

Customer Access Review – Full Assessment

Assessment details		
Assessment area	Dartford Borough Council Website and online services	
Date of assessment	2/6/2016	
Directorate and Service	Strategic (Internal) – ICT	
Manager	Richard James	
Officer conducting assessment	Rob Moore	
Step 1: Scoping the assessment		
1	What are the aims and objectives of the activity or proposal?	<p>To provide information and high quality, efficient and accessible services from anywhere at any time.</p> <ul style="list-style-type: none"> • Improved customer care from increased number of first point of contact resolution and 24 hour access to information. • Improved level of service. • Efficiency and cost savings. • Reaching and engaging with 'harder to reach' demographics and customer groups.
2	Who will be affected?	<p>The general public and staff of Dartford Borough Council who choose to use the website. In almost all cases, other ways to obtain information or access services are also available, for example via customer services, using the telephone or by a personal visit.</p>
3	How does the activity or proposal contribute to: a) any key performance indicators? b) policies, values or objectives of Dartford Borough Council?	<p>Supports the Corporate Plan 2014-17 strategic objective of delivering high quality services, offering value for money and demonstrating customer satisfaction and a culture of continuous improvement. The website contributes to the Corporate Plan performance indicator of 'number of visits to the DBC website'.</p>

Customer Access Review – Full Assessment

4	<p>Which aspects of the activity or proposal are dictated by legislation/regulation and where do we have discretion in how they are delivered?</p>	<p>The website and online services are subject to the Web Content Accessibility Guidelines (WCAG) accessibility standard, aiming to achieve AA conformance throughout as standard, plus some AAA where possible.</p> <p>WCAG specifies how to make content accessible, primarily for people with disabilities by, for example, providing text alternatives for any non-text content such as images so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.</p> <p>The information and services accessed via the website may be subject to the same legislation applying to the information and services however they be accessed.</p>												
<p>Step 2: Information collection</p> <p>Note: Equality and Diversity information for Dartford can be found at http://www.kent.gov.uk/about-the-council/information-and-data/Facts-and-figures-about-Kent/equality-and-diversity-data</p>														
5	<p>What do you know about the groups of people who will be affected? i.e. demographic information in relation to the protected characteristic groups (age, disability, pregnancy and maternity, religion or belief, race, sex, sexual orientation, gender reassignment)</p>	<p>Figures from Ipsos MORI show that 85% of the GB adult population have access to the internet.</p> <p>Use of Google Analytics on the DBC website shows that women visitors outnumber male visitors by 55% to 45% and that the age profile is:</p> <table style="margin-left: 40px; border: none;"> <tr> <td style="padding-right: 20px;">18-24</td> <td>8%</td> </tr> <tr> <td>25-34</td> <td>24%</td> </tr> <tr> <td>35-44</td> <td>26%</td> </tr> <tr> <td>45-54</td> <td>19%</td> </tr> <tr> <td>55-64</td> <td>12%</td> </tr> <tr> <td>65+</td> <td>11%</td> </tr> </table> <p>Dartford does not record other equality groups itself and uses information collected by Socitm, the professional body of IT managers in the local government, for Council websites in general. Analysis by social group shows a digital divide. For males, 94% of social group AB (senior managers and professionals) use the internet and 74% of social group DE (unemployed, semi-skilled or unskilled manual workers) do so. A similar gap exists for women.</p> <p>10% of council website visitors have some disability impairment.</p>	18-24	8%	25-34	24%	35-44	26%	45-54	19%	55-64	12%	65+	11%
18-24	8%													
25-34	24%													
35-44	26%													
45-54	19%													
55-64	12%													
65+	11%													

Customer Access Review – Full Assessment

6	<p>What consultation has taken place with affected groups? Please describe who was consulted and the key findings</p>	<p>The broadly similar demographics of Dartford compared with other local authority areas, combined with the use of common (across all of UK Government) website standards as defined by the Government Service Design Standards, makes a lot of research undertaken elsewhere applicable here.</p> <p>Purpose-made accessibility tools are employed to check compliance. Views sought from visually-impaired users.</p> <p>Consultation is carried out via the service departments responsible for their online services and content of the website.</p> <p>Visitors can feedback about general queries about the Council and its services and specifically with suggestions for improving the content or layout of this website.</p>
7	<p>Are there any gaps in information? If so, what additional research and/or consultation is needed to ensure that affected groups needs and views are taken into account?</p>	<p>The information and services accessed via the website as a whole is judged to take into account the needs and views of all groups of people.</p> <p>However it is important that whenever service departments are adding to or reviewing the content of the parts of the website relating to their service area, that they bear in mind the needs of these groups in respect of the services themselves as accessed by this channel.</p>

Step 3: Assessing the equality impact

8	<p>Consider whether the activity or proposal has or will have any positive or negative equality impacts on the protected characteristic groups in relation to the following aims of the General Equality Duty:</p> <p>a) tackling unlawful discrimination b) promoting equality of opportunity c) promoting good relations</p> <p><u>NOTES:</u></p> <ul style="list-style-type: none"> • The Initial Screening will have identified which aims of the Public Sector Equality Duty are relevant to the activity or proposal for consideration • For existing activities, consider how they are working in practice for each relevant protected group • For new proposals, consider whether there is anything that could give rise to positive and negative equality impacts for each relevant protected group • If there is no identified equality impact, please tick the 'No Impact' box and explain why in question 9 • If the equality impact is unclear, please tick the 'Unknown' box and explain why in question 9
----------	---

Customer Access Review – Full Assessment

		POSITIVE IMPACTS	NEGATIVE IMPACTS	NO IMPACT	UNKNOWN
a	Age			<input checked="" type="checkbox"/>	<input type="checkbox"/>
b	Disability	<p>The website and online services can be used for people with disabilities by, for example, providing text alternatives for any non-text content such as images so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.</p> <p>The website and online services can be accessed at any time, from anywhere via the internet benefitting especially those with mobility issues.</p>	Issues can be found for those visually-impaired users if the required standard has not been met for any part of the website.	<input type="checkbox"/>	<input type="checkbox"/>
c	Gender (including reassignment)			<input checked="" type="checkbox"/>	<input type="checkbox"/>
d	Race	The website and online services can be used for people with languages other than English by, for example, providing automatic translation by the browser		<input type="checkbox"/>	<input type="checkbox"/>
e	Religion/Belief			<input checked="" type="checkbox"/>	<input type="checkbox"/>
f	Sexual Orientation			<input checked="" type="checkbox"/>	<input type="checkbox"/>
g	Pregnancy/Maternity			<input checked="" type="checkbox"/>	<input type="checkbox"/>
9	If 'no impact' or 'unknown' was selected, please explain	The website and online services can be used by all groups and other channels are available where required. There is no particular impact on groups of age, gender, religion/beliefs, sexual orientation or pregnancy/maternity above the benefits available to all users.			
10	If Dartford Borough Council works with partners to deliver the activity or proposal,	DBC works with other local Councils on some of the technical aspects of running of the website. All those partners agree on the importance of being able to comply with the Web			

Customer Access Review – Full Assessment

	please describe any circumstances that could give rise to positive or negative equality impacts between different groups	Content Accessibility Guidelines (WCAG), beyond that DBC is responsible for its own site.
11	Any other comments	

Step 4: Action plan

11. Based on the information in Steps 1 to 3, please list the actions that will be taken to address:

- a) any gaps in information and consultation
- b) how any negative impacts on equality will be mitigated or eradicated

a) If additional information and/or consultation is required or the impact is still unclear, what actions will you put in place to gather the information you need?

Information needs	Action	Intended outcome	Date for completion	How this will be monitored	Responsible officer

b) If any negative impacts on equality were found, what actions will you put in place to mitigate or eradicate these impacts?

Identified impacts (and who is affected)	Action	Intended outcome	Date for completion	How this will be monitored	Responsible officer
Issues can be found for those visually-impaired users if the required standard has not been met for any part of the website.	Implement new software to better identify any problem areas.	To reduce to a minimum any such problems.	Summer 2016	Regular use of monitoring software.	Richard James

Customer Access Review – Full Assessment

Step 5: Decision making and future monitoring		
13	Which decision making process does this Customer Access Review need to go through? i.e. who does this need to be approved by?	Strategic Director (Internal Services)
14	How will you continue to monitor the impact of the activity or proposal on the equality groups?	Via feedback, external monitoring and use of the software described in 11b.
15	When will you review this Customer Access Review?	Summer 2018
Step 6: Final steps		
16	Once this Customer Access Review has been approved, send this assessment to the Policy & Projects Officer	
17	If the subject of the Customer Access Review is going to committee, summarise your findings in the committee report	
18	Implement the actions identified from this Customer Access Review and ensure progress is monitored and recorded	