



Hyndburn Borough Council

Customer First Analysis

Customer First Analysis: Supporting the Community – Accrington Stanley FC

1. Purpose

- What are you trying to achieve?

Support for Accrington Stanley FC to carry out a range of community projects which will benefit the local people of Hyndburn.

- Who defines and manages it?

Accrington Stanley FC

- Who do you intend to benefit from it and how?

Residents of Hyndburn will benefit, including;

- Children 5-16
- Male and Female BME Groups
- Over 50s
- Disabled people
- Community groups/charities
- Local sports teams

- What could prevent people from getting the most out of the policy/service/function?

If the recommendations in the report are not accepted, Accrington Stanley would not have the resources to carry out their Support in the Community at the same level.

- How will you get your customers involved in the analysis and how will you tell people about it?

Not applicable

2. Evidence

- How will you know if the policy delivers its intended outcome / benefits?

It is recommended that the Communities and Wellbeing Overview and Scrutiny Committee undertakes a review of the scheme in June 2012. Accrington Stanley Football Club will report to the Committee on their performance against the targets/outcomes set.

- How satisfied are your customers and how do you know?

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Unknown

- What existing data do you have on the people that use the service and the wider population?

Accrington Stanley Football Club collect data on previous community projects

- What other information would it be useful to have? How could you get this?

None

- 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)?

Participation figures will be broken down in some instances by gender, age, ethnicity, disability etc

- Are you using partners, stakeholders, and councillors to get information and feedback?

Reports will be submitted to the Communities and Wellbeing Overview and Scrutiny Committee.

3. Impact

- Are some people benefiting more – or less - than others? If so, why might this be?

Some specific groups have been targeted as part of the community engagement programme.

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?

Targets have been set in some instances to engage hard to reach groups in order to increase participation/engagement amongst people from these groups.

- Is it discriminatory in any way?

No

- 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?

Not applicable

- Do you need to consult further?

No

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- Have you identified any potential improvements to customer service?

Not applicable

- Who should you tell about the outcomes of this analysis?

The report will go to Cabinet

- Have you built the actions into your Business Plan with a clear timescale?

Not applicable

- When will this assessment need to be repeated?

Not applicable