

## Equality Impact Assessment Form

[screentip-sectionA](#)

### 1. Document Control

**Control Details:**

|   |  |
|---|--|
| Title:<br><b>If this is a budget EIA please ensure the title is the same as the title used within the budget booklet</b>  | Procurement of Place Marketing Organisation DDM  |
| Author:   | Owen Harvey  |
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| Department:   | Growth & City Development  |
| Service Area:   | Economic Development   |
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| Strategic Budget EIA: Y/N<br>(Does this EIA have an impact on the budget)<br><br><b>If yes, please include the reference number</b>   | No   |
| Exempt from publication: Y/N<br>(All EIA's are published on Nottingham Insight for public viewing unless specified. Exemption criteria is available on the EIA section on the Intranet) | N  |

### 2. Document Amendment Record:

| Version | Author      | Date       | Approved   |
|---------|-------------|------------|------------|
| 1       | Owen Harvey | 05/01/2023 | 13/02/2023 |
|         |             |            |            |
|         |             |            |            |

**3. Contributors/Reviewers** (Anyone who has contributed to this document will need to be named):

| Name          | Position                              | Date       |
|---------------|---------------------------------------|------------|
| Rosey Donovan | Equality and Employability Consultant | 13/01/2023 |
|               |                                       |            |
|               |                                       |            |

**4. Glossary of Terms**

| Term  | Description  |
|-------|--|
| PMO   | Place Marketing Organisation                               |
| MNG   | Marketing Nottingham                                       |
| BAME  | Black, Asian and Minority Ethnic                           |
| NCC   | Nottingham City Council                                    |
| SMART | Specific, Measurable, Achievable, Relevant, and Time-Bound |
| LGBT+ | Lesbian Gay Bisexual Transgender                           |
| EIA   | Equality Impact Assessment                                 |
| DDM   | Delegated Decision   |
| EDI   | Equality, Diversity and Inclusion                          |

[screeentip-sectionB](#)

**5. Summary**

(Please provide a brief description of proposal / policy / service being assessed)

|   |
|---|
| <p>The delegated decision is seeking approval to:</p> <ul style="list-style-type: none"> <li>i. Undertake a procurement exercise to appoint a provider of Place Marketing Services for Nottingham City, to be delivered between 1<sup>st</sup> April 2023 to 31<sup>st</sup> March 2024, with the option to extend for a further year (1<sup>st</sup> April 2024 to 31<sup>st</sup> March 2025) subject to confirmation of future Local Transport Plan Grant funding</li> <li>ii. To authorise the allocation of a budget of £510,832:</li> </ul> |
|---|

- **2023/2024 £280,416** = £200,000 Local Transport Plan Grant Income and £80,416 Economic Development Core Funding  
**2024/2025 £230,416** = £200,000 Local Transport Plan Grant Income (pending confirmation) & £30,416 Economic Development Core Funding

- iii. To delegate authority to the Corporate Director for Growth and City Development to entering into a service contract with the successful provider

Place marketing is central to a city's efforts to promote economic growth by attracting inward investment and businesses and boosting the visitor economy (both tourism and business visitors, including conferences). This creates economic activity and jobs both directly – by attracting businesses to the local area – and indirectly – by creating the demand for leisure, hospitality, and food and accommodation services.

### screeintip-sectionC

#### **6. Information used to analyse the effects on equality:**

(Please include information about how you have consulted/ have data from the impacted groups)

During 2021/22, Marketing Nottingham, who are the current provider of Place Marketing Activity until 1/03/2023) delivered 16 successful inward investment projects, creating 1,786 jobs and safeguarding a further 50 roles. The GVA uplift of these new jobs to the local economy over the next few years is £85 million.

Place marketing will also support the Council to deliver on the following strategic Council plan objectives would be severely restricted:

- Securing more inward investment than any other city in the East Midlands.
- Creating 15,000 new jobs for Nottingham people.
- Continuing to promote science, technology, and creative industries as Nottingham's key industrial growth sectors

Council officers will prevented any potential negative impacts of procuring a PMO might have on protected groups by doing the following:

- Procuring a PMO will safe guarded inward investment, leisure and tourism support for the City, and therefore safeguard some of the potential positive benefits for individuals with protected characteristics (e.g. inclusive access to jobs, skills, improve pride in place).
- The needs and requirements of all protected groups have been considered in the procurement specification (e.g. ensuring providers have EDI policy and can demonstrate in their tender how the service will support the Council’s EDI commitments)
- Using extensive departmental knowledge and experience of delivering inward investment and tourism projects to priority groups to aid the successful provider in executing their interventions to benefit groups with protected characteristics (e.g. BAME, Older Workers, Young People, disabilities, Woman, LGBT+)
- Exploring the potential impacts PMO support may have on protected groups
  - Again, using the extensive departmental experience, officers have a solid understanding of what impact support can have on protected groups
  - Based on performance data on a portfolio of economic growth provision, we know that this type of intervention supports priority groups into employment, helps businesses grow and more broadly benefits communities
  - If any equality impacts arise this EIA will be updated to reflect those impacts along with mitigation. This will be led by the Project Manager and Marketing Nottingham wider steering group
- In order to increase the positive impact that the PMO may have on protected groups, we will use an evidence base to inform SMART actions e.g. data outlining uptake amongst BAME, LGBT+ groups and making necessary amendments to ensure accessibility

## 7. Impacts and Actions:

| <a href="#">screentip-sectionD</a>   | Could particularly benefit<br>X     | May adversely impact<br>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). | <input type="checkbox"/>            | <input type="checkbox"/> |
| <b><i>Please underline the group(s) /issue more adversely affected or which benefits.</i></b>                           |                                     |                          |

| <p style="text-align: right;"><a href="#"><u>screeintip-sectionE</u></a></p> <p><b>How different groups could be affected</b><br/>(Summary of impacts)</p>  | <p style="text-align: right;"><a href="#"><u>screeintip-sectionF</u></a></p> <p><b>Details of actions to mitigate, remove or justify negative impact or increase positive impact</b><br/>(or why action isn't possible)</p> |
|---|---|
| <p>The PMO interventions will be used to support all businesses and people across the city. As part of this we will ensure communications messages are targeted widely to reach all communities in the city (e.g. community outreach events, Nottingham Arrow, My Nottingham Social Media).</p> |   |

For businesses, the PMO will work with the diversity Growth Hub manager 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.

|  |  |
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|--|--|

**8. 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.

**9. 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 |

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

|   |   |
|---|---|
| <b>Approving Manager:</b><br>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. | <b>Date sent for advice:</b><br>Send document or Link to:<br><a href="mailto:edi@nottinghamcity.gov.uk">edi@nottinghamcity.gov.uk</a> |
| <b>Approving Manager Signature:</b><br><b>Owen Harvey</b><br><a href="mailto:owen.harvey@nottinghamcity.gov.uk">owen.harvey@nottinghamcity.gov.uk</a>   | <b>Date of final approval: 13/01/2023</b>   |

**Before you send your EIA to the Equality and Employability Team for advice, 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.

**PLEASE NOTE: FINAL VERSION MUST BE SENT TO EQUALITIES OTHERWISE RECORDS WILL REMAIN INCOMPLETE.**