

# Equality Analysis

## Birmingham City Council Analysis Report

<b>EA Name</b>	Erdington Business Improvement District
<b>Directorate</b>	Economy
<b>Service Area</b>	P&R Planning And Development
<b>Type</b>	New/Proposed Function
<b>EA Summary</b>	To assess the equality implications for supporting the re-ballot of Erdington Business Improvement District (BID) for a five year term, commencing in 2017.
<b>Reference Number</b>	EA001267
<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 New/Proposed 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 or their area eg marketing and promotion, street improvements including signage, flowers, festive lights and business support.
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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 Erdington constituency is located to the north of Birmingham city centre and comprise the four wards of Erdington, Kingstanding, Stockland Green and Tyburn. The four wards are largely residential; Kingstanding and Tyburn are the least affluent wards. Erdington and Stockland Green are much more mixed with pockets of affluence interspersed with areas of relative poverty. Levels of deprivation are high, particularly to the west and south of the constituency.

Erdington has a total land area of 2,198 hectares making it the fourth smallest constituency in Birmingham. The constituency has a population of 97,778 the third smallest population of all the constituencies in the city; 34.7% of Erdington constituency's population are aged 24 and under, resulting in the Erdington constituency having the third lowest proportion of young people compared with other constituencies. In the Erdington constituency, Black and Minority Ethnic (BME) groups make up 26.9% of the total population; this is well below the city average of 42.1% but still above the national average of 14.6%.

The BID area comprises of the High Street area, parts of Orphan Road and side roads off where there are retail facilities.

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 characteristics.

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 Retail BID), commuters or residents in the area.

A feasibility study for the next BID was conducted at the end of 2015, with unanimous support for the renewal of the BID and its elements. Follow up consultations will take place from April 2016 with levy payers.

The BID works tirelessly with levy payers in order that the elements of the BID meet expectations. Working with BCC the BID has secured improvements to the built environment (eg the removal of a vandalised fountain and creating a quality paved area). Conclusions drawn from the feasibility study and informal discussions with levy payers highlight the ongoing need for greater security to be provided by the BID and the management of waste and rubbish in an effective manner.

The BID will continue to promote the area via its own magazine, community and street events. The BID resurrected the carnival day via the Erdington Village Fete in 2013, an annual event now, which has continued to grow, while attracting visitors and making it an inclusive event for the whole town centre area.

The BID will also promote the emphasis on greater safety and security for shoppers, while making the BID area a pleasant environment by providing hanging baskets, ground level planting and Christmas lights.

Ongoing engagement is delivered through circulation of the BID magazine (called Erdington, the magazine for the Erdington Improvement District). This has been established since 2009 and is well received by readers as a promotional tool for the BID area. (Copies available upon request). Circulation is free and it is posted through 10,000 letterboxes in homes and businesses in the Erdington and Stockland Green areas. Feedback from readers is plentiful and offers the BID insights into what shoppers and visitors require from its retail centre. An online copy is available on our website.

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

31/10/16

### **5 Action Plan**

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