

# Equality Analysis

## Birmingham City Council Analysis Report

<b>EA Name</b>	Retail Birmingham Business Improvement District (BID)
<b>Directorate</b>	Economy
<b>Service Area</b>	P&R Planning And Development
<b>Type</b>	Reviewed Function
<b>EA Summary</b>	To access the equality implications for supporting the re-ballot of Retail Birmingham Improvement District (BID) for a five year term, commencing 1st April 2017
<b>Reference Number</b>	EA001265
<b>Task Group Manager</b>	Russell.D.Poulton@birmingham.gov.uk
<b>Task Group Member</b>	
<b>Date Approved</b>	2016-04-05 01:00:00 +0100
<b>Senior Officer</b>	nigel.godfrey@birmingham.gov.uk
<b>Quality Control Officer</b>	Richard.Woodland@birmingham.gov.uk

### Introduction

The report records the information that has been submitted for this equality analysis in the following format.

#### **Overall Purpose**

This section identifies the purpose of the Policy and which types of individual it affects. It also identifies which equality strands are affected by either a positive or negative differential impact.

#### **Relevant Protected Characteristics**

For each of the identified relevant protected characteristics there are three sections which will have been completed.

- Impact
- Consultation
- Additional Work

If the assessment has raised any issues to be addressed there will also be an action planning section.

The following pages record the answers to the assessment questions with optional comments included by the assessor to clarify or explain any of the answers given or relevant issues.

## 1 Activity Type

The activity has been identified as a Reviewed Function.

## 2 Overall Purpose

### 2.1 What the Activity is for

What is the purpose of this Function and expected outcomes?	A Business Improvement District or BID is where eligible businesses within a defined area vote in a secret Ballot to invest collectively in additional projects and services specifically for their area eg marketing and promotion, street improvements including signage, flowers, festive lights and business support.
---	---

For each strategy, please decide whether it is going to be significantly aided by the Function.

Public Service Excellence	No
A Fair City	No
A Prosperous City	Yes
A Democratic City	Yes

### 2.2 Individuals affected by the policy

Will the policy have an impact on service users/stakeholders?	Yes
Will the policy have an impact on employees?	No
Will the policy have an impact on wider community?	Yes

### 2.3 Analysis on Initial Assessment

1. BIDs are a business led initiative which are developed through significant engagement with businesses. To ensure the feasibility and demand for a BID, BID proposers undertake engagement activity and consultations to assess whether businesses would be interested in participating in a BID. BID proposers also engage with the local authority in its capacity as the Billing Authority, Ballot Holder, custodian of the public realm and planning policy.

The area covered by Retail Birmingham Limited (Retail BID) sits within the boundary of Ladywood Ward. Ladywood Ward contains the city centre and central business district; although there are areas of affluence in and around the city centre, much of the Ladywood Ward is characterised by households of moderate means and there are high levels of deprivation in the district (District Profile, 2014/15).

The 2011 Population Census shows Ladywood Wards population as 31,580, and also having almost double the average Black & Ethnic Minority population of the City. However, within the Retail BID area there are circa 2,000 residents, these groups are not members of the BID company. No equality issues have been identified or foreseen and Retail BID actively promotes the City Centre environment to a diverse range of existing and potential users.

2. The BID will primarily work with its member organisations (businesses) to deliver its agreed activities, and as such the continuation of the BID is unlikely to impact upon groups with protected characteristic.

The key users of the BID will be businesses within the defined BID area, which is predominantly located in Erdington/City Centre (Ladywood Ward).

Residents and footfall passing through the BID area will be indirect users of the services.

There is no specific information on the composition and characteristics of the businesses and footfall within the BID area; though it can be assumed that many customers using the BID area will be employed in the services located in the area, be tourists (for the Retail BID), commuters or residents in the area.

The Retail BID consultation process is currently underway and will run from February 2016 to April 2016. This has been deployed using a number of methods; one to one stakeholder meetings with business owners (such as independent and SME business) and major store managers (House of Fraser, Primark etc). A business survey has

been sent to all BID members (circa 400) in paper and electronic format, as well as being included in the latest Retail BID Edit Magazine, a bi-monthly member communication tool. Feedback is still being collated, but key trends for a third Retail BID term are emerging.

Retail BIDs second term has been, and continues to be, shaped by the significant public realm development works, such as the Midland Metro Extension, Grand central and New Street Station, various infrastructure works running along High Street and New Street and the A38 tunnel improvements. As such, Retail BID continues its remit to support businesses with practical measures to ease the turbulent trading environment, as well as promote and instigate activity within the City Centre.

While Retail BIDs remit for a third term is still being shaped by the ongoing consultation process, it will remain important for the BID to ensure the City Centre is a safe, accessible destination for all existing and potential users irrespective of their background. With over 400 businesses in the area, the current term has seen the BID website used to promote available jobs in the area. In a potential third term, this remit is likely to expand to further training and employee development, ensuring the business members have competent and appropriately trained staff to further their business needs, represent Birmingham from a customer service and welcome prospective, and enhance employee skills for their future career progress.

Retail BIDs third term activities are still out to consultation, but the core priorities of ensuring the City Centre remains a safe, clean and attractive destination are highly likely to remain in place. A dedicated Business Support Officer has the remit to act as eyes on the street to ensure quality levels are maintained, while also addressing in partnership with the Police nuisance issues such as the increase in street begging. These are measures that will retain existing levels of footfall.

Retail BID plans for 2017 - 2022 include;

The Basics - ensuring the city centre is safe, attractive, accessible.

Community Building - Member communications and visits, enhancing local skill training and building on Smile! Birmingham's work.

Experience Economy - building destination appeal and increasing linked trips through more leisure, evening economy, cultural opportunities and the creation and support for City Centre events, to compliment the shopping environment.

Promoting Birmingham City Centre - through all media channels and activity, including digital, print and airtime, increasing Birmingham's online discoverability on a local, national and global scale.

3. The decision to continue with BID is expected to have a positive effect on the local business community as they will benefit individually and equally from the additional services for BID will deliver in their area.

### **3 Concluding Statement on Full Assessment**

Based on the initial analysis, consultation and feedback from stakeholders that the BIDs activities will contribute to equality of opportunity by improving the image and service offer of the local centre.

### **4 Review Date**

30/09/16

### **5 Action Plan**

There are no relevant issues, so no action plans are currently required.