

**Working together to create a borough of opportunity
Predictive Equality Impact Assessment (PEIA) (V.5)
FOR ALL COUNCIL DECISIONS ONLY**



Title of report or proposal:

Improving the customer service online

Describe in full the aims, objectives and purpose of the proposal, including desired outcomes:

This project will improve the customer experience on the H&F website by providing the ability for residents to transact with direct access to their council tax account, and/or their housing benefits account together with the ability to complete a visitor parking permit application. This project will also deliver further personalisation, accessibility and usability improvements.

Department:

FCS

Officer Responsible: *(to be completed by the report author)*

Jackie Hudson

(Signature, Print Name, Contact Number and Email Address)

Form and report MUST be checked and countersigned by the Opportunities Officer (Organisational Development)

Opportunities Officer: *(to be completed by the Opportunities Manager)*

Signed off by Khadijah Rafiq on **17/09/09** Email PEIA@lbhf.gov.uk Tel 020 8753 1874

PLEASE ANSWER THE FOLLOWING QUESTIONS:

1. Who are the main people that this decision will affect?

All residents who use the council's website

2. Identify the risks that could prevent the planned outcomes

If the standard is not fully implemented it could have a less than successful outcome. There is also a balance to be struck between the needs of the general public and those users with disabilities when considering website design.

3. Could the proposal have a positive impact on **a) race b) disability c) gender d) sexual orientation e) age f) belief system groups?** (Please provide evidence e.g. user feedback, complaints, monitoring?)

a) b) c) d) e) f) Improving service delivery to all residents but particularly one group – residents with disabilities

4. Could the proposal have a differential negative impact on **a) race b) disability c) gender d) sexual orientation e) age f) belief system groups?** (Please provide evidence e.g. user feedback, complaints, monitoring,?)

a) b) c) d) e) f) No

5. Could the proposal have any differential impact (either positive, negative or neutral) on the health outcomes of the local population? Please provide details.

Neutral

6. Can any differential negative impact of the decision be justified?

7. If you have undertaken any internal/ external research or consultation(s) please list these below:

The council needs to comply with the AA accessibility standard for websites and should consult on the resulting improvements

8. Do you need to undertake any further consultation? If so, what and with whom?

Prior to the service being implemented it should be acceptance tested with various groups.

9. If any differential negative impact is predicted, what actions are you planning to implement which would help lessen any adverse impact? Please give details.

PLEASE EMAIL COMPLETED FORM TO PEIA@lbhf.gov.uk

**Contact: Equalities & Diversity Officer, 020 8753 1874
London Borough of Hammersmith & Fulham**