


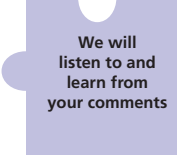
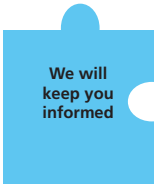





Annex 2: Disability equality action plan


Objective	Action	Timescale (Subject to annual review)	Intended outcome	Responsibility
 <p>1. To offer products to our customers in a range of accessible formats To provide our customers with a range of ways to access our services To help our customers with communication difficulties to access our services</p> 	<p>(1.1) Continue the development of products in alternative formats Investigate suggested improvements to our claim forms Evaluate the effectiveness and impact of the Accessible Communications Guide and benchmark this against Department for Work and Pensions Accessibility Standards when they are available</p> <p>(1.2) Progress and support Alternative Office arrangements with The Pension Service</p> <p>(1.3) Further develop and learn from our outreach work</p> <p>(1.4) Increase customer access to and awareness of our online services</p> <p>(1.5) Continue to work with our partners and stakeholders to explore opportunities for joined-up services, for example Citizens Advice, Primary Care Trusts</p> <p>(1.6) Apply learning from the Carer's Allowance contact centre pilot evaluation</p>	<p>2006–09 June 2007 December 2007 December 2007 2006–09 December 2007 2006–09 December 2007</p>	<p>Customers can access and receive information in their preferred format</p> <p>Increase the choice and number of channels for customers to access our services</p> <p>Improve access and awareness of disability benefits for harder-to-reach and vulnerable customers</p> <p>Increase the choice and number of channels for customers to access our services</p> <p>Improve the experience of and work efficiently with our partners and stakeholders</p> <p>Increase the choice and number of channels for customers to access our services</p> <p>Improve and inform our modernisation plans</p>	<p>Change programme director</p> <p>Customer and external relations director</p> <p>Customer and external relations director</p> <p>Customer and external relations director</p> <p>Customer and external relations director</p> <p>Change programme director</p>

Objective	Action	Timescale (Subject to annual review)	Intended outcome	Responsibility
 <p>2. To build trust of the Disability and Carers Service within communities</p>	<p>(2.1) Investigate how we can make more effective reasonable adjustments to our processes to take account of customers' individual needs, for example support with completion of claims</p> <p>(2.2) Repeat our Community 500 initiative every year</p>	<p>December 2007</p> <p>2006–09</p>	<p>Improve access to and awareness of disability benefits for all customers, providing a more inclusive service to all</p> <p>Staff gain a greater insight into the lives of people with disability and their carers, promoting positive attitudes towards disabled people</p>	<p>Customer and external relations director</p> <p>Customer and external relations director</p>
<p>To improve the awareness levels of our staff in relation to disability</p>	<p>(2.3) Evaluate the effectiveness of information provided to staff regarding the disclosure of information</p> <p>Please see (6.1)</p>	<p>June 2007</p>	<p>Improve the experience and work efficiently with our customers, partners and stakeholders</p>	<p>Customer and external relations director</p>

Objective	Action	Timescale (Subject to annual review)	Intended outcome	Responsibility
 <p>3. To involve our customers in telling us about and helping us to improve the services we provide</p>	<p>(3.1) Conduct an annual customer service survey and act on the findings</p> <p>(3.2) Analyse customer complaints and act on the findings</p> <p>(3.3) Develop a mystery shopping programme</p> <p>(3.4) Develop an informal feedback mechanism for our website</p> <p>(3.5) Progress carers' issues raised with the Family Carers' Group/ Advisory Forum</p> <p>(3.6) Investigate and progress the inclusion of disability monitoring in future customer surveys, research and complaints</p> <p>Progress the capability to gather and analyse this data through our benefit claim processes in accordance with Department for Work and Pensions monitoring standards</p> <p>(3.7) Identify a specific lead manager/team responsible for progressing customer diversity issues</p>	<p>2006–09</p> <p>Ongoing</p> <p>2006–7</p> <p>December 2007</p> <p>December 2007</p> <p>December 2007</p> <p>Ongoing</p> <p>June 2007</p>	<p>Improve the experience of our customers and their representatives</p> <p>Improve the experience of our customers and their representatives</p> <p>Independent validation of the experience of our customers and their representatives</p> <p>Improve the experience of our customers and their representatives</p> <p>Improve the experience of our customers and their representatives</p> <p>Identify any potential areas of under-representation in our service delivery</p> <p>Establish a specific contact point with overall responsibility for customer diversity issues</p>	<p>Customer and external relations director/executive management team</p> <p>Customer and external relations director/executive management team</p> <p>Customer and external relations director</p> <p>Customer and external relations director</p> <p>Customer and external relations director</p> <p>Customer and external relations director</p> <p>Customer and external relations director</p>

Objective	Action	Timescale (Subject to annual review)	Intended outcome	Responsibility
 	<p>(3.8) Evaluate customer involvement to date, highlight and take action to increase levels and address any gaps in representation</p> <p>(3.9) Incorporate responsibility for local involvement into the outreach strategy</p> <p>(3.10) Improve the customer involvement in the diversity impact assessments process</p>	<p>June 2007</p> <p>June 2007</p> <p>December 2007</p>	<p>Ensure appropriate customer representation and ongoing involvement in review and reporting</p> <p>Ensure involvement of individuals and local representative organisations</p> <p>Ensure that customer impacts are comprehensively considered and consulted against</p>	<p>Customer and external relations director</p> <p>Chief operating officer</p> <p>Customer and external relations director</p>
<p>4. To offer a better service to staff in putting reasonable adjustments in place and increasing awareness of the DDA</p>	<p>(4.1) Reasonable adjustments – improve the process for getting equipment required by staff</p> <p>Work with the Department for Work and Pensions to introduce the improved process</p> <p>Monitor and measure the results to ensure improvement</p> <p>(4.2) Better awareness of the DDA and support in relation to absence management processes – awareness talks to local management teams for cascade to all staff</p>	<p>2006–07</p> <p>2008</p>	<p>Staff have the equipment they require within a reasonable timescale</p> <p>Improve awareness and understanding of line managers and staff</p> <p>Introduce assurance process</p>	<p>Human resources director</p> <p>Human resources director</p>

Objective	Action	Timescale (Subject to annual review)	Intended outcome	Responsibility
 <p>5. To improve line manager awareness and attitudes towards disability issues</p>	<p>(5.1) Achieve a culture change surrounding line manager attitudes towards disability Line managers and staff are to complete mandatory training modules on the new legislation Hold awareness sessions to provide line managers and staff with information regarding their responsibilities under new legislation</p> <p>(5.2) Promote the disabled persons officer role Give awareness talks to local management teams Publish internal website articles explaining roles Disabled persons officers to promote own role within relevant site</p>	<p>2006</p> <p>2006–08</p>	<p>Improve awareness and understanding of line managers and staff Introduce assurance process</p> <p>Improve overall awareness among line managers and staff of the disabled persons officer role and the supporting function it provides</p>	<p>Human resources director</p> <p>Chief operating officer</p> <p>Human resources director</p>
 <p>6. To offer appropriate disability awareness training</p>	<p>(6.1) Review and provide appropriate disability awareness training and support for line managers and staff Continue to use the Disability Specialist Group to provide awareness training Continue to develop the disabled persons officer role</p>	<p>2008</p>	<p>Improve awareness and understanding of line managers and staff Introduce assurance process</p>	<p>Customer and external relations director</p> <p>Human resources director</p> <p>Chief operating officer</p>

Objective	Action	Timescale (Subject to annual review)	Intended outcome	Responsibility
 <p>7. To ensure that our staff are involved in implementing and reviewing our scheme</p>	<p>(7.1) Involve disabled staff in the development and review of current and future schemes and action plans</p> <p>Conduct an annual online survey to monitor progress and identify future priorities</p> <p>Collect and evaluate feedback from the staff diversity network group</p>	<p>2006–09</p>	<p>Ensure that staff priorities are identified and actioned</p>	<p>Human resources director</p> <p>Chief operating officer</p>