



Hyndburn Borough Council

Customer First Analysis

What is it for?

Since 1 April 2011, we have a legal duty under the Equality Act 2010, which 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.

The Analysis should be **proportionate** to the policy decision being taken and included when a decision is being taken on the Policy. 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.

Customer First Analysis: Aids and Adaptations – Pilot Project

1. Purpose

- **What are you trying to achieve with the policy / service / function?**
 - This is a pilot project. The aim is to reduce trips and falls in the home and reduce hospital admissions through preventative aids and adaptations in the home.
- **Who defines and manages it?**
 - The project has been defined by partners including Hyndburn BC, the NHS, LCC, Homewise and Peel House Medical practice
 - The project will be managed by the Council's Facilities team and supported by Homewise in conjunction with Peel House Medical Centre
- **Who do you intend to benefit from it and how?**
 - Vulnerable households, aged 50+ at risk of trips and falls
- **What could prevent people from getting the most out of the policy / service / function?**
 - This is a targeted pilot project where potential beneficiaries will be identified via medical records held by Peel House Medical Centre
- **How will you get your customers involved in the analysis and how will you tell people about it?**
 - Potential customers will be identified using Peel House Medical Practice medical records with initial contact made via the Practice
 - Targeted households will be invited to take part in the pilot via direct contact.

2. Evidence

- **How will you know if the policy delivers its intended outcome / benefits?**
 - The project will be closely monitored and reviewed with a report produced with findings at the end of the pilot study.
- **How satisfied are your customers and how do you know?**
 - All customers benefitting from the service will receive a customer satisfaction survey form
- **What existing data do you have on the people that use the service and the wider population?**
 - N/A. Data is held by Peel House Medical Practice and the NHS. Further data will be collected via an application form.
 - Similar information is held by other GP practices in the Borough but only the target area data will be used for the pilot project
- **What other information would it be useful to have? How could you get this?**
 - Medical information will be used to identify potential customers. Financial information will be collected and assessed to determine eligibility
- **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)?**
 - Yes.

- **Are you using partners, stakeholders, and councillors to get information and feedback?**
 - Yes. Feedback will be collected by Homewise and Peel House Medical Practice

3. Impact

- **Are some people benefiting more – or less - than others? If so, why might this be?**
 - The project aims to benefit vulnerable households at risk from trips and falls. The aims to reduce the risk of hospital admissions and reduce the health burden cost

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 function will be targeted at vulnerable households at risk of trips and falls in the home. The aim, and therefore justification, is to reduce hospital admissions and future health burden costs.
- **Is it discriminatory in any way?**
 - No this is not discriminatory. The aim is to help those households that need the service and therefore not include customers who do not need help
- **Is there a possible impact in relationships or perceptions between different parts of the community?**
 - This is unlikely. All parts of the target area community will benefit subject to eligibility.
- **What measures can you put in place to reduce disadvantages?**
 - The pilot project targets the more disadvantaged households in the target area.
- **Do you need to consult further?**
 - No. The aim will be to approach potentially eligible households to take up help.
- **Have you identified any potential improvements to customer service?**
 - N/A The pilot project aims to identify the benefits of a new service and therefore improvements in service
- **Who should you tell about the outcomes of this analysis?**
 - Project stakeholders especially the NHS, LCC the Integrated Care Board and Medical Practice
- **Have you built the actions into your Business Plan with a clear timescale?**
 - The pilot project and timescale will be added to the service business plan
- **When will this assessment need to be repeated?**
 - This will be tested out and evaluated as part of the pilot project

Name: Mark Hoyle _____ **Signed:**  _____

Service Area: Regeneration and Housing _____ **Dated:** 22nd November 2024 _____

If applicable, please attach copy of – or website link to - the cabinet report for reference.