



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 Huncoat BID aims to reduce crime on Huncoat Industrial Estate, thereby improving competitiveness, and the local economy.
- Who defines and manages it? The businesses within the proposed scheme have defined the terms of the scheme and will be responsible for managing it.
- Who do you intend to benefit from it and how? The businesses within the Huncoat BID area will benefit from the scheme.
- What could prevent people from getting the most out of the policy / service / function?
- How will you get your customers involved in the analysis and how will you tell people about it? A BID board made up of the resident businesses will direct the BID. Each business will be invited to nominate a representative. It is anticipated that the board will meet on a quarterly basis. In addition, annual Newsletters will be sent out to every business providing details on how the scheme is performing, including how the money that has been raised has been spent.

2. Evidence

- How will you know if the policy delivers its intended outcome / benefits? Crime statistics from before the scheme will be compared with those during the operation of the scheme.
- How satisfied are your customers and how do you know? At present some of the businesses within the designated area pay for security guard patrols. It is felt that those business who do not pay benefit unfairly from the security guard presence. This has led to dissatisfaction on Huncoat Industrial Estate. We know this as it is the businesses themselves who have been driving this proposal forward. This scheme aims to make security provision fairer, and improve satisfaction levels across the estate.
- What existing data do you have on the people that use the service and the wider population? We have full details on the number of businesses on the estate, and their rateable value. We know who is currently paying for existing security provision, and we also know how many more are in favour of contributing to a formal Business Improvement District.
- What other information would it be useful to have? How could you get this? N/A
- 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)? N/A
- Are you using partners, stakeholders, and councillors to get information and feedback? Experience shows us that stakeholders such as Lancashire Constabulary, and the Valuations Agency work closely with the BID to provide information and feedback and achieve the required outcomes.

3. Impact

- Are some people benefiting more – or less - than others? If so, why might this be? As explained above, some businesses are benefitting more than others from current arrangements. This proposal aims to change this and create a fairer impact.

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? N/A

UNCLASSIFIED

- Is it discriminatory in any way? No. The scheme will only be implemented if it complies with the Business Improvement District Regulations 2004. This provides a 2 step test in order for the BID to come into being. The interests of large and small businesses are protected through a system which requires a successful vote to have i) a simple majority in both the number of votes cast and ii) a majority in the rateable value of votes cast
- Is there a possible impact in relationships or perceptions between different parts of the community? There is a possibility that those members of the business community who are not in favour of the scheme might feel that this is being forced upon them. Where this happened in a similar scheme on Altham Industrial estate, businesses were reminded of the democratic nature of the process. Those businesses were also encouraged to join the BID board so that their voice/opinions could be represented.
- What measures can you put in place to reduce disadvantages? N/A
- Do you need to consult further? No
- Have you identified any potential improvements to customer service? There may be positive outcomes for the non domestic rates department in ensuring that their details and records are accurate.
- Who should you tell about the outcomes of this analysis? Businesses on the estate and elected members should be provided with any analysis.
- Have you built the actions into your Business Plan with a clear timescale? Timescales are clearly prescribed within the Business Improvement District Regulations 2004. All actions are dictated by the provisions of the regulations.
- When will this assessment need to be repeated? If successful, the BID will last for 5 years. At that time, this assessment will be repeated if the businesses would like to continue the scheme. Any new scheme will be the subject of a renewal ballot under the provisions of the Business Improvement District Regulations 2004.

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