



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

1. Purpose

- What are you trying to achieve with the policy / service / function?
- The Adoption of a formal Protocol provides consistency and transparency in the Council's approach to dealing with unauthorised encampments.
- Who defines and manages it?
- The Executive Director (Legal and Democratic Services) has managerial responsibility for legal action taken in pursuit of the Protocol. The Head of Regeneration and Housing has the managerial responsibility for the investigation, of unauthorised encampments and any subsequent consolation, liaison and monitoring procedures prescribed by the Protocol
- Who do you intend to benefit from it and how?
- Local residents and landowners afflicted by nuisance created by the presence of an unauthorised encampment
- What could prevent people from getting the most out of the policy / service / function?
- Inadequate input from other agencies.
- How will you get your customers involved in the analysis and how will you tell people about it?
A survey of unlawful encampments is undertaken on a bi annual basis

2. Evidence

- How will you know if the policy delivers its intended outcome / benefits?
- The legal, cost effective and efficient dispersal of unauthorised encampments
- How satisfied are your customers and how do you know?
- No Information available.
- What existing data do you have on the people that use the service and the wider population?
Unauthorised encampments are included on the Bi Annual Gypsy and Traveller count which takes place in January and July of each year. The results of the survey are reported to the government.
- What other information would it be useful to have? How could you get this?
The availability of current authorised gypsy / traveller sites in East Lancashire and proposals for additional sites. Obtaining this information would require detailed consultation with Local Planning Authorities.
- 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)?
- Yes The policy specifically identifies gypsies/ travellers.
- Are you using partners, stakeholders, and councillors to get information and feedback?
- Yes, councillors are very involved, and this approach to unauthorised encampments is being proposed by our local authority partners across East Lancashire.

3. Impact

- Are some people benefiting more – or less - than others? If so, why might this be?
- No

4. Actions

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

- The implementation of the policy will impact most heavily on members of the gypsy./ traveller community who by virtue of their lifestyle are most likely to be the subject of action under the various legal powers outlined in the report
- Is it discriminatory in any way? No The policy is compliant with the Human Rights Act 1998 and the Equality Act 2010
- Is there a possible impact in relationships or perceptions between different parts of the community?
- The requirements in the protocol should help alleviate any tension between the travelling and settled communities.
- What measures can you put in place to reduce disadvantages?
- The Human Rights and specific needs of the gypsy / travelling community are expressly addressed in the protocol with imposition of requirements to undertake appropriate welfare checks and conduct liaison with the Gypsy/ Roma Traveller Welfare and Education Service
- Do you need to consult further?
- No
- Have you identified any potential improvements to customer service?
- The adoption of the protocol will in itself be an improvement to customer service
- Who should you tell about the outcomes of this analysis?
- The protocol contains a checklist of people to keep informed as well as a requirement for a monitoring and evaluation review.
- Have you built the actions into your Business Plan with a clear timescale?
- No
- When will this assessment need to be repeated?
- The protocol stipulates that it will be reviewed as and when required

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