

Equality impact Assessment

Project Information	
Project Name <i>This should clearly explain what service / policy / strategy / change you are assessing</i>	Customer Experience Strategy 2026-29
Service Area <i>Main team responsible for the policy, practice, service or function being assessed</i>	Customer Experience
EIA Author <i>Name and Job Title</i>	Mandy Baker (Customer Services Manager)
Date EIA drafted	22 September 2026
ID number <i>This will be added by the Strategy and Partnerships Team</i>	CE002

Executive summary	
Focus of EIA <i>A member of the public should have a good understanding of the policy or service and any proposals after reading this section.</i> <i>Please use plain English and write any acronyms in full first time - eg: 'Equality Impact Assessment (EIA)'</i> <i>This section should explain what you are assessing:</i> <i>If the EIA is attached to a report, summarise the report.</i> <i>Provide information on whether any of the following communities could be affected by the policy, practice, service or function, or by how it is delivered?</i> <i>(age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex, sexual orientation, and marriage and civil partnership) in addition, TRDC recognises other communities may be vulnerable to disadvantage, this includes carers, people experiencing domestic abuse, substance misusers, homeless people, looked after children, (ex) armed forces personnel.</i>	Update the current Customer Experience Strategy 2023-26 to cover the new period 2026-29. The strategy sets out the Council's vision, principles and commitments for delivering consistently excellent, fair and accessible services to residents, businesses, visitors, community groups and partners over the next three years. It supports delivery of the Council Plan and reflects changing customer expectations and greater use of digital services.

Mitigations		
Protected Characteristic	Potential Issue <i>Against each protected characteristics, make a frank and realistic assessment of what issues may or do occur</i>	Mitigating Actions <i>How can the negative impacts be reduced or avoided by the mitigating measures? Is further engagement with specific communities needed? Is more research or monitoring needed? Does there need to be a change in the proposal itself?</i>
Age	Older and younger residents may have differing levels of digital skills, access to technology, or preferred communication methods.	Maintain a range of communication and service access channels (digital, telephone and face-to-face). Provide clear, accessible information and support for those requiring assistance.
Disability	Individuals with visual, hearing, cognitive, physical, or other impairments may experience barriers when accessing information or services.	Ensure compliance with accessibility standards. Maintain accessibility tools (such as Recite Me), alternative formats on request, and provide reasonable adjustments where required.
Gender reassignment (or affirmation)	Individuals may experience discrimination, exclusion, or feel uncomfortable accessing services if their identity is not recognised or respected.	Ensure policies and staff training promote dignity, inclusion and confidentiality. Use inclusive language and processes that respect individual identities.
Pregnancy or maternity	Pregnant individuals and those with young children may have difficulty accessing services due to mobility, caring responsibilities, or appointment timings.	Provide flexible access arrangements where possible, including alternative methods of engagement and consideration of individual needs.
Race	People from different ethnic backgrounds or those with limited English proficiency may face communication barriers.	Provide access to translation and interpretation services, including website translation tools. Ensure communications are clear and culturally inclusive.
Religion or belief	Service delivery or engagement activities may inadvertently conflict with religious practices or beliefs.	Ensure services and engagement activities are delivered in a respectful and inclusive manner, with reasonable consideration given to religious observance and beliefs where practicable.
Sex	Different experiences or needs may impact how people access or	Monitor service accessibility and outcomes to ensure equitable

	engage with services.	treatment. Ensure policies and procedures are applied fairly and consistently
Sexual Orientation	Individuals may experience discrimination, exclusion, or concerns about confidentiality when accessing services.	Promote an inclusive environment through policies, staff training, and clear expectations regarding equality, diversity and respect.
Marriage and Civil Partnership	Individuals who are married or in a civil partnership may perceive unfair treatment or discrimination in accessing services, employment practices, or engagement opportunities.	Ensure policies, procedures and service delivery are applied fairly and consistently regardless of marital or civil partnership status. Promote equality, dignity and respect through staff training and organisational policies.
The council recognises other communities may be vulnerable to disadvantage, this includes carers, people experiencing domestic abuse, substance misusers, homeless people, looked after children and care leavers, (ex) armed forces personnel.		Accessible and Inclusive •Ensuring services are accessible to all customers •Listening and responding to customer feedback •Providing alternative access routes for those unable to use digital services

Actions Planned

In this section you can add information on additional or proactive steps you are taking that enhance equity, engagement or equality of access to services, as well as those mitigating actions identified in the section above that will be undertaken.

The Equality Duty is an ongoing duty: policies must be kept under review, continuing to give 'due regard' to the duty. If an assessment of a broad proposal leads to more specific proposals, then further equality assessment and consultation are needed.

In addition to the actions listed above.

The Council's website includes the Recite Me accessibility toolbar, which provides a range of features to help customers access information in a way that suits their individual needs. These features include the ability to translate content into different languages, adjust text size, colour contrasts and fonts, and use a built-in dictionary to explain words and phrases more clearly. The toolbar also offers text-to-speech and voice control functionality, helping people who have visual impairments, reading difficulties or difficulty using a keyboard to access information independently.

By providing these accessibility tools, we are helping to remove barriers, promote inclusion and ensure that more people can engage with our services and information confidently and effectively.

Additional Information
<i>Space to provide any additional information in relation to protected characteristics or equity, diversity, equality and inclusion.</i>

Sign off:

Equalities Lead Officer	Date
Shivani Davé	28/09/2026

