

# Initial Equality Impact Assessment



**Department**

Cornwall Enterprise

**Section**

Enterprise Services

**Officer responsible for the assessment**

Nick Blandford

**Date of Assessment (dd/mm/yyyy)**

31 March 2009

**New Existing**

New

**Name of policy/procedure/function being assessed**

Cornwall Marketing (new project)

**If the policy/procedure is available on the internet/intranet please provide the link:** n/a

**If there are any other policies associated or linked with this one, please note them here**  
n/a

**1. Briefly describe the aims and purpose of the policy / procedure / function**

To promote Cornwall and its businesses to potential markets outside of the county and of the UK with the aim of increasing penetration and encouraging new non-EU sourced inward investment and improving (over time) the profile of Cornwall as a business location of choice

**2. Are there any associated objectives of the policy / procedure / function?**

None

**3. Who is intended to benefit from this policy / procedure / function?**

The Cornish economy in general (via new investment) and Cornish businesses (via accessing new markets)

# Initial Equality Impact Assessment



**4. What outcomes are wanted from this policy / procedure / function?**

Heightened appreciation of Cornwall and its business environment, new foreign direct investment, increased sales for Cornwall-based businesses

**5. What factors/forces could contribute/detract from the outcomes?**

Failure to achieve an impact in the overseas and UK markets which are to be addressed

**6. Who are the main stakeholders in relation to the policy / procedure / function?**

Cornwall Council, SouthWest RDA inward investment team, Business Link, CPR Regeneration, Cornish businesses, Cornwall Development Company

**7. Who implements the policy / procedure / function?**

Cornwall Development Company via its (to be established) delivery team

**8. Who is responsible for the policy / procedure / function?**

Project Manager

**9. Are there any concerns that the policy / procedure / function could have a differential impact on** Yes  No

# Initial Equality Impact Assessment



## RACIAL groups?

Please explain

What evidence do you have to support this?

**10. Are there any concerns that the policy / procedure / function could have a differential impact on GENDER (including TRANSGENDER)** Yes  No

Please explain

What evidence do you have to support this?

**11. Are there any concerns that the policy / procedure / function could have a differential impact on DISABILITY?** Yes  No

Please explain

What evidence do you have to support this?

**12. Are there any concerns that the policy / procedure / function could have a differential impact on SEXUAL ORIENTATION** Yes  No

# Initial Equality Impact Assessment



Please explain

What evidence do you have to support this?

**13. Are there concerns that the policy / procedure / function could have a differential impact due to AGE?** Yes  No

Please explain

What evidence do you have to support this?

**14. Are there concerns that the policy / procedure / function could have a differential impact due to RELIGION OR BELIEF?** Yes  No

Please explain

What evidence do you have to support this?

**15. Could the differential impact identified in 9-14 amount to there being the potential for adverse impact on this policy?** Yes  No

# Initial Equality Impact Assessment



Please explain

What evidence do you have to support this?

**16. If yes to Question 15, can this adverse impact be justified on the grounds of promoting equality of opportunity for one group? Or any other reason?** Yes  No

**RACIAL**

**GENDER** (including **TRANSGENDER**)

**DISABILITY**

**SEXUAL ORIENTATION**

**AGE**

**RELIGION OR BELIEF**

# Initial Equality Impact Assessment



17. Does this policy /procedure/ function have any effect on good relations between the Council and the community Yes  No

If it **PROMOTES** good relations - explain how

If it **DAMAGES** good relations - explain how

18. Should the policy / procedure / function proceed to a full equality impact assessment? Yes  No

If **yes**, describe why, then proceed to a full EIA

If no, but some actions have been identified, please complete the below action plan in full

ACTION	KEY MILESTONES	PERSON(S) RESPONSIBLE	DEADLINE
Ensure that all promotional activity and collateral (including web-based) is developed with due recognition of Equality and Diversity issues	To be applied during lifetime of project	Project Manager	Ongoing
Ensure that new staff recruited for the project are trained in Equality and Diversity matters as soon as practicable after joining	All staff trained	Nick Blandford	July 2009

# Initial Equality Impact Assessment




If more actions are required additional lines can be added by:

- pressing the tab button in the bottom right hand corner cell; or
- go to 'Table' 'Insert' 'Row Above/Below'

Cornwall County Council

# Initial Equality Impact Assessment



Name of Completing Officer Nick Blandford

Date 31 March 2009

Name of Departmental Co-ordinator **Maureen Metcalfe**

Date **31**, please select... please select...

Checked off by departmental co-ordinator? Yes  No

Deleted:

Deleted:

## NOTE TO EDITORS

**Saving the form whilst partly completed:** Please save the file in the normal way. When you wish to continue completing the form please open the file from where you saved it and continue editing

### Submit the EIA via email:

Please attach this form to an email and send to 'Chief Execs - Equality General Mailbox' (this will go to the Corporate Equality and Diversity Team)

Formatted: Level 1

Formatted: Level 1