

## Appendix 10

### EQUA84



# Equality Analysis

## Birmingham City Council Analysis Report

<b>EA Name</b>	Soho Road Business Improvement District
<b>Directorate</b>	Place
<b>Service Area</b>	Place - Regulation & Enforcement
<b>Type</b>	New/Proposed Policy
<b>EA Summary</b>	To assess the equality impact of supporting the ballot and renewal of Soho Road Business Improvement District (BID) for a five year term, commencing 1 <sup>st</sup> April 2019
<b>Reference Number</b>	EQUA84
<b>Task Group Manager</b>	Chris Neville
<b>Task Group Member</b>	
<b>Date Approved</b>	2017 06 08 00:00:00 +0000
<b>Senior Manager</b>	Jacqui Kennedy
<b>Quality Control Officer</b>	Place

## Introduction

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

### **Initial Assessment**

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 answers given or relevant issues.

## **1 Activity Type**

The activity has been identified as a New/Proposed Function

## **2 Initial Assessment**

### **2.1 Purpose and Link to Strategic Themes**

What is the purpose of this Function and expected outcomes?

A Business Improvement District (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. E.g. Marketing and promotion, street improvements including signage, flowers and 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?	Yes
Will the policy have an impact on wider community?	Yes

### **2.3 Relevance Test**

Protected Characteristics	Relevant	Full Assessment Required
Age	Not Relevant	No
Disability	Not Relevant	No

Gender	Not Relevant	No
Gender Reassignment	Not Relevant	No
Marriage Civil Partnership	Not Relevant	No
Pregnancy and Maternity	Not Relevant	No
Race	Not Relevant	No
Religion or Belief	Not Relevant	No
Sexual Orientation	Not Relevant	No

## **2.4 Analysis on Initial Assessment**

The majority of the Soho Road BID area is located with the Jewellery Quarter and Soho Ward.

In 2011 the population recorded for Soho Ward was 30,317 people. The Soho Ward population figure includes 19,704 people within the working age category of 16-64 years old.

Approaching half of the working population of Soho Ward (45%) consisted of Asian ethnic minorities compared with 27% for Birmingham in general. Soho Ward also consists of 23% Black ethnic minority compared to 9% for Birmingham in general. The largest ethnic minority groups were Indian at 18% Pakistani at 16% and Caribbean at 14% of working age population.

There is likely to be a positive impact arising from this BID.

In renewing the Soho Road BID, the proposers; Soho Road BID CIC have consulted with over 600 Soho Road BID Levy Payers on proposals for projects and services to deliver in the next five years

The Soho Road BID is proposed to invest across the area through a multitude of themes. The consultation with the local businesses has highlighted that they expect and want the BID to care for the physical aspects of the area; delivering, influencing and partnering on public realm projects to make Soho Road BID an outstanding place. Local businesses would also like to see the area safer and more secure, engage in more national marketing and events for building the business community feel of the area.

The main areas of activity will be focussed on the following themes:

- 1) Business related crime
- 2) Environment
- 3) Promoting Soho Road BID area
- 4) One voice BID Management
- 5) Regeneration and gateway projects

Findings from feasibility and consultation surveys undertaken by Soho Road BID Ltd have shown that the BID can make a significant impact in improving the physical and visual retail and working environment for shoppers, visitors, residents and those that work within the area.

As a stakeholder to the City Council, Soho Road BID feels that the BID should be able to influence and lobby upon issues pertaining to place management, planning and regeneration, highways, parking etc. The BID proposes to work to lobby and influence the decision makers on issues of concern relating to Soho Road and business therein both strategically and operationally.

It is concluded that given the BID objectives and the demographic make-up of the area there is likely to be a positive impact on the community. This is likely to be realised in terms of community safety, jobs and prosperity and a more cohesive community through events and promotional activities.

### **3 Full Assessment**

The assessment questions below are completed for all characteristics identified for full assessment in the initial assessment phase

#### **3.1 Concluding Statement on Full Assessment**

Based on the initial analysis, consultation and feedback from stakeholders that the future Soho Road BID's activities will contribute to equality of opportunity by improving the image and service of the local centre, it is concluded that a full equality assessment will not be required

### **4 Review Date**

01/06/2023

### **5 Action Plan**

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