

PLACES FOR PEOPLE Equality and Diversity Impact Assessment

Knowing our Customers

What was the issue?

The issue was that we did not know enough about our customers from the following areas:

- Where repairs have been completed
- Where complaints have been made
- New Places for People tenants
- New home owners
- When an application for housing has been made



Because we did not have this information, we were unable to find out if certain groups were struggling to get things done and also whether some people were being treated less well. We recognised that a lot of the information we wanted is quite personal and sensitive and we didn't want to upset people or just ask for information that we wouldn't do anything with.

What action are we taking?

As a first step, we are going to collect information about people's race, sex, disability and their age. We took a decision to collect information about people's ethnic background rather than just the colour of their skin which really wouldn't tell us very much.

We will be having a look at how well collecting this information has worked and what useful information we have gained.

In the future we will be considering collecting information about people's sexual orientation, religion and belief and about gender re-assignment. These are potentially areas where people may not want to disclose personal details. We understand this and need to make sure that we are able to guarantee confidentiality where it is expected before we do anymore here.

We will also be reviewing what information we gather when the new census comes into effect around 2011 so that what we do is consistent with the Governments data collection mode



Outcomes for customers

It's too soon to say but we hope that by collecting better information will help us to deliver better quality services, sensitive to individual needs.

We aim to be able to create better opportunities to be consulted and to be a part of future changes.

Conclusion

Knowing our customers is a continually challenging task and we are making improvements in many areas of our business. There is still more to do!



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