



People Impact Assessment

People impact assessment is a tool to help you identify the impact HIE's activities have on people. This might be as a result of HIE's actions or influence. Taking this into account in the early stages of developing an initiative will help you improve its reach and effectiveness.

An assessment can be carried out on anything we do: developing or reviewing a policy or a project, a programme or regional strategy. It can be applied to processes or approaches to our work, such as account management or employee relations. Terms used such as proposal, policy or project are interchangeable and intended to describe the activity you are assessing.

This form guides you through the assessment in 3 stages also set out in a flowchart([insert hyperlink](#)):

- Section A : screens out policies or projects which are not relevant to equality
- Section B : helps you understand the nature and significance of the proposal's impact on people
- Section C : identifies action you will take as a result of that knowledge

Identifying the proposal you are assessing

Title of the policy, project etc. being assessed	International Highlands and Islands (2015-2018) Programme (IH&I)
Brief summary of the policy, project being assessed	<p>The IH & I programme is a new approach to supporting international trade for non and early to experienced exporters. It will support individuals within 350 - 400 businesses with international advice and assistance. The support will provide them with the ambition, capability and expertise to grow their business internationally. The project will be open to businesses and social enterprises, account and non account managed companies in the region.</p> <p>It will address gaps and overcome barriers through developing new products, bespoke support and collaborative solutions.</p> <p>The equality principles applied to the previous Smart Exporter programmes will be also be delivered in the new programme and applicable to the wider suite of new services offered through IH.</p>

Type of activity: please tick as appropriate	<input checked="" type="checkbox"/> at HIE's own hand <input type="checkbox"/> third party intervention <input type="checkbox"/> partnership activity	
Is your proposal: please tick as appropriate	<input checked="" type="checkbox"/> New	<input type="checkbox"/> an existing policy, project etc now being reviewed
Group or Area Team leading the proposal	Business and Sector Development	
Name and role of person leading the assessment	Norma MacDonald, Senior Development Manager	

Section A – screening for relevance to equality

All activities we carry out should be screened to identify whether they are relevant to equality because of the impact they are likely to have on particular groups of people. This is not just to avoid discrimination but also to identify ways in which we can maximise the positive impact on people of our functions.

Question 1

The activities listed below have already been identified as being relevant for equality. Please tick the relevant option(s) if your proposal is likely to:-

- a) contribute to achieving one or more of HIE's equality outcomes 2013-17:**
- helping young people (aged 16-24) move into suitable employment
 - increasing the number of women in leadership roles in business / social enterprise
 - promoting inclusive working practices in HIE which recognise the implications for employees of dispersed work locations in relation to the protected characteristics
 - increasing public understanding of / confidence in reporting hate incidents e.g. racism
- b) contribute to any of the three aims of the General Equality Duty**
- eliminating unlawful discrimination, victimisation or harassment
 - advancing equality of opportunity:-
 - by removing or minimising disadvantage for a group(s) of people
 - by meeting the needs of particular groups which are different from the needs of others
 - by encouraging participation in public life for a group(s) of people
 - fostering good relations:-
 - by tackling prejudice
 - by promoting understanding between groups of people
- c) use EU funding. Assessment mandatory for European Structural Fund Programmes**
- d) address known areas of inequality** e.g. gender pay gap, youth out-migration, under-employment of EU Accession Country nationals, occupational segregation, in-work poverty

- e) affect HIE budget allocation and impact differently on some groups of people in relation to the “protected characteristics”
- f) affect key HIE employment activity e.g. recruitment, pay or workforce development

If you have ticked any of the options a) to f) above proceed now to Section B. You do not need to sign Section A as you will sign off the assessment document at the end.

If you have not ticked any of the options a) to f) please go to question 2.

Question 2

Since your proposal does not contribute to any of the above you have indicated that your proposal is not relevant to equality.

For example this might be the case where:-

- your proposal is unlikely to impact on people; or
- it will impact on people but it will not impact in different ways on specific groups of people such as younger or older people, men or women etc.
- there is no or little opportunity to advance equality through its delivery
- everyone affected by the proposal (men or women, or younger or older people) is likely to experience the same outcome, regardless of HIE’s influence

Please outline below why you consider your project, policy etc not to be relevant to equality.

Signing off the assessment

Please include in relevant project or policy approval papers:-

- a) a statement to confirm that the proposal has been screened and that is not relevant to equality
- b) your justification for this decision, as outlined in question 2 above
- c) if your proposal includes procurement activity above OJEU threshold levels you must include a statement to confirm that there is no need to consider award or contract performance criteria linked to equality

You should now sign off Section A of the assessment. Assessment of your proposal ends at this stage.

This document must be retained with your policy or project papers. Screening documentation is subject to the provisions of the Data Protection Act 1998 and Freedom of Information Act 1998.

To be signed where Question 2 above has been completed.

Name and role of person leading the assessment:

Job Title: _____

Date of decision: _____

Section B – understanding the nature and significance of impact on people

Requirement to publish impact assessments

Impact assessments for proposals relevant to equality must be published, demonstrating that HIE has paid due regard to equality in the development and delivery of our functions. Assessments are also subject to the provisions of the Data Protection Act 1998 and Freedom of Information Act 1998.

Question 3

What do you aim to achieve from the project, policy etc?

In what way will people be affected by its implementation e.g. job creation, events delivered, protection or support in place from a new policy, increased community capacity.

International Highlands and Islands will provide individuals within 350-400 organisations with international advice and assistance. The support will provide them with the ambition, capability and expertise to grow their business internationally. This will be achieved through a series of training workshops and courses, events, webinars and advice, bespoke support and collaborative solutions. The economic impact assessment has indicated that delivery of the programme could result in the generation of 175 FTE jobs.

Question 4

What do you already know about how the proposal is likely to affect people? This might be from national data, relevant websites etc. Consider both positive and negative effects, bearing in mind that identifying negative impact now helps you minimise potential barriers to effective implementation.

Specifically mention any information you have about views expressed by the groups of people most likely to be affected. This might be consultation exercises, surveys or participant feedback etc. on this specific proposal, or more general views about this area of work.

What does the evidence tell you about the effect of your proposal on people?	Source of evidence
<p>In Smart Exporter 2, 52% of participants were male and 48% were female. The % of females participating in Smart Exporter 2 has increased compared to 43% female and 57% males supported in Smart Exporter 1</p>	<p>Participation forms collated from Smart Exporter 2 (October 2013- June 2015)</p>
<p>Of the 197 participants surveyed in Smart Exporter 2, 38% were in the 25-40 age group compared to 30% in this age group in Smart Exporter 1. The number of males was greater (54%) than the number of females (46%) in the 25 to 40 age group compared to 42% of males and 58% in Smart Exporter 1. However, In the 41 to 50 age the % of females has increased in Smart Exporter 2 48% from 45% in Smart Exporter 1. The % of males has subsequently reduced in this age group from 55% to 52%. The figures for the 20-24 age bracket are the same for both programmes at 4%, with a higher proportion females (67%) to males (33%). This may be due export managers tending to be more experienced members of staff.</p>	<p>Participation forms collated from Smart Exporter H & I 1 (March 2011 – September 2013)</p>
<p>The ethnic background statistics are similar between the two programmes with 94% of participants selecting White (Scottish, Other, Other British, Irish, Other White). In Smart Exporter 2 3% are from mixed background or other ethnic background. The numbers of Asians are low in both programmes. The ethnic classifications are not the same for the two programmes so we are unable to make any further comparisons.</p>	

2% of participants declared they had a disability in Smart Exporter 2 compared to 4% in Smart Exporter 1.

If you think people may be negatively affected and this could be unlawful contact HIE's Equalities Manager now to clarify the potential impact and remove any unlawful provisions from your proposal.

Question 5

Which groups of people do you think will be affected most by the proposal? Please tick any that apply and complete the relevant information.

Consider whether there is potential for discrimination (including inadvertent discrimination), for advancing equality of opportunity or for fostering good relations.

Please tick	Protected characteristics
√	<p>Age - people of a particular age or younger or older people</p> <p>Positive impact identified ☺ The increase in the use of digital services to deliver international services could be of particular benefit for people who prefer communication through digital media e.g. there is evidence that use of social media reaches more young people.</p> <p>The programme will, however, ensure that alternative means of communication continue to be used.</p> <p>Negative impact identified ☹</p>
√	<p>Disability - people who have a disability</p> <p>Positive impact identified ☺ The increase in the use of digital services through the use of adaptive technologies to deliver international services could be of particular benefit for people who have a range of disabilities.</p> <p>The programme will continue to ensure that venues or event/training content are accessible and training organisers are required to demonstrate how these courses will address specific needs of participants.</p> <p>Negative impact identified ☹</p>
√	<p>Gender - men or women</p> <p>Positive impact identified ☺ The percentage of 41-50 aged women participating in Smart Exporter 2 increased to 46% from 36% in Smart Exporter 1. However there is still a need to attract more women into leadership roles (business leadership data suggests women represent around one third of business leaders in the Highlands and Islands). Higher representation of women in the Smart Exporter programme suggests this will increase the capacity of women in the business community.</p> <p>The programme has identified that women age 55+ were underrepresented in Smart Exporter</p>

	2. The IHI programme may provide an opportunity to increase the proportion of 55+ women on the programme by exploring new state aid schemes.
	Negative impact identified ☹️
	Gender-reassignment - people who have undergone or plan to undergo gender re-assignment
	Positive impact identified 😊
	Negative impact identified ☹️
	Marriage or civil partnership - people who are married or in a civil partnership
	Positive impact identified 😊
	Negative impact identified ☹️
	Pregnancy and maternity - women who are pregnant or linked to maternity
	Positive impact identified 😊
	Negative impact identified ☹️
√	Race - people of diverse race, nationality or ethnicity
	Positive impact identified 😊 The programme will have a positive impact because we will ensure that training and events delivery address the specific needs of all participants e.g. for participants where English is not their first language.
	Negative impact identified ☹️
√	Religion or belief - people of diverse faiths or beliefs
	Positive impact identified 😊 The programme will have a positive impact because we will ensure that training and events delivery address the specific needs of all participants e.g. awareness of and sensitivity of different cultural needs.
	Negative impact identified ☹️
	Sexual orientation - people of different sexual orientation

	Positive impact identified ☺
	Negative impact identified ☹

Question 6

Are there any evidence gaps which prevent you from understanding fully the likely impact on people affected? If so, identify the evidence gaps which you wish to fill:

We have had difficulty ensuring that participants complete the Participation Registration form. We will build on the existing monitoring information and ensure that is informative for future analysis.

What steps will you now take to fill those evidence gaps?

Information gathering: Piloting an on-line participation form.

Consultation or involvement:
Not applicable

Question 7

Where relevant, once you have gathered more information or carried out consultation or involvement activity, what additional insight have you gained about how people will be affected by your proposal?

You may wish to fill the evidence gap before proceeding with the proposal or continue and incorporate the findings as the proposal is implemented. This will depend on the nature and significance of the gap.

Not applicable

Question 8

Gaelic language

HIE's *Gaelic Plan* ([hyperlink](#)) emphasises use of Gaelic as an asset for generating economic and social value. **Identify below how your proposal may add to Gaelic's contribution to the delivery of HIE's organisational priorities and let a member of *Buidheann a'Phlana Gaidhlig* (email?) know.**

Not applicable

Question 9

Integrating equality in the 2014-2020 European Structural Funds Programmes

All funded projects (2014-2020) are required to carry out an equality (people) impact assessment. **Refer to the guidance notes for specific requirements and summarise the relevant findings below.**

- **Equal Opportunities** - the Equality Impact Assessment has identified that the delivery of the programme will accommodate the needs of a range of people, with the view to increasing the proportion of under represented groups; age, disability, gender and race by the use of e.g. digital technology, adaptive technology and accommodating the needs of individuals whose first language is not English.

- **Social Inclusion** - the programme has identified that rural businesses can be disadvantaged due to distance from international markets and associated additional costs. These issues will be addressed by organising events in local areas, maximising the use of digital technologies and offer travel grants to support businesses in rural locations.

Question 10

Rurality

HIE aims to address the challenges of access faced by rural populations, both business and community-based, to ensure they are not disadvantaged as a result of geographic location. **In what way(s) will your proposal address issues of rurality?**

- Rural businesses can be disadvantaged due to distance from international markets and associated additional costs. Whilst transport of goods has to be addressed by the business, HIE may be able to assist with travel costs for training and networking. International Market Event travel grants should offer additional support for rural businesses. Where possible events will be held in local areas and the programme will maximise the use of digital technology to deliver on-line international trade services e.g. webinars with playback facilities, business clinics using Lync technology. This minimises potential disadvantage faced by people living and working in rural areas. It will benefit geographical dispersed businesses, particularly micro businesses with limited staff resources (eg staff will be able to access the services later in the day).

Question 11

If you ticked question 1b) this indicated that your proposal will contribute to at least one of the three aims of the General Equality Duty:

- eliminating unlawful discrimination, victimisation or harassment
 - which may result in less favourable treatment
 - give rise to indirect discrimination
 - lead to discrimination arising from disability
 - may fail to build in reasonable adjustments
- advancing equality of opportunity:-
 - by removing or minimising disadvantage for a group(s) of people
 - by meeting the needs of particular groups which are different from the needs of others
 - by encouraging participation in public life for a group(s) of people
 - by taking account of disabled people's impairments
- fostering good relations:-
 - by tackling prejudice
 - by promoting understanding between groups of people

Briefly outline the way(s) in which your proposal will contribute to this:-

By addressing inequalities the programme should be able to increase participation by currently under represented groups which will contribute towards inclusive growth.

This is an opportunity to address inequality in participation, evidenced by previous Smart Exporter Programmes eg older women, workers from EU accession countries. This can be achieved by using monitoring. Information to understand groups that might be under represented in the programme, and by exploring ways of eliminating barriers to participation eg timing of events and maximising use of digital technologies.

Question 12

Economic, social and cultural (human) rights

HIE has an obligation under the Human Rights Act 1998 to ensure that people's rights are respected in all we do. HIE is particularly well placed to create the conditions in which economic, social and cultural rights can be realised, such as working towards :-

- an adequate standard of living e.g. developing the minimum income standard, addressing poverty
- access for all to well paid employment e.g. supporting job creation, increasing income levels
- just and favourable work conditions e.g. providing favourable internal employment policies and influencing businesses to apply inclusive employment practices
- social participation and community confidence e.g. encouraging inclusive practices in community capacity building and representation

While equality focusses on the relative experiences of groups of people, taking a human rights approach aims to raise overall standards and protect against universally poor treatment.

In what way(s) will your proposal help people realise their economic, social or cultural rights?

- There is a requirement for specialist advisers, HIE account managers and international managers for hire to be aware of ethical trading and human rights responsibilities when operating in an international environment, as outlined in the United Nation's "Guiding principles on Business and Human Rights". HIE staff training will include the implications for businesses of ethical trading, and Preparing to Export courses will incorporate awareness of human rights issues for companies operating in international markets.

Section C - using knowledge of impact

It is important that you act on the information about the impact of your proposal on specific groups of people identified in Section B.

Question 13

What actions will you now take to make sure the information about impact on people is incorporated in your proposal?

This might include amending a draft policy, carrying out consultation with a specific group of people or developing a feedback process for programme participants. Actions should be proportionate to the aims of your proposal.

Action to be taken	By whom	By when
Review equality monitoring and how we collate information.	International team/HIE Equality Manager	December 2015
Collate information by sector/gender	IHI Project Coordinator	On-going
Incorporate UN 'Guiding principles on Business and Human Rights training into staff and Preparing to Export training	Programme Manager	July 2016

Question 14

How will you ensure that you understand the actual impact experienced by people as your proposal is delivered? This might be by gathering event or programme feedback which allows analysis by gender, age, disability etc. or information about the workforce demographics of appointments to jobs created.

Method of monitoring actual impact	By whom	By when
Participation registration forms (PRFs)	International H & Is Coordinator	Completed after each event
Participant evaluations forms	External consultants/HIE International staff	Completed after each event
Programme review	External consultants	Late 2018

Question 15

When will you review actual impact?

This should be an integral part of your normal policy or project review process and should help you identify whether your proposal has been successful in achieving positive or minimising negative impact.

Review process	By whom	By when
Programme review at end of current programme	Senior Programme Manager – International Highlands and Islands	Late 2018

Question 16

Procurement : HIE proposals which include procurement activity at OJEU level must consider whether to include contract award or performance criteria related to equality. **Where relevant, how will you help eliminate discrimination, advance equality or foster good relations between people through contract award or performance criteria when procuring goods, services or advice?**

You should also refer to the guidance on equality contained in procurement documentation.

Award criteria to be included at tender stage:

- In any relevant procurement clauses will be included to ensure that providers deliver the programme in a way which meets the needs of specific groups of people.

How you will evaluate the award criteria:

As an integral part of contract management

Contract performance criteria:

Contract awards will include equality reviews to review how specific equality issues raised or experienced have been handled by the contractor?

How you will monitor delivery of performance conditions:

As an integral part of contract management

Assessment of how effective award or contract performance criteria have been in addressing inequalities or disadvantage or in promoting equality should be completed as an integral part of the procurement contract review process.

Signing off the completed assessment

The outcome of the assessment must be reflected in relevant project or policy approval papers. It should outline as appropriate:

- a summary of positive and negative impact identified for specific groups of people and how your proposal maximises positive impact or minimises negative impact (Qs 5, 13 and 14)
- how your proposal helps achieve HIE's equality outcomes (Q1)
- how your proposal helps eliminate discrimination, advance equality or foster good relations (meeting the General Equality Duty) (Qs 1 and 11)
- how your proposal helps people realise their economic, social and cultural (human) rights (Q12)
- any equality considerations to be included in contract award or performance criteria (Q16)
- ways in which your proposal:
 - adds to Gaelic's contributes to HIE's organisational priorities (Q8)
 - meets EU funding requirements on social inclusion (Q9)
 - addresses issues of rurality (Q10)

Equality impact

An Equality Impact Assessment (EqIA) was undertaken for this programme. The programme is expected to continue to have a positive impact on individuals working in 350 - 400 account and non-account managed businesses and social enterprises, with the ambition, capability and expertise to grow their business internationally. In terms of the General Equality Duty, it has the potential to advance equality in relation to age, gender, race or disability.

The following key issues emerged from the EqIA:

- There is a requirement for specialist advisers, HIE account managers and international managers for hire to be aware of ethical trading and human rights responsibilities when operating in an international environment, as outlined in the United Nation's "Guiding principles on Business and Human Rights". A request will be made to ensure that HIE staff training will include the implications for businesses of ethical trading, and Preparing to Export courses will incorporate human rights issues for companies operating in international markets.
- Rural businesses can be disadvantaged due to distance from international markets and associated additional costs. Whilst transport of goods has to be addressed by the business, HIE may be able to assist with travel costs for training and networking. International Market Event travel grants should offer additional support for rural businesses. Where possible events will be held in local areas and the programme will maximise the use of digital technology e.g. webinars with playback facilities, business clinics using Lync technology. This minimises potential disadvantage faced by people living and working in rural areas.
- Programme development has drawn on participation and feedback data from previous Smart Exporter programmes. This showed that some groups (e.g. business women) tend to be under-represented on HIE's programmes, reinforcing existing under-representation in the business community. Addressing this imbalance would support HIE's equality outcome to increase the number of women in leadership roles in the Highlands and Islands. We recognise that the data collation process can be improved and an on-line equality form is being piloted. Consequently greater use will be made of monitoring participant equality characteristics and feedback to identify ways to increase the reach and inclusiveness of the programme. Use of procurement award and contract performance criteria will ensure that event delivery and production of Marketing materials such as case studies are inclusive.

Completed impact assessments must be published to demonstrate that we have paid due regard to equality in the development and delivery of our functions. They are published on HIE's website, but you should also consider sharing the assessment with those who participated in its completion, including any equality groups consulted and stakeholders or partner agencies.

Senior Responsible Officer (name): <u>MARTIN JOHNSON</u>	
Job Title: <u>REGIONAL HEAD OF</u> <u>TRADE & INVESTMENT.</u>	Contact Number: <u>07769935798</u>
Date of signing off completed assessment: 16/12/2015	

HIE's Equalities Manager will arrange for the assessment to be published. Please ensure that you send a scanned copy of the signed assessment.