

# Nottingham City Council Delegated Decision



Reference Number:

3769

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Development and Growth

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Subject:

B Global and Business Diversity Account Manager (Business Diversity)

Total Value:

£37,989.72 (Type: Revenue)

Decision Being Taken:

To approve the allocation of funding for the role of a B Global and Business Diversity Account Manager, funded using existing ERDF funding from the current D2N2 Growth Hub contract of £19,793.16 and £18,196.56 secured in the International and B Global budget's Good to Great Reserve.

**Reasons for the Decision(s)**

The D2N2 Growth Hub are seeking approval to fund the appointment of a B Global and Business Diversity Account Manager (Business Diversity) to assist in the delivery of NCC's Labour Manifesto Commitment to work directly with 500 SMEs run by underrepresented groups. The purpose is to reduce the barriers for BAME / underrepresented groups accessing the Growth Hub and other partner business support and also lead on the project management of and delivery of support to the B Global Business Network aimed at Businesses of African Heritage and to include a marketing and event budget for B Global. This role will be critical in supporting Nottingham's Growth Plan and helping businesses to invest in the city and its people and to act as the project lead for the B Global business network, taking responsibility for the co-ordination and forward planning of the network, identifying and recruiting potential members and on-going marketing.

The role will co-ordinate the B-Global Steering Group and work with them to develop strategic direction, and support the network to become self-sustaining. Additionally the role will create, deliver and market a programme of B-Global workshops and business events and deliver a number of events aimed at Nottingham's diverse business community. The role will identify the appropriate routes to engaging businesses from Nottingham's BAME and diverse communities and engage directly or via partners.

The Account Manager (Business Diversity) role seeks to address the low levels of knowledge and awareness of modern business practices that BAME businesses have, linked to identified barriers that they face which deter them from taking up professional support services.

The two identified barriers are:

1. Lack of trust in the institutions and agencies that deliver professional services to businesses (according to a 2015 Study by Carter et al and Growth Hub experience).

2. Lack of understanding of BAME businesses' discreet cultural needs by the institutions and agencies providing business support.

The role presents an opportunity to reduce these barriers to ensure that BAME led SMEs have access to business support and increase productivity. The project will also evaluate how better to reach out to, and engage with, BAME businesses so that they can access support and to enable us to inform support providers.

This role enables us to lever more ERDF funding through the D2N2 Growth Hub programme underspend.

**Other Options Considered:**

**Do nothing - this will hinder the growth and progress of B Global at a pivotal time in its development and put at risk the ability for the growth hub to meet the manifesto commitment.**

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**Use agreed B**  
**Global Funding only. This will reduce the post's time on the project to 4 months full time or 6 months 3 days a week and means the role will concentrate on B Global activity only. This reduces the scope to engage the wider diverse communities of Nottingham and it limits the time of the post to deliver real value to B Global. Additionally this post given its short timescale may be harder to recruit to.**

**Current Option. This 12 months period allows the post to work with B Global to develop its offer to the market, work with partners to enable its sustainability, schedule events and workshops, work with diverse communities to create pathways for the Growth Hub to engage with BAME and other constituencies and to offer practical information Diagnostic and Brokerage of support to businesses.**

**Background Papers:**

**N/A**

**Published Works:**

**N/A**

**Affected Wards:**

**Citywide**

**Colleague / Councillor Interests:**

**None**

<b>Consultations:</b>	Those not consulted are not directly affected by the decision.
<b>Crime and Disorder Implications:</b>	None
<b>Equality:</b>	Please login to the system to view the EIA document: equality-impact-assessment-new-proforma Diversity Post B Global VS3.docx
<b>Relates to staffing:</b>	Yes
<b>Decision Type:</b>	Officer
<b>Executive Decision?</b>	Yes
<b>Scheme of Delegation Reference Number or Other Source of Delegation:</b>	1
<b>Subject to Call In:</b>	No The call-in procedure does not apply to the decision because the value of the decision is below the call in threshold.
<b>Advice Sought:</b>	Legal, Finance, Human Resources, Equality and Diversity
<b>Legal Advice:</b>	This report raises no significant legal issues as it relates to the approval of a budget for a new post. Advice provided by Andrew James (Team Leader Contracts and Commercial) on 27/12/2019.
<b>Finance Advice:</b>	DD3628 approved £20k for B-Global over 3 years for marketing and specific business activity. However a post is needed to deliver this work and therefore the use of this funding to deliver the marketing and business activities required is slightly amended to fund a post 3 days a week for one year instead. This will be matched by ERDF funding as stated in the report. Although there is always a small risk with ERDF funding of clawback due to not meeting targets, the teams track record in delivery, monitoring and managing ERDF funding is strong. Advice provided by Susan Tytherleigh (Senior Finance Manager) on 18/12/2019.

**HR Advice:**

Management are proposing to create a new post of B Global and Business Diversity Account Manager. This post will be subject to the job evaluation process.

A business case for recruitment is required and the request should be submitted through the recruitment portal. All posts will be considered for redeployment and internal resource options should be considered first.

Management should be aware that the selected candidate will commence on a starting salary of level one within the respective grade.

As funding is agreed for 1 year the post should be offered on a temporary basis and an appropriate exit strategy must be in place in order to terminate the contract in line with fixed term contract guidance with referral to redeployment to run concurrently. Management will need to give consideration to any financial costs for potential redundancy payment or pension strain should the employee have qualifying service or in the event that the contract is extended and the individual accrues 2 years' service.

Advice provided by Joanne Hill (Senior HR Consultant) on 20/12/2019.

**Equality and Diversity Advice:**

I have reviewed the draft EIA and have the following comments to make:

- + in section 4, outcome of equality impact assessment, the box 'No major change needed' needs to be ticked;
- + in section 5, arrangement for future monitoring...', there needs to be some information here that shows how the impact of this new role will be monitored and reviewed going forward.

Advice provided by Sally Edwards (Equality Diversity & Inclusion Lead) on 18/12/2019.

The amended EIA has been reviewed and all of the above have been addressed. The EIA is therefore approved. Advice provided by Sally Edwards (Equality Diversity & Inclusion Lead) on 07/01/2020.

**Signatures:**

Chris Henning (Corporate Director Development & Growth)

SIGNED and Dated: 16/01/2020