

Customer First Analysis

1. Purpose

- What are you trying to achieve with the policy / service / function? Improve the quality and variety of the catering offer to visitors to the Haworth
- Who defines and manages it? Vladimir Pejcinovic
- Who do you intend to benefit from it and how? Visitors to the Haworth will benefit from an improved visitor experience
- What could prevent people from getting the most out of the policy / service / function? A bad experience – food quality or choice not meeting expectations / quality of service not meeting expectations.
- How will you get your customers involved in the analysis and how will you tell people about it? We could ask the caterers to use Feedback forms. We currently collect visitor comments in the Visitor book and the comments tell us that visitors would like to see an improved café offer..

2. Evidence

- How will you know if the policy delivers its intended outcome / benefits?
- How satisfied are your customers and how do you know? Anecdotally people say that they are disappointed with the existing provision. Visitors have commented:
“The Haworth is a lovely, genteel place and needs a suitable tea shop to match it NOT a machine but real people to make tea and cakes and scones.”
“We’ve come from Manchester and York and would have really liked a nice coffee and a cake”
“Tiffany section...fabulous – BUT would like a proper coffee shop and tea room – what a let down after a superb visit.”
An independent consultant described the present service as “a major failing in the Haworth’s services to the visitor” and concluded that “improvement to the tea-room is crucial to improving visitor numbers.”
- What existing data do you have on the people that use the service and the wider population? Visitor numbers are recorded, but no other breakdown of age, postcode, ethnic minority etc is made. More visitor data will be captured in future.
- What other information would it be useful to have? How could you get this?
- 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)? No
- Are you using partners, stakeholders, and councillors to get information and feedback? A consultation process is being held to get feedback.

3. Impact

- Are some people benefiting more – or less - than others? If so, why might this be? The organisation which we hope to engage supplies Age Concern and therefore already caters for clients with a wide range of needs whether dietary, religious or disability. The caterers have stated that they will be happy to monitor demand from differing groups with different requirements.

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? The private caterer currently provides equality measures in its current catering practices. There is no evidence to suggest that the cafe benefits or disadvantages a particular group.
- Is it discriminatory in any way? No
- Is there a possible impact in relationships or perceptions between different parts of the community? Provision of vegetarian and Halal options can only serve to improve visitor numbers and visitor perceptions.
- What measures can you put in place to reduce disadvantages?
- Do you need to consult further? Consultation will continue until 1st July
- Have you identified any potential improvements to customer service? Having a manned/staffed café will be a major customer care improvement at the Haworth compared to the existing machine. (See quotes above)
- Who should you tell about the outcomes of this analysis? HR, Jane Ellis, Haworth Art Gallery colleagues.
- Have you built the actions into your Business Plan with a clear timescale? Yes
- When will this assessment need to be repeated? 12 months following commencement of new catering provider.
- Clause 12 of the proposed Lease provides for equalities as follows:
EQUALITIES
When providing the Services and exercising the Rights the Contractor shall not unlawfully discriminate within the meaning and scope of the Equality Act 2010 or contravene the Human Rights Act 1999 in relation to both the provision of the Services to the public or in employment.