

Equality Impact Assessment

Introductory Information

Budget/Project name

Customer Engagement Strategy 2020-2022

Proposal type

- Budget
 Project

Decision Type

- Cabinet
 Cabinet Committee (e.g. Cabinet Highways Committee)
 Leader
 Individual Cabinet Member
 Executive Director/Director
 Officer Decisions (Non-Key)
 Council (e.g. Budget and Housing Revenue Account)
 Regulatory Committees (e.g. Licensing Committee)

Lead Cabinet Member

Cllr Wood

Entered on Q Tier

- Yes No

Year(s)

- 14/15 15/16 16/17 17/18 18/19 19/20 20/21 21/22

EIA date

15/09/2020

EIA Lead

- | | |
|--|--|
| <input type="radio"/> Adele Robinson | <input type="radio"/> Ed Sexton |
| <input type="radio"/> Annemarie Johnston | <input checked="" type="radio"/> Louise Nunn |
| <input type="radio"/> Bashir Khan | <input type="radio"/> Michael Bowles |
| <input type="radio"/> Beth Storm | <input type="radio"/> Michelle Hawley |
| <input type="radio"/> Diane Owens | <input type="radio"/> Rosie May |

Person filling in this EIA form

Vicky Kennedy

Lead officer

Vicky Kennedy

Lead Corporate Plan priority

- | | | | | |
|---|--------------------------------------|--|---|---|
| <input checked="" type="radio"/> An In-Touch Organisation | <input type="radio"/> Strong Economy | <input checked="" type="radio"/> Thriving Neighbourhoods and Communities | <input type="radio"/> Better Health and Wellbeing | <input type="radio"/> Tackling Inequalities |
|---|--------------------------------------|--|---|---|

Portfolio, Service and Team

Cross-Portfolio

- Yes No

Portfolio

Place

Is the EIA joint with another organisation (eg NHS)?

- Yes No

Brief aim(s) of the proposal and the outcome(s) you want to achieve

To implement a new Customer Engagement strategy for the council housing service, to help ensure that we broaden the range of tenants and leaseholders that want and are able to actively engage with us and be involved in the development of our services.

Impact

Under the [Public Sector Equality Duty](#) we have to pay due regard to the need to:

- eliminate discrimination, harassment and victimisation
- advance equality of opportunity
- foster good relations

More information is available on the [Council website](#) including the [Community Knowledge Profiles](#).

Note the EIA should describe impact before any action/mitigation. If there are both negatives and positives, please outline these – positives will be part of any mitigation. The action plan should detail any mitigation.

Overview

Briefly describe how the proposal helps to meet the Public Sector Duty outlined above

The overall objective of the Strategy is to increase the level and range of effective engagement with our tenants and leaseholders, and to ensure that all of our customers have the opportunity to be involved in engagement activities if they want to be. So this clearly links to 'advancement of opportunity' and 'foster good relations'.

Impacts

Proposal has an impact on

<input type="radio"/> Health	<input type="radio"/> Transgender
<input checked="" type="radio"/> Age	<input checked="" type="radio"/> Carers
<input checked="" type="radio"/> Disability	<input type="radio"/> Voluntary/Community & Faith Sectors
<input type="radio"/> Pregnancy/Maternity	<input type="radio"/> Cohesion

<input type="radio"/> Race	<input type="radio"/> Partners
<input type="radio"/> Religion/Belief	<input type="radio"/> Poverty & Financial Inclusion
<input type="radio"/> Sex	<input type="radio"/> Armed Forces
<input type="radio"/> Sexual Orientation	<input type="radio"/> Other

Give details in sections below.

Health

Does the Proposal have a significant impact on health and well-being (including effects on the wider determinants of health)?

Yes No *if Yes, complete section below*

Staff

Yes No

Impact

Positive Neutral Negative

Level

None Low Medium High

Details of impact

Customers

Yes No

Impact

Positive Neutral Negative

Level

None Low Medium High

Details of impact

Age

Staff

Yes No

Impact

Positive Neutral Negative

Level

None Low Medium High

Details of impact

Customers

Yes No

Impact

Positive Neutral Negative

Level

None Low Medium High

Details of impact

By broadening our engagement activities to use more varied and creative engagement methods / channels we hope to widen the age-range of customers who engage with us. Traditionally our most 'involved' tenants tend to be towards the older end of the spectrum. The Strategy aims to keep these older customers engaged but also undertake engagement in ways which attract younger participants.

Disability

Staff

Yes No

Impact

Positive Neutral Negative

Level

None Low Medium High

Details of impact

Customers

Yes No

Impact

Positive Neutral Negative

Level

None Low Medium High

Details of impact

One key focus of the strategy is to be less reliant on face-to-face meetings for engagement, and to increase the level of online engagement which we do. For example – holding some meetings over Zoom instead of at the Town Hall. This will enable people for whom travelling into town may be difficult due to a disability to engage in the event from the comfort of their own home if they wish and are able to.

Pregnancy/Maternity

Staff

Yes No

Impact

Positive Neutral Negative

Level

None Low Medium High

Details of impact

Customers

Yes No

Impact

Positive Neutral Negative

Level

- None Low Medium High

Details of impact

Race

Staff

- Yes No

Impact

- Positive Neutral Negative

Level

- None Low Medium High

Details of impact

Customers

- Yes No

Impact

- Positive Neutral Negative

Level

- None Low Medium High

Details of impact

Religion/Belief

Staff

- Yes No

Impact

- Positive Neutral Negative

Level

- None Low Medium High

Details of impact

Customers

- Yes No

Impact

- Positive Neutral Negative

Level

- None Low Medium High

Details of impact

Sex

Staff

- Yes No

Impact

- Positive Neutral Negative

Level

- None Low Medium High

Details of impact

Customers

- Yes No

Impact

- Positive Neutral Negative

Level

- None Low Medium High

Details of impact

Sexual Orientation

Staff

- Yes No

Impact

- Positive Neutral Negative

Level

- None Low Medium High

Details of impact

Customers

- Yes No

Impact

- Positive Neutral Negative

Level

- None Low Medium High

Details of impact

Transgender

Staff

- Yes No

Impact

- Positive Neutral Negative

Level

- None Low Medium High

Details of impact

Customers

- Yes No

Impact

- Positive Neutral Negative

Level

- None Low Medium High

Details of impact

Carers

Staff

- Yes No

Impact

- Positive Neutral Negative

Level

- None Low Medium High

Details of impact

Customers

- Yes No

Impact

- Positive Neutral Negative

Level

- None Low Medium High

Details of impact

One key focus of the strategy is to be less reliant on face-to-face meetings for engagement, and to increase the level of online engagement which we do. For example – holding some meetings over Zoom instead of at the Town Hall. This will enable people for whom travelling into town may be difficult due to caring responsibilities to engage in the event from the comfort of their own home if they wish and are able to.

Voluntary/Community & Faith Sectors

Staff

- Yes No

Impact

- Positive Neutral Negative

Level

- None Low Medium High

Details of impact

[Empty text box for details of impact]

Customers

- Yes No

Impact

- Positive Neutral Negative

Level

- None Low Medium High

Details of impact

[Empty text box for details of impact]

Cohesion

Staff

- Yes No

Impact

- Positive Neutral Negative

Level

- None Low Medium High

Details of impact

[Greyed-out text area]

Customers

Yes No

Impact

Positive Neutral Negative

Level

None Low Medium High

Details of impact

[Greyed-out text area]

Partners

Staff

Yes No

Impact

Positive Neutral Negative

Level

None Low Medium High

Details of impact

[Greyed-out text area]

Customers

Yes No

Impact

Positive Neutral Negative

Level

None Low Medium High

Details of impact

[Greyed-out text area]

Poverty & Financial Inclusion

Staff

Yes No

Impact

Positive Neutral Negative

Level

None Low Medium High

Details of impact

[Greyed-out text area]

Customers

Yes No

Impact

Positive Neutral Negative

Level

None Low Medium High

Details of impact

[Greyed-out text area]

Armed Forces

Staff

Yes No

Impact

Positive Neutral Negative

Level

None Low Medium High

Details of impact

[Greyed-out text area]

Customers

Yes No

Impact

Positive Neutral Negative

Level

None Low Medium High

Details of impact

[Greyed-out text area]

Other

Staff

Yes No

Impact

Positive Neutral Negative

Level

None Low Medium High

Details of impact

[Empty text box for details of impact]

Customers

Yes No

Impact

Positive Neutral Negative

Level

None Low Medium High

Details of impact

[Empty text box for details of impact]

Cumulative Impact

Proposal has a cumulative impact

Yes No

<input checked="" type="radio"/> Year on Year	<input type="radio"/> Across a Community of Identity/Interest
<input type="radio"/> Geographical Area	<input type="radio"/> Other

If yes, details of impact

Overall the Strategy will have a positive impact in terms of our service engaging with a wider range of people, and for customers wanting easier and more convenient ways of sharing their views with us.

Proposal has geographical impact across Sheffield

Yes No

If Yes, details of geographical impact across Sheffield

[Empty text box for details of geographical impact]

Local Partnership Area(s) impacted

All Specific

If Specific, name of Local Partnership Area(s) impacted

[Empty text box for name of Local Partnership Area(s) impacted]

Action Plan and Supporting Evidence

Action Plan

See attached

Supporting Evidence (Please detail all your evidence used to support the EIA)

See attached a copy of the Strategy.

Consultation

Consultation required

Yes No

If consultation is not required please state why

Are Staff who may be affected by these proposals aware of them

Yes No

Are Customers who may be affected by these proposals aware of them

Yes No

If you have said no to either please say why

Customers are in part aware of the proposals as they have been involved in the consultation which took place as part of the work to develop the strategy. We had a tenant-and-leaseholder focus group who worked with Members to develop the strategy, and that group consulted with a wider group of customers via focus sessions, in-person surveys and telephone surveys. But until the Strategy is formally signed-off under the ICMD process we are not allowed to share the final Strategy publicly.

Summary of overall impact

Summary of overall impact

Low, positive. Low because customer engagement is not a major part of anyone's life, but positive because the whole objective of the Strategy is to make engagement more inclusive and easier for customers to access.

Summary of evidence

As referenced above.

Changes made as a result of the EIA

None

Escalation plan

Is there a high impact in any area?

Yes No

Overall risk rating after any mitigations have been put in place

High Medium Low None

Review Date

March 2021