

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 DC Business Centres – The Boathouse, Wisbech and South Fens, Chatteris

Fenland District Council has two business Centres. These centres offer opportunities office/unit space for small, medium and large businesses. Conference and meeting room facilities are also available to tenants, other businesses and organizations. Rents are offered at affordable prices to give everyone an opportunity use the facilities. To include start up and established businesses.

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, public sector bodies, charities and the wider voluntary sector, community groups, the general public, tenants, conference delegates and conference organizers, students and job seekers. Contractors including utility and service providers, catering contractors and other teams from within Fenland District Council. Exclusively at The Boathouse our specific stakeholders include FDC's Marine Services team, marine berth holders and the Border Agency.

Consultation Information

The Council monitors feedback given through conference feedback forms, informal feedback provided to staff from delegates and customers and via tenant surveys.

Key Findings

Our customer feedback from the use of the conference facilities is excellent with 100% customer satisfaction in terms of service received from business centre staff at both centers.

In terms of usage there generally around ten to twenty conferences and meetings per week over the 2 centers. We have been in email contact when with tenants when necessary to update on any practical issues affecting the centers and have received no complaints about services provided.

	Could particularly benefit	Neutral	May adversely impact	Explanations	Is action possible or required?	Details of actions or explanations if actions are not possible Please note details of any actions to be placed in your Service Plan
Race	<input type="checkbox"/>	x	<input type="checkbox"/>	<p>In designing and developing the Business Centres consideration was given to all the equality issues at that time. In line with 2004 legislation every effort was made to ensure the building is accessible for disabled people. Lifts were installed to the upper floors and the whole building has been designed so that a disabled person can access any part of the building. They would be able to attend any meeting or event in any part of the building. This is positive for disabled people.</p> <p>Equally, as the centres were designed for everyone to be able to access, there are no specific issues for any of the other key groups either positive or negative.</p> <p>Induction hearing loops are available for use in the meeting and conference rooms.</p>	Y / N	See the explanation section in the middle of this table.
Sex	<input type="checkbox"/>	x	<input type="checkbox"/>		Y / N	
Gender reassignment	<input type="checkbox"/>	x	<input type="checkbox"/>		Y / N	
Disability	x	<input type="checkbox"/>	<input type="checkbox"/>		Y / N	
Age	<input type="checkbox"/>	x	<input type="checkbox"/>		Y / N	
Sexual orientation	<input type="checkbox"/>	x	<input type="checkbox"/>		Y / N	
Religion or belief	<input type="checkbox"/>	x	<input type="checkbox"/>		Y / N	
Pregnancy & maternity	<input type="checkbox"/>	x	<input type="checkbox"/>		Y / N	
Marriage & civil partnership	<input type="checkbox"/>	x	<input type="checkbox"/>	Y / N		
Human Rights	<input type="checkbox"/>	x	<input type="checkbox"/>		Y / N	

Socio Economic	x	<input type="checkbox"/>	<input type="checkbox"/>		Y / N	
Multiple/ Cross Cutting	<input type="checkbox"/>	x	<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 Fenland District Council Business Centres is positive. The Business Centre's were built to address demand that such premises were required. The Boathouse was developed as part of a regeneration programme which offered additional employment during its construction and now acts as a permanent employment site in a town centre location that was previously derelict land.

The policy of having Business Centres ensures that opportunities are available for existing and new businesses and therefore new employment opportunities within an area of deprivation and traditionally low educational attainment. All members of the community can access the business centre's including the disabled and community groups. Whilst this policy is not specifically targeted at any of the protected groups in the Equality Act there is the potential for positive outcomes for all of them in terms of access to employment opportunities, starting a business and training.

Community Groups also have access to meeting spaces, which did not exist before the centre was built.

In terms of attracting further tenant occupiers, the Council has launched a further marketing campaign regarding the availability of vacant office suites. This has included a multi-media approach of video clips, written and social media advertising. Early indications are that reaching out to our customers in this way is very effective, as we have so far managed to place 70% of the total floorspace is occupied or under offer at South Fens Business Centre.

Arrangements for future monitoring:

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

Daily Monitoring

- Conference Feedback Forms are collected and assessed
- Conference enquires by phone, email or in person are collated and responses provided where appropriate
- Health and Safety – checks are visual inspections

Weekly

- Fire Alarm checks and fire exit safety checks – Fire alarm is tested and a recorded visual inspection is carried out on fire extinguishers and safety equipment.

Monthly

- Corporate Performance Monitoring includes occupancy rates for the centres, number of meetings held, income, number of new start-up business in centres, number of new office enquiries taken and number of customers rating conference service as satisfactory.

Ad-hoc

- Proactive engagement with all tenants is undertaken by the new established property management team which has resulted in an improved working relationship between all tenants and the Council

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

Fenland Economic Growth Refresh Strategy 2022-25 – This includes themes around workforce development, business retention and growth and inward investment. The Business Centres offer a range of opportunities for businesses to obtain premises and offer employment, a venue for conferences for training to improve skills and learning.

The Harbour Office is within the Boathouse Business Centre at Wisbech offering wider employment, discharging the Council's statutory functions and assisting industry related to Wisbech Port.

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.

Completed by:

Name/Position:	
Name/Position:	
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: