> <li>• Male = 6</li> <li>• Female = 23</li> <li>• Prefer not to say = 0</li> </ul> <p>For Stamford, 96 survey respondents answered a</p>

		<p>question about their sex. The response rates were as follows:</p> <ul style="list-style-type: none"> <li>• Male = 31</li> <li>• Female = 56</li> <li>• Prefer not to say = 9</li> </ul> <p><b>Market Deeping</b> The survey did not highlight any additional considerations as a result of sex.</p> <p><b>Stamford</b> The survey did not highlight any additional considerations as a result of sex.</p> <p><b><u>Market Deeping</u></b> <b><i>Impact of Option 3</i></b> This option does not have any negative impacts as a result of sex.</p> <p><b><u>Stamford</u></b> <b><i>Impact of Option 3</i></b> This option does not have any negative impacts as a result of sex.</p>
<p><b>Sexual Orientation:</b></p>	<p><b><u>Stage 1 Summary</u></b> The initial assessment showed a neutral impact based on sexual orientation for the proposals to close two area offices.</p> <p>The consultation provided an opportunity to explore this area further.</p>	<p><b><u>General Feedback</u></b> The survey did not ask any specific questions on sexual orientation, so no statistical information is available.</p> <p><b><u>Consultation Summary</u></b> <b>Market Deeping</b> The survey did not highlight any additional considerations as a result of sexual orientation.</p> <p><b>Stamford</b> The survey did not highlight any additional considerations as a result</p>

		<p>of sexual orientation.</p> <p><b><u>Market Deeping</u></b> <b><i>Impact of Option 3</i></b> This option does not have any negative impacts as a result of sexual orientation.</p> <p><b><u>Stamford</u></b> <b><i>Impact of Option 3</i></b> This option does not have any negative impacts as a result of sexual orientation.</p>
<p><b>Pregnancy and Maternity</b></p>	<p><b><u>Stage 1 Summary</u></b> The initial assessment showed a neutral impact based on pregnancy and maternity for the proposals to close two area offices.</p> <p>The consultation provided an opportunity to explore this area further.</p>	<p><b><u>General Feedback</u></b> The survey did not ask any specific questions on pregnancy and maternity, so no statistical information is available.</p> <p><b><u>Consultation Summary</u></b></p> <p><b>Market Deeping</b> The survey did not highlight any additional considerations as a result of pregnancy and maternity.</p> <p><b>Stamford</b> The survey did not highlight any additional considerations as a result of pregnancy and maternity</p> <p><b><u>Market Deeping</u></b> <b><i>Impact of Option 3</i></b> This option enables some signposting support face-to-face. Whilst this might not be required for this group, it would be of benefit if individuals have other protected characteristics.</p> <p><b><u>Stamford</u></b> <b><i>Impact of Option 3</i></b> This option enables some face-to-face support, particularly at key points within the year when</p>

		contact is more likely. Whilst this might not be required for this group, it would be of benefit if individuals have other protected characteristics.
<b>Marriage and Civil Partnership</b>	<p><b><u>Stage 1 Summary</u></b> The initial assessment showed a neutral impact based on marriage and civil partnership for the proposals to close two area offices.</p> <p>Although not explicitly mentioned within the consultation, the open questions provided respondents an opportunity to explore this area further.</p>	<p><b><u>General Feedback</u></b> The survey did not ask any specific questions on marriage and civil partnership, so no statistical information is available.</p> <p><b><u>Consultation Summary</u></b> <b><u>Market Deeping</u></b> The survey did not highlight any additional considerations as a result of marriage and civil partnership.</p> <p><b><u>Stamford</u></b> The survey did not highlight any additional considerations as a result of marriage and civil partnership.</p> <p><b><u>Market Deeping</u></b> <b><i>Impact of Option 3</i></b> This option does not have any negative impacts as a result of marriage or civil partnership.</p> <p><b><u>Stamford</u></b> <b><i>Impact of Option 3</i></b> This option does not have any negative impacts as a result of marriage or civil partnership.</p>
<b>Carers</b>	<p><b><u>Stage 1 Summary</u></b> The initial assessment showed a positive impact for carers as the overall strategy makes accessing services easier and more convenient.</p>	<p><b><u>General Feedback</u></b> The survey did not ask any specific questions on carers, so no statistical information is available.</p>

	<p>The consultation exercise also provided further opportunity for carers to respond to the proposed changes and highlight any areas of negative impact that had not been considered or mitigated.</p>	<p><b><u>Consultation Summary</u></b></p> <p><b><u>Market Deeping</u></b>  <b><i>Impact of Option 3</i></b>          This option effectively blends the provision of technology and telephony with some face-to-face signposting support from volunteers. This would enable carers to access things electronically and receive some help and support during their interaction. Signposting support will be provided by Library volunteers with additional support also to be provided by officers completing home-visits or through pre-booked appointments. It is therefore possible to mitigate the impact of the change to some degree for this group.</p> <p><b><u>Stamford</u></b>  <b><i>Impact of Option 3</i></b>          Option three provides a seasonal customer service officer within the Arts Centre working in a floorwalking capacity. This would provide support to use supported self-service, as well as enable the best handling of more complicated enquiries to be triaged, greater support to use the telephony solution and kiosk.          This solution could enable a greater presence during</p>
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		<p>peaks in demand – for example during resident parking renewal periods, or garden waste renewal periods, with a lighter face-to-face offer at other points. These provisions would be put in place to help mitigate the challenges highlighted within the consultation document.</p>
<p><b>Other Groups (e.g. those from deprived (IMD*) communities; those from rural communities, those with an offending past)</b></p>	<p><b><u>Stage 1 Summary</u></b>          The initial assessment highlighted a number of positive impacts for other groups, primarily due to the planned increase in accessibility online.</p> <p>However, it was recognised that there is a risk of a negative impact on some groups who currently use the area offices or have difficulty in accessing services through electronic means. The consultation exercise provided an opportunity for those in this group to provide further information.</p>	<p><b><u>General Feedback</u></b>          The survey did not ask any specific questions to determine if respondents could be categorised into other groups, so no statistical information is available.</p> <p><b><u>Market Deeping Impact of Option 3</u></b>          This option does not have any negative impacts for other groups that have not already been considered within other sections of the assessment.</p> <p><b><u>Stamford Impact of Option 3</u></b>          This option does not have any negative impacts for other groups that have not already been considered within other sections of the assessment.</p>

\*(IMD = Indices of multiple deprivation)

**3. What data/information did you use to inform the outcomes of the policy/service/function/strategy? (Note any relevant consultation who took part and key findings)**

A second consultation was completed to reflect any changes in feedback in response to the lockdown period of Covid-19. A two-week consultation exercise was completed for the proposed changes to both Market Deeping area office and Stamford area office. This included contacting key stakeholders, promoting the consultation over the phone with Customer

Service Centre customers and promoting via email signatures and via social media. The data obtained through this exercise has been used to complete the stage two assessment.

**4. Outcomes of analysis and recommendations (please note you will be required to provide evidence to support the recommendations made): Please tick one of the options.**

a. **No changes required: evidence confirms that the possibility of negative impact has been mitigated and all opportunities to promote equality have been taken**

b. **All necessary changes made: Stage 2 equality analysis proves that any potential for discrimination or for negative impact have been mitigated and all opportunities to promote equality have been taken.**

c. **Adverse impact remains but can be justified. Please provide an explanation in the box below that clearly sets out your justification for continuing with the policy/function/service/strategy. You should consider whether there are sufficient plans to reduce the negative impact and/or plans to monitor the actual impact.**

The assessment considers the recommended option for each location. This has been fed into the report to Cabinet, which recommends option three in both cases.

**Signed (Lead Officer):** Lee Sirdifield  
Strategic Director

**Date completed:** 11.08.2020

**Signed (Neutral Assessor):** Carol Drury  
Community Engagement and Policy  
Development Officer

**Date signed off:** 12.08.2020