



Shropshire Equality and Social Inclusion Impact Assessment (ESIIA)

Customer Service Points

Shropshire Council Part 1 ESIIA: initial screening and assessment

Please note: prompt questions and guidance within boxes are in italics. You are welcome to type over them when completing this form. Please extend the boxes if you need more space for your commentary.

Name of service change

Customer Services Face to Face provision through Community Hubs– Ellesmere Customer Service Point

Aims of the service change and description

The redesign of our Customer Service Points seeks to concentrate our provision in community hubs located in Shrewsbury, Oswestry, Market Drayton, Whitchurch, Ludlow and Bridgnorth where there is a mixture of population density and customer need and where our customer numbers are highest. These 6 offices chosen for our main hubs contain wards most at risk of being affected by forthcoming changes to the provision of welfare benefits which will affect working and non-working alike. These changes are likely to place demand upon the service.

The Hub concept is about making our support, telephone and online services more accessible to customers. It is about encouraging those who can to self-serve a range of Council Services; provide assisted self-service for customers who need support and provide a face to face service for those customers who are genuinely unable to manage the use of self-service facilities. Our intention is that our face to face customer provision should continue in our market towns so that people can access services locally

This redesign is taking place against a background of spending reductions and efficiency savings meaning that we would be required to deliver services across widespread sites in Shropshire with a much smaller workforce. In order to help us achieve this, we are working increasingly with partner organisations who are recognised and trusted in the local community and who are keen to help us deliver our service.

The intention across the 9 remaining customer service points at Albrighton, Broseley, Bishop's Castle, Church Stretton, Craven Arms, Cleobury Mortimer, **Ellesmere**, Shifnal and Wem is to find partners with whom we can work in order to keep these local services and to work from community venues that are easily and equally accessible to all. In these sites we will place an increasing emphasis on the use of free to use telephones linked to our Customer Service Centre and online access through free to use public computers but help will still be on hand for those customers that need it.

The Society of Information Technology Management (SOCITM) quote the estimated average costs for delivering face to face services as £8.62 per transaction. This compares to £2.83 by telephone and £0.17 by online transaction, Customer Services will strive to introduce more flexible, customer convenient and cost effective methods of doing business with the Council in

support of cost reduction and value for money whilst maintaining services in our rural communities.

Information on the use of digital services and the potential for exclusion in an increasingly digital by default world is reproduced below. Working with an appropriate community provider that understands and balances the need to empower people with the capability to access services independently whilst providing the essential support required by some customers, will help to positively overcome the barriers that may otherwise exist.

Part of our redesign will be to continue to co-locate with the town library in a community central point and to improve the channels through which people can do business with us by installing a customer Freephone linked to the Customer Service Centre through which most business can be successfully conducted and through installing a public computer through which delivery partners can help our customers to do business with us.

This should not only bring about help for those who need it to access our services but also align any new service delivery to the times of the library opening which gives an improvement over our current provision.

Intended audiences and target groups for the service change

- local citizens
- community groups
- local member

Evidence used for screening of the service change

Consider quantitative and qualitative data. Customer equality monitoring data, consultation process, research data. Log details in Evidence part of form (page 4)

Customer transactions are recorded accurately via the Darwin Customer Relationship Management System, via this we are able to show how many customers call at particular sites and for what reason.

Statistical data from the latest quarter ended June 2015 indicates that on average, 4 customers a week use Ellesmere Customer Service Point for the reasons shown below. The alternative provision for each is also shown.

Reason for call	Average number per month	Alternative provision available
Blue Badge	1	Online application available (national scheme) postal forms available, verification can be posted, payment can be taken over phone.
Bus pass	19	Renewal for older customers is soon to become automated meaning a visit to a face to face service will be unnecessary. There is an online application available (national scheme) and full service for those who cannot self-serve is also available at Oswestry Hub
Waste enquiries	2	Full telephony service available, online application service and

requests by E mail also available

The number of customer transactions has declined over a 5 year period as customers continue to find alternative ways of conducting business with Shropshire Council as shown in the table below.

Year	Annually	Weekly
2011/12	2927	59
2012/13	1713	34
2013/14	1424	28
2014/15	962	19
2015/16	202	4

The Meres Day Centre is about 300 metres from the existing library, marginally further from the town centre.

Analysis of the responses to the Meres Day Centre “soft market testing open day” on the 9th June

A number of organisations attended the soft market testing open day. The response was positive with three organisations requesting a meeting to discuss how the Meres Day Centre could become a Community Hub accommodating the library and other services.

Analysis of the responses to the library “open day” on the 25 August

Over 150 people attended. The majority of comments were made in response to questions concerning library use however when asked directly over the relocation of the customer service point all those asked thought the proposed location would be an advantage.

Ellesmere Urban Ward demographics (2011) (Source - Shropshire Council, Facts and figures, Local Area Profiles)

There were 1706 households in Ellesmere Urban Ward in 2011, the ward had 3835 usual residents and covers an area of 493.8 hectares.

Population Age Structure

- Early years: 5.8% (222) of the population were aged 0 to 4 years in March 2011. This compares with 5.1% at County level, 6.3% regionally and 6.3% nationally.
- School age: 14.4% (553) of the population were aged 5 to 17 years in March 2011. This compares with 14.9% at County level, 15.8% regionally and 15.1% nationally.
- Working age: 57.4% (2202) of the population were aged 18 to 64 years in March 2011. This compares with 59.3% at County level, 61.0% regionally and 62.3% nationally.
- Retirement age: 22.4% (858) of the population were aged 65 and over in March 2011. This compares with 20.7% at County level, 16.9% regionally and 16.3% nationally.
- Over 85 year olds: 3.0% (114) of the population were aged 85 and over in March 2011. This compares with 2.7% at County level, 2.2% regionally and 2.2% nationally.

Diversity

- The 2011 Census showed Ellesmere Urban ward had a black and minority ethnic group population of 61 (1.59%). The largest broad ethnic group is 'Asian and mixed' (within this the largest group is 'Chinese').
- When asked about their religion 26.1% (1000 people) identified themselves as having no religion or did not state it on the form. The majority of people (73.1%) identified themselves as Christian and 0.8% (30 people) identified themselves as having an alternative religion.

Car Ownership

• The 2011 Census showed that 300 households (17.6%) did not own a car and subsequently are reliant on other forms of transport such as public services. In total 2130 cars are owned by households resident in the ward.

Unemployment

• At the time of the Census, there were 115 Ellesmere Urban residents who were unemployed but available for work. This is 4.2% of the 16-74 year old population, compared to 3.3% for Shropshire.
 • 32 young people (aged 16-24) were unemployed, plus a further 18 who were 50 to 74.
 • Long term unemployment is also an issue – 44.3% of all unemployed people were classed as long-term unemployed in 2011. This is the equivalent of 51 people.

Long Term Illness or Disability

The Census asked “Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

• 9% said that their day-to-day activities were limited a lot due to a health problem or disability. This is slightly higher than the figure of 8% for Shropshire as a whole.
 • The percentage who reported their day-to-day activities were limited a little was 11%. This is slightly higher than the figure of 10% for Shropshire as a whole.

Use of digital services

Digital inclusion isn't having physical access to the internet, but also having the necessary skills, confidence and capabilities to use the internet (effective access).

There are a number of factors that make it more likely that someone will be digitally excluded:

- Being over the age of 55 (69% of the off-line population)
- Living in a rural area (64% of the off-line population)
- Earning a low income or unemployed (44% of the off-line population)
- Living in social housing (37% of the off-line population)
- Having a registered disability (33% of the off-line population)

Those who are digitally excluded match socially excluded groups, and include:

- people without basic literacy skills
- individuals and families on low incomes
- people who are unemployed
- social housing and private rented tenants
- people who are homeless
- those with disabilities
- those over the age of 50

Research suggests that in Shropshire:

- 9.2% of the population have never used the internet (approximately 22% of the population)
- 13,111 people aged 16-64 are never likely to use the internet
- 12,908 people with basic literacy skills may have internet use but be unlikely to be able to use it effectively
- Those on low earnings are more at risk of digital exclusion.

Specific consultation and engagement with intended audiences and target groups for the service change

Local consultation exercise carried out via the existing customer service point and the library with staff actively engaging with customers over this to encourage participation.

Potential impact on Protected Characteristic groups and on social inclusion

High Negative	Significant potential impact, risk of exposure, history of complaints, no mitigating measures in place or no evidence available: urgent need for consultation with customers, general public, workforce
Medium Negative	Some potential impact, some mitigating measures in place but no evidence available how effective they are: would be beneficial to consult with customers, general public, workforce
Low Negative	Almost bordering on non-relevance to the ESIIA process (heavily legislation led, very little discretion can be exercised, limited public facing aspect, national policy affecting degree of local impact possible)

Initial assessment for each group

Please rate the impact that you perceive the service change is likely to have on a group, through inserting a tick in the relevant column.

Protected Characteristic groups and other groups in Shropshire	High negative impact <i>Part Two ESIIA required</i>	High positive impact <i>Part One ESIIA required</i>	Medium positive or negative impact <i>Part One ESIIA required</i>	Low positive or negative impact <i>Part One ESIIA required</i>
Age (please include children, young people, people of working age, older people. Some people may belong to more than one group eg young person with disability)				✓
Disability (please include: mental health conditions and syndromes including autism; physical disabilities or impairments; learning disabilities; Multiple Sclerosis; cancer; HIV)				✓
Gender re-assignment (please include associated aspects: safety, caring responsibility, potential for bullying and harassment)				No evidence to suggest either positive or negative impact
Marriage and Civil Partnership (please include associated aspects: caring responsibility, potential for bullying and harassment)				No evidence to suggest either positive or negative impact
Pregnancy & Maternity (please include associated aspects: safety, caring responsibility, potential for bullying and harassment)				No evidence to suggest either positive or negative impact
Race (please include: ethnicity, nationality, culture, language, gypsy, traveller)				No evidence to suggest either positive or negative impact

Religion and belief (please include: Buddhism, Christianity, Hinduism, Islam, Judaism, Non conformists; Rastafarianism; Sikhism, Shinto, Taoism, Zoroastrianism, and any others)				No evidence to suggest either positive or negative impact
Sex (please include associated aspects: safety, caring responsibility, potential for bullying and harassment)				No evidence to suggest either positive or negative impact
Sexual Orientation (please include associated aspects: safety; caring responsibility; potential for bullying and harassment)				No evidence to suggest either positive or negative impact
Other: Social Inclusion (please include families and friends with caring responsibilities; people with health inequalities; households in poverty; refugees and asylum seekers; rural communities; people you consider to be vulnerable)				✓

Decision, review and monitoring

Decision	Yes	No
Part One ESIIA Only?	✓	
Proceed to Part Two Full Report?		✓

If Part One, please now use the boxes below and sign off at the foot of the page. If Part Two, please move on to the full report stage.

Actions to mitigate negative impact or enhance positive impact of the service change
Ongoing support will be provided for new service and public invited to comment

Actions to review and monitor the impact of the service change
Comments, compliments and complaints process will be monitored, regular service reviews scheduled

Scrutiny at Part One screening stage

People involved	Signatures	Date
<i>Lead officer carrying out the screening</i>	Chris Westwood	

<i>Any internal support</i>	Mrs Lois Dale, Principal Rural Policy Officer; ext 5684	
<i>Any external support</i>		
<i>Head of service</i>		

Sign off at Part One screening stage

Name	Signatures	Date
<i>Lead officer's name</i>	Chris Westwood	
<i>Head of service's name</i>		

Shropshire Council Part 2 ESIIA: full report

Guidance notes on how to carry out the full report

The decision that you are seeking to make, as a result of carrying out this full report, will take one of four routes:

1. To make changes to satisfy any concerns raised through the specific consultation and engagement process and through your further analysis of the evidence to hand;
2. To make changes that will remove or reduce the potential of the service change to adversely affect any of the Protected Characteristic groups and those who may be at risk of social exclusion;
3. To adopt the service change as it stands, with evidence to justify your decision even though it could adversely affect some groups;
4. To find alternative means to achieve the aims of the service change.

The Part Two Full Report therefore starts with a forensic scrutiny of the evidence and consultation results considered during Part One Screening, and identification of gaps in data for people in any of the nine Protected Characteristic groups and people who may be at risk of social exclusion, eg rural communities. There may also be gaps identified to you independently of this process, from sources including the intended audiences and target groups themselves.

The forensic scrutiny stage enables you to assess:

- **Which gaps need to be filled right now, to help you to make a decision about the likely impact of the proposed service change?**

This could involve methods such as: one off service area focus groups; use of customer records; examination of data held elsewhere in the organisation, such as corporate customer complaints; and reference to data held by similar authorities or at national level from which reliable comparisons might be drawn, including via the Rural Services Network. Quantitative evidence could include data from NHS Foundation Trusts, community and voluntary sector bodies, and partnerships including the Local Enterprise Partnership and the Health and Well Being Board. Qualitative evidence could include commentary from stakeholders.

- **Which gaps could be filled within a timeframe that will enable you to monitor potential barriers and any positive or negative impacts on groups and individuals further along into the process?**

This could potentially be as part of wider corporate and partnership efforts to strengthen the evidence base on equalities. Examples would be: joint information sharing protocols about victims of hate crime incidents; the collection of data that will fill gaps across a number of service areas, eg needs of young people with learning disabilities as they progress through into independent living; and publicity awareness campaigns that encourage open feedback and suggestions from a variety of audiences.

Once you have identified your evidence gaps, and decided on the actions you will take right now and further into the process, please record your activity in the following boxes. Please extend the boxes as needed.

Evidence used for assessment of the service change: activity record

How did you carry out further research into the nine Protected Characteristic groups and those who may be at risk of social exclusion, about their current needs and aspirations and about the likely impacts and barriers that they face in day to day living?

And what did it tell you?

Specific consultation and engagement with intended audiences and target groups for the service change: activity record

How did you carry out further specific consultation and engagement activity with the intended audiences and with other stakeholders who may be affected by the service change?

And what did it tell you?

Further and ongoing research and consultation with intended audiences and target groups for the service change: activity record

What further research, consultation and engagement activity do you think is required to help fill gaps in our understanding about the potential or known affect that this proposed service change may have on any of the ten groupings and on the intended audiences and target groups? This could be by your service area and/or at corporate and partnership level.

Full report assessment for each group

Please rate the impact as you now perceive it, by inserting a tick. Please give brief comments for each group, to give context to your decision, including what barriers these groups or individual may face.

Protected Characteristic groups and other groups in Shropshire	High negative impact	High positive impact	Medium positive or negative impact	Low positive or negative impact
Age (please include children, young people, people of working age, older people. Some people may belong to more than one group eg young person with disability)				
Disability (please include: mental health conditions and syndromes including autism; physical disabilities or impairments; learning disabilities; Multiple Sclerosis; cancer; HIV)				
Gender re-assignment (please include associated aspects: safety, caring responsibility, potential for bullying and harassment)				
Marriage and Civil Partnership (please include associated aspects: caring responsibility, potential for bullying and harassment)				
Pregnancy & Maternity (please include associated aspects: safety, caring responsibility, potential for bullying and harassment)				
Race (please include: ethnicity, nationality, culture, language, gypsy, traveller)				
Religion and belief (please include: Buddhism, Christianity, Hinduism, Islam, Judaism, Non conformists; Rastafarianism; Sikhism, Shinto, Taoism, Zoroastrianism, and any others)				
Sex (please include associated aspects: safety, caring responsibility, potential for bullying and harassment)				
Sexual Orientation (please include associated aspects: safety; caring responsibility; potential for bullying and harassment)				
Other: Social Inclusion (please include families and friends with caring responsibilities; people with health inequalities; households in poverty; refugees and asylum seekers; rural communities; people you consider to be vulnerable)				

ESIIA Full Report decision, review and monitoring

Summary of findings and analysis - ESIIA decision

You should now be in a position to record your decision. Please highlight in bold the route that you have decided to take.

1. To make changes to satisfy any concerns raised through the specific consultation and engagement process and through your further analysis of the evidence to hand;
2. To make changes that will remove or reduce the potential of the service change to adversely affect any of the Protected Characteristic groups and those who may be at risk of social exclusion;
3. To adopt the service change as it stands, with evidence to justify your decision even though it could adversely affect some groups;
4. To find alternative means to achieve the aims of the service change.

Please add any brief overall comments to explain your choice.

You will then need to create an action plan and attach it to this report, to set out what further activity is taking place or is programmed that will:

- *mitigate negative impact or enhance positive impact of the service change,*
AND
- *review and monitor the impact of the service change*

Please try to ensure that:

- *Your decision is based on the aims of the service change, the evidence collected, consultation and engagement results, relative merits of alternative approaches and compliance with legislation, and that records are kept;*
- *The action plan shows clear links to corporate actions the Council is taking to meet the general equality duty placed on us by the Equality Act 2010, to have due regard to the three equality aims in our decision making processes.*

Scrutiny at Part Two full report stage

People involved	Signatures	Date
<i>Lead officer</i>		
<i>Any internal support</i>		
<i>Any external support</i>		
<i>Head of service</i>		

Sign off at Part Two full report stage

Signature (Lead Officer)	Signature (Head of Service)
Date:	Date:

Appendix: ESIIA Part Two Full Report: Guidance Notes on Action Plan

Please base your action plan on the evidence you find to support your decisions, and the challenges and opportunities you have identified. It could include arrangements for:

- continuing engagement and involvement with intended audiences, target groups and stakeholders;
- monitoring and evaluating the service change for its impact on different groups throughout the process and as the service change is carried out;
- ensuring that any pilot projects are evaluated and take account of issues described in the assessment, and that they are assessed to make sure they are having intended impact;
- ensuring that relevant colleagues are made aware of the assessment;
- disseminating information about the assessment to all relevant stakeholders who will be implementing the service change;
- strengthening the evidence base on equalities.

Please also consider:

- resource implications for in-house and external delivery of the service;
- arrangements for ensuring that external providers of the service are monitored for compliance with the Council's commitments to equality, diversity and social inclusion, and legal requirements including duties under the Equality Act 2010.

And finally, please also ensure that the action plan shows clear links to corporate actions the Council is taking to meet the general equality duty placed on us by the Equality Act 2010, to have due regard to the three equality aims in our decision making processes.

These are:

- Eliminating discrimination, harassment and victimisation
- Advancing equality of opportunity
- Fostering good relations

Note for 2014 refresh of our corporate equality impact assessment approach: Shropshire Council has referred to good practice elsewhere in refreshing the EINA material and replacing it with this ESIIA material. The Council is grateful in particular to Leicestershire County Council, for graciously allowing use to be made of their Equality and Human Rights Impact Assessments (EHRIsAs) material and associated documentation.

For further information on the use of ESIIAs: please contact your head of service or contact Mrs Lois Dale, Principal Rural Policy Officer and internal policy support on equality, via telephone 01743 255667, or email lois.dale@shropshire.gov.uk.