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?
  Transfer Hippings Vale Community Centre to Hyndburn Arts Ltd

- Who defines and manages it?
  The current committee have a 5 year legal agreement with the Council to manage the community centre for a range of activities and social groups. The committee wishes to dissolve and Hyndburn Arts Ltd wish to take a 5 year lease to continue managing the centre. This will help secure the continuation of current activities and services (such as blood donor sessions). HA Ltd aim to widen the range of activities and hire out the centre for private functions. This will hopefully reach far wider parts of the community and help with inclusion.

- Who do you intend to benefit from it and how?
  Indirect financial savings – please see main report.

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

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

2. Evidence

- How will you know if the policy delivers its intended outcome / benefits?
- How satisfied are your customers and how do you know?
- What existing data do you have on the people that use the service and the wider population?
- What other information would it be useful to have? How could you get this?
- 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)?
- Are you using partners, stakeholders, and councillors to get information and feedback?

The centre is already open to a wide several art and craft classes, 2 dog training groups, flower and garden clubs, church group, blood donor sessions, sugar craft, luncheon club, swimming club etc.

HA Ltd intend to widen the uses to include drama & dance groups, craft fairs etc.

We are not aware of any group reporting discrimination or exclusion from the range of activities, clubs and services that have been running from the centre for the last 3 years
3. Impact

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

The current groups using the centre are benefitting. HA Ltd intend to widen this so it is likely that the benefit will be extended to people not currently using the facility. The objectives of HA Ltd are “To advance education for the public benefit in the appreciation and practice of the arts, by any means deemed appropriate by the trustees. To provide or assist in the provision of facilities in the interests of social welfare for recreation or other leisure time occupation of individuals, with a preference to young persons under the age of 25 years of age.” The stated list of who the Charity helps (from Charity Commission website) is: children/young people; elderly/old people; people with disabilities; other charities or voluntary bodies; and the general public/mankind.

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?
- Is it discriminatory in any way?
- Is there a possible impact in relationships or perceptions between different parts of the community?
- What measures can you put in place to reduce disadvantages?
- Do you need to consult further?
- Have you identified any potential improvements to customer service?
- Who should you tell about the outcomes of this analysis?
- Have you built the actions into your Business Plan with a clear timescale?
- When will this assessment need to be repeated?

This decision would be in line with the Government’s Community Asset Transfer policy. We will no longer have responsibility for the building or the activities that take place but we believe that this will provide greater benefit to the community.

Name: Helen McCue-Melling  
Signed: _________________________

Service Area: Regeneration & Property  
Dated: 03/06/16

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.