

Assessing Equality – The Equality Act 2010

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Customer Impact Review

Name and brief description of policy being analysed

Fenland District Council Website

The FDC website (and all content) is managed by the Policy & Communications team. The website hosted by GOSS Interactive and adheres to WAI (Web Accessibility Initiative) guidelines. We have a corporate Channel Shift Strategy which aims to provide transparent and accessible services to the community 24 hours a day, 7 days a week.

Information used for customer analysis

Note relevant consultation; who took part and key findings; refer to, or attach other documents if needed; include dates where possible

We use the following ongoing information streams to continually develop the website;

- Information received by our customer services team
- Web traffic from Google analytics
- Information received from our 3c's procedure
- Feedback from customers via the website and social media
- Information from team service requests
- SOCITM – Better Connected Report

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	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"/>	Our website is fully responsive and can be accessed on all personal devices (pc, laptop, tablet and mobile). 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. Our aim is to minimise any likely negative impact by offering a wide range of choice in how the website is used and by complying with web access standards (Web Accessibility Initiative AA). We have an accessibility tab on the front page of our website that has information on assistance with language translation and visual impairments. There are also direct links to specialist translation specialist organisations, i.e. RNIB helpline, Google translate, Babel Fish and Browsealoud. We also provide a 'Welcome to Fenland' section for people whose first language is not English or if you are new to living or working in Fenland.	Y / N	All content is written in plain English and we have specific guidelines for writing for the web.
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		
Human Rights	<input type="checkbox"/>	✓	<input type="checkbox"/>		Y / N	

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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

The likely impact of the Fenland website is positive as it allows customers to access our services 24 hours a day, 7 days a week. The website can also be accessed on any electronic device and in our Council shops and hubs. Ongoing development with our channel shift strategy and customer services team ensure that we continue to develop our online services in line with what our customers require.

Our website is Web Accessibility compliant and has direct links to accessibility specialised organisations; RNIB, Google Translate, Babel Fish and Browsealoud.

Arrangements for future monitoring:

We currently use a number of external services to help us monitor and maintain our website. These include:

- Site Improve, for checking broken links
- GOSS Interactive, to monitor website availability
- Google Analytics
- SOCITM – Better Connected Report

The Council's website is regularly assessed by external bodies, such as the Society of Information Technology Management (SOCITM) and their findings are reported annually in their 'Better Connected' report.

We monitor and keep up to date with industry 'good practice' to ensure we meet accessibility and browser standards.

Ongoing development with our channel shift strategy and customer services team ensure that we continue to develop our online services in line with what our customers require.

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Details of any data/ Research used: Channel Shift Strategy SOCITM – Better Connected Report GOSS Interactive Google Analytics	
Completed by: Name: David Wright Position: Policy & Communications Manager	
Approved by (manager signature):	Date published: 7 August 2018
Details of any Committee approved by (if applicable):	Date endorsed by Members if applicable: