









Annex 5: Other aspects of diversity action plan

Objective	Action	Timescale (Subject to annual review)	Intended outcome	Responsibility
1 Overall diversity action				
<p>We will recognise you as an individual and treat you with respect</p> <p>To involve our customers in telling us about and helping us to improve the services we provide</p>  	(1.1) Investigate and progress the inclusion of monitoring in future customer surveys, research and complaints	December 2007	Identify any potential areas of under-representation in our service delivery	Customer and external relations director
	Progress the capability to gather and analyse this data through our benefit claim processes in accordance with departmental monitoring standards	Ongoing		IS/IT director
	(1.2) Identify a specific lead manager responsible for progressing customer diversity issues	June 2007	Establish a specific contact point with overall responsibility for customer diversity issues	Customer and external relations director
	(1.3) Evaluate customer involvement to date, highlight and take action to increase levels and address any gaps in representation	June 2007		
	(1.4) Incorporate responsibility for local involvement into the outreach strategy	June 2007	Ensure appropriate customer representation and ongoing involvement in review and progress reporting	Chief operating officer
(1.5) Improve the customer involvement in the diversity impact assessment process	December 2007	Ensure involvement of individuals and local representative organisations		

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  <p>To improve overall diversity awareness across business with achievable and measurable targets</p>	<p>(1.6) Improve overall diversity awareness across business with achievable and measurable targets Implement the diversity equality schemes Organise a rolling programme of diversity awareness days Carry out diversity impact assessment training</p> <p>(1.7) Involve staff in the review and development of current and future schemes and action plans Conduct an annual online survey to monitor progress and identify future priorities Collect and evaluate feedback from the staff diversity network group to inform future planning</p>	2006–08	<p>Ensure that customer impacts are comprehensively considered and consulted against Evaluation of our actions will provide assurance of improved understanding of diversity issues and highlight any gaps that will then be analysed for future work Improve the experience of our customers and their representatives</p>	Human resources director

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2. Age				
 <p>To improve accessibility to our services for customers of all ages</p>	<p>(2.1) 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 departmental Accessibility Standards when they are available</p> <p>(2.2) Progress and support Alternative Office arrangements with The Pension Service</p> <p>(2.3) Further develop and learn from our outreach work</p> <p>(2.4) Continue to work with our partners and stakeholders to explore opportunities for joined-up services for example Citizens Advice Bureaux, Primary Care Trusts</p> <p>(2.5) Apply learning from the Carer's Allowance contact centre pilot evaluation</p>	<p>2006–09</p> <p>June 2007</p> <p>December 2007</p> <p>December 2007</p> <p>2006–09</p> <p>2006–09</p> <p>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>Improve the experience of and work efficiently with our partners and stakeholders. Increase the choice and number of channels for customers to access our services</p> <p>Improve and inform our modernisation plans</p>	<p>Customer and external relations director Change programme director Customer external relations director</p> <p>Customer and external relations director</p> <p>Chief operating officer</p> <p>Customer and external relations director</p> <p>Change programme director</p>

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 <p>To increase and improve staff awareness that people of different ages and experience bring value to the business</p>	<p>(2.6) Increase awareness that people of different ages and experience bring value to the business Publish articles on the internal website to promote age legislation and highlight other organisations' successes</p> <p>(2.7) Provide information on the changes that will affect the working lives of the staff, such as pensions, at an appropriate stage of their career Information to be gathered and posted on our diversity internal website Pre-retirement seminars to have improved accessibility</p>	<p>2006–08</p> <p>2006–07</p>	<p>Provide a more supportive environment for staff of all ages to work in</p> <p>Improvement in the process will provide clearer information to allow individuals to make better-informed choices</p>	<p>Diversity team and age strand group Diversity team Age strand group Learning and development</p> <p>Diversity team Age strand group Learning and development</p>

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3. Sexual orientation				
 <p>To improve the awareness levels of our staff in relation to sexual orientation</p>	<p>(3.1) Increase staff awareness of same-sex relationships Information to be gathered and posted on our diversity internal website</p>	2006–08	Improve awareness and understanding for line managers and staff	Human resources director
4. Religion or belief				
 <p>To improve the awareness levels of our staff in relation to religion or belief</p>	<p>(4.1) Improve awareness and understanding of religious issues, faiths and UK culture Information to be gathered and posted on our diversity internal website Provide staff with a cultural guide Continue to hold events across the business such as Black History Month and multi-faith events</p>	2006–09	<p>Improve awareness and understanding for line managers and staff and introduce an assurance process Improve the experience of our customers and their representatives</p>	Human resources director