

Title of proposed EIA	Business, Investment & Trade Strategy
Reference No	EQUA451
EA is in support of	New Strategy
Review Frequency	Annually
Date of first review	10/02/2021
Directorate	Inclusive Growth
Division	Planning & Development
Service Area	Business, Enterprise & Innovation
Responsible Officer(s)	 Richard Woodland
Quality Control Officer(s)	 Janet L Hinks
Accountable Officer(s)	 Ian MacLeod
Purpose of proposal	To adopt a City Council Business, Investment and Trade Strategy
Data sources	relevant reports/strategies; Statistical Database (please specify); relevant research
Please include any other sources of data	The strategy draws from a range of data including HMRC business and employment data, HMRC trade data, Office of National Statistics population and employment data as well as Core Cities research information.
ASSESS THE POTENTIAL IMPACT AGAINST THE PROTECTED CHARACTERISTICS	
Protected characteristic: Age	Service Users / Stakeholders
Age details:	Through aligning internal resources and working with partner organisations that have a remit covering business, investment and trade the Strategy has the potential to positively impact on all groups. It will do this by accelerating business growth and employment opportunities, primarily through delivery of EU funding programmes, and attracting investment that will deliver the new homes and employment space that this growing city needs.
Protected characteristic: Disability	Not Applicable
Disability details:	As above, the Strategy has the potential to positively impact on all groups.
Protected characteristic: Gender	Service Users / Stakeholders; Wider Community

Gender details:

As above the strategy will have the potential to positively impact on all groups.

The Council will however run specific initiatives to ensure that under-represented groups within the business community can benefit from the outcomes of the strategy.

The City Council will run a series of events designed to bring about closer engagement and working with local businesses. The intention is to work with our partners and business contacts to ensure that all groups are represented. To assist with our understanding of the issues that affect different protected groups involved in business the City Council will hold a specific event / meeting targeted at women and minority ethnic owned businesses. The meetings will prove to be an important forum through which to exchange information, address specific issues faced by the businesses, share new investment opportunities and work to remove key barriers to growth.

Protected characteristics: Gender Reassignment

Not Applicable

Gender reassignment details:

Protected characteristics: Marriage and Civil Partnership

Not Applicable

Marriage and civil partnership details:

Protected characteristics: Pregnancy and Maternity

Not Applicable

Pregnancy and maternity details:

Protected characteristics: Race

Service Users / Stakeholders; Wider Community

Race details:

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Protected characteristics: Religion or Beliefs

Not Applicable

Religion or beliefs details:

Protected characteristics: Sexual Orientation

Not Applicable

Sexual orientation details:

Please indicate any actions arising from completing this screening exercise.

No actions arising.

Please indicate whether a full impact assessment is recommended

NO

What data has been collected to facilitate the assessment of this policy/proposal?

A range of trade and economic data has been used to develop the strategy; including Office of National Statistics and HMRC data. This covers data on the city's business base as well as trade and export data.

Consultation analysis

The Greater Birmingham Chamber of Commerce, West Midlands Growth Company, Department for International Trade and the city's higher education institutions have all been consulted on the detail of the strategy and are supportive of its aims and ambitions.

Adverse impact on any people with protected characteristics.

The Strategy has the potential to positively impact on all protected groups. There are areas of the city that have not necessarily benefited from the city's strengthening economy through trade and investment or from other areas of international engagement. The strategy aims to ensure that actions are targeted

at supporting engagement with BME and women owned businesses.

Could the policy/proposal be modified to reduce or eliminate any adverse impact? The initial analysis has not identified any potential to disproportionately disadvantage any protected group. However planned mitigation will focus on ensuring that internal and external partners are aware of the focus of our international work and that the work is collaborative to ensure that all groups can benefit.

How will the effect(s) of this policy/proposal on equality be monitored?

Approval of the Strategy represents the first phase of the City Council's plans for adopting a more co-ordinated and targeted approach to boost export performance, support business as well as attracting foreign direct and capital investment. The strategy has draft strategic objectives which will be made more specific in co-ordination with our partners - following approval of the Strategy the intention will be to agree an implementation plan that maximises all contributions from partners across the city and includes indicators focussed on equality.

What data is required in the future?

Trade, investment and economic performance data will be used to assess the performance of the Strategy. During the first year of the Strategy there will be engagement with key community groups to ensure that their priorities are reflected in the implementation of the Strategy.

Are there any adverse impacts on any particular group(s)

No

If yes, please explain your reasons for going ahead.

No potential to adversely affect any protected group has been identified through development of the Strategy.

Initial equality impact assessment of your proposal

The proposal is that the City Council adopts a strategy for aligning and co-ordinating its business, investment and trade resources. Following approval the City Council will work with partners, such as Department for International Trade, Chamber of Commerce, Universities and West Midlands Growth Company to develop an implementation plan that

aligns and complements with their international work.

By adopting a strategy to support business, attract investment and boost trade the City Council will be able to deliver on the goals of improving competitiveness, maximising inclusive growth and supporting equality of opportunity for all.

Consulted People or Groups

Informed People or Groups

Summary and evidence of findings from your EIA

By adopting a strategy to support business, attract investment and boost trade the City Council will be able to deliver on the goals of improving competitiveness, maximising inclusive growth and supporting equality of opportunity for all.

QUALITY CONTORL SECTION

Submit to the Quality Control Officer for reviewing?

No

Quality Control Officer comments

Proceed to Accountable Officer 15 01 2020

Decision by Quality Control Officer

Proceed for final approval

Submit draft to Accountable Officer?

No

Decision by Accountable Officer

Approve

Date approved / rejected by the Accountable Officer

17/01/2020

Reasons for approval or rejection

Please print and save a PDF copy for your records

Yes

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