

## GENERIC EQUALITY IMPACT ASSESSMENT FORM

### Stage 1 – screening to establish if the function has any relevance to any equality issue and/or monitored group i.e.

- Could the function affect one or more equality group in a different way to another group?
- Establish whether different equality groups have different needs
- Establish whether the function contributes to or hinders equality of opportunity

1a	<p>Please give a brief description of the function and its purpose*</p> <p>Development and introduction of a customer portal designed for residents of Bromley to be able to manage their interactions with the council and to receive information and updates electronically, in a secure, authenticated on-line environment. In time, some functions may evolve to be on-line only.</p> <p>The main aims of the project are to</p> <ol style="list-style-type: none"> <li>1. Improve access to services as they will be available in the evening and weekends</li> <li>2. Reduce the need for contact by customers as they are able to serve themselves</li> <li>3. Reduce the costs of providing expensive face to face and telephony access channels</li> <li>4. Meet customer expectations in providing more web based services</li> <li>5. Reduce footfall and telephone contact</li> <li>6. Introduce more integration of services to reduce back office processes</li> <li>7. Meet the financial challenges for local government expenditure</li> </ol> <p>*Function can mean process, service, policy or project</p>		
1b	<p>How would you classify the function type?</p> <p><input type="checkbox"/> The service is provided on the basis of an application and /or targeted then go to question 1c</p> <p><input checked="" type="checkbox"/> The service is open to all go to question 1d</p>		
1c	<p>Is the function accessible for all groups? Either tick the box 'Accessible to all groups' and provide <u>relevant evidence</u> OR tick the box for each group to whom the function is <u>not accessible</u> or for whom there may be needs or considerations to accommodate.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none; vertical-align: top;"> <input type="checkbox"/> *Accessible for all groups   <input type="checkbox"/> Age   <input type="checkbox"/> Disability   <input type="checkbox"/> Gender   <input type="checkbox"/> Marriage &amp; civil partnership         </td> <td style="width: 50%; border: none; vertical-align: top;"> <input type="checkbox"/> Pregnancy &amp; maternity   <input type="checkbox"/> Race   <input type="checkbox"/> Religion &amp; belief   <input type="checkbox"/> Transgender or Transsexual         </td> </tr> </table>	<input type="checkbox"/> *Accessible for all groups  <input type="checkbox"/> Age  <input type="checkbox"/> Disability  <input type="checkbox"/> Gender  <input type="checkbox"/> Marriage & civil partnership	<input type="checkbox"/> Pregnancy & maternity  <input type="checkbox"/> Race  <input type="checkbox"/> Religion & belief  <input type="checkbox"/> Transgender or Transsexual
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1d	<p>Is it likely that there will be a negative impact on one or more of the equality groups, or is it clear at this stage that it will be equality neutral? (No negative impact on the groups) Please tick in the box equality neutral OR tick the box for the group(s) that will suffer a negative impact. If you have ticked the box 'equality neutral' please provide evidence.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <input type="checkbox"/> Equality neutral         </td> <td style="width: 50%; border: none;"> <input type="checkbox"/> Pregnancy &amp; maternity         </td> </tr> </table>	<input type="checkbox"/> Equality neutral	<input type="checkbox"/> Pregnancy & maternity
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<p>If you consider that the impact is Equality Neutral then go to question 1h  Otherwise go to question 1e</p>	

1e	<p>What are the negative impacts associated with this function? Please list and give details then go to question 1f</p> <p>Some older or disabled people may find using web based services more difficult. Older people may be less familiar with the web and how to use it, and possibly may not have a PC or tablet with which to access the web.</p> <p>Depending on their disability, some people may find using the web more difficult especially if they have not had any adaptive technologies installed on their devices such as screen readers, or voice automated commands.</p> <p>Some other groups may have limited literacy and numeracy skills which could see a negative impact on their ability to access the service.</p>
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1f	<p>Are there positive impacts associated with this function? If yes, please list and give details.</p> <p>For many customers, being able to request services at a time that is convenient to them is very positive. Being able to manage their accounts, check on their Council Tax or make an application for benefits in the evenings or at weekends provides access to services that was otherwise denied.</p> <p>In some cases processes are shortened as information is automatically updated to back office systems while generating a faster response by the service area and reducing the need for follow up calls by the customer.</p> <p>In general customers have more control about how they interact and request services from the council.</p>
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1g	<p>At this stage, what plans could be built in to address any negative impacts, and/or to add measures which promote a positive impact, or could you consider an alternative approach which may better achieve the promotion of equality?</p> <p>In developing the portal, care has been taken to ensure anyone who is unable to access the portal or has difficulty in using the portal is supported in a number of ways.</p> <ol style="list-style-type: none"> <li>1. A number of public access pc's are available in Bromley Civic Centre and Bromley Libraries where customers can access the portal free of charge.</li> <li>2. Customer Service staff and Library staff will have training to support customers and act as navigators, guiding customers on how to use the portal.</li> <li>3. Home visits can be arranged for any customer who is unable to complete a form (generally Council Tax and Benefits) in order for their application to be processed.</li> <li>4. The portal has the ability to allow a trusted person to act on behalf of the customer, be it a friend, relative or agent.</li> <li>5. Contact Centre staff are also available for customers to call if they have issues about their</li> </ol>
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	account that cannot be resolved by using the self serve help options.
1h	The Council has a responsibility to promote positive attitudes to equal opportunities in public life. Has this responsibility been discharged in the application of this function? If yes give examples.  The introduction of the portal has no detrimental impact in this area.
1i	Are there any Human Rights Issues? If so what are they?  No
1j	Is a full impact assessment required?  <input checked="" type="checkbox"/> YES – If you have established that there may not be equality of opportunity in 1c or assessed that there would be negative impact on an equality group in 1 d go to Stage 2 <input type="checkbox"/> NO - please sign off the process (stage 3) and fill in any actions identified, if any in the action plan. <input type="checkbox"/> Don't know. i.e. not enough evidence. Please go to stage 2.

### Stage 2 – full impact assessment

2a	Does the function affect or impact on the public, whether directly or indirectly?		
	<input checked="" type="checkbox"/> yes	<input type="checkbox"/> no	<input type="checkbox"/> Don't know
	Provide any relevant information here.  Increasing online transactions and services is a stated goal of the Council. Recent web service developments and as well as increasing the number of online forms available to customers has increased the number of service requests generated online dramatically.  On-line only access to services may be a natural extension of these developments, however this would only be introduced where the nature of the transaction meets the customers expectation. In some instances providing face to face or telephone access would still prove to be a better, more appropriate and cost effective option.  Customers who can interact with us on-line should be encouraged to do so. Those that can't because of accessibility to the internet or lack the skills to do it should be assisted to supported access. Those that can't because of disability, need, type of enquiry or that the service is not provided on-line should be passed to a specialist as soon as possible.		
2b	Have complaints or feedback been received about the function and its effect on different equality groups?		
	<input type="checkbox"/> yes	<input type="checkbox"/> no	<input checked="" type="checkbox"/> Don't know
	Provide evidence by documenting all reliable up to date information.  No complaints have been received about the portal to date.		
2c	Outsourced services - if the function is provided by external organisations/agencies on behalf of the Council please detail any arrangements you have to ensure that the function promotes equality; this may include contract conditions.		
	Provide evidence by documenting all reliable up to date information.		

The portal has been a joint development between Bromley Council and Liberata and as such has had no detrimental impact on promoting equality; however please find included Liberata's Equality Statement for information.

Liberata wholeheartedly supports the principle of equality of opportunities in employment and opposes all forms of unlawful or unfair discrimination. This includes protection to people with 'protected characteristics'. The list of nine protected characteristics on the grounds of:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion or belief
- Sex
- Sexual orientation

Liberata's policy and procedure is implemented within the framework of relevant legislation which includes:

1. Equality Act 2000
2. Equality Act (general duties) 2011
3. Trade Union and Labour Relations (Consolidated) Act 1992
4. In addition, Liberata will endeavour to ensure that good practice is employed, over and above minimum legal requirements.

2d	Does the function have employment implications for Council staff		
	<input type="checkbox"/> yes	<input checked="" type="checkbox"/> no	<input type="checkbox"/> Don't know
	Provide evidence by documenting all reliable up to date information.		

2e If you have established that the function does have an adverse impact on one or more of the groups, then you must identify whether this is justifiable. If not, then the function must be changed. Please set out the adverse impact and the business justification for continuing with this situation.

The portal does not have a detrimental impact on a particular group, however it may impact certain individuals who cannot access the internet or have difficulty using new technology. We have already outlined our mitigating actions earlier in the assessment. (1G)

2f Monitoring – give details of any monitoring being carried out on existing functions.

2f (i)	If this is a new function, or not currently monitored, are you planning to monitor the impact of the function		
	<input checked="" type="checkbox"/> yes	<input type="checkbox"/> no	<input type="checkbox"/> Don't know
	<p>If yes <b>add details to action plan</b></p> <p>If no please explain why it is not considered appropriate to do so.</p> <p>Monitoring will be carried out once the portal is live to gauge customer reaction and feedback. This will be done almost daily to understand how customers are experiencing the portal and what difficulties or issues they may face.</p>		

2g	<p>Consultation – If you have not carried out consultation, or if you need to carry out further consultation who will you be consulting with and by what methods?</p> <p><b>Add details to action plan</b>  <b>Details to be added by Susie Clark and Duncan Bridgewater</b></p>																														
2h	<p>Evidence – what further evidence do you have about considerations with regard to equality issues that you have made concerning this function?  e.g. audit reports, minutes from meetings or survey results</p> <p>Analysis has been carried out to look at the geo-demographic profile of Bromley. Within each profile an assessment of the propensity for that group to transact electronically was made based on data about whether they already accessed the internet to bank and shop online and their access to new technology and the internet. The result of this assessment is shown below. This information provides a score that allows us to provide a propensity to self serve, which we have shown below. The information is taken from over 350 million data sources to provide a comprehensive analysis of consumer behaviour.</p> <p>Sources include information from Experian and Market Research companies who specialise in the collection of data.</p> <p>The results are broken down into 15 groups each representative of the Borough and the UK population in general. Each is given a title and some description to summarise that group. The following table highlights the propensity to self serve.</p> <table border="1" data-bbox="199 1041 1495 2078"> <thead> <tr> <th><u>Group name</u></th> <th><u>Description</u></th> <th><u>Propensity to self serve</u></th> <th><u>Number of properties</u></th> <th><u>% Take up</u></th> </tr> </thead> <tbody> <tr> <td><b>Group A Country Living</b></td> <td>Country Living consists of affluent people who can afford to live in pleasant rural locations surrounded by agricultural landscapes. This population is divided between those still in work and retired people.</td> <td>Average</td> <td></td> <td>40%</td> </tr> <tr> <td><b>Group B Prestige positions</b></td> <td>Prestige Positions are well-educated couples who have reached senior and managerial positions in companies, or have accomplished professional careers. This is also the group most likely to have achieved success as directors of their own profitable businesses.</td> <td>Above average</td> <td></td> <td>50%</td> </tr> <tr> <td><b>Group C City prosperity</b></td> <td>City Prosperity are found in senior and well-paid positions in the City's key financial and professional organisations, as well as in high status roles in politics, media and the arts.</td> <td>Above average</td> <td></td> <td>50%</td> </tr> <tr> <td><b>Group D Domestic success</b></td> <td>Families in Domestic Success are headed by couples typically aged in their late 30s and 40s, many of whom have school age children. Parents in this group are the most likely to have a degree and may have delayed having children until their careers were established.</td> <td>Average</td> <td></td> <td>40%</td> </tr> <tr> <td><b>Group E Suburban stability</b></td> <td>Households within Suburban Stability are mostly headed by people aged between 45 and 65. A significant proportion are still supporting adult children who may be studying, looking for work or enjoying their parents help while they save</td> <td>Average</td> <td></td> <td>40%</td> </tr> </tbody> </table>	<u>Group name</u>	<u>Description</u>	<u>Propensity to self serve</u>	<u>Number of properties</u>	<u>% Take up</u>	<b>Group A Country Living</b>	Country Living consists of affluent people who can afford to live in pleasant rural locations surrounded by agricultural landscapes. This population is divided between those still in work and retired people.	Average		40%	<b>Group B Prestige positions</b>	Prestige Positions are well-educated couples who have reached senior and managerial positions in companies, or have accomplished professional careers. This is also the group most likely to have achieved success as directors of their own profitable businesses.	Above average		50%	<b>Group C City prosperity</b>	City Prosperity are found in senior and well-paid positions in the City's key financial and professional organisations, as well as in high status roles in politics, media and the arts.	Above average		50%	<b>Group D Domestic success</b>	Families in Domestic Success are headed by couples typically aged in their late 30s and 40s, many of whom have school age children. Parents in this group are the most likely to have a degree and may have delayed having children until their careers were established.	Average		40%	<b>Group E Suburban stability</b>	Households within Suburban Stability are mostly headed by people aged between 45 and 65. A significant proportion are still supporting adult children who may be studying, looking for work or enjoying their parents help while they save	Average		40%
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	money for their own future.		
<b>Group F Senior security</b>	Senior Security is the most elderly group of all, their average age is 75, and almost all are retired. Some are living with their long-time spouse, but a larger number are now living alone, and women outnumber men.	Below average	30%
<b>Group G Rural reality</b>	Rural Reality are a mix of families, mature couples and older singles living in rural locations in lower cost housing. Some live in developments that have sprung up around villages, others in scattered hamlets or in remote communities.	Average	40%
<b>Group H Aspiring homemakers</b>	Aspiring Homemakers are typically younger families, couples who are yet to have children, and singles in their 20s and 30s. A good number are setting up homes for the first time. Couples can be married or more likely co-habiting, and where there are children they are usually of nursery or primary school age.	Average	40%
<b>Group I Urban cohesion</b>	Urban Cohesion contains both families with school age and older children, and older people pre and post retirement. A good proportion are larger families who share their home with elderly parents or other family members.	Average	40%
<b>Group J Rental hubs</b>	Rental Hubs represent an eclectic mix of students and young people with budding careers and more mundane starter roles. They live in urban locations in housing that attracts many young people, and most have yet to settle down with a partner or in a home of their own.	Above average	50%
<b>Group K Modest traditions</b>	Modest Traditions consists of people aged mostly between 46 and 65 who have worked hard to buy their own homes and are now benefiting from that decision. They live in older two or three bedroom terraced or semi-detached homes, some bought from the local council.	Below average	30%
<b>Group L Transient renters</b>	Households in this group are typically aged in their 20s and 30s and are either living alone or homesharing. Very few people are married and there are few children.	Average	40%
<b>Group M Family basics</b>	Typically aged in their 30s and 40s, Family Basics consists of families with school age children, whose finances can be overstretched due to limited opportunities, low incomes and the costs of raising their children. In addition to younger children, some families also continue to support their adult offspring. While many households are headed by a couple providing two incomes, a small proportion are lone parent households.	Average	40%

	<p><b>Group N Vintage value</b></p> <p>Vintage Value consists of pensioners with an average age of 74, and most are now living alone. Women outnumber men because of their longer life expectancy.</p>	Very low	20%
	<p><b>Group O Municipal challenge</b></p> <p>People in Municipal Challenge are typically of working age. There are some families with children, but most are singles.</p>	Below average	30%
2i	<p>Publishing – if the equality impact assessment forms part of an overall review then the results should be published as part of any report that goes forward to Elected Members. If not the findings of the impact assessment should be published on our Council's web site.</p> <p><b>Add details to action plan</b></p>		
2j	<p>Training and development - please list any staff training issues that have arisen as a result of conducting the impact assessment</p> <p><b>Add details to action plan</b></p>		

**Stage 3 - GENERIC EQUALITY IMPACT ASSESSMENT ACTION PLAN** please list actions that you plan to take as a result of this assessment, continuing on a separate sheet if necessary. If appropriate these actions should be added to any business/service plan for the function.

Issue	Action to be undertaken	Desired outcome	Action owner	Target date
Ensuring the customer experience of using the portal is monitored to address any issues regarding access, usability and experience.	Monitoring is carried out to gauge customer reaction and feedback on a daily basis.	The desired outcome is for customers to have as few problems and issues as possible using the portal, however where these are reported, immediate feedback or support is provided to the customer.  Where necessary issues are logged in case development is required.	Neil Ranadé	On going
Ensuring the customer experience of using the portal is monitored to address any issues regarding access, usability and experience.	Satisfaction survey to be carried out with all MyBromley Account users to gauge customer experience and satisfaction.	Survey has to be developed, however we would hope for a satisfaction rating of (need to agree a 5 here) from those who respond.	Neil Ranadé / Duncan Bridgewater	Suggest Dec 15
Customers being excluded either by a lack of technical ability or access to IT.	LBB have a number of public access PC's located in Libraries and the civic centre, where customers can set up and access their account. Staff have also been given training to support customers in setting up and accessing their account.	Customers have confidence in using MyBromley Account and are able to self-serve without support from staff.	Neil Ranadé / Duncan Bridgewater	On going

**Signed:**  
**Date:**