

COMMUNITY IMPACT ASSESSMENT INITIAL SCREENING FORM

Name of Community Impact Assessment (the policy, decision, strategy, programme, procedure, action plan, function or service etc.):	CAPITA SAVINGS Revised Service level for all Revenue and Benefit calls that are handled by the Coventry Call Centre.	
Officer Name(s):	Andrew Buckle	
Job Title & Location:	Head of Customer Services	
Service Area/ Team:	Customer Services	
Telephone & Email Contact:	01706 238606 andrewbuckle@rossendalebc.gov.uk	
Date Assessment:	Commenced: 22/10/2010	Completed: 13.12.2010

Is the policy¹ or decision under review (please tick)

New/Proposed

Modified/adapted

Existing

1. Scope of the Community Impact Assessment
This CIA covers the implementation of a technology refresh in relation to the switchboard
2. Aims & Objectives – summaries the main aims/objectives of the policy, decision, strategy, action plan, project or procedure (please refer to CIA Guidance for details)
<p>Rossendale Borough Council has recently reviewed its existing corporate telephony provision, part of the review was to assess the current service levels provided by the Coventry call centre, which is run by Capita. The call centre deals with all of the Revenue and Benefits telephone calls, the proposal is to reduce the existing service level from 90% of all calls answered in 20 seconds to 80% of all calls answered in 20 seconds. The 10% reduction will result in a yearly saving of £20,000 this equates to a contractual saving of £100,000 over the Capita contract life.</p> <p>At present Rossendale have one of the highest call answering rates in Lancashire, the Industry standard for call handling in a call centre is 80% of calls answered within 20 seconds. Although the proposed reduction in the Rossendale service level will still be at the Industry standard. In addition if customers do not want to hang on the line, a facility will be made available so that they can leave a message and not have to hang on to wait. This will mitigate any impact the reduction in service level has with the customer.</p>

¹ Policy can be defined as a policy document, decision, strategy, function, service, action plan, programme, procedure, initiative or process.

Responsible Section/Team		Version	
Responsible Author		Due for review	
Date last amended		Page 1 of 4	

Responsible Section/Team		Version	
Responsible Author		Due for review	
Date last amended		Page 2 of 4	

Date Issued: June 2009
Issued by: Head of People & Policy

3. Impact – Could a particular group of people be affected differently in either a negative or positive way?				
	Positive Impact – it could benefit	Negative Impact – it could disadvantage/ affect differently	Neutral Impact (Neither)	Please indicate whether this is high (H), medium (M) or low (L). If a negative impact is identified please complete a Full CIA²
Women	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	No impact
Men	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	No impact
Race (Ethnicity or Nationality) – BME or Majority Population - please state which group(s):	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The customer always has the option of leaving a message if they do not want to wait for an operator to answer the call. All customer messages that are left will be returned by the call centre. This will mitigate any negative impact.
People with a disability (physical, learning/ mental health)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The customer always has the option of leaving a message if they do not want to wait for an operator to answer the call. All customer messages that are left will be returned by the call centre. This will mitigate any negative impact.
Lesbians, gay men and bisexual people	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	No impact
Transgendered people	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	No impact

² If you have identified any negative impact you *will* need to complete a Full Community Impact Assessment. If there are no negative impacts identified you do not need to complete a Full Community Impact Assessment.

Responsible Section/Team		Version	
Responsible Author		Due for review	
Date last amended		Page 3 of 4	

3. Impact – Could a particular group of people be affected differently in either a negative or positive way?				
	Positive Impact – it could benefit	Negative Impact – it could disadvantage/ affect differently	Neutral Impact (Neither)	Please indicate whether this is high (H), medium (M) or low (L). If a negative impact is identified please complete a Full CIA²
Older people (60+)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The customer always has the option of leaving a message if they do not want to wait for an operator to answer the call. All customer messages that are left will be returned by the call centre. This will mitigate any negative impact.
Younger people (17-25), and children	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	No impact
Religious / Faith groups³	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	No impact
Other excluded groups (e.g. careers, rurally isolated, gypsies & roma travelers, people on low incomes etc.). Please state which group(s):	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	No impact

Is a Full Community Impact Assessment required? Yes: No:

Head of P&P signature: Liz Sandiford

Lead Officer Signature: Andrew Buckle

Date: 22/10/2010

³ Faith groups cover a wide range of groupings, the most common of which are Muslims, Buddhists, Jews, Christians, Sikhs, and Hindus. Consider faith categories individually and collectively when considering positive and negative impacts.

Responsible Section/Team		Version	
Responsible Author		Due for review	
Date last amended		Page 4 of 4	