



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 Human Resources. I 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?
 - To ensure we comply with legislative requirements;
 - The Community Trigger is aimed at organisations are dealing with some of the most persistent, complex cases of anti-social behaviour in an appropriate manner;
 - Allowing members of the public to ask for their complaint of anti-social behaviour (ASB) to be reviewed if the complainant believes there has been a failure to respond appropriately to their complaint.
- Who defines and manages it?
 - Statutory guidance has been produced and followed when formulating the Community Trigger procedure. Learning from pilot areas has been incorporated and a Lancashire wide group has been set up to develop a consistent approach across the County. The Head of Audit and Investigations will be responsible for maintaining and revising the procedures as necessary.
- Who do you intend to benefit from it and how?
 - Victims of the most persistent and complex cases of anti-social behaviour who feel their cases haven't been addressed appropriately by providing a review procedure.
- What could prevent people from getting the most out of the policy / service / function?
 - If people are unaware of the process then they will not access this service.
- How will you get your customers involved in the analysis and how will you tell people about it?
 - A Hyndburn group of representatives of relevant bodies has met to look at the process and will consider how to maximise awareness about the Community Trigger, particularly among vulnerable people and professionals who work with vulnerable people.

2. Evidence

- How will you know if the policy delivers its intended outcome / benefits?
 - Monitoring information will be published annually on Hyndburn Borough Council's website and presented to Hyndburn Community Safety Partnership
- How satisfied are your customers and how do you know?
 - We seek feedback from the complainant should a community trigger be activated
- What existing data do you have on the people that use the service and the wider population?
 - This is not applicable as this is a new statutory requirement and therefore data has not previously been collected.
- What other information would it be useful to have? How could you get this?

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- This is not applicable as this is a new statutory requirement and therefore data has not previously been collected.
- 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)?
 - Data is not being broken down by equality groups. However the Community Trigger will identify if the ASB is motivated by hate. It will also consider who activated the trigger which may highlight victim vulnerability.
- Are you using partners, stakeholders, and councillors to get information and feedback?
 - A Hyndburn group of representatives of relevant bodies has met to look at the process. They will continue to meet where appropriate and feed into the process. Another person acting on behalf of the victim (for example, family member, Councillor or Member of Parliament) as well as the victim themselves can use the community trigger, therefore it is anticipated valuable information and feedback will be gained.

3. Impact

- Are some people benefiting more – or less - than others? If so, why might this be?
 - If people are unaware of the process then they will not access this service. Therefore, a Hyndburn group of representatives of relevant bodies has met to look at the process and will consider how to maximise awareness about the Community Trigger, particularly among vulnerable people and professionals who work with vulnerable people.

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?
 - Nothing specific has been identified. However, there is a recognition that we need to maximise awareness about the Community Trigger, particularly among vulnerable people and professionals who work with vulnerable people.
- Is it discriminatory in any way?
 - None identified
- Is there a possible impact in relationships or perceptions between different parts of the community?
 - None identified
- What measures can you put in place to reduce disadvantages?
 - Maximise awareness about the Community Trigger, particularly among vulnerable people and professionals who work with vulnerable people.
- Do you need to consult further?
 - Members of the Hyndburn working group did not consider additional consultation was needed.
- Have you identified any potential improvements to customer service?
 - Outcomes from the review will help drive service improvement.

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- Who should you tell about the outcomes of this analysis?
 - This will be included in the Cabinet report.
- Have you built the actions into your Business Plan with a clear timescale?
 - Monitoring information will be published annually on Hyndburn Borough Council's website and presented to Hyndburn Community Safety Partnership
 - Once the Act comes into force the group will consider how to maximise awareness about the Community Trigger, particularly among vulnerable people and professionals who work with vulnerable people.
- When will this assessment need to be repeated?
 - If the review procedure needs to be amended significantly this assessment should be repeated.

Name: Vickie Barritt

Signed: _____

Service Area: Office of the Chief Executive

Dated: 06/08/2014

If applicable, please attach copy of – or website link to - the cabinet report for reference.

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