

## Customer Impact Review

### **Name and brief description of policy being analysed**

Briefly summarise the policy including any key information such as aims, context etc; note timescales and milestones for new policies; use plain language – NO JARGON; refer to other documents if required

#### The policy being analysed – Fenland District Council Economic Development Activities

Fenland District Council's economic development activities center around enterprise, workforce development, business retention, growth and inward investment. The activities offer information and advice for small/medium and large business across the District. The Fenland for business website (and all content) is managed by the ED team. The website provides transparent and accessible services and advice to the business community 24 hours a day, 7 days a week.

### **Information used for customer analysis**

Note relevant consultation; who took part and key findings; refer to, or attach other documents if needed; include dates where possible

Please also refer to the section of this document below about research and data.

#### The Main Stakeholders

Small, medium and large businesses, intermediaries, public sector bodies, charities, education providers and partners.

#### Consultation Information

Consultations are regularly ongoing with all the different stakeholders regarding a variety of activities led by, or involving the Economic Development Team. The Council monitors the feedback given through informal feedback and the annual Business survey.

#### Key Findings

The majority of the feedback is positive, with businesses looking for a range of support with different initiatives. For example: Start-up/Grants etc.

	<b>Could particularly benefit</b>	<b>Neutral</b>	<b>May adversely impact</b>	<b>Explanations</b>	<b>Is action possible or required?</b>	<b>Details of actions or explanations if actions are not possible</b>
						Please note details of any

						actions to be placed in your Service Plan
<b>Race</b>	<input type="checkbox"/>	<b>x</b>	<input type="checkbox"/>	The website is fully responsive and can be accessed on all personal devices (pc, laptop, tablet and mobile)	Y / N	See the explanation section in the middle of this table.
<b>Sex</b>	<input type="checkbox"/>	<b>x</b>	<input type="checkbox"/>		Y / N	
<b>Gender reassignment</b>	<input type="checkbox"/>	<b>x</b>	<input type="checkbox"/>	Y / N		
<b>Disability</b>	<input type="checkbox"/>	<b>x</b>	<input type="checkbox"/>	Y / N		
<b>Age</b>	<input type="checkbox"/>	<b>x</b>	<input type="checkbox"/>	Y / N		
<b>Sexual orientation</b>	<input type="checkbox"/>	<b>x</b>	<input type="checkbox"/>	Y / N		
<b>Religion or belief</b>	<input type="checkbox"/>	<b>x</b>	<input type="checkbox"/>	Y / N		
<b>Pregnancy &amp; maternity</b>	<input type="checkbox"/>	<b>x</b>	<input type="checkbox"/>	Y / N		
<b>Marriage &amp; civil partnership</b>	<input type="checkbox"/>	<b>x</b>	<input type="checkbox"/>	Y / N		
<b>Human Rights</b>	<input type="checkbox"/>	<b>x</b>	<input type="checkbox"/>		Y / N	
<b>Socio Economic</b>	<b>x</b>	<input type="checkbox"/>	<input type="checkbox"/>		Y / N	
<b>Multiple/ Cross Cutting</b>	<input type="checkbox"/>	<b>x</b>	<input type="checkbox"/>		Y / N	

**Outcome(s) of customer analysis**

a) Will the policy/ procedure impact on the whole population of Fenland and/ or identified groups within the population; negative  neutral  positive **x**

No major change needed **x**      Adjust the policy       Adverse impact but continue       Stop and remove / reconsider policy

The likely impact of the Economic Development Activities (including web-based & social media activity) is positive as it allows businesses to access information 24 hours a day, 7 days a week via the website, social media and email formats but also by phone and in person during normal office hours.

**Arrangements for future monitoring:**

Note when analysis will be reviewed; include any equality indicators and performance against those indicators

Annually

- Fenland Business Survey – the data is collected and analysed from this survey

We regularly monitor website and social media content.

**Details of any data/ Research used** (both FDC & Partners):

Fenland Economic Development Strategy 2012 – 2031 – This includes themes around workforce development, business retention and growth and inward investment. The use of the Council's Business Centre's offers a range of opportunities for businesses to obtain premises and offer employment, a venue for conferences for training to improve skills and learning.

The Fenland Local Plan (adopted May 2014) This document explains how the district is expected to grow, in a sustainable way over the next 20 years and beyond. The growth will not only be in housing and population but also in economic activity, jobs and infrastructure.

Website traffic and activity is monitored through the use of Google Analytics and accessibility and clarity of content is regularly reviewed.

**Completed by:**

**Name/Position:** Vicki Whittingstall, Economic Development Officer

**Name/Position:** Justin Wingfield, Head of Business and Economy

**Approved by** (manager signature):

**Date published:** This should be the date the analysis was published on the website

**Details of any Committee approved by** (if applicable):

**Date endorsed by Members** if applicable: