

Equality Impact Assessment Form

[screeintip-sectionA](#)

1. Document Control

1. Control Details

Title:	Marketing Nottingham funding 2021/22
Author (assigned to Pentana):	Robert Dixon
Director:	Nicki Jenkins
Department:	Growth and City Development
Service Area:	Economic Development
Contact details:	Robert.dixon@nottinghamcity.gov.uk
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2. Document Amendment Record

Version	Author	Date	Approved
V1	Robert Dixon	20/05/21	

3. Contributors/Reviewers

Name	Position	Date
Rosey Donovan	Equality and Employability Consultant	

4. Glossary of Terms

Term	Description
D2N2	Derby, Derbyshire, Nottingham, Nottingham Local Enterprise Partnership
ERDF	European Regional Development Fund – European Union money for economic development
BAME	Black, Asian and Minority Ethnic
MHCLG	Ministry of Housing Communities and Local Government

[screentip-sectionB](#)

2. Assessment

1. Brief description of proposal / policy / service being assessed

- Funding to support inward investment into Nottingham
- Funding to support visitor economy and tourism for the city including the Tourist Information Centre

[screentip-sectionC](#)

2. Information used to analyse the effects on equality:

Standard ERDF monitoring of business owner – ethnicity, age, gender, disability etc.
Post projects follow up with businesses to assess customer satisfaction.
Use of profiling data to target BAME businesses, to ensure wide coverage of support

3. Impacts and Actions:

<u>screentip-sectionD</u>	Could particularly benefit X	May adversely impact X
People from different ethnic groups.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Men	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Women	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Trans	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Disabled people or carers.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pregnancy/ Maternity	<input checked="" type="checkbox"/>	<input type="checkbox"/>
People of different faiths/ beliefs and those with none.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Lesbian, gay or bisexual people.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Older	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Younger	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Other (e.g. marriage/ civil partnership, looked after children, cohesion/ good relations, vulnerable children/ adults). <i>Please underline the group(s) /issue more adversely affected or which benefits.</i>	<input type="checkbox"/>	<input type="checkbox"/>

<p>How different groups could be affected (Summary of impacts)</p> <p style="text-align: right;"><u>screentip-sectionE</u></p>	<p>Details of actions to reduce negative or increase positive impact (or why action isn't possible)</p> <p style="text-align: right;"><u>screentip-sectionF</u></p>
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Provide details for impacts / benefits on people in different protected groups.

Note: the level of detail should be proportionate to the potential impact of the proposal / policy / service. Continue on separate sheet if needed (click and type to delete this note)

The funding will be used to support businesses across the city. As part of this we will ensure communications messages are targeted widely to reach all communities in the city.

For businesses Marketing Nottingham work with the diversity Growth Hub manager Alfred Bawak who supports BAME businesses in the city.

Work involves working with companies looking to invest in Nottingham that may be from Nottingham businesses expanding, businesses from UK moving to Nottingham and businesses from outside the UK moving to UK/Nottingham.

For tourism, the visitor economy sector involves hospitality, food service, accommodation, cultural and visitor attractions including the re-opening of Nottingham Castle.

1 Actions will need to be uploaded on Pentana.

Continue on separate sheet if needed (click and type to delete this note)

Communication proactively promoted to businesses and communities through using social media, newsletters, targeted media and the through specific B-Global support officer in the city, other BAME business networks and community groups or organisations. Monitored via social media response, open rate and customer satisfaction surveys via the team. We will reach out via networks in the Business Improvement District, First Enterprise, Nottingham Community and Voluntary Services and via the City Council neighbourhood development officers.

The Equalities team will be updated on inward investment projects delivered, business supported and visitor economy and tourism sector businesses.

4. Outcome(s) of equality impact assessment:

<input checked="" type="checkbox"/>	No major change needed	<input type="checkbox"/>	Adjust the policy/proposal
<input type="checkbox"/>	Adverse impact but continue	<input type="checkbox"/>	Stop and remove the policy/proposal

5. Arrangements for future monitoring of equality impact of this proposal / policy / service:

We will monitor the uptake of grant schemes for diversity, and measure satisfaction as well as uptake by key segments. We will also engage with the diversity Growth Hub officer with stakeholders groups across the city.

6. Approved by (manager signature) and Date sent to equality team for publishing:

<p>Approving Manager: The assessment must be approved by the manager responsible for the service/proposal. Include a contact tel & email to allow citizen/stakeholder feedback on proposals.</p>	<p>Date sent for scrutiny: Send document or Link to: equalityanddiversityteam@nottinghamcity.gov.uk</p>
<p>SRO Approval: Nicki Jenkins TBC Nicki.jenkins@nottinghamcity.gov.uk</p>	<p>Date of final approval:</p>

Before you send your EIA to the Equality and Community Relations Team for scrutiny, have you:

1. Read the guidance and good practice EIA's
<http://intranet.nottinghamcity.gov.uk/media/1924/simple-guide-to-eia.doc>
2. Clearly summarised your proposal/ policy/ service to be assessed.

3. Hyperlinked to the appropriate documents.
4. Written in clear user-friendly language, free from all jargon (spelling out acronyms).
5. Included appropriate data.
6. Consulted the relevant groups or citizens or stated clearly, when this is going to happen.
7. Clearly cross-referenced your impacts with SMART actions.