



**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?

The uptake of electric and hybrid vehicles to be licensed as hackney carriage and private hire vehicles to assist in the climate change crisis.

- Who defines and manages it?

Licensing Officers/ Licensing Manager and the Executive Director of Legal and Democratic Services.

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

Hackney carriage and Private Hire owners, members of the public and the Council

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

Failure to have regard to the policy when making decisions.

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

Letters to all proprietors. Publication of the updated policy on our website

### 2. Evidence

Greater uptake of cleaner vehicles.

### 3. Impact

The policy will ensure that the uptake of cleaner private hire and hackney carriage vehicles is incentivised and should contribute to addressing the climate emergency. There is no reason to believe there will be any adverse impact arising from this change in policy on any of the protected characteristics groups.

**Name: Wendy Redfern**

**Signed: \_\_\_\_\_**

**Service Area: Licensing**

**Dated: 26th February 2020**

**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.**