

Assessing Equality – The Equality Act 2010

Customer Impact Review

Name and brief description of policy being analysed

Consultation

Consultation is a key priority for the Council, and as such is outlined in our Business Plan. We have a [Corporate Consultation Strategy](#) which supports us to appropriately engage and consult with residents about Council services and proposals. Elected members will use consultation results to help inform policy and decision making. Therefore, it is important that consultation is properly constructed and follows a consistent process to give clear results that can help inform future decisions.

Consultations will also enable the Council to respond to customer feedback in order to improve service delivery.

The Council is committed to ensuring that strategic priorities reflect local public opinion. Effective consultation plays an important role in achieving this. We are Customer Service Excellence (CSE) accredited, a national standard for delivering excellent customer service. A key element of this award is making the consultation of customers integral to continually improving our services and also advising customers of the results and action taken.

Consultation can mean a range of different things, including:

- Asking people about their priorities
- Seeking their advice on matters that affect them
- Telling people what you propose to do

Consultation plays a vital role in enabling our whole community to give their views. Gaining this knowledge is vital to informing effective decision making. Our website lists the current available consultations at www.fenland.gov.uk/consultations

Information used for customer analysis

The Council undertakes frequent consultation upon a range of statutory and non-statutory issues (statutory duties will include consulting on planning applications and the Local Plan). Government legislation can also require us to engage with individuals who have a disability, for example, the polling district review.

Although consultation is not new to the Council, we continually look for innovative methods to develop and improve our approach to consultation and community engagement. Fenland District Council is part of the Cambridgeshire Compact, which is a partnership agreement between statutory bodies and the voluntary and community sector in Cambridgeshire. The agreement sets out a framework for effective consultation, representation and partnership working to achieve common goals and outcomes for the benefit of the local community.

Assessing Equality – The Equality Act 2010

The communications team keep a Corporate Consultation Calendar to ensure all consultations are joined up and to avoid duplication. Before any new consultation is undertaken a thorough search is made to ensure relevant questions have not already been asked.

The Communications Team offers advice in ensuring that any consultation meets corporate standards. It is important that all consultation is well planned and prepared. A consistent process will allow the consultation to give clear results and therefore inform future decisions.

	Could particularly benefit	Neutral	May adversely impact	Explanations	Is action possible or required?	Details of actions or explanations if actions are not possible Please note details of any actions to be placed in your Service Plan
Race	<input type="checkbox"/>	✓	<input type="checkbox"/>	All consultations are available on our website; www.fenland.gov.uk/consultations which can be accessed 24 hours a day, 7 days a week. People who can't access the internet at home can use one of the workstations at the Fenland @ your service shops, or hubs. Otherwise they can contact us by telephone and an advisor can access the website on their behalf. We have an accessibility tab on the front page of our website that has information on assistance with language translation and visual impairments.	Y / N	All consultations are written in plain English and adhere to our Corporate Consultation Strategy
Sex	<input type="checkbox"/>	✓	<input type="checkbox"/>		Y / N	
Gender reassignment	<input type="checkbox"/>	✓	<input type="checkbox"/>		Y / N	
Disability	<input type="checkbox"/>	✓	<input type="checkbox"/>		Y / N	
Age	<input type="checkbox"/>	✓	<input type="checkbox"/>		Y / N	
Sexual orientation	<input type="checkbox"/>	✓	<input type="checkbox"/>		Y / N	
Religion or belief	<input type="checkbox"/>	✓	<input type="checkbox"/>		Y / N	
Pregnancy & maternity	<input type="checkbox"/>	✓	<input type="checkbox"/>		Y / N	
Marriage & civil partnership	<input type="checkbox"/>	✓	<input type="checkbox"/>		Y / N	

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				Oasis Centre.		
Human Rights	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Socio Economic	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Multiple/ Cross Cutting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	

Outcome(s) of customer analysis

a) Will the policy/ procedure impact on the whole population of Fenland and/ or identified groups within the population; negative neutral positive

No major change needed Adjust the policy Adverse impact but continue Stop and remove / reconsider policy

Fenland District Council seeks to gain a representative cross-section of views from our community. However, some sections of the community are harder to engage through more 'traditional' consultation methods than others. Appropriate action will be taken to ensure that views are actively sought from 'harder to reach' audiences (for example older people, younger people and the migrant community) and depends on the type of consultation.

Examples of past successful engagement with minority groups include:

- Running engagement sessions with the Fenland Community Youth Council)
- Visiting Golden Age Fairs and other events which attract a particular audience
- Sending a postal survey to every household in Fenland
- Providing translated copies of surveys in key community locations e.g. the Oasis and Rosmini Centre. (The Council also states that its documents can be translated into different languages or put into Braille/Large Print etc)
- Engaging a translator at a community centre (e.g. Rosmini Centre) who can explain the consultation and capture feedback in a different language.

The Council's Traveller and Diversity Manager can also offer advice on how to engage with hard to reach groups. Each service area also has 'Equality Champions' who is responsible for ensuring that their team delivers its services inclusively.

Arrangements for future monitoring:

Consultations are implemented using guidelines and best practice outlined in the Consultation Strategy. The Communications Team ensure that all consultations are promoted via the correct communication channels and use the correct consultation methods to gain the best results.

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We currently use a number of services to help us monitor our consultation. These include:

- Survey Monkey (consultation software) to analyse survey results
- Google Analytics to analyse consultation numbers and responses via the website
- Ongoing feedback from service users
- Ongoing feedback from website online forms and social media

Where possible, will use consultation results to help inform policy and decision making.

Further to our service related consultations, we publicise all Council minutes and decisions, and the Council's forward plan which sets out decisions that the Council, Cabinet or an individual member of the Cabinet intends to take. All key decisions are transparent and publicised online at; www.fenland.gov.uk/councillors

In addition, members of the public also have the opportunity to submit a petition, which dependent on the number of signatures can initiate a debate at Full Council. Full details of petitions can be found online at; www.fenland.gov.uk/petitions

Details of any data/ Research used:

FDC Consultation Strategy

Survey Monkey – consultation software

Google Analytics – website software

<http://www.customerserviceexcellence.uk.com/>

<http://www.lgcomms.org.uk/>

<https://www.gov.uk/government/publications>

<http://www.cambridgecvs.org.uk/group-support/compact>

Completed by:

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Approved by (manager signature):

Date published: 29 October 2018

Details of any Committee approved by (if applicable):

Date endorsed by Members if applicable: