

Shropshire Council Equality and Social Inclusion Impact Assessment (ESIIA)

Name of service change: Shropshire Council Draft Economic Growth Strategy 2017-2021

Contextual Notes 2016

The What and the Why:

The Shropshire Council Equality and Social Inclusion Impact Assessment (ESIIA) approach helps to identify whether or not any new or significant changes to services, including policies, procedures, functions or projects, may have an adverse impact on a particular group of people, and whether the human rights of individuals may be affected.

This assessment encompasses consideration of social inclusion. This is so that we are thinking as carefully and completely as possible about all Shropshire groups and communities, including people in rural areas and people we may describe as vulnerable, for example due to low income or to safeguarding concerns, as well as people in what are described as the nine 'protected characteristics' of groups of people in our population, eg Age. We demonstrate equal treatment to people who are in these groups and to people who are not, through having what is termed 'due regard' to their needs and views when developing and implementing policy and strategy and when commissioning, procuring, arranging or delivering services.

It is a legal requirement for local authorities to assess the equality and human rights impact of changes proposed or made to services. Carrying out ESIIAs helps us as a public authority to ensure that, as far as possible, we are taking actions to meet the general equality duty placed on us by the Equality Act 2010, and to thus demonstrate that the three equality aims are integral to our decision making processes. These are: eliminating discrimination, harassment and victimisation; advancing equality of opportunity; and fostering good relations.

The How:

The guidance and the evidence template are combined into one document for ease of access and usage, including questions that set out to act as useful prompts to service areas at each stage. The assessment comprises two parts: a screening part, and a full report part.

Screening (Part One) enables energies to be focussed on the service changes for which there are potentially important equalities and human rights implications. If screening indicates that the impact is likely to be positive overall, or is likely to have a medium or low negative or positive impact on certain groups of people, a full report is not required. Energies should instead focus on review and monitoring and ongoing evidence collection, enabling incremental improvements and adjustments that will lead to overall positive impacts for all groups in Shropshire.

A ***full report (Part Two)*** needs to be carried out where screening indicates that there are considered to be or likely to be significant negative impacts for certain groups of people, and/or where there are human rights implications. Where there is some uncertainty as to what decision to reach based on the evidence available, a full report is recommended, as it enables more evidence to be collected that will help the service area to reach an informed opinion.

Shropshire Council Part 1 ESIIA: initial screening and assessment

Please note: prompt questions and guidance within boxes are in italics. You are welcome to type over them when completing this form. Please extend the boxes if you need more space for your commentary.

Name of service change

Shropshire Council Draft Economic Growth Strategy 2017-2021

Aims of the service change and description

The draft Economic Growth Strategy sets out Shropshire Council's commitment and ambition to grow the local economy of the County. Preparing a clear vision and strategy is an important milestone in defining the key objectives and identifying the series of actions that the Council will take to achieve economic growth over the coming years.

The development of a new Economic Growth Strategy has been necessary in order to update the current Economic Growth Strategy approved in 2012. The development of this strategy is also one of the key objectives of the council's Corporate Plan 2016/17 to 2018/19, in which the three high level outcomes are Healthy People, Resilient Communities, and a Prosperous Economy.

Updating the strategy is a key priority for the Council as this document also links into and informs the Marches LEP Strategic Economic Plan, the West Midlands Combined Authority Strategic Economic Plan and the national economic picture, in particular the developing UK Industrial Strategy.

The aim of the strategy is to provide a clear vision and ambition that will direct the actions that the Council will take in order to achieve increased economic productivity, resilience and prosperity for the County. The draft strategy outlines the ways that this will be achieved through detailing a number of priority actions and targets, and acknowledges that whilst the Council does not have control over all the activities and actions which will generate economic growth the council is fully committed to working collaboratively across the public and private sectors and with communities in order to achieve its economic ambitions. The draft strategy also acknowledges the importance of effective engagement and building relationships in order to communicate growth ambitions and how they will be achieved through the growth strategy.

The draft strategy sets out six priorities in order to deliver the vision for Shropshire.

- Target actions and resources on economic opportunities
- Enable businesses to grow and succeed
- Deliver infrastructure to support growth
- Meet skills needs and people's aspirations for work
- Promote Shropshire to investors
- Build the Council's reputation as a council that is 'good to do business with'

The draft strategy also sets out the role the Council has to play in growing Shropshire's economy and the ability of the Council to invest into the economic growth agenda. The delivery of this new strategy will also underpin the ethos within the Council of developing a

more commercial, innovative and enterprising culture.

The draft Strategy was presented to Cabinet on the 1st March 2017 [Agenda, Decision and Minutes](#), at which time it was proposed that public consultation would help to inform the development of a final strategy. The policy intention was for this to also include an action plan which will support the strategy and inform the level of investment that will be required and over what timeframe. It was agreed that the consultation would take place, and that an ESIA would be produced following that consultation, in order to make use of any feedback from the wider community as well as the business community and make any adjustments considered warranted that could enhance positive impacts for the community.

Intended audiences and target groups for the service change

The intended audience for the Economic Growth Strategy in draft and final form is everyone who lives in, works in or visits Shropshire and therefore all groupings within the community, as well as those who serve them. By this we mean the Council, town and parish councils, the wider business sector, the voluntary and community sector, the health and social care sector, and organisations and bodies involved in enabling and facilitating economic growth, including Government agencies and Departments, and strategic bodies such as the West Midlands Combined Authority.

The main stakeholder groups were identified as follows:

- Local businesses
- Business partnerships and support bodies, including the Shropshire Business Board.
- Partnerships and providers of learning, skills and employment opportunities
- Rural and environmental partnerships
- Public sector bodies
- Town and Parish councils
- Housing providers
- Voluntary and Community Sector organisations (including social enterprise)
- Shropshire Council Elected Members and Officers
- Members of the public

This list was not intended to be exhaustive or in order of priority and will be added to and amended as and when appropriate, including through feedback from consultation.

Evidence used for screening of the service change

Full details about the evidence collected to inform the initial draft Strategy was presented to Cabinet at its meeting on the 1st March 2017. Cabinet agreed that the public consultation exercise be undertaken to further inform the process and to gather the views of the community as a whole, prior to a further report being presented back to Cabinet.

There have been significant changes in the field of economic development over the last few years. A number of different research and engagement exercises have developed a robust evidence base upon which a new strategy can be based. The different sources of research, alongside feedback from our partners and communities highlight that there are many new

ways of working, challenges and opportunities that can be considered and responded to.

Many sources have informed the development of this draft which include the commissioned report from IPPR North, 'Building an Economic vision for Shropshire' earlier this year as well a number of other sources which have informed its development, these include Shropshire Council Socio Economic Context report and Oxford Economics forecasts. The IPPR North report which was jointly commissioned with the University Centre Shrewsbury made thirteen recommendations which were centred on four themes; people, place, private businesses and public services. Whilst these recommendations are not replicated in the strategy they have informed the actions set out in it.

Formal analysis of the data collated through the public consultation process has now been undertaken to provide additional evidence and feed into the development of the Economic Growth Strategy.

The analysis of the data showed broad support for the six priorities and vision with common themes emerging which included the role tourism should play in Shropshire's economy, maximising the natural environment and green infrastructure, the contribution public transport makes to economic growth, the importance of digital connectivity, maximising opportunities and balancing needs between urban and rural and also local business growth and investment.

Specific consultation and engagement with intended audiences and target groups for the service change

The consultation on the draft Economic Growth Strategy ran from the 13th March to the 28th April 2017 during which time a number of methods were used to seek to reach the intended audience. Engagement opportunities included an online consultation feedback survey with the option of submitting feedback via email for more detailed written responses. In total there were 68 responses (46 survey responses were received with 26 more detailed written responses – 4 responded to both). Although relatively low in number the analysis showed that the quality of responses was high and that the comments were lengthy and well considered.

In terms of promoting the consultation Shropshire Council officers attended over 20 meetings and workshops with key stakeholders and partner organisation where presentations on the draft strategy were delivered during the consultation period. 21 more formal invitations to participate within the consultation were issued to ensure that key local networks and organisations such as the Local Nature Partnership (LNP) and National Farmers Union (NFU) were engaged in the process. Individual invitations were also issued to those who had participated in the workshops which informed the IPPR North report. The Economic Growth team also had a key role in disseminating out the consultation information to their key contacts which included businesses registered on the Council's database for business alerts, business support networks such as the Federation of Small Businesses (FSB) and also the Shropshire Business Board. In total communications were sent out to in excess of 4,000 individual contacts.

A schedule was produced to map the reach of the consultation to ensure that coverage was

as wide as possible. A summary handout was produced which contained links to the strategy, webpage and details on how to get involved. This summary document, along with paper copies of the strategy were also provided for meetings and events which couldn't be attended due to time constraints or limited resource.

There was a good geographical spread from around the county in terms of the survey responses received which highlighted both rural and urban views. Analysis of the survey responses showed that the majority of the protected characteristic groupings who should see a medium positive impact were represented. There was a good mix of age ranges, although the age bracket mostly represented was the 45-64 group. 3 respondents identified themselves as having a disability and whilst most respondents to the survey were employed (29), there was also representation from those who were unemployed or retired. Of those who stated their ethnicity, 76% stated they were White British (the remainder did not state an ethnic background). In terms of gender 48% were male and 32% female (the remainder did not provide a gender). There will be ongoing efforts to engage with people in the protected characteristic groupings, particularly where the level of response has been low during this consultation, for example younger age groups and those at risk of social exclusion.

Potential impact on Protected Characteristic groups and on social inclusion

Using the results of evidence gathering and specific consultation and engagement, please consider how the service change as proposed may affect people within the nine Protected Characteristic groups and people at risk of social exclusion.

1. Have the intended audiences and target groups been consulted about:
 - their current needs and aspirations and what is important to them;
 - the potential impact of this service change on them, whether positive or negative, intended or unintended;
 - the potential barriers they may face.
2. If the intended audience and target groups have not been consulted directly, have their representatives or people with specialist knowledge been consulted, or has research been explored?
3. Have other stakeholder groups and secondary groups, for example carers of service users, been explored in terms of potential unintended impacts?
4. Are there systems set up to:
 - monitor the impact, positive or negative, intended or intended, for different groups;
 - enable open feedback and suggestions from a variety of audiences through a variety of methods.
5. Are there any Human Rights implications? For example, is there a breach of one or more of the human rights of an individual or group?
6. Will the service change as proposed have a positive or negative impact on:
 - fostering good relations?
 - social inclusion?

Initial assessment for each group

Please rate the impact that you perceive the service change is likely to have on a group, through inserting a tick in the relevant column. Please add any extra notes that you think might be helpful for readers.

Protected Characteristic groups and other groups in Shropshire	High negative impact <i>Part Two ESIIA required</i>	High positive impact <i>Part One ESIIA required</i>	Medium positive or negative impact <i>Part One ESIIA required</i>	Low positive or negative impact <i>Part One ESIIA required</i>
Age (please include children, young people, people of working age, older people. Some people may belong to more than one group eg child for whom there are safeguarding concerns eg older person with disability)			✓	
Disability (please include: mental health conditions and syndromes including autism; physical disabilities or impairments; learning disabilities; Multiple Sclerosis; cancer; HIV)			✓	
Gender re-assignment (please include associated aspects: safety, caring responsibility, potential for bullying and harassment)				✓
Marriage and Civil Partnership (please include associated aspects: caring responsibility, potential for bullying and harassment)				✓
Pregnancy & Maternity (please include associated aspects: safety, caring responsibility, potential for bullying and harassment)			✓	
Race (please include: ethnicity, nationality, culture, language, gypsy, traveller)				✓
Religion and belief (please include: Buddhism, Christianity, Hinduism, Islam, Judaism, Non conformists; Rastafarianism; Sikhism, Shinto, Taoism, Zoroastrianism, and any others)				✓
Sex (please include associated aspects: safety, caring responsibility, potential for bullying and harassment)			✓	
Sexual Orientation (please include associated aspects: safety; caring responsibility; potential for bullying and harassment)				✓
Other: Social Inclusion (please include families and friends with caring responsibilities; people with health inequalities; households in poverty; refugees and asylum seekers; rural communities; people for whom			✓	

there are safeguarding concerns; people you consider to be vulnerable)				
--	--	--	--	--

Guidance on what a negative impact might look like

High Negative	Significant potential impact, risk of exposure, history of complaints, no mitigating measures in place or no evidence available: urgent need for consultation with customers, general public, workforce
Medium Negative	Some potential impact, some mitigating measures in place but no evidence available how effective they are: would be beneficial to consult with customers, general public, workforce
Low Negative	Almost bordering on non-relevance to the ESIIA process (heavily legislation led, very little discretion can be exercised, limited public facing aspect, national policy affecting degree of local impact possible)

Decision, review and monitoring

Decision	Yes	No
Part One ESIIA Only?	✓	
Proceed to Part Two Full Report?		✓

If Part One, please now use the boxes below and sign off at the foot of the page. If Part Two, please move on to the full report stage.

Actions to mitigate negative impact or enhance positive impact of the service change

The development of an Economic Growth Strategy is likely to have a positive impact on Shropshire as a whole. The benefits of growing the local economy through the six priorities are anticipated to positively impact on many societal layers within the county. Although this strategy is economically focused there will be many benefits associated with a resilient economy and increased economic productivity such as increased employment opportunity, provision of housing, infrastructure benefits, facilities and utilities.

In particular, a medium positive impact would be intended for the groupings of Age, Disability, Pregnancy and Maternity, Sex, and also Social Inclusion. This would be due to an emphasis on skills and learning, flexible working to accommodate caring responsibilities and action to address access challenges for those living in low income households and/or those living in rural areas, such as young people, eg fuel poverty and digital / broadband connectivity.

As stated, there will be ongoing efforts to engage with people in the Protected Characteristic groupings, particularly where low levels of responses to public consultation have been received to date.

There will also be efforts made to engage with groupings and their advocates where links may usefully be made with specific target groups such as people with mental health problems, through projects and partnership initiatives already under way, eg WMCA Mental Health Commission and Productivity and Skills Commission. Actions may then be more readily identified from evidence gathered to enhance the positive impact of the Strategy for these groupings, leading to better outcomes overall for communities in Shropshire.

Actions to review and monitor the impact of the service change


The responses to the draft consultation are being used to inform the final Economic Growth Strategy 2017-21 and associated action plan. Those who submitted a response and who have requested feedback will be sent a report detailing the main findings. This report will also be published on the Shropshire Council website.

It is anticipated that there will be a full launch of the final strategy in September 2017 after the strategy has been approved by Cabinet. This will be an opportunity for all those who were involved in and contributed to the draft strategy to see the final version before it is fully implemented as a working strategy document.

As part of the delivery of the vision it will be necessary to develop a clear communications and relationship plan to underpin the priorities and objectives for economic growth in Shropshire. This will involve regular communications with residents and businesses and engage a number of the established groups and networks.

The strategy is fully intended to be a working document therefore there will be ongoing review and monitoring of the objectives especially against an ever changing economic and political landscape. As highlighted in the strategy Shropshire Council will continue to build on their relationships with businesses, organisations and networks to achieve shared objectives, and maximise their use of communication channels for effective and positive outcomes. Alongside this the Council will also continue to look at best practice, encourage comments and ideas from local residents and actively encourage the participation of local community groups in the development and delivery of the Economic Growth Strategy. This will include ongoing efforts to strengthen engagement with people in Protected Characteristic groupings and people at risk of social exclusion, and to define and deliver actions accordingly to mitigate any negative impact and enhance positive impact of the Strategy in its draft and final versions.

Scrutiny at Part One screening stage

People involved	Signatures	Date
<i>Lead officer carrying out the screening</i> Lisa Ashby Economic Growth Coordinator		6 th June 2017

<i>Any internal support*</i>		
<i>Any external support**</i> Mrs Lois Dale Rurality and Equalities Specialist	<i>Lois Dale</i>	2 nd June 2017
Sarah Dodds Feedback and Insight Team Leader	<i>S Dodds</i>	21 st June 2017
<i>Head of service</i> Gemma Davies Head of Economic Growth	<i>GED Davies</i>	22 nd June

**This refers to other officers within the service area*

***This refers either to support external to the service but within the Council, eg from the Rurality and Equalities Specialist, or support external to the Council, eg from a peer authority*

Sign off at Part One screening stage

Name	Signatures	Date
<i>Lead officer's name</i> Lisa Ashby Economic Growth Coordinator	<i>L Ashby</i>	6 th June
<i>Head of service's name</i> Gemma Davies Head of Economic Growth	<i>GED Davies</i>	26 th June

Shropshire Council Part 2 ESIIA: full report

Guidance notes on how to carry out the full report

The decision that you are seeking to make, as a result of carrying out this full report, will take one of four routes:

1. To make changes to satisfy any concerns raised through the specific consultation and engagement process and through your further analysis of the evidence to hand;
2. To make changes that will remove or reduce the potential of the service change to adversely affect any of the Protected Characteristic groups and those who may be at risk of social exclusion;
3. To adopt the service change as it stands, with evidence to justify your decision even though it could adversely affect some groups;
4. To find alternative means to achieve the aims of the service change.

The Part Two Full Report therefore starts with a forensic scrutiny of the evidence and consultation results considered during Part One Screening, and identification of gaps in data for people in any of the nine Protected Characteristic groups and people who may be at risk of social exclusion, e.g. rural communities. There may also be gaps identified to you independently of this process, from sources including the intended audiences and target groups themselves.

The forensic scrutiny stage enables you to assess:

- **Which gaps need to be filled right now, to help you to make a decision about the likely impact of the proposed service change?**

This could involve methods such as: one off service area focus groups; use of customer records; examination of data held elsewhere in the organisation, such as corporate customer complaints; and reference to data held by similar authorities or at national level from which reliable comparisons might be drawn, including via the Rural Services Network. Quantitative evidence could include data from NHS Foundation Trusts, community and voluntary sector bodies, and partnerships including the Local Enterprise Partnership and the Health and Well Being Board. Qualitative evidence could include commentary from stakeholders.

- **Which gaps could be filled within a timeframe that will enable you to monitor potential barriers and any positive or negative impacts on groups and individuals further along into the process?**

This could potentially be as part of wider corporate and partnership efforts to strengthen the evidence base on equalities. Examples would be: joint information sharing protocols about victims of hate crime incidents; the collection of data that will fill gaps across a number of service areas, eg needs of young people with learning disabilities as they progress through into independent living; and publicity awareness campaigns that encourage open feedback and suggestions from a variety of audiences.

Once you have identified your evidence gaps, and decided on the actions you will take right now and further into the process, please record your activity in the following boxes. Please extend the boxes as needed.

Evidence used for assessment of the service change: activity record

How did you carry out further research into the nine Protected Characteristic groups and those who may be at risk of social exclusion, about their current needs and aspirations and about the likely impacts and barriers that they face in day to day living?

And what did it tell you?

Specific consultation and engagement with intended audiences and target groups for the service change: activity record

How did you carry out further specific consultation and engagement activity with the intended audiences and with other stakeholders who may be affected by the service change?

And what did it tell you?

Further and ongoing research and consultation with intended audiences and target groups for the service change: activity record

What further research, consultation and engagement activity do you think is required to help fill gaps in our understanding about the potential or known affect that this proposed service change may have on any of the ten groupings and on the intended audiences and target groups? This could be by your service area and/or at corporate and partnership level.

Full report assessment for each group

Please rate the impact as you now perceive it, by inserting a tick. Please give brief comments for each group, to give context to your decision, including what barriers these groups or individuals may face.

Protected Characteristic groups and other groups in Shropshire	High negative impact	High positive impact	Medium positive or negative impact	Low positive or negative impact
Age (please include children, young people, people of working age, older people. Some people may belong to more than one group eg child for whom there are safeguarding concerns eg older person with disability)				
Disability (please include: mental health conditions and syndromes including autism; physical disabilities or impairments; learning disabilities; Multiple Sclerosis; cancer; HIV)				
Gender re-assignment (please include associated aspects: safety, caring responsibility, potential for bullying and harassment)				
Marriage and Civil Partnership (please include associated aspects: caring responsibility, potential for bullying and harassment)				
Pregnancy & Maternity (please include associated aspects: safety, caring responsibility, potential for bullying and harassment)				
Race (please include: ethnicity, nationality, culture, language, gypsy, traveller)				
Religion and belief (please include: Buddhism, Christianity, Hinduism, Islam, Judaism, Non conformists; Rastafarianism; Sikhism, Shinto, Taoism, Zoroastrianism, and any others)				
Sex (please include associated aspects: safety, caring responsibility, potential for bullying and harassment)				
Sexual Orientation (please include associated aspects: safety; caring responsibility; potential for bullying and harassment)				
Other: Social Inclusion (please include families and friends with caring responsibilities; people with health inequalities; households in poverty; refugees and asylum seekers; rural communities; people for whom there are safeguarding concerns; people you consider to be vulnerable)				

ESIIA Full Report decision, review and monitoring

Summary of findings and analysis - ESIIA decision

You should now be in a position to record your decision. Please highlight in bold the route that you have decided to take.

1. To make changes to satisfy any concerns raised through the specific consultation and engagement process and through your further analysis of the evidence to hand;
2. To make changes that will remove or reduce the potential of the service change to adversely affect any of the Protected Characteristic groups and those who may be at risk of social exclusion;
3. To adopt the service change as it stands, with evidence to justify your decision even though it could adversely affect some groups;
4. To find alternative means to achieve the aims of the service change.

Please add any brief overall comments to explain your choice.

You will then need to create an action plan and attach it to this report, to set out what further activity is taking place or is programmed that will:

- *mitigate negative impact or enhance positive impact of the service change,*
- AND*
- *review and monitor the impact of the service change*

Please try to ensure that:

- *Your decision is based on the aims of the service change, the evidence collected, consultation and engagement results, relative merits of alternative approaches and compliance with legislation, and that records are kept;*
- *The action plan shows clear links to corporate actions the Council is taking to meet the general equality duty placed on us by the Equality Act 2010, to have due regard to the three equality aims in our decision making processes.*

Scrutiny at Part Two full report stage

People involved	Signatures	Date
<i>Lead officer</i>		
<i>Any internal support</i>		
<i>Any external support</i>		
<i>Head of service</i>		

Sign off at Part Two full report stage

Signature (Lead Officer)	Signature (Head of Service)
Date:	Date:

Appendix: ESIIA Part Two Full Report: Guidance Notes on Action Plan

Please base your action plan on the evidence you find to support your decisions, and the challenges and opportunities you have identified. It could include arrangements for:

- continuing engagement and involvement with intended audiences, target groups and stakeholders;
- monitoring and evaluating the service change for its impact on different groups throughout the process and as the service change is carried out;
- ensuring that any pilot projects are evaluated and take account of issues described in the assessment, and that they are assessed to make sure they are having intended impact;
- ensuring that relevant colleagues are made aware of the assessment;
- disseminating information about the assessment to all relevant stakeholders who will be implementing the service change;
- strengthening the evidence base on equalities.

Please also consider:

- resource implications for in-house and external delivery of the service;
- arrangements for ensuring that external providers of the service are monitored for compliance with the Council's commitments to equality, diversity and social inclusion, and legal requirements including duties under the Equality Act 2010.

And finally, please also ensure that the action plan shows clear links to corporate actions the Council is taking to meet the general equality duty placed on us by the Equality Act 2010, to have due regard to the three equality aims in our decision making processes.

These are:

- Eliminating discrimination, harassment and victimisation
- Advancing equality of opportunity
- Fostering good relations

Note: Shropshire Council has referred to good practice elsewhere in refreshing previous equality impact assessment material in 2014 and replacing it with this ESIIA material. The Council is grateful in particular to Leicestershire County Council, for graciously allowing use to be made of their Equality and Human Rights Impact Assessments (EHRIs) material and associated documentation.

For further information on the use of ESIIAs: please contact your head of service or contact Mrs Lois Dale, Rurality and Equalities Specialist and Council policy support on equality, via telephone 01743 255684, or email lois.dale@shropshire.gov.uk.