

## Equality Impact Analysis (EIA) Resident/Service User

Please refer to the guidance and initial Equality Impact Analysis before completing this form.

<b>1. Details of function, policy, procedure or service:</b>	
Title of what is being assessed: Developing the London Borough of Barnet’s approach to Crowdfunding	
Is it a new or revised function, policy, procedure or service? New function	
Department and Section: Strategy Unit – Commissioning/ Barnet Innovation Lab – CSG	
Date assessment completed: 13/10/2016	
<b>2. Names and roles of people completing this assessment:</b>	
Lead officer	Hannah Chillingworth, Strategy Officer
Stakeholder groups	Barnet Innovation Lab, Re, CSG, Commissioning Group, Spacehive
Representative from internal stakeholders	Jamie Robinson (Barnet Innovation Lab)
Representative from external stakeholders	Niraj Dattani (Spacehive)
Delivery Unit Equalities Network rep	Lesley Holland, Equalities Policy Officer
Performance Management rep	N/A
HR rep (for employment related issues)	N/A
<b>3. Full description of function, policy, procedure or service:</b>	
<p>It is proposed to deliver the London Borough of Barnet’s (LBB) approach to crowdfunding (a method by which a large number of people contribute to the funding of a project, typically via the internet) (the Crowdfunding Project) through the Barnet Innovation Lab (BIL). BIL is being developed jointly by LBB and Capita plc to support sustainable innovation by bringing to life new ideas that will deliver improved outcomes for residents and reduce costs for LBB and partners.</p> <p>The challenge that the Crowdfunding Project seeks to address is set out in LBB’s corporate plan: how to support more resilient communities by working with residents to increase self-sufficiency, reduce reliance on statutory services and tailor services to their needs.</p> <p>The Crowdfunding Projects will reflect the needs and aspirations of the rich diversity of LBB residents; data relating to LBB’s population can be found on the Data Dashboard</p>	

<https://employeeportal.lbbarnet.local/home/departments-and-services/central-services/Barnet-Facts-and-Figures/census-population-projections/population-projections-demography.html>)

The BIL uses a three stage approach:

1. investigate
2. pilot
3. scale.

The Crowdfunding Project is entering BIL at the pilot stage and the intention is to reach a scalable solution.

The Crowdfunding Project seeks to address the following questions:

- How could residents and businesses be supported to improve their local areas, either through physical regeneration or civic activities/initiatives that tackle local issues?
- Could the Crowdfunding Project help LBB learn more from communities about how best to use scarce resources to enhance LBB?
- Could LBB reach more people and save money by aligning public resources with the Crowdfunding Project?

Throughout the initial pilot stage, the Crowdfunding Project will work across LBB and with Re, CSG and Spacehive (a crowdfunding platform for civic projects that allows anyone to propose and fund ideas for changing the spaces they live in) to pilot the creation of a £50,000 fund to invest in helping to transform communities.

The desired outcomes of the pilot are to:

- Support the successful development of between six and ten community led initiatives that will result in a positive impact on the local area concerned, with the Crowdfunding Project being fully funded by the end of the project period (3-6 months from July 5<sup>th</sup> 2017);
- Use LBB and Capita resources to leverage crowdfunding from other organisations, such as private businesses, and from the community; and
- Use Spacehive's online crowdfunding platform to reach a wider section of the community and achieve greater impact through empowering and equipping communities to do more.

The Crowdfunding Project timescales are that it will be running for between three and six months from July 5<sup>th</sup> 2017. In keeping with BIL methodology; this is a pilot project and all 'lessons learned' will be used to inform development of LBB's future approach to crowdfunding.

As Spacehive's crowdfunding platform is online, there is a risk that those who are not digitally included may not be able to engage with the Crowdfunding Project; however, in line with the development of LBB's Digital Inclusion Strategy (DIS) there are a number of initiatives in place to support those who are willing and able to get online. However, it is recognised that there will be a subset of people who either do not want online access or who are unable to use digital access means – this does not mean that they are unable to engage with the Crowdfunding Project. There are a number of offline roles required for the Crowdfunding Project such as the conception of an idea, rounding up support for the idea prior to launching, and encouraging the community to donate to the cause.

The launch of the crowdfunding platform will not be confined to online channels; there will also be posters and events in the community which will widen the audience and ensure awareness giving as many residents as possible the opportunity to engage and take part in the

Crowdfunding Project. This approach is supported by research. Although Nesta (2015) note that those who use civic crowdfunding platforms tend to be those who are already online and understand how crowdfunding works, Stiver et al (2014) state that civic crowdfunding creates the conditions for successful intermingling of the online and offline because community drives project activity and therefore communities both online and offline are a characteristic of civic crowdfunding.

The crowdfunding platform is an open platform and therefore all voluntary, community and faith groups will have access to it in line with LBB's Customer Transformation Programme and DIS. The access route will be web based/online unless the Voluntary and Community Sector (VCS) group is digitally excluded and mitigation is not possible under the DIS. This Equality Impact Assessment considers access to the crowdfunding platform and where relevant, the ability to donate.

<p><b>How are the equality strands affected?</b> <i>Please detail the effects on each equality strand, and any mitigating action you have taken so far. Please include any relevant data. If you do not have relevant data please explain why.</i></p>			
Equality Strand	Affected?	Please explain how affected	What action has been taken already to mitigate this? What further action is planned to mitigate this?
1. Age	Yes <input checked="" type="checkbox"/> / No <input type="checkbox"/>	Older residents are more likely to be digitally excluded	As part of LBB's Customer Access Strategy, a Digital Inclusion Strategy (DIS) is being developed which identifies the need for specific interventions to help older people access LBB services online and aims to ensure that all those who are willing and able can get online. However, although the crowdfunding platform is online, not all crowdfunding activity is, and not all advertising of the crowdfunding platform will be done through digital means. This will ensure that those who are digitally excluded are still made aware of the crowdfunding platform and are able to get involved in other aspects of crowdfunding projects that are posted onto the crowdfunding platform, such as the design stage of the Crowdfunding Project and canvassing support.
2. Disability	Yes <input checked="" type="checkbox"/> / No <input type="checkbox"/>	Residents with learning disabilities, visual impairments, or physical limitations may be less able to use computers or other connective devices that will allow access to the crowdfunding platform	The launch of the crowdfunding platform will not be confined to digital means; there will be posters and events to support the launch within the community. This means that those residents unable to access or use laptops or tablets for example will not be missed during the promotion period. Additionally, those residents

			without online access will be able to participate in crowdfunding activity in other ways; there is a significant amount of work behind the scenes in the campaigns to support crowdfunding projects which does not require online access.
<b>3.</b> Gender reassignment	Yes <input type="checkbox"/> / No <input checked="" type="checkbox"/>	No impact identified	/
<b>4.</b> Pregnancy and maternity	Yes <input type="checkbox"/> / No <input checked="" type="checkbox"/>	No impact identified	/
<b>5.</b> Race / Ethnicity	Yes <input type="checkbox"/> / No <input checked="" type="checkbox"/>	Although those who have English as a second language may not engage as much with online services due to potential language barriers, LBB currently offers a built-in service to its website powered by Google Translate, and the option of Google Translate will still be available to those using the crowdfunding platform. Note that LBB does not offer face to face translation services therefore online services actually increase accessibility in terms of real-time translation	/
<b>6.</b> Religion or belief	Yes <input type="checkbox"/> / No <input checked="" type="checkbox"/>	No impact identified	/
<b>7.</b> Gender / sex	Yes <input type="checkbox"/> / No <input checked="" type="checkbox"/>	No impact identified	/
<b>8.</b> Sexual orientation	Yes <input type="checkbox"/> / No <input checked="" type="checkbox"/>	No impact identified	/
<b>9.</b> Marital Status	Yes <input type="checkbox"/> / No <input checked="" type="checkbox"/>	No impact identified	/
<b>10.</b> Other key groups?	Yes <input checked="" type="checkbox"/> / No <input type="checkbox"/>		
Carers	Yes <input type="checkbox"/> / No <input checked="" type="checkbox"/>	Please assess Young, Parent and Adult carer.	/

People with mental health issues	Yes <input type="checkbox"/> / No <input checked="" type="checkbox"/>		/	
Some families and lone parents	Yes <input type="checkbox"/> / No <input checked="" type="checkbox"/>		/	
People with a low income	Yes <input checked="" type="checkbox"/> / No <input type="checkbox"/>	Residents on a low income may not have computers or other devices to access the internet and may feel excluded through being unable to financially contribute to crowdfunding projects	There is no minimum amount to donate to a crowdfunding project and there are other ways in which residents can get involved, for example through donating their time to help with promotional materials or canvassing support.	
Unemployed people	Yes <input type="checkbox"/> / No <input checked="" type="checkbox"/>			/
Young people not in employment education or training	Yes <input type="checkbox"/> / No <input checked="" type="checkbox"/>			/

<b>4. What will be the impact of delivery of any proposals on satisfaction ratings amongst different groups of residents?</b>
Current levels of satisfaction with LBB are high, with 77% of residents feeling that LBB are doing a good job (RPS, spring 2016). This pilot falls under the corporate priority to increase community resilience and as such will instil confidence in LBB’s support within the community to increase participation and engagement. The proposal is to provide the community with a new platform to enable them to campaign for crowdfunding projects that will improve the areas in which they live, and have more say in the areas they love.
<b>5. How does the proposal enhance LBB’s reputation as a good place to work and live?</b>
Implementing a crowdfunding approach will allow an opportunity for the community to put forward projects to improve where they live and help them raise the funds required to implement them. The crowdfunding platform also provides an opportunity for businesses to support local projects and therefore meet their Corporate Social Responsibility agendas. In order to be successful, crowdfunding initiatives have to gain the support of local people which means that the public have the opportunity to have more of a say in improving LBB.
<b>6. How will members of LBB’s diverse communities feel more confident about LBB and the manner in which it conducts its business?</b>

This pilot supports LBB's priority of building resilient communities by empowering residents to engage with their communities and champion projects that they care about and that will benefit their local area. Communities across LBB can be confident in LBB supporting residents to become more involved in their communities.

**7. Please outline what measures and methods have been designed to monitor the application of the policy or service, the achievement of intended outcomes and the identification of any unintended or adverse impact?** *Include information about the groups of people affected by this proposal. Include how frequently the monitoring will be conducted and who will be made aware of the analysis and outcomes? This should include key decision makers. Include these measures in the Equality Improvement Plan (section 16)*

The success of the pilot will be measured through the number of successful crowdfunding projects that raise sufficient funding to implement a specific project. Insight will be used to target areas where it is anticipated there will be a high success rate, as well as areas where residents are currently not very engaged with the community. This will instil confidence by ensuring that a level of successful crowdfunding projects are funded and reach out to those communities that do not engage through other routes. It will empower and encourage those communities to get involved in future crowdfunding projects and do something for the community.

**8. How will the new proposals enable LBB council to promote good relations between different communities?** *Include whether proposals bring different groups of people together, does the proposal have the potential to lead to resentment between different groups of people and how might you be able to compensate for perceptions of differential treatment or whether implications are explained.*

The crowdfunding platform is open so that people from all backgrounds are able to support a crowdfunding project or get involved in other ways. According to the most recent Residents' Perception Survey (Spring 2016), 85% of residents agree that residents from different backgrounds live harmoniously in LBB and this proposal has the potential to bring even more people together from different backgrounds to reach a common aim.

**9. How have employees and residents with different needs been consulted on the anticipated impact of this proposal? How have any comments influenced the final proposal?** *Please include information about any prior consultation on the proposal been undertaken, and any dissatisfaction with it from a particular section of the community. Please refer to Table 2*

There has been no formal consultation on the proposal; however, the project plan has been developed in conjunction with officers across LBB and Spacehive, who have extensive experience on working in the community to launch crowdfunding projects. It is anticipated that there will be community events at which the crowdfunding platform will be launched to increase awareness and help residents to understand how crowdfunding could be of benefit to them.

## Overall Assessment

10. Overall impact		
Positive Impact	Negative Impact or Impact Not Known <sup>1</sup>	No Impact
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Scale of Impact		
Positive impact:	Negative Impact or Impact Not Known	
Minimal <input checked="" type="checkbox"/> Significant <input type="checkbox"/>	Minimal <input type="checkbox"/> Significant <input type="checkbox"/>	

12. Outcome			
No change to decision	Adjustment needed to decision	Continue with decision <i>(despite adverse impact / missed opportunity)</i>	If significant negative impact - Stop / rethink
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<sup>1</sup> 'Impact Not Known' – tick this box if there is no up-to-date data or information to show the effects or outcomes of the function, policy, procedure or service on all of the equality strands.



**13. Please give full explanation for how the overall assessment and outcome was decided.**

Developing an approach to crowdfunding in LBB provides another way of enabling communities to put forward projects that they believe will benefit their local area and drawing on resources from the community to raise funds to make these proposals a reality.

This links to the corporate priority of building community resilience and shows that LBB is supporting and enabling communities to participate and take responsibility for the area in which they live.

Implementing the crowdfunding platform will impact positively on residents as it provides them with a route to raising funds for crowdfunding projects that are important to them. Although the crowdfunding platform is online, there is no negative differential impact on any of the protected characteristics because LBB's DIS addresses mitigations for residents who are digitally excluded. Furthermore, crowdfunding projects are not confined to the digital space and there are multiple areas where residents can get involved without having to engage with the crowdfunding platform itself.

Any promotional aspect of the crowdfunding platform will be across a broad range of media (including events in the community and posters), as well as online through social media.

