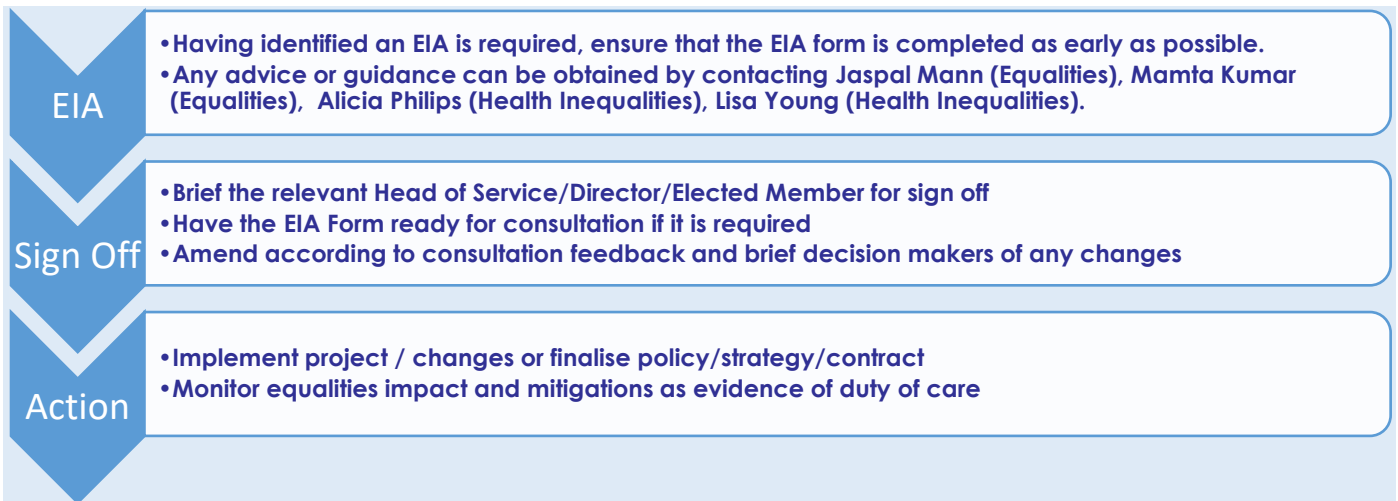


EQUALITY IMPACT ASSESSMENT (EIA)



Title of EIA		Economic Development Strategy 2022-2027
EIA Author	Name	David Hope
	Position	Business Development Manager
	Date of completion	6/9/2022
Head of Service	Name	Steve Weir
	Position	Head of Economic Development
Cabinet Member	Name	Cllr Jim O Boyle
	Portfolio	Jobs, Regeneration and Climate Change



PLEASE REFER TO [EIA GUIDANCE](#) FOR ADVICE ON COMPLETING THIS FORM

SECTION 1 – Context & Background

1.1 Please tick one of the following options:

This EIA is being carried out on:

- New policy / strategy**
- New service
- Review of policy / strategy
- Review of service
- Commissioning
- Other project (*please give details*)

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1.2 In summary, what is the background to this EIA?

This is an Equality Impact Assessment of the new Coventry Economic Development Strategy 2022-2027. This is primarily to ensure that the strategy, and more detailed interventions that are developed after rolling it out, eliminate unlawful discrimination, harassment and victimisation; advances equality of opportunity between different groups; and fosters good relations between different groups.

1.3 Who are the main stakeholders involved? Who will be affected?

The strategy and its roll out will affect and involve a wide range of stakeholders and partners. Although its implementation will be co-ordinated by CCC's Economic Development Service, it will involve and affect multiple Service Areas across the Council. The other key stakeholders that the strategy and its roll out will impact on include Coventry businesses, as well as Business Representative Bodies and business support organisations who will need to deliver interventions as part of the Strategy's roll-out. In light of this, the aforementioned stakeholders have all been consulted to agree the Strategy's priorities and key areas of focus.

Coventry residents will also be affected by the strategy, in that it will provide the framework for creating new good quality employment and training opportunities, both for residents not in employment and residents employed by Coventry businesses and seeking career progression, new skills and potentially increased wages. Again, we have consulted with the public in shaping the Strategy's priorities and focus, as part of the One Coventry Plan consultation process.

1.4 Who will be responsible for implementing the findings of this EIA?

Although Coventry City Council's Economic Development Service will be responsible for co-ordination and monitoring of the roll-out and implementation of this Strategy, the delivery of all interventions will entail partnership work with local, regional and national Economic Development partners. As such, all of these organisations will need to take responsibility for implementing the findings of this EIA.

SECTION 2 – Consideration of Impact

Refer to guidance note for more detailed advice on completing this section.

In order to ensure that we do not discriminate in the way our activities are designed, developed and delivered, we must look at our duty to:

- Eliminate discrimination, harassment, victimisation and any other conflict that is prohibited by the Equality Act 2010
- Advance equality of opportunity between two persons who share a relevant protected characteristic and those who do not

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- Foster good relations between persons who share a relevant protected characteristic and those who do not

2.1 Baseline data and information

Please include a summary of data analysis below, using both your own service level management information and also drawing comparisons with local data where necessary (go to

<https://www.coventry.gov.uk/factsaboutcoventry>)

The local economy has encountered significant challenges in recent years, after having the highest growth rates in the UK between 2008/09 and 2016/17. After growth of the Coventry & Warwickshire economy slowed to 1.24% growth (the lowest of all local economies) in 2018/19, the COVID-19 Pandemic had a severe impact on the economy, with the UK economy contracting by 9.9% in 2020 and the West Midlands estimated to have experienced the greatest contraction of all regions. This had a major impact on the local labour force, with the claimant count rising from 7,525 (3.0%) recorded in January 2020 to 16,490 (6.6%) in December 2020 (the peak during the pandemic). The most recent Claimant Count from July 2022 shows that Coventry's unemployment rate of 4.6% exceeds the national average of 3.7%. When examining age breakdowns, although Coventry's youth unemployment rate (under 25s) is below the national average, the unemployment rates for those aged 25-49 and over 50 exceed the national average.

The Strategy identifies other areas of underperformance in the local economy against national averages that need addressing. As a measure productivity, GDP per head in Coventry (£28,699) is lower than the national average of £32,866. As an indicator of the standard of living, the median annual wage in Coventry (£25,795) is also lower than the national average of £26,192.

Longstanding inequalities across Coventry have been exacerbated, with 14.4% of neighbourhoods ranked in the most deprived 10% in England and life expectancy varying by 10.7 years for men and 8.3 years for women between the city's most affluent and most deprived neighbourhoods.

2.2 On the basis of evidence, complete the table below to show what the potential impact is for each of the protected groups.

- Positive impact (P),
- Negative impact (N)
- Both positive and negative impacts (PN)
- No impact (NI)
- Insufficient data (ID)

Any impact on the Council workforce should be included under question 2.6 – **not below*

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Protected Characteristic	Impact type P, N, PN, NI	Nature of impact and any mitigations required
Age 0-18	P	The interventions that will be delivered through the implementation of this strategy will lead to the creation of new good quality employment and training opportunities that would increase aspirations for young people in Coventry and would provide them with strong future career pathways.
Age 19-64	P	The interventions will be delivered through the implementation of this strategy will lead to the delivery of business support activities that will benefit entrepreneurs, business managers and employees within this demographic, and further activities that will lead to the protection and creation of good quality employment and training opportunities that would improve labour market prospects and most likely the standard of living amongst residents within these groups.
Age 65+	P	The interventions will be delivered through the implementation of this strategy will lead to the delivery of business support activities that will benefit entrepreneurs, business managers and employees within this demographic, and further activities that will lead to the protection and creation of good quality employment and training opportunities that would improve labour market prospects and most likely the standard of living amongst residents within these groups.
Disability	P	The interventions will be delivered through the implementation of this strategy will lead to the delivery of business support activities that will be accessible to and benefit disabled entrepreneurs, business managers and employees, and further activities that will lead to the protection and creation of good quality employment and training opportunities that would improve labour market prospects and most likely the standard of living for Coventry's disabled residents.
Gender reassignment	P	The interventions will be delivered through the implementation of this strategy will lead to the delivery of business support activities that will be accessible to and benefit entrepreneurs, business managers and employees within this group, and further activities that will lead to the protection and creation of good quality employment and training opportunities that would be accessible to Coventry residents within this group, and would improve labour market prospects and most likely the standard of living.
Marriage and Civil Partnership	P	The interventions will be delivered through the implementation of this strategy will lead to the delivery of business support activities that will be accessible to and benefit entrepreneurs, business managers and employees of all types of marriage/civil partnership

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		characteristics, and further activities that will lead to the protection and creation of good quality employment and training opportunities that would be accessible to all Coventry residents, and would improve labour market prospects and most likely the standard of living.
Pregnancy and maternity	P	The interventions will be delivered through the implementation of this strategy will lead to the delivery of business support activities that will be accessible to and benefit entrepreneurs, business managers and employees that fall within this group, and further activities that will lead to the protection and creation of good quality employment and training opportunities that would be accessible to all Coventry residents, and would improve labour market prospects and most likely the standard of living.
Race (Including: colour, nationality, citizenship ethnic or national origins)	P	The interventions will be delivered through the implementation of this strategy will lead to the delivery of business support activities that will be tailored in a way that will be accessible to and benefit entrepreneurs, business managers and employees of all types of racial/ethnic groups, and further activities that will lead to the protection and creation of good quality employment and training opportunities that would be accessible to Coventry residents of all ethnic groups, and would improve labour market prospects and most likely the standard of living.
Religion and belief	P	The interventions will be delivered through the implementation of this strategy will lead to the delivery of business support activities that will be tailored in a way that will be accessible to and benefit entrepreneurs, business managers and employees of all religious beliefs, and further activities that will lead to the protection and creation of good quality employment and training opportunities that would be accessible to Coventry residents of all religious beliefs, and would improve labour market prospects and most likely the standard of living.
Sex	P	The interventions will be delivered through the implementation of this strategy will lead to the delivery of business support activities that will be tailored in a way that will be accessible to and benefit both male and female entrepreneurs, business managers and employees, and further activities that will lead to the protection and creation of good quality employment and training opportunities that would be accessible to both male and female Coventry residents, and would improve labour market prospects and most likely the standard of living.
Sexual orientation	P	The interventions will be delivered through the implementation of this strategy will lead to the delivery of business support activities

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		<p>that will be tailored in a way that will be accessible to and benefit entrepreneurs, business managers and employees of all types of sexual orientation, and further activities that will lead to the protection and creation of good quality employment and training opportunities that would be accessible to Coventry residents of all types of sexual orientation, and would improve labour market prospects and most likely the standard of living.</p>
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HEALTH INEQUALITIES

<p>2.3</p>	<p>Health inequalities (HI) are unjust differences in health and wellbeing between different groups of people which arise because of the conditions in which we are born, grow, live, work and age. These conditions influence our opportunities for good health, and result in stark differences in how long we live and how many years we live in good health.</p> <p>Many issues can have an impact: income, unemployment, work conditions, education and skills, our living situation, individual characteristics and experiences, such as age, gender, disability and ethnicity</p> <p>A wide range of services can make a difference to reducing health inequalities. Whether you work with children and young people, design roads or infrastructure, support people into employment or deal with welfare benefits – policy decisions and strategies can help to reduce health inequalities</p> <p>Please answer the questions below to help identify if the area of work will have any impact on health inequalities, positive or negative.</p> <p>If you need assistance in completing this section please contact: Alicia Philips or Lisa Young in Public Health for more information. More details and worked examples can be found at https://coventrycc.sharepoint.com/Info/Pages/What-is-an-Equality-Impact-Assessment-(EIA).aspx</p>	
<p>Question</p>	<p>Issues to consider</p>	
<p>2.3a What HIs exist in relation to your work / plan / strategy</p>	<ul style="list-style-type: none"> • Explore existing data sources on the distribution of health across different population groups (<i>examples of where to find data to be included in support materials</i>) • Consider protected characteristics and different dimensions of HI such as socio-economic status or geographical deprivation 	
<p>Response:</p>		

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	<p>The Health Inequalities most pertinent to this area of work are similar to those baseline challenges identified when Coventry secured Marmot City status. Namely that where someone is born, where they live, whether they work or not and what they do all affect how long someone will live, how healthy they will be and what quality of life they will experience. Men in the most affluent areas of the city will live, on average, 10.7 years longer than men in the most deprived areas, while for women the difference is 8.4 years.</p> <p>The Economic Development Service, working with key local and regional partners, and other Service Areas within the Council, has played an active part in forming the Council's response to the Call to Action, and will continue to do so through the implementation of this new Economic Development Strategy and the interventions that will be delivered as part of this.</p>
<p>2.3b How might your work affect HI (positively or negatively).</p> <p>How might your work address the needs of different groups that share protected characteristics</p>	<p>Consider and answer below:</p> <ul style="list-style-type: none"> ● Think about whether outcomes vary across groups and who benefits the most and least, for example, the outcome for a woman on a low income may be different to the outcome for a woman a high income ● Consider what the unintended consequences of your work might be
	<p>Response:</p> <p>a. Potential outcomes including impact based on socio-economic status or geographical deprivation</p> <p>We expect the implementation of this strategic to deliver positive benefits for areas of geographic deprivation, notably by creating the conditions and support services to enable businesses in these areas to prosper, and create new good quality employment and training opportunities (the latter, alongside implementation of the new Skills Strategy). This will also potentially deliver positive benefits to those unemployed and economically inactive, by providing them access to new employment and training opportunities that would facilitate positive labour market progression. It will also deliver positive benefits to those in employment (particularly the lower paid) by providing access to training opportunities or new jobs that would again facilitate labour market progression and potentially access to higher wages.</p> <p>b. Potential outcomes impact on specific socially excluded or vulnerable groups eg. people experiencing homelessness, prison leavers, young people leaving care, members of the armed forces community.</p>

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As detailed above, an important emphasis of this strategy (alongside implementation of the new Skills Strategy) will be to create the conditions that will enable traditionally socially excluded groups to access new or improved employment and training opportunities.

2.4 Next steps - What specific actions will you take to address the potential equality impacts and health inequalities identified above?

In co-ordinating the implementation of this Strategy, we will continue to be actively involved in supporting Public Health and other Service areas and partners to reduce health inequalities. Indeed, the Strategy (alongside implementation of the Skills Strategy) pledges to work with businesses to tackle longstanding health inequalities, through increasing investment in skills and apprenticeships, implementation of fairer working practices and paying more staff the real living wage, engaging Unions and Trade Bodies in the process. We will also continue to support businesses in addressing recruitment challenges, which will entail co-designing training programmes alongside training providers, and (where possible) matching local jobseekers with new vacancies to reduce risks of worklessness widening health inequalities.

DIGITAL INCLUSION

2.5 The Covid-19 pandemic accelerated the uptake of digital services nationally, whereby people who are digitally enabled have better financial opportunities, can access new information and are better connected to others (Lloyds Consumer Digital Index, 2021). However, for those who are digitally excluded, the digital divide has grown during the last two years, and without intervention people will be left behind with poorer outcomes across employment, health and wellbeing, education and service access. Some people are more likely to be excluded including: older people, people from lower income households, unemployed people, people living in social housing, disabled people, school leavers before 16 with fewer educational qualifications, those living in rural areas, homeless people, or people who's first language is not English ([NHS Digital](#).)

Some of the barriers to digital inclusion can include lack of:

- **Access** to a device and/or data
- **Digital skills**
- **Motivation** to get online
- **Trust** of online safety

Digital exclusion is not a fixed entity and may look different to different people at different times.

Example 1. Person A, has access to a smartphone and monthly data and can access social media apps, however lacks the digital skills and confidence, and appropriate device to create a CV, apply for jobs and attend remote interviews, and/or access educational and skills resources.

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<p>Example 2. Person B, is digitally confident and has their own laptop, however due a lower household income and other financial priorities, they cannot afford their monthly broadband subscription and can no longer get online to access the services they need to.</p> <p>Example 3. Person C has very little digital experience and has heard negative stories on the news regarding online scams. Despite having the financial resource, they see no benefit of being online and look for alternatives whenever possible. A new council service requires mandatory online registration, therefore they do not access it.</p> <p>It is important that we all consider how we can reduce digital inequalities across our services, and this may look very different depending on the nature of our work.</p> <p>Please answer the questions below to help identify if the area of work will have any impact on digital inequalities, positive or negative.</p> <p>If you need assistance in completing this section please contact: Laura Waller (<i>Digital Services & Inclusion Lead, CCC</i>). More details and worked examples can be found at https://coventrycc.sharepoint.com/Info/Pages/What-is-an-Equality-Impact-Assessment-(EIA).aspx</p>	
Question	Issues to consider
2.5 What digital inequalities exist in relation to your work / plan / strategy?	<ul style="list-style-type: none"> • Does your work assume service users have digital access and skills? • Do outcomes vary across groups, for example digitally excluded people benefit the least compared to those who have digital skills and access? • Consider what the unintended consequences of your work might be.
	<p>Response:</p> <p>We anticipate that the interventions that would be delivered as part of the implementation of this strategy would target individuals and business managers with varied levels of digital skills. Indeed, we envisage that support to businesses to digitise in some form and support to improve the digital skills of the workforce will be featured within the interventions. As such, we do not anticipate that any interventions will be exclusively delivered in digital format.</p>
2.5b How will you mitigate against digital inequalities?	<ul style="list-style-type: none"> • If any digital inequalities are identified how can you reduce these? For e.g. if a new service requires online registration you may work with partner organisations to improve digital skills and ensure equitable processes are available if someone is unable to access online.
	<p>Response:</p>

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As detailed above, we envisage that support to businesses to digitise in some form and support to improve the digital skills of the workforce will be featured within the interventions that will be delivered as part of the roll-out of the strategy. As such, we anticipate that many of the interventions will be delivered in hybrid formats (some in person and some digitally).

2.6 How will you monitor and evaluate the effect of this work?

We will continue to consult with local businesses, business representative bodies and Trade Bodies on the extent to which there is a need to continue tackling the “digital divide” in terms of digital skills and the extent to which there is a need to provide additional digitisation support for businesses. We will also continue to consult with these bodies on the most appropriate format of delivery of our Economic Development and business support services to maximise take-up, notably the balance between digital and physical delivery.

2.7 Will there be any potential impacts on Council staff from protected groups?

There will be no additional impacts on Council staff from protected groups.

You should only include the following data if this area of work will potentially have an impact on Council staff. This can be obtained from: Nicole.Powell@coventry.gov.uk

Headcount:

Sex:

Female	
Male	

Age:

16-24	
25-34	
35-44	
45-54	
55-64	
65+	

Disability:

Disabled	
Not Disabled	
Prefer not to state	
Unknown	

Ethnicity:

Religion:

Any other	
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White	
Black, Asian, Minority Ethnic	
Prefer not to state	
Unknown	

Sexual Orientation:

Heterosexual	
LGBT+	
Prefer not to state	
Unknown	

Buddhist	
Christian	
Hindu	
Jewish	
Muslim	
No religion	
Sikh	
Prefer not to state	
Unknown	

3.0 Completion Statement

As the appropriate Head of Service for this area, I confirm that the potential equality impact is as follows:

- No impact has been identified for one or more protected groups**
- Positive impact has been identified for one or more protected groups
- Negative impact has been identified for one or more protected groups
- Both positive and negative impact has been identified for one or more protected groups

4.0 Approval

Signed: Head of Service: Steve Weir, Head of Economic Development	Date: 9th September 2022
Name of Director: Andy Williams, Director Business Investment Culture	Date sent to Director: 9th September 2022
Name of Lead Elected Member: Cllr Jim O'Boyle.	Date sent to Councillor: 15th September 2022