

Initial equality impact assessment screening form			
This form records an equality screening process to determine the relevance of equality to a proposal, and a decision whether or not a full EIA would be appropriate or proportionate.			
Directorate	Resources		
Service area	Customer, Revenue and Benefits		
Proposal being screened	Customer Experience Strategy		
Officer(s) carrying out screening	Margaret Wallace		
What are you proposing to do?	Adopt and implement the North Yorkshire Council Customer Experience Strategy (2025–2030), which aims to embed a customer-first culture across all council services, ensuring consistent, accessible, responsive, and easy-to-use experiences for all residents and service users.		
Why are you proposing this? What are the desired outcomes?	<p>A Customer Experience Strategy will:</p> <ul style="list-style-type: none"> • Improve customer satisfaction and reduce complaints. • Ensure consistent service standards across all departments. • Make services more accessible to all, including digitally and in-person. • Empower staff with training and tools to resolve issues effectively. • Use customer feedback and data to continuously improve services. • Foster a whole-council approach to customer experience, ensuring every team contributes to delivering excellent service. 		
Does the proposal involve a significant commitment or removal of resources? Please give details.	Yes. The strategy involves a coordinated transformation across all council services, using existing staff and ensuring we undertake, staff training, digital platforms, customer data, and operational standards. It also introduces new governance and performance monitoring frameworks, linked to the council performance framework.		
<p>Impact on people with any of the following protected characteristics as defined by the Equality Act 2010, or NYC’s additional agreed characteristics</p> <p>As part of this assessment, please consider the following questions:</p> <ul style="list-style-type: none"> • To what extent is this service used by particular groups of people with protected characteristics? • Does the proposal relate to functions that previous consultation has identified as important? • Do different groups have different needs or experiences in the area the proposal relates to? <p>If for any characteristic it is considered that there is likely to be an adverse impact or you have ticked ‘Don’t know/no info available’, then a full EIA should be carried out where this is proportionate. You are advised to speak to your directorate representative for advice if you are in any doubt.</p>			
Protected characteristic	Potential for adverse impact		Don’t know/No info available
	Yes	No	
Age		X	
Disability		X	
Sex		X	
Race		X	

Sexual orientation		X	
Gender reassignment		X	
Religion or belief		X	
Pregnancy or maternity		X	
Marriage or civil partnership		X	
People in rural areas		X	
People on a low income		X	
Carer (unpaid family or friend)		X	
Are from the Armed Forces Community		X	
Does the proposal relate to an area where there are known inequalities/probable impacts (for example, disabled people's access to public transport)? Please give details.	<p>The strategy addresses known inequalities in service access and experience by:</p> <p>Standardising service delivery across departments. Improving digital accessibility and maintaining traditional contact methods.</p> <p>Ensuring inclusive design of services based on customer feedback.</p> <p>Providing tailored support for complex needs through a tiered service model.</p>		
Will the proposal have a significant effect on how other organisations operate? (for example, partners, funding criteria, etc.). Do any of these organisations support people with protected characteristics? Please explain why you have reached this conclusion.	<p>Yes, the strategy is likely to have an effect on how other organisations operate, particularly:</p> <p>Public sector partners: through shared service standards and integrated customer platforms or shared spaces.</p>		
Decision (Please tick one option)	EIA not relevant or proportionate:	✓	Continue to full EIA:
Reason for decision	The cross council approach will enhance our approach to equality, diversity and inclusion for users and its emphasis on accessibility, responsiveness, and inclusivity will positively impact all residents		
Signed (Assistant Director or equivalent)	Margaret Wallace		
Date	23/10/2025		