

## Customer First Analysis

### 1. Purpose

- What are you trying to achieve with the policy / service / function?

To publish a statement of policy that the council will apply when dealing with sexual entertainment venues.

- Who defines and manages it?

The council defines the policy and officers manage it.

- Who do you intend to benefit from it and how?

Residents and businesses associated with the licensing of Sexual Entertainment Venues will benefit because the policy sets out how the council will deal with said Venues.

- What could prevent people from getting the most out of the policy / service / function?

There is nothing known which prevents people from getting the most of the policy.

- How will you get your customers involved in the analysis and how will you tell people about it?

A twelve week consultation took place from 24th January to 18<sup>th</sup> April 2011 in relation to the draft Sexual Entertainment Venues policy. Letters were sent to businesses with a licensing interest, Councilors, residents, Community groups etc.

Public notices were placed on the Council website, local libraries and council buildings.

One response was received from a resident.

### 2. Evidence

- How will you know if the policy delivers its intended outcome / benefits?

This new policy has been put together in conjunction with Home office guidance. At sometime in the future the policy will go through the same consultation process as it did earlier this year.

This policy can be amended anytime by a Full council meeting.

- How satisfied are your customers and how do you know?

This is a new policy which has been consulted on for 12 weeks, we will only know if our customers are satisfied if the Council receives an application for this type of premises. Currently there are no types of this premises licensed in Hyndburn.

- What existing data do you have on the people that use the service and the wider population?

The only existing data is those persons which use the Council's website.

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- What other information would it be useful to have? How could you get this?

At sometime in the future licensing will be circulating 'customer satisfaction' type surveys to it's customers. This would hopefully result in receiving feedback which would improve the service.

- Are you breaking down data by equality groups where relevant (such as by gender, age, disability, ethnicity, sexual orientation, marital status, religion and belief, pregnancy and maternity)?

Please see above, any future survey would look at braking down the data.

- Are you using partners, stakeholders, and councillors to get information and feedback?

No, but intend to in the future.

### **3. Impact**

- Are some people benefiting more – or less - than others? If so, why might this be?

This is not known, but previous Equality impact assessments indicate neutral impacts.

### **4. Actions**

- If the evidence suggests that the policy / service / function benefits a particular group – or disadvantages another - is there a justifiable reason for this and if so, what is it?

There is no evidence

- Is it discriminatory in any way?

No

- Is there a possible impact in relationships or perceptions between different parts of the community?

No

- What measures can you put in place to reduce disadvantages?

Not applicable

- Do you need to consult further?

No

- Have you identified any potential improvements to customer service?

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The Licensing unit is about to move to Scaitcliffe House and be part of Legal. Once the move is complete it is a priority for all aspects of customer service to be investigated and make appropriate changes.

- Who should you tell about the outcomes of this analysis?

Customers, councillors and fellow work colleagues.

- Have you built the actions into your Business Plan with a clear timescale?

Not applicable please see above

- When will this assessment need to be repeated?

The next time the policy is to be reviewed and consulted upon.

**Don't forget to return your written record to HR.**