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| Service being assessed   | Economic Development Unit / enterpriseGY  |
| Who will be involved in completing this assessment?  | Peter Wright – Economic Development Officer<br>Ellie Marcham – Research and Information Officer<br>Karen Harvey – enterpriseGY Development Officer  |
| Date of Review   | 6 June 2011   |
| Date of Next Review  | 6 June 2012   |
| What is the purpose of the service?  | To encourage economic activity and wealth creation in the Borough.  |
| Is this assessment being undertaken because of changes to the service? If so what are they?  | Assessment being undertaken as part of Council's annual review of equalities information, not because of change to service/policy.  |
| The purpose of this assessment is to understand how services can help the Council to meet its duties under Equalities legislation. The duties can be summarised as<br><br><ol style="list-style-type: none"> <li>1. Eliminate discrimination</li> <li>2. Advance equality of opportunity</li> <li>3. Foster good relations between different parts of the community</li> </ol> | The Great Yarmouth Economic Strategy 2011 – 2016 has been formed through extensive consultation with all sectors of the business community and skills/training providers to provide equality of opportunity for all sectors of the community to gain access to employment and generate wealth in the Borough.<br><br>The team collate national and local employment and income information which is published on the Council's website. This includes information on unemployment levels broken down to ward level. Paper copies and alternative formats are made available upon request. |

How does this service help the Council to do this, in particular in relation to the categories specifically mentioned in legislation - Race, Gender/Sex, Disability, Age, Religion/Belief, Gender Reassignment, Sexual Orientation, Pregnancy & Maternity and in respect of Duty 1 only – Marriage and Civil Partnerships?

enterpriseGY is aimed at enterprise in deprived areas and addressing opportunities for hard-to-reach groups. A4E have just been appointed as the new provider for enterpriseGY work and will provide an outreach service into the wider communities. Evaluations of the programme carried out in 2009 led to improvements in the reception area to make it more accessible to speakers of other languages, for persons with disabilities and for non-business visitors. The 2011 evaluation has led to Great Yarmouth's enterpriseGY being ranked first in the country and the results of the evaluation will be fed into service provision for the future. However, funding cuts have limited future provision to business start-ups only rather than support for established businesses.

All enterpriseGY staff and the office manager have been trained in deaf awareness with basic sign language skills. The team work in partnership with many organisations such as GYROS (resettlement organisation), ComeUnity, Community Trust and Frisby's School of English through signposting clients to their services. Intran is used for any appointments with business advisors to support residents with their business ideas.

enterpriseGY take part in a global enterprise week every November and invite all sectors of the community to visit Novus House to find out what services are on offer and to meet the team. Invitations are sent out via public, private and voluntary sector networks.

The team took part in a Market Place event early in 2011 to ask whether the public had heard of the services on offer and to advertise the opportunities on offer.

enterpriseGY has contact with local schools to advertise the service and help with career decisions for local youngsters.

The team attend a local Women in Business Group and also the wider Chamber of Commerce meetings.

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|  | <p>enterpriseGY send regular briefings about their service to the Grapevine co-ordinator for inclusion in the local audio newspaper for the blind and visually impaired. The team also attend meetings of the local disability forum to listen to feedback from their members and to keep them up-to-date on opportunities on offer.</p> <p>Enterprise Community Champions have been appointed in the past year. These people are volunteers from different parts of the community and are assisted by Voluntary Norfolk to disseminate information across the community. They have set up their own Facebook page.</p> <p>enterpriseGY ask clients to fill in a form which captures their gender, age, ethnic origin, highest obtained qualification, employment status, disability (if any), whether they are an ex-offender, single parent or have substance mis-use issues. This is so the team can potentially access grants or funding from external agencies which limit funding to particular target groups. The team also use the information to help target any gaps in their service provision.</p> <p>Corporate procedures in place to deal with any incidences / cases of discrimination, victimisation or harassment</p> <p>Appropriate action is taken to respond to any complaints received from the public / client base</p> |
| <p>How will you know that service is working as it should?</p> | <p>Feedback from quarterly email sent out to client group. Email includes updates on current economic issues and opportunities in the Borough as well as a short questionnaire asking how well clients think the Economic Development Unit is working.</p> <p>Informal feedback from partners, groups, fora and business groups attended by Economic Development officers. Minutes and other papers circulated as part of the business of each group.</p> <p>Produce publications which always include a section on “how do you think we can improve” with contact details.</p>   |

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|  | <p>Analysis undertaken of national and local information and statistics around employment, health, community and other social issues. The analysis informs future service planning / provision.</p> <p>When opportunities have been advertised about access to skills training / enterprise opportunities, people from all over the Borough, including those in the deprived areas have felt comfortable attending and pursuing available opportunities.</p>  |
| <p>What data have you used to help you make this assessment?</p>   | <p>Local Economic Assessment (Norfolk level statistical assessment of Norfolk's economy with detailed district profiles)</p> <p>Economic Strategy 2011-2016</p> <p>Data obtained from enterpriseGY start-ups / sustainability – start-up information mapped in relation to deprived wards</p> <p>Unemployment and deprivation statistics / Index of Multiple Deprivation – track trends / changes before, during and after projects and initiatives to check whether projected results are being achieved and benefiting the customer/Borough.</p> <p>Wage rates</p> <p>Local Enterprise Growth Initiative – end of programme evaluation / feedback</p> |
| <p>How have you ensured that this service has been designed from a customer's perspective and how have you involved customers in that process?</p> | <p>Original bid for the Local Enterprise Growth Initiative (LEGI) consulted on across the Borough. Evaluation of the programme has provided feedback on whether it has been successful or not. The feedback has show that Great Yarmouth has been rated top nationally for its LEGI programme.</p>  |

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|   | <p>The Priory Centre carried out an evaluation for programme users to ask them whether they found the service useful or not. The results of this evaluation will be published publically later this year.</p>  |
| <p>Has any other consultation been carried out, including to ensure that we have taken into consideration the needs of those not currently using the service?</p> | <p>No</p>  |
| <p>What is, or what do you expect to be the impact of the way you work on different parts of the community, including those covered by equality legislation?</p>  | <p><b>Who benefits?</b><br/>Businesses and employers get new economic activity and skilled employees; more people get employed if business/the economy improves; wages and standards of living rise</p> <p><b>Who should be expected to benefit but don't – Why not?</b><br/>Currently, resident wages are less than workplace wages (ie people who work within the Borough but who live elsewhere). Work is ongoing to get local people into better paid jobs to close the gap.</p> |
| <p>On the basis of what you have found out, which of these options will you now follow</p>  | <ul style="list-style-type: none"> <li>• No major changes</li> <li>• Adjust the policy</li> <li>• <b>Continue the policy</b></li> <li>• Stop and remove the policy</li> </ul> <p>This document is part of the annual review of equalities information held by the Council. As the service changes or new policies are proposed, equality impact assessments will be undertaken.</p>  |

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| What now needs to be done and by who? | The service regularly gathers information about the economy and residents of the Borough in order to test the effectiveness of the service and to shape future provision. Opportunities are made available to all and all efforts are made to publish information in a variety of places and through partners and businesses. |
| Signed off by                         | Peter Wright, Economic Development Officer  |