



Your Homes
Newcastle

Equality Impact and Needs Assessment Form 2010

PART 1 – Initial Assessment

Lead Officer: Wilf Keilty

Step 1 – Preparation

Directorate:

Chief Executives

Business Development

Tenancy Services

Finance & Resources

Service:

Customer Service

Name of policy, strategy or service:

Customer Service Strategy

New

Existing

Members of EINA group:

① Linda Henderson Gray

② Helena Hammock

③ Richard Burns

④ Kath Tait

⑤ _____

⑥ _____

Dates of assessment:

Start: 09 December 2010

End: _____

Step 2 - Aims & purpose

What is the main aim of the policy, procedure or function?	To define our strategy for delivery of customer service that is responsive, accessible, efficient and inclusive.
What are the outcomes and associated aims you are trying to achieve?	Our customers will be able to access our services at whatever time they want in a way that best suits their needs. Customers will receive excellent and consistent customer services, delivered by a quality workforce that is enabled by technology. We will be recognised as responsive, accessible, inclusive and above all an organisation that delivers excellent customer services
Which individuals, organisations or stakeholders are likely to have an interest in or likely to be affected by the policy or function? Who has been consulted?	This strategy uses the word customer to mean anyone who requires, requests, receives, or can receive a service from YHN whether that service is provided externally, or internally to others who work for or with YHN. Staff, customers, potential customers, regulators such as TSA, awarding bodies such as CSE.
Who has overall responsibility for this policy, strategy or service? And is there a shared responsibility? (e.g. another department, authority or organisation.)	Head of Customers Services and Improvement
Does the development/review of the policy or function present us with an opportunity to promote equality of opportunity and good community relations?	Yes. The strategy ensures that customers have consistent service and access through a variety of channels.
What are the main policies, legislation or other documentation that relates to	CSE Standard, YHN Delivery Plan, YHN Business Strategy, IT Strategy, Equality Framework for Local Government, TSA standards and

this policy or function?

consultation, YHN People Strategy and Corporate Equality Policy

Step 3 – Information and data

What qualitative data has been considered in the development/review of the document/service?

Consultation with staff, managers and customers through focus groups.
Reports through to Management Team, through the Programme Executive, Customer and Service Delivery Committee.
Used information from Customer Service Excellence reports to various sections and for Corporate Recognition.
Used information from the TSA consultation for the annual report.

What quantitative data has been considered in the development/review of the document/service?

Information from the Status survey 2009.
Information from the NI14 data capture about access to services and informal complaints feedback.

Are there any gaps in the data? What actions are required to address this?

No.

Step 4 – Assessing the impact

All Strands	Impact +/-	Details of impact identified	Evidence
Age	Impact +/-	Details of impact identified	Evidence
Disability	Impact +/-	Details of impact identified	Evidence
Gender	Impact +/-	Details of impact identified	Evidence
Race	Impact +/-	Details of impact identified	Evidence
Religion, Faith or Belief	Impact +/-	Details of impact identified	Evidence

Sexual Orientation	Impact +/-	Details of impact identified	Evidence
Other	Impact +/-	Details of impact identified	Evidence

If negative impacts have been identified, please go to Step 6. If no impacts have been identified, please go to Part 3.

STEP 6 – Improvement Plan

Recommendations & actions for 'Customer Services Strategy			
All Equality Strands	Action	Responsible Officer	Completion Date
Age	Action	Responsible Officer	Completion Date
Disability	Action	Responsible Officer	Completion Date
Gender	Action	Responsible Officer	Completion Date
Race	Action	Responsible Officer	Completion Date
Religion, Faith or	Action	Responsible Officer	Completion Date

Belief			
Sexual Orientation	Action	Responsible Officer	Completion Date
Other	Action	Responsible Officer	Completion Date

PART 3 – Publishing

Name of policy, strategy or service:

Customer Service Strategy

Comments:

This can be used to make any comments that you think may be relevant. This includes justifying any positive or negative impacts where no actions have been taken or why an EINA has been signed off.

Complete:

Initial Assessment



Full Assessment



A meeting has been held to ascertain whether there were any positive or negative impacts to our customers by the strategy. The group concluded that there were no positive or negative impacts, therefore it was not necessary to complete a full EINA.

Lead Officers signature:

Wilf Keilty

Diversity Officer agreed & signed:

Simone Doyle

Director of Service agreed & signed:

Neil Scott