

## Equality Impact Assessment Summary

<b>Title</b>	<b>Access and Customer Care Policy</b>		
		<b>Reference</b>	URH
<b>EIA lead officer</b> (The person who developed the impact assessment)	TMO Managers HRE E&D		
<b>Brief description of business activity</b>	<p>United Residents Housing (URH) through its partner TMOs is responsible for the access and customer care function. They are committed to meeting the needs of all customers and will provide accessible and high quality services. The policy addresses how customers will be treated when contact is in person at home or by an office visit, by telephone, by letter or by email.</p> <p>The policy sets out a framework and the commitment of URH to provide excellent access to services and customer care.</p> <p>In order to achieve this the policy has 3 key objectives which are to:</p> <ul style="list-style-type: none"> <li>• Deliver excellent customer care, as defined by residents and other customers, to all customers.</li> <li>• Better understand and meet residents' needs.</li> <li>• Increase choices and information for customers accessing our services so that services are easy to use, delivered in ways that suit residents and provide better value for money.</li> </ul>		
<b>Key inequality issues identified</b>	<p>No adverse impact has been identified. However, some local TMOs have their own Access and Customer Care Policies that could lead to inconsistencies in service delivery.</p> <p>It was also highlighted that profiling information be kept up to date and understanding of how to meet needs such as liaise with other agencies, or communicate in large print/language/face to face visits.</p>		
<b>Key relevant data/research consultation</b>	<p>11 people responded to the consultation and many stated that more work needs to be carried out on the EIA in regards to the work that the frontline services carry out – such as the estate cleaning/maintenance. This will be dealt with at the time of implemented new service standards and activities. No one felt that access and customer care had a negative impact across groups of customers.</p>		

### Potential impact identified – High

- Reaffirm offer of private and same gender interviews.

<b>Follow-up Action</b>	<b>Timeframe</b>	<b>Responsibility</b>
Review individual TMO access and customer care policies to ensure they align to corporate URH policy	April 2011	Estate managers
Analyse the reception survey responses by equalities groups	To be completed during 2010/11	Performance
Analyse complaints by equalities groups to establish whether there are any trends of experience by group	Ongoing	Estate managers
Biannual Residents Survey disaggregated results	To be completed in 2011	Council
Consider, once the 2011 Census questions are established, introducing a new standard equalities monitoring section on application forms and consider what questions should be asked to capture information people's disabilities and communication needs.	Ongoing as part of profile project.	Performance
Make sure correspondence is written in clear language so that it can be more easily understood by everyone	Part of training to be completed during 2010/2011	HR
Equip staff and contractors (including repairs and maintenance contractors) to consider individual needs – through interactive training programme including awareness of domestic abuse and private and same gender interviews	To be completed during 2010/2011	HR
Consider, once developed fully auditing the website for accessibility to be included in mystery shopping or a number of residents with a disability such as visual impairment or a resident whose first language is not English	Ongoing	Service improvement
Make sure that residents know how to access translation and interpretation services	With Service improvement	Service improvement
Obtain information on customer care provided by estate services staff	2011 version of EIA	Service improvement
Ensure distribution of Diversity Calendar and that the Cultural guidelines drafted in 2008 are made available	Immediately	Service improvement
Front counters to be child friendly, access to toilets and breast feeding friendly	In place	Service Improvement
		<b>Sign-off date</b>
Equalities and Diversity Unit		Sept 2010

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