

Equality and Public Health Full Impact Assessment

Impact Assessment Id: #383

1.0 Screening Information

Project Name

Open for Business

Name of Project Sponsor

Sue Crow

Name of Project Manager

Stephen Butterworth

Name of Project Lead

Stephen Butterworth

Please give a brief description of the project

The Open for Business Board will provide leadership and direction, it will endorse individual Open for Business project business cases including investment decisions approved by the Cabinet Member with Responsibility for Economy, Skills and Infrastructure / and or Cabinet

Data Protection screening result

Will require a full impact assessment

Equality and Public Health screening result

Will require a full impact assessment

Environmental Sustainability screening result

Does not need a full impact assessment

1.1 Background and Purpose

Background and Purpose of Project?

To support your answer to this question, you can upload a copy of the project's Business Case or similar document. Open for Business is a funding programme that enables projects to be financially sourced.

The project put forward under the Equality Impact assessment is 'Workforce Resilience'. The project aims are to offer :

1. Embed a consistent and effective approach for Skills Diagnostic/ Training Needs Analysis in Employer Engagement staff within Training Providers, stakeholders and Growth Hub team across Worcestershire . The knock-on impact of centralised and improved diagnostics being improved intelligence within county on employer needs moving forward.
2. Alongside diagnostic tools, offer support for Employers to understand how to effectively workforce plan moving forward, recognising succession needs proactively and utilising reskilling opportunities within the county.
3. Develop Incentives to encourage and support young people to undertake and complete apprenticeships and contribute positively to our economy and key sectors. To include incentives and travel payments for specific industries, where costs can outweigh benefits that would support WCC's wider areas of workforce need such as Apprenticeship opportunities across all key sectors.
4. Curriculum development fund to reduce barriers for providers in developing and running economically vital curriculum for Worcestershire's workforce to include capital and revenue investment to develop and resource new employer driven curriculum, spaces for residents to explore careers development and flexible funds which ensure providers can run courses as needed by economy.
5. Pilot programme to target those young people most at risk i.e. Care leavers and increase participation in Apprenticeships and Employment.
6. Improve access and facilitate spaces for residents to advice and guidance and reskilling services building on current resources.
7. Permanent resources for length of project to drive forward promotion and marketing of Apprenticeships and Workforce planning in the County, continuing to raise profile and support agendas.

Upload Business Case or Support documents

[WLEP-A4-Landscape-Local-Skills-Report-update-2022-FINAL-Version.pdf](#)

Project Outputs

Briefly summarise the activities needed to achieve the project outcomes.

500 Business supported / 500 residents supported into Apprenticeships

Project Outcomes

Briefly summarise what the project will achieve.

This project is designed to reduce the impact faced from a number of challenges, as follows:-

- Employer investment in training in Worcestershire has significantly declined year on year, with the pandemic highlighting low levels of engagement both in apprenticeships and adult education. Employers need help and support to effectively workforce plan.
- During the last twelve months Government intervention has been significant in skills, albeit this has created confusion and duplication, there is a need to support residents and employers to understand available support.
- Education Providers struggle to meet employer demands - Providers face ongoing funding challenges and therefore whilst intelligence is available on provision needs, developing and supporting new curriculum to meet skills needs of Worcestershire economy requires resourcing to affect change. The current funding does not allow these flexibilities as funding is both limited and outcome, results driven.
- During the pandemic young people and residents' access to external careers advice was limited, meaning that where advice was given it often lacked detail or experience, and did not champion all post 16 and 18 destinations. The knock-on impact being that Apprenticeships and reskilling interventions such as Adult Education saw significant declines across county-based providers.
- Marketing routes for local providers were more difficult with physical spaces such as schools/libraries/venues being closed to external organisations meaning providers could not access candidates in the usual way.
- Press and social media have compounded the view for young people and their key influencers that staying in education is better as a strategy than entering the workforce in the economic climate, further escalated the assumption that university is the only path to higher level technical roles and that working in certain industries such as care and customer service is challenging , many of which are key in our Worcestershire economy.
- Those most at risk in our communities have been moved further away from labour market as support needs of wider population become greater with limited changes to the resources available.
- Universities were able to offer significant numbers of unconditional offers and accepted students who may have been unsuccessful in previous years .

Is the project a new function/service or does it relate to an existing Council function/service?

Existing

Was consultation carried out on this project?

Yes

1.2 Responsibility

Directorate/Organisation

People

Service Area

Communities

1.3 Specifics

Project Reference (if known)

Not Recorded

Intended Project Close Date *

September 2024

1.4 Project Part of a Strategic Programme

Is this project part of a strategic programme?

Yes

An overarching screening has already been carried out for the following areas:

Not recorded

Upload previous impact assessment documents if available

No files uploaded

2 Organisations Involved

Please identify the organisation(s) involved:

Worcestershire County Council

Details of contributors to this assessment:

Name	Judy Gibbs
Job title	Skills and Investment Group Manager
Email address	JGibbs@worcestershire.gov.uk

Name	Stephen Butterworth
Job title	Project Manager
Email address	sbutterworth@worcestershire.gov.uk

3.0 Who will be affected by the development and implementation

Please identify group(s) involved:

Service User

3.1 Information and evidence reviewed

What information and evidence have you reviewed to help inform this assessment? *

Working closely with Worcestershire LEP, recently publishing the Local Skills Report 2022 which helped influence the nature of the Workforce Resilience programme. It is a local intelligence lead piece highlighting that employers are struggling to recruit individuals with the right skills, additionally local Training providers also adding to this view.

3.2 Summary of engagement or consultation undertaken

Who and how have you engaged, or why do you believe engagement is not required? *

The Open for Business Programme is to propose two projects:

1. Visit Worcestershire
2. Workforce Resilience

Visit Worcestershire is a Tourism project; its aim is to promote Worcestershire as a Tourism destination.

Workforce Resilience seeks to step change the education curriculum in Worcestershire through local provision, meeting the needs of local employers around key recruitment needs and sectors. The project will focus on our prioritised growth sectors and those high value roles identified by the Worcestershire Local Enterprise Partnership.

3.3 Summary of relevant findings

Please summarise your relevant findings. *

Workforce Resilience

Since 2015, Worcestershire County Council and Worcestershire LEP have been championing workforce planning, reskilling and apprenticeships under its programmes and in particular the brand of Worcestershire Apprenticeships. Investment in the past has been through mixed sources of European funds, National bids and small amounts of WCC core budget annually (£15k annually outside of the Skills and Investment GM salary) and has focused on future skills and young people into the workforce.

The Skills and Investment team has championed under workforce planning both the apprenticeship brand and its work in careers planning alongside other programmes, running events such as the Apprenticeship Awards, employer and young person engagement events. The creation of the Worcestershire Careers support brand in 2020 for young people has seen positive growth in apprenticeships since the introduction of the Apprenticeship Levy, albeit with a significant decline in 2019/20 caused by the pandemic but there is more to be done given the current demand for labour in the local economy.

Worcestershire finds itself with a significant challenge in recruitment and appropriately skilled labour following the perfect storm of Brexit and Covid which has accelerated a number of employment and skills challenges, which now require further intervention to support recovery and increase resilience in the Worcestershire labour market.

The current claimant pool in April 2022 whilst higher than pre-2020, is still relatively low in numbers and the need to focus on both entry and reskilling of labour is prevalent. The current economic picture in the country of higher inflation rates and the current increasing picture of higher wages through skill demands and lower availability of workforce is adding pressure to the market. Alongside this an evolving picture of lower consumer spending and a potential recession moving forward makes the need to advise residents, support those in entry level apprenticeships and offer reskilling that leads to employment.

Visit Worcestershire

Visit Worcestershire (VW) is the County's Destination Marketing Organisation (DMO) and plays an important role supporting the county's £990m tourism economy. In addition to visitors, it also provides an information service for residents. Visitors are looking for a diverse comprehensive wide-reaching variety of activities and attractions that only the whole county can provide.

All promotional activity will comply with relevant accessibility requirements.

4 Protected characteristics - Equality

Please consider the potential impact of this activity (during development & implementation) on each of the equality groups outlined below. **Please select one or more impact box(es) below for each equality group and explain your rationale.** Please note it is possible for the potential impact to be both positive and negative for the same equality group and this should be recorded. Remember to consider the impact on e.g. staff, public, patients, carers etc. who are part of these equality groups.

Age

Potential positive impact selected.

Explanation of your reasoning:

The Workforce Resilience Project looks to engage with Worcestershire based employers and young people aged 16 - 24. The impact is positive for those aged between 16-24 as this scheme targets this age group and will have a potential positive impact because of the aims:

1. Embed a consistent and effective approach for Skills Diagnostic/ Training Needs Analysis in Employer Engagement staff within Training Providers, stakeholders and Growth Hub team across Worcestershire. The knock-on impact of centralised and improved diagnostics being improved intelligence within county on employer needs moving forward.
2. Alongside diagnostic tools, offer support for Employers to understand how to effectively workforce plan moving forward, recognising succession needs proactively and utilising reskilling opportunities within the county.
3. Develop Incentives to encourage and support young people to undertake and complete apprenticeships and contribute positively to our economy and key sectors. To include incentives and travel payments for specific industries, where costs can outweigh benefits that would support WCC's wider areas of workforce need such as Apprenticeship opportunities across all key sectors.
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7. Permanent resources for length of project to drive forward promotion and marketing of Apprenticeships and Workforce planning in the County, continuing to raise profile and support agendas.

Disability

Potential neutral impact selected.

Explanation of your reasoning:

Given the nature of the Workforce Resilience project, it has not identified any direct impacts on individuals with a disability however, project content will be available in appropriate formats including but not exclusive Braille / BSL etc.

Gender reassignment

Potential neutral impact selected

Explanation of your reasoning:

Given the nature of the Workforce Resilience project, it has not identified any direct impacts on individuals having taken or undertaking a gender reassignment.

Marriage and civil partnerships

Potential neutral impact selected.

Explanation of your reasoning:

Given the nature of the Workforce Resilience project, it has not identified any direct impacts on individuals having taken or undertaking Marriage and civil partnerships

Pregnancy and maternity

Potential positive impact selected.

Explanation of your reasoning:

Through existing channels such as Inspiring Worcestershire and their partners, individuals within the age bracket of 16-24 will have the opportunity to undertake apprenticeships and this could include supporting or empowering a return to work following a pregnancy on maternity leave.

Race including travelling communities

Potential neutral impact selected.

Explanation of your reasoning:

Given the nature of the Workforce Resilience project, it has not identified any direct impacts on individuals based on race including travelling community.

Religion and belief

Potential neutral impact selected.

Explanation of your reasoning:

Given the nature of the Workforce Resilience project, it has not identified any direct impacts on individuals based on Religion and belief

Sex

Potential neutral impact selected.

Explanation of your reasoning:

Given the nature of the Workforce Resilience project, it has not identified any direct impacts on individuals based on their sex

Sexual orientation

Potential neutral impact selected.

Explanation of your reasoning:

Given the nature of the Workforce Resilience project, it has not identified any direct impacts on individuals based on their sexual orientation

5 Characteristics - Public health

Other vulnerable and disadvantaged groups

Potential positive impact selected.

Explanation of your reasoning:

Given the nature of Visit Worcestershire it has the potential to positively impact vulnerable and disadvantaged groups

Fostering the benefits of tourism for the vulnerable and disadvantaged groups can have “wide-ranging and policy-relevant” benefits and can help create much needed connectedness between social and mental health policy (McCabe 2009, p. 683).

Health inequalities

Potential neutral impact selected.

Explanation of your reasoning:

Given the nature of Visit Worcestershire as a promotional tourism tool, it has not identified any direct impact on Health inequalities

Social and economic

Potential positive impact selected.

Explanation of your reasoning:

Visit Worcestershire has the potential to positively impact on a number of benefits for the host community as a result of tourism. This includes economic benefits such as opportunities for local businesses which allows for increased trade among the increased number of visitors and then develops a variety of local businesses. In addition, tourism also brings employment opportunities, enhances the economy of the region, and creates revenue for the local government. Tourists also use public services, creating funding for public services, such as health, the police and the fire department, as well as increasing the demand for public transport. Other public facilities, such as parks and benches are also well kept by the community for the tourists, improving the overall aesthetics of the host community. On a more social level, tourism leads to intercultural interaction. Tourists often engage and learn from the locals. Tourism can also increase pride in locals. They want to show off their community that tourists have chosen to visit. The increase in people also leads to creating more social venues and experiences where locals and tourists can interact in. Entertainment and recreational facilities will allow for more opportunity to socialize and engage with each other.

Physical health

Potential positive impact selected.

Explanation of your reasoning:

Butler and Wall (1985) identified health (both physical and mental) as being an important theme for tourism research. Tourism experiences including holidays, short breaks, traveling, and certain leisure activities are suggested to improve health indicators. For instance, there is a general acceptance that tourism can benefit well-being (Gilbert and Abdullah 2004; Chen and Petrick 2016; Uysal et al. 2016a) and most studies reveal a positive relationship between the tourism experience and overall quality of life (QoL). In fact, Uysal et al. (2016a, p. 256) propose that the literature to date indicates . . .tourist trips do contribute to the quality of life of tourists.”

Mental health and wellbeing

Potential positive impact selected.

Explanation of your reasoning:

Tourism experiences including holidays, short breaks, traveling, and certain leisure activities are suggested to improve certain health indicators for those with the resources to benefit from them. For instance, there is a general acceptance that tourism can benefit well-being (Gilbert and Abdullah 2004; Chen and Petrick 2016; Uysal et al. 2016a) and most studies reveal a positive relationship between the tourism experience and overall quality of life (QoL). In fact, Uysal et al. (2016a, p. 256) propose that the literature to date indicates . . .tourist trips do contribute to the quality of life of tourists.”

The positive long-term health outcomes of tourism arrivals can be explained by the influence of positive experiences and social interactions with visitors on physical health and longevity. Literature suggests that diverse social relationships lead to lower risks for morbidity and premature mortality. Since diverse interactions of local people with tourists provide positive experiences that could affect physical health, tourism development might positively influence the health of the local people in the long run through positive emotions and social interactions

Access to services

Potential neutral impact selected.

Explanation of your reasoning:

Given the nature of Visit Worcestershire as a promotional tourism tool, it has not identified any direct impact on access to services

6 Actions to mitigate potential negative impacts

You have confirmed that there are no negative impacts for equality protected characteristics and public health characteristics.

7 When will you review this equality and public health estimate(EPHIA)?

Visit Worcestershire and Workforce Resilience is a three year programme and as part of its annual reviews, the EPHIA will also be included within it.

8 Declaration

The following statement has been read and agreed:

- All public bodies have a statutory duty under the Equality Act 2010 to set out arrangements to assess and consult on how their policies and functions impact on the 9 protected characteristics: Age; Disability; Gender Reassignment; Marriage & Civil Partnership; Pregnancy & Maternity; Race; Religion & Belief; Sex; Sexual Orientation
- Our Organisation will challenge discrimination, promote equality, respect human rights, and aims to design and implement services, policies and measures that meet the diverse needs of our service, and population, ensuring that none are placed at a disadvantage over others
- All staff are expected to deliver and provide services and care in a manner which respects the individuality of service users, patients, carers etc, and as such treat them and members of the workforce respectfully, paying due regard to the 9 protected characteristics

I confirm to the best of my knowledge that the information I have provided is true, complete and accurate

I confirm that I will make sure that Equality and Public Health have been and continue to be considered throughout the project life cycle and that, if circumstances change in the project, a further Equality and Public Health Impact Assessment Screening will be carried out.

8 Application Details

Last Updated Date Time

16/08/2022 10:28:51

Screening Submitted Date Time

08/08/2022 16:00:58

Last Reopened Date Time

16/08/2022 09:48:39

Full Impact Submitted Date Time

16/08/2022 10:28:51

Approved/Rejected Date Time

No Date Recorded

Current User Dashboard Request Status

Submitted

9.0 People with access to the original screening

[Stephen Butterworth \(sbutterworth@worcestershire.gov.uk\)](mailto:sbutterworth@worcestershire.gov.uk)

9.1 People with access to this equality and public health assessment

[Judith Gibbs \(JGibbs@worcestershire.gov.uk\)](mailto:JGibbs@worcestershire.gov.uk)

[Stephen Butterworth \(sbutterworth@worcestershire.gov.uk\)](mailto:sbutterworth@worcestershire.gov.uk)

10 Direct Questions

Question:

Keep it Green, Keep it on the Screen

Hello,

- Could you help me understand the link between tourism initiatives and upskilling young people in apprenticeships? Is it that the apprenticeships will be working within the tourism sector/industry?
 - 3.2 Consultation section: this does not explain who was consulted and how. Also what equality monitoring form or demographic information was collected (as standard and in line with our DPA/GDPR policies) and analysed from these engagements, that supports the findings and rationale of protected characteristic outcomes?
 - Protected characteristics: with regards to the age category, we have stated outcomes/aims that are not linked to the characteristic of age specifically, although the benefit and positive impact remains; I'd suggest we say something like 'the impact is positive for those aged between 16-24 as this scheme targets this age group and will have a pos affect, because XYZ. It will have a neutral impact on other age groups'. With the disability category; are we able to provide adjustments and alternative formats eg. Content in Braille or BSL? With pregnancy/maternity; how will individuals be supported, or empowered to return following a pregnancy on maternity leave from an apprenticeship? If support is available, this would be a great positive impact.
- <<copied as a direct email to S Butterworth>>

Asked by Maddy Cameron (MCameron@worcestershireshire.gov.uk) at 15/08/2022 13:30:46

Judith Gibbs (JGibbs@worcestershireshire.gov.uk), and Stephen Butterworth (sbutterworth@worcestershireshire.gov.uk) have been asked this question.

Response:

Visit Worcestershire is a standalone, individual project put forward to the OfB Board which received a recommendation to approve. However, given the value of the budget requested it requires Cabinet sign-off.

Workforce Resilience is again a standalone project that has gained a recommendation to approve from the OfB Board and has no direct links to Visit Worcestershire; but once again due to the value of the budget request within the OfB Application, needs cabinet sign-off / JIA etc etc.

Q:3.2

Visit Worcestershire is not providing a service, it is a promotional tool. Offering to help promote Worcestershire and the many Tourism businesses as a destination. Therefore, we feel that as business details are within the public domain this is not of a particular concern / consideration.

Workforce Resilience – Judy Gibbs team works heavily with the Worcestershire LEP and they recently printed the Local Skills Report 2022 which helped influence the nature of the suggested programme. It a local intelligence lead piece highlighting that employers are struggling to recruit individuals with the right skills and training providers also adding through various channels via forums and networking to back up this view. Given the nature of the above, it seems to me of no notable concern.

Q: Protected characteristics

The impact is positive for those aged between 16-24 as this scheme targets this age group and will have a positive affect by having a consistent and effective approach for Skills Diagnostic/ Training Needs / Incentives to encourage and support young people to undertake and complete apprenticeships.

Disability category - Content will be available in Braille or BSL as required.

pregnancy/maternity Through existing channels such as Inspiring Worcestershire and their partners, individuals within the age bracket of 16-24 including pregnancy/maternity

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Stephen Butterworth (sbutterworth@worcestershireshire.gov.uk) at 15/08/2022 16:21:08

Add Response

Question:

This appears to be two separate projects. There isnt any reference to the skills programme in the public health assessment. It just focusses on Visit Worcestershire. Could you assess the skills programme against the PH criteria please.

Asked by Deborah Tillsley (DTillsley@worcestershireshire.gov.uk) at 18/08/2022 12:55:16

Judith Gibbs (JGibbs@worcestershireshire.gov.uk), and Stephen Butterworth (sbutterworth@worcestershireshire.gov.uk) have been asked this question.

Response:

Other vulnerable and disadvantaged groups

The Workforce Resilience Project looks to engage with Worcestershire based employers and young people aged 16 - 24. The availability of the service will cover all Worcestershire based 16 - 24 year olds

Health inequalities

Given the nature of Workforce Resilience , it has not identified any direct impact on Health inequalities

Social and economic

The Workforce Resilience Project has the potential to positively impact on employment opportunities with 16-24 year olds

Physical health

Given the nature of Workforce Resilience , it has not identified any direct impact on Physical health

Mental health and wellbeing

Given the nature of Workforce Resilience , it has not identified any direct impact on Mental health and wellbeing

Access to services

Given the nature of Workforce Resilience , it has not identified any direct impact on Access to services

Stephen Butterworth (sbutterworth@worcestershire.gov.uk) at 18/08/2022 13:14:08

Add Response