

Title of proposed EIA	Perry Barr 2040 Regeneration Framework Adoption
Reference No	EQUA759
EA is in support of	New Strategy
Review Frequency	Annually
Date of first review	09/01/2023
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	Adoption of the 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 includes a Masterplan and Delivery Plan. It has been 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, ongoing engagement with stakeholders and a formal public consultation stage has helped inform the proposals.</p> <p>Consultation on the masterplan was published online and all those on the consultation database, as well as other groups identified through early engagement meetings were notified. This includes a wide range of contacts covering voluntary, ethnic, religious, disability, environmental and businesses groups, statutory bodies and other key stakeholders. The consultation included working with</p>

Youth Services to undertake targeted engagement with under 18s who are regularly underrepresented in planning consultations. This includes a tailored survey, focus groups and a walking tour to capture the views of young people on the proposals. The tailored youth survey had 71 responses from young people. This supports the responses on BeHeard (the City Council online consultation survey), where the youngest respondee was in the 20-24 age group.

As the consultation took place during a time of Covid-19 restrictions, a lot of the consultation materials and events were online. This could have impacted more on the older generation who can be less comfortable with technology. In order to mitigate this 'Walking tours' were run and officers had a consultation drop-in stall in Perry Barr One Stop Shopping Centre to ensure the community knew how they could respond to the consultation. Paper copies of the response form were also available in the three local libraries. An engagement session was also held with the Perry Barr Constituency Network (for services for older people) to help spread the word and gather feedback from service providers.

Overall there was a good spread of ages responding to the consultation on BeHeard, with 22 falling in the 20-49 category and 20 in the 50-84 category (5 people did not respond to the question).

The need for services, activities and homes for the elderly was raised in response to the consultation. 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.

Some of the consultation responses suggested that the planned changes and proposed further changes to the highway network in Perry Barr would impact on the elderly as they would make accessing the area in private car more difficult. The proposals in the masterplan look to make Perry Barr more accessible for all and improve access via sustainable modes of transport. Once the improvements are complete those who need to access Perry Barr by car should be able to do so more easily. Also, through improving public transport and the pedestrian accessibility between sites, people of all ability should be able to access Perry Barr via alternatives to car. Detailed highway and public transport proposals will be subject to their own equalities assessments as part of individual project delivery.

During the consultation the need for facilities and activities for young people was raised several times. The masterplan includes several references to providing spaces and activities for young people. This includes within the parks where spaces for teenagers has been proposed along with the potential for youth-based activities within the Urban Centre and Perry Barr Village.

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:

The Perry Barr 2040 Regeneration Framework includes a Masterplan and Delivery Plan. It has been 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, ongoing engagement with stakeholders and a formal public consultation stage has helped inform the proposals.

Consultation on the masterplan was published online and all those on the consultation database, as well as other groups identified through early engagement meetings were notified. This includes a wide range of contacts covering voluntary, ethnic, religious, disability, environmental and businesses groups, statutory bodies and other key stakeholders.

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 has continued to be engaged through the formal consultation process with members attending one of the Officer led engagement tours around Perry Barr.

In response to the question 'Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more?' 6 respondees answered yes, 4 preferred not to say and 34 answered no. The remaining respondees did not answer. This is considered to be representative.

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).

Some of the consultation responses suggested that the planned changes and proposed further changes to the highway network in Perry Barr would impact on access for those with limited mobility as they would make accessing the area in private car more difficult. The proposals in the masterplan look to make Perry Barr more accessible for all and improve access via sustainable modes of transport. Once the improvements are complete those who need to access Perry Barr by car should be able to do so more easily. Also, through improving public transport and the pedestrian accessibility between sites, people of all ability should be able to access Perry Barr via alternatives to car. Detailed highway and public transport proposals will be subject to their own equalities assessments as part of the individual project delivery.

The final masterplan and supporting materials have been reviewed to ensure they meet the accessibility standards and can be accessed by all.

It is proposed that community panels are established to work with the Council and its partners throughout delivery; representation from the disabled community will be sought to ensure the panel represents everyone.

Protected characteristic: Sex

Service Users / Stakeholders; Wider Community

Gender details:

The Perry Barr 2040 Regeneration Framework includes a Masterplan and Delivery Plan. It has been 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, ongoing engagement with stakeholders and a formal public consultation stage has helped inform the proposals.

Consultation on the masterplan was published online and all those on the consultation database, as well as other groups identified through early engagement meetings were notified. This includes a wide range of contacts covering voluntary, ethnic, religious, disability, environmental and businesses groups, statutory bodies and other key stakeholders.

Early engagement and discussions included a good balance of genders, and the approach to consultation was designed to maintain this. The responses to Beheard included 22 male, 16 female, 3 prefer not say and 6 no answers. This is therefore considered to be a reasonable balanced response.

The Youth Survey did however have a higher level of male respondees with 91% being completed by men. This is because the team worked closely with Eden Boys school which is located within the masterplan area of influence.

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 represented by a female workforce, so ensuring the health of the centre should have a positive impact. During the consultation issues around safety, particularly for women and girls was mentioned as a concern. Perceived or actual safety concerns will be reduced by the Masterplan proposals which improve the public realm and green spaces for more vulnerable users. The masterplan also includes proposals that will increase activity in the parks and the Urban Centre in the evenings, providing more natural surveillance and creating a safer Perry Barr for all.

It is proposed that community panels are established to work with the Council and its partners throughout delivery; a balanced approach across all genders will be sought to ensure the panel represents everyone.

Protected characteristics: Gender Reassignment

Not Applicable

Gender reassignment details:

Protected characteristics: Marriage and Civil Partnership

Not Applicable

Marriage and civil partnership details:

Protected characteristics: Pregnancy and Maternity

Service Users / Stakeholders; Wider Community

Pregnancy and maternity details:

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Consultation on the masterplan was published online and all those on the consultation database, as well as other groups identified through early

engagement meetings were notified. This includes a wide range of contacts covering voluntary, ethnic, religious, disability, environmental and businesses groups, statutory bodies and other key stakeholders.

No adverse impacts to this protected group were identified through the consultation responses.

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:

The Perry Barr 2040 Regeneration Framework includes a Masterplan and Delivery Plan. It has been 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, ongoing engagement with stakeholders and a formal public consultation stage has helped inform the proposals.

Consultation on the masterplan was published online and all those on the consultation database, as well as other groups identified through early engagement meetings were notified. This includes a wide range of contacts covering voluntary, ethnic, religious, disability, environmental and businesses groups, statutory bodies and other key stakeholders. The masterplan and consultation was promoted through an Ambur Radio interview and associated social media, as a way of further reaching out to wider BAME communities



In response to the question on BeHeard 'What is your ethnic group', 24 responded English/Welsh/Scottish/Northern Irish/British and 3 responded any other White background. There was also one individual who selected Gypsy or Irish Traveller. 19 respondees chose not to answer the question. The level of response from other ethnic groups is a potential weakness of this stage of the consultation given the multi-cultural nature of Perry Barr. This is somewhat mitigated by the results in the Youth Survey which had a more diverse mix of respondees. Engagement sessions were also held with two local schools – Eden Boys and Broadway – which are well represented by all ethnic groups in the area.

Officers are confident that there was a high level of local awareness around the consultation. Leaflets were sent to all households within the masterplan boundary area and officers also manned a consultation stall in One Stop Shopping Centre in order to talk to the local community and those visiting Perry Barr about the proposals within the masterplan and explain how they can have their say. During the three days in One Stop officers spoke to and gave leaflets to around 540 individuals. Consultation material was also made available in different languages on request. During the consultation efforts have also been made to reach out to active community groups through the Parks, sports, and religious groups. Further details can be found in the supporting Consultation Statement

No adverse impacts to this protected group were identified through the consultation responses.

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.

It is proposed that community panels are established to work with the Council and its partners throughout delivery. The panel will be made of individuals who represent the diverse communities of Perry Barr. There has already been significant interest in registering for future PB2040 panel membership from wide cross section of community more reflective of local demographic profile.

Protected characteristics: Religion or Beliefs

Service Users / Stakeholders; Wider Community

Religion or beliefs details:

The Perry Barr 2040 Regeneration Framework includes a Masterplan and Delivery Plan. It has been 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, ongoing engagement with stakeholders and a formal public consultation stage has helped inform the proposals.

Consultation on the masterplan was published online and all those on the consultation database, as well as other groups identified through early engagement meetings were notified. This includes a wide range of contacts covering voluntary, ethnic, religious, disability, environmental and businesses groups, statutory bodies and other key stakeholders.

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

During the consultation the local churches and mosques were contacted to ask them to distribute the consultation materials within their communities. In response to the BeHeard question 'What is your religion or belief?' 14 respondees selected no religion, 11 Christian, 4 Muslin and 2 Hindu. 9 respondees selected prefer not to say and 7 did not answer the question. This provides a reasonable representation of the different faiths in the area.

No adverse impacts to this protected group were identified through the consultation responses.

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, with specific proposals for those buildings that fall within the plan area. These proposals have been discussed with the relevant stakeholders and work will continue with all religious groups within the Perry Barr area as detailed proposals are developed further.

The need for none faith-based buildings was raised through the consultation and the masterplan includes several opportunities for new non-faith areas/buildings where all the community can come together.

It is proposed that community panels are established to work with the Council and its partners throughout delivery. The panel will be made of individuals who represent the diverse communities of Perry Barr

Protected characteristics: Sexual Orientation

Service Users / Stakeholders; Wider Community

Sexual orientation details:

The Perry Barr 2040 Regeneration

Framework includes a Masterplan and Delivery Plan. It has been 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, ongoing engagement with stakeholders and a formal public consultation stage has helped inform the proposals.

Consultation on the masterplan was published online and all those on the consultation database, as well as other groups identified through early engagement meetings were notified. This includes a wide range of contacts covering voluntary, ethnic, religious, disability, environmental and businesses groups, statutory bodies and other key stakeholders.

No adverse impacts to this protected group were identified through the consultation responses.

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.

It is proposed that community panels are established to work with the Council and its partners throughout delivery. The panel will be made of individuals who represent the diverse communities of Perry Barr

## 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.

The socio-economic impacts of the masterplan and the regeneration of Perry Barr will be monitored further through the Delivery Plan and Social Value indicators that have been developed.

Please indicate any actions arising from completing this screening exercise.

The consultation responses have been used to inform the final masterplan and through this process any potential impact on protected groups have been addressed. The masterplan will be monitored and individual projects subject to their own assessments, as such no further action is needed as a result of this screening exercise.

Please indicate whether a full impact assessment is recommended

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. Frontloading engagement has been undertaken with partners including education and health providers. Early engagement has also been undertaken with key community and volunteer groups. The responses to the formal public consultation have informed the final masterplan proposals.

Consultation analysis

Overall 75 formal responses to the consultation were received, with another 71 responses to the tailored youth survey. An estimate of 90

individuals took part in a consultation event or public meeting, with a further estimated 550 members of the public being spoken to during the consultation stall at One Stop.

Many of the responses were positive about the masterplan and agreed this was the right approach to provide a strategy that supports the transformation of Perry Barr. The projects and initiatives identified in the masterplan were well received with many respondees suggesting additions rather than disagreeing with the priorities. There were several suggestions for alterations and additions to the masterplan which have resulted in positive changes to the document.

Adverse impact on any people with protected characteristics.

No adverse impacts were identified.

Could the policy/proposal be modified to reduce or eliminate any adverse impact?

No adverse impacts were identified.

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?

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)

No

If yes, please explain your reasons for going ahead.

No

Initial equality impact assessment of your proposal

The Perry Barr 2040 Regeneration Framework has been 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, early engagement with a range of stakeholders and public consultation have helped inform the proposals within the final masterplan. 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.

Consulted People or Groups

Informed People or Groups

Summary and evidence of findings from your EIA

The Masterplan has been informed by an evidence base and ongoing engagement.

There will be positive outcomes for the local population including new homes, job opportunities, improved environmental quality and infrastructure delivery. No adverse impacts on protected groups have been identified.

Major projects identified in the masterplan will need to be subject to their own Equalities Analysis as part of their development where the City Council has involvement (e.g. considering mobility issues and the protected characteristics in developing transport projects).

Equalities issues will also be assessed in relevant ways as part of the determination of planning applications for developments in Perry Barr.

Public consultation was undertaken as set out in the engagement strategy, in line with the requirements and guidance in the Statement of Community Involvement.

## QUALITY CONTROL SECTION

Submit to the Quality Control Officer for reviewing?

No

Quality Control Officer comments

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

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