

Equality Impact Assessment (EqIA) for Policies, Procedures and Services

Proposal name	Walsall Heritage Strategy (and included elements)		
Directorate	Resources and Transformation		
Service	Programme Management		
Responsible Officer	Benjamin Parker/Kaye Davies		
Proposal planning start	January 2021	Proposal start date (due or actual date)	October 2020
1	What is the purpose of the proposal?	Yes / No	New / revision
	Show which category the proposal is and whether it is new or a revision.		
	Policy	Yes	New
	Procedure	Yes	New
	Guidance	No	Revision
	Is this a service to customers/staff/public?	Yes	New
	If yes, is it contracted or commissioned?		
	Other - give details		
2	What is the business case for this proposal? Please provide the main purpose of the service, intended outcomes and reasons for change?		
	<p>Supported by the National Lottery Heritage Fund, the project will rebuild heritage capacity within Walsall, creating a vibrant heritage sector with opportunities to tackle inequalities in health and wellbeing, improving environmental and economic indicators. We want 'heritage' to be understood in its widest sense, beyond our leather industry and 100 trades, we want to tell ALL our stories.</p> <p>Heritage Strategy and capacity:</p> <p>The project will commission a new heritage strategy and action plan, which will guide discussions, set direction and identify sector needs over the next 5 years and beyond. This will place heritage at the heart of Walsall's future, protecting what exists whilst nurturing sustainability and identifying opportunities to unlock its full value. There will be 3 cross-cutting themes: equality, environment and digital transformation.</p> <p>The project will create 1 FTE Heritage Officer and contribute 0.25 FTE towards a full time Conservation Officer to: represent heritage sector interests, oversee planning, instigate projects, pilot a community grants fund and establish a new Heritage Forum, which will create stronger, resilient, partnerships between public, voluntary and private sectors.</p> <p>Walsall has an estimated population of 285,500 (ONS 2019 Mid-Year Estimates), comprised of approximately 21.7% children 0-15 (62,100), 60.7% working-aged 16-64 (173,300), and 17.6% 65 years & over (50,100), giving a dependency ratio of 0.65 dependents to every 1 working age adult. In terms of density, this equates to around 2,745 people per square kilometre. The population has seen a 7.8% increase over the past decade, from 264,800 in 2009: most of this increase has been under 16s & over 65s, both groups seeing approximately 12% increases, contrasted to a working age (16-64 years) increase of around 5% (2019 & 2009 ONS Mid-Year Estimates).</p> <p>https://www.walsallintelligence.org.uk/home/demographics/population/</p>		



Walsall is expected to see continued & consistent population growth, projected to **increase by 7%** to an estimated **304,400 by 2030** & further by 13% to an estimated 320,400 by 2040 (2020 ONS, 2018-based projections). The largest increases are expected within older age groups; the population over 65 years of age will increase their share of the population from approximately 18% to 20% by 2040 (around a 1% decline in population share for both children & working-age adults). There has already been an 8.8% increase in births in Walsall between 2004 and 2014, and the number of Walsall of reception pupils in Walsall schools has increased 11.34% between 2012 and 2017.

Therefore, planning to meet the needs of a growing number of a younger population as well as a growing number of older people is incorporated within our key strategic priorities, while recognising that the proportion of residents likely to be economically active is projected to fall.

(<https://www.walsallintelligence.org.uk/home/demographics/population/>)

As part of the National Lottery Heritage Fund's 2019 –2024 Strategic Funding Framework, using measures of spend per capita and standard indices of deprivation, the Fund identified 13 local authority areas that fulfil both criteria. The Fund's regional teams will work strategically with stakeholders, from within heritage and beyond, to identify the best way to support organisations to meet local needs. Walsall borough was identified as one of the 13 areas, the only in the West Midlands, and as such this project will work to pipeline potential projects towards funding and support from the sector. As a result of this resourced approach, within a cohort of priority areas, WMBC will be able to identify and implement best practice approaches through close liaison with the Fund. The project will ensure that heritage is better managed and integrated into Walsall's overall vision and transformation, meeting the needs of a diverse local population who are proud to live in, work in and visit Walsall.

Additional project elements:

Heritage Forum:

A key element of the project, to be co-created with community organisations, will be a Heritage Forum designed to create a network of organisations focussed on utilising heritage to achieve a wide range of social outputs. Instilling a culture of peer-to-peer learning, partnership working and skills sharing, the forum will enable sector capacity be better mapped and resilient into the future.

There is significant evidence for the positive impact of engagement with heritage, the Heritage Forum will assist communities to increase this active association with heritage. "Engaging with or living near heritage is associated with higher life satisfaction and quality of life. The research highlighted the therapeutic effects of historic landscapes and 'blue' and 'green' spaces (such as canals, rivers, and historic parks), and the importance of shared identity and connection." Heritage, Health and Wellbeing. The Heritage Alliance: https://www.theheritagealliance.org.uk/wp-content/uploads/2020/10/Heritage-Alliance-AnnualReport_2020_Online.pdf

Crowdfund Walsall / Community Grants:

Included is a community grants programme @ £10,000. Following wider Council research and pilot work, the delivery approach will be Spacehive UK. A recognised specialist provider of crowdfunding platforms with the highest fundraising success rate in the UK, having helped fund over 240 projects worth over £16M. Including the development of a localised microsite and co-ordinated campaign for Walsall.

There is significant contribution to economic output of place, according to Arts Council England: "Art and culture contributes £10.6 billion to the UK economy" [Why art and culture matters | Arts Council England](#)

Examples of the funding platform that we will develop if approved with Spacehive UK can be found at: <https://about.spacehive.com/funds/>

The crowdfunding platform is underpinned by strong governance led by the expertise of the Council's External Funding Team, supported by Spacehive UK, who will undertake full due diligence checks on projects before they go live on the system. Spacehive have an independent

	<p>auditor arrangement with 'Locality' who verify the individuals or groups standing, legal status and community engagement.</p> <p>Overall project investment has been secured at 100% via National Lottery Heritage Fund and is due to be completed end of 2023. This EQIA will be periodically updated over the life-cycle of the overall project in response to increasing reach across audiences as the project develops awareness of heritage opportunities.</p>		
3	Who is the proposal likely to affect?		
	People in Walsall	Yes	Detail
	All		<ul style="list-style-type: none"> - The project aims to engage directly with community groups, social enterprises, residents or trade associations, local charities and schools. - The project will directly support and positively impact the people of Walsall, through delivery of an overarching approach to promoting the value of heritage. - Groups engaged could include children and young people, adults with disabilities, people in receipt of benefits, service users within deprived wards, specific community groups, BAME, faith groups and many more. - In addition, as well as individual projects funded through the community grants crowdfunding strand, it is the responsibility of each funded project to gather impact data for those benefitting and is an integral part of the delivery process.
	Specific group/s	Yes	
	Council employees		
Other (identify)			
4	Please provide service data relating to this proposal on your customer's protected characteristics.		
	<p>This is a brand new project, therefore we have no existing data on customers protected characteristics for this theme. Heritage as a theme is extremely broad and wide reaching, inclusive of (but not limited to) built environment, green spaces, cultural collections and social history.</p> <p>Due to reduced internal heritage capacity at the council, and a poorly mapped sector externally across the borough, access across the spectrum of protected characteristics will increase over the course of the project through strategic initiatives and project staff working to establish new working relationship with groups and organisations.</p> <p>Walsall has an estimated population of 285,500 (ONS 2019 Mid-Year Estimates), comprised of approximately 21.7% children 0-15 (62,100), 60.7% working-aged 16-64 (173,300), and 17.6% 65 years & over (50,100), giving a dependency ratio of 0.65 dependents to every 1 working age adult. In terms of density, this equates to around 2,745 people per square kilometre. The population has seen a 7.8% increase over the past decade, from 264,800 in 2009: most of this increase has been under 16s & over 65s, both groups seeing approximately 12% increases, contrasted to a working age (16-64 years) increase of around 5% (2019 & 2009 ONS Mid-Year Estimates). https://www.walsallintelligence.org.uk/home/demographics/population/</p> <p>Nationally, there is a persistent disparity between the heritage participation rates of adults from the most and least deprived areas. In the 10% most deprived areas, 59.8% of adults had visited a heritage site in the past 12 months, compared with 85.7% of those in the 10% least deprived areas who had done so. Taking Part has found this gap every year since deprivation was first analysed for the survey in 2009/10. Taking Part Survey: England (publishing.service.gov.uk)</p>		

In Walsall we have:

1591

The number of voluntary, community, faith and social enterprise organisations estimated to be operating in Walsall today

377,800

The number of individuals supported by Walsall's sector last year

<https://onewalsall.org/wp-content/uploads/2019/03/SOS-Report-March-2019.pdf>

Existing example:

Local communities and vulnerable people should be positively affected by the new initiative. One approach identified will be delivery of community heritage funding through the Crowdfund Walsall model, launched in 2021.

Regarding crowdfunding, we know that:

- 75% of projects are focussed on the most deprived areas within local authorities
- 53% of project creators are new to civic improvement and to engaging with their local authority in this way – partners are widening and deepening their engagement with citizens and we are helping build capacity amongst our community who are learning on average 3 new skills when creating / delivering projects

When making funding pledges as part of the community crowdfund strand, the Council needs to take active measures to monitor the diversity of project groups and their supporters. This is to ensure that those from deprived parts of the borough or belonging to under-represented groups do not find themselves marginalised in the civic crowdfunding process.

5 Please provide details of all engagement and consultation undertaken for this proposal. (Please use a separate box for each engagement/consultation).

The project is up and running successfully, with a pro-active internal Working Group providing strategic leadership and insight from teams across the Council. The formation of such, represented by staff across broad ranging departments, from public health to libraries, green spaces to voluntary and community support, has provided suitable oversight.

Strategy engagement:

Internally, senior staff have been engaged with the Heritage Strategy development process, through consultation with the procured consultants Chris Blandford Associates. Following a project introduction with Councillor Adrian Andrew (Deputy Leader and Portfolio holder for Regeneration) wider elected members are due to be engaged following the Pre-Election Period and Local Elections scheduled for May 2021.

Externally, targeted stakeholders have been consulted to engage in the development of a Heritage Strategy Baseline Report and Draft strategy. This has developed existing, and created new, relationships across built environment, natural environments, culture/tourism and community sectors, ranging from grass-root to nationally representative bodies. Further organisations are to be consulted in the amendments to the draft.

An extensive range of 'gateway organisations' have been engaged with the process, for example Walsall for All, One Walsall, Walsall Community Network, Black Country Innovate, Big Local in Palfrey and Bloxwich. Signposting via these organisations will play a key role in the circulation of the public consultation for the draft strategy.

Consultation:

World Café-style consultation sessions will be held with invited stakeholders from community, borough, regional and national organisations. In addition, organisations representative across Protected Characteristics will be invited to attend. Following this, the strategy will be fully produced for public consultation and promoted online and shared through gateway organisations such as Walsall for All, One Walsall and others (as above).

Groups representing Protected Characteristics will be approached directly, and where unable to partake in the process be engaged throughout the delivery period, as stronger partnerships develop.

A public consultation via digital survey will provide open access to the process for the wider public, with opportunity to engage with both the strategy design process and delivery over the next five years. Platformed through press releases and Council communications, 'gateway' organisations will also be approached to share the survey with communities and stakeholders harder to reach through direct Council communication channels. Appropriate translations and formats will be provided where necessary to facilitate input.

Post-adoption:

A key focus of the overall project will be increasing engagement with heritage across all of Walsall's residents, businesses and visitors. Therefore, representative engagement will be developed over the course of the strategy as the opportunities provided by heritage become clearer and better known across communities. It is anticipated that stronger connections will form between the Council and those currently under-engaged over the cycle of the strategy.

Heritage Forum:

The development of a heritage Forum will be an early deliverable of the strategy, requiring substantive engagement with organisations and informal groups following the public consultation period to develop an appropriate format. Again, this peer-to-peer learning network will develop and evolve over time,

supported by the Council. Therefore, will require ongoing monitoring for adequate representation across communities and protected characteristics to ensure the strategy and wider Walsall's approach to heritage is effective in reducing inequalities and improving the lives of residents across the borough. This may include events based around specific themes, e.g. International Woman's Day.

Community Grant Crowdfunding:

The existing pilot, led by the External Funding Team, for a crowdfunding model for the borough has previously been discussed with the following, and therefore not significantly re-visited for this extension:

- the Deputy Leader of Walsall Council, Councillor Adrian Andrew and the Cabinet Lead for Leisure, Culture and Communities, Councillor Garry Perry.
- Voluntary sector partners including One Walsall.
- Walsall Economic Board CSR Lead.
- Economy, Environment and Communities DMT
- CMT
- Communications Team
- All members received the proposal positively and believe it to be a suitable fit for Walsall and benefit to the town and its residents.

Other trends impacting: Covid-19

The project will be working with partners across the borough including the CVS and other public sector organisations. A number of funds and grants have been established by external bodies to respond to and tackle the impact of COVID-19. The council's external funding team has produced a directory that lists funding opportunities which will be updated on a regular basis.

This project will complement these services, not replicate them and create projects that ensures that those in need are reached and supported in a variety of ways.

Consultation Activity

Complete a copy of this table for each consultation activity you have undertaken.

Type of engagement/consultation	Internal	Date	January-March 2021
Who attended/participated?	Internally, senior staff across Economy, Environment and Communities have been engaged with the Heritage Strategy development process, through consultation with the procured consultants Chris Blandford Associates. Following a project introduction with Councillor Adrian Andrew (Deputy Leader and Portfolio holder for Regeneration) wider elected members are due to be engaged following the Pre-Election Period and Local Elections scheduled for May 2021.		
Protected characteristics of participants	N/A		
Feedback			
<ul style="list-style-type: none"> • Received favourably. • Benefit to residents and area clearly identified. • Project approved and supported. 			

Type of engagement/consultation	External early stage consultation	Date	January – March 2021
Who attended/participated?	Externally, targeted stakeholders have been consulted to engage in the development of a Heritage Strategy Baseline Report and Draft strategy. This has developed existing, and created new, relationships across built environment, natural environments, culture/tourism and community sectors, ranging from grass-root to nationally representative bodies. Further organisations are to be consulted in the amendments to the draft.		
Protected characteristics of participants	N/A		
Feedback			
<ul style="list-style-type: none"> • Positive response. • Early discussions to improve partnership working. 			

Type of engagement/consultation	External strategy consultation	Date	May 2021
Who attended/participated?	World Café-style consultation sessions will be held with invited stakeholders from community, borough, regional and national organisations.		

Protected characteristics of participants	A broad range of organisations were contacted directly, broadly representative across protected characteristics, with those forthcoming or unable to attend due to be re-engaged through the next stage of the consultation process.		
Feedback Positive response: <ul style="list-style-type: none"> • Generally supported and considered a worthwhile piece of work • Agreement that there is a need for a sustainable Heritage Strategy • Questions around the sustainability of the Strategy – What happens after 3 or 5 years? Who is responsible? • Strategy could become an open resource / template for other places and projects. It should be publicised and promoted • The terminology and language is moderately accessible. Agreement that it could be made more accessible • Agreement that the Strategy should be outward-looking and collaborations should reach further than Borough boundaries • Balanced approach between all aspects of heritage although more emphasis needed on some areas: <ul style="list-style-type: none"> • Education and Young People, Diversity, Inclusion, Health Inequalities, Natural Heritage, Built Heritage, Tourism, Notable Residents • Further feedback summary provided by CBA (consultants) via presentation to the Working Group. 			
Type of engagement/consultation	External strategy consultation	Date	July – August 2021
Who attended/participated?	Following this, the strategy will be fully produced for public consultation and promoted online to reach audiences representative of businesses, residents and visitors to the borough. ‘Gateway’ organisations will be utilised to share consultation details with harder to reach groups.		
Protected characteristics of participants	As per the World Café sessions, organisations are due to be directly contacted based on existing Walsall Council databases of appropriate organisations and representative groups. Through the open, public nature of this stage participants may be represented across all protected characteristics.		
Feedback			
6 Concise overview of all evidence, engagement and consultation			
<p>Wider evidence has been collected from existing Council strategy and vision documents developed the case for a bespoke heritage project, highlighting the need for heritage-led regeneration in the borough to tackle the inequalities around health and economic outcomes and build resilient communities. Walsall is proud of its heritage but the continued need to make savings across council services, and the fact that inequalities present in the local area place further pressure on council services, has led to a dispersal of heritage and culture knowledge. As a result, there is a lack of resource to energise heritage community groups and a lack of focus on the ability of heritage projects to bring about the council’s strategic aims.</p> <p>Addressing inequalities and making heritage relevant to Walsall’s diverse population is to be an essential theme of the Strategy and Action Plan. This might be through consideration of the impact of heritage on residents’ daily lives, or how our parks, green spaces and public spaces can be used in new or different ways to improve residents’ lives and aspirations. It is essential to link the economy, culture, heritage, transport. (For example linking heritage to workforce skills and education).</p>			

The development of an effective heritage strategy is therefore a significant component of the Borough's wider regeneration, therefore meaningful consultation with stakeholders must be undertaken to both shape the strategy and action plan and to ensure engagement and support in its delivery. Additionally, this will help establish priorities for the Council. We would expect a variety of media and approaches to be used to reach our diverse communities.

Whilst earlier conversation and discussion with key stakeholders, including local, regional and national organisations has provided key direction, consultation on the draft strategy and action plan will be able to influence both the vision of the strategy and mechanisms of delivery. Notably, whilst this is a strategy document the project and action plan will run for multiple years with ongoing engagement, co-design and delivery with external communities and organisations. This will be achieved through both virtual World Café format sessions and wider public consultation via digital survey.

Community crowdfunding:

Wider examples of crowd funding models evidence accessible and transparent project funding, giving many more people the opportunity to change things. In time this will transform the culture of civic improvement and places will become more responsive to the needs and aspirations of communities.

In turn, we also have a lot of communities which lack digital skills. As a project team we will be referring to and engaging in a programme of support through SpaceHive to ensure projects have the digital skills and support to make an application for funding a project.

The community grant crowdfund strand of the project will only initially collect personal data, name, email and contact details and a robust Privacy Statement will be produced. Protected characteristic data will not be required for this project, therefore should not be collected.

Heritage Forum:

The forum will be proposed within the strategy consultation and co-designed with interested stakeholder organisations and community groups. This will be based on best practice from other local authority or independent charitable models to engage representation from across the borough's communities and heritage organisations.

7 How may the proposal affect each protected characteristic or group? The effect may be positive, negative, neutral or not known. Give reasons and if action is needed.			
Characteristic	Affect	Reason	Action needed Yes / No
Age	Age (- Under 18)		
Disability	18+ - it is expected that Crowd Fund project creators will be over the age of 18, we may need to explicitly say this (Yes)		
Gender reassignment			
Marriage and civil partnership	Where young people are potentially involved this will be through formalised groups for young people, such as WMCA Youth Board, or existing community organisations.		
Pregnancy and maternity			
Race	Disability		
Religion or belief	Where disability needs are identified and support requested we will endeavour to help all we can at the initial discussion. This may include council sites such as the Leather Museum. For the		
Sex			

	Sexual orientation	Crowd Fund strand, contractors (Spacehive) and the WMBC team will ensure those with disabilities can access the programme.
	Other (give detail)	
	Further information	<p>Gender Reassignment Traditionally, we have struggled to engage with the LGBT community. Using heritage as the key facilitatory factor we will ensure that this improves, with positive examples shared through case studies/good news stories.</p> <p>Marriage and Civil Partnership No specific impact is not anticipated.</p> <p>Pregnancy and Maternity No specific impact is not anticipated.</p> <p>Race Where BME groups and/or those with potential language barriers are identified, we will endeavour to help all we can at the initial discussion regarding a project. For example, within the crowdfunding delivery the Project Team and Contractors (Spacehive) will ensure those with language barriers can access the programme. For other aspects of the project we will work with external organisations to engage broader audiences using heritage as the key facilitatory factor for new conversations, consultation and partnership working.</p> <p>Sex No specific impact is not anticipated.</p> <p>Sexual Orientation Traditionally, we have struggled to engage with the LGBT community. Using heritage as the key facilitatory factor we will ensure that this improves, with positive examples shared through case studies/good news stories.</p>
8	Does your proposal link with other proposals to have a cumulative effect on particular equality groups? If yes, give details.	(Delete one) Yes
	<p>This project links in part to Crowdfund Walsall, building on the crowd funding infrastructure developed by that project. We will apply learning from this to ensure that individual decisions are informed by the wider context of decisions in Walsall and other relevant organisations, so that particular equality groups are not unduly affected by the cumulative effects of different decisions over time.</p> <p>The project also aligns with various workstreams across Council services, using heritage as an opportunity to facilitate delivery through a potentially new lens. Therefore, impact on particular equity groups will be identified within this delivery and all efforts made to improve the respective effects on groups.</p>	
9	Which justifiable action does the evidence, engagement and consultation feedback suggest you take?	
	A	No major change required – N/A
	B	Adjustments needed to remove barriers or to better promote equality We are satisfied that the proposed reasonable adjustments will remove the barriers we have identified in relation to skills, disability and age.

	C	Continue despite possible adverse impact – N/A
	D	Stop and rethink your proposal – N/A

Action and monitoring plan				
Action Date	Action	Responsibility	Outcome	Outcome
Heritage Strategy Development: Spring/ Summer 2021	Ensure engagement and consultation includes appropriate sector organisations and wider public access to be sufficiently representative of Protected Characteristics.	Project lead	Winter 2021	Project is representative of the Borough and accessible to organisations and communities of all backgrounds.
Heritage Strategy Implementation: Winter 2021	Monitor project delivery to ascertain how Protected Characteristics are impacted, sharing positive stories or amended approaches as necessary.	Project lead	Ongoing to 2026	Project remains adaptable to increase positive engagement with and impacts for Protected Characteristics.
Heritage Strategy Monitoring	Incorporate equally impacts within the annual monitoring process of the Heritage Strategy	Project lead	Annual to 2026	Project accurately measures positive impacts as well as identifying areas for improvement.
Action Plan Renewal	Annual updates of the Strategy's corresponding Action Plan will incorporate EQIA project monitoring into improved delivery models.	Project Lead	Annual to 2026	Programme delivery increases representation across Protected Characteristics over the course of the Strategy, creating stronger links across communities.
Heritage Forum: Summer/Autumn 2021	Ensure development of the Forum engages appropriate representative groups to be sufficiently representative of Protected Characteristics.	Project lead	Autumn 2021	Heritage Forum achieves adequate representation.
Heritage Forum: /Autumn 2021	Monitor how this project strand may affect each Protected Characteristic or group.	Project lead	Ongoing to 2026	As access to broader representation develops over the course of the project and establishment of wider

				community infrastructure Protected Characteristics will be supported and represented.
Crowd Fund: Summer/Autumn 2021	18+ criteria: Ensure we explicitly ensure that project creators are over the age of 18.	Project lead	Autumn 2021	Age criteria is explicitly included in all project documentation and guidance produced
Crowd Fund Summer/Autumn 2021	Ensure as a project team we refer project creators to digital and language skills support to access the portal and funding	Project lead	Summer 2021	A referral process for digital and language skills support is in place for project creators whom need support. Communities who lack digital skills or present language barriers
Crowd Fund Summer/Autumn 2021	Monitor how the project may affect each protected characteristic or group - especially those 'positively' affected in Q7.	Project Manager	Winter 2021	Although specific characteristic data is not collected, the project will be positively promoted across the borough and case studies and good news stories promoted

Update to EqIA	
Date	Detail
Use this section for updates following the commencement of your proposal.	

Contact us

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Inside Walsall: [http://int.walsall.gov.uk/Service information/Equality and diversity](http://int.walsall.gov.uk/Service_information/Equality_and_diversity)