

Equality Analysis Report

Sefton Economic Strategy

**Prepared by Sefton Council on behalf of
Sefton Borough Partnership**

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What is an Equality analysis?

An equality analysis is a process whereby Sefton Council can assess risk of discrimination and advise partners on how to manage and meet the risk.

This analysis is a 'pre-strategy' assessment so will be looking for potential areas of concern; either based on evidence or foresight and then ensures that these areas are built in to the delivery plans of the economic strategy.

In order to meet equality legislation we have to consider the issues of:

1. Eliminating discrimination
2. Advancing equality of opportunity
3. Fostering good relations between different groups and people.

Scope of the analysis.

Sefton Borough Partnership values all of its citizens and wants everybody who lives in Sefton to feel part of the community, living and working in a safe and prosperous environment.

Sefton Borough Partnership recognises that there are many factors that go to make up a safe and prosperous community. However, it has to be said that one of the main factors is 'work'.

This means not only do we have to encourage employers and businesses in the area but also we have to ensure that those looking for and able to work are in a position to secure jobs. This may mean recognising fundamentals such as transport and child care, training, education and skill development on the side of workers and prospective workers, but also making sure that employers are ready to offer opportunities to all of our community.

This assessment will look at some of the fundamental issues and potential barriers that are at play in the dynamics of creating jobs, and recruiting people.

Relationship with Partners.

This analysis is produced by the Council and therefore has to recognise that our powers are limited, in that there are some services that are delivered that are outside of our control, as such we can only 'advise or recommend' that certain actions are taken. This means that in most cases we are either 'fostering good relations' or advocating the 'advancing of equality of opportunity',

For example; a construction company may be inadvertently supporting gender segregation by encouraging only boys doing building work and girls doing admin work. We would clearly point this out to the company but if the company was not in receipt of public funding we could do nothing more – it would be down to employees or potential employees to make the case.

Whilst we will make every effort to influence our partners the onus to ensure that they are meeting the equality duty rest with them and their service users. Many of our partners will have already produced impact reports on how they deliver their services.

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Central Issues

There is no 'magic wand' and our economic strategy has to be realistic however we recognise that managing demand for public services cannot be served from transformation alone and as part of the process we must tackle inequality wrought by economic conditions so it's vital that economic development has a social face.

It is vital to develop a strong economic base which is genuinely open to all. This will help us to reduce demand on services and move away from the idea of dealing with social need when it occurs and be closer to preventing it in the first.

Whilst we all know that job market waxes and wanes, the assumption in many economic strategies is that it is a level playing field, in reality there are many hidden barriers to opportunities that most take for granted.

1. Employability

Evidence shows that if you are young, or disabled, have been out of the work place raising a family or belong to a minority community, then there are additional barriers to entering the job market.

For the potential employee

- Training
- Skills
- Confidence
- Job opportunity
- Career growth
- Changing labour market

For the potential employer

- Candidates not meeting expectations
- Prejudice
- Poor or restrictive practice
- Sexism and gender segregation

2. Infrastructure

It is vital that we have regard to things such as 'bus routes' and crèche facilities, in fact all of the 'support' systems that a community needs in order for workers to go to work. As part of the unitary development plan and transport plan, equality of access and support systems such as nurseries, schools and care services will be in place and functioning to support working families and those seeking work.

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3. Entrepreneurial activity

Whilst Sefton will endeavour to draw big firms into the area, our statistics show that around 90% of businesses in the area are small employer run businesses with less than 10 employees.

As such it shows a tremendous entrepreneurial spirit which we need to foster and encourage. We need to make sure that women, people with disabilities, BME and others that feel excluded from the work place have a chance to think about setting up as self employed and starting a business or social enterprise. To this end we will ensure that training, networking and funding events will be inclusive and target all of our community.

4. How we have consulted.

In developing the Sefton Economic Strategy a number of thematic workshops have been held involving key stakeholders representing business and enterprise, employment and skills, the traditional and emerging growth sectors followed up by an integrated workshop. We have reported through the Council's own internal engagement arrangements. The details are set out in an SES Communication and Engagement Plan.

In producing the Equality Impact Analysis a panel of stakeholders (who also attended the workshops) supported the process, helping to determine the issues and which of the protected characteristics applied.

We have worked with and consulted the Equalities Standing Group on several occasions, and will continue to meet with them.

5. Conclusions:

- Need to create jobs for all
- Need to ensure that these opportunities are available to all in the workplace
- Need to ensure good practice by partners; public bodies, vcfs and private business
- Need to understand statistical dynamics of the labour market in relation to protected characteristics to help better meet needs, both of the worker and employer
- Monitor progress against the action plan and set up a dedicated group to review.

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Key to chart:

Column 1 = Issue.

This column identifies the potential issues that can have an effect on people linked to economic strategy.

Column 2 = Impact on which protected characteristic.

This column lists the groups that are more likely to encounter barriers or difficulty than others.

Column 3 = Duty?

This is an internal reference. Public bodies have three equality duties namely:

- **E** Eliminate discrimination
- **A** Advance equality of opportunity
- **F** Foster good relations between different groups.

Public bodies have to demonstrate how their activities addressed the three duties. This column essentially highlights the duties being met if appropriate action takes place.

Column 4 = main owners of the solution(s)

This column lists which organisation will play a key role in delivering the right solution. Most of these organisations are 'partners' of the Council so Council officers will ensure that they are aware of their role and importance in this matter.

Column 5 = advisory note

This column lists any detail or advice that may need to be taken into account in finalising the economic strategy.

Column 6 = Detail should be in Strategy (S) or plans (P)

This column indicates where the detail of what will need to be done to try and resolve the issue will be put. Either changes to the strategy addressing/raising the issue (s) or actions that can form part of the future plans of corporate led groups addressing, for example the impact of welfare reform, financial inclusion and Children and Young People Plan. In addition the strengthening of leadership arrangements for the Local Economic Forum (e.g Executive/Committee) who will answer to the SBP Operations Board will provide a regular report back on the Economic Strategy. This will include how issues raised through this EIA have been picked up by various plans.

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Issue	Impact on which protected characteristic ?	Duty?	Main owner(s) of solution	Advisory note/Action needed	Detail should be in: Strategy (S) or Plan(s) (P)
Sefton potentially at risk of higher unemployment due to the retrenchment of the public sector	Women Young people	E and A	Job agencies or Job Brokers, Colleges, Business support services Employers	Advisory Note More part time working opportunities for those who prefer/desire part time positions may cushion the impact of public sector job loss – however increased part time working is happening in any event and may not necessarily be what people want. Action: The Local Economic Forum proposes the establishment of an Executive of business leaders and Committee who would champion the Economic Strategy. A priority for the Strategy is to develop and refine an integrated package of support for the unemployed and economically inactive. This includes bridging skills and qualification gaps, and strengthening relationships between providers (trainers, job broker employment services, clients and business)	P
Contraction of jobs in the public sector may lead to more interest in business start up and entrepreneurialism(part of rebalancing the economy) Entrepreneurial activity	All. Need to be inclusive: Women, BME, disabled, young including looked after children leaving care.	E A F	Job agencies or Job Brokers Training Providers e.g Colleges Business support services	Advisory Note: (Women are significantly less likely to start and own a business than men and this will have a corresponding affect on use of the support to be provided. However, there is some evidence that women entrepreneurs may be more likely to benefit from the support provided. For example, women are much less likely than men to feel that they have the skills, knowledge and experience to start a business (43 per cent compared to 62 per cent). Women-led businesses may also be more inclined to seek external business advice, 25 per cent of women-led SMEs were found to have sought general advice and information for running their business in the last 12 months compared to 18 per cent of male-led SMEs.) http://www.bis.gov.uk/assets/biscore/enterprise/docs/b/11-993-business-improvement-programme-equality-impact-assessment.pdf Action: Key stakeholders such as training providers and job brokers can signpost clients towards available services. Ensure 'Inclusivity' is built in and demonstrated in actions associated with business start up support e.g providers who are part of the Social Enterprise North West 4.2 programme, delivering the Stepclever Legacy Fund grants to start ups in Derby/Linacre wards. Also the Govt's £65 per week (13 wks) New Enterprise Allowance is being delivered on behalf of Merseyside Chambers by St Helens Chamber. The Council will organise a youth summit and enterprise (schools and young adults) should feature and the need for tailored support in respect of career/training advice. The Business Engagement and Growth Model one to many approach will help retain links with specialist networks that can offer support e.g Womens	P

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				<p>Business Network.</p> <p>Looked after Children is an issue for the Children and Young People’s Plan. Supporting this group into work or starting their own business could be raised with the Corporate Parenting Board.</p> <p>Scope out the utilisation of the (Health led) Slivers of time database once up and running . Also there may be opportunities for social enterprises/businesses to mentor individuals setting up new enterprises e.g BME communities via BME CDW project who are trained to deliver business mentoring or Blue Orchard.</p>	
Adequate and affordable Childcare support	Women/ carers	A	<p>Job Agencies or Job Brokers</p> <p>Training Providers e.g Colleges</p> <p>Child Care Providers (Local authority / Private providers) e.g preschool/afterschool, childrens centres, private nurseries</p>	<p>Advisory Note:</p> <p>LEA Report 2011p.19 Section 3.7 identifies Sefton as having an above average number of lone parents.</p> <p>DWP data Claimant Count for February 2012 shows higher proportion of woman who are lone parents compared to men.</p> <p>Reduced child care support</p> <p>Action:</p> <p>In developing and refining an integrated package of support for the unemployed and economically inactive; - continue to ensure information on child care options/support is made available between providers (child care providers, VCS, trainers, job broker employment services, and business)</p> <p>The Council (led by People Directorate) are to lead on behalf of the SBP Operations Board a working group to understand the impact of welfare reform (on the working and non working age population). It’s important that service providers (e.g above) who have a stake in respect to the impact of the (in out of) working age population, including mitigation action - participate in this process.</p>	S P
Out migration has disproportionately removed the key 20-34 working age group. (The issue is what if anything can be done to slow this down)	Young people & families.	A	<p>Local Authority e.g the choices made in respect of core strategy (land supply) options will have a material impact on rate of depopulation in Sefton</p> <p>Private Sector e.g developers</p> <p>Registered Social Landlords</p> <p>Training Providers e.g</p>	<p>Action:</p> <p>We should accept that direct action is limited but recognise that this is an important issue for Sefton</p> <p>The Local Authority with its partners can continue enabling actions to support adequate housing supply and importantly choice of tenure and affordability where this is an issue (All in partnership with developers and RSLs). Also adequate land supply for employment.</p> <p>Colleges are improving the choice of study (inc degree level) flexibility which may result in residents studying more locally rather than moving away to study. Also studying locally may be more affordable due to the rise in cost fees and cost of accommodation.</p>	P

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			Colleges		
Incapacity Benefit Claimants moving to new Employment Support Allowance (ESA) or being declared fit for work. Predicated outcome is that JSA numbers will increase	Disabled	E A	Job Agencies or Job Brokers Supporting charities Training Providers	<p>Advisory Note:</p> <p>As people are moved off benefits and declared fit to work, the declaration may contain a 'specific task' – as such chances of employments are restricted if the ability to do work is restricted. Clear help and support has to be available.</p> <p>Action:</p> <p>People with health conditions affecting their ability to work need to be adequately supported. The 'Workability' service (subject to succession funding) is one example of supporting disabled people into employment and other employability activity.</p> <p>Key stakeholders such as training providers and job brokers can continue to signpost clients towards available services.</p> <p>The Council (led by People Directorate) are to lead on behalf of the SBP Operations Board a working group to understand the impact of welfare reform (on the working and non working age population). It's important that service providers (e.g trainers, job broker employment services, VCS, and business reps) who have a stake in respect to the impact on the (in/out of) working age population, including mitigation action participate in this process.</p>	S P
High number Not in Education, Employment or Training (NEET)	Young people	E A	Job agencies or Job Brokers Training Providers e.g Colleges	<p>Advisory Note:</p> <p>LEA 2011 p. 60 Section 5.54 NEET 16-18 year olds is lower than LCR but higher than national average at 6% with removal of EMA this could increase</p> <p>Discussion on the outcome of removing EMA in terms of young people being able to continue their studies (especially those from low income families). Is there a requirement to monitor impact</p> <p>How are young people from low income families being supported in other ways? E.g schools and colleges signposting students to other available grant support</p> <p>Action:</p> <p>In developing and refining an integrated package of support for the unemployed and economically inactive; - continue to ensure support for NEETS is available between (in/out of work) providers (Colleges, VCS, trainers, job broker employment services, and business (apprenticeships)</p> <p>The Council (led by People Directorate) are to lead on behalf of the SBP Operations Board a working group</p>	S P

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				to understand the impact of welfare reform (on the working and non working age population). It's important that service providers (e.g above) who have a stake in respect to the impact on the (in out of work) NEET cohort, including mitigation action - participate in this process.	
Employment Working Conditions	ALL Women/ Sexual orientation /Transgender/ Disability/ Young/ older	E	Employers	Advisory Note Flexible working arrangements: child care /caring for elderly relatives etc. Genderisation of the work force. Sexual harassment / sexism in the workplace etc. Worsening employment provision may mean more pressure on workers (increase harassment etc) which may be accepted out of fear of losing their job. Also employers may 'sack' unwanted staff (because of their protected characteristic status - e.g. gay / race/ disability etc) Action: The Local Economic Forum proposes the establishment of an Executive of business leaders who would champion the Economic Strategy. Suggest that any future action on employment working conditions is probably limited to 'awareness raising' through the Economic Forum e.g case law or best practice?	P
Migrant Workforces	Women& BME. (Hate Crime/Exploitation)	E	Local Authority Police Job Agencies or Job Brokers CVS	Advisory Note: Workers Registration Scheme data Jan-Mar 2011 shows registered migrant workers in Sefton split into age groups . Action: Confirm existing support structures that are in place for Migrant Workers so that key stakeholders such as police, training providers and job brokers can signpost migrant worker clients towards services that may be available.	S P
Importance of the Visitor Economy to Sefton especially in Southport -	Sexuality	A A	Local Authority / Business & employment sector	Advisory Note: The Southport Visitor Economy Strategy aims to increase visitor spend, encourage longer stays and conference business - through marketing and improve visitor product. Most visitors in Sefton are day visitors to Southport. Marketing of Sefton is carried out in media which is accessible to all parts of the community. The North West development agency on LGBT population and enterprise economy 2010, suggest that there are 500,000 population of LGBT in North West who are more likely to have a greater disposable income than the average household (see Blackpool example) . This suggests that specific targeting of diverse communities to encourage visitors to Sefton, may bring Economic benefit.	S P

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		F		<p>Also Southport is a place older citizens come to retire so Rainbow Lives – Older LBGT work around LGBT and Care industry</p> <p>Action:</p> <p>Suggest that action is probably limited to awareness raising through existing structures such as Southport Tourism Business Alliance, Town Centre Management or through future partnership arrangements such as a Business Improvement District. An example could be positive promotion of LGBT friendly hotels, Breweries, restaurants, via encouraged take up Navajo Charter mark or other marketing materials. Or encourage sign up of a locally designed ‘Values Statement’ to encourage and promote diverse business and foster good community relations.</p> <p>If there is a business case to promote arts events which will attract people from diverse communities, particularly from outside the borough this will be picked up by Southport Tourism Business Alliance</p>	
Maximise income and increase spend in the local economy		A	Financial Inclusion Working Group	<p>Advisory Note</p> <p>In addition to points above</p> <p>Maximising the take up of benefits available to older citizens and other specific groups to maximise benefit income and increase expenditure in the local business community.</p> <p>The universal credit will only be claimed via the internet and therefore disadvantage communities especially older citizens. Recent data suggests that 65% of older citizens do not use the internet .</p> <p>In addition there are Housing Benefit caps that will reduce the capacity of households across protected groups to contribute into the local economy.</p> <p>Actions</p> <p>These issues are being addressed through the Financial Inclusion Working Group led by the Council but includes external stakeholders such as SPOC</p>	
Health and Council procurement activity			Corporate Commissioning	<p>Public Bodies to parcel and intelligently commission large contracts to support small / medium sized business 90% in Sefton.</p> <p>Star standard</p>	