

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

Proposal name	Commercial Strategy		
Directorate	EE&C		
Service	Place and Environment		
Responsible Officer	Michele McPherson		
Proposal planning start	March 2024	Proposal start date (due or actual date)	September 2024

1	What is the purpose of the proposal?	Yes / No	New / revision
	The commercial strategy envisions Walsall Council as a resilient, innovative, and enterprising entity, committed to delivering sustainable services that meet resident needs. This also involves a dynamic and transparent collaboration with partners to ensure the long-term delivery of critical services.		
	Policy		
	Procedure		
	Guidance		
	Is this a service to customers/staff/public?		
	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?		
	Walsall Council has the challenging task of managing funding reductions amid a growing demand for essential services, necessitating a more holistic and innovative approach. To address this, a commercial strategy is being implemented, aiming to sustain service provision, stimulate income generation, and contribute to growth, community support, and environmental protection. The council recognises the need for a more agile and commercially aware operating model to maximise value from limited resources and adapt to changing resident needs.		
	The delivery plan is illustrated in the commercial strategy.		
3	Who is the proposal likely to affect?		
	People in Walsall	Yes / No	Detail
	All		No direct impact to residents of Walsall.
	Specific group/s		
	Council employees		
	Other (identify)		
4	Please provide service data relating to this proposal on your customer's protected characteristics.		



	<p>This strategy emphasises a holistic approach to stimulate innovation and enterprise, nurturing a culture that forms an integral part of the council's planning and business practices. Walsall Council's commitment to increased commercial acumen aligns with its goal of delivering positive social outcomes, addressing inequality, and meeting evidenced needs within the borough. The success of this strategy relies on the adoption of guiding principles, a cultural shift, and collaboration across the organization, reinforcing existing corporate plans and positioning the council to gain additional benefits from service delivery agreements with partners.</p>
5	<p>Please provide details of all engagement and consultation undertaken for this proposal. (Please use a separate box for each engagement/consultation).</p> <p>No public, partners engagement has been undertaken. Engagement has taken place internally only. (namely, CMT, DG.)</p>

	Consultation Activity n/a			
	Type of engagement/consultation	Internal engagement, CMT, Directors, Finance, Policy Strategy unit	Date	dd/mm/yy
	Who attended/participated?	e.g. general public, service users (specify if it was for a protected characteristic group e.g. Disability Forum).		
	Protected characteristics of participants	n/a		
	Feedback <ul style="list-style-type: none"> • Overall views and key comments including quotes from participants used to help express sentiments in relation to your proposal; • Views of people with protected characteristics in relation to your proposal; • Avoid using general feedback, unless you can compare it with views of people with protected characteristics. 			
6	Concise overview of all evidence, engagement and consultation			
	<p>Explain outcomes of CMT discussions. This is an internal strategy and there is no impact on the protected characteristics. It's about becoming more business like in our approach to providing services to our residents.</p>			
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	There will be no impact to these protected characteristics.		
	Disability			
	Gender reassignment			
	Marriage and civil partnership			
	Pregnancy and maternity			
	Race			

	Religion or belief	
	Sex	
	Sexual orientation	
	Armed Forces	
	Care Responsibilities	
	Health, Social and Economic Inequalities	
	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
	None	
9	Which justifiable action does the evidence, engagement and consultation feedback suggest you take?	
A	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

There is no impact.				

Update to EqIA	
Date	Detail
Apr 2029	Commercial Strategy is on a 5 year cycle
Use this section for updates following the commencement of your proposal.	

Contact us

Policy and Strategy Unit
 Email: PolicyandStrategy@walsall.gov.uk

Inside Walsall: http://int.walsall.gov.uk/Service_information/Equality_and_diversity