

EQUALITY IMPACT ASSESSMENT (EIA)

Title of EIA		Build Your Future (EcoForce Crew) - Coventry
EIA Author	Name	Kim Mawby
	Position	Head of Skills, Employment and Adult Education
	Date of completion	03.02.2026
Director	Name	Clare Boden-Hatton
	Position	Director of Strategy & Performance
Cabinet Member	Name	Cllr George Duggins
	Portfolio	Leader and Cabinet Member for Policy and Leadership

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*)

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

The EcoForce Crew is a £1.15 million, three-year initiative designed to address two key priorities for the Council:

1. reducing NEET (Not in Education, Employment, or Training, usually aged between **16–24**) rates by creating pathways into employment
2. improving the city's environment through visible action on Streetpride issues such as fly-tipping, litter, and green space maintenance.

Creation of an initiative to recruit NEET individuals into structured 12-week paid placements of 16 hours per week as part of 'EcoForce Crews' working alongside Council Officers in Highways, Environmental Services, and Parks. Young people will choose their preferred service area based on career interests and job goals.

Each participant will receive dedicated employment mentoring, vocational training, and emotional wellbeing support, with additional interventions where needed to secure progression into employment or further training.

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Activities will include fly-tipping clearance, street cleansing, and park improvements - high-visibility work that demonstrates the Council's commitment to cleaner, safer communities.

The programme will support 75 residents annually through rolling cohorts of five young people at a time.

This initiative delivers social impact by supporting vulnerable young people into work, economic impact by building a pipeline of skilled workers for essential Council services, and community impact by tackling environmental issues residents care about most. It also offers strong photo opportunities and positive media coverage improving civic pride.

Delivery of this project will not only support the embedding of a sense of pride in the city and its appearance, but also help vulnerable YPs with multiple complex needs move closer to the labour market, therefore reducing NEET volumes and improving career aspirations and opportunity for residents.

We are committed to equality, diversity and inclusion and to ensuring our recruitment practices actively prevent discrimination. Our recruitment processes are accessible and inclusive, with reasonable adjustments available at all stages to support individual needs, including mental and physical health conditions and learning difficulties. We also offer a programme of support sessions tailored at Young People and/or residents with low to high complex barriers – these sessions run through the recruitment process from initial information sessions until residents are in role (and in the case of these placements, all young people and service areas will have a skills team staff member they can contact to help resolve any unforeseen issues or needs and ensure maximum impact from the scheme). We also work in partnership with operational teams to promote inclusive workplaces across both manual and non-manual roles, providing guidance and support to managers to help them make appropriate adjustments and create environments where all young people are treated fairly, with dignity and respect.

The scheme enables council staff and young people to work together in a supportive and inclusive way, building positive relationships and mutual understanding across different groups. By placing young people into a range of council roles, the scheme gives them valuable experience of different working environments, helping them to develop confidence, practical skills and an understanding of workplace expectations. Young people are supported by council staff to learn, grow and progress, while staff gain greater awareness of diverse mental and physical health needs, including learning difficulties. This shared, collaborative approach helps to break down barriers, reduce stigma and support young people to build skills, experience and pathways that contribute to their long-term career development – whilst also allowing the council access to a pool of talent that may otherwise have been ignored.

1.3 List organisations and people who are involved in this area of work

Coventry Residents, Businesses and Visitors
Coventry young children who are not in education employment and training
Waste Services

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

Alex Dickson and Jay Hunting

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

To find out more about local data, please visit the below links:

[Facts about Coventry](#)

[Census 2021](#)

[Joint Strategic Needs Assessment \(JSNA\)](#)

2.1 Baseline data and information to include data on Protected Characteristics, Health Inequalities and Digital Inclusion

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. Where possible, compare your data to local data using: Facts about Coventry; Census 2021; JSNA.

NEET Rates in Coventry

16–17-year-olds

As of October 2025, 3.6% of Coventry's 16–17-year-olds are classified as NEET (Not in Education, Employment, or Training). This figure is slightly higher than both the West Midlands average (3.3%) and the England average (3.4%).

18–24-year-olds

Coventry City Council's 2023–24 performance data highlights youth unemployment among 18–24-year-olds stands at 5.6%, compared with a regional average of 7.3%.

2.2 Please highlight which Marmot Principles does this EIA Support.

1. Give every child the best start in life
2. Enable all children, young people and adults to maximise their capabilities and have control over their lives
3. Ensure a healthy standard of living for all

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4. Create fair employment and good work for all
5. Create and develop healthy and sustainable places and communities
6. Strengthen the role and impact of ill health prevention
7. Tackle racism, discrimination and their outcomes
8. Pursue environmental sustainability and health equity

SECTION 3 – Protected Groups

3.1 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)

Protected Characteristic	Impact type P, N, PN, NI	Nature of impact and any mitigations required
Age 0-18	P	<p>Young people aged 16–24 who are NEET will experience a significant positive impact through this initiative. By offering targeted support, the programme aims to improve their employment prospects and help them transition into sustainable career pathways. Dedicated mentoring and wellbeing services will provide personalised guidance, addressing both practical and emotional needs. This holistic approach ensures participants feel valued and engaged, fostering a sense of belonging and inclusion. In turn, these measures will not only enhance individual confidence and aspirations but also contribute to reducing NEET rates across the city</p> <p>The paid placements will also benefit the wider community by creating cleaner, safer public spaces and reducing hazards such as accidents and contamination, particularly for children playing outdoors. In addition, improved environmental conditions will help minimise exposure to germs, pests, and unpleasant odours—essential for safeguarding children's health and supporting their overall development</p>
Age 19-64	P	<p>Young people aged 16–24 who are NEET will experience a significant positive impact through this initiative. By offering targeted support, the programme aims to improve their employment prospects and help them transition into sustainable career pathways. Dedicated mentoring and wellbeing services will provide personalised guidance, addressing both practical and emotional needs. This holistic approach ensures participants feel valued and engaged, fostering a sense of belonging and inclusion. In turn, these</p>

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		<p>measures will not only enhance individual confidence and aspirations but also contribute to reducing NEET rates across the city</p> <p>The placements will benefit the wider community by creating cleaner, safer public spaces and reducing hazards such as accidents and contamination.</p>
Age 65+	P	<p>The placements will benefit the wider community by creating cleaner, safer public spaces and reducing hazards such as accidents and contamination.</p>
Disability	P	<p>Data suggests many of the young people who become NEET have mild to medium learning disabilities; the ability to keep them engaged will have a positive impact on their quality of life.</p> <p>The proposal is focused on improving opportunities for those who are NEET or who are at risk of becoming NEET and recognises that there needs to be tailored packages to suit individual needs.</p> <p>The service is also designed to provide cleaner, safer communities and parks, reducing the risk of accidents and providing a sense of pride to Coventry residents.</p>
Gender reassignment	NI	No adverse impacts are anticipated for this characteristic
Marriage and Civil Partnership	NI	No adverse impacts are anticipated for this characteristic
Pregnancy and maternity	NI	No adverse impacts are anticipated for this characteristic
Race (Including: colour, nationality, citizenship ethnic or national origins)	P	<p>All young people aged 16–24 who are NEET will experience a significant positive impact through this initiative. By offering targeted support, the programme aims to improve their employment prospects and help them transition into sustainable career pathways.</p> <p>This opportunity will allow the council to address under representation in certain groups.</p>
Religion and belief	NI	
Sex	P	The service will use gender-neutral messaging, showcase female role models and ensure inclusive work environments.

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Sexual orientation	P	A number of young people drop out of school due to bullying, including homophobic bullying. The ability to keep these young people engaged in education, training and employment will have a positive impact on the quality of their lives.
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3.2 On the basis of evidence, complete the table below to show any impact on the following characteristics which are not specified as protected characteristics but should be considered.

Group	Impact type P, N, PN, NI	Nature of impact and any mitigations required
Care Experienced	P	Over 35 % of care leavers are NEET. Young people aged 16–24 who are NEET will experience a significant positive impact through this initiative. By offering targeted support, the programme aims to improve their employment prospects and help them transition into sustainable career pathways. Dedicated mentoring and wellbeing services will provide personalised guidance, addressing both practical and emotional needs. This holistic approach ensures participants feel valued and engaged, fostering a sense of belonging and inclusion. In turn, these measures will not only enhance individual confidence and aspirations but also contribute to reducing NEET rates across the city.
Armed Forces	NI	
Social Economic Groups (low income, poverty, education, unemployment, community safety and social support)	P	<p>Paid placements provide an immediate source of income for young people who may come from households experiencing financial hardship.</p> <p>This income can help reduce reliance on benefits and alleviate poverty-related stress within families.</p> <p>Paid placements can boost confidence and self-worth, creating a positive effect within families and communities.</p> <p>Cleaner, safer public spaces (as part of the EcoForce initiative) particularly benefit low-income neighbourhoods, where environmental issues like fly-tipping and litter are often more prevalent.</p> <p>Health improvements from cleaner environments reduce risks for children and families in these areas.</p>

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SECTION 4 –Next steps

Planned Action	Owner	Timescale
Arrange meetings with pre-determined services to plan delivery model and implementation timeline	JH/AD	Feb 12 th 2026
Create a “menu” of roles available to YPs across all services	JH	March 13 th 2026
Finalise recruitment process with HR/Internal recruitment (short-term contracts etc)	AD	Ongoing
Create processes to collate, review and manage data relating to impact	JH/AD	March 31 st 2026
Liaise with Marketing/Comms to plan engagement strategy	JH	March 31 st 2026
Feedback to SLT on proposed delivery plan, timelines and expected impact	JH/AD	March 31 st 2026

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

The way the impact of this proposal will be monitored is through complaints and comments received during both the consultation exercise and if/once the change is implemented (if adopted).

Take up of the placements will be analysed.

SECTION 5 – Impact on Council Staff

5.1 Will this area of work potentially have an impact on Council staff? Yes/No

If yes

Nature of impact and any mitigation required

Yes, several new jobs will be created.

SECTION 6 – 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

The potential impact of this proposal on protected groups is not yet known

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Before you submit this form - please save your progress and forward the email you receive with any questions to equality@coventry.gov.uk. The team will review your Equality Impact Assessment and provide you with feedback.

Only click submit if the Equality Impact Assessment has been reviewed and you have been advised to by the equality team.

7.0 Approval

Name of Head of Service: Kim Mawby	Date approved by Head of Service: 03.02.2026
Name of Director: Clare Boden-Hatton	Date sent to Director: 04.02.2026