



Your Homes
Newcastle

Equality Impact and Needs Assessment Form 2010

PART 1 – Initial Assessment

Step 1 – Preparation

Lead Officer: Arthur Affleck

Directorate:

Chief Executives

Business Development

Tenancy Services

Finance & Resources

Members of EINA group:

① Arthur Affleck

② Narinda Bharbra

③ Daniel Stanbury

④ Simone Doyle

Service:

Policy Management

Name of policy:

Getting to know our customers guide

Dates of assessment: 4th December 2010

New Existing

Step 2 - Aims & purpose

What is the main aim of the guidelines	Raise awareness and improve the collection and use of demographic information across the whole organisation
What are the outcomes and associated aims you are trying to achieve?	Recognition and understanding of staff why the collection & use of demographic data improves service delivery
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?	All tenants, leaseholders, potential customers, staff and Board members. Those consulted includes YHN Information Management Group and NCC's Corporate Equality Group, Tenants Readers Panel. Front line staff where also consulted by area briefing sessions.
Who has overall responsibility for this policy, strategy or service? And is there a shared responsibility? (e.g. another department, authority or organisation.)	Policy & Performance Management Officer (Research)
Does the development/review of the policy or function present us with an opportunity to promote equality of opportunity and good community relations?	Yes – better understanding of our customers' diversity, characteristics and specific needs.
What are the main policies, legislation or other documentation that relates to this policy or function?	Data Protection Act 1978 Equality Act 2010 YHN Corporate Equality Policy Customer Service Excellence

Step 3 – Information and data

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

Feedback from focus groups
Existing qualitative information with insufficient demographic data to prove useful

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

- Customer Satisfaction Surveys
- Office for National Statistics (ONS)
- Official Labour Market Statistics (NOMIS)
- Housemark
- STATUS survey

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

Yes and we are using the guidance to close those gaps and identify any gaps and themes that may emerge through time that might affect the policy.

The guidance will be used fully and regularly monitored to see if there are any themes, issues or problems arising.

A pilot training programme will be established to strengthen the message of why knowing our customers is important.

Step 4 – Assessing the impact

All Strands	Impact +/-	Details of impact identified	Evidence
	Positive	<p>Better information to serve our customers to the required high standard and fairness</p> <p>Gives the opportunity to improve our services and prove that we are addressing issues identified.</p> <p>Staff have a good understanding of why knowing our customers is important</p>	High levels of customer satisfaction
	Negative	<p>There is a perceived reluctance from staff to ask customers questions relating to certain demographic questions. This will be addressed by the training/toolkit.</p>	

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 'Getting to know our Customers Guide			
All Equality Strands	Action	Responsible Officer	Completion Date
	Focus group session(s) to be developed and implemented that will identify issues that will need to be considered within the below training programme.	Training & Development Officer/Policy & Performance Officer (Research), Diversity Manager	February 2011
	A training programme on getting to know our customers will be developed and delivered to Investment Delivery & City Build.. The lessons learnt from the session will be used to further improve the training and the subject matter.	Training & Development Officer/Policy & Performance Officer (Research), Diversity Manager	Training dates: 3 rd June 2011 15 th June 2011 1 st July 2011

If you have identified actions to eliminate all of the negative impacts please go to Part 3.

If some or all of the negative impacts cannot be eliminated please go to Part 2.

PART 3 – Publishing

Name of policy, strategy or service:

Getting to know our customers guidance

Director of Service agreed & signed:

Complete:

Initial Assessment

Full Assessment

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.

Lead Officers signature:

Diversity Officer agreed & signed: