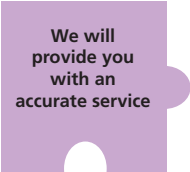






Annex 3: Gender equality action plan

Objective	Action	Timescale (Subject to annual review)	Intended outcome	Responsibility
 <p>1. To ensure that our decision-making processes are consistent in relation to gender</p>	<p>(1.1) Investigate queries raised in relation to night-time care needs. Take action if required to address any discrimination or lack of awareness</p>	<p>December 2007</p>	<p>Resolve any issues present</p>	<p>Customer and external relations director Chief operating officer</p>
 <p>2. To investigate the impact of our operational hours in relation to gender</p>	<p>(2.1) Review the impact assessment of our operational hours in relation to gender, for example on people with caring responsibilities</p>	<p>December 2007</p>	<p>Resolve any issues present</p>	<p>Chief operating officer</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) Investigate and progress the inclusion of 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>(3.2) Identify a specific lead manager/team responsible for progressing customer diversity issues</p> <p>(3.3) Evaluate customer involvement to date, highlight and take action to increase levels and address any gaps in representation</p> <p>(3.4) Incorporate responsibility for local involvement into the outreach strategy</p> <p>(3.5) Improve the customer involvement in the diversity impact assessment process</p>	<p>December 2007</p> <p>Ongoing</p> <p>June 2007</p> <p>June 2007</p> <p>June 2007</p> <p>December 2007</p>	<p>Identify any areas of under-representation in our service delivery</p> <p>Establish a specific contact point with overall responsibility for customer diversity issues</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>Customer and external relations director</p> <p>Customer and external relations director</p> <p>Chief operating officer</p> <p>Customer and external relations director</p>

Objective	Action	Timescale (Subject to annual review)	Intended outcome	Responsibility
 <p>4. To improve awareness and understanding of the work-life balance</p>	<p>(4.1) We need to challenge the assumption that work-life balance issues are more likely to affect female members of staff rather than all staff</p> <p>Organise work-life balance day across the business, providing information and awareness to all staff of family-friendly policies</p>	2008	Make sufficient data available to ensure equality, report on progress and identify areas for improvement	Human resources director
	<p>(4.2) Involve staff in the review and development 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 staff diversity network group to inform future planning</p>	2006–09	Ensure that staff priorities are listened to, identified and actioned	Human resources director