

**Appendix: Customer First Analysis - Disposal of Land at Charter Street, Accrington**

<b>1. Purpose</b>	
<ul style="list-style-type: none"> <li>What are you trying to achieve?</li> </ul>	<p>The disposal of land for residential development to provide affordable housing</p>
<ul style="list-style-type: none"> <li>Who defines and manages it?</li> </ul>	<p>The site, work program, development etc will be managed by Watson Homes (the developer)</p>
<ul style="list-style-type: none"> <li>Who do you intend to benefit from it and how?</li> </ul>	<p>Watson Homes intend to develop affordable housing. No discussions have taken place to establish criteria but the underlying principle is to provide access to housing for applicants with a connection to Hyndburn that are unable to afford housing at full market value</p>
<ul style="list-style-type: none"> <li>What could prevent people from getting the most out of the site?</li> </ul>	<p>The applicant does not meet the qualifying criteria or the demand for units is greater than the supply.</p>
<ul style="list-style-type: none"> <li>How will you get your customers involved in the analysis and how will you tell people about it?</li> </ul>	<p>Marketing of the site will be carried out by the developer, Watson Homes.</p>
<b>2. Evidence</b>	
<ul style="list-style-type: none"> <li>How will you know if the policy delivers its intended outcome / benefits?</li> </ul>	<p>Monitoring of the works, outcomes, benefits, etc will be carried out by Watson Homes as the developer.</p>
<ul style="list-style-type: none"> <li>How satisfied are your customers and how do you know?</li> </ul>	<p>Disposal of the individual units will be carried out by Watson Homes.</p>
<ul style="list-style-type: none"> <li>What existing data do you have on the people that use the service and the wider population?</li> </ul>	<p>2021 Housing and Economic Assessment which identifies the minimum housing need in the Borough Demand Data from B-with-us choice based letting scheme which identifies demand for</p>

affordable housing in the Borough

Homelessness data is a source of information about the requirements for housing from households experiencing homelessness in the Borough

- 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)?

No

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

No.

### **3. Impact**

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

The underlying principle of affordable housing is aimed at applicants with a connection to Hyndburn that are unable to afford housing at full market value

### **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 targeted group, will be those persons that meet specific criteria for affordable housing

- 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?

None.

- Do you need to consult further?

No

- Have you identified any potential improvements to customer service?

N/A

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

No one

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

No

- When will this assessment need to be repeated?

No further assessment is envisaged

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