Integrated Impact Assessment

Name of the service, policy, strategy or project being assessed	Digital Strategy 2017-2020

What does the service, policy, strategy or project do?	**The Digital Strategy is an ambitious corporate wide strategy which provides a clear statement of what the Council's ambition and objectives are regarding:** • **Increasing digital take up of our services;** • **Increasing digital inclusion across the borough;** • **How our own staff should be enabled to work smarter, more flexibly and efficiently in the future; and** • **How we all have a role to play in providing excellent customer services to our customers.** **The strategy also outlines the projects we will deliver to help us to achieve these outcomes and how we will measure our achievements.**

Who is it intended to benefit and how?	**The strategy affects all individuals living and working in the borough and also those visiting the local area as**

	well as staff and members.

Officer responsible for completing the assessment	Rebecca Huddleston

Date of Assessment	26/05/2017	**Date of Review**	26/05/2018

Equality Impact Assessment	**Yes**	**No**	**Evidence**	**Further action required**

	P	N	U	NI	Evidence	Further action required
1. Have consultations with relevant groups, organisations or individuals indicated that this particular activity will create problems which are specific to them?	✓				The strategy will impact on residents, staff and to some extent Members. Staff and Members have been consulted but as the projects in the strategy are delivered residents will need to be engaged in the changes particularly around designing services which are digital by default. The draft strategy has been presented to: • the council's SMT and transformation programme board, each on two occasions as the strategy has been developed; • Staff briefings were held on the 25th and 26th May; • the O&S task and finish group who were looking at broadband connectivity; and • it has been presented to the executive member for Customer, Advice and Streetscene services.	Consultation will need to be undertaken as required on each of the individual projects to ensure that the needs of residents are considered. Involving residents and co-production continue to be key within the strategy. In addition some of the proposed performance measures will require consultation with the staff and public to measure the success and impact of the strategy.

What potential impact does this activity make to:

	P	N	U	NI	Evidence	Further action required
1. Equality of opportunity amongst customers of different ages (Age)	✓				The strategy and projects do not specifically target any age groups, however one of the key objectives to increase the take up of our digital services could be seen to place a negative	

	✓				impact on older people who may not be as familiar with technology and therefore may prefer to use other channels. While there will be some examples where this is true (this could be also true of other age groups and may be due to factors other than age) increasingly analysis of our social media and e-marketing tools show that a significant number of older people do already connect with us digitally. In addition the objective to increase digital inclusion may provide some support to local community groups which may include a higher proportion of retired people; however the services are open to all. Projects such as the proposed delivery of a digital event maybe more attractive to younger people, but again it would be promoted to and open to all age groups.	
2. Equality of opportunity amongst individuals with or without a physical or mental disability (Disability)	✓				The objective and projects around increasing digital inclusion will provide support to people with a disability in accessing, using and taking advantage of the opportunities which technology and the internet can bring, to try and	

					ensure that no one gets left behind. We are already working with other local providers such as Galloways and Brothers of charity to do this.	
3. Equality of opportunity amongst customers of different gender backgrounds (Gender Reassignment)					✓	No impact intended.	
4. Equality of opportunity amongst customers who are pregnant or parents (Pregnancy and Maternity)					✓	No impact intended.	
5. Equality of opportunity amongst customer groups of different racial backgrounds (Race)					✓	No impact intended.	
6. Equality of opportunity amongst customers of different religions (Religion or Belief)					✓	No impact intended.	
7. Equality of opportunity amongst customers that live in different parts of Chorley (Rurality)	✓					The objective and projects around increasing digital inclusion should provide a positive impact on different parts of the borough, some of which (particularly rural areas), who may suffer from slower broadband speeds; Not be able to access training, or access points as easily (due to them being further away) or due to social isolation may have more need to take advantages of the benefits of being online.	Delivery of digital inclusion projects, including: • Review planning policy regarding the installation of broadband fibre as part of new developments; • Deliver basis online and digital skills training to digitally excluded groups. • Establish a laptop/tablet loan scheme • Develop sustainable community resources to extend and increase the provision of free digital training.
8. Equality of opportunity amongst male and female customers (Sex)					✓	No impact intended.	

	P	N	U	NI	Evidence	Further action required
9. Equality of opportunity amongst customers of different sexual orientations (Sexual Orientation)				✓	No impact intended.	
10. Equality of opportunity amongst customers who are married or in a civil partnership (Marriage and Civil partnerships)*				✓	No impact intended.	
Health Impact Assessment	**P**	**N**	**U**	**NI**	**Evidence**	**Further action required**
What potential impact does this activity make upon:						
1. Promoting healthy lifestyles for Chorley residents. For the latest Health Observatory information please see the data on this link http://www.apho.org.uk/resource/item.aspx?RID=126 958			✓		The strategy has no specific reference to health at this time, however it does support residents to take advantage or technology and the internet, and the benefits it can bring. It could therefore indirectly help people to develop the skills to book health related appointments or self-diagnose or find local services.	Consider whether promoting healthy lifestyles could or should be incorporated into the strategy, at the first annual review of this strategy.
2. Enabling residents to Start Well (pre-birth – 19) Possible issues to consider are; • Promoting healthy pregnancy • Reducing infant mortality • Reducing childhood obesity • Supporting children with long term conditions • Supporting vulnerable families and children			✓		The strategy has no specific reference to enabling residents to start well at this time, however it does support residents to take advantage or technology and the internet, and the benefits it can bring. It could therefore indirectly help people to develop the skills to access services and information online which could help to address these start well issues	Consider how technology could support the start well objectives at the first annual review of this strategy.
3. Enabling residents to Live well (16 -75 years) Possible issues to consider are;	✓				The objective and projects to increase digital inclusion will	Some of the projects which will help to address this are:

	P	N	U	NI	Evidence	Further action required
• Promoting healthy settings, healthy workforce and economic development • Promoting mental wellbeing and healthy lifestyles • Reducing avoidable deaths • Improving outcomes for people with learning disabilities					support residents to live well, through helping them gain digital employment skills and also through supporting people with learning disabilities.	• Establish a digital delivery partnership • Deliver basic online and digital skills training
4. Enabling residents to Age Well (over 65 years). Possible issues to consider are; • Promoting independence • Reducing social isolation • Managing long term conditions and dementia • Reducing emergency admissions and direct admissions to residential care settings • Supporting carers and families	✓				The objective and projects to increase digital inclusion will support residents to age well, through promoting the use and benefits of technology and the internet to address social isolation and to access services which will help promote independence.	Some of the projects which will help to address this are: • Establish a digital delivery partnership • Deliver basic online and digital skills training • Develop and deliver a campaign to encourage the take up of digital services and to promote the wider benefits of being online and the support which is available.

Reputational Impact Assessment	P	N	U	NI	Evidence	Further action required
What potential impact does this activity make upon:						

Reputational Impact Assessment	P	N	U	NI	Evidence	Further action required
1. Chorley Council's reputation. Possible issues to consider are; • Proving to local residents that we provide value for money • Informing and engaging with local residents • Building trust and confidence in Chorley Council • Improving customer satisfaction with council services • Chorley Council's role as a community leader	✓				The Digital Strategy has the potential to have a very positive impact on the Council's reputation particularly if the work that the Council is doing in partnership with others and success stories are well promoted, and also changes to things like the website and online services have the potential to reach a large audience and make Council services and information, easy to access. If we don't get it right, it could equally have a negative impact on the Council's reputation.	Developing and delivering a campaign to encourage the take up of digital services, to promote the wider benefits of being online and the support which is available will be key to ensure the councils reputation is only enhanced by delivery of this strategy.
2. Our ability to deliver the Corporate Strategy. Issues to consider are; ▪ A council that consults and engages with residents ▪ An ambitious council that continually strives to improve	✓				The Digital Strategy will support both of these Corporate Strategy priorities. Engaging with residents and customers to co-design on line services, consulting with staff on work smart changes and generally trying to improve the way we work, deliver services and provide excellent services to our customers.	

Sustainability Impact Assessment	P	N	U	NI	Evidence	Further action required
What potential impact does this activity make upon:						

Sustainability Impact Assessment	P	N	U	NI	Evidence	Further action required
1. The effective protection of Chorley's environment. Possible issues to consider are; • Limiting waste generation & encouraging recycling • Limiting factors that contribute to climate change • Protection of and improving access to the natural environment				✓	No impact intended.	
2. Prudent usage of natural resources. Possible issues to consider are; • Limiting use of non-sustainable energy, water, minerals and materials • Reducing the need to travel and encouraging walking, cycling and low carbon modes of travel				✓	No impact intended.	
3. Social progress amongst all of Chorley's communities. Possible issues to consider are; • Opportunities for education and information • Provision of appropriate and sustainable housing • Reduced fear of crime and community safety • Access to cultural and leisure facilities • Encouraging engagement and supporting volunteering	✓				Supporting people to access technology and the internet, through the provision of basic skills courses and facilitation of other skills courses, as well as encouraging and supporting local communities to develop sustainable resources such as computer clubs will support social progress within Chorley's communities.	

Sustainability Impact Assessment	P	N	U	NI	Evidence	Further action required
4. A vibrant local economy in Chorley. Possible issues to consider are; • Supporting better quality jobs and developing the skills of local residents • Supporting local business by procuring goods and services locally • Strengthening links with public, private and third sector partners	✓				Supporting digital inclusion will help local residents to develop digital skills to support them in securing jobs and it will also include working in partnership with a range of public, private and third sector organisations to ensure we work in a more coordinated way to improve digital inclusion within the borough and to extend the reach of the support we can provide.	

* this equality strand is covered by the Public Sector Equality Duty in respect of which the s.149 requires only that due regard be paid to the need to eliminate discrimination, harassment or victimisation or other conduct which is prohibited by the Act.

Integrated Impact Assessment Action Plan

If any further actions were identified through the Integrated Impact Assessment then these should be listed in the table below. These should be added to the relevant business/service plan to ensure that any actions are carried out.

Actions needed following Integrated Impact Assessment	Start Date	End Date	Lead Officer
Any projects requiring consultation/ engagement with local residents to undertake this as necessary	June 2017	June 2018	Project Managers – TBC for each project
Consider whether the delivery of the Digital strategy should include actions regarding how technology could be used to support health.	June 2017	June 2018	Rebecca Huddleston

Actions needed following Integrated Impact Assessment	Start Date	End Date	Lead Officer
Delivery of the projects within the strategy	June 2017	June 2018	Project Managers – TBC for each project