



## 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 – Portas Pilot– Cabinet 14.3.12

### 1. Purpose

- What are you trying to achieve with the policy / service / function?  
Stimulate demand/interest in Accrington Town Centre
- Who defines and manages it?  
HBC
- Who do you intend to benefit from it and how?  
People and organisations wanting maximise opportunities in the Town centre
- What could prevent people from getting the most out of the policy / service / function?  
Lack of information/publicity
- How will you get your customers involved in the analysis and how will you tell people about it?  
Partners are already involved (College & HET) and consultations have taken place with TC Regen Board, Chamber of Trade, Market Traders Cttee & letter to TC businesses.

### 2. Evidence

- How will you know if the policy delivers its intended outcome / benefits?  
During the pilot performance information will be monitored
- How satisfied are your customers and how do you know?  
This is a pilot so we won't know until it begins
- What existing data do you have on the people that use the service and the wider population?  
We know all TC especially in the North are struggling and our vacancy rate in 2010 was 22.5%
- What other information would it be useful to have? How could you get this?  
Info will be gathered as part of the pilot
- 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)?  
This can be done
- Are you using partners, stakeholders, and councillors to get information and feedback?  
Yes- see above

### 3. Impact

- Are some people benefiting more – or less - than others? If so, why might this be?  
Won't know until the pilot commences.

### 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
- Is it discriminatory in any way?  
n/a
- 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 information widely available
- Do you need to consult further?  
It is envisaged that if successful TC landlords will become more engaged

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- Have you identified any potential improvements to customer service?  
The pilot should vastly improve customer service by being transparent about what opportunities are available in the TC
- Who should you tell about the outcomes of this analysis?  
DCLG, Council and partners/organisations listed above
- Have you built the actions into your Business Plan with a clear timescale?  
No – due to the tight timescale submitting the pilot does not affect the business plan. If successful it will
- When will this assessment need to be repeated?  
At the end of the pilot, if successful

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