EINA: ENTERPRISE CITY HIGH GROWTH BUSINESS PROGRAMME

Ref: **DE1011EC**
Date: **November 2010**
Programme funding body: **Programme design has been subject to BCC, ERDF and RDA Equality Needs Assessment**

The main aims purposes and outcomes of the programme are detailed in the ERDF application, BCC FBC, the PDD, the Cabinet report, procurement tender and delivery contract.

An Equality Impact Needs Assessment (Impact Assessment) was carried out on the pilot programme as part of the Regeneration Services Commissioning Gateway 2005/08. The Impact Assessment was updated and reported to the Equalities Team and the Chief Executive. Experience from the previous delivery has been used to inform subsequent programmes.

A comprehensive, and independent, evaluation of the ECHGP 2008/09 concluded that the programme met the City Council's Equality and Diversity agenda. The project engaged with a total of 69 local providers for referrals during the marketing and recruitment phase. With 60 businesses participating, the programme exceeded its targets in terms of recruitment from under represented, sub groups, women, youth and BME communities as evidenced by the evaluation report percentage of overall participants which were as follows: women 35% target 24%, youth 13% target 10%, BME 36% target 34%.

In submitting an application for ERDF funding through the Regional Development Agency AWM, we were able to demonstrate a continued commitment to ensuring that the programme would support the equality agenda.

Delivery of the current programme was commissioned through an open and comprehensive procurement process. Volume 2 of the ITT required each applicant to provide details around equalities. By utilising the National framework agreement RM353, of Buying Solutions for Multi-disciplinary Consultancy all tender applicants had already satisfied government requirements of Common Standards for Equalities in Public Procurement.

BCC Procurement Services, as part of the tendering appraisal procedure, were satisfied with the response from the chosen applicant.

In contracting with the chosen provider, it was formally agreed that the activities undertaken by them would be targeted towards owner/managers and management teams of businesses with high growth potential and which were part of the Birmingham business base. The programme would take into account the needs of sub-groups and ethnic minorities and would track participation by ethnicity, gender and of young business owners for reporting purposes. The programme aims to achieve the following breakdown:

Ethnic groups	35%
Women	24%
Youth	10%
Other	30%

The chosen provider will monitor and report the beneficiary breakdown of participants and aim to achieve these benchmarks.

In addition, the ECHGP will be independently evaluated over the life of the programme and the evaluation will also capture data relating to participant businesses, their ethnicity, gender and age as part of the longitudinal study into the impact of the programme on the Birmingham economy.