Equality Impact and Needs Assessment (EINA)

Environment and Regeneration Directorate

<table>
<thead>
<tr>
<th>Proposal / Function</th>
<th>Enterprising Newcastle Programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date of assessment</td>
<td>26th November 2011</td>
</tr>
<tr>
<td>Officer responsible for EINA</td>
<td>Alison Burton</td>
</tr>
<tr>
<td>Assessment Team</td>
<td>Enterprising Newcastle Programme</td>
</tr>
<tr>
<td>Assessment Team</td>
<td>Management Team</td>
</tr>
<tr>
<td>Review Date</td>
<td>June 2012</td>
</tr>
</tbody>
</table>
This section should outline details of the proposal / function. This could include (where applicable):

- Information on the current approach to the service
- Description of the proposal / function
- Aim or purpose of the proposal / function
- What outcomes you want to achieve from the proposal / function
- Details of other services the proposal / function could impact on

This EINA is for Enterprising Newcastle, which is Newcastle City Council's (NCC) programme of enterprise, pre start-up, start-up and business support and enterprise activities for the period December 2011 to November 2013. Enterprising Newcastle will benefit residents and businesses in Newcastle

Enterprising Newcastle is the successor to the Newcastle Enterprise Package (NEP), due to come to an end in November 2011. Newcastle Enterprise Package was NCC’s £3.56 million programme of enterprise and business support activity for the previous 2.5 years.

Enterprising Newcastle, is a £1.7 million programme of more targeted activity, which builds upon the successes of the Newcastle Enterprise Package as identified in the independent evaluation of the Package, carried out by Frontline Consultants, between July 10 and April 2011.

The term ‘enterprise’ for the Enterprising Newcastle programme is defined as the journey taken by an individual or a group of people in taking an idea and developing it into a sustainable business proposal and starting up in business.

Enterprising Newcastle will continue to support strengthening the economy and making Newcastle a working City reflecting the political priorities for the Council. The key focus of the programme is the delivery of support to create and support enterprise in local communities where we need to focus on getting people into work and to facilitate and support the sustainability and growth of new and existing businesses in these areas. By targeting particular communities we aim to reduce the inequalities that exist across the City around worklessness. These target communities are those which have been defined as being the most disadvantaged within the City.

Newcastle City Council has identified within its budget, match funding and staff resources to deliver this 2 year programme of activity. The intention is to match these resources with funding from the European Regional Development Fund (ERDF) Programme 2007 - 2013. Newcastle City Council has recognised the need to allocate its resources in areas where they can have the most impact and where there are minimal or no interventions from other sources. It therefore has identified and developed a range of enterprise and business support interventions, building on the successes of the Newcastle Enterprise Package and the recommendations made in the independent Package evaluation. Partners are being secured, through a tendering process, to support the delivery of these activities. Delivery will start from 1st December 2011, continuing until November 2013.
Newcastle City Council has identified three themes where there are gaps in provision to support enterprise in targeted communities of Newcastle. It has then divided the activities that it wishes to commission within these 3 key themes into ‘Lots. The themes and Lots are:

**Theme A - Entrepreneurial Young People**

This area of work will be co-ordinated by NCC’s Enterprise in Learning Co-ordinator (ELC)

The ELC will work directly with the schools to develop packages of support and activities that specifically meet the school and pupils needs. The support and activities will be delivered by external organisations that have successfully tendered to be part of a framework of providers. The EN programme will contract these providers using a mini tendering process for certain areas of work as identified by the ELC. This Framework of Providers is referred to as Lot 1.

**Theme B - Business Pre Start and Start-Up**

**Lot 2. Business Pre- Start and Start-Up**

The deliverers of this contract will be based at the Enterprise Support Centre on Shields Road, but will work from venues across the City. The aims of this contract are:

1. Utilise local access points where support and advice will be accessible in a way that is appropriate to people’s needs and is effective.
2. Equip local intermediaries with the information and skills that they need to identify potential clients and to ensure that they engage with EN.
3. Provide intensive 1 to 1 support and workshops to:
   * ensure that clients make a sound, well informed decision when committing to enterprise
   * help clients to develop their business ideas
   * motivate, inspire and raise aspirations in relation to their business idea
   * support the business planning process and access to finance
   * support the creation and growth of co-operatives and social enterprises such as Community Interest Companies.
4. Provide support activities ‘tailored’ to suit specific client groups, geographical communities or aimed at supporting specific business sectors.
5. Mentor and support new businesses during the first 12 months of trading and engage them in additional support available, within and external to EN to enhance sustainability.
6. Ensure all support activities add value to and complement existing and new services such as the new Enterprise Allowance Scheme.

**Lot 3 Small Start-Up Loan Fund**

This is a small loan fund with loans of up to £600 to support individuals setting up in business. One of the main conditions to obtaining a loan is that the client must receive business support from Lot 2.
Lot 4  Start-Up Support to Voluntary and Community Organisations (VCO).

The aim of this contract is:

1. To help the client to identify potential new trading activities that could form the basis of a viable business. Support the development of the idea and business planning, engaging with other support agencies and Enterprising Newcastle lot providers, as appropriate, ultimately, registering the business venture, wherever possible. It is anticipated that the majority of the businesses supported will be social enterprises or community interest companies.

2. To support the further growth of existing trading activities that are delivered by the host VCS organisation. Working with other support agencies and Enterprising Newcastle lot providers, as appropriate, to be able to demonstrate a sustainable increase in income and profitability, as a direct result of the intervention, to reduce reliance on grant-aid.

3. To take a lead role in facilitating the creation of groupings and clusters of new and existing organisations that support the community and voluntary sector, for their mutual benefit. These clusters may be centred around a physical building or community 'hub', may be sector specific or may be brought together to as a complementary grouping to compete for private and public sector tenders. Their aim will be to increase business start-up rates, open up new market opportunities also building upon the partnerships that were developed as a result of work carried out as part of NEP.

Theme C - Growing Business

The NCC's Area Based Regeneration (ABR) staff will be working with existing businesses as part of Enterprising Newcastle. Their key activities and responsibilities are to:

1. Know their local business community better and have a clear route to communication.

2. Build personal relationships with key individuals in the business community and build trust with the local business community, in general.

3. Develop genuine partnerships with local businesses that will contribute to the planning and development of future business support activity within the ABR areas.

4. Be the local point of contact for local businesses providing advice and information and facilitating links with other sources of business support and finance.

5. Ensure that local businesses access support and finance that is available from business support providers including enterprise agencies.

A regular newsletter will be produced and events organised that address particular issues that are identified to be common across the local business sectors. The ABR staff will also use the C-Hub as a tool to help with communicating with and supporting the businesses.

Linked to this support is –

Lot 5 - Bespoke Procurement Support

This contract aims to increase competitiveness of local businesses primarily from disadvantaged areas by ensuring that businesses are aware of public and private sector procurement opportunities and receive practical support to prepare competitive tender submissions and facilitate clustering. The contract deliverers will work with public sector organisations and NCC’s Procurement Team in particular, to support them to increase local contracting with SMEs and social enterprises. Whilst the deliverer will provide a service across the target areas, its prime focus will be to provide intensive, bespoke activities to enable local businesses to secure contracts arising out of NCC regeneration schemes. The deliverer will also make businesses
more aware of the environmental agenda and associated opportunities for increased efficiencies and growth.

In order to successfully deliver Enterprising Newcastle we will be working with a whole range of teams within NCC and organisations external to the Council, these include:-

Internally -  
Programme Management Team
Legal
Procurement
ABR staff based in the regeneration areas
ABR Programme Management Team
Customer Service Centres
Adult and Children's Services
Newcastle Enterprise Centres
Schools

Externally -  
Enterprise and Business Support Organisations, both internal and external to Enterprising Newcastle, eg. ENTRUST, Project North East, Pinetree Trust, The Prince's Trust, Sustainable Enterprise Strategies Ltd, FIN Ltd, Business Link UK, Business to Business, North East Social Enterprise Partnersip (NESEP), The BIC. etc.
Voluntary and Community Organisations
Centre West - BEACON
Business and Enterprise Forums
Job Centre Plus
Newcastle Futures
Intermediary organisations

This list is not exhaustive.

2. Evidence and research

What research, information or other intelligence have you used to develop this proposal / function?

Research can include monitoring information, satisfaction surveys, desktop research, professional journals, comments from individuals and groups. We must publish details of information considered when assessing the impact.

<table>
<thead>
<tr>
<th>Information source</th>
<th>What has this told you?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Findings from the evaluation carried out by Frontline Consultants between July 2010 and April 2011 on the Newcastle Enterprise Package have been used to inform the development of Enterprising Newcastle. Enterprising Newcastle is a second phase of the Newcastle Enterprise Package</td>
<td>Research showed that the support and activities delivered in Schools by the Newcastle Enterprise Package enabled young people to improve their understanding of businesses and to see it as an option for the future. They developed their enterprise and team -working skills and their confidence increased.</td>
</tr>
</tbody>
</table>
| 33% of individuals surveyed would not have started up in business if it was not for the support provided through the Package. 35% felt that they were able to start sooner and 10% did so on a larger scale than originally planned.  

As for organisations and businesses supported 80% indicated that they had benefited through improved skills and knowledge. 44% cited that they were more competitive and 54% had already increased their income or expected to do so within the next 3 years.  

A full Executive Summary is available on request from Alison Burton email: alison.burton@newcastle.gov.uk |
3. Engagement

In this section consider which groups you have or will be engaging with e.g. BME communities, disabled people, religious groups, older people, young people etc. We must publish details of any engagement activity.

<table>
<thead>
<tr>
<th>Engagement activity / date</th>
<th>Who did you invite</th>
<th>How many attended? What groups did they represent?</th>
<th>Main issues raised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newcastle Enterprise Package Evaluation July 10 to April 2011. Activities included questionnaires, interviews and focus groups.</td>
<td>Clients, individuals and existing business, stakeholders and contracted service deliverers.</td>
<td>A cross section of clients, individuals and existing businesses, stakeholders and all contracted service deliverers.</td>
<td>Some issues raised around Package branding/marketing and Package management that have been used to inform future delivery. No issues were raised by clients regarding service delivery. The Newcastle Enterprise Package Evaluation – Executive Summary is available on request from Alison Burton email: <a href="mailto:alison.burton@newcastle.gov.uk">alison.burton@newcastle.gov.uk</a></td>
</tr>
</tbody>
</table>

Comments / Details of any further engagement activity

Engagement activity has taken the form of interviews/questionnaires and focus groups with contracted service deliverers and service users of Newcastle Enterprise Package (phase 1). These activities were carried out by Frontline Consultants as part of the the evaluation that was carried out between July 2010 and April 2011. This evaluation has informed the development of Enterprising Newcastle (phase 2).

The Newcastle Enterprise Package Evaluation – Executive Summary is available on request from Alison Burton, email: alison.burton@newcastle.gov.uk

It is also the intention that an independent evaluation will be carried out on the Enterprising Newcastle programme. Financial resources have been allocated within the programme’s budget for this piece of work. The evaluation will be an ongoing piece of work that will be put out to tender within the first 6 months of Enterprising Newcastle.
Using the table below, please identify:

- If the proposal could result in some groups being disadvantaged or treated unfairly; or if it could result in an opportunity to promote equality or inclusion.
- Where there is potential for disadvantage or unfair treatment what are your plans to overcome this, mitigate it or justify it (section 5)
- If you don't identify any impacts, you must explain how you decided this.

<table>
<thead>
<tr>
<th>Impact for (staff or service users)</th>
<th>Protected Characteristic / Equality Strand</th>
<th>Impact</th>
<th>Provide details of the impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service users</td>
<td>Age - Young People</td>
<td>Beneficial outcome</td>
<td>Raised awareness of Enterprise as a career option for 14-19 yr olds in education. Develop enterprise skills that will in the future enhance economic wellbeing. Embed Enterprise in the school curriculum for all ability levels.</td>
</tr>
<tr>
<td>Service users</td>
<td>People living in deprived areas</td>
<td>Beneficial outcome</td>
<td>EN is aimed at supporting all residents of deprived areas to set up in business and encourages the creation of expansion and businesses within those areas, therefore, also creating employment opportunities and economic wellbeing.</td>
</tr>
<tr>
<td>Service users</td>
<td>Age - Older People (50+)</td>
<td>Beneficial outcome</td>
<td>Delivery of business start-up support and business support can be tailored to meet the needs of specific target groups. Meetings with clients will also be held at mutually agreed venues to meet their needs.</td>
</tr>
<tr>
<td>Service users</td>
<td>Beneficial outcome</td>
<td>Delivery of business start-up support and business support can be tailored to meet the needs of specific target groups. Meetings with clients will also be held at mutually agreed venues to meet their needs. Self-employment can often provide a more suitable and flexible way of working than employment.</td>
<td>EN aims to generate household income and create employment though creation, sustainability and expansion of businesses and the promotion of self-employment within areas of the city defined as disadvantaged. Therefore, increasing economic wellbeing.</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Disability</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Households with lowest incomes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>People with low levels of educational attainment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vulnerable people / workers - barriers into employ</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service users</td>
<td>Beneficial outcome</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---------------</td>
<td>--------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sex (man or woman)</td>
<td>Delivery of business start-up support and business support can be tailored to meet the needs of specific target groups. Meetings with clients will also be held at mutually agreed venues to meet their needs.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Race</td>
<td>Delivery of business start-up support and business support can be tailored to meet the needs of specific target groups. Meetings with clients will also be held at mutually agreed venues to meet their needs.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Cohesion issues</td>
<td>Conditions of external funders restrict service delivery to specified postcodes in deprived communities. By trying to create equality in areas of the City defined as disadvantaged, some residents who are disadvantaged by circumstance but live in the wrong postcodes, could themselves be disadvantaged. NCC have no influence on client eligibility criteria</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If you have not identified any impacts in section 4, please explain why:
5. Addressing actual or potential disadvantage

If you have identified where actual or potential discrimination could occur in the previous section, please explain how you will address this. This does not necessarily mean setting actions but simply explaining how you will mitigate the discrimination.

<table>
<thead>
<tr>
<th>Actual or potential disadvantage / further research or advice required</th>
<th>How will you address this or can you mitigate the disadvantage?</th>
<th>If you have set an action, who is responsible for this?</th>
<th>When will the action be complete / reviewed?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conditions of external funders restrict service delivery to specified postcodes in deprived communities. By trying to create equality in areas of the City defined as disadvantaged, some residents who are disadvantaged but live in postcodes not eligible for funding / service delivery, could themselves be disadvantaged. NCC have no influence on client eligibility criteria.</td>
<td>EN will continue to work in partnership with support organisations external to the Package to ensure that all residents of Newcastle can access some form of business start up support or business support that complements that being delivered by EN. Knowledge of business support provision and the development of partnerships is a key element of Economic Development. Any individual outside of the target postcodes will be signposted by us to other support offers. It is worth stressing that, as part of the delivery of the previous 2.5 year programme, no tensions nor issues arose from this geographical targeting.</td>
<td>Economic Development Officers</td>
<td>On going.</td>
</tr>
</tbody>
</table>
### 6. Authorisation

<table>
<thead>
<tr>
<th>Authorising Officer</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director / Head of Service:</td>
<td>Phil Joyce</td>
<td>April 2012</td>
</tr>
<tr>
<td>Officer responsible for EINA:</td>
<td>Alison Burton</td>
<td>April 2012</td>
</tr>
<tr>
<td>Directorate E &amp; D Champion:</td>
<td>Paul Herbertson</td>
<td>April 2012</td>
</tr>
<tr>
<td>Directorate E &amp; D rep:</td>
<td>Narindar Bhabra</td>
<td>April 2012</td>
</tr>
</tbody>
</table>