

Screening/Scoping Pro Forma

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| Section | Parks and Countryside | Officer responsible for the screening/scoping | Phil Newcombe | | |
| Name of Policy to be assessed | Customer Service | Date of Assessment | 17/11/08 | Is this a proposed new or existing policy/procedure/practice? | Existing Practice |
| 1. Briefly describe the aims, objectives and purpose of the policy/procedure/practice? | To provide residents and visitors to Guildford with welcoming information and contact regarding parks and countryside service and facilities. Communication and services are delivered by telephone, electronically by e-mail or fax via the web site, by word of mouth with front line services and staff, by visiting our offices and by written communication. | | | | |
| 2. Are there any associated or specific objectives of the policy/procedure/practice? Please explain. | <ul style="list-style-type: none"> • Promotes a positive image of the Borough, with a professional front line service and with externally assessed awards Standards also monitored by external assessment from in Bloom and Green Flag judges and reports • Facilitates Borough Cleaner Greener Safer policy • Enables booking and access to sports, buildings and other facilities • Enables event organisers • Ensure local by laws are followed – see Ranger Screening EIA • Provides Sponsorship Opportunities s For Business | | | | |

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| <p>3. Who is intended to benefit from this policy and in what way?</p> | <p><u>Who Benefits</u> General public, commercial businesses - by enabling public access and information regarding a pleasant and aesthetically attractive and recreational environment. Councillors, Parks Staff gain insight into our customers.</p> <p><u>How they benefit – the importance of customer service</u> The interactions in item 1 are all unique but they have in common the provision of insight into parks and countryside as an organisation. They demonstrate as to whether we are open, friendly, reliable and efficient. Effective customer service sets the tone for everything we do and is the core of excellent service delivery.</p> <p><u>How they benefit – by customer service maximising the facility and use of parks and countryside</u> Good quality parks and open spaces are important for enhancing the quality of urban life. Quality green spaces have been shown to support the local economy, enhance physical and mental health, benefit children and young people, reduce crime and the fear of crime, support social cohesion, aid movement between spaces, and protect biodiversity and the environment.</p> |
| <p>4. What outcomes are wanted from this policy/procedures/practice?</p> | <p>Within customer care at Parks and countryside Service, we endeavour to:</p> <ul style="list-style-type: none"> • treat people as individuals with courtesy, dignity and respect • ensure that services are available and accessible when people need them • enable people to make the best use of our services • respond to requests fairly and quickly • inform customer of what we provide and standards to expect • get things right first time, and to apologise and attempt to put things right when we don't • enable customers, the public, residents, visitors and external assessors to tell us about our service, and use this customer insight to continuously develop and improve. |

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| 5. What factors/forces could contribute/detract from the outcomes? | <ul style="list-style-type: none"> • Reduced budgets of stakeholders. • Skilled workforce and available equipment and systems. • Information and communication with front line service providers. • The correct application of service procedures by a skilled trained professional workforce. | | |
| 6. Who are the main stakeholders in relation to the policy? | General public, businesses and sponsors of floral displays, sports users. Parks staff and management Councillors Guildford Borough Council | 7. Who implements the policy, and who is responsible for the policy? | Guildford Borough Council. Service Head of Parks and Countryside Services. |
| 8. Are there concerns that the policy <u>could</u> have a differential impact on racial groups? | | N | Parks and Countryside Service has no reason to believe that there are barriers to this group in accessing the parks and countryside customer services. |
| What existing evidence (either presumed or otherwise) do you have for this? | Recent studies (Sept 08) by a national parks professional body concluded that general access to parks generally for this group was for the same reasons as all groups; the main requirements were a safe and clean environment. (see also Black Environment Network, 2005) Parks and Countryside have sent out 800 surveys Nov 08. That may return further evidence whether this group of customers is unable or unwilling to access specific service areas. | | |
| 9. Are there concerns that the policy <u>could</u> have a differential impact due to gender? | | N | Parks and Countryside Service has no reason to believe that there are barriers to this group in accessing the parks, gardens and floral displays. Personal Safety Fear around personal safety is cited nationally as a key reason for women not using parks and open spaces. Access to information and customer support is the same for both genders. |
| What existing evidence (either presumed or otherwise) do you have for this? | Access to Parks and gardens and to events held in them are open to all genders. For employment 21% of parks and countryside staff are female. 66% of parks office front line staff are female. Parks and Countryside have sent out 800 surveys Nov 08. that may return further evidence whether this group is unable or unwilling to access specific service areas. | | |

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| 10. Are there concerns that the policy <u>could</u> have a differential impact due to disability? | N | It is necessary for all to have access to Parks and green spaces that have a positive effect on health and well being. |
| What existing evidence (either presumed or otherwise) do you have for this? | Access to parks by all is encouraged by: <ul style="list-style-type: none"> • Literature about the Parks and Countryside Service partially sighted is available as Large Print on request • Parks and Countryside have sent out 800 surveys Nov 08. that may return further evidence whether this group is unable or unwilling to access specific service areas. • Building facilities e.g. Burchetts Barn includes DDA and loop facilities. • Needs – Access to Parks and Countryside office step, loop in office. | |
| 11. Are there concerns that the policy <u>could</u> have a differential impact due to sexual orientation? | N | Parks and Countryside Service has no reason to believe that there are barriers to this group in accessing the parks and countryside customer services. |
| What existing evidence (either presumed or otherwise) do you have for this? | | |
| 12. Are there concerns that the policy <u>could</u> have a differential impact due to their age? | N | Parks and gardens have facilities and are important for a broad range of ages. For example: <ul style="list-style-type: none"> • In the provision of play for children benefiting creative play, social skills and concentration span • For satisfying the social needs of older people, |

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| <p>What existing evidence (either presumed or otherwise) do you have for this?</p> | <ul style="list-style-type: none"> • School visits to parks and gardens, and play an active part in Guildford in Bloom. The In Bloom awards cover a wide range of categories, with a wide age range from primary school to the elderly taking an active part. • Young people actively use parks for sport and recreation, horticultural understanding is enhanced by school visits and the Horticultural Academy established with a secondary school. • Public of all ages are consulted with regards playground renewal and installation at local consultation meeting where the preferred customer facility is the facility built • Events held on Parks are also for a broad range of ages such as Surrey County Show, Guildfest, Philharmonic Event, Plays in the castle grounds etc. • Staff . • Parks Friends groups obtains customer information • Parks and Countryside considers and has employed staff beyond retirement age. • Parks and Countryside have sent out 800 surveys Nov 08. that may return further evidence whether this group is unable or unwilling to access specific service areas. | |
| <p>13. Are there concerns that the policy <u>could</u> have a differential impact due to their religious belief?</p> | <p>N</p> | <p>Parks and Countryside Service has no reason to believe that there are barriers to this group in accessing the parks and countryside customer services.</p> |
| <p>What existing evidence (either presumed or otherwise) do you have for this?</p> | <p>This is presumed – visitor surveys and customer feedback has not highlighted issues for this group</p> | |
| <p>14. Are there concerns that the policy <u>could</u> have a differential impact due to them having dependants/caring responsibilities?</p> | <p>N</p> | <p>Parks and Countryside Service has no reason to believe that there are barriers to this group in accessing the parks and countryside customer services.</p> |
| <p>What existing evidence (either presumed or otherwise) do you have for this?</p> | <p>This is presumed – visitor surveys and customer feedback has not highlighted issues for this group, however issues raised for age and disability would be alike.</p> | |

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| 15. Are there concerns that the policy <u>could</u> have a differential impact due to them have an offending past? | N | Visitor surveys and customer feedback have not highlighted issues for this group |
| What existing evidence (either presumed or otherwise) do you have for this? | Links with a local HMP for work experience and job application opportunities, Has enabled the successful employment of staff and volunteers with an offending past. | |
| 16. Are there concerns that the policy <u>could</u> have a differential impact due to them being Transgender or transsexual? | N | Parks and Countryside Service has no reason to believe that there are barriers to this group in accessing the parks and countryside customer services. |
| What existing evidence (either presumed or otherwise) do you have for this? | This is presumed – visitor surveys and customer feedback has not highlighted issues for this group | |
| 17. Could the differential impact identified in 8-16 amount to there being the potential for adverse impact in this policy/procedure/practice? | N | The emphasis for access for all ages and disabilities has benefits across all groups, particularly in safety and security, in line with Cleaner Greener Safer, improving parks and gardens for all. No adverse impact. |
| 18. Can this adverse impact be justified on the grounds of promoting equality of opportunity for one group? Or any other reason? | Y | See above - no adverse impact |

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| <p>Business improvement</p> <p>19. Is there any concern that there are unmet needs in relation to any of the above groups?</p> | | <p>N</p> <p>Their may be opportunities to further increase all age awareness of the parks and gardens, these are being explored by our <u>in Bloom Committee</u>, and Staff; ranger staff are particularly on front line in this process and should be encouraged with regards gaining customer insight</p> <p>The broad range of public green spaces, parks, sports and recreation grounds, woodlands, play areas and allotments helps to ensure that everybody outdoor leisure and recreational preferences can be delivered. Continued facilitation of these facilities would help to resist the formation of barriers that could form to social inclusion allowing all community members to come together. Events held at parks greatly assist in the consolidation of the communities. Customer feedback should continue to be sought and used to enable the parks and countryside service to positively respond to the changing needs and expectations of the local community and identify the barriers that remove those that prevent people from getting the most benefit. Survey Nov 08 survey focuses on reaching disadvantaged groups.</p> |
| <p>20. Does differential impact or unmet need cut across the equality strands (e.g. elder BME groups)?</p> | <p>Y</p> | <p>The equality strands items in the majority emphasise our Cleaner Safer Greener strategies.</p> |
| <p>21. If yes, should the full EIA be conducted jointly with another service area/contractor/partner/agency?</p> | <p>N</p> | <p>NB Parks & Countryside Service has conducted other scoping assessments in the areas of : Bereavement Services, Countryside, Parks Development Team, Sports and Ranger Service.</p> |

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| <p>22. Is there a missed opportunity to improve your business in relation to any of the policies, procedures or practices to promote racial, gender, disability, age, sexual orientation, religion or belief equality?</p> | <p>Y</p> | <p>Opportunities may be missed by lack of customer insight; surveys do not breakdown feedback into the equality strands, however most staff are on the front line and have the opportunity to contribute customers' needs to management and to strategies.</p> <p>Proposals:</p> <p>A) <u>Training</u> Customer awareness and Insight with regards equalities e.g. by Front line officer training for equalities as part of customer service training</p> <p>B) <u>Identify Opportunities</u> To identify offer a diverse range of opportunities in parks including environmental and education resources that all community members can relate to.</p> <p>C) Survey Nov 08 survey focuses on reaching disadvantaged groups, Parks and Countryside have sent out 800 surveys Nov 08. that may return further evidence whether a group is unable or unwilling to access specific customer service areas.</p> | | | | | | |
| <p>23. Should the policy proceed to a full equality impact assessment?</p> | <p>N</p> | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td data-bbox="822 751 1800 799"></td> <td data-bbox="1800 751 1917 799"></td> <td data-bbox="1917 751 2054 799" style="text-align: center;">No</td> </tr> <tr> <td colspan="3" data-bbox="822 799 2054 1136"> <p>24. If No, are there any changes required to the policy to improve it around the equality agenda?</p> <p>See notes above on customer awareness.</p> </td> </tr> </table> | | | No | <p>24. If No, are there any changes required to the policy to improve it around the equality agenda?</p> <p>See notes above on customer awareness.</p> | | |
| | | No | | | | | | |
| <p>24. If No, are there any changes required to the policy to improve it around the equality agenda?</p> <p>See notes above on customer awareness.</p> | | | | | | | | |

Signed
(completing officer)

Date **November 2008**

Signed
(Head of Section)

Date

Countersigned
(HR representative)

Date **December 2008**