



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 Shaheen Amaan in Human Resources. Shaheen 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 Development Management Development Plan Document (DM DPD) forms part of the new Local Plan for Hyndburn. It sets the detailed planning policies against which planning applications for new development will be considered. Strategic planning policy matters are covered in the Core Strategy (adopted in 2012), and the DM DPD supports the adopted strategic policies, providing more detailed guidance to assist decision makers.
- Who defines and manages it?
Hyndburn Borough Council, through the Planning Service, including both the Plans and Environment and Development Management functions.
- Who do you intend to benefit from it and how?
Existing and future residents of the Borough will benefit, through higher quality developments. Developers will also gain greater upfront certainty on the type of development that the Council will support.
- What could prevent people from getting the most out of the policy / service / function?
Inadequate consultation
- How will you get your customers involved in the analysis and how will you tell people about it?
The DM DPD will be consulted in accordance with the relevant regulations and the Council's Statement of Community Involvement.

2. Evidence

- How will you know if the policy delivers its intended outcome / benefits?
The DM DPD includes a section on monitoring and implementation to ensure the outcomes of the policies are as intended.
- How satisfied are your customers and how do you know?
The local community and organisations have been involved with the production of the DM DPD in earlier stages. Where justified and appropriate, this version of the document incorporates representations received from the community and organisations in previous stages.
- What existing data do you have on the people that use the service and the wider population?
The DM DPD (and Local Plan as a whole) is supported by an extensive evidence base which takes into account the socio-economic profile of the Borough.
- What other information would it be useful to have? How could you get this?
N/A
- 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)?
This has been considered where it is relevant to issues of spatial planning and design in the preparation of the DM DPD.
- Are you using partners, stakeholders, and councillors to get information and feedback?

These groups have all been involved in the formulation of the DM DPD in earlier stages, and in production of this 'Publication' version which represents the Council's final version that it wishes to adopt.

3. Impact

- Are some people benefiting more – or less - than others? If so, why might this be?
There is no evidence of this to date as the DM DPD is still at the draft stage. The statutory consultation phase of the DM DPD will be undertaken in line with the Council's 'Statement of Community Involvement' which includes measures are taken to ensure that hard to reach groups are engaged. A sustainability appraisal has also been undertaken, and will be updated through the process, which assesses the impact of the DPD on social, economic and environmental matters. Where relevant, an Equality Impact Assessment will also be submitted with the DPD to the Secretary of State.

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?
N/A
- Is it discriminatory in any way?
Not aware of this, every effort will be made to publicise relevant consultations on planning policy as it develops in line with the Council's Statement of Community Involvement at the appropriate time
- 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?
Ensure that the future consultations on planning policy and guidance are open to all. The Council's agreed Statement of Community Involvement will be followed wherever practical to ensure this objective is achieved.
- Do you need to consult further?
No. Following the statutory consultation period proposed for September/October 2016 no further consultation will be necessary under the Town and Country Planning (Local Planning) (England) Regulations 2012. The DPD will be formally submitted to the Secretary of State for independent Examination, alongside any comments received during the September/October consultation period.
- Have you identified any potential improvements to customer service?
No
- Who should you tell about the outcomes of this analysis?
This can be made available alongside the adopted plans
- Have you built the actions into your Business Plan with a clear timescale?
N/A

- When will this assessment need to be repeated?
[Next report to Cabinet](#)

Don't forget to return your written record to HR.