



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 – Health Update to Cabinet

1. Purpose

- What are you trying to achieve with the policy / service / function?
Support the PCT/GOP's of Hyndburn to get the best health provision in the Borough
- Who defines and manages it?
Primary Care Trust/Lancs CC
- Who do you intend to benefit from it and how?
Residents of Hyndburn
- What could prevent people from getting the most out of the policy / service / function?
Support for the wrong outcome
- How will you get your customers involved in the analysis and how will you tell people about it?
The PCT & partners plan to consult the public on the proposals

2. Evidence

- How will you know if the policy delivers its intended outcome / benefits?
Feedback from the consultation and longer term commissioning/health outcomes
- How satisfied are your customers and how do you know?
There is a lot of debate nationally on these changes and consultation/debate locally is yet to be undertaken
- What existing data do you have on the people that use the service and the wider population?
The current PCT have a wealth of health data on the whole population
- 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)?
The consultation will involve all of the population and it will be publicised to all.
- Are you using partners, stakeholders, and councillors to get information and feedback?
Yes

3. Impact

- Are some people benefiting more – or less - than others? If so, why might this be?
Until the changes (in whatever form) go through it is too early to tell. However, the changes are intended to benefit all

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?
[No. The changes should not benefit or disadvantage any group](#)
- Is it discriminatory in any way?
[Not aware of this. The consultation needs to be fully informed](#)
- 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?
[Ensure the consultation is open to all](#)
- Do you need to consult further?
[Yes](#)
- Have you identified any potential improvements to customer service?
[Too early but the aim is to provide better health care](#)
- Who should you tell about the outcomes of this analysis?
[Members, General public,](#)
- Have you built the actions into your Business Plan with a clear timescale?
[N/A but the NHS want this implemented by April 2013](#)
- When will this assessment need to be repeated?
[Next report to Cabinet](#)

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