

## Equality Impact Assessment (EqIA) Form

Title of the service, function or policy being assessed.	Economic & Tourism Development Strategy 2010-2015
Name and role of officers completing this assessment:	Simon King, Service Manager, Economic & Tourism Development Manager  Emily Cooter, Organisational Development Officer
List the name of the provider if the service is tendered out:	N/A
Date of Assessment:	Jan-April 2010

### Part 1 – What is the policy or service trying to achieve and for who?

#### 1.1 Assessment

The strategy has been developed to achieve the council's number one corporate priority: Promote improvement in the local economy, and to direct the work of the council's new Economic & Tourism Development service. The strategy's overall objective is to benefit the residents of Weymouth & Portland by ensuring that the borough is a vibrant place to live, work and visit, whilst maximising on the economic opportunities presented by hosting the sailing events for the London 2012 Olympic & Paralympic Games.

The strategy has been developed in line with relevant national and regional plans and programmes, for example, the Local Development Framework, Weymouth & Portland Community Plan, and the work of Team Dorset's 2012 Business & Economy Group.

The strategy is set out under a number of key themes:

- Economic Downturn – Recovery
- Making Weymouth & Portland a Successful, Sustainable Business and Visitor Location
- Business Support and Employment
- Skills & Workforce development

Priority work is being and will be focussed on dealing with the consequences of the recession; preparation and promotion of the 2012 London Olympic and Paralympic Sailing Events; the targeting of a number of key sectors for potential inward investment and the support for local businesses in skills development, with the objective of increasing the job opportunities and increasing wage levels within the area, particularly for local young people.

**Note:** The strategy was approved by the council's Management Committee in December 2009. The consultation period that followed was extended in recognition of the need to complete this EqIA and undertake further consultation with business and community groups. The revised strategy, informed by the findings of this EqIA and further consultation, is due to be taken back to Management Committee in June 2010.

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### 1.2 Main Stakeholders

#### LOCAL PEOPLE

- Workforce
- Unemployed / economically disadvantaged
- Local businesses (employers)

#### PARTNER ORGANISATIONS

- Trade organisations, e.g. Chamber of Commerce, Town Centre Working Group
- Local public sector partners – e.g. other Dorset councils, Dorset Police etc
- Tourism organisations, e.g. South West Tourism, VisitBritain
- Education partners – e.g. Weymouth College, Chesil Education Partnership
- London Organising Committee of the Olympic Games
- Olympic Delivery Authority

#### INTERNAL STAKEHOLDERS

- Councillors
- Other council services, e.g. Parking, Events, Visitor Services, Harbour

#### Local people require a strategy that supports:

- The provision of a variety of sustainable better paid employment opportunities; access to professional development opportunities; the opportunity to achieve professional aspirations.
- Support and opportunities to enter or return to work.
- The development of a skilled workforce to meet their business needs.
- A 'signposting' business development service to access economic data, best practice, business support and funding opportunities.

#### Partners require a strategy that:

Directs the work of the council so that it is in sync with their own strategic goals and objectives

#### Internal stakeholders require a strategy that:

Directs the council's resources effectively to meet its top corporate priority – Promoting improvement within the local economy.

### Part 2 – Data, research & information

Identify all the relevant equalities and customer information you have about your service or policy to help you make your assessment e.g. customer feedback and consultation results plus population and community profiling data.

#### 2.1 Research and Information

##### 2.1.1 Community profiling data

Community profile data relating to the six strands, plus economic deprivation statistics such as number of benefit claimants, wage levels, educational attainment levels. (Extracts below)

#### ***Economic Deprivation***

The borough has more social and economic problems than other parts of Dorset, and three of its wards are within the top ten percent most deprived wards in England. There is more unemployment

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and lower wages than in the rest of Dorset and house prices are high in relation to average wages.

The most dominant issue resulting in inequality for people in Weymouth & Portland is economic deprivation.

A feature of economic disadvantage is the high number of benefit claimants. Council records show that in November 2009, over 7,300 households in Weymouth & Portland were in receipt of housing and council tax benefits; this represents 24% of all households in the borough.

Low wages have also been identified showing that the average annual earnings for employees in Weymouth & Portland in 2009 were £20,897. This is lower than the county average of £22,941 and significantly lower than the national average of £26,901. House prices are high in relation to average earnings.

Linked to the lower than average earnings is the relatively poor levels of educational attainment in the borough. Weymouth and Portland has an above average proportion of the population with no qualifications (Over 26%). The proportion with higher level qualifications is lower than across Dorset. Weymouth and Portland has the second-lowest percentage of school leavers achieving 5 GCSEs A\* - C including Maths and English in Dorset, and is 7.3 percentage points lower than the rest of England (in 2009).

### **Disability**

In the 2001 census almost 21% of Weymouth & Portland's population answered that they have a long term illness or disability, higher than the national average of 18.2%.

A more recent Disability Survey "Moving Towards an Accessible Dorset" was conducted in 2006 with Dorset's six District Councils and the County Council conducting a disability survey in order to understand what the main barriers and experiences are for disabled people in Dorset. A specific section of the survey related to employment and focused on whether people are employed and if yes do they feel that they are supported in their workplace. If people did not work we asked them to explain why.

The outcomes of the survey demonstrate that the majority of respondents weren't in paid or voluntary work. 31 respondents (21%) said that they were either currently employed or doing voluntary work. 120 respondents (79%) said 'no'. 46% (73 respondents) of those respondents who have said they don't work are retired. 33% (52 respondents) said that they are unable to work due to their disability.

For those respondents that are currently working 86% (25 respondents) said that their employers are aware of their disability. Of those 79% (19 respondents) said that their employer makes reasonable adjustments for them.

The main reason why people do not work is that they are retired. However, there are a number of people who do wish to work but find that they either can't find any employer willing to give them a chance or they are unable to get to the places of work due to poor transport links.

### **Age**

There are more than average residents living in the borough in all of the older age groups ("Older" is 65+ years for males, 60+ for females according to ONS). Overall more than 24% of Weymouth &

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Portland's population is 'older' compared to just over 19% across England & Wales. There is of course an overlap between elderly and disabled groups in our population.

The age profile of Weymouth & Portland is similar to the average across England and Wales. The most significant difference is the much lower proportion of people aged 20-34 years, particularly for females, mainly due to the limited employment opportunities within the Borough. Despite this, within Dorset Weymouth & Portland has a relatively young population that seem to have limited employment opportunities.

### 2.1.2 Profile of the economy and labour market

The Weymouth and Portland, 'A Profile of the Economy and Labour Market' survey (September 2009) by the Research and Information Group, Dorset County Council, records key data in relation to the strategy and local economy including:

#### **BUSINESS AND ECONOMY**

##### **Value of the economy**

- Total GVA is estimated to be around £708 million in Weymouth & Portland.
- Estimated GVA per resident head is below average.
- Estimated GVA per filled job is just below average.
- Tourism contributes about £105.5 million to the local economy.

##### **Business structure**

- There are around 2,180 firms excluding the self-employed in Weymouth & Portland.
- Most firms are small, but 43% of the workforce works in firms with fifty or more employees.
- The business birthrate in Weymouth & Portland is above the DCC Dorset average, but business births per 10,000 residents or working age residents is low.
- However, business survival rates are above the national average.
- More than half of the firms in the borough fall into two broad sectors: Distribution, hotels & restaurants sector and Banking, finance & insurance etc.
- There is a below average proportion of knowledge intensive firms.
- Eight per cent of businesses are in Leisure & tourism, just above the six per cent average for the county.
- An above average proportion of firms are in low paying sectors.

#### **LABOUR MARKET**

##### **Structure**

- About 77% of the working age population is economically active in Weymouth & Portland.
- The employment rate is about 74%.

##### **Working age population**

- The proportion of the population of working age in Weymouth & Portland is just above the DCC Dorset average. The percentage over this age is below the county average.
- The working age population is around 38,250.

##### **Commuting**

- Weymouth & Portland was a net loser of commuters in 2001.
- In-commuters largely came from West Dorset.

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### Employment by sector

- Weymouth & Portland has around 19,000 employees in employment (excluding the self-employed).
- There are below average percentages of part time and female employment.
- An above average proportion of employment in Weymouth & Portland is in the service sector.
- Two thirds of employment in the combined area is in two sectors: Distribution, hotels & restaurants and Public administration, education & health.
- Employment in Manufacturing is low.

### Occupational profile

- About 40% of employed residents in Weymouth & Portland work in managerial, professional or associate professional/technical occupations (much in line with the DCC Dorset average).

### Self-employment

- About eight per cent of working age employees are self employed.

### Total employment

- Total employment is around 22,000 in Weymouth & Portland (with employees in employment accounting for about 19,000 of these).

### Jobs density

- In 2007 there were about 0.58 jobs per person of working age in Weymouth & Portland – the second lowest level in the South West.

### Second jobs

- Approximately 2,600 Weymouth & Portland residents have second jobs.

### Employment growth

- Over the next few years, employment growth is likely to be service sector led, especially in Education & health; Distribution; and other business services.

### Earnings and affordability

- Both workplace based and residence based earnings in Weymouth & Portland are below the national average.
- The percentage of employees in low pay industries is above the national average.
- Weymouth & Portland's average house price to household earnings ratio was above the national and regional figures indicating that affordability continues to be a serious problem.

### Skills and qualifications

- Weymouth & Portland appears to have an above average proportion of the population with no qualifications and a below average percentage qualified to above level three.
- The percentage of 15 year old residents gaining five or more A\*-C grades at GCSE is only marginally below the national average.

### Unemployment

- Unemployed claimants as a percentage of working age residents in Weymouth & Portland is generally above the DCC Dorset average but below the national rate.
- On average over 2008, this rate was 1.7 per cent of the working age population reaching 3.0

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per cent by July 2009.

- In the first half of 2009, almost a third of claimants were in the 18-24 age group, above the DCC Dorset and national averages.
- In the first half of 2009, almost three-quarters of those leaving the claimant count found a job.

### Vacancies and skill needs

- In July 2009 there were 6.1 unemployed claimants for every notified Jobcentre vacancy in Weymouth & Portland.
- Almost half of notified vacancies were in three occupations: Elementary administration & service occupations; Health & social welfare associate professionals; and Sales occupations.
- There was more people seeking work than there were vacancies in the following occupations: Elementary trades, plant & storage occupations; Sales occupations/ Elementary administration & service occupations; Skilled construction & building trades.
- There were few occupations where the number of vacancies exceeded the number of claimants seeking work.

### Deprivation

- Two of the borough's super output areas fell in the top ten per cent of most deprived areas nationally. But another two are in the top ten per cent least deprived areas nationally.

### 2.1.3 Quality of Life survey

The service's Quality of Life survey (QoL) was conducted during 2007 and was undertaken to find out views from residents in Weymouth and Portland, on the impact of tourism in the Borough. The respondents were asked what were, if any, the biggest barriers preventing them from doing what they want to do. A larger proportion of respondents, 54%, did not feel that they faced any barriers. The second most popular response, from 18% of respondents, came under 'Other' barriers. Briefly summarised this includes: traffic; public transport; financial constraints; parking; safety (anti-social behaviour); and age.

### 2.1.4 Data from other sources

The service undertakes and collates economic data from several sources to enable informed decisions to be made in economic and tourism development in and around the borough including:

- Trends in educational attainment
- Movements of people of different ages in and out of the borough
- Workforce age and gender profiles and trends
- Employment rates and job opportunities for disabled people
- Support for young people 'Not in education, employment or training'
- Imbalances between qualifications and jobs available
- Economic trends
- Trends for business types in the area
- Current and predicted profile of our workforce and whether it matches predicted needs
- How we are working with partners in this area
- What we need for our own workforce in the future
- How we work with our suppliers and service providers to help them diversify their workforces and support their future needs

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### 2.1.5 Customer feedback and consultation

The service also obtains feedback through various other sources throughout the year to monitor and evaluate service provision and delivery including:

- Customer response surveys (e.g. Open 4 Business, Visitor and customer surveys questionnaire, Internet surveys, Business surveys, resident Quality of Life surveys, and work experience feedback forms)
- Corporate feedback system which analyse complaints, praise, suggestions and general comments
- Direct consultation with stakeholder groups
- Response from business and inward investment enquiries
- Engaging with young people and educational facilities
- Responses from stakeholders via CPA process
- Stakeholder feedback
- National bodies and organisations inspection results in relation to community, performance and economic development (CPA, CAA and Audit Commission etc.)

### 2.1.3 Place Survey 2008

The 'Place Survey 2008' prepared for Weymouth and Portland Borough Council by BMG Research for the Dorset Comprehensive Area Assessment (CAA).

Below is a summary of data in relation to Economic Development. There were 1,426 respondents (residents) to the survey.

The top 4 areas for improvement individually were level of traffic congestion; activities for teenagers; road and pavement repairs; and wage levels and local cost of living. Please note that the next in need of improvement was Job Prospects which had a response of 33% stating this area needs improvement and attention.

#### Wage levels and local cost of living

Approaching two fifths (39%) of respondents feel wage levels and the local cost of living requires improvement. This is a particular priority amongst the younger age groups 25-34 years (51%) and private renters (56%). As a priority, it is far less important amongst those aged 65+ (26%) and those in social housing (25%). The proportion of respondents that feel wage levels & local cost of living needs improvement by key demographics is shown below.

<b>Total</b>	<b>39%</b>
Private Rented	56%
<b>18 -24</b>	<b>55%</b>
<b>25 -34</b>	<b>51%</b>
18 -64	44%
35 -54	42%
Male	40%
Female	38%
55 -64	38%
Owner Occupier	38%
65+	26%
Social Housing	25%

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### Young people

Mirroring the view given in relation to what makes somewhere a good place to live, significantly more residents aged 25-34 feel facilities for young children (27%) needs improvement. Over half (51%) of those aged 25-34 feel that wage levels and local cost of living need improving. This compares to just 26% of the older 65+ years sample.

### Part 3 Assessing the impact of your service/policy on different groups or communities

**3.1 Consider the particular characteristics of the groups and communities identified below and assess whether there is likely to be a differential impact upon each of the groups because of the way the service/policy is designed or delivered.**

#### 3.1.1 Ethnicity (including Gypsies & Travellers):

##### Workforce data:

We do not have information on the ethnicity of our workforce profile. Dorset County Council (DCC)'s 2009 Economy & Labour Market Profile does not break down employment data into different ethnic groups.

**ACTION:** Obtain raw data from DCC and research ethnicity of the Weymouth & Portland workforce. Does the profile of the workforce reflect that of the borough?

##### Unemployment data:

We do not know the breakdown of benefit claimants per ethnic group.

**ACTION:** Ascertain if unemployment data can be broken down into different ethnic groups.

##### Local business community:

We do not have sufficient data on the ethnicity of our local businesses / employers.

**ACTION:** Research diversity of local business community – does the profile of business owners reflect the profile of the borough?

**ACTION:** Research equalities policies of local employers – Council to provide template equalities materials. (This should tie in with equalities-related procurement guidelines.)

**ACTION:** Research diversity of local trade organisations – e.g. Chamber of Commerce, Town Centre Working Group. Does it reflect the business community?

##### Impact of economic downturn:

We do not know if the impact of the economic downturn has been different for different ethnic groups.

**ACTION:** Research availability of data on the impact of the economic downturn on different ethnic groups.

**3.1.2 Disability:** (this includes the wider definition of disability, i.e. a long-term condition that affects a person for more than 12 months including eg. mental illness, learning disability, terminal illness)

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We have borough profile data on disability (ref. Weymouth & Portland Community Profile) and some data is available from the 2006 Dorset-wide disability survey as follows:

*'The majority of disabled people in responding to the 2006 survey aren't in paid or voluntary work. Only 31 respondents (21%) said that they were either currently employed or doing voluntary work. 120 respondents (79%) said 'no'. 46% (73 respondents) of those respondents who have said they don't work are retired.*

*'The main reason given why people do not work is that they are retired. However, there are a number of people who do wish to work but find that they can't find any employer willing to give them a chance.'*

### Workforce data:

We do not have workforce profile information based on disabilities. DCC's 2009 Economy & Labour Market Profile does not break down employment data to show what proportion of our workforce is disabled.

ACTION: Obtain raw data from DCC and research disability within the workforce.

### Unemployment data:

We do not know the breakdown of benefit claimants per disability.

ACTION: Ascertain if unemployment data can be broken to show number of disabled people.

### Local business community:

We do not have sufficient data on disability within our local businesses community / employers.

ACTION: Research diversity of local business community – does the profile of business owners reflect the profile of the borough?

ACTION: Research equalities policies of local employers – Council to provide template equalities materials.

ACTION: Research diversity of local trade organisations – e.g. Chamber of Commerce, Town Centre Working Group. Does it reflect the business community?

### Impact of economic downturn:

We do not know if the impact of the economic downturn has been different for disabled people in Weymouth & Portland.

ACTION: Research availability of data on the impact of the economic downturn on disabled people.

### Consultation on the strategy

The strategy has gone out to public consultation – insert findings relevant to disability here (or set a further consultation action. Work with Weymouth & Portland Access Group?)

ACTION: Research other data sources to find information

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**ACTION:** Include within the strategy a specific action about supporting the work of the Weymouth & Portland Partnership theme group working to improve opportunities for adults with disabilities, including learning difficulties.

### 3.1.3 Gender: (male, female, transgender)

#### Workforce data

There are below average percentages of part time and female employment.

It is evident that there is still some disparity between the rates of pay between male and female for those working in the Borough and residents working outside the Borough.

Male			Female	
£485.9	£587.1	Christchurch	£369.8	£350.4
£449.1	£508.1	East Dorset	£345.4	£466.6
£439.9	£466.4	North Dorset	£342.6	£349.3
£551.4	£448.9	Purbeck	£467.1	£379.5
£447.6	£511.0	West Dorset	£368.4	£358.7
<b>£382.5</b>	<b>£438.2</b>	<b>Weymouth &amp; Portland</b>	<b>£392.3</b>	<b>£390.4</b>

Annual Wage & Salary (DCC annual survey)

**ACTION:** Include action within strategy to contribute to narrowing the gender pay gap within the borough. (Link in with council's own equal pay review)

#### Local business community:

We do not have sufficient data on gender within our local businesses community / employers.

**ACTION:** Research diversity of local business community – does the profile of business owners reflect the profile of the borough?

**ACTION:** Research equalities policies of local employers – Council to provide template equalities materials. (This should tie in with equalities-related procurement guidelines.)

**ACTION:** Research diversity of local trade organisations – e.g. Chamber of Commerce, Town Centre Working Group. Does it reflect the business community?

**ACTION:** Consider a 'Women at Work' seminar and forum as part of the annual Open 4 Business programme to enable a better understanding of the local issues for female employers and employees

#### Unemployment data

We do not know the gender breakdown of benefit claimants.

**ACTION:** Ascertain if unemployment data can be broken down into gender.

#### Impact of economic downturn

Raw claimant count data (ONS) includes gender breakdown.

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**ACTION:** Analyse raw ONS data to identify any issues in relation to gender and include actions in strategy accordingly

### 3.1.4 Sexual orientation: (Gay, Lesbian, bi-sexual - currently legally only applies to employment and Civil Partnerships)

#### Community profile data

We have limited information about the sexual orientation of the local community.

Engage with DCC's sexual orientation staff group and look at national research to build understanding of employment issues around sexual orientation.

#### Workforce data:

We do not have specific information on the sexual orientation of our workforce profile. DCC's 2009 Economy & Labour Market Profile does not break down employment data by sexual orientation.

**ACTION:** Ascertain if there is any available data on the local workforce or if there are any national guidelines that might assist with this part of the assessment.

#### Unemployment data:

We do not know the breakdown of benefit claimants per sexual orientation.

**ACTION:** Ascertain if unemployment data can be broken down per sexual orientation.

#### Local business community:

We do not know the sexual orientation of our local businesses / employers.

**ACTION:** Research diversity of local business community – does the profile of business owners reflect the profile of the borough?

**ACTION:** Research equalities policies of local employers – Council to provide template equalities materials. (This should tie in with equalities-related procurement guidelines.)

**ACTION:** Research diversity of local trade organisations – e.g. Chamber of Commerce, Town Centre Working Group. Does it reflect the business community?

#### Impact of economic downturn:

We do not know if the impact of the economic downturn has been different for people of different sexual orientations.

**ACTION:** Research availability of data on the impact of the economic downturn on people of different sexual orientation.

### 3.1.5 Age: (currently only applies to employment)

We already have lots of data about age and employment within the borough and this is evident

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within the strategy.

Weymouth & Portland has a relatively young population compared with the rest of Dorset with access to limited employment opportunities. In particular there is a very low number of women aged 25-34 living and working in the borough.

In the 'Place Survey' 2008 over half of the respondents, aged 25-34, feel that wage levels and local cost of living need improving. This compares to just 26% of the older 65+ years sample.

### **Actions already within strategy to address this:**

- i. Work in partnership with the Multiple Area Agreement (MAA) Skills Group, Business Link, Weymouth & Portland Partnership, the Learning and Skills Council, Weymouth College, Bournemouth University and local schools to support delivery of initiatives aimed at decreasing the number of residents with no qualification
- ii. Work in partnership with the 2012 Business and Economy Group and the Children's Services to develop a Dorset specific curriculum pack and dedicated educational website aimed at promoting employment opportunities and work placements in Dorset
- iii. Undertake an evaluation of the local education facilities specialist education themes (Science, Languages, Arts, Technology and Sports) and the link with existing and future sectors in the Borough with the aim to identifying and match skills requirements, employment, apprenticeship and placement opportunities
- iv. Improve engagement and consultation with young people with regard to job and placement opportunities in and around the Borough through supporting a careers promotion programme in partnership with educational service providers
- v. Work with partners to develop initiatives to inspire young people to develop their skills base and promote career progression within Dorset

### **3.1.6 Religion and/or belief:**

#### Community profile data

DCC 2005 town profiles  
2001 Census data

#### Workforce data:

We do not have information on the religion / belief of our workforce profile. DCC's 2009 Economy & Labour Market Profile does not break down employment data into different religious groups.

**ACTION:** Obtain raw data from DCC and research religious beliefs of the workforce.

#### Unemployment data:

We do not know the breakdown of benefit claimants per religion / belief.

**ACTION:** Ascertain if unemployment data can be broken down into different religions / beliefs.

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### Local business community:

We do not have sufficient data on the religions or beliefs of our local businesses / employers.

**ACTION:** Research diversity of local business community – does the profile of business owners reflect the profile of the borough?

**ACTION:** Research equalities policies of local employers – Council to provide template equalities materials. (This should tie in with equalities-related procurement guidelines.)

**ACTION:** Research diversity of local trade organisations – e.g. Chamber of Commerce, Town Centre Working Group. Does it reflect the business community?

### Impact of economic downturn:

We do not know if the impact of the economic downturn has been different for people of different religions / beliefs.

**ACTION:** Research availability of data on the impact of the economic downturn on different religions / beliefs.

### **3.1.7 Economic deprivation**

NB. Addressing economic deprivation is one of the nine core issues that the strategy is designed to respond to. The action plan for the strategy already includes many actions to address this as detailed below.

#### General data

Three wards are within the top ten percent most deprived in England

There is more unemployment than in the rest of Dorset. In July 2009 there were 6.1 unemployed claimants for every notified job centre vacancy in Weymouth & Portland

In 2009 there was more people seeking work than there were vacancies in the following occupations: Elementary trades, plant & storage occupations; Sales occupations/ Elementary administration & service occupations; Skilled construction & building trades

There were few occupations where the number of vacancies exceeded the number of claimants seeking work

A high number of benefit claimants, 24% of all households in the borough

In the first half of 2009, almost a third of claimants were in the 18-24 age group which is above the Dorset and national averages

There is lower wages in the Borough than in the rest of Dorset

House prices are high in relation to average wages

Linked to the lower than average earnings is the relatively poor levels of educational attainment in the borough

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Two of the borough's super output areas fell in the top ten per cent of most deprived areas nationally. But another two are in the top ten per cent least deprived areas nationally.

### Actions already within the strategy

- i. Review the Council's processes in relation to dealing with local businesses identifying areas for improvement and added economic value; and promote these services to local businesses
- ii. Create a business support web page, as part of the economic development service, offering local businesses templates for equality assessments, risk management and links to related business services that improve equalities
- iii. Undertake an ITC 'needs' survey of businesses, wards and organisations to ascertain future requirements. Ascertain levels of ITC access in the 4 most deprived areas of Weymouth and Portland. Deliver, with partners, an affordable or free access to internet and email in Weymouth and Portland's 4 most deprived wards by 2015
- iv. Support the Communities Service in the development of the 'After Dark' managing the night-time economy project
- v. Work in partnership with the Weymouth and Portland Partnership and Communities Service to develop economic activity in areas of deprivation in the Borough
- vi. Support and encourage other services to deliver a range of socially inclusive events and activities as part of the cultural Olympiad and future festivals programme
- vii. Promote best practice in the business sector for those supporting improvements in areas suffering with deprivation
- viii. Support initiatives to inspire young people to develop their skills base and promote career progression within Dorset
- ix. Work in partnership with the Multiple Area Agreement (MAA) Skills Group, Business Link, Weymouth & Portland Partnership, the Learning and Skills Council, Weymouth College, Bournemouth University and local schools to support delivery of initiatives aimed at decreasing the number of residents with no qualifications and increasing the percentage qualified to above level three and target residents with no qualifications
- x. Improved promotion of skills and learning opportunities especially in areas of deprivation
- xi. Use of a wider range of communication technology (social networking, feedback service) to enable younger people to find out about service and opportunities
- xii. Ensure the Borough has a productive business environment but with more employers being aware of the issues of the disparity between the local wage level and cost of living
- xiii. In partnership, work with disadvantaged communities to encourage appropriate community and economic development between the strongest and weakest parts of the Borough

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### 3.2 What gaps in knowledge or data have you identified and what further research / consultation do you need to carry out?

#### Summary of EqIA findings:

- The strategy is clearly informed by economic data broken down by age and includes a number of actions to specifically address issues for younger people.
- Data on gender is available but this needs more emphasis within the strategy.
- Data about other strands is sparse and needs to be researched so the strategy is better informed.

### **ACTION PLAN**

#### **Further research to inform the strategy / service planning**

##### Workforce data

- Research the breakdown of the Weymouth & Portland workforce by ethnicity, disability, sexual orientation, religion / belief (we have data on age and gender) in order that we can compare the workforce profile to that of the community, identify any issues and then respond as appropriate.

##### Unemployment data

- Research the breakdown of unemployed people in the borough by ethnicity, disability, sexual orientation, religion / belief in order that we can identify any barriers preventing people from returning to work and work to reduce these barriers.

##### Local business community

- Research diversity (six strands) of the local business community and compare with the profile of the borough.
- Research equality policies of local employers and identify what support the council can provide to help tune local employers into the equalities agenda.
- Research diversity (six strands) of local trade organisations – e.g. Chamber of Commerce. Does it reflect the borough profile / business community profile?

##### Impact of economic downturn

- Research the impact of the economic downturn on different groups (six strands) to identify issues and respond accordingly.
- Raw data on gender is available from the ONS and needs to be analysed.



WEYMOUTH & PORTLAND  
*Borough Council*

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