

Ad:Venture and Digital Enterprise Programme Update :
Equality, Diversity, Cohesion and Integration (EDCI) impact assessment for the Ad:Venture Programme



As a public authority we need to ensure that all our strategies, policies, service and functions, both current and proposed have given proper consideration to equality, diversity, cohesion and integration. In all appropriate instances we will need to carry out an equality, diversity, cohesion and integration impact assessment.

This form:

- can be used to prompt discussion when carrying out your impact assessment
- should be completed either during the assessment process or following completion of the assessment
- should include a brief explanation where a section is not applicable

Directorate: City Development	Service area: Funding Programmes and Business Support
Lead person: Stuart Ross	Contact number:
Date of the equality, diversity, cohesion and integration impact assessment: August 2022	

1. Title: Ad:Venture
Is this a:
<input type="checkbox"/> Strategy / Policy <input type="checkbox"/> Service / Function <input checked="" type="checkbox"/> Other
If other, please specify To assess a project ahead of submission to the first stage of application process for funding from West Yorkshire Combined Authority

2. Members of the assessment team:

Name	Organisation	Role on assessment team For example, service user, manager of service, specialist
Stuart Ross	Leeds City Council	Economic Development Programme Leader
Phil Cole	Leeds City Council	Head of Funding Programmes and Business Support

The assessment has been informed by the mid-term evaluation and review of the grant programme which took place in early 2022. This involved beneficiary businesses, stakeholders and delivery partners.

3. Summary of strategy, policy, service or function that was assessed:

This assessment is for the new phase of the Ad:Venture Enterprise Programme, which is led by Leeds City Council, on behalf of a West Yorkshire, multi-stakeholder partnership. The programme which will be delivered across all 5 local authority areas of West Yorkshire, will offer a range of support to new entrepreneurs and young businesses (those less than 3 years old) to enable them to grow and thrive, to either safeguard existing jobs or to create new jobs and employment opportunities.

Support available to businesses includes a grants programme, support from a dedicated business adviser, virtual support through a webinar programme and investment readiness support to access a loan fund.

4. Scope of the equality, diversity, cohesion and integration impact assessment
(complete - 4a. if you are assessing a strategy, policy or plan and 4b. if you are assessing a service, function or event)

4a. Strategy, policy or plan
(please tick the appropriate box below)

The vision and themes, objectives or outcomes	<input type="checkbox"/>
The vision and themes, objectives or outcomes and the supporting guidance	<input type="checkbox"/>
A specific section within the strategy, policy or plan	<input type="checkbox"/>

Please provide detail:

4b. Service, function, event
please tick the appropriate box below

The whole service (including service provision and employment)	<input type="checkbox"/>
A specific part of the service (including service provision or employment or a specific section of the service)	<input checked="" type="checkbox"/>
	<input type="checkbox"/>

Procuring of a service (by contract or grant)	
Please provide detail: See above the assessment relates to a series of activities to support SMEs.	

<p>5. Fact finding – what do we already know</p> <p>Make a note here of all information you will be using to carry out this assessment. This could include: previous consultation, involvement, research, results from perception surveys, equality monitoring and customer/ staff feedback.</p> <p>(priority should be given to equality, diversity, cohesion and integration related information)</p> <p>AdVenture delivery commenced in 2016. It will be funded by European Regional Development Fund until June 2023. A mid-term/interim evaluation was carried out and a full review of the grants programme element was completed in February 2022. The grants programme review involved focus groups and 1-1 meetings with programme stakeholders, businesses which had applied for grants, and business advisers funded by the programme and employed by West and North Yorkshire Chamber of Commerce.</p> <p>The brief included reviewing how effective the programme had been in engaging the groups listed below, and identifying possible improvements in provision:</p> <ul style="list-style-type: none"> • Female entrepreneurs • Entrepreneurs from ethnically diverse communities • Entrepreneurs from the most deprived parts of the City Region • Persons that consider themselves to have a disability. <p>The evaluation found that overall Ad:Venture had good engagement with female entrepreneurs and entrepreneurs from ethnically diverse communities at the pre-start stage. with particularly strong with entrepreneurs from Asian/British Asian and Black African, Caribbean, and Black British communities. 26% of pre-start beneficiaries were from ethnically diverse communities compared to 15.7% on the working age population as a whole. The gender balance across the programme is generally positive with 41% of pre-start entrepreneurs stated that they were female, and 33% of start-ups. Whilst this is a lower gender balance that in the population as a whole, research carried out in 2020 indicated that 33% of businesses in the UK are female owned.</p> <p>Those with disabilities are under-represented at both pre-start and start-up stages.</p> <p>Are there any gaps in equality and diversity information Please provide detail:</p> <p>There is a clear baseline of recent data about under-represented groups for the next phase of the programme, and recommendations from the evaluation will be considered as part of its development to full business case stage.</p> <p>Action required:</p>

6. Wider involvement – have you involved groups of people who are most likely to be affected or interested	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Please provide detail:	
<p>Businesses and individual entrepreneurs who accessed the AdVenture programme were consulted as part of the interim evaluation and the grants programme review. The final evaluation of the programme will be complete in spring 2023.</p> <p>The project will be delivered across West Yorkshire and officers from Bradford, Kirklees, Wakefield, Calderdale and West Yorkshire Combined Authority have been consulted on the proposal.</p>	
Action required:	

7. Who may be affected by this activity?		
please tick all relevant and significant equality characteristics, stakeholders and barriers that apply to your strategy, policy, service or function		
Equality characteristics		
<input checked="" type="checkbox"/> Age	<input type="checkbox"/> Carers	<input checked="" type="checkbox"/> Disability
<input type="checkbox"/> Gender reassignment	<input checked="" type="checkbox"/> Race	<input type="checkbox"/> Religion or Belief
<input checked="" type="checkbox"/> Sex (male or female)	<input type="checkbox"/> Sexual orientation	
<input type="checkbox"/> Other		
<p>(Other can include – marriage and civil partnership, pregnancy and maternity, and those areas that impact on or relate to equality: tackling poverty and improving health and well-being)</p> <p>Please specify:</p>		
Stakeholders		
<input type="checkbox"/> Services users	<input checked="" type="checkbox"/> Employees	<input type="checkbox"/> Trade Unions
<input checked="" type="checkbox"/> Partners	<input type="checkbox"/> Members	<input type="checkbox"/> Suppliers

Other please specify

Potential barriers

Built environment

Location of premises and services

Information and communication

Customer care

Timing

Stereotypes and assumptions

Cost

Consultation and involvement

Financial exclusion

Employment and training

specific barriers to the strategy, policy, services or function

Please specify

8. Positive and negative impact

Think about what you are assessing (scope), the fact-finding information, the potential positive and negative impact on equality characteristics, stakeholders and the effect of the barriers

8a. Positive impact:

The support offered to business owners and managers as well as individuals seeking to start up a business will have a positive impact overall. Business owners and individuals from all backgrounds will be able to access all aspects of the programme. The aspiration is that the project will be able to work with a greater proportion of female entrepreneurs, people from an ethnically diverse background and those with disabilities in this phase of programme delivery.

Action required:

No action is required at this stage. Full programme detail is still to be worked up.

8b. Negative impact:

There are no negative impacts: the programme will be open to all.

Action required:

9. Will this activity promote strong and positive relationships between the groups/communities identified?
<input type="checkbox"/> Yes <input type="checkbox"/> No
Please provide detail:
Action required: n/a

10. Does this activity bring groups/communities into increased contact with each other? (for example, in schools, neighbourhood, workplace)
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Please provide detail: Face-to-face advice with a business adviser and attendance at specialist workshops, sessions and events will bring people and business owners from a wide range of backgrounds together.
Action required: none

11. Could this activity be perceived as benefiting one group at the expense of another? (for example where your activity or decision is aimed at adults could it have an impact on children and young people)
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Please provide detail: The current programme is open to new entrepreneurs, and the owners of small and medium sized enterprises with the potential for high growth. The new phase will be open to a greater number of business sectors because of changing funding criteria. The programme will enable businesses to grow and create new employment opportunities, which could be accessed by local residents and therefore impact the children of those appointed into any new roles.
Action required: none

12. Equality, diversity, cohesion and integration action plan

(insert all your actions from your assessment here, set timescales, measures and identify a lead person for each action)

Action	Timescale	Measure	Lead person
further develop the CRM system to be able to report on EDI characteristics and to dig down below district level to examine take up within districts to identify gaps.	Aim to develop the CRM by the start of the proposed new contract in Q1 2023/24	Being able to report easily below district level and being able to analyse data.	Stuart Ross, Programme Manager
Continue to use intelligence to inform proactive approaches to marketing & communication to help to improve take up amongst under-represented communities	Ongoing	Review EDI data, benchmark where possible with other Business Support Programmes/the wider business stock, put in place marketing & communications activities to address any under representation	Stuart Ross, Programme Manager
Consider the results of the independent Programme Evaluation & any Equality & Diversity issues	By Q1 2023/24	To be determined upon publication of the independent Programme Evaluation	Stuart Ross, Programme Manager

13. Governance, ownership and approval

State here who has approved the actions and outcomes from the equality, diversity, cohesion and integration impact assessment

Name	Job title	Date
Phil Cole	Head of Funded Programmes and Business Support	1/9/22
Date impact assessment completed		

14. Monitoring progress for equality, diversity, cohesion and integration actions (please tick)

- As part of Service Planning performance monitoring
- As part of Project monitoring
- Update report will be agreed and provided to the appropriate board
Please specify which board
- Other

15. Publishing

Though **all** key decisions are required to give due regard to equality the council **only** publishes those related to **Executive Board, Full Council, Key Delegated Decisions** or a **Significant Operational Decision**.

A copy of this equality impact assessment should be attached as an appendix to the decision-making report:

- Governance Services will publish those relating to Executive Board and Full Council.
- The appropriate directorate will publish those relating to Delegated Decisions and Significant Operational Decisions.
- A copy of all other equality impact assessments that are not to be published should be sent to equalityteam@leeds.gov.uk for record.

Complete the appropriate section below with the date the report and attached assessment was sent:

For Executive Board or Full Council – sent to Governance Services	Date sent:
For Delegated Decisions or Significant Operational Decisions – sent to appropriate Directorate	Date sent:
All other decisions – sent to equalityteam@leeds.gov.uk	Date sent: