



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?

Improve public safety and convenience by increasing the numbers of hackney carriage vehicles available

- 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?

Members of the travelling public and those people who may be looking to enter the trade but are restricted from doing so by the current policy. Customers who would require a wheelchair accessible vehicle. Night time economy practitioners. Current hackney proprietors who will maintain grandfather rights and be able to charge a reasonable fare as set by the Council in order to achieve a reasonable level of earnings.

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

Poor uptake of new licences

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

Consultation with stakeholders

2. Evidence

Improved safety and convenience, more wheelchair accessible vehicle and less complaints from people wishing to use a licensed vehicle particularly late at night.

3. Impact

The changes to the policy will hopefully ease the issue of a shortage of licensed vehicles servicing the night time economy. There should be more wheelchair accessible vehicles available ensuring that wheelchair users can enjoy a night out with friends and family with the assurance of being able to get a cab at the rank or flag one down.

Name: Wendy Redfern

Signed: _____

Service Area: Licensing

Dated: 20th February 2022

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.