

A: Equality Impact Assessment Form



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| Directorate: Development & Regeneration | Service: Economic Regeneration |
| Completed by: Caroline Addison | Date: 30.07.18 |
| Subject Title: Making the Ormskirk Brand Desirable | |

1. DESCRIPTION

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| Is a policy or strategy being produced or revised: | <i>*delete as appropriate</i> Yes/No* |
| Is a service being designed, redesigned or cutback: | Yes/No* |
| Is a commissioning plan or contract specification being developed: | Yes/No* |
| Is a budget being set or funding allocated: | Yes/No* |
| Is a programme or project being planned: | Yes/No* |
| Are recommendations being presented to senior managers and/or Councillors: | Yes/No* |
| Does the activity contribute to meeting our duties under the Equality Act 2010 and Public Sector Equality Duty (Eliminating unlawful discrimination/harassment, advancing equality of opportunity, fostering good relations): | Yes/No* |
| Details of the matter under consideration: | Creating branded products for West Lancashire |

*If you answered **Yes** to any of the above go straight to Section 3
If you answered **No** to all the above please complete Section 2*

2. RELEVANCE

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| Does the work being carried out impact on service users, staff or Councillors (stakeholders): | <i>*delete as appropriate</i> Yes/No* |
| If Yes , provide details of how this impacts on service users, staff or Councillors (stakeholders): <i>If you answered Yes go to Section 3</i> | Agreements will need to be written. Goods will need to be sourced. Goods will need to be distributed to local businesses or direct customers. Financial processes will need to be put in place. |
| If you answered No to both Sections 1 and 2 provide details of why there is no impact on these three groups: <i>You do not need to complete the rest of this form.</i> | |

3. EVIDENCE COLLECTION

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| Who does the work being carried out impact on, i.e. who is/are the stakeholder(s)? | Economic Regeneration Team/ Local businesses/ members of the public |
| If the work being carried out relates to a universal service, who needs or uses it most? (Is there any particular group affected more than others)? | |
| Which of the protected characteristics are most relevant to the work being carried out? Age Gender Disability Race and Culture Sexual Orientation Religion or Belief Gender Reassignment Marriage and Civil Partnership Pregnancy and Maternity | <i>*delete as appropriate</i> Yes/No* Yes/No* Yes/No* Yes/No* Yes/No* Yes/No* Yes/No* Yes/No* Yes/No* |
| 4. DATA ANALYSIS | |
| In relation to the work being carried out, and the service/function in question, who is actually or currently using the service and why? | Ormskirk town centre currently has no 'official' products for purchase. |
| What will the impact of the work being carried out be on usage/the stakeholders? | The development of products is anticipated to have a positive impact upon town centre as well as town centre businesses. |
| What are people's views about the services? Are some customers more satisfied than others, and if so what are the reasons? Can these be affected by the proposals? | The Council has received interest from members of the public requesting branded products |
| What sources of data including consultation results have you used to analyse the impact of the work being carried out on users/stakeholders with protected characteristics? | |
| If any further data/consultation is needed and is to be gathered, please specify: | We will speak to local retailers and wholesalers throughout the project |
| 5. IMPACT OF DECISIONS | |
| In what way will the changes impact on people with particular protected characteristics (either positively or negatively or in terms of disproportionate impact)? | This proposal should have a positive impact upon all groups including those with protected characteristics. |

6. CONSIDERING THE IMPACT

If there is a negative impact what action can be taken to mitigate it? (If it is not possible or desirable to take actions to reduce the impact, explain why this is the case (e.g. legislative or financial drivers etc.).

What actions do you plan to take to address any other issues above?

If no actions are planned state no actions

7. MONITORING AND REVIEWING

When will this assessment be reviewed and who will review it?

We intend to review this on an ongoing basis, to improve efficiency, products purchased and the ROI.