



Impact Assessment of: Service Standards leaflets
Service/ Directorate: Aire Valley Homes Leeds
Date Completed: 06/12/07
Lead Officer: Ian Montgomery

Members of the assessment team:

Name	Organisation	Role on assessment team e.g. service user, manager of service
Ian Montgomery	AVHL	Manager
Angela Ansell	AVHL	Equality & Diversity Officer
Alan Thorpe	AVHL	Customer Involvement Officer
Karen Fletcher	AVHL	Customer Involvement officer
Approx 100 customers	Focus Group members and postal survey returns	Customers

Brief description of policy/ service:

(take this from Section 1 – aims)

To provide customers with a set of service advice leaflets which explain how to access our services and the what to expect from AVHL

To judge performance and satisfaction of our service against these public standards and be fed into our performance management framework. The reporting from this will help to drive service improvements.

To ensure consistent service delivery of a minimum standard across the whole organisation, to be transparent about the scope of the services we provide.

For these leaflets to be understood and used equally by all customers by providing them in different formats as required and by presenting the leaflets in an accessible manner

Brief account of how the impact assessment was carried out:

The impact assessment was carried out over a period of time to accommodate three focus groups and a postal survey with customers to ensure that a wide range of customers were able to participate and give feedback on the content and presentation of the service standards.

This was followed by a desk top review to review the overall presentation once the printers had devised first draft.

Brief description of any adverse affects found:

Barrier	Adverse affect	Who does this impact on	Why
Pictures & Images	Could misrepresent the service	All	Need to address stereotypes which increase negativity
Text under size 12 font	Barrier to accessible reading	People with visual impairments and learning impairments	Text not standard size
Colour and contrast issues	Risk of not understanding documents and missing key points	All but specifically those with language or disabilities	Not being bold enough to be clear
Naming (Plain English)	People will not understand what they are really about	All	Lack of clarity about the purpose of the standard
Non delivery of consistent customer care	Customers levels of satisfaction are below average and services are not improved	All	Standards currently not used by all and levels of customer care are varied
Presentation and availability	Not all customers will have equal access to these standards	All	Hard and electronic copies available however assumptions made about convenience of accessing these

Summary of Actions arising from Assessment

Actions	Responsibility	Timescale
To make standards available in all locations	IM	January 08
Make sure that standards are available through alternative methods	IM/AA	January 08
New standards have been drafted and presented by printers, review needed to make sure that	IM/AA - printers	Dec 07

standard size 12 text used		
Colour and contrast issues	IM/AA - printers	Dec 07
Naming (Plain English) – need to make sure clarity of purpose	IM/AA - printers	Dec 07
Pictures & Images currently present stereotypical view	IM/AA - printers	Dec 07
Training needs to be delivered to all staff – specification should be that training matches the specification laid out in the standards. Specific focus needs to be on customer care and range of E&D issues such as disability and sexual orientation	Elizabeth Jeffery	Jan 08
To publish document as a matter of priority	IM	Jan 08
Pictures and images to be changed to present more diverse images	IM/AA	Dec 07
Make sure that standards are accessible through range of locations and sources	Managers supported by IM/AA	Jan 08
Ensure that customer feedback is incorporated into existing drafts	IM	Dec 08
Establish a consultation timetable for each key service area as part of the Equality Impact Assessment process	Managers with responsibility for each service strand	Annually – Timetable to be produced in Jan 08

Contacts for further information:

Ian Montgomery – ian.montgomery@avhleeds.org.uk

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To be completed by Equality Officer