

EEDA Single Equality Action Plan 2009-12

EEDA as an employer

Objective	Milestones	Performance measures	Overall Responsibility	Lead Head of Service	Timescale
1. EEDA can demonstrate it is an equal opportunities employer which values diversity in its workforce	Ensure recruitment agencies used by EEDA are aware of EEDA's equality and diversity requirements	Applicants for EEDA posts and appointments reflect the region's demographic mix.	Exec Director Corporate Services	HR	From Q1 2009-2010
	Include the 'two ticks' symbol and positive statements in job advertisements to demonstrate EEDA is a disability confident employer	Increase of 5% in declaration of disabled applicants by 2011-12 Q4, compared to 2009-2010 Q1	Exec Director Corporate Services	HR	By Q 2 2009-2010
	Data analysis of applicants, those		Exec Director Corporate	HR	Commencement of data analysis

	<p>short-listed and appointed presented to Leadership Team at least 6-monthly, identifying any action points where required.</p> <p>Staff profile is accessible to all EEDA staff on EEDANET</p>	<p>Evidence that EEDA is an equal opportunities employer attracting a diverse workforce</p> <p>Greater transparency in staff profile</p>	<p>Services</p> <p>Exec Director Corporate Services</p>	<p>HR</p>	<p>from Q1 2009-2010 (information available in Q2 2009-2010)</p> <p>From Q2 2009-10</p>
<p>2. Increase disability confidence of EEDA staff in the workplace, encouraging them to self-declare to better reflect EEDA's employee base.</p>	<p>Disability equality included in training for all staff involved in recruitment and selection process</p> <p>Provide line manager workshops on managing disability confidence in the</p>	<p>Increase in self-declared disabled members of staff to 5 per cent of staff complement</p> <p>50% of line managers have undertaken the training by Q4 2009-10.</p>	<p>Exec Director Corporate Services</p> <p>Exec Director Corporate Services</p>	<p>HR- Training and Development</p> <p>HR-Training and Development</p>	<p>Q4 2011-12 (5% self-declaraton)</p> <p>Commencing Q1 2009-2010 and ongoing</p>

	workplace				
	Disability awareness included in induction	Disability awareness evident in staff surveys	Exec Director Enterprise and Skills	Equality and Diversity Manager	On-going quarterly new starter's induction
	Establish a reasonable adjustment practice framework		Exec Director Corporate Services	HR	2010-2011 Q2
3. Promote an equality confident culture, good relations and higher disclosure of equality characteristics amongst EEDA staff.	Use relevant equality benchmarking tools to assess progress (e.g. C2E annual accreditation).	EEDA maintains C2E gold standard (or equivalent).	Exec Director Corporate Services/ Exec Director Enterprise and Skills	HR / Equality and Diversity Manager	Q1 2009-10 and ongoing
		C2E results and report published on EEDANET	Exec Dir Enterprise and Skills	Equality and Diversity Manager	Annually
	Action plan to be drawn up following each	Staff survey shows progressive	Exec Director Corporate Services	HR	2009-2010 Q3 and continuing thereafter

	<p>staff survey and presented to People Task and Finish Group</p> <p>Provide manager training on managing bullying and harassment in the workplace.</p>	<p>improvement in satisfaction rates with EEDA as an employer across multiple strands.</p> <p>Survey results published on EEDANET</p> <p>50% managers have received training</p>	<p>Exec Director Corporate Services</p>	<p>HR</p> <p>HR-Training and Development</p>	<p>by 2010-2011 Q2</p>
<p>4. Promote a learning and development confident culture which is fully inclusive and accessible</p>	<p>Managers promote and enable take-up of training opportunities as part of staff development.</p> <p>Audit take-up of training and provide analysis of staff feedback</p>	<p>Training audit indicates take-up and reflects the diversity of staff across staff grades.</p> <p>Annual review of training and development plan, informed by</p>	<p>All Exec Directors</p> <p>Exec Director Corporate Services</p>	<p>All Heads of Service</p> <p>HR-Training and Development</p>	<p>Commencing 2009-10 Q1</p> <p>From 2010-11 for previous year</p>

	at least annually to Leadership group	findings of audit and analysis			
5. EEDA management understands the agency's impact on equality.	<p>Six-monthly review of progress in relation to the equality scheme and action plan presented to EEDA's Leadership Group.</p> <p>Annual report includes comprehensive information about equality and diversity, including numbers of staff, management and Board by equality characteristic.</p>	EEDA's Leadership Group is effective as the corporate equality and diversity steering group, in driving EEDA's organizational culture	<p>Exec Director Enterprise and Skills</p> <p>Exec Director Policy and Intelligence/ Exec Director Enterprise and Skills/ Exec Director Communications</p>	<p>Equality and Diversity Manager</p> <p>Equality and Diversity Manager/ Investment Policy Manager/ Communications Manager</p>	<p>From Q1 2009-2010</p> <p>From annual report published 2009-10 and annually thereafter</p>
6. EEDA Board better reflects the	Continue to work with the Dept of	Increase in the diversity of	Exec Director Communications	Head of Relationship	2009-10 Q2 (and subsequent

diversity of the region.	Business, Enterprise and Skills (BIS) and Government Office East of England on Action Plan for board recruitment.	suitable Board applicants and shortlisted candidates.		Management	recruitment rounds)
7. Promote flexible working to encourage a diverse and inclusive workforce.	Establish a Flexible Working Policy for EEDA Provide training for line managers on managing flexible working.	50 per cent of managers have received training	Exec Director Change Management	HR HR-Training and Development	Q4 2009-2010 Q3 2010-2011(and on-going)
8. Ensure EEDA premises are fully accessible	External accessibility audit undertaken	Action plan drawn up following audit report	Exec Director Corporate Services	Head of Legal Services	2009-10 Q3

EEDA as a procurer

Objective	Milestones	Performance measures	Overall Responsibility	Lead Head of Service	Timescale
1. Introduce	System in use	Analysis of data	Exec Director	Head Legal Services	Commencing

electronic data system to make use of equality monitoring data for suppliers tendering for EEDA contracts.	by 2009-10 Q2	relating to ethnicity, gender and disability included in 6-monthly SES update to Leadership Group	Corporate Services		Q3 200-10
2. EEDA staff are confident in applying equality considerations to tender invitations and assessment	Procurement training for staff to include equality and diversity.	Equality forms part of the scoring criteria in tender assessments	Exec Director Corporate Services	Head Legal Services.	2010-11 Q4.
3. Enhanced capacity of disabled people, women and black and minority ethnic (BME)-led businesses to respond to EEDA's tender invitations .	Provide briefing sessions on EEDA's procurement process to a diversity of potential suppliers	Two events per year, positively evaluated by participants.	Exec Director Corporate Services	Head Legal Services	From 2009-10 Q1 and on-going
		Increased interest from disabled people, women and BME-led businesses and in tenders evidenced	Exec Director Corporate Services	Head Legal Services	2011-12 Q4

6. Promote equality and diversity amongst EEDA's suppliers	At least 5 of EEDA's top suppliers have commenced a supplier diversity programme	Suppliers identify the business benefits of supplier diversity programme 12 months after completion of programme	Exec Director Corporate Services	Head Legal Services/Procurement	Commencing 2010-11
7. Encourage completion of equal opportunities monitoring in the procurement process.	Review monitoring questionnaire	An increase of 20% of tender applications are accompanied by equal opportunities monitoring returns	Exec Director Corporate Services	Head Legal Services/Procurement	By 2011-12 Q1

EEDA as an influencer

Objective	Milestones	Performance measures	Overall Responsibility	Lead Head of Service	Timescale
1. Promote tourism for all.	Include equality objectives in the work of East of England Tourism business plan	Increase in the number of high-quality, accessible venues and accommodation in the region	Exec director Enterprise & Skills	Head of culture, tourism and sport in partnership with East of England Tourism.	Commencing 2010-2011 Q1

		[Baseline to be established and target set]			
2. Promote accessible sports facilities.	This is an objective in “Rising to the Challenge”, the regional business plans for the Olympics and Paralympics 2012.	Increase disabled people’s participation in sport [baselines to be established and targets set].	Exec director Enterprise & Skills	Head of culture, tourism and sport in partnership with Sport England and the Nations and Regions East partnership	2011-12 Q4
3. BL in the region leads by example in promoting equality and diversity within its own organization and any procurement activities	Require BL regional provider to undertake an accredited diversity assured programme	BL regional provider achieves equality and diversity accreditation, progress any agreed action plan and ensure it maintains the accreditation standards annually	Exec director Enterprise & Skills	Head of Business and Enterprise	Commencing 2009-2010 and annually thereafter
4. BL services are fully inclusive	Require BL to meet as a minimum, EEDA’s standards in communication and accessibility for BL events and	Good satisfaction rates reflected in feedback at events and customer satisfaction survey in relation to accessibility and	Exec Director Enterprise & Skills	Head of Business and Enterprise	2009-2010 and continuing thereafter

	<p>services it delivers or funds.</p> <p>BL adviser training to include equality and diversity awareness and disability confidence</p> <p>Ensure BL questionnaires and management information systems collate and analyse data on ethnicity, gender and disability, in accordance with the nationally consistent and harmonized systems currently being developed.</p>	<p>inclusiveness</p> <p>Evidence presented as part of BL update to EEDA</p> <p>Take-up of BL support and training services reflect the region's business demography, ensure any gaps or trends which require action, can be identified</p>	<p>Exec Director Enterprise & Skills</p> <p>Exec Director Enterprise & Skills</p>	<p>Head of Business and Enterprise</p> <p>Head of Business and Enterprise</p>	<p>Commencing 2009-2010 and continuing thereafter</p> <p>2010-2011 Q1 and continuing thereafter</p>
5. Data monitoring of BL customers meet the public sector	Capture data on ethnicity, gender and disability for BL start-up and	Take-up of BL start-up and training services reflect the region's business	Exec Director Enterprise & Skills	Head of Business and Enterprise	Commencing 2009-2010 Q3

duties on ethnicity, gender and race	intensive support services, and any BL-funded training events.	demography, ensure any gaps or trends can be identified and action plan drawn up.			
6. Ensure East of England International (EEI) services are fully inclusive	<p>Require EEI to meet as a minimum, EEDA's standards in communication and accessibility for programmes, events or other initiatives it organizes or funds.</p> <p>EEI staff training to include equality and diversity awareness and disability confidence</p>	Good satisfaction rates reflected in feedback at events and customer satisfaction survey in relation to accessibility and inclusiveness	<p>Exec Director Enterprise & Skills</p> <p>Exec Director Enterprise & Skills</p>	Head of Business and Enterprise	<p>Commencing 2010-2011 Q1 and continuing thereafter</p> <p>Commencing 2009-2010 and continuing thereafter</p>
7. Regional Business Intelligence Service is able to capture	RBSIS development to include data on business ownership (at	Data on business ownership in the region can be disaggregated by gender, ethnicity	Exec Director Communications	Head of Relationship Management	Commencing 2009-2010 Q4

appropriate disaggregated data on business ownership	least 51% shares) by gender, ethnicity and disability	and disability			
8. Promote flexible working to regional employers to raise awareness of the business benefits of employing a diverse workforce	Support Workwise East regional events	At least 1 event annually	Exec director enterprise & Skills	Head of Business Development with BL	From 2009-10 Q3
9. EEDA-funded partners adopt EEDA's equality standards for communications and events	Require EEDA-funded partners to adopt as a minimum, EEDA's communications standards Require EEDA-funded partners to use EEDA's events checklist	Standards evident in partner communication and events	All Exec Directors	All Heads of Service	Commencing 2010-2011 Q1
10. EEDA leads by example in inclusive communications	Undertake an EqlA of EEDA's Communications Strategy	Improved equality representation and accessibility in EEDA	Exec director Communications	Head of Communications	2010-11 Q1

and the promotion of equality through its communication strategy and activities.		communications.			
11. EEDA – funded partner events are fully inclusive.	Promote EEDA’s events checklist to EEDA-funded partners and through the website by 2009-10 Q3.	All EEDA-funded partners made aware of EEDA standards	Exec director Communications/ All exec directors	Communications Manager/ All Heads of Service	2009-10 Q4
12. EEDA’s website is inclusive and accessible.	Continue to review inclusion and accessibility annually.	At least 75 per cent satisfaction rate on accessibility and inclusiveness in Customer Satisfaction Survey.	Exec director Communications	Head of Communications and Head of Relationship Management	From 2010 customer satisfaction survey an annually thereafter
13. Effectively involve a diversity of people in establishing the Single Equality Scheme and	Maintain the equality advisory group, to review the SES and contribute to objective setting and review.	Group meets at least once every six months. Its work is reported in the Annual Report.	Exec director Enterprise and Skills	Equality and Diversity Manager.	2009-2010 Q1 and on-going

Action Plan(SES).					
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EEDA as an investor

Objective	Milestones	Performance measures	Overall Responsibility	Lead Head of Service	Timescale
1. Improve standards and consistency in EqlAs undertaken by EEDA staff	Provide EqlA master classes for all relevant staff - Establish good practice examples	Relevant staff attend masterclasses as a matter of priority	All Exec Directors	All Heads of Service	Commencing 2009-10 Q1
2. Embed EqlA in all EEDA's investment decisions (including EU-funded investment managed by EEDA).	Develop robust systems and processes to track EqlA progress through the concept, development, delivery and evaluation cycle	CET/Exec Director/Board sign-off for approval of EEDA-funded investment to include consideration and evidence of EqlAs	Exec Director Policy and Strategy/ Exec Director Corporate Services	Head of Service tbc	From 2010-11 Q2
3. EEDA's investment programmes meet the public	At least 6-monthly summary of data analysis of beneficiaries	EEDA's investments reflect good practice which is borne out by data analysis of	Exec director Corporate Services	Head of Major Projects	Commencing 2009-10 Q4

sector duties	across the equality strands included in report to Leadership Group	beneficiaries.			
4. EEDA leads by example in inclusive design in EEDA-supported capital development projects	Excellence Framework is applied	“Excellent” standard achieved in equity component at Tier 2 of the Excellence Framework, in 75% of capital development projects	Exec Director Spatial Economy	Heads of Service East and West	2011-12 Q4