



Subject:	Customer Focus Programme's Update on Equality Impact and Rural Assessment
Date:	25 th October 2019
Reporting Officer:	Rose Crozier, Customer Focus Programme Director
Contact Officer:	Louise Scott, Customer Focus Programme Support Andrew Kyle, Customer Services Officer

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report
1.1	To present members with <ul style="list-style-type: none">• An update on the Programme's approach to date on Equality Impact and Rural Assessment• An overview of the approach to engage with our customers and the associated timeline• A draft version of the 'Customer Vision' document that will be used throughout the draft consultation and engagement phase
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none">• Review and comment on the Customer Vision document due to be used as part of the draft consultation and engagement phase (Nov 2019 – Jan 2020) (Appendix 1);• Consider and agree the proposed timeline of activity to engage with customers on the programme and the Customer Vision document.

	<ul style="list-style-type: none"> Review and note the findings from the initial Rural Needs Assessment
3.0	Main report
	<p><u>Initial Equality Impact Screening</u></p> <p>3.1 The Customer Focus Programme has been screened and the recommendation is that we defer the final decision in relation to the outcome of this comprehensive screening to allow for consultation feedback, including Section 75 groups. Once this consultation is complete, the feedback will to used, if applicable, to update the screening and a view taken as to the best screening outcome decision.</p> <p><u>Customer Vision Document</u></p> <p>3.2 The Customer Vision document is an easily understood and coherent vision that clearly explains the direction of travel for the customer focus programme and the Council. In partnership with our customers and stakeholders, it identifies evolving customer preferences and expectations in response to technological advances. Equally, it highlights and helps direct future planning and implementation in the areas of:</p> <ul style="list-style-type: none"> Channel management Customer insight and segmentation Voice of customer /Voice of the employee Performance management Stakeholder management Marketing and communications <p><u>Proposed Approach & Timeline for Engagement</u></p> <p>3.3 It is proposed that the Equality Impact and Rural Assessment is managed using a 3 phased approach:</p> <ol style="list-style-type: none"> Draft Screening Phase (current state) Draft Consultation and Engagement Phase (12 weeks) Testing Phase (ongoing future until completion of programme) <p>3.4 We are currently in a draft screening phase and we are deferring the final decision in relation to the outcome of this comprehensive screening to allow for consultation feedback. Once this consultation is complete, the feedback will to used, if applicable, to update the screening and a view taken as to the best screening outcome decision.</p> <p>3.5 The draft consultation and engagement phase will take place over 12 weeks and will involve engaging with all the groups identified as part of the equality and disability list provided by the Equality and Diversity Unit as well as engaging with the Cedar Foundation,</p>

	<p>the Consultative Forum and BME groups. We anticipate this phase to be initiated in November 2019. The engagement will be primarily around the Customer Vision Document and the proposed future plans of the programme.</p>
3.6	<p>The programme needs to establish during this phase, the customers who would be willing to continue to provide feedback throughout the lifecycle of the programme and be contacted during the testing phase on a regular basis.</p>
3.7	<p>The final phase of testing will involve sampling new ideas, services, systems etc with those customers willing to be contacted and inform the process. This phase will start at the end of the draft consultation and engagement phase in February 2020. We anticipate that we will engage with customers every 6 months throughout the lifecycle of the programme. This approach of working with the customer to develop solutions should ensure that the outputs and benefits of the programme realised are fit for purpose for both customer and BCC's service provision.</p>
3.8	<p>The findings and recommendations from the draft consultation & engagement phase which will inform the final screening document, along with an update on the process, which will be reported to SP&R in February 2020.</p>
	<p>Financial & Resource Implications</p>
3.9	<p>Resource and budget will be managed within the confines of the Customer Focus Programme.</p>
	<p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p>
3.10	<p>We are deferring the final decision in relation to the outcome of this comprehensive screening to allow for consultation feedback, including Section 75 groups. Once this consultation is complete, the feedback will to used, if applicable, to update the screening and a view taken as to the best screening outcome decision.</p> <p><u>Rural Needs Assessment</u></p>
3.11	<p>An initial rural needs assessment, supported by both EDU staff and members of the Customer Focus Delivery Board, has commenced. Through desk based research, it has been identified that two of the three rural areas, Hannahstown and Loughview, receive 'superfast' broadband speed. Edenderry is slightly under the 'superfast' levels but within an acceptable level to receive and avail of Council services. Engagement with the residents of these areas will take place throughout the draft customer & engagement phase to understand this further.</p>

4.0	Appendices – Documents Attached
	Appendix 1: DRAFT Customer Vision Document