

## EQIA Submission – ID Number

### Section A

**EQIA Title**

Create Growth Programme

**Responsible Officer**

Sarah Wren - GT GC

**Type of Activity****Service Change**

No

**Service Redesign**

No

**Project/Programme**

Project/Programme

**Commissioning/Procurement**

Commissioning/Procurement

**Strategy/Policy**

No

**Details of other Service Activity**

No

**Accountability and Responsibility****Directorate**

Growth Environment and Transport

**Responsible Service**

Culture and Creative Economy

**Responsible Head of Service**

Tony Witton - GT GC

**Responsible Director**

Stephanie Holt-Castle - GT GC

**Aims and Objectives**

Create Growth Programme Aims:

- Business Support - Bespoke business support that is tailored to the specific needs of high-growth potential creative businesses
- Investor Capacity Building - increase the number of private investors willing to invest in creative businesses outside London; educating investors about investment opportunities in the sector and building investor networks
- Finance - Targeted finance will be provided to selected businesses that can demonstrate that it will act as a stimulus for growth and investment

UK's global positioning and growth as leaders in creative content production rests on the diversity of its workforce. Since the advent of Black Lives Matter increased awareness of diversity in the industry has been brought to life and into our living rooms as we see more diverse representation on our TV's. This masks a creative industry workforce where unpaid internships, recruitment based on who you know, and freelance contracts are prevalent and mitigate against a diverse workforce.

This programme will:

- promoting the programme through our networks, the networks of our partners and reaching out via organisations like The Black Business Network to maximise reach
- make sure staff who are onboarding new clients have experience of diversity and discrimination - invest

in existing networks that support diversity in the business community

- make sure programme delivery meets the needs of clients, provides for, and is tailored to clients special needs
- include within the programme training for skills in leadership and management of diverse workforces
- appoint a diversity champion at programme board level.

## Section B – Evidence

**Do you have data related to the protected groups of the people impacted by this activity?**

Yes

**It is possible to get the data in a timely and cost effective way?**

Yes

**Is there national evidence/data that you can use?**

Yes

**Have you consulted with stakeholders?**

Yes

**Who have you involved, consulted and engaged with?**

South East Creative Economy Network  
 Creative UK  
 Wired Sussex  
 Screen South  
 Indielab  
 Resort Studios as former South East Creatives hub  
 Consultation post-South East Creatives (summative assessment and independent report)

**Has there been a previous Equality Analysis (EQIA) in the last 3 years?**

No

**Do you have evidence that can help you understand the potential impact of your activity?**

Yes

## Section C – Impact

**Who may be impacted by the activity?**

**Service Users/clients**

No

**Staff**

No

**Residents/Communities/Citizens**

Residents/communities/citizens

**Are there any positive impacts for all or any of the protected groups as a result of the activity that you are doing?**

Yes

**Details of Positive Impacts**

1. Access to business support and investment opportunities achieved via a delivery model that enables deep dives into communities, reaching people not engaging with mainstream business support mechanisms:  
 We will work with specialists that have lived-experience of leading diverse businesses. We will promote the programme in virtual/real spaces where individual diverse communities congregate, including working with organisations representative of diverse businesses e.g. The Black Business Network. We will seek the help of existing investor communities focussed on businesses with diverse founders as we build capacity in our investor community. e.g. Female Founders @ Essex. Finally we will monitor demographic and protected characteristics both at enquiry and conversion stages and deliver support to address the barriers to creating a more diverse workforce.

2. Our brand will showcase diversity and we will deliver a robust narrative about how diversity contributes

to creativity, business purpose and values.

## **Negative impacts and Mitigating Actions**

### **19. Negative Impacts and Mitigating actions for Age**

#### **Are there negative impacts for age?**

Yes

#### **Details of negative impacts for Age**

There are specific challenges for young people from marginalised socio economic backgrounds accessing the creative industries. While it is slowly changing, some higher-growth sub sectors have extensively used unpaid internships and close personal networks to recruit which has led to discrimination against people accessing jobs that are unable to work for free or are from geographic areas and social networks not connected to the industry.

#### **Mitigating Actions for Age**

Businesses will be required to have a policy of no unpaid labour and show how their recruitment practices reach a diverse range of people.  
Connections will be made into locally-based apprenticeship and training schemes like Regen31 to support recruitment of a more diverse workforce.

#### **Responsible Officer for Mitigating Actions – Age**

To be appointed

### **20. Negative impacts and Mitigating actions for Disability**

#### **Are there negative impacts for Disability?**

Yes

#### **Details of Negative Impacts for Disability**

The size of the region - public transport does not connect well across the region.  
Venue access  
Programme delivery - the focus on IRL networking, peer to peer, online delivery and mentoring and coaching

#### **Mitigating actions for Disability**

Consideration of venues, access to public  
Check and challenge from a disability-led organisation or practitioner.  
Use of Zoom where appropriate.  
Early identification of special needs and programme designed to meet needs - budget allocated

#### **Responsible Officer for Disability**

To be appointed.

### **21. Negative Impacts and Mitigating actions for Sex**

#### **Are there negative impacts for Sex**

Yes - Add details of the negative impacts and mitigations.

#### **Details of negative impacts for Sex**

Female and LGBTQIA founders and investors are less prevalent in the creative industries.

#### **Mitigating actions for Sex**

Female Founders and Investors is a network that helps female-led businesses to find the right investors. We will follow the Investing in Women Code. Specific training on recruiting and managing diverse teams and unconscious bias.

#### **Responsible Officer for Sex**

To be appointed

### **22. Negative Impacts and Mitigating actions for Gender identity/transgender**

#### **Are there negative impacts for Gender identity/transgender**

Yes - Add details of the negative impacts and mitigations.

#### **Negative impacts for Gender identity/transgender**

LGBTQIA business founders and investors are less prevalent in the creative industries.

<b>Mitigating actions for Gender identity/transgender</b>
The programme will work with UKRI, angels@essex and local organisations like Margate Pride to identify the best way to support LGBTQIA founders and investors - it could mean establishing a new platform that would need to be led by a LGBTQIA organisation. Specific training as part of the business support offer on recruiting and managing diverse teams and unconscious bias.
<b>Responsible Officer for mitigating actions for Gender identity/transgender</b>
To be added
<b>23. Negative impacts and Mitigating actions for Race</b>
<b>Are there negative impacts for Race</b>
Yes - Add details of the negative impacts and mitigations.
<b>Negative impacts for Race</b>
Black and brown people are underrepresented in the creative industries and because of the way the industry often works - based on who you know - are disproportionately discriminated against.
<b>Mitigating actions for Race</b>
We have already worked with People Dem Collective funding the setting up of a Black and Brown business leaders network and aim to build on this. We will work with the Black Business network. The programme will be promoted in places where people from diverse backgrounds congregate and the advisors supporting people into the programme will reflect lived-experience of the challenges faced by business founders from diverse backgrounds. We will access cohorts from across the area that have already been through business support programmes specifically aimed at diverse business leaders.
<b>Responsible Officer for mitigating actions for Race</b>
To be appointed.
<b>24. Negative impacts and Mitigating actions for Religion and belief</b>
<b>Are there negative impacts for Religion and belief</b>
Yes - Add details of the negative impacts and mitigations.
<b>Negative impacts for Religion and belief</b>
Shariah law and the principles of Islam define acceptable investment. Hospitality
<b>Mitigating actions for Religion and belief</b>
Partners angels@essex has created an investment fund that is Shariah compliant. Hospitality offered will be compliant with requirements of the UK's main religions and there will be access to spaces for reflection and prayer.
<b>Responsible Officer for mitigating actions for Religion and Belief</b>
To be appointed
<b>25. Negative impacts and Mitigating actions for Sexual Orientation</b>
<b>Are there negative impacts for Sexual Orientation</b>
Yes - Add details of the negative impacts and mitigations.
<b>Negative impacts for Sexual Orientation</b>
As for 22a.
<b>Mitigating actions for Sexual Orientation</b>
As for 22a
<b>Responsible Officer for mitigating actions for Sexual Orientation</b>
To be appointed.
<b>26. Negative impacts and Mitigating actions for Pregnancy and Maternity</b>
<b>Are there negative impacts for Pregnancy and Maternity</b>
Yes - Add details of the negative impacts and mitigations.
<b>Negative impacts for Pregnancy and Maternity</b>

The creative industries are up 96% freelance, which provides flexibility and no financial support  
Travel across the region could be challenging and tiring in the later stages of pregnancy.  
Women are discriminated against in employment while pregnant.

**Mitigating actions for Pregnancy and Maternity**

All travel across the region to take into consideration the needs of clients. Funding is available to meet special needs.

Business support training will address leadership and management of a diverse workforce including pregnant women.

Women can and will be offered tailored mentoring and coaching on life choices and sustaining practice and their businesses during pregnancy and while caring for children.

**Responsible Officer for mitigating actions for Pregnancy and Maternity**

To be appointed.

**27. Negative impacts and Mitigating actions for Marriage and Civil Partnerships**

**Are there negative impacts for Marriage and Civil Partnerships**

No. Note: If Question 27a is "No", Questions 27b,c,d will state "Not Applicable" when submission goes for approval

**Negative impacts for Marriage and Civil Partnerships**

Not Completed

**Mitigating actions for Marriage and Civil Partnerships**

Not Completed

**Responsible Officer for Marriage and Civil Partnerships**

Not Completed

**28. Negative impacts and Mitigating actions for Carer's responsibilities**

**Are there negative impacts for Carer's responsibilities**

Yes - Add details of the negative impacts and mitigations.

**Negative impacts for Carer's responsibilities**

Time and travel constraints to attend.

**Mitigating actions for Carer's responsibilities**

Travel and time constraints and addressing special needs will be discussed with the client at an early stage as they are onboarded onto the programme.

Coaching and mentoring will be provided that can address time management and juggling the demands of personal v business life.

**Responsible Officer for Carer's responsibilities**

To be appointed.