

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

Proposal name	We Are Walsall 2040 Strategy		
Directorate	Adult Social Care		
Service	Policy and Strategy Unit		
Responsible Officer	Dr Karen Griffiths		
Proposal planning start	June 2022	Proposal start date (due or actual date)	June 2023

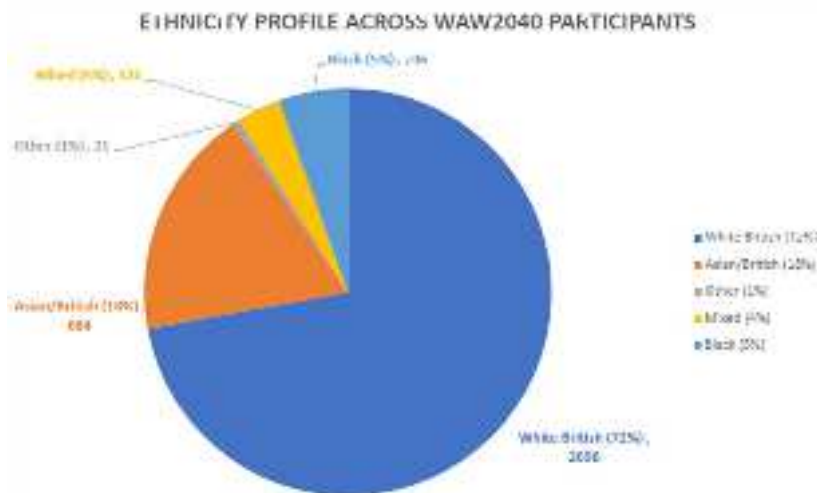
1	What is the purpose of the proposal?	Yes / No	New / revision
	Show which category the proposal is and whether it is new or a revision.		
	Policy	No	
	Procedure	No	
	Guidance	No	
	Is this a service to customers/staff/public?	No	
	If yes, is it contracted or commissioned?	No	
	Other - give details	Strategy	New
2	What is the business case for this proposal? Please provide the main purpose of the service, intended outcomes and reasons for change?		
	<p>A paper was taken to Cabinet in December 2021 outlining our plans to work with partners to develop a borough plan for 2040 that sets out the long-term ambition for Walsall based on our residents, businesses, and partners views to be achieved by 2040. It will provide a framework for future collaboration across all communities and partners with a shared ambition, priorities, and outcomes to create a borough that works for everyone. It will be a key strategic arch stone for future collaboration, signalling intent and ambition of place to encourage regional and national partnership and investment.</p> <p>The We are Walsall 2040 strategy allows us to create a shared narrative of the Walsall we all want to create by 2040. It enables a redefined agreement between public agencies, community groups and residents on what we can work together to deliver and how people can help themselves, help each other and their communities.</p> <p>The strategy will sit alongside the Council Plan as a strategic framework for the Council when setting the strategic direction of financial investments informing strategic decision-making.</p>		
3	Who is the proposal likely to affect?		
	People in Walsall	Yes / No	Detail
	All	Y	The draft strategy will affect residents, partners,

Specific group/s		businesses, services, investors, and community groups. It will affect the whole population of the Walsall borough. This is a place based overarching strategy for the Borough articulating what partners will do with residents and communities to create and implement our vision for Walsall in 2040. It impacts all residents and communities.
Council employees	Y	
Other (identify)		

4 Please provide service data relating to this proposal on your customer's protected characteristics.

The data and survey results from the consultation period included responses from approximately eight thousand respondents during the engagement period from across the borough throughout June-November 2022. The results were analysed and upon consideration of the range of engagement activities that were carried out across the whole borough, all equality groups including those with protected characteristics were provided with an opportunity to respond.

Of the 8k responders, 28% of respondents (where information was provided) are from minority communities.



Specific communities engaged from June- November and these include:

- Voluntary and Community organisations (in total 32 organisations, approx. 2186 participants) co-designed and delivered engagement activities with communities including:
 - Afghani community
 - African communities (all ages)
 - Central and Eastern European communities, inclusive of Ukraine
 - Elderly adults with learning needs
 - Senior members of the community including, disabled and vulnerable BAME members.
 - Young people aged 10 to 30 years old from BAME, disabled and vulnerable household (MABO Community group, 39 aged 10-24, 51 adults)

- Those within the Deaf community that live or work in Walsall (Zebra access focus group 20 participants)
- Young people (424 participants from across various community groups including Lest we forget, Bloxwich partnership, Darlaston All Active, Manor Farm, Mankind, Nash Dom, Walsall Black Sisters and Nural Huda).

Other engagement included:

- Faith communities (Hindu, Sikh, and Muslim 32 participants)
- Primary schools (approx. 1639 children, Focus group 18-24 year olds 6 participants)
- Residents through surveys (postal survey 1468 respondents, online survey 423 respondents, HAF survey of parents 1698 responses)
- Expectant and new mums and dads focus group (7 participants)
- Carers Council discussion
- Walsall Proud partnership partners
- Resident engagement through leisure centres, libraries, New Art Gallery, and Leather Museum activities. Attendance at fairs and events and focus groups (118 respondents) .
- HAF survey in Easter and summer 2022 (survey of parents 1698 total respondents)

Other data analysed to produce the draft strategy includes:

- Joint Strategic Needs Assessment and other data on Walsall Insights
- We are Walsall 2040 insight was specifically commissioned to look at trends now and projecting forward to 2040 including demographic changes.

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

Engagement phase

In total, over eight thousand people (see section 4 above for details) were consulted during the engagement period across the borough throughout June-November 2022. This has helped understand the views of those who will be impacted directly and those with equality characteristics. Consultation has been carried out during the development of the draft strategy for We Are Walsall 2040 with residents, Cabinet members, the Corporate Management Team, Councillors, and partners including Walsall Housing Group, Walsall Together, Walsall College, One Walsall, University of Wolverhampton, West Midlands Police, West Midlands Fire Service, Walsall Football Club and Black Country Integrated Care Board. Consultation has been carried out with community groups who co-designed and hosted activities with their communities and service users. These groups reached over 2100 residents across the communities in Walsall.

Consultation phase

The draft strategy has undergone further consultation within the Walsall Borough. All residents, communities, key partners, schools, businesses, voluntary and faith organisations across the borough have been provided with an opportunity to 'Have Their Say' on the draft strategy. The consultation phase commenced in February for a four-week period and concluded on 21 March 2023. Opportunities as described below have been provided for everyone to have their say on the draft strategy.

- The survey and draft plan were shared digitally online through Commonplace which is an online engagement platform via websites (Council and partners), social media channels and in Walsall news updates.
- Commonplace QR code shared online and through fliers and posters in community buildings (partner, Council, and voluntary sector)
- Views obtained through engagement at events.
- Consultation pack created and distributed to Schools, Cadets, and Community organisations for further views.
- Promotion of non-digital avenue to receive hardcopy of strategy and survey to enable inclusivity in views.

During the consultation period, approximately three hundred and fifty-eight respondents from across the borough responded throughout February to March 2023. All equality groups including those with protected characteristics were provided with an opportunity to respond. The feedback received on the draft strategy during this consultation stage was analysed and considered to develop and refine the final strategy.

Consultation Activity			
Type of engagement/consultation	Engagement phase Resident surveys, vox pops, surveys at fairs and key partner events, at focus group discussions, at children holiday clubs and school classroom-led sessions and during engagement activities with communities.	Date	June-October 2022
Who attended/participated?	<p>10,000 hard copy surveys distributed to random sample households (weighted so more distributed in deprived areas that usually under respond). Response rate of 13% (1468 received).</p> <p>Online survey during June to October also created and circulated link to staff, partners and public (423 respondents).</p> <p>General public, expectant mums/dads and new parents, young people under 25 (48 in total)</p> <p>Voluntary and Community organisations (in total seventeen organisations and approx. 2186 participants)</p> <p>Primary school aged children from across the borough (approx. 1639 children)</p> <p>Holiday Activity Fund children and parents survey during the Easter and Summer 2022 holiday periods (survey, approx. 1698 children)</p> <p>In addition, participants of all equality groups completed surveys or took part in discussions at events or fairs (Jobs Expo, Pride and Freshers Fair), at faith organisations, New Art Gallery, Forest Arts Arena and at libraries and leisure centres.</p>		
Protected characteristics of participants	<p>Data provided on ethnicity showed that 28% of respondents were from ethnic backgrounds and 72% were from White British backgrounds.</p> <p>Data provided on gender included 24% of females and 21% of males. Some participants did not disclose their gender and some personal data was not obtained due to the age groups of some participants.</p> <p>Specific equality groups engaged included:</p>		

	<ul style="list-style-type: none"> • Thirty-two faith respondents through specific faith engagement in Mosques, Gurdwaras and temples • 2,118 no children young people respondents across all activities where age supplied. • Deaf community (20 participants) • 7 number of pregnant mothers or new mothers engaged through focus groups 				
<p>Feedback The views provided by residents explained what they consider to be the priorities for the borough by 2040. Their feedback has helped shape and inform the strategy which aims to make the borough a thriving place for the future where all people can flourish and prosper.</p>					
<p>Type of engagement/consultation</p>	<table border="1"> <thead> <tr> <th data-bbox="651 714 1126 1160"> <p>Date</p> </th> <th data-bbox="1126 714 1455 1160"> <p>February – March 2023</p> </th> </tr> </thead> <tbody> <tr> <td data-bbox="651 714 1126 1160"> <p>Consultation phase Digital survey shared through Commonplace, on social media channels, Walsall news updates, QR code for survey QR shared through fliers and posters, consultation packs for schools, cadets and community organisations and hardcopy to enable inclusivity.</p> </td> <td data-bbox="1126 714 1455 1160"></td> </tr> </tbody> </table>	<p>Date</p>	<p>February – March 2023</p>	<p>Consultation phase Digital survey shared through Commonplace, on social media channels, Walsall news updates, QR code for survey QR shared through fliers and posters, consultation packs for schools, cadets and community organisations and hardcopy to enable inclusivity.</p>	
<p>Date</p>	<p>February – March 2023</p>				
<p>Consultation phase Digital survey shared through Commonplace, on social media channels, Walsall news updates, QR code for survey QR shared through fliers and posters, consultation packs for schools, cadets and community organisations and hardcopy to enable inclusivity.</p>					
<p>Who attended/participated?</p>	<p>An online digital survey was created and shared through Commonplace across the borough. A QR code for the survey made available through social media platforms to all key partners, businesses, residents, communities, voluntary and faith organisations, community organisations and at events. Consultation packs for schools and cadets provided them with access to the online survey.</p> <p>The online digital survey shared through Commonplace created an opportunity for all individuals to respond from across the Walsall borough during a four-week period from February to 21 March 2023. Responses received from 358 respondents. Opportunities were provided for hard copy as needed.</p> <p>Participants of all equality groups have been provided with an opportunity to respond through accessing the online survey or by hardcopy.</p>				
<p>Protected characteristics of participants</p>	<p>Data provided on ethnicity showed that 12% of respondents were from ethnic backgrounds and 88% were from White British backgrounds.</p>				

Data provided on gender included 37% of females and 33% of males. Some participants did not disclose their gender and some personal data was not obtained due to the age groups of some participants.

Feedback

The consultation phase supported the development of the final strategy. The feedback helped shape the We Are Walsall 2040 strategy in refining its vision, the 'We Will' statements and amending the outcomes accordingly.

6 Concise overview of all evidence, engagement, and consultation

The views received from participants from across the borough have helped refine the development of the We Are Walsall 2040 strategy.

The refined strategy outlines our vision, ambitions, and principles as:

Vision

Walsall in 2040 will be a place where people are proud to live, and residents and businesses work with public services to create a thriving borough of opportunity.

The principles by which the public can expect all partners to operate are:

- We are sustainable.
- We are inclusive.
- We are local.
- We are resident focussed.
- We are honest.

Supporting the vision are four strategic ambitions in the draft strategy and each consists of three themes of focus (see below). The high-level outcomes to be achieved by 2040 are:

Ambition 1: We are thriving and happy.

1. Child friendly borough
2. Empowered communities
3. Feeling safe

Ambition 2: We are healthy and well.

1. Living active lives
2. A community that cares.

3. Good mental wellbeing

Ambition 3: **We are prosperous and innovative.**

1. Quality homes
2. A strong economy for all
3. Connected borough

Ambition 4: **We are proud of our borough.**

1. Clean and green borough
2. Celebrating our culture and heritage
3. Vibrant towns

There is a desire for the Walsall borough to be focussed on its regeneration ambitions through achieving the following priorities:

- To revamp and revitalise town centres and create a draw for businesses and leisure and retail opportunities.
- Walsall to be a destination to shop, socialise, live, and work.
- To have more opportunities for jobs and skills
- Access to good quality homes available for all
- Opportunities to stay healthy and well.
- To feel safe in towns, neighbourhoods, and on the streets
- To have a clean and green borough that is tidy and litter free.
- Excellent maintained parks and green spaces
- The Council and partners to work together to help reduce the environmental impact of waste.
- The Council and partners to address the challenges around Climate change.

Residents and community groups also have a desire to play a greater role by wanting to help themselves, their communities, and the borough within which they live and work.

The We are Walsall 2040 borough plan also considers addressing inequalities as a key cross cutting focus to ensure we can meet the ask of residents to create a borough that thrives. Specific health inequalities are addressed within the We are healthy and well strategic ambition.

As explained above, all the evidence gathered during the engagement and consultation phases from all respondents has been considered to ensure inclusivity of views from all individuals including those with protected characteristics. The supporting plans and strategies that will focus on ensuring the delivery of the ambitions and themes will require partnership work from all residents, public agencies, voluntary and community sector groups and private sector bodies to support delivery. This ensures further opportunities for inclusivity through partnership work.

There is no evidence obtained to suggest that the strategy would have a detrimental impact on the protected characteristics as set out in the equality legalisation. It should have a positive impact.

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	Approval of the We Are Walsall 2040 strategy should have a positive impact on all the protected characteristics specifically as it incorporates the responses received from a diverse participant population during both the engagement and consultation phases. There will be regular progress reports to Cabinet and quarterly reporting of progress made over designated periods of time. This will ensure that consideration is given to all equality groups including those with protected characteristics.		
Disability			
Gender reassignment			
Marriage and civil partnership			
Pregnancy and maternity			
Race			
Religion or belief			
Sex			
Sexual orientation			
Other (give detail)			
Further information			
8	Does your proposal link with other proposals to have a cumulative effect on particular equality groups? If yes, give details.		(Delete one) No
9	Which justifiable action does the evidence, engagement and consultation feedback suggest you take?		
A Yes	No major change required When no potential for discrimination or adverse impact is identified and all opportunities to promote equality have been taken.		
B	Adjustments needed to remove barriers or to better promote equality Are you satisfied that the proposed adjustments will remove the barriers identified?		
C	Continue despite possible adverse impact For important relevant proposals, compelling reasons will be needed. You should consider whether there are sufficient plans to reduce the negative impact and/or plans to monitor the actual impact. Consultation may suggest a change of action, but some actions will be required regardless of consultation e.g., budget savings. Mitigating actions may be required to minimise impact identified through consultation.		
D	Stop and rethink your proposal Actual or potential unlawful discrimination is identified; the proposal will need reviewing immediately. You may need to consult with appropriate officers including your executive director, finance or Equality, Safety and Wellbeing.		

Action and monitoring plan				
Action Date	Action	Responsibility	Outcome Date	Outcome
27/01/2023	No major change	Karen Griffiths	March 2023	Review following consultation feedback analysis
15/05/2023	No major change	Karen Griffiths	June 2023	No change needed following the consultation response to the draft. Delivery plans will be assessed to ensure inclusivity.

Update to EqIA	
Date	Detail
May 2023	Updated EQIA to include consultation feedback. No change required.
Use this section for updates following the commencement of your proposal.	

Contact us

Community, Equality and Cohesion
Resources and Transformation

Telephone 01922 655797

Textphone 01922 654000

Email equality@walsall.gov.uk

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