

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.

Mitigating actions for Gender identity/transgender
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.
Responsible Officer for mitigating actions for Gender identity/transgender
To be added
23. Negative impacts and Mitigating actions for Race
Are there negative impacts for Race
Yes - Add details of the negative impacts and mitigations.
Negative impacts for Race
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.
Mitigating actions for Race
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.
Responsible Officer for mitigating actions for Race
To be appointed.
24. Negative impacts and Mitigating actions for Religion and belief
Are there negative impacts for Religion and belief
Yes - Add details of the negative impacts and mitigations.
Negative impacts for Religion and belief
Shariah law and the principles of Islam define acceptable investment. Hospitality
Mitigating actions for Religion and belief
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.
Responsible Officer for mitigating actions for Religion and Belief
To be appointed
25. Negative impacts and Mitigating actions for Sexual Orientation
Are there negative impacts for Sexual Orientation
Yes - Add details of the negative impacts and mitigations.
Negative impacts for Sexual Orientation
As for 22a.
Mitigating actions for Sexual Orientation
As for 22a
Responsible Officer for mitigating actions for Sexual Orientation
To be appointed.
26. Negative impacts and Mitigating actions for Pregnancy and Maternity
Are there negative impacts for Pregnancy and Maternity
Yes - Add details of the negative impacts and mitigations.
Negative impacts for Pregnancy and Maternity

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.