

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 Growth Team Activities

Fenland District Council's economic growth 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 Economic Growth Team (EGT) engages with key stakeholders including the Combined Authority, the Growth Hub and Cambridgeshire Chamber of Commerce. The Fenland for Business website (and all content) is managed by the Fenland District Council's Comms Team. The website provides transparent and accessible services and advice to the business community 24 hours a day, 7 days a week. The Team utilise X and LinkedIn to inform a large variety of business owners and managers on the business support available. The Team also manages a spreadsheet of data on local businesses to enable them to efficiently engage with local 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, 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 EGT. The Council monitors the feedback given through informal feedback and case studies.

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, recruitment, skills, land and property etc.

	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"/>	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.
Sex	<input type="checkbox"/>	x	<input type="checkbox"/>		Y / N	
Gender reassignment	<input type="checkbox"/>	x	<input type="checkbox"/>		Y / N	
Disability	<input type="checkbox"/>	x	<input type="checkbox"/>	People/businesses that cannot access the internet can contact us by telephone.	Y / N	
Age	<input type="checkbox"/>	x	<input type="checkbox"/>	Our impact is to offer support and advice in a wide range of mediums.	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 <input type="checkbox"/> neutral <input type="checkbox"/> positive x						

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

The likely impact of the Economic Growth 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. Business can register for the Fenland for Business Newsletter and follow FfB on X and LinkedIn which provides information on local, regional and national business support, including specific support for equality and diversity.

Arrangements for future monitoring:

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

We regularly monitor website and social media content. We work with local businesses that have received support provided by the EGT and create case studies.

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

The CPCA Local Economic Recovery Strategy – the EGT are a key stakeholder in the strategy and where appropriate to Fenland its delivery.

The CPCA Skills Strategy

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 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:

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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: