

EQUALITY IMPACT ASSESSMENT - TRAFFORD COUNCIL

A. Summary Details		
1	Title of EIA (Equality Impact Assessment):	Changes to the Contact Centre opening hours
2	Person responsible for the assessment:	Sarah Curran
3	Contact details:	sarah.curran@trafford.gov.uk
4	Section & Directorate:	Governance and Community Strategy
5	Name and roles of other officers involved in the EIA, if applicable:	Lucy Boubrahmi, Contact Centre Manager

B. Policy or Function		
1	Is this EIA for a policy or function?	Policy <input type="checkbox"/> Function <input checked="" type="checkbox"/>
2	Is this EIA for a new or existing policy or function?	New <input type="checkbox"/> Existing <input checked="" type="checkbox"/> Change to an existing policy or function <input type="checkbox"/>
3	What is the main purpose of the policy/function?	Trafford Contact Centre takes calls from residents for a number of service areas including: Council Tax, Benefits, Adult Social Care, Blue Badges, Libraries, Elections, Planning and Pest Control. Calls for Waste, Highways and Street Lighting go to One Trafford Contact Centre managed by Amey.

		<p>Trafford Council still need to identify savings to achieve a balanced budget for 2021/22. Access Trafford Contact Centre is currently open Monday - Friday 08:30 - 17:30.</p> <p>The proposal is to reduce the opening hours by 1 hour a day so the new hours would be 09:00 – 17:00. This is in line with other GM (Greater Manchester) authorities. Call Volume analysis was carried out over a 12 month period which showed significantly lower call volumes from 8.30 – 09:00am and from 17:00 – 17:30</p> <p>The savings will be achieved by agreeing to staff requests via the Voluntary Severance scheme.</p> <p>There are now more options for customers to self-serve by going online and the Council website has been updated to provide more information to residents.</p> <p>A 30 day staff and public consultation has been carried out and the responses were in favour of the proposal.</p>
4	Is the policy/function associated with any other policies of the Authority?	Budget savings Digital Strategy
5	Do any written procedures exist to enable delivery of this policy/function?	Yes - Establishment and organisational change framework.
6	Are there elements of common practice not clearly defined within the written procedures? If yes, please state.	No
7	Who are the main stakeholders of the policy? How are they expected to benefit?	The Council - the proposed changes will ensure we create a sustainable, value for money Contact Centre, achieve the required savings and provide a more responsive service during peak demands.

		<p>Staff - the aim of the approach is to help create a sustainable resilient service and development opportunities for staff. In the long term the change in hours has the potential to ensure more secure employment for Council employees</p> <p>Contact Centre Customers - the new hours will ensure we have more staff at peak times in the day. This will mean providing a more responsive service and better customer journey for our service users.</p>
8	How will the policy/function (or change/improvement), be implemented?	<p>Staff have been consulted regarding changing the hours in the Contact Centre Although there is a saving cost attached to the proposed changes, this will not involve staff having to reapply for positions or offering voluntary redundancy.</p> <p>The consultation period was conducted during November 2020</p> <p>The public were also consulted during November 2020</p>
9	What factors could contribute or detract from achieving these outcomes for service users?	<p>The factors that could contribute to achieving the outcomes for service users include:</p> <ul style="list-style-type: none"> • Well established internal and external customer relationships. <p>The factors that could detract from achieving outcomes for staff and service users:</p> <ul style="list-style-type: none"> • Resistance to change • Objections from customers and internal customers.
10	Is the responsibility for the proposed policy or function shared with another department or authority or organisation? If so, please state?	No

C. Data Collection on People Impacted by Policy or Function

1	Do you have monitoring data on the number of people (from different equality groups) who are using or are potentially impacted upon by your policy/ function?	HR (Human Resources) Equalities data – analysed for all staff directly affected
2	Please specify monitoring information you have available and attach relevant information*.	<p>There are currently 19.32 fte (full-time equivalent) Customer Service Advisors and 4.56 fte Customer Service Specialists.</p> <p>Out of the data available from the 32 employees affected, 6 are male and 26 are female.</p> <p>The age composition of staff working in the Contact Centre is as follows:</p> <p style="padding-left: 40px;">Age 30-39 = 7 staff</p> <p style="padding-left: 40px;">Age 40-49 = 8 staff</p> <p style="padding-left: 40px;">Age 50-59 = 15 staff</p> <p style="padding-left: 40px;">Age 60+ = 2</p> <p>Out of the 32 members of staff one was on Maternity Leave at the time of consultation.</p> <p>2 staff members have confirmed that they consider themselves to be disabled.</p>
3	If monitoring has NOT been undertaken, will it be done in the future or do you have access to relevant monitoring data?	N/A (not applicable)

*Your monitoring information should be compared to the current available census data to see whether a proportionate number of people are taking up your service

D. Consultation & Involvement

1	Are you using information from any previous consultations and/or local/national consultations, research or practical guidance that will assist you in completing this EIA?	No previous consultation documents or data relating to historic changes within the Contact Centre.																		
2	Please list any consultations planned, methods used and groups you plan to target. (If applicable)	<p>A 14 day consultation period was completed with staff on their views of the specific proposal and the outcomes are below;</p> <p>1: Do you agree with the decision to reduce the Contact Centre opening hours?</p> <p>Opening Hours</p> <p>There were 22 responses to this part of the question.</p> <table border="1" data-bbox="920 858 2069 1292"> <thead> <tr> <th>Option</th> <th>Total</th> <th>Percent</th> </tr> </thead> <tbody> <tr> <td>Strongly agree</td> <td>11</td> <td>50.00%</td> </tr> <tr> <td>Agree</td> <td>6</td> <td>27.27%</td> </tr> <tr> <td>Neither agree nor disagree</td> <td>2</td> <td>9.09%</td> </tr> <tr> <td>Disagree</td> <td>1</td> <td>4.55%</td> </tr> <tr> <td>Strongly disagree</td> <td>1</td> <td>4.55%</td> </tr> </tbody> </table>	Option	Total	Percent	Strongly agree	11	50.00%	Agree	6	27.27%	Neither agree nor disagree	2	9.09%	Disagree	1	4.55%	Strongly disagree	1	4.55%
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Other- please respond in further comments	1	4.55%
Not Answered	0	0.00%

Comments received;

“it is better to try and make saving this way rather than compulsory redundancies

The periods 8.30-9.00 and 5.00-5.30 are not peak call times, and customers will adapt accordingly. It will also help encourage people to report their issues online, thus reducing the workload for the call centre.”

In addition the proposal was also part of the wider Council budget consultation for **residents**. The outcomes from that consultation in relation to the Contact Centre are shown below;

Do you agree with the proposal to reduce the Access Trafford and One Trafford Contact Centre opening hours from 8.30am-5.30pm to 9am-5pm Monday to Friday?

There were 441 responses to this part of the question.

Option	Total	Percent
1. Strongly agree	152	34.47%
2. Agree	166	37.64%
3. Neither agree nor disagree	82	18.59%
4. Disagree	14	3.17%

5. Strongly disagree	18	4.08%
6. Don't know	9	2.04%
Not Answered	0	0.00%

Please say why you answered as you did and/or add any other suggestions or ideas you have:

There were 441 responses to this part of the question.

Overall 72% either strongly agreed / agreed to the proposal and 7.25% either strongly disagreeing / disagreeing

Comments received included;

“If research has already shown call/support demand to be lower, then this seems very sensible.”

“This will encourage more online usage but still enable folk to phone during the day.”

3	<p>**What barriers, if any, exist to effective consultation with these groups and how will you overcome them?</p>	<p>No barriers are anticipated</p> <p>As the service is a front line service it is difficult to get all staff together in one place during core hours. This has been negated by holding various meetings in succession to deliver the information to staff.</p> <p>All staff in the Contact Centre have access to the intranet and email and were therefore able to submit feedback online. Face to face meeting with managers were also available.</p>
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****It is important to consider all available information that could help determine whether the policy/ function could have any potential adverse impact. Please attach examples of available research and consultation reports**

E: The Impact – Identify the potential impact of the policy/function on different equality target groups

The potential impact could be negative, positive or neutral. If you have assessed negative potential impact for any of the target groups you will also need to assess whether that negative potential impact is high, medium or low

	Positive	Negative (please specify if High, Medium or Low)	Neutral	Reason
Sex				
Pregnant women & women on maternity leave			X	
Gender Reassignment			X	N/A
Marriage & Civil Partnership			X	N/A
Race- include race, nationality & ethnicity (NB: the experiences may be different for different groups)			X	There is no disproportionate impact on staff based on race/ethnic origin
Disability – physical, sensory & mental impairments			X	There is no disproportionate impact anticipated for staff based on disability. However, any reasonable adjustments required for disabled staff as a result of implementation of the proposals will be put in place.
Age Group - specify e.g. older, younger etc.			X	There is no disproportionate impact on staff based on age as all staff
Sexual Orientation – Heterosexual, Lesbian, Gay Men, Bisexual people			X	There is no disproportionate impact on staff based on sexual orientation,
Religious/Faith groups (specify)			X	There is no disproportionate impact on staff based on religion/faith,

As a result of completing the above what is the potential negative impact of your policy?

High

Medium

Low

Neutral

F. Could you minimise or remove any negative potential impact? If yes, explain how.

Race:	N/A (not applicable)
Sex & Gender, including pregnancy & maternity, gender reassignment, marriage & civil partnership	N/A
Disability:	N/A
Age:	N/A
Sexual Orientation:	N/A
Religious/Faith groups:	N/A
Also consider the following:	
1	If there is an adverse impact, can it be justified on the grounds of promoting equality of opportunity for a particular equality group or for another legitimate reason?
2	Could the policy have an adverse impact on relations between different groups?
3	If there is no evidence that the policy <i>promotes</i> equal opportunity, could it be adapted so that it does? If yes, how?

G. EIA Action Plan

Recommendation	Key activity	When	Officer Responsible	Progress milestones
Implement the new opening hours from Monday 5 th April 2021.	Put a message on the phone lines to inform of the upcoming changes.	From 22 nd March 2021	Lucy Boubrahmi	
	Put some message on the Council's social media platforms to inform of the upcoming changes.	From 29 th March 2021	Lucy Boubrahmi	
	Change the call time parameters on the system.	5 th April 2021	Lucy Boubrahmi	
	Alter timetables for staff who worked between 08:00 – 09:00 and between 17:00-17:30. Hold 1-2-1 meetings with those affected. Some engagement has already taken place.	March	Lucy Boubrahmi	

Please ensure that all actions identified are included in the attached action plan and in your service plan.

Signed *Lucy Boubrahmi*
 Lead Officer Contact Centre Manager
 Date 27.01.21

Signed *Sarah Curran*
 Service Head Head of Customer Service
 Date 27.01.21

If this EIA is to accompany a budget proposal please include sign off from a member of CLT:

Signed 
 CLT Member Jane Le Fevre Date 03.02.21