

**Worcestershire County Council  
Equality Impact Assessment Simplified Desktop Screening**

This exercise is not an Equality Impact Assessment. It is a simplified desktop exercise designed to establish if there is a need to carry out a full assessment.

<b>Part One:</b> basic information needed to identify the policy/function and to prepare for the screening.		
1.1	Directorate and Section/Unit.	Corporate Services
1.2	Title or brief description of the policy/function being screened.	<b>The Pension Service, The Worcestershire Hub, Home Support Services and Age Concern Herefords &amp; Worcs. Age Related benefit take-up campaign.</b> The aim of the campaign is for the Worcestershire Hub to work with the Pension Service, the Support at Home Service and Age Concern Hereford and Worcester to provide single contact point for specific groups of older people who wish to find out if they are entitled to receive extra age related benefits as a result of a targeted take- up campaign.
1.3	To which section of the Directorate or Corporate "business/service plan" does this relate?	
1.4	Are there any related policies/ functions? If so what are they?	Supporting the Worcestershire Partnership LAA 'strong and cohesive communities' priority Worcestershire County Council BOLD programme in developing sustainable partnership service delivery
1.5	Screening carried out by	Ros Stinton
1.6	Date of screening	18.08.2010
1.7	What is the policy or function trying to achieve?	Increased income, and receipt of additional support at home for customers aged 60+, across the county countywide
1.8	What are the specific outcome measurers?	The Pension Service and the Worcestershire Hub will collect and evaluate the number of customers who applied, and the number of customers who

		were successful, in their claims for additional age related benefits provided by the Pension Service. The Support at Home service will collect and share information about the number of customers who have received extra support from both the Support at Home providers, and from Age Concern. The campaign hopes to ensure that those who are not currently claiming what they are entitled to will receive extra money, and/or extra help to live in their own homes.
1.9	Who is formally responsible for ensuring the delivery of this policy/function?	Worcestershire Hub Shared Service and the wider Worcestershire Hub Partnership; the Pension Service Local Service, the Home Support Service Age Concern Hereford & Worcs.
1.10	Who is responsible for leading the delivery if different from 1.9?	
1.11	Are there any priorities within this policy/function? If so what are they?	The campaign is firstly aimed at those customers who live in rural areas, because the Government and the Pension Service have already identified that this group of older people are more likely to miss out on additional benefits. A second phase will aim to encourage those from Diverse groups, and those who are harder to reach, such as those pensioners living alone, will also apply for extra help.
1.12	Has any consultation, explicitly on the policy/function, taken place? If so who was consulted and when?	Information has been obtained from the following sources, who have themselves consulted widely- Department of Work and Pensions, relating to failure of particular groups to to claim for additional age related benefits. Local Area Agreement 'performance indicator' 13 based on existing information collected and analysed by the county Council's Research and Intelligence, gained both from the Census of 2001, and from information and consultation carried out by district council partners during the development of their Local Community Plans and local Areas of Highest Need. Central government also produced a report about the incidence of fuel poverty in

		rural areas, which supports the groups which will be the first target group for this campaign.
1.13	Is equality monitoring in place for this policy/function?	<p>Information about the customers who contact us, as well as the number who successfully receive extra benefits, will be collected by all partners, and published at the end of the campaign. This will include some information about the groups we aim to reach.</p> <p>During the campaign, the partners will explore how successful we have been in reaching those we are aiming to reach, with a view to ensuring that we make extra efforts and involve more partners if we fail to do so. In addition, we have put in place ways of working which ensure that we can continue to provide a single contact point for all customers who need to contact the Pension Service, the Support at Home Service and Age Concern from a single contact.</p>

<b>Part two:</b> the test to see if further action is required. For the purpose of this exercise concentrate on the impact on people of differing race, sex, disability, age, religion or belief and sexual orientation.				
		Yes	No	Details
2.1	Is there any way in which the policy/function is directly discriminatory or in breach of the Council's Equality and Diversity Policy?		n	

2.2	Are there any barriers to people from minority groups getting the full benefit of this policy/function which have not been resolved as part of the policy/function?		n	<p>The campaign is to be carried to BEM communities through a network of community leaders, social networks, and voluntary sector organisations. In addition, Housing Associations and Age Concern will encourage their customers to respond.</p> <p>The travelling community will be made aware through the local gypsy and traveller liaison team, the mental health trust will raise awareness with its customers, and through the service user group.</p> <p>Parish councils and the countywide Interfaith Group have also pledged support.</p>
2.3	Are there any other ways the policy/function could unintentionally deliver poorer quality outcomes for individuals because they were members of a minority group?		n	
2.4	Could people from minority groups reasonably believe that they would be likely to get poorer benefits from the policy/function?		n	<p>Those from diverse communities should feel able to apply for help more readily- the service will be provided in ways which are already acceptable, since the Worcestershire Hub is a familiar place for customers from all the target groups to get help with council services. Being able to make contact about age related benefits such as pension credit, and attendance allowance as well will be a positive step forward. For example, the county wide interfaith group has agreed to highlight the campaign with their congregations. This will help us to reach various faith groups such as the Polish Community, and the information has been designed to be acceptable for local Muslim leaders to provide the information in local mosques.</p>
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→ If the answer to any of these questions is yes or “could be yes” then you **must** take action. If the issue is straightforward remedy it **now** so the answer changes to no. If it cannot be remedied now or there are outstanding issues you should go on to a full EIA.