



## 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 Scrutiny Panel wish to achieve a coordinated approach to the management of the Council's Automated External Defibrillator (AED) stock to ensure AEDs remain online.

- Who defines and manages it?

The report requests that Cabinet delegates authority to the Chief Executive to make suitable arrangements for the management of AEDs.

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

Members of the public will benefit

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

Without a coordinated approach to the management of AEDs, many may remain offline for extended periods and therefore not be available to the public

- 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?

AEDs remain online on the NWAS system

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

Not applicable

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

Usage data has been requested from NWAS but has not been provided to this date. AEDs are located on the outside of buildings

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

Information regarding the usage of AEDs. Several requests have been submitted to NWAS.

- 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)?

Not applicable

- Are you using partners, stakeholders, and councillors to get information and feedback?  
Not applicable

**3. Impact**

- Are some people benefiting more – or less - than others? If so, why might this be?  
No

**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

- 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?

No

- Do you need to consult further?

No

- Have you identified any potential improvements to customer service?

Not applicable

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

Not applicable

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

Not applicable

- When will this assessment need to be repeated?

No

Name: Ben Caulfield Signed: B Caulfield

Service Area: Policy Dated: 12/3/2021

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**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.**