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| Title of proposed EIA | Perry Barr 2040 Regeneration Framework Consultation |
| Reference No | EQUA704 |
| EA is in support of | New Strategy |
| Review Frequency | Six Months |
| Date of first review | 27/12/2021 |
| Directorate | Inclusive Growth |
| Division | Planning and Development |
| Service Area | North West Planning and Development |
| Responsible Officer(s) | <input type="checkbox"/> Charis Blythe |
| Quality Control Officer(s) | <input type="checkbox"/> Richard Woodland |
| Accountable Officer(s) | <input type="checkbox"/> Simon Delahunty-Forrest |
| Purpose of proposal | Consultation on Perry Barr 2040 Regeneration Framework |
| Data sources | Consultation Results; relevant reports/strategies; relevant research |
| Please include any other sources of data | |
| ASSESS THE IMPACT AGAINST THE PROTECTED CHARACTERISTICS | |
| Protected characteristic: Age | Service Users / Stakeholders; Wider Community |
| Age details: | <p>The Perry Barr 2040 Regeneration Framework will include a Masterplan and Delivery Plan. It is being developed to ensure that the inclusive growth benefits of the existing investment in the area are captured for all. A robust baseline including demographic information, and early engagement with a range of stakeholders and community groups has helped inform draft proposals which are now the subject of consultation, as well as the approach to consultation.</p> <p>Consultation on the draft masterplan will be published online and all those on the consultation database, as well as other groups identified through early engagement meetings will be notified. This includes a wide range of contacts covering voluntary, ethnic, religious, disability, environmental and</p> |

businesses groups, statutory bodies and other key stakeholders.

The consultation approach included working with Youth Services to undertake targeted engagement with under 18s who are regularly underrepresented in planning consultations. This includes a tailored survey, focus groups and photo competition to capture the views of young people on the proposals.

As the consultation is taking place during a time of Covid-19 restrictions, a lot of the consultation materials and events will be online and there will be less opportunities for the public to attend drop in events or public meetings. This could impact more on the older generation who can be less comfortable with technology. In order to mitigate this a specific event has been organised through Neighbourhoods with a group of older residents from the Perry Barr area to ensure the views of this demographic is captured. A number of 'walking tours' are also being considered, which would enable people with interests in particular projects or geographical areas to engage with officers whilst exploring opportunities on the ground. The logistics of these are still being finalised, but it is considered that these would provide an additional and perhaps more comfortable opportunity to engage for those less inclined to do so online. This will also be mitigated through providing printed copies of the masterplan on request and having paper copies of the document available in the local library.

The masterplan looks to make Perry Barr accessible to all age groups and deliver services at the heart of the community with high quality public transport, walking routes, and better utilisation of green space including for play and wellbeing. It will also deliver more family homes, later living

opportunities, and homes which will meet the needs of all ages.

It is proposed that community panels are established to work with the Council and its partners throughout delivery; there is already great enthusiasm for this from the young people engaged through Youth Services, and this is something we would seek to replicate with older people.

Protected characteristic: Disability

Service Users / Stakeholders; Wider Community

Disability details:

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The early engagement approach included working with the Accessibility Engagement Group established as part of the Alexander Stadium proposal and strengthened to work across the Commonwealth Games. This included presenting the draft masterplan to the group and utilising their networks to reach the wider disabled community. This group will continue to

be engaged through the formal consultation process and into delivery.

The masterplan and supporting consultation materials have been reviewed to ensure it meets the accessible standards and can be accessed by all.

As part of the consultation any request for reasonable adjustments to the consultation process will be made to ensure no individual is unable to respond to the consultation due to a disability. Materials will be made available in different formats on request

The proposed inclusion of in person tours as part of the consultation process will provide opportunities for a different method of engagement. These will be designed to meet the needs of attendees and would reflect different levels of mobility.

The masterplan looks to address issues around how accessible Perry Barr is by including proposals the focus on people friendly environments and tackle poor connectivity between key destinations and public transport. This will help to deliver a Perry Barr that is accessible to all.

Technical design matters will be addressed through accordance with other legislation and planning documents (including Access to People with Disabilities SPD and the Design Guide).

Protected characteristic: Sex

Service Users / Stakeholders; Wider Community

Gender details:

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Early engagement and discussions has included a good balance of genders, and the approach to consultation is designed such that there is no reason to expect this to change.

The masterplan looks to provide a mix of services and facilities that will meet the need to existing and future communities in an environment that is safe and welcoming for all.

It will support the existing retail offer within the district centre and diversify the offer to ensure the centres future. This will help create and protect jobs within the service sector which is historically well respresented by a female workforce, so ensuring the health of the centre should have a positive impact.

Percieved or actual safety concerns will be reduced by the Masterplan proposals which improve the public realm and green spaces for more vulnerable users.

Protected characteristics: Gender Reassignment

Gender reassignment details:

Not Applicable

N/A

Protected characteristics: Marriage and Civil Partnership

Not Applicable

Marriage and civil partnership details:

N/A

Protected characteristics: Pregnancy and Maternity

Service Users / Stakeholders; Wider Community

Pregnancy and maternity details:

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The masterplan looks to provide services such as health care facilities in a central and accessible location, as well as improving active travel choices, public realm and access to green space for the most vulnerable users.

Protected characteristics: Race

Service Users / Stakeholders; Wider Community

Race details:

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Consultation material will be made available in different languages on request.

The masterplan looks to ensure Perry Barr is a neighbourhood that provides services and opportunities for all in an environment that fosters strong community cohesion.

Protected characteristics: Religion or Beliefs

Service Users / Stakeholders; Wider Community

Religion or beliefs details:

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businesses groups, statutory bodies and other key stakeholders.

The consultation approach has included reaching out to all communities by using existing networks through community groups, volunteer groups and faith groups to ensure that everyone knows how they can have their say on the masterplan proposals.

The masterplan looks to ensure Perry Barr is a neighbourhood that provides services and opportunities for all in an environment that fosters strong community cohesion. The masterplan looks to protect and enhance religious buildings within the plan area and provide new non-faith areas/buildings where all the community can come together.

Protected characteristics: Sexual Orientation

Sexual orientation details:

Service Users / Stakeholders; Wider Community

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Socio-economic impacts

The socio-economic health of the Masterplan area at the heart of Perry Barr impacts on the surrounding area and the city as a whole. Through attracting investment, securing jobs and delivering homes the masterplan will have a positive socio-economic impact. Building on the hosting of the Games to transform Perry Barr and provide opportunities for local communities and businesses will deliver a socio-economic legacy. Through the Perry Barr 2040 programme the Council and its partners will maximise the value of development, infrastructure, and real estate as catalysts for inclusive growth through the delivery of social value, community wealth building and the just transition to zero carbon.

Please indicate any actions arising from completing this screening exercise.

This assessment is based on the draft masterplan . The responses received as part of the consultation will be reviewed to identify any potential impacts on protected groups.

Please indicate whether a full impact assessment is recommended

NO

What data has been collected to facilitate the assessment of this policy/proposal?

The masterplan proposals have been produced by consultants in collaboration with City Council officers. A background study has been produced that reviews the demographic, social, economic and environmental data for the area.

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| | Frontloading engagement has been undertaken with partners including education and health providers. Early engagement has also been undertaken with key community and volunteer groups. |
| Consultation analysis | Frontloading engagement has been used to inform the proposals with the masterplan. |
| Adverse impact on any people with protected characteristics. | No adverse impacts were indentified. |
| Could the policy/proposal be modified to reduce or eliminate any adverse impact? | Not necessary, will review again following the consultation. All consultation responses will be assessed and this report updated as part of the Cabinet approval process for the final masterplan. |
| How will the effect(s) of this policy/proposal on equality be monitored? | The masterplan delivers the adopted Birmingham Development Plan so will be monitored through the current policy monitoring processes. Additional monitoring will be captured as part of the Commonwealth Games Legacy reporting, and through other programmes such as Route to Zero. |
| What data is required in the future? | Should other opportunities or requirements for monitoring be identified through this consultation process these will be considered as part of the development of the final Masterplan and Delivery Plan. The Perry Barr 2040 programme will be delivered over the next 2 decades, with regular opportunities for review built in. |
| Are there any adverse impacts on any particular group(s) If yes, please explain your reasons for going ahead. Initial equality impact assessment of your proposal | No |

Consulted People or Groups

Informed People or Groups

Summary and evidence of findings from your EIA

The Perry Barr 2040 Regeneration Framework is being developed to ensure that the inclusive growth benefits of the existing investment in the area are captured for all. A robust baseline including demographic information, and early engagement with a range of stakeholders and community groups has helped inform draft proposals which are now the subject of consultation, as well as the approach to consultation. It is considered that the Regeneration Framework will have an overall positive impact on the local community and no negative impact on protected groups have been identified at this stage.

QUALITY CONTORL SECTION

Submit to the Quality Control Officer for reviewing?

No

Quality Control Officer comments

Decision by Quality Control Officer

Proceed for final approval

Submit draft to Accountable Officer?

No

Decision by Accountable Officer

Approve

Date approved / rejected by the Accountable Officer

Reasons for approval or rejection

Please print and save a PDF copy for your records

No

Julie Bach

Person or Group

Content Type: Item

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