

Title of proposed EIA	Enterprise Zone Cultural Action Zone Programme (EZCAZ)
Reference No	EQUA1157
EA is in support of	New Function
Review Frequency	Annually
Date of first review	31/01/2024
Directorate	City Operations
Division	Neighbourhoods
Service Area	Cultural Development and Tourism
Responsible Officer(s)	<input type="checkbox"/> Symon Easton
Quality Control Officer(s)	<input type="checkbox"/> Lucy Capel
Accountable Officer(s)	<input type="checkbox"/> Chris Jordan
Purpose of proposal	Proposed Enterprise Zone Funding for Cultural Action Zones
Data sources	Consultation Results; relevant reports/strategies; relevant research; Other (please specify)
Please include any other sources of data	Full Business Case
 ASSESS THE IMPACT AGAINST THE PROTECTED CHARACTERISTICS	
Protected characteristic: Age	Wider Community
Age details:	Cultural Action Zone activity will be open to all ages
	Anticipated project beneficiaries include:
	<ul style="list-style-type: none"> • Local people across diverse communities • Creative and Cultural Businesses/organisations/entrepreneurs • Young people • NEET adults • Creative practitioners including self-employed • Families and those on parental leave • Family workers/Carers
Protected characteristic: Disability	Wider Community
Disability details:	It is intended that Cultural Action Zone activity will be made as accessible as possible to all groups
Protected characteristic: Sex	Not Applicable
Gender details:	
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

Wider Community

Race details:

It is intended that Cultural Section Zone activity will be open to all communities

Anticipated project beneficiaries include:

- Local people across diverse communities
- Creative and Cultural Businesses/organisations/entrepreneurs
- Young people
- NEET adults
- Creative practitioners including self-employed
- Families and those on parental leave
- Family workers/Carers

Protected characteristics: Religion or Beliefs

Wider Community

Religion or beliefs details:

It is intended that Cultural Section Zone activity will be open to all communities

Anticipated project beneficiaries include:

- Local people across diverse communities
- Creative and Cultural Businesses/organisations/entrepreneurs
- Young people
- NEET adults
- Creative practitioners including self-employed
- Families and those on parental leave
- Family workers/Carers

Protected characteristics: Sexual Orientation

Not Applicable

Sexual orientation details:


Socio-economic impacts

The rationale for Cultural Action Zones is that they can play a major role in driving place-based economic recovery by re-animating high streets with a diversified cultural and heritage offer, new uses for retail spaces and under-utilised buildings, improved access to community activities alongside improvements to facilities. They also improve community cohesion, business resilience and improve life

changes for our citizens, such as through volunteering.

CAZs can be implemented quickly, can operate at various scales, from city centre to local high street, can be run by a wide range of lead partners, from local authorities, and business improvement districts to arts organisations, and can involve a wide range of actions such as:

- Reconfiguring the use of high street retail spaces, eg., by establishing community hubs
- Establishing new community, business, and stakeholder groups to work together to develop the short and long-term potential of their locality
- Piloting and establishing new festivals, markets, and other activities
- Testing traffic re-routing and other activities
- Making better use of heritage and unique features like natural resources and green spaces
- Installing street art, furniture, facilities, more greenery and other attractions
- Capital improvements and fit-out that increases the impact and functional value of local facilities
- Improving the evening & night-time economy
- Developing branding, tourism, and communications, including VR/AR and other apps
- Supporting young people, eg. providing access to opportunity and skills development for communities.

 [Appendix 3 - EZCAZ FBC V1.2 15May23 FINAL.docx](#) It is intended that EZCAZ projects operate both within and outside of the core Enterprise Zone geography.

- CAZs are led by multi-faceted stakeholder groups with local leadership, and each will have some outcomes within each of these groups:
- Increased Pride, Cohesion and Activity
- Increased awareness & Support of local artists
- Business revenue & Partnerships
- Visitor Experience, reputation & cultural offer
- Talent Development and Engagement of young people
- Repeatability, permanence & legacy

Please indicate any actions arising from completing this screening exercise.

Please indicate whether a full impact assessment is recommended

NO

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

The proposal is based on previous Pilots run by the Greater Birmingham and Solihull LEP.

GBSLEP Cultural Action Zone Programmes, phases one and two.

This £370K programme ran from 2020-2023 and funded nine CAZs across the region. This was a pilot programme of the CAZ concept which has been very successful

Consultation analysis

In the project evaluation section, we have analysed all the various outcomes across our 9 CAZs and have come up with 6 broad outcomes that they all have in common:

[1] Increased Pride, Cohesion and Activity

[2] Increased awareness & Support of local artists

[3] Business revenue & Partnerships

[4] Visitor Experience, reputation & cultural offer

[5] Talent Development and Engagement of young people

[6] Repeatability, permanence & legacy

GBSLEP's pilot programme has enabled a detailed set of learnings so that EZCAZ can be better optimised, some of the key ones include:

- Successful CAZs need a strong steering group with a highly collaborative lead organisation able to develop a wider stakeholder group responsible for delivery of project goals and outcomes.
- A micro-grant scheme is essential to drive initial interest and engage partners - £500 grants up to £6,000 max have worked well, in various combinations.
- Businesses must be engaged at inception of the CAZ, to ensure they are bought in to the benefits for them. Long term survivability of CAZ is hampered without them.
- CAZs must be shaped locally, with a clear understanding of local challenges and opportunities.
- CAZ projects must have a clear rationale, outputs and outcomes as part of a larger vision. In the absence of this vision, projects can lack direction and struggle to gain momentum.

- While CAZ funded project managers can work well, once their funding expires, projects can struggle to exist independently.
- So, survivability is enhanced by a lead person who is funded outside of CAZ and is thus able to continue to provide support post CAZ funding to develop the broader stakeholder group and drive new activities and plans.
- "Meanwhile use" of office spaces is incredibly valuable within CAZ, but can be a double-edged sword if the CAZ becomes too invested in one space, as success increases the likelihood of the space being let commercially so they lose it. Flexibility is necessary to be willing and able to bounce between available spaces.
- Collaboration between different CAZs is incredibly desirable and when done produces good results. Due to their size and relative lack of experience, CAZs can lack the impetus or determination to make collaboration happen under their own steam.
- It is helpful to build in an element of bid writing in the CAZ funding package, to facilitate continuation of projects when the core funding ends.

Adverse impact on any people with protected characteristics.

None foreseen

Could the policy/proposal be modified to reduce or eliminate any adverse impact? N/A

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

Through the monitoring of successful EZ funding grant awards

What data is required in the future?

Monitoring returns from successful applicants

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

No

If yes, please explain your reasons for going ahead.

Initial equality impact assessment of your proposal

Consulted People or Groups

Informed People or Groups

Summary and evidence of findings from your EIA



The principle of Cultural Action Zones is to benefit as many residents as possible within the geographical area of the Cultural Action Zone. There should be no adverse effect on any of the protected characteristics which will be assessed as part of the grant application process.

It is anticipated that project beneficiaries will postively impact:

- Local people across diverse communities
- Creative and Cultural Businesses/organisations/entrepreneurs
- Young people
- NEET adults
- Creative practitioners including self-employed
- Families and those on parental leave
- Family workers/Carers

QUALITY CONTORL SECTION

Submit to the Quality Control Officer for reviewing?	No
Quality Control Officer comments	
Decision by Quality Control Officer	Proceed for final approval
Submit draft to Accountable Officer?	Yes
Decision by Accountable Officer	Approve
Date approved / rejected by the Accountable Officer	22/06/2023
Reasons for approval or rejection	EZ CAZ has the potential to deliver positive outcomes
Please print and save a PDF copy for your records	Yes

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