

Assessing Equality – The Equality Act 2010

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Customer Impact Review

Name and brief description of policy being analysed

Fenland District Council Website

The FDC website and its content is managed by the Policy & Communications team. The website is hosted by GOSS Interactive.

Our website is a central point for information and customer contact; therefore it is very important that it has good usability and can be easily accessed by our residents. In August 2020, it was updated to a new user-friendly design. All content was restructured, reviewed and simplified where necessary to make it easier to navigate and understand by the general public.

The Council is committed to making its website accessible in accordance with the Public Sector Bodies (Websites and Mobile Applications) (No.2) Accessibility Regulations 2018. It is partially compliant with the Web Content Accessibility Guidelines version 2.1 AA standard, as outlined in our [Accessibility Statement](#). Work is underway to review the website and understand if further changes are needed to bring it in line with version 2.2 AA standard, which is the standard required from the Cabinet Office from October 2024.

Information used for customer analysis

We use feedback received through our My Fenland team, service requests, the website, social media and our 3Cs procedure. Insight is also gained through Google Analytics, Site Improve and SOCITM (Better Connected Report).

	Could particularly benefit	Neutral	May adversely impact	Explanations	Is action possible or required?	Details of actions or explanations if actions are not possible Please note details of any actions to be placed in your Service Plan
Race	<input type="checkbox"/>	✓	<input type="checkbox"/>	Our website is fully responsive and can be accessed on PC, Laptop, Desktop, Tablet and Mobile.	Y / N	All content is written in plain English and we have specific guidelines for writing for the web. Content must be reviewed and approved by the Policy and Communications team prior to it being published.
Sex	<input type="checkbox"/>	✓	<input type="checkbox"/>		Y / N	
Gender reassignment	<input type="checkbox"/>	✓	<input type="checkbox"/>	Y / N		
Disability	<input type="checkbox"/>	✓	<input type="checkbox"/>	Y / N		
Age	<input type="checkbox"/>	✓	<input type="checkbox"/>	Y / N		

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Sexual orientation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	their behalf. We partially comply with WCAG 2.1AA standards which is outlined in our Accessibility Statement on the footer of the website. This links to Ability Net, which gives people with disabilities advice on accessing websites. There are many free tools and browser add ons that can be used on our website to access its content in a format required by the user (i.e different language, text sizing, colour contrast).	Y / N	
Religion or belief	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Pregnancy & maternity	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Marriage & civil partnership	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Human Rights	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Socio Economic	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Multiple/ Cross Cutting	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		Y / N	
Outcome(s) of customer analysis						
a) Will the policy/ procedure impact on the whole population of Fenland and/ or identified groups within the population; negative <input type="checkbox"/> neutral <input type="checkbox"/> positive <input checked="" type="checkbox"/> No major change needed <input checked="" type="checkbox"/> Adjust the policy <input type="checkbox"/> Adverse impact but continue <input type="checkbox"/> Stop and remove / reconsider policy <input type="checkbox"/>						
We believe the impact of the Fenland website is positive as it allows customers to access our services 24 hours a day, 7 days a week. The website can also be accessed on any electronic device and in our Council Customer Service Centres. Ongoing development with our Transformation strategy and Council Service teams ensure that we continue to develop our online services in line with what our customers require.						
Arrangements for future monitoring:						
We use some external services to help us monitor and maintain our website. These include: <ul style="list-style-type: none"> • Site Improve (for checking broken links and accessibility) • GOSS Interactive (to monitor website availability) • Google Analytics (to monitor website usage and understand which content is accessed the most) • SOCITM ('Better Connected' Report) 						

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The Council's website is assessed by external bodies including the Cabinet Office, Site Improve and SOCITM. We monitor and keep up to date with industry 'best practice' to ensure we meet accessibility requirements. We run accessibility audits to check our compliance against WCAG 2.1 AA (and soon to be WCAG 2.2AA) requirements; the results from our latest audits can be found on the footer of our website.

Details of any data/ Research used:

SOCITM – Better Connected Report
GOSS Interactive
Google Analytics
Gov.uk Digital Accessibility requirements

Completed by:

Name: David Wright

Position: Head of Policy & Communications

Approved by (manager signature):

Date published: 31 January 2024

Details of any Committee approved by (if applicable):

Date endorsed by Members if applicable: