

Equality Impact Assessment:

Name of Policy/Service/Function

Customer Care

Date of Assessment

4 January 2010

Directorate

Resources and Legal

Head of Service

Head of Policy and Development

Name and Roles of People

Julian Mitchell Director of Property and Investment
John Lowe, Head of Policy and Development. Strategic overview of customer care.
Peter James Head of Customer Services and Repairs.
Beverley Gordon, Team Leader Customer Services

Carrying Out the EIA

Why is the EIA being done?

To assess the impact of the Customer Care strategy.

1. Introduction and Background

The Customer Care strategy is being revised and updated. The objectives for the next three years should result in reduction in 'avoidable contact', an increase in overall customer satisfaction, and a better trained and knowledgeable workforce which delivers better customer care.

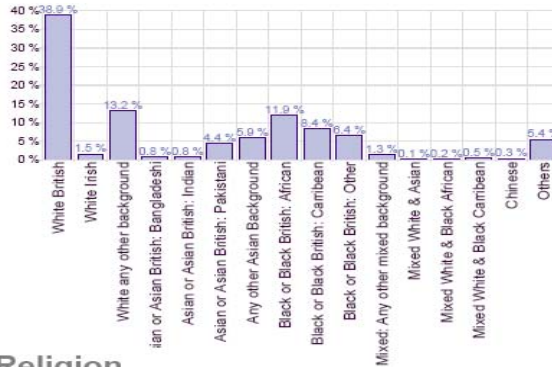
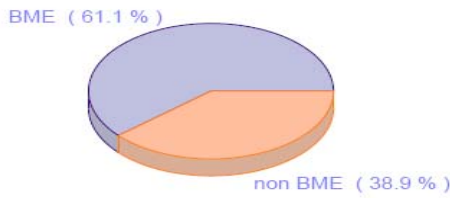
The Customer Care policy statement expresses a commitment to embed the delivery of equality and the removal of barriers to it into the design and delivery of services, a plain English service offer, accessible services and a positive experience for customers even if it is not possible to satisfy an individual demand. The Company is committed to monitoring the delivery of services and change in response to customer priorities and needs.

The Customer Care strategy should have an overall positive impact on diverse customer groups.

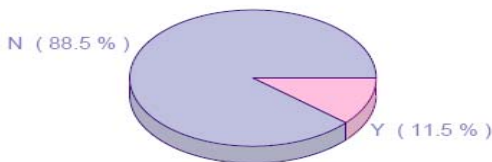
2. Profile of groups affected as customers and/or staff and the key equalities issues

Ascham Homes Diversity Monitoring report as at: 04/01/2010

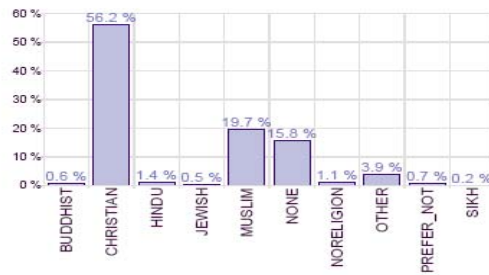
Ethnicity



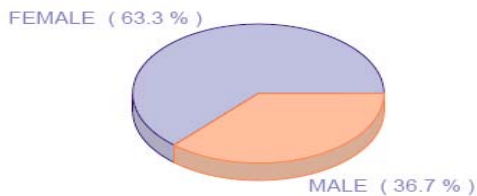
Disability



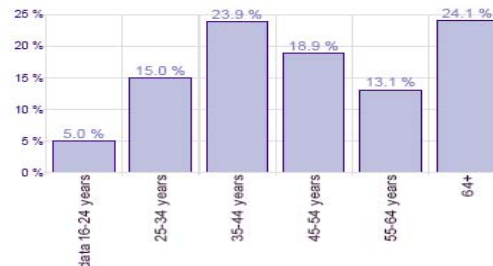
Religion



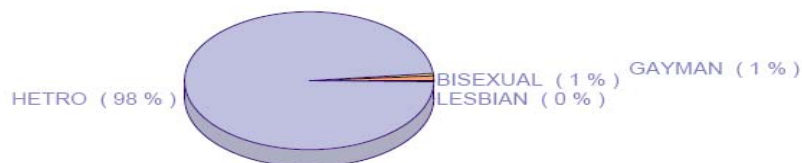
Gender



Age



Sexual Orientation



The key equality issues are:

The extent to which lower levels of satisfaction with overall services amongst younger customers, disabled people and BME customers can be increased. Encouragingly there was an improvement in BME customer satisfaction in the 2008 satisfaction survey. A full description of the issues and an action plan to improve satisfaction is set out in the Diversity strategy EIA. Customer Services and the Policy and development Team have a key role in this.

The extent to which the actions to improve customer care set out in the action plan are implemented. Management action is being taken to ensure the effectiveness of the action plan.

3. Questions this assessment addresses

None specific.

4. Action Planning Questions

Not applicable