

## CABINET – 19TH OCTOBER 2017

### **Report of the Strategic Director Housing, Planning and Regeneration, and Regulatory Services Lead Member: Councillor Eric Vardy**

#### **Part A**

##### **ITEM 11      CHARNWOOD GROWTH SUPPORT FUND 2017/18 ROUND 1**

###### Purpose of Report

To enable Cabinet to consider applications received in response to round 1 for funding under the provisions of the Charnwood Growth Support Fund 2017/18.

###### Recommendations

1. That the following applications for support through the Growth Support Fund be approved:
  - a) £11,800 to Co-operative and Social Enterprise Development Agency (CASE) to support the delivery of a Business Advice and Support Programme,
  - b) £350 to Shepshed Town Team to assist in the procurement of a web site, and,
  - c) £5,000 to Loughborough Students Union to support the “Switch On, Stand Out” social media training for business project.
2. That the application from Barrow upon Soar Community Association for funding to undertake the preparation of a strategic and economic case for a community centre be declined.

###### Reasons

1. To provide financial support to projects which meet the criteria of the Growth Support Grant scheme in support of economic development and regeneration, subject to the need for grant funding from the Council to enable the project to succeed.
2. To decline approval for the provision of financial support where, projects fail to satisfy the criteria for economic development and regeneration or provide no evidence of the need for grant funding from the Council to enable them to proceed.

###### Policy Justification and Previous Decisions

The Corporate Plan 2016 – 2020, is committed to the creation of a strong and lasting economy in Charnwood maintaining previous corporate plan commitments to sustaining a prosperous and thriving Borough which

embraces innovation and enterprise, whilst providing a wide range of employment opportunities.

A wide range of priorities to support economic development and regeneration were set out under the previous Corporate Plan including the creation of a growth fund of a minimum of £250,000 to support and encourage growth and business.

The principles for the Growth Support Fund were supported by Cabinet at its meeting on 5 July 2012, and the preparation of criteria for the operation of the scheme was delegated to the Leader and the Strategic Director of Housing, Planning and Regeneration and Regulatory Services (Minute 23 - 12/13 refers).

Operation of the Growth Support Fund commenced in July 2012 following preparation of the criteria.

The Appendix to this report sets out the evaluation criteria and Part B provides details of applications received during Round 1 (deadline: 24 August 2017) and the results of their evaluation.

#### Implementation Timetable including Future Decisions and Scrutiny

If Cabinet awards the grants recommended in this report the monies will be released once the applicant has signed and returned a formal letter of acceptance. It is a requirement of the scheme that all grants are taken up within 12 months of the award. Payment may be made in stages and will be dependent upon receipt of copy invoices or proof of project expenditure. Evidence will be required to demonstrate the measures taken to publicise the Council's support of the project.

#### Report Implications

The following implications have been identified for this report.

##### *Financial Implications*

The grants can be met from the approved and uncommitted budget for the Growth Support Fund. If the recommended grants are approved this will leave an uncommitted balance of £95,698 in the Growth Support Fund budget.

## *Risk Management*

The risks associated with the decision Cabinet is asked to make and proposed actions to mitigate those risks are set out in the table below.

Risk Identified	Likelihood	Impact	Risk Management Actions Planned
That grants do not deliver the objectives of the Growth Support Fund	Unlikely	Moderate	The applications have been assessed against the scheme's criteria and will be linked to appropriate monitoring frameworks.

## *Equality and Diversity*

There is a requirement in the grants criteria for each organisation that applies to either have their own Equal Opportunities Policy or provide a statement that the organisation will abide by the Council's Equal Opportunities Policy.

Key Decision: No

Background Papers: Completed Application Forms and supporting material

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## **Part B**

### **Background**

1. At its meeting on 5 July 2012 Cabinet approved the establishment of a Growth Support Fund (Minute 23 - 12/13) for the purposes of:
  - Workforce development such as apprenticeships, staff training and development of skills
  - Infrastructure improvements that facilitate job creation or retention and/or economic growth through improved accessibility e.g. broadband
  - Affordable housing contributions that aid economic growth and sustainability, especially in rural areas
  - Other economic development or growth opportunities

At its meeting on 14 March 2013 Cabinet amended procedures giving delegated authority to the Strategic Director of Housing, Planning and Regeneration and Regulatory Services, for the evaluation of applications against the approved framework for the purposes of preparing recommendations for Cabinet (Minute 12/13: 127 refers). Under the initial Cabinet resolution the delegation had included the Leader. The assessment procedure is attached in an Appendix to this report. The Strategic Director chairs a Submission Assessment Panel comprising the Group Leader Plans Policies and Place Making, the Team Leader Regeneration and Economic Development and the Democratic Services Manager.

### **Application Details**

2. Five applications have been received in response to invitations to submit schemes for consideration under Round 1:
  - Co-operative and Social Enterprise Development Agency (CASE) – Business Advice and Support Programme - £11,800.
  - Love Loughborough Business Improvement District – Digital High Street Support Programme - £5,000
  - Loughborough Students Union – Switch On, Stand Out [Social Media Training for Business] - £5,000
  - Shepshed Town Team – Web Site Procurement - £350
  - Barrow upon Soar Community Association – Strategic and Economic Case for a Community Centre - £19,700
3. Initial screening of the applications suggested that the Love Loughborough BID proposal, which sought funding to engage the Students Union in delivering a digital media training programme as one component of a more wide ranging project to improve Loughborough's "Digital Index," was broadly comparable to the application made on behalf

of the Students Union itself. Engagement with the applicants has confirmed that they are broadly similar schemes. With the agreement of both parties only the Students Union proposition is to be progressed while having regard to its potential contribution to the improvement of Loughborough's "Digital Index."

#### **Co-operative and Social Enterprise Development Agency (CASE) – Business Advice and Support Programme (Score 83.7)**

4. CASE provides advice, support, mentoring and training to emerging and established businesses in Leicester and Leicestershire. That has included a programme previously delivered with assistance from the Growth Support Fund in 2016/17 which enabled engagement with more than 20 businesses and 50 individual participants looking to explore, establish and grow enterprises in Charnwood.
5. Feedback from the initial programme has demonstrated continuing demand for local business support with a particular emphasis on:
  - Raising finance for expansion
  - Cultivating succession strategies especially within family owned enterprises
  - Supporting women in business, and
  - Establishing enterprises in hard to reach areas including rural communities.
6. CASE propose the delivery of a business support programme offering:
  - Mentoring and advise for business start ups
  - Ongoing growth advice, support and guidance for established businesses
  - Provision of advice services that businesses are able to access at times that suit them, and
  - Business growth workshops covering marketing, raising finance, succession planning and business planning
7. The programme will be focused upon and actively promoted within the identified priority areas to encourage and engage hard to reach communities in the growth of business opportunities. The specific deliverables will include:
  - The delivery of six workshops providing training advice and information to 40 participants
  - The provision of 30 days of dedicated business support within the SME sector incorporating an on line business health check and/or face to face advice and support
  - The provision of intensive 1 to 1 business mentoring and support to three existing small businesses to achieve an increase in jobs and apprenticeships, attract additional contracts and enhance sustainability and growth, and,
  - Attendance at networking events and a review of existing networking opportunities for businesses across the district, supported by the publication of networking advice and information on the CASE website.

8. It is proposed to promote the programme from October 2017 with the delivery of workshops and support initiatives extending over the period to August 2018 when the outcome of the project will be evaluated. Individual work packages will be delivered by CASE's in house team of business advisors.
9. The overall budget for the programme is £36,830 which CASE leveraging 66% of the funding from its own reserves and partner organisations resulting in a request for a contribution of £11,800 for the Growth Support Fund.
10. CASE has a proven track record in the delivery of business support packages provided in partnership with the Borough Council. That work has demonstrated evidence of a continuing demand for locally delivered services which will directly address the Corporate Plan priorities for the delivery of business support, and training and skills development programmes underpinning the overarching commitment to the creation of a strong and lasting economy. The package has the capability to support all of the priority areas identified in the Regeneration Strategy and will be specifically targeted at the priority areas and hard to reach communities.
11. The programme is well presented with clearly defined objectives, deliverables, timetable and costs; its ability to leverage 66% funding from other sources brings additional value to the partnership.
12. CASE is a financially sound and organisationally strong with a proven track record in this field of enterprise lending confidence in its ability to deliver a successful programme. The strength of the proposition, coupled with the evidence of need and the robust status of the organisation attracts a score of 83.7 in the assessment process constituting a strong case for offering full support.

**Loughborough Students Union – Switch On, Stand Out [Social Media Training for Business] (Score 60)**

13. The applicants observe that in a challenging economic climate dominated by national chain stores and online retailing, independent businesses can struggle to compete and thrive. It is argued that with falling footfall and declining trade on the traditional High Street social media has become an essential component of company marketing strategies, helping to secure customer engagement and drive business growth.
14. To address those issues Loughborough Students' Union Enterprise Hub has developed a social media training programme branded "Switch On, Stand Out." To date the programme has delivered bespoke 1 to 1 social media training sessions benefitting over 80 businesses within the Loughborough Business Improvement District helping them to expand their customer base and deliver greater economic benefit to the town centre. (That programme has been partially supported with the assistance of an earlier grant from the Growth Support Fund).
15. The applicants are looking to extend the programme to capture other businesses in the Business Improvement Area and to invite businesses across the wider Borough to engage in the exercise.

16. The project deliverables will include:

- Four social media drop in clinics between December 2017 and May 2018
- Three social media workshops themed, Getting Started in Social Media, Beginning a Campaign on Social Media and What's New on Social Media, and,
- The engagement of 20 businesses in 1 to 1 mentoring sessions with 4-6 sessions per business.

17. It is anticipated that overall 80 local businesses will be upskilled in the use of social media through the three training and development channels proposed.

18. Pre-application discussions with the applicants highlighted the advantages of extending the training opportunity to businesses located outside the BID area. That presents some logistical challenges for the volunteer student mentors and so the proposition includes the provision of evening group workshops to be held on the University campus supplemented by drop in clinics to be held at locations across the Borough. (The balance between the delivery of services within and outside the BID area reasonably might be prescribed in any conditions attached to a grant offer).

19. The programme is to be delivered by volunteer students who will themselves first be trained in the delivery of social media training to ensure a consistent standard of service. The programme offers a collateral benefit to those students engaging in the project through experiencing first hand real world business challenges while also assisting in positive relationship building between business and the student community.

20. The budget for the scheme is £10,000 with the Loughborough BID committing £5,000 and the Council is being requested to match that contribution.

21. Love Loughborough BID shares the Student Union's assessment of the challenges facing the High Street and points to the emerging refresh of the Loughborough Town Centre Master Plan as evidence of further support for that position, drawing particular attention to the recommendations encouraging digital interventions as a vehicle for promoting vitality and viability.

22. The BID has engaged with the County Council and 10 towns across the county in securing £90k from the LLEP to undertake a study to determine the level of preparedness for digitally enabled town centres. That exercise will fund a base line study followed by a review in 12 months time to measure progress in the take up of digital infrastructure and services. Over that period Phase II of free WiFi will be installed in Loughborough town centre. The benefits of that facility will be maximised where retailers take advantage of digital marketing and trading opportunities; the procurement of the "Switch On, Stand Out" programme will assist that process and progress Loughborough's performance against the base line.

23. The “Switch On, Stand Out” programme shows a close association with the priority themes for growth and prosperity addressing the delivery of vital and viable town centres, providing business support and facilitating training and skills development. It also has the capacity to assist in the delivery of the Regeneration Strategy priorities linked to Loughborough and Shepshed Town Centres.
24. There is an acknowledged need for businesses to embrace digital technologies in order to remain competitive; significant European funding has been channelled into the Digital Growth programme delivered free to businesses by the East Midlands Chamber. Unfortunately that programme is not open to the retail sector despite the evidence of proven need.
25. The programme has a successful track record of delivery which has informed the preparation of a competent bid supported by clear aims, defined deliverables, manageable timetable and fully articulated budget with partnership funding secured.
26. The Students’ Union Enterprise Hub is financially sound and has successfully worked in partnership with businesses and their representatives in the delivery of earlier phases of the programme.
27. The assessment of the proposal against the scheme criteria delivers a score of 60 justifying an award of 100% funding.

#### **Shepshed Town Team – Web Site Procurement (Score 69)**

28. Shepshed Town Team (STT) was formed in 2011 as a consultation / reference group to assist consultants appointed by the Borough Council in the preparation of the Shepshed Town Centre Master Plan and Delivery Framework, approved in May 2013. STT comprises representatives of local businesses, residents, community groups and Councillors from the town, borough and county authorities.
29. STT is now engaged in the delivery of the Shepshed Masterplan and has reformatteed itself as a properly constituted body in order that it might adopt a more interventionist role with the ability to raise funds and commission direct works in support of the Masterplan’s approved aims and objectives.
30. It is proposed to establish a STT web site to publicise the work of the group, raise awareness of its role, assist in the organisation and administration of business and engage more effectively with all stakeholders to encourage wider participation in shared initiatives to improve the vitality and viability of the town centre.
31. The proposition is supportive of the Corporate Plan themes addressing the delivery of vital and viable town and village centres, the provision of business support and the empowerment of community led initiatives supporting business and economic growth. It also directly supports the regeneration of Shepshed Town Centre which it identified as a priority area in the approved Charnwood Regeneration Strategy.
32. The project would be of benefit to all businesses in Shepshed town centre and would be likely to attract additional business support for the work of STT to assist in tackling obstacles to trade and growth.

33. The proposition is simply defined and service providers are familiar with typical business requirements in the establishment of a viable web presence. Four quotations have been obtained with the most competitive falling within the region of £700 (£538 - £714). STT propose to fund 50% of the procurement costs from its own reserves being the balance from an award under the Portas Pilot scheme and seek up to £350 match funding through the Growth Support Grant.
34. STT in its current form is a relatively new entity but it has adopted a strong constitutional model based on a template recommended by the British Council of Shopping Centre Management which acted as the delivery agency for advice and guidance under the Portas Pilot scheme. Provision is made in that constitution for the wider engagement of business and the procurement of a web presence is considered necessary to maximise buy in from the business community while also reducing the administrative burden falling upon the voluntary officers of the group.
35. The formal evaluation of the specific scheme details and strengths of the organisation attracts a score of 69, while the level of funding requested is modest and therefore presents a proportionately low level of risk.

#### **Barrow upon Soar Community Association – Case for a Community Centre (Score 21)**

36. Barrow upon Soar Community Association aspire to deliver a purpose built community facility off Fishpool Way within the village, utilising land owned by the Parish Council. The application for Growth Support Grant seeks funding to assist in the development of the strategic and economic case for a Social Enterprise scheme developed to RIBA Design Stage 4 level – essentially an advanced technical design marking the final stage before obtaining planning consent and procuring the building.
37. The need for a community building has been identified through the Neighbourhood Plan and the preferred site is the product of a sequential search process. The building clearly is intended to serve a multiplicity of uses consistent with a typical community facility; among those uses it is suggested that the building might also:
- Assist commercial organisations
  - Provide meeting accommodation for businesses and agencies, and
  - Host marketing events for local SME businesses.
38. In the submission it is argued that the building will address all of the Corporate Plan priorities for supporting growth and prosperity. Specifically it is submitted that the facility will:
- Support the prosperity of Barrow upon Soar
  - Support the development of rural tourism
  - Facilitate job creation and retention
  - Support local businesses through advertising campaigns and promotional activities
  - Provide apprenticeships, staff training initiatives and skills development programmes
  - Facilitate networking events

- Deliver business training and development workshops, and
  - Support projects promoted under the Community Right to Build legislation and the Neighbourhood Plan.
39. The total cost of the project is £41,200 and the Council is requested to contribute £19,700 (48%)
40. It is apparent that the proposed community building would essentially provide a space within which the range of services proposed could be accommodated alongside the wider demands and expectations of the community. However, for the purposes of assessing the proposal against the grants criteria it is considered that the linkages to the “growth and prosperity” aims of the Corporate Plan are essentially opportunistic and somewhat tenuous. The proposition undoubtedly possesses merit as a community asset but the evidence does not demonstrate strong connectivity with the aims and objectives of the Growth Support Scheme.
41. The submission does not make any claim to address the priority areas identified in the Charnwood Regeneration Strategy.
42. The quality of the delivery programme, cost plan and funding proposals is of a high standard for any project of this type and that is acknowledged in the assessment process. However the disconnection with the primary objectives of the grant scheme is compounded by the absence of any evidence of engagement with the business community as a target group and related indications of need.
43. BUSCA is clearly a financially sound organisation and is firmly rooted in the local community, although there is no compelling evidence to suggest that the organisation provides a broad range of services to the business community; indeed the submission implies that the proposed facility will deliver a rather narrow range of services and those primarily through the provision of accommodation for events and activities organised by other parties.
44. The mismatch between the nature of the proposition, which might deliver a commendable community facility and the purpose of the grant, is reflected in the score of 21 which falls significantly below the threshold for financial support.

## Appendices

- 1 Assessment Procedure
- 2 Equality Impact Assessment

## **Appendix 1**

### **Assessment Procedure (Effective from 1 April 2015)**

All applications are assessed against two measures of need:

- The specific qualities of the proposal and its compatibility with the growth and prosperity priorities of the Corporate Plan and the priorities of the Regeneration Strategy, and
- The organisational strengths of the promoter and the need for grant funding from the Council to enable the project to succeed.

Both measures seek to demonstrate value for money to be obtained through the provision of grant funding.

Nine criteria are used to assess conformity with the Council's aims and objectives for the promotion of economic development and regeneration derived from the Corporate Plan and the approved Charnwood Regeneration Strategy. Applicants must demonstrate that their projects are well prepared and that they will be effectively managed. They are also encouraged to explore complementary sources of funding where appropriate.

- Quality of links to the Growth and Prosperity objectives of the Corporate Plan
- Quality of links to the priorities of the Regeneration Strategy
- Quality and scale of the target group(s).
- Need for the project and benefits for Charnwood and the target group(s)
- Clarity of project aims and measurement
- Evidence of engagement / participation of local businesses
- Quality of plans, delivery programme and scheme details
- Quality of cost plans and quotations.
- Quality of funding proposals

Four criteria are used to assess the strengths of the organisation and the need for the Council to provide grant funding.

- Financial position of the organisation (evidenced by bank statements and audited accounts)
- Strength of constitution and local representation.
- Range of services provided to the business community
- Assessment of need for funding support.

The specific qualities of the scheme are assessed qualitatively against these criteria and scored and individual scores weighted according to their relative importance to one another.

An average organisational strength score, defined as a percentage, is derived by assessing the organisation qualitatively against the criteria.

These two scoring mechanisms are converted into an overall score by multiplying the weighted individual scheme score by the organisational percentage rating to inform the level of funding appropriate in accordance with table 1 below:

Table 1 – Levels of Funding

Score	Level of Funding
Less than 40	Nil
40 - 50	Partial award
More than 50	Full or significant award

## Charnwood Borough Council

### **Equality Impact Assessment 'Knowing the needs of your customers and employees'**

#### **■ Background**

An Equality Impact Assessment is an improvement tool. It will assist you in ensuring that you have thought about the needs and impacts of your service/policy/function in relation to the protected characteristics. It enables a systematic approach to identifying and recording gaps and actions.

#### **■ Legislation- Equality Duty**

As a local authority that provides services to the public, Charnwood Borough Council has a legal responsibility to ensure that we can demonstrate having paid due regard to the need to:

- ✓ Eliminate discrimination, harassment and victimisation
- ✓ Advance Equality of Opportunity
- ✓ Foster good relations

For the following protected characteristics:

1. Age
2. Disability
3. Gender reassignment
4. Marriage and civil partnership
5. Pregnancy and maternity
6. Race
7. Religion and belief
8. Sex (Gender)
9. Sexual orientation

What is prohibited?

1. Direct Discrimination
2. Indirect Discrimination
3. Harassment
4. Victimisation
5. Discrimination by association
6. Discrimination by perception
7. Pregnancy and maternity discrimination
8. Discrimination arising from disability
9. Failing to make reasonable adjustments

**Note: Complete the action plan as you go through the questions**

**Step 1 – Introductory information**

Title of the policy	Charnwood Growth Support Fund
Name of lead officer and others undertaking this assessment	David Hankin
Date EIA started	September 2017
Date EIA completed	September 2017

**Step 2 – Overview of policy/function being assessed:**

Outline: What is the purpose of this policy? (Specify aims and objectives)

The Growth Support Fund was established as a vehicle for the delivery of the Council's commitment in the Corporate Plan 2012 – 2016 to encouraging growth and prosperity across the Borough; that commitment was to be delivered in part through the creation of a minimum fund of £250,000, which has been supplemented through successive budget rounds over the past five years.

Cabinet defined the scope of the scheme in 5 July 2012 as being intended to support:

- Workforce development such as supporting apprenticeships, providing staff training and the development of skills.
- Infrastructure improvements that facilitate job creation and / or economic growth through improved accessibility; e.g. Broadband.
- Affordable housing contributions that aid economic growth and sustainability, especially in rural areas, and
- Other economic development and growth opportunities.

To provide additional guidance for potential applicants and lend greater clarity to the scope of the fund the detailed criteria approved under delegation provided a definition of what might be admissible for the purposes of supporting "other economic development and growth opportunities." They included:

- Delivery of the Council's regeneration priorities as set out in the Corporate Plan and Regeneration Strategy
- Improvements to the public realm which encourage greater footfall in town and village centres
- Support for Community Right to Build initiatives related to the delivery of new shops and business premises
- Business networking, training, and development seminars, workshops and events, and
- Advertising and marketing campaigns and promotions.

What specific group/s is the policy designed to affect/impact and what is the intended change or outcome for them?

The policy is designed to support and encourage the growth and prosperity of local businesses so as to sustain a healthy economy which can support the retention and creation of jobs.

Which groups have been consulted as part of the creation or review of the policy?

The policy is the product of a direct instruction from Cabinet with related budget provision to facilitate delivery. It has not been the subject of any separate consultation with stakeholders as part of its foundation or review.

### ■ Step 3 – What we already know and where there are gaps

List any existing information/data do you have/monitor about different diverse groups in relation to this policy? Such as in relation to age, disability, gender reassignment, marriage and civil partnership, pregnancy & maternity, race, religion or belief, sex, sexual orientation etc.

Data/information such as:

- Consultation
- Previous Equality Impact Assessments
- Demographic information
- Anecdotal and other evidence

As an integral step in the grant application process applicants are required to supply a copy of their own equal opportunities policy or sign up to the adoption of the Council's own policy.

Because the scheme is targeted primarily at businesses and their representatives or educational organisations rather than individuals there is currently no system in place to monitor diversity. Intuitively funding directed in support of apprenticeship support schemes will have supported young people and elements of the Business training programme delivered in partnership with CASE were specifically targeted at supporting women in business.

Support for projects like the Leicestershire Superfast Broadband project and programmes in support of the Love Loughborough Business Improvement District will impact upon a hugely diverse customer group because of the universal access to the benefits delivered.

What does this information / data tell you about diverse group? If you do not hold or have access to any data/information on diverse groups, what do you need to begin collating / monitoring? (Please list)

The information gives very little insight into the impact of the policy on diverse groups – very few of the grants awarded directly support individuals but aim to deliver wider economic benefit across all groups within society.

Where awards do support identifiable individuals it is acknowledged that equalities monitoring needs to be undertaken as part of the scheme evaluation process to gain a better insight into if and how the grant might be supporting diversity and to identify any barriers to accessing the scheme.

### ■ Step 4 – Do we need to seek the views of others? If so, who?

In light of the answers you have given in Step 2, do you need to consult with specific groups to identify needs / issues? If not please explain why.

Need to consult delivery partners to ensure the collection of equalities monitoring data.

### ■ Step 5 – Assessing the impact

In light of any data/consultation/information and your own knowledge and awareness, please identify whether the policy has a positive or negative impact on the individuals or community groups (including what barriers these individuals or groups may face) who identify with any 'protected characteristics' and provide an explanation for your decision (please refer to the general duties on the front page).

	Comments
Age	Positive: Apprenticeship support schemes (Charnwood

	<p>Apprenticeship Support Programme supported 35 placements and partnerships with Syston Town Council and John Storer House supported 4 appointments) have helped younger people into employment at a combined cost of £83,600.</p> <p>The remainder of the programme has to date distributed a further £253,500 across a wide range of schemes which will have delivered benefits to all age groups.</p>
<b>Disability (Physical, visual, hearing, learning disabilities, mental health)</b>	Neutral
<b>Gender Reassignment (Transgender)</b>	Neutral
<b>Race</b>	Neutral
<b>Religion or Belief (Includes no belief)</b>	The grant is not available to religious organisations
<b>Sex (Gender)</b>	Positive: Elements of the business advice and development workshops delivered in partnership with CASE (project cost £17,865) were specifically directed towards supporting women in business (25 women engaged in programme).
<b>Sexual Orientation</b>	Neutral
<b>Other protected groups (Pregnancy &amp; maternity, marriage &amp; civil partnership)</b>	Neutral
<b>Other socially excluded groups (carers, low literacy, priority neighbourhoods, health inequalities, rural isolation, asylum seeker and refugee communities etc.)</b>	Neutral

Where there are potential barriers, negative impacts identified and/ or barriers or impacts are unknown, please outline how you propose to minimise all negative impact or discrimination.

Please note:

- a) If you have identified adverse impact or discrimination that is illegal, you are required to take action to remedy this immediately.
- b) Additionally, if you have identified adverse impact that is justifiable or legitimate, you will need to consider what actions can be taken to mitigate its effect on those groups of people.

No negative impacts or potential barriers have been identified. However it is recognised that the marketing and promotion off the Growth Support Grant might be more specifically targeted at diverse groups through social media channels.

Summarise your findings and give an overview as to whether the policy will meet Charnwood Borough Council's responsibilities in relation to equality and diversity (please refer to the general duties on the front page).

There is nothing inherently discriminatory in the operation of the Growth Support grants scheme which would appear to act upon the protected characteristics of the identified groups – rather the issue is one of effectively monitoring where possible that the funding is fairly and equitably distributed across all groups where the opportunity to gather data from individual beneficiaries is possible.

Any adverse impacts or barriers to access for individuals will be addressed as they arise following monitoring.

#### ■ **Step 6- Monitoring, evaluation and review**

Are there processes in place to review the findings of this Assessment and make appropriate changes? In particular, how will you monitor potential barriers and any positive/ negative impact?

Introduce post project evaluation where it is possible to access individual beneficiaries.

How will the recommendations of this assessment be built into wider planning and review processes? e.g. policy reviews, annual plans and use of performance management systems.

Requirement for monitoring will be incorporated in the published scheme guidance criteria

## ■ Step 7- Action Plan

<b>Please include any identified concerns/actions/issues in this action plan: The issues identified should inform your Service Plan and, if appropriate, your Consultation Plan</b>			
Reference Number	Action	Responsible Officer	Target Date
1	Undertake diversity assessment of projects directed towards the training or support of identifiable individuals as part of the post project evaluation process and use the results to determine and inform solutions to address any identified adverse impacts or barriers to access..	Team Leader	With immediate effect
2	Review with the Coms team the options for promoting and marketing the Growth Support Grant to protected groups through social media channels	Team Leader	With immediate effect

## ■ Step 8- Who needs to know about the outcomes of this assessment and how will they be informed?

	Who needs to know (Please tick)	How they will be informed (we have a legal duty to publish EIA's)
<b>Employees</b>	✓	Team briefing
<b>Service users</b>	✓	Inclusion of monitoring requirements within scheme guidance notes
<b>Partners and stakeholders</b>	✓	Inclusion of monitoring requirements within scheme guidance notes
<b>Others</b>		
<b>To ensure ease of access, what other communication needs/concerns are there?</b>		

<b>Please delete as appropriate</b>
<b>I agree with this assessment / action plan</b>
<b>If disagree, state action/s required, reasons and details of who is to carry them out with timescales:</b>
<b>Signed (Service Head):</b>



Date: 5/10/17

**Please send completed & signed assessment to Suzanne Kinder for publishing.**

**Step 9- Conclusion (to be completed and signed by the Service Head)**