

Accessing Council Services

Equalities Participation Network Update

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Equality Outcomes

- EO 1 - All people with protected characteristics will access information, goods and services knowing that social and physical barriers are identified and removed, with a focus on Age, Gender reassignment and Disability.
- EO 2- Diverse communities in Aberdeen will have an increased sense of safety and belonging within their neighbourhood and City, with a focus on Race (including Gypsy/Travellers), Religion and Sexual Orientation.
- EO 3 – Representation in civic participation of people with protected characteristics will be improved by ensuring our leaders, staff and organisation champion the equality agenda in the City, with a focus on Disability, Race and Sex.



Introduction

Coronavirus

- Vital that arrangements in place to minimise contact between customers and staff
- Must ensure a safe experience for customers
- Pushed forward digital access
- Ongoing review of face to face service delivery arrangements in line with Scottish Government guidance
- Reopening of services happening in a safe and controlled manner
- Approach remains aligned with our We CARE Customer Charter and Commitments

We CARE Customer Charter and Commitments

THE WE CARE CHARTER AND COMMITMENTS TO OUR CUSTOMERS



CONNECTED

- We will support and encourage you to use our online services
- We will connect you with other services and groups across the city who can also help you and offer the best support



ACCESSIBLE

- We will make sure our communication with you is easy to understand and recognise that sometimes people need information provided in different ways
- We will always be approachable, empathetic and keen to listen and understand your needs



RESPONSIVE

- We will be open and honest with you about what we can and can't do, and the reasons for this
- We will aim to deliver the best services possible and support our most vulnerable customers



EMPOWERED

- We will involve you in helping us to design and test the ways we deliver our services
- We will listen and act upon your feedback, whether it's a complaint, comment or a compliment





Customer Delivery Model

- Key aspects include
 - Right First Time
 - Digital First / Assisted Digital
 - Ease of Access
 - Appointments Model
- Recognise the challenges - digital first approach but mechanisms in place for individuals that require additional support
- Helps nudge people that can access services digitally to free up staff time to provide dedicated support to those who really need it
- Language assistance across all channels



Digital Experience

- Online forms
 - Can apply at own convenience and around lifestyle
 - Speeds up the application and processing time
 - Reduced completion error rate
 - Ongoing engagement with groups such as DEP when online processes are launched e.g. Blue Badge
- Introduction of Assisted Digital model to support digital inclusion
 - Customer Services
 - Libraries
 - External Organisations / Voluntary Groups
- Chat Bot
 - Makes it easier to find information on our website
 - Introducing language and voice capabilities



Digital Experience

- Community Planning Charter initiative
 - Aim is to improve digital access and digital skills in Aberdeen by 2022
- Diverse range of stakeholders include:-
 - Silver Surfers
 - CFINE
 - North East Sensory Services (NESS)
 - Universities
 - to take forward initiatives to support digital inclusion



Face to Face Experience

- Appointments Model
 - Available for non emergency council services
 - Flexibility to suit the individual's needs
 - Date / Time
 - Location
 - Contact channel
 - More personalised experience for customers and enhanced support provided based on individual requirements
 - Identify any communication or access support needs when booking the appointment over the telephone and during check in process
 - Make adjustments accordingly, e.g. assistance with the kiosks, priority appointments if unable to use the phones or self service facilities



Face to Face Experience

- Risk assessments and measures taken to ensure a safe experience
 - Restrictions on number of people in at a time to allow for social distancing
 - masks (unless exempt)
 - hand sanitiser
 - social distancing measures
 - desk/self serve facilities cleaned after every interaction



Website Experience

- We are committed to making the website as accessible as possible
- The website is designed to follow accessibility guidelines issued by the [World Wide Web Consortium](#) (W3C)
 - Text Size
 - Screen Readers
 - Translation
 - Signposting to helpful information on how to update settings and text speech options
- Alternative formats
 - British Sign Language (BSL) videos



Website Experience

Customer Engagement

- Feedback gathered about webpages and improvements made accordingly
 - DEP re. Spaces for People
 - Web page feedback survey

Accessibility Audit

- Inform what further improvements need to be made



What is your experience?

- What has been positive?
- What have the pain points been?
- Where could access be better?