



Stage 2 - Full Equality Impact Assessment Form

1. What is the service area(s) and who is the lead officer?

Executive Director, Oliver Judges

Person completing this assessment Jemma Curtis, Regeneration Programmes Manager.

There is currently no Economic Strategy policy for the Borough.

2. What change are you proposing?

Introduction of a new Economic Strategy for West Norfolk to be approved by Cabinet and Council.

3. How will this change help the council achieve its Corporate Strategy priorities (and therefore your Directorate/service objectives)?

The West Norfolk Economic strategy (WNES) supports the following corporate priorities;

Priority: Promote growth and prosperity to benefit West Norfolk

To create job opportunities; support economic growth; develop skills needed locally; encourage housing development and infrastructure that meets local need; and promote West Norfolk as a destination

Priority: Support our communities

To support the health and wellbeing of our communities; help prevent homelessness; assist people with access to benefits advice and ensure there is equal access to opportunities

Priority: Protect our environment

To create a cleaner, greener, and better protected West Norfolk by considering environmental issues in all we do and by encouraging residents and businesses to do the same.



4. What is your evidence of need for change?

- Discretionary policy in response to the change in government policy and approach to devolving powers and funding to local areas.
- State your evidence of the need for change;
 - As set out in appendix 2 – State of the Capitals; identified trends of economic decline, weaknesses and challenges in demographics, inequalities, deprivation and economic performance which will impact on being able to sustain current industry but also recognises opportunities to intervene to reverse trends and support economic growth.

5. How will this change deliver improved value for money and/or release efficiency savings?

- Will service quality be improved?

Yes – the robust and detailed analysis that has been undertaken will ensure that the council's response, resources and interventions is targeted to the areas which are of the highest priority and has the ability to make most impact to reverse decline and support economic growth and well being of the residents of the borough. The strategy will also underpin other policies including the Local Plan and Transport Plan.

It will drive efficiency savings, but will ensure that the council seeks investment and uses resources in the right way going forward to support the economic well being of the borough.

6. What geographical area does this proposal cover?

The policy will apply to the whole Borough of west Norfolk.



7. What is the impact of your proposal?

- What outputs will be achieved as a result?
The strategy itself is an output; the next stage will be to produce an investment plan which will outline the areas of investments needed to deliver the strategy and inform future funding decisions.
- What will change?
The strategy aims to increase economic productivity, quality of employment to higher professional skilled professions, raising of skills levels and attainment and attract working age families to live/work here – all are required to sustain/support economic growth.
- How will service users experience the change?
n/a
- What does success look like if you tripped over it?
Increased GVA, higher skills levels, higher median wage levels, increase in business productivity, inward investment levels increased.
- Have you considered the needs / barriers of those currently using / not using the service?
Extensive engagement with the above was undertaken to develop the strategy including the businesses and stakeholders already engaged in programmes operated by Regeneration & Economic Development and specific targeted activity on engaging new people (residents & businesses).
- What is the frequency of the impact?

8. What data have you used to support your assessment of the impact of your proposal?

The State of the Capitals (appendix 2) has been compiled based on extensive range of data sources including NODA.

9. What consultation has been undertaken/will need to be undertaken with stakeholders/ groups directly or indirectly impacted by the proposals and how do you intend to use this information to inform the

Extensive engagement with the above was undertaken to develop the strategy including stakeholder workshops, resident drop ins, public survey and meetings with business including Business leaders. Tourism Summit, Meet the Buyer events, KLTown Board.

Particular focus on Young people during the engagement by combining the engagement on the Long Term Plan for Towns; drop in sessions, Platform 30 workshop, CWA focus group, High School engagement via The Workshop.



decision?

10. Are there any implications for other service areas?

- Will any other service areas be affected by your proposals?

This strategy should inform the policies and activities and work of other departments including;

Planning Policy, Property, Corporate Policy, Climate Change/Environment, Leisure/Town centres management

Policy - Armed forces covenant & Care leavers – opportunity to support his corporate initiative to enable people to be economically active as long as possible.

Environment – in particular link to low income/disabled/age characteristics where they are particularly prevalent in areas of poor housing and air quality. The policy aims to develop interventions in the investment plan approach that will improve the outcomes of these protected characteristics.

Personnel – raising skills and aspirations and retaining young talent are critical to achieving the objectives of the strategy and therefore maximising the opportunities for work placements and career routes within the council and the business community will be an important area of work to promote the local opportunities available and a reason to live and work in WN.

Marmot Place – link to developing the programme with the priorities in the economic strategy and vice versa; in particular opportunities to improve health and well being of residents so they can remain/become economically active.

- What implications will this have?

Positive implications to ensure the challenges and opportunities identified in the strategy are being supported and addressed holistically by a range of services delivered by the council and its partners.

11. What impact (either positive or negative) will this change have on different groups of the population?



- Have you considered the implications on groups with protected characteristics?
 - Age -
 - Disability
 - Pregnancy and maternity
 - Race
 - Other, e.g. low income, unemployed. NEETS,

All of the above have been considered in supporting all protected characteristics in overcoming barriers to employment and living economically active lives.

- For all of these consider issues of:
 - access
 - culture
 - language
 - stereotyping
 - rurality / isolation
 - safety & security
 - hate crime / discrimination
 - choice / opportunity
 - income / financial access
 - service take-up, including those not currently using the service (why might this be the case?)
- How might this change remove some of these barriers (if identified) or prevent barriers being created?

The strategy and the proceeding investment plan to be developed in early 2025, will set out actions and investment needed to address the barriers and opportunities for economic growth that, individually, will consider a range of protected characteristics and how barriers to being economically active can be overcome.

The development of specific investment priorities will assess the opportunity to positively impact the protected characteristic groups in a combination of capital and revenue based programmes/projects.

Armed Forces covenant & Care leavers – opportunity to support this corporate initiative through engagement with RAF Marham and the businesses on the base to enable people to be economically active as long as possible.

- Can any differences be justified as appropriate or necessary?
n/a
- Ensure you specifically address any protected groups where a positive or negative impact was identified on the pre-screening form in this section



12. Other Staff Involved in Assessment (including Corporate Equality Group Representatives), and comments from Equality Work Group Reps

A small sub-group of the Corporate Equalities Working Group was formed to discuss this stage 2 EIA. It was acknowledged that this strategy is the first stage in the work to address the WN economy and that further equality related issues will need to be considered as different phases and strands of the strategy are progressed. The strategy provides a great opportunity to address many local challenges and support economic growth, whilst aligning to corporate priorities and supporting work being progressed by other areas



Full EIA Action Plan

Risk/adverse impact identified (Q11)	Action to be taken to mitigate	By who <i>Include a lead officer for implementing the actions</i>	By when <i>Deadlines/timescales for implementing the actions</i>	Monitoring mechanism <i>What indicators will you use to track the impact of the change when implemented? How will you review its implementation? How do you intend to monitor service take-up?</i>

Assessment Completed By: Jemma Curtis
Job Title: Regeneration Programmes Manager
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