



Hyndburn Borough Council

Customer First Analysis

What is it for?

Our corporate values include putting the customer first, providing opportunities for bright futures and narrowing inequality across the Borough.

From 1 April 2011, a new legal duty applies to all public authorities. It covers these protected characteristics:

- age;
- disability;
- gender reassignment;
- pregnancy and maternity;
- race;
- religion or belief;
- gender;
- sexual orientation; and, for some aspects, marriage and civil partnerships.

The duty means that – as previously - we should analyse the effect of existing and new policies and practices on equality. It does not specify how we should do this. However, legal cases on the meaning of the previous general equality duties make it clear that we must carry out the analysis **before making the relevant policy decision**, and include consideration as to whether we can reduce any detrimental impact.

The framework overleaf – our Customer First Analysis - is suggested when making a written record of the analysis. This replaces Equality Impact Assessments.

The Analysis should be **proportionate** to the policy decision being taken. In some cases the written record will be a quick set of bullet points or notes under each heading, to deal with any questions which are relevant (or briefly explain why if they aren't). Others will need to be much more detailed. A meaningful Analysis will help the Council make the best decision or formulate a policy which best meets our customers' needs.

Please return completed Customer First Analyses to Shaheen Amaan in Human Resources. Shaheen can guide you through the process if this would be helpful.

If you have any suggestions for improving this process, please let me know.

Kirsten Burnett
Head of HR

Customer First Analysis – Charity Collections & Chugging on Broadway & Market Way – Cabinet 14.3.12

1. Purpose

- What are you trying to achieve with the policy / service / function?
Clarity for organisations approaching us, a better experience for the public in the town centre and to protect the most vulnerable members of our community
- Who defines and manages it?
HBC
- Who do you intend to benefit from it and how?
HBC, charitable organisations, traders, public
- What could prevent people from getting the most out of the policy / service / function?
At the moment we have no direct policy on this issue. This will make it easier for customers to understand how the space is used
- How will you get your customers involved in the analysis and how will you tell people about it?
Internal and external stakeholders have been consulted

2. Evidence

- How will you know if the policy delivers its intended outcome / benefits?
Organisations will be clear about how they can and can't collect money from the public
- How satisfied are your customers and how do you know?
There is currently a lack of clarity and this will make it easier to understand and manage. Other nearby Councils have adopted a clear stance on this issue and there is a consensus that 'chugging' is not desirable
- What existing data do you have on the people that use the service and the wider population?
We know from the IMD we have severe deprivation in the Borough and a low wage economy. We know the population is ageing and therefore there are more elderly people. We know simply but observing the Town centre that many shoppers appear to be vulnerable e.g. elderly, younger etc.
- What other information would it be useful to have? How could you get this?
Not applicable
- 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)?
No
- Are you using partners, stakeholders, and councillors to get information and feedback?
We are aware of the stance adopted by other Council's (and this is an issue nationally). We have spoken to stakeholders such as the Market Traders Committee and The Chamber of Trade.

3. Impact

- Are some people benefiting more – or less - than others? If so, why might this be?
It is proposed not to allow 'chuggers' i.e. organisations who obtain personal details such as name and address and bank details as it is felt this may adversely affect vulnerable groups such as the young and the elderly.

4. Actions

UNCLASSIFIED

- 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?
[The policy should benefit people by preventing them from being harassed and will benefit vulnerable groups by helping them to retain income](#)
- Is it discriminatory in any way?
[Not aware of this.](#)
- 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?
[Make the information available on the website](#)
- Do you need to consult further?
[No](#)
- Have you identified any potential improvements to customer service?
[The changes will make it clearer and easier for customers and make it easier to manage the space](#)
- Who should you tell about the outcomes of this analysis?
[Traders, Members, Staff, public \(via press report\)](#)
- Have you built the actions into your Business Plan with a clear timescale?
[This will be implemented as and when it is approved](#)
- When will this assessment need to be repeated?
[When next reviewed](#)

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