

Equality Analysis

Birmingham City Council Analysis Report

EA Name	ICT & Digital Strategy (2016 - 2021)
Directorate	Corporate Resources
Service Area	Information Technology - Change And Support Services
Type	New/Proposed Policy
EA Summary	Birmingham City Council is in the process of developing a new/refreshed ICT & Digital Strategy for the period 2016 -2021. The work to implement the strategy has two major projects: 1. An Investment Programme - implementing replacement and new, enabling ICT assets in line with the strategy and in support of the council's new Business Architecture. 2. An ICT Transition Programme to take BCC up to and beyond the end of the Service Birmingham partnership with Capita.
Reference Number	EA001412
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Date Approved	2016-09-29 01:00:00 +0100
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Introduction

The report records the information that has been submitted for this equality analysis in the following format.

Overall Purpose

This section identifies the purpose of the Policy and which types of individual it affects. It also identifies which equality strands are affected by either a positive or negative differential impact.

Relevant Protected Characteristics

For each of the identified relevant protected characteristics there are three sections which will have been completed.

- Impact
- Consultation
- Additional Work

If the assessment has raised any issues to be addressed there will also be an action planning section.

The following pages record the answers to the assessment questions with optional comments included by the assessor to clarify or explain any of the answers given or relevant issues.

1 Activity Type

The activity has been identified as a New/Proposed Policy.

2 Overall Purpose

2.1 What the Activity is for

What is the purpose of this Policy and expected outcomes?	This Equalities Analysis is being carried out to support the development of Birmingham City Council's ICT & Digital Strategy (2016 - 2021). The aim of the strategy is to provide a set of guiding principles and plans that steer the ICT & Digital support services of the council so that they: > Are aligned with the needs of the Future (Birmingham City) Council > Can make the transition past the end of the current Service Birmingham Contract > Continue to deliver new and improved replacement services in to the business -as-usual environment over the next five years
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For each strategy, please decide whether it is going to be significantly aided by the Function.

Public Service Excellence	Yes
A Fair City	Yes
A Prosperous City	Yes
A Democratic City	Yes

2.2 Individuals affected by the policy

Will the policy have an impact on service users/stakeholders?	Yes
Will the policy have an impact on employees?	Yes
Will the policy have an impact on wider community?	Yes

2.3 Analysis on Initial Assessment

Our analysis has identified that two out of nine protected characteristics are potentially affected by this ICT & Digital Strategy. We can't see any direct impact on:

1. Gender
2. Gender Re-assignment
3. Marital Status
3. Pregnancy & Maternity
5. Religion
6. Sexual Orientation
7. Age - but see (age-related) Disability below:

However - we are looking at the following characteristics from these perspectives:

8. Disability Accessibility of services: The ability to easily read digital interfaces on screens of computers, tablets and smartphones: interface design: font sizes, colour schemes, colour-blindness, ability to use text readers, etc.
9. Race Less race - more specifically - language and exclusion of non-English speakers and readers

3.1 Disability

3.1.1 Disability - Differential Impact

Disability	Relevant
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3.1.2 Disability - Impact

Describe how the Policy meets the needs of Individuals with a disability?	The strategy will primarily affect people with disabilities as a result of their use and possible exclusion through the use of ICT & Digital services - specifically: "screens" (User Interface designs) and keyboards and pointing devices (Mice). People with visual impairment will be the most commonly affected group. Wherever practicable, the council will ensure that these user interfaces meet, or can be user-configured to meet usability standards. Specifically to quote the council website: "We comply with the W3C/WAI AA standard for accessibility as a minimum." We provide the most widely/easily used input devices, with large lettering where necessary.
Do you have evidence to support the assessment?	Yes
Please record the type of evidence and where it is from?	Consultation via the Be Heard website asked specific questions of individuals about their disability status and whether they thought their disability would be a barrier to accessing council services via ICT channels. 19% of respondents said they were registered disabled and 10% of respondents thought that their disability would be a possible barrier. The reasons for this were cited as: "Ageing process" "Phone calls can make me very tired as I suffer from chronic fatigue syndrome" "They tend to be very difficult to use and hard to get to the right person or department a lot of older people are not that up to date with the technology know available."
Have you received any other feedback about the Policy in meeting the needs of Individuals with a disability?	No
You may have evidence from more than one source. If so, does it present a consistent view?	Not applicable
Is there anything about the Policy and the way it affects Individuals with a disability which needs highlighting?	No

3.1.3 Disability - Consultation

Have you obtained the views of Individuals with a disability on the impact of the Policy?	Yes
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If so, how did you obtain these views?	Be Heard Consultation - publicised to over 100,000 people through: > Your Weekly News > Keep in Touch > Birmingham Bulletin > Social media: corporate accounts on: >> Twitter >> Facebook >> LinkedIn
Have you obtained the views of relevant stakeholders on the impact of the Policy on Individuals with a disability?	Yes
If so, how did you obtain these views?	Be Heard Consultation - publicised to over 100,000 people through: > Your Weekly News > Keep in Touch > Birmingham Bulletin > Social media: corporate accounts on: >> Twitter >> Facebook >> LinkedIn
Is there anything about the Policy and the way it affects Individuals with a disability which needs highlighting?	No

3.1.4 Disability - Additional Work

Do you need any more information to complete the assessment?	No
Please explain how individuals may be impacted.	Poor design of citizen interfaces via phones (contact centre call handling software) and websites. NOTE: The council Web Team do use industry design standards to comply with disability accessibility requirements. (We comply with the W3C/WAI AA standard for accessibility as a minimum).
Is there any more work you feel is necessary to complete the assessment?	No
Do you think that the Policy has a role in preventing Individuals with a disability being treated differently, in an unfair or inappropriate way, just because of their disability?	Yes
Do you think that the Policy could help foster good relations between persons who share the relevant protected characteristic and persons who do not share it?	No
Do you think that the Policy will take account of disabilities even if it means treating Individuals with a disability more favourably?	No
Do you think that the Policy could assist Individuals with a disability to participate more?	Yes
Do you think that the Policy could assist in promoting positive attitudes to Individuals with a disability?	Yes

3.2 Race

3.2.1 Race - Differential Impact

Race	Relevant
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3.2.2 Race - Impact

Describe how the Policy meets the needs of Individuals from different ethnic backgrounds?	The ICT & Digital Strategy (2016 -2021) has no specific relation to ethnicity - rather it can support inclusion of people who do not have English as a first language.
Do you have evidence to support the assessment?	Yes
Please record the type of evidence and where it is from?	From the council website: "You can translate our website into 60 different languages using Google Translate".
Have you received any other feedback about the Policy in meeting the needs of Individuals from different ethnic backgrounds?	No
You may have evidence from more than one source. If so, does it present a consistent view?	Not applicable
Is there anything about the Policy and the way it affects Individuals from different ethnic backgrounds which needs highlighting?	No

3.2.3 Race - Consultation

Have you obtained the views of Individuals from different ethnic backgrounds on the impact of the Policy?	Yes
If so, how did you obtain these views?	Be Heard Consultation - publicised to over 100,000 people through: > Your Weekly News > Keep in Touch > Birmingham Bulletin > Social media: corporate accounts on: >> Twitter >> Facebook >> LinkedIn
Have you obtained the views of relevant stakeholders on the impact of the Policy on Individuals from different ethnic backgrounds?	No
If not, why not?	There are no plans to consult relevant stakeholders
Is there anything about the Policy and the way it affects Individuals from different ethnic backgrounds which needs highlighting?	No

3.2.4 Race - Additional Work

Do you need any more information to complete the assessment?	No
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Is there any more work you feel is necessary to complete the assessment?	No
Do you think that the Policy has a role in preventing Individuals from different ethnic backgrounds being treated differently, in an unfair or inappropriate way, just because of their ethnicity?	No
Do you think that the Policy could help foster good relations between persons who share the relevant protected characteristic and persons who do not share it?	No

3.3 Concluding Statement on Full Assessment

Disability

78% of respondents said they were not registered as disabled

19% of respondents said they were registered as disabled

3% preferred not to say

Those that gave reasons as to why disability might be a barrier to accessing the council's services via ICT & Digital channels cited age (and a lack of capability based on age), as well as chronic fatigue syndrome (a barrier to contact via telephony). These concerns are largely cultural and governed by individual attitude and choice, rather than based on disability. Age is not necessarily a barrier (viz. the phenomenon of the "Silver Surfer") and we have demonstrated that the council's website(s) comply with the appropriate visual design standards for use by people with visual impairment.

With regard to the comments around disability and telephony (above) and the reluctance to use ICT & Digital channels provided by the council - if people choose to not use these, they have stepped outside the scope of the strategy. For those that would like to be included in the Digital arena, but can't participate due to a lack of capability, the strategy is clear about council support for those people:

"3.2.1 Digital Agenda

We will ensure that individuals or groups are not unfairly disadvantaged by the "Digital Divide created by technology, by committing to deliver all of our services in a fair and equitable manner."

ALSO:

"Digital City - we will help, mentor and advise communities and businesses with the technology they need to enhance their lives, enabling stakeholders and businesses in the City to use Digital technologies to improve their lives, providing them with access to our business services / ICTD via expected supported devices, as well as developing their Digital skills, from the children and young people in our schools to our elderly and vulnerable residents."

Ethnicity

81% of respondents said they were White British

10% of respondents said they were White

3% of respondents preferred not to say

3% of respondents said they were Indian

3% of respondents said they were Chinese

None of respondents thought the strategy would present a barrier to them due to their ethnicity.

For the concerns over language rather than ethnicity, we would repeat the text for www.birmingham.gov.uk that states:

"You can translate our website into 60 different languages using Google Translate."

From <https://www.birmingham.gov.uk/accessibility>

4 Review Date

18/09/17

5 Action Plan

There are no relevant issues, so no action plans are currently required.