

Shopmobility Fees & Charges Appendix 1
People Impact Assessment

Directorate: Culture and Trading Services	Service: Shopmobility
Accountable Officer: Lucy Chilton	Telephone & e-mail: 6570 lucy.chilton@gloucester.gov.uk
Date of assessment: 11.10.17	Who was involved in completing this assessment?
Name of service/function/policy/strategy or process: Shopmobility pricing	
Is this new or existing? Existing service with a new pricing proposal	

Part 1 – Screening

<p>Proposal Propose a new fees and charges structure for the city’s Shopmobility service so that the Council run service can continue to provide excellent value for money and deliver an important community service.</p> <p>At present, residents and visitors to Gloucester who require mobility support when navigating around may use the facilities of the city’s Shopmobility service.</p>

2. Which groups could be affected by this change, in either a negative or positive way?

‘Protected Characteristic’	Type of impact, reason & evidence base for decision
Age	Positive – the service is available for users of all ages, it caters for anyone with a mobility issue. Giving an aging population, the service will be of further benefit in years to come for those living in or visiting the city.
Disability	Positive – demonstrates the Councils commitment by continuing to provide a service for disabled and those with mobility issues, including those with shorter term health issues.
Gender	Neutral
Marriage and Civil Partnerships	Neutral
Pregnancy and Maternity	Neutral
Race (including Gypsy & Traveller)	Neutral
Religion/Belief	Neutral
Sexual Orientation	Neutral
Transgender	Neutral
Community Cohesion	Neutral
Other Socio-economic Groups (i.e. Single Parents)	Negative – a modest price increase is proposed to enable longevity of the service and to bring in line with other Shopmobility services in the area.

Any Human Rights implications?	Neutral
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3. Is any part of this policy/service to be carried out wholly or partly by contractors?

If yes, please consider equalities impact through procurement.

No

4. Is a Full People Impact Assessment required? If you have identified any potential or actual negative impact you will need to complete a Full People Impact Assessment.

Yes

Date it is to be completed: 11.10.17, revised 29.01.18

Part 2 – Full People Impact Assessment

1. Summarise the likely negative impacts for relevant groups identified in the screening process

Customers – The proposed changes will inevitably have some impact as the charges are set to increase. If read in conjunction with the Shopmobility fees and charges report, the comparison of other Shopmobility providers indicates that even with a modest increase, the Gloucester service will still remain lower than a number of other suppliers in the area.

2. What consultation/involvement activities have taken place or will need to take place with groups/individuals from each relevant equality group?

Guidance was taken from the Consultation Manager to discuss consultation options, response rate and the types of questions that could be asked. A questionnaire was then produced and staff at Shopmobility actively encouraged member and non-member participation to ensure that a fair balance of feedback was received.

3 local disability groups were contacted to provide feedback on the proposals.

The Visitor Experience Manager also provided a number of face to face opportunities for Shopmobility users to ask further questions and to provide additional feedback. The dates of these opportunities were promoted 3 weeks in advance.

3. What other research has been or will need to be carried out to help you with the assessment?

A benchmarking exercise has already been conducted to ensure that the pricing is fair and affordable. The main report provides further detail about this exercise but the outcome of the research showed that the proposed prices are still incredibly competitive with other Shopmobility services in the country.

4. Results of research/consultation

Background

From the 14th November to the 19th December, a total of 110 users completed the questionnaire. There were two crucial questions being asked:

- a) How likely would you be to continue using the Shopmobility service if the proposed new charges go ahead?
- b) If the new charges were implemented, would you continue to use the service as regularly as you do now?

Using a scoring method of 1 (Not at all) to 5 (Most definitely), users were able to state how strongly they felt about the changes. There were also opportunities to provide additional thoughts. Regular users were informed that the service was undergoing a pricing review from August 2017.

Results

71% of existing members who responded said they would continue to use the service in the future if the proposals were introduced. 18% said they were less likely to use the service and the remainder did not express a preference. 75% of non-members said they would continue to

use the service with 20% saying they would use the service less.

The questionnaire also gave the service the opportunity to gain some additional feedback including the speed of service, quality of service, quality of equipment, opening hours and quality of venue.

Of the 3 local access/disability groups, only 1 group provided feedback on the proposals and that was Inclusion Gloucestershire. *Inclusion Gloucestershire believes everyone has gifts, ambitions, aspirations and strengths but sometimes they experience barriers, setbacks and challenges which make it harder for them to reach their potential. Inclusion Gloucestershire works with disabled people and champions people of all ages, whatever their age and disability. They work to make sure that disabled people are included, listened to and have real opportunities.* Inclusion Gloucestershire is an important and very relevant body to this consultation.

The feedback stated:

Membership at £24 per years seems affordable and the member’s daily rate at £2 per day seems to be good value for money. Non-members rate at £6 per day also seems good value as the option for occasional users or visitors to Gloucester to also take a membership means they can benefit from the reduced rate.

Inclusion Gloucestershire acknowledges that the uplifts proposed may feel significant to regular users after a long period without price rises but given that the service is valued by its users, steps to ensure that it continues to be delivered are reasonable. They also recognises that timely sharing of information to users about the roll out of the new prices will give people the opportunity to ask questions and budget for the changes.

Gloucester City Council acknowledges that the hire prices need to be reviewed annually.

5. Conclusions & Action Planning

Impact/Issue	Action/Objective/Target or Justification	Will this remove negative impact?	Resources	Lead Officer & Timescale
Introduction of a moderate daily fee for members	<p>Research shows that Gloucester Shopmobility will continue to be competitive in comparison to others in the region.</p> <p>The results of the consultation show that 71% of members will continue to use the service.</p>	No, it won't fully remove the impact as 18% of users said they were less likely to use the service however this will encourage regular users to purchase their own equipment allowing increased independency.	N/A	N/A

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<p>Increase in non-member and visitor daily hire cost</p>	<p>Research shows that Gloucester Shopmobility will continue to be competitive in comparison to others in the region.</p> <p>The results of the consultation show that 75% of non-members would continue to use the service.</p>	<p>No, it won't fully remove the impact as 20% of users said they were less likely to use the service however these users will be encouraged to become members to take advantage of the reduced member day rate.</p>	<p>N/A</p>	<p>N/A</p>
<p>Increase in price for longer term hires</p>	<p>The increase in longer term hire fees is moderate and customers of the service are still receiving exceptional value for money.</p>	<p>Yes</p>	<p>N/A</p>	<p>N/A</p>

6. How will you monitor, evaluate and check the policy in the future?

Record keeping and customer feedback is essential to ensure that there hasn't been a noticeable decrease in customers. The current staff at Shopmobility has been in post for 10+ years and know their customers incredibly well. The staff will have the awareness of the regularity of use for many of its customers.

Annual benchmarking will take place.

7. When will a review take place?

The first review will take place after 12 months of implementation and will continue on an annual basis. This will be in conjunction with the financial year to ensure that the service is performing and that income levels have not reduced.