

## COMMUNITY IMPACT ASSESSMENT

Directorate / Service Area		Officer undertaking the assessment
		Name: Owen Garling  Job Title: Business Analyst  Contact details: <a href="mailto:owen.garling@cambridgeshire.gov.uk">owen.garling@cambridgeshire.gov.uk</a>  Date completed: 7 <sup>th</sup> October 2016  Date approved: .....
Proposal being assessed		
Citizen First, Digital First		
<b>Business Plan Proposal Number (if relevant)</b>		
Aims and Objectives of the Service or Function affected		
<p><i>A brief summary of the current service or arrangements in this area</i></p> <p>Citizen First, Digital First is Cambridgeshire County Council's strategy for engaging with the citizens of Cambridgeshire. The principle underpinning the Citizen First, Digital First strategy is that we will put Cambridgeshire's citizens at the heart of everything that we do.</p> <p>We will use this principle to transform the organisation 'from the outside in' by:</p> <ul style="list-style-type: none"> <li>Designing how we operate from the perspectives of our citizens and involving them in the design process; and</li> <li>Using technology to support this approach.</li> </ul> <p>This strategy will therefore affect all those services and functions across the organisation that currently engage with the citizens of Cambridgeshire.</p>		
What is the proposal?		

### *Describe what is changing and why*

An Outline Business Case was taken to General Purposes Committee in July 2016 to request funding from the Transformation Programme to enable us to invest in the technology that will enable us to transform how we engage with our citizens and businesses. We are investing in this technology to ensure we are operating as efficiently as possible and to deliver some tangible improvements for our citizens.

The technology that we require will help us to:

1. **Ensure that our digital presence is engaging and easy to use** – if we want to become a truly digital organisation then we need to ensure that people will want to engage with us through our digital channels whether they want to complete a transaction with us, or are looking for information and advice. Equally, our digital channels will be the way in which we communicate and engage with the people of Cambridgeshire.

We therefore need to ensure that our digital services are so straightforward and convenient that all those who can use them will choose to do so, whilst those who cannot are not excluded.

2. **Integrate our systems** - To our customers we may appear to be an organisation that is embracing the opportunities that digital technologies present – for instance when they complete a form online to transact with us – but behind the scenes there is still a reliance on multiple systems leading to manual re-keying of information, hand-offs between services and duplication throughout the system.

We therefore want to invest in technology that will enable us to directly integrate our various systems, to both improve the customer experience of transacting with us, by providing quicker and clearer processes and enabling customers to track progress themselves, but also driving costs out from across the organisation by reducing the inefficiencies of our current fragmented approach.

### **Who will be affected by this proposal?**

*A proposal may affect everyone in the local authority area or alternatively it might affect specific groups or communities, please describe*

- *Whether the proposal covers all of Cambridgeshire or specific geographical areas*
- *Which particular service user groups would be affected*
- *Whether certain demographic groups would be affected more than others*
- *Any other information to describe specifically who would be affected*

This proposal will affect everyone in the local authority area who engages with Cambridgeshire County Council, whether that be through transacting with the council or seeking advice and information.

The proposal will also affect those people in the local authority area who do not currently engage with Cambridgeshire County Council, but who we would like to engage with.

### **What positive impacts are anticipated from this proposal?**

This proposal should make it easier for the citizens and businesses of Cambridgeshire to complete transactions with Cambridgeshire County Council by improving the customer experience. Improving the efficiency of our processes and integrating our IT systems will also mean that citizens' transactions are fulfilled more quickly.

This proposal should also make it easier for the citizens and businesses of Cambridgeshire to find the information that they need without having to make direct contact with Cambridgeshire County Council.

### **What negative impacts are anticipated from this proposal?**

There is a possibility that some people in Cambridgeshire – such as those at risk of digital exclusion and those with low levels of digital literacy – may experience some barriers to engaging with Cambridgeshire County Council as a result of the proposed approach.

Work will be undertaken to reduce this possibility by:

- Always ensuring that services are designed from the outset specifically for those groups that need to access them taking into account any possible issues that they may have.
- Ensuring that there are channels in place – both face-to-face and by telephone – to support these groups.

**Are there other impacts which are more neutral?**

*This might be where people receive a very different service or support from the local authority as a result of the proposal but this is not considered to be better or worse than before – just different.*

Depending on the re-design process and the current customer experience, there may be some services where there is little direct impact on people. A clearer understanding of this will be developed through the design process.

## Impacts on specific groups with protected characteristics

Specific consideration should be given as to whether the proposal has a particular or disproportionate impact on any of the groups listed below.

Please consider each characteristic and tick to indicate any where there will potentially be a disproportionate impact (positive or negative) from implementation of the proposal. Do not tick the boxes if the impact on these groups is the same as the impact on the community as a whole (described in the above sections)

Impact	Tick if disproportionate impact
Age	✓
Disability	✓
Gender reassignment	
Marriage and civil partnership	
Pregnancy and maternity	
Race	

Impact	Tick if disproportionate impact
Religion or belief	
Sex	✓
Sexual orientation	
Rural isolation	✓
Deprivation	✓

## Details of Disproportionate Impacts on protected characteristics and how these will be addressed

*If any of the boxes above have been ticked to indicate that people with the protected characteristics will be affected more than other people then use this section to describe that impact and any measures which will be put in place to mitigate those potential impacts*

Evidence<sup>1</sup> indicates that:

- People over the age of 65 have a lower level of digital skills than other age groups;
- People with disabilities are less likely to have digital skills and capabilities;
- Women are likely to have lower levels of digital skills than men;
- People in rural areas have lower digital skills than people in suburban, urban and metropolitan areas with lower internet access a contributing factor; and
- Digital skills decrease as incomes fall, with 70 per cent of C2DEs having a Basic Online Skill level compared to 91 per cent of ABC1s.

Therefore there is a risk that these people may be disproportionately affected by taking an approach that puts digital first.

To mitigate that risk, work will be undertaken to:

- Always ensure that services are designed from the outset specifically for those groups that need to access them taking into account any possible issues that they may have in relation to barriers to use.
- Ensure that there are channels in place – both face-to-face and by telephone – to support these groups and enable them to access these services. These will be our Assisted Digital channels.
- Build on the work that is already undertaken in our communities to develop people's digital skills to enable them to benefit from the advantages – both in terms of engaging with Cambridgeshire County Council, but also the wider benefits – that being online will bring.
- Ensure that there is the appropriate digital infrastructure in Cambridgeshire.

<sup>1</sup> See [https://goon-uk-prod.s3-eu-west-1.amazonaws.com/uploads/Basic%20Digital%20Skills\\_UK%20Report%202015\\_131015\\_FINAL.pdf](https://goon-uk-prod.s3-eu-west-1.amazonaws.com/uploads/Basic%20Digital%20Skills_UK%20Report%202015_131015_FINAL.pdf) and <https://www.gov.uk/government/publications/government-digital-inclusion-strategy/government-digital-inclusion-strategy>, accessed 7<sup>th</sup> October 2016

**Version Control**

Version no.	Date	Updates / amendments	Author(s)
0.1	7 <sup>th</sup> October 2017	Initial draft	Owen Garling