

Equality Analysis

Birmingham City Council Analysis Report

EA Name	Colmore Business Improvement District
Directorate	Place
Service Area	Place - Regulation & Enforcement
Type	New/Proposed Policy
EA Summary	To assess the equality impact of supporting the ballot and renewal of Colmore Business Improvement District (BID) for a five year term, commencing 1 st April 2019
Reference Number	EA002869
Task Group Manager	Chris Neville
Task Group Member	
Date Approved	2017 06 08 00:00:00 +0000
Senior Manager	Jacqui Kennedy
Quality Control Officer	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 Colmore BID area is located with the Ladywood Ward, Ladywood District.

In 2016 the population recorded for Ladywood District was 142,606 people, of which 34,504 people were identified as living within Ladywood Ward. The Ladywood district population figure represents 12.7% of Birmingham's population. Only 6.5% of the district's population are over 65 (Birmingham 13%, England 18%).

Approaching half of the population of Ladywood (48%) consisted of ethnic minorities compared with 41% for Birmingham in general. The largest ethnic minority groups were Indian and Chinese at 8% each.

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

In renewing the Colmore BID, the proposers; Colmore BID Limited have consulted with over 600 Colmore BID Levy Payers on proposals for projects and services to deliver in the next five years. The Colmore 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 Colmore 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) Public Realm Improvements
- 2) Safety and Security
- 3) Place Marketing
- 4) Community building
- 5) Accessibility & Connectivity
- 6) Business Support

Findings from feasibility and consultation surveys undertaken by Colmore 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, Colmore 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 Colmore 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 Colmore 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.