

Assessing Equality – The Equality Act 2010

Customer Impact Assessment

Name and brief description of policy being analysed

Briefly summarise the policy including any key information such as aims, context etc; note timescales and milestones for new policies; use plain language – NO JARGON; refer to other documents if required

The service being analysed – Provision of Customer Services

Introduction

The objective of the My Fenland Team is to enable all members of the community to access and obtain FDC council services. We seek to maximise customer satisfaction levels whilst delivering equality of service to all customers.

Background

The new My Fenland Team launched on Monday 27th July 2020 and amalgamated the Customer Services team, Communities Environmental and Leisure support team, Assets and Projects admin team and the Business Centre admin team forming one single team. The new team can share knowledge of FDC services and experiences, driving change, playing a key role in helping shaping processes and future development.

The team has introduced some new roles known as Technical Champions, who provide some delivery teams with additional support at a technical level and ensure that there is greater resilience within the team. The areas that these officers currently support is Licensing, Environmental Health and Environmental Services, Assets and Estates, Cemeteries and Harbour. Since October 2022, Private Sector Housing and Economic Growth are now also being supported by the Technical Officers.

The legacy Customer Services Team has been in operation since January 2005 with the opening of the Contact Centre and the shop locations in Fenland market towns were all open by the May 2005. The Chatteris Fenland @ your service shop relocated to the Chatteris library in August 2013 to create the first Community Hub within Fenland combining the services of Fenland District Council with Cambridgeshire County Council creating partnership working. The Whittlesey Fenland @ your service shop relocated to the Whittlesey library in December 2014 creating the second Community Hub in partnership with Cambridgeshire County Council.

The decision to relocate our March and Wisbech shops to Fenland Hall March and The Boat House Wisbech were formally made on the 21 February 2019. The March shop closed on the 8 March and re-opened at the new location on the 13 March, the Wisbech Shop closed on the 5 July and re-opened at the boathouse centre on 22 July 2019. The new locations are known as Customer Services Centres.

Assessing Equality – The Equality Act 2010

Since the national lockdown, how our customers contact us has changed and most of our customers access us via our contact centre, through our info@fenland.gov.uk email address and also web chat. We continue to offer a face-to-face service via appointments that are on a pre booked basis across our 4 market town locations to ensure our customers have full access to our service. These appointments are carried out by our Technical Officers.

Main Purpose

Principal objective of the My Fenland Team is to deliver the most effective access channel, high quality, value for money services that meet the diverse needs of our customers and improve their quality of life. The Technical officers provide dedicated support to the individual service area ensuring work is completed in a timely manner and the advisors have a 1st point of contact to refer customers to when they have an enquiry. There are 2/3 technical officers covering each service area which provides resilience to the service. The My Fenland Advisors act as 1st point of contact to our customers across our many access channels and aim to resolve the enquiry there and then.

Main Duties – Technical Officer

To provide admin support to their assigned service area and liaise with the service manager. Deliver responses to enquiries or undertake actions as directed.

Utilise designed processes to contribute to the provision of high quality, efficient and effective administration services to internal and external customers.

Responding to emails in the appropriate specialist inboxes, raising service requests when necessary and forwarding to relevant officer.

To undertake general administration duties such as service requests, basic correspondence, filing, copying, record keeping, upkeep of supplies, archiving, assist with the provision of research material, the development and preparation of reports, databases, spreadsheets and contract documentation together with financial and performance management systems.

Process orders, creditor invoices, claims, debtor accounts and assist with year-end procedures. Monitor and deal with outstanding payments as needed.

To develop partnership working to enable access to a broader range of public services via Fenland Council's access channels.

Assessing Equality – The Equality Act 2010

To encourage, support and enable customers to transact online.

Main Duties – My Fenland Advisor

To work as part of a team to provide a professional and efficient first point of contact for council services across all access channels (online, web chat, social media, phone, email, face to face & written correspondence).

To encourage, support and enable customers to transact online.

To staff the reception desk at our Business Centres – Boathouse in Wisbech and South Fens in Chatteris

To set-up meeting and conference facilities at our business centres to meet user requirements, ensure appropriate room layouts and function equipment is provided. Assist and problem solve with the IT equipment as required and provide refreshments as required.

To assist with internal and external communications to include sorting and dealing with mail, collation and enveloping of documents, taking conference bookings, sending out confirmation letters.

Main Duties – My Fenland Team

PayPoint was launched giving residents more choice, options and convenience when paying their bills for council services, available at any Post Office and local shops who provide the free PayPoint service. Across the district there are approximately 28 locations that customers can choose to pay their bills and invoices such as Council Tax.

Customers continue to have the option to make payments on request over the telephone or can be sign posted to the auto payment facility via the phone or to our website.

Our services are offered in various formats to meet the needs of the diverse geographical group of our customers. There are no limitations or barriers to any of our customers choosing to access our services.

Our officers are highly trained in meeting customer expectations and delivering a frontline service in a variety of methods to make all channels accessible to everyone.

Assessing Equality – The Equality Act 2010

The officers have access to telephone interpreters to assist with any translations on a need's basis for customers who do not have English as their first language.

There are other alternative access channels available to all our customers such as the Website including web forms, emails, phone, and written communication.

We have a customer phone in the reception area at Fenland Hall, Wisbech Customer Service Centre and both Whittlesey and Chatteris hubs pre-set with FDC/partner services frequent contacts. Customers can choose from the following options Pay by phone, FDC contact centre, Cambs County Council, Clarion (Housing Association) and Universal Credit helpline.

Self Service is encouraged; however, we also offer a comprehensive assisted digital support service which is heavily subscribed on a needs basis to customers who may be vulnerable, illiterate/ partial illiterate or who have limited IT skills.

When seeing customers face to face we have Portable Hearing Loops to remove any barriers for customers with hearing difficulties. Documentation can be produced in braille or large print on request, or assistance for sign language arranged by pre booking this service.

All our 4 locations have ground level (accessible) access to accommodate all customers.

The customer satisfaction survey is completed yearly and indicates how customers feel about our service.

The data is analysed and will provide future evidence for development within the team, accessibility to our services and the website.

As part of our learning process the February 2022 Annual Survey included an additional section within one of the questions relating to Covid assistance. The team continues to respond to calls/emails from partner services and customers including support and guidance due to financial hardship either personal or business related, and we have also been able to offer guidance on Business grants/ food parcels/vouchers/benefit advice/collecting prescriptions or simply someone to talk to. The officers have been able to adapt and respond effectively to these queries offering a lifeline to many of our vulnerable residents. The data captured within the survey will assist with the continuous development of FDC service and processes.

The channels available for customers to access our services are constantly being monitored and developed to ensure the highest quality of service is delivered and accessible.

Assessing Equality – The Equality Act 2010

To minimise costs the incoming telephone number for the contact centre is charged at a local call rate.

We are able to offer appointments in a private secure interview room in 3 of the 4 locations within Fenland. This allows customers to be seen in a private setting as required.

Main Beneficiaries

The service area/service manager that the Technical officer supports.

The team's response rate enables 85% of all service requests to be delivered at the first point of contact and engagement. Providing an accessible channel of communication for the public to contact us on a variety of issues.

Promote and encourage customer migration via channel shift

External partnership links both current and developing new ones where appropriate

All FDC service areas as the My Fenland Team are the 1st point of contact for customers.

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

The following is a list of procedures and other information that the Customer Services Team uses to deliver services that are accessible to all. This information has been used in the development of our Equalities Impact Assessment.

3C's policy and procedure – the Councils Compliments, Comments and Complaints Procedure.

Daily Monitoring forms

Structured Web forms.

Team Meetings

Language Line – interpretation and translation service.

Delivery Team Support

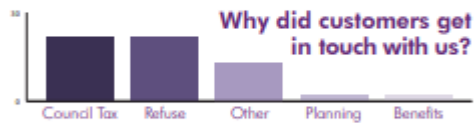
Telephony System upgrade which includes a lite CRM

Assessing Equality – The Equality Act 2010

Risk Assessments
Business Continuity Plan
General Data Protection Regulation
Call Guides
Portable Induction Loop Assistance

Customer Satisfaction Survey Results

Customer Satisfaction Survey Results 2022



How did our customers contact us?

- 1 - Phone
- 2 - Email
- 3 - Webchat



Assessing Equality – The Equality Act 2010

	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"/>	<p>We are committed to ensuring we identify access issues and barriers to our services which some people may face in order to remove them and make improvements.</p> <p>With this in mind we have made sure there are no specific issues for any of the key characteristics, positively or negatively.</p> <p>We offer a range of access channels to our customers to ensure they have a number of ways of being able to contact us. For e.g. Phone, Online, Email, Webchat, Telephone or pre booked face to face appointments to assist with completing online forms and signposting to partner services.</p>	N	
Sex		✓	<input type="checkbox"/>		N	
Gender reassignment		✓	<input type="checkbox"/>		N	
Disability		✓	<input type="checkbox"/>		N	
Age		✓	<input type="checkbox"/>		N	
Sexual orientation		✓	<input type="checkbox"/>		N	
Religion or belief		✓	<input type="checkbox"/>		N	
Pregnancy & maternity		✓	<input type="checkbox"/>		N	
Marriage & civil		✓	<input type="checkbox"/>		N	

Assessing Equality – The Equality Act 2010

partnership				The team has access to telephone interpreters to assist with any translations on a need's basis, for customers who do not have English as their first language.		
Human Rights		✓	<input type="checkbox"/>		N	
Socio Economic		✓	<input type="checkbox"/>		N	
Multiple/ Cross Cutting		✓	<input type="checkbox"/>		N	
Outcome(s) of customer analysis						
<p>a) Will the policy/ procedure impact on the whole population of Fenland and/ or identified groups within the population; negative <input type="checkbox"/> neutral <input type="checkbox"/> positive</p> <p>No major change needed <input checked="" type="checkbox"/> Adjust the policy <input type="checkbox"/> Adverse impact but continue <input type="checkbox"/> Stop and remove / reconsider policy <input type="checkbox"/></p>						
Arrangements for future monitoring:						
Note when analysis will be reviewed; include any equality indicators and performance against those indicators						
Annual Customer Satisfaction Survey February 2022, this will be used to identify any areas for continuous development.						

Assessing Equality – The Equality Act 2010

A “You Said/We Did” action plan to be created following comments from our customers.
Customer Feedback provided at any time, follow up with actions to enhance the service delivery.

Details of any data/ Research used (both FDC & Partners):
Customer Satisfaction Surveys (reverting to Annual Survey February 2019)
Customer Charter
Feedback directly from our customers, verbal or electronic
Information received via the 3c’s procedure
Information received via delivery teams/partner services
All Customer Services Staff attend annual Equality and Diversity Training including Question and Answer session.

Completed by:

Name: Aimee Markillie

Position: My Fenland Supervisor

Approved by (manager signature):

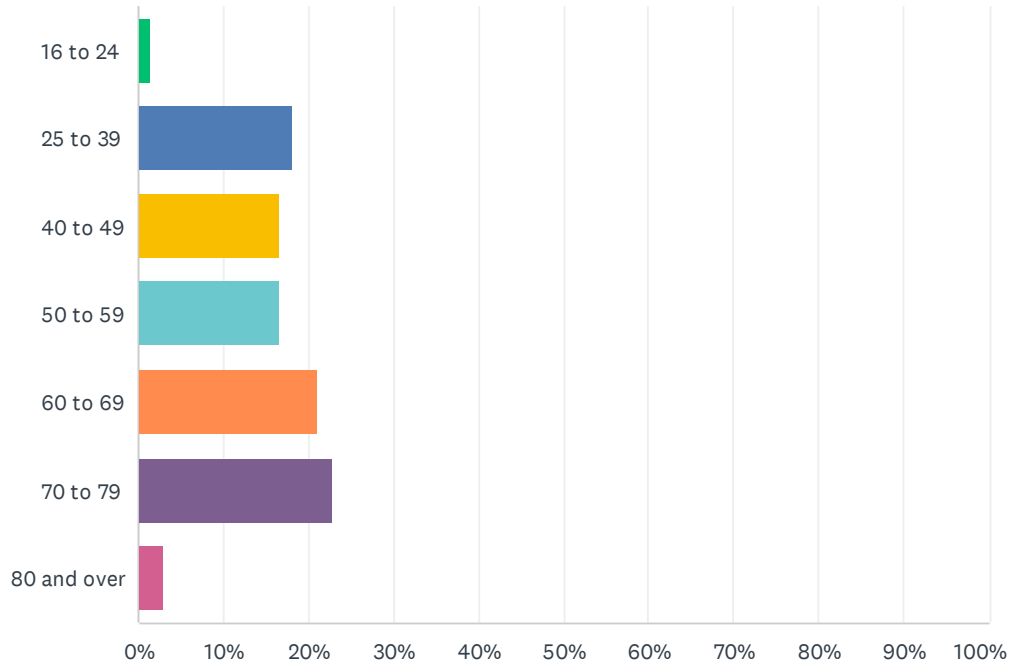
Date published: This should be the date the analysis was published on the website

Details of any Committee approved by (if applicable):

Date endorsed by Members if applicable:

Q12 Which age group do you belong to?

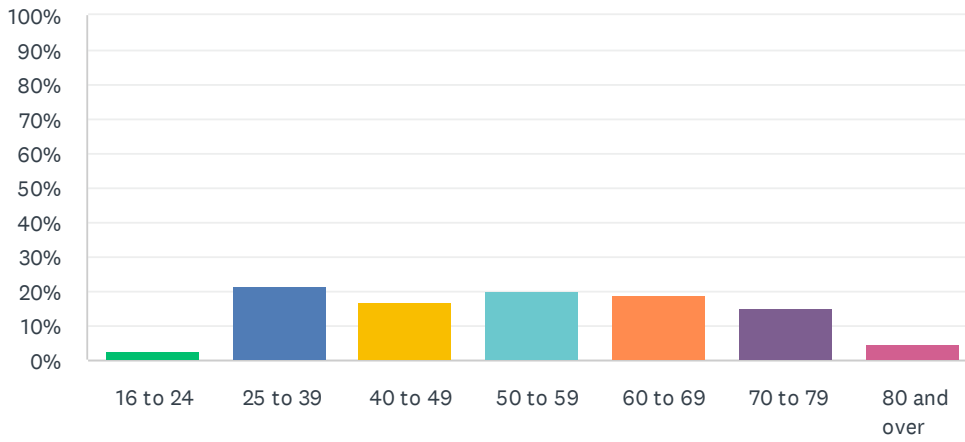
Answered: 66 Skipped: 3



ANSWER CHOICES	RESPONSES	
16 to 24	1.52%	1
25 to 39	18.18%	12
40 to 49	16.67%	11
50 to 59	16.67%	11
60 to 69	21.21%	14
70 to 79	22.73%	15
80 and over	3.03%	2
TOTAL		66

Q6 Age

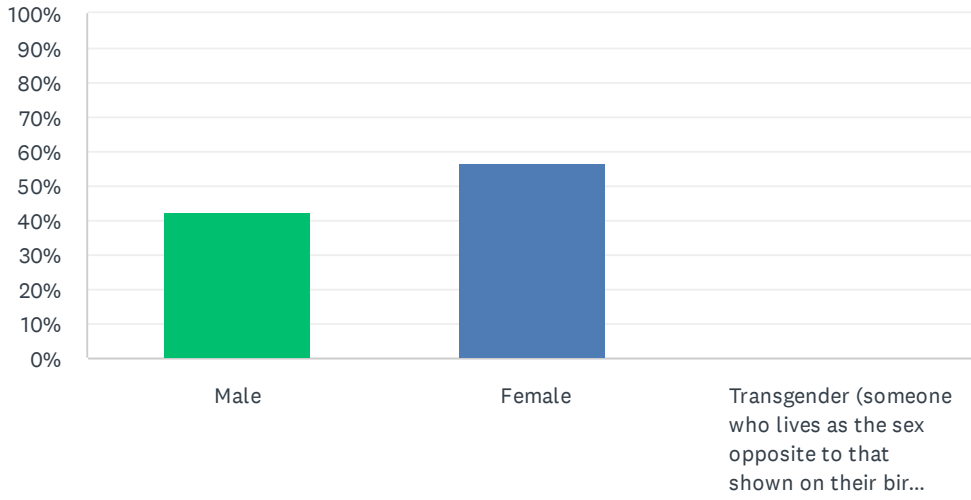
Answered: 261 Skipped: 1



ANSWER CHOICES	RESPONSES
16 to 24	2.68% 7
25 to 39	21.46% 56
40 to 49	16.86% 44
50 to 59	19.92% 52
60 to 69	18.77% 49
70 to 79	15.33% 40
80 and over	4.98% 13
TOTAL	261

Q7 Gender

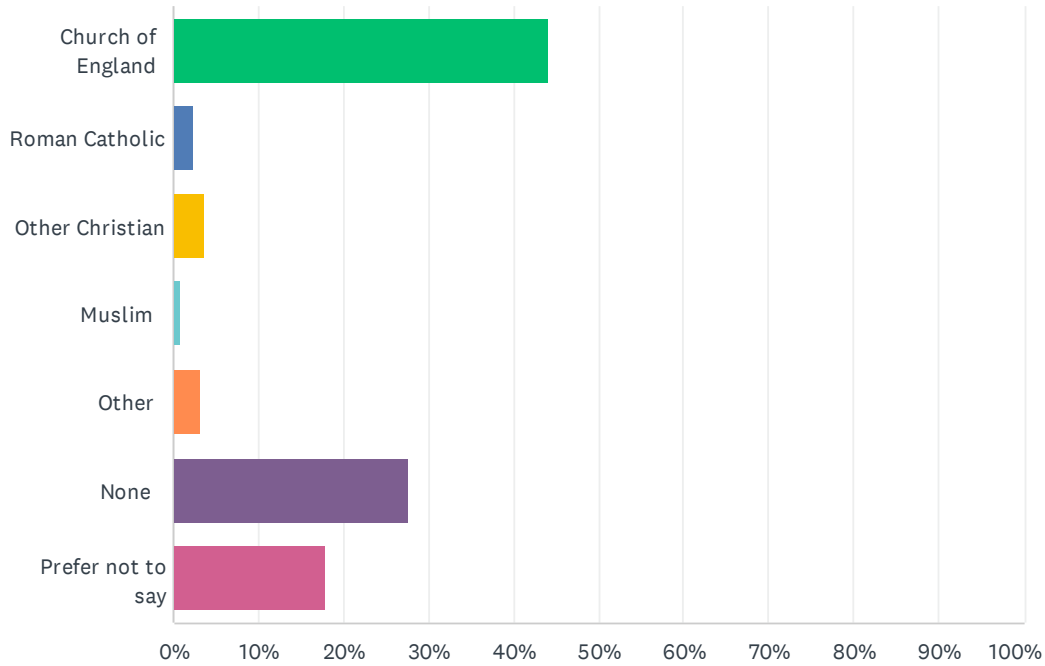
Answered: 250 Skipped: 12



ANSWER CHOICES	RESPONSES	
Male	42.80%	107
Female	56.80%	142
Transgender (someone who lives as the sex opposite to that shown on their birth certificate)	0.40%	1
TOTAL		250

Q8 Religion

Answered: 217 Skipped: 45



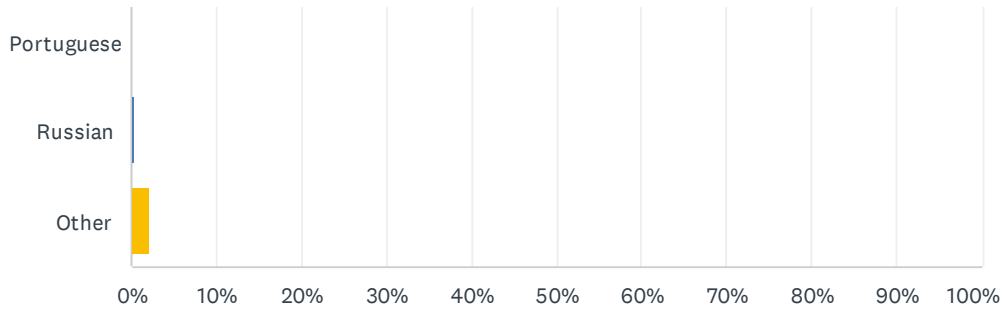
ANSWER CHOICES	RESPONSES	
Church of England	44.24%	96
Roman Catholic	2.30%	5
Other Christian	3.69%	8
Muslim	0.92%	2
Other	3.23%	7
None	27.65%	60
Prefer not to say	17.97%	39
TOTAL		217

Q9 Ethnic Origin

Answered: 225 Skipped: 37



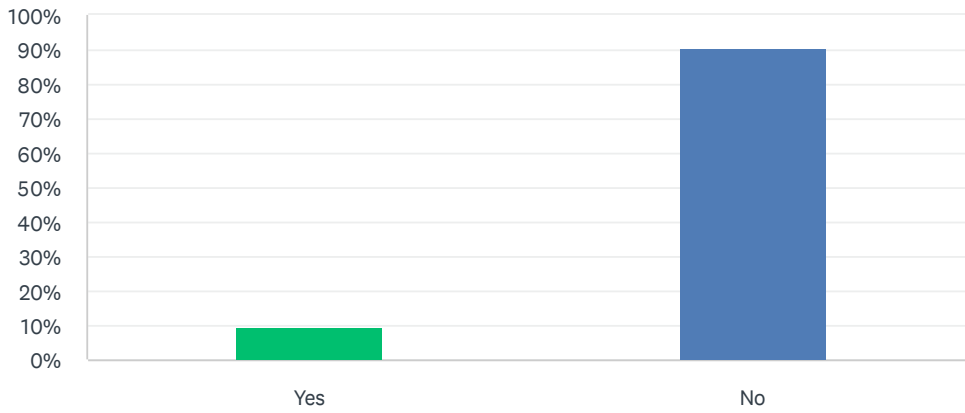
Customer Services Satisfaction Survey



ANSWER CHOICES	RESPONSES	
British	89.78%	202
Romany	0.00%	0
Irish	1.33%	3
Irish Traveller	0.44%	1
African	0.00%	0
Caribbean	0.00%	0
White & Asian	0.00%	0
White & Black African	0.00%	0
White & Black Caribbean	0.00%	0
Bangladeshi	0.00%	0
Indian	0.00%	0
Pakistani	0.00%	0
Chinese	0.00%	0
Bulgarian	0.00%	0
Latvian	1.33%	3
Polish	0.44%	1
Romanian	0.00%	0
Slovak	0.00%	0
Czech	0.00%	0
Lithuanian	4.00%	9
Portuguese	0.00%	0
Russian	0.44%	1
Other	2.22%	5
TOTAL		225

Q11 Do you consider yourself to be disabled, as defined by the Disability Discrimination Act?

Answered: 257 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	9.73%	25
No	90.27%	232
TOTAL		257