

# Equality Impact Assessment Toolkit (March 2017)

## Section 1: Your details

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**Head of Section:** Tim Games  
**Chief Officer:** Alan Evans  
**Directorate:** Regeneration & Place  
**Date:** (updated) on 03.02.2020

## Section 2: What Council proposal is being assessed?

This *DRAFT* Equality Impact Assessment relates to:

Wirral Growth Company Business Plan  
(to be considered by Cabinet 24/02/2020)

Full Business Case for Birkenhead Commercial District Investment  
(to be considered by Cabinet 24/02/2020)

It builds on the EIA carried out in November 2018 to support the initial draft business case for Birkenhead Commercial District investment and Full Business Case for the Consolidation of assets and relocation of staff (the latter being approved by Cabinet on 26/11/18)

## Section 2a: Will this EIA be submitted to a Cabinet or Committee meeting?

Cabinet on 24<sup>th</sup> February 2020.

**Please select hyperlink to where your EIA is/will be published on the Council's website**

**Chief Executive** (including Transformation)  
<https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments/equality-impact-assessments-2017/busine-0>

**Section 3: Does the proposal have the potential to affect:**

- √ Services
- √ The workforce
- √ Communities
- √ Other – Public Sector Partners, Private Sector,

If you have ticked one or more of above, please go to section 4.

**Section 4:**

Could the proposal have a positive or negative impact on any protected groups (age; disability; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sex; sexual orientation)?

You may also want to consider socio-economic status of individuals.

Please list in the table below and include actions required to mitigate any potential negative impact.

Which group(s) of people could be affected	Potential positive or negative impact	Action required to mitigate any potential negative impact	Lead person	Timescale	Resource implications
<b>Wirral Growth Company Proposals</b>					
Residents <i>(inc all protected groups)</i>	Job creation	Positive Impact	WGC	Q4 2020 onwards	WGC
Residents & Local Businesses <i>(inc all protected groups)</i>	Local Procurement: Wirral Growth Company is committed to achieving a target of 60% of local sourcing.	Positive Impact	WGC	Q4 2020 onwards	WGC
Residents	Apprenticeships: Contractors will be required as part of the Council's Social Value	Positive Impact	WGC	Q4 2020 onwards	WGC

Which group(s) of people could be affected	Potential positive or negative impact	Action required to mitigate any potential negative impact	Lead person	Timescale	Resource implications
<i>(inc all protected groups)</i>	<p>objectives, to employ apprenticeships. We will track the numbers proposed through procurement exercises and monitor contractors to ensure that they are employed.</p> <p>There is also the opportunity – through Social Value Plans - to specifically focus on particular groups within the community ('Women into construction' being one example.) Targets can be set and monitored through the Social Value Portal.</p>				
Residents & Local Businesses <i>(inc all protected groups)</i>	Meanwhile uses: The Programme has an expectation of spending capital on meanwhile uses. Work will be undertaken with communities to determine how this funding should be used notwithstanding the fact that it will be used to drive footfall and test a variety of leisure services. Events will be measured to determine participation, inclusivity and impact on the local economy.	Positive Impact	WGC	2021 onwards	WGC
<b>Birkenhead Commercial District: Consolidation of Assets and Relocation of Staff</b>					
Council Staff	Potentially the relocation of all council staff into one or more locations in Birkenhead. The development of the Birkenhead Commercial	Comprehensive Communication Plan ensuring that all protected	PMO	Dec 2018 : on-going	Communication Officer

Which group(s) of people could be affected	Potential positive or negative impact	Action required to mitigate any potential negative impact	Lead person	Timescale	Resource implications
	<p>District (BCD) would enable staff and services to be relocated in one location, thus improving service integration and collaborative working. New agile working policies, procedures and equipment will be deployed to support smarter ways of working – these all have the potential to impact protected groups.</p> <p>This could potentially impact those who either walk or use public transport to travel to work – consideration will be given to impact on staff with a disability.</p> <p>This could potentially impact those who currently have car parking arrangements in place – in particular staff with a disability.</p>	<p>groups are considered as key stakeholders. All engagement material to be made available on request (within reasonable timeframes) in different languages and formats as required.</p> <p>Agile Working Policy to incorporate the needs and requirements of protected groups – in particular those with a disability and pregnancy / maternity.</p> <p>Transport Policy and Corporate Parking Strategy to ensure protected groups are considered and appropriate provision is made – in particular those with a disability and pregnancy / maternity (as required).</p>			<p>Programme Change Officers</p> <p>HR/OD Officers</p> <p>Transport Leads</p>
Residents	Residents wishing to visit the Councils offices may be impacted by the relocation of staff.	Comprehensive Communication Plan	PMO	Dec 2018 : on-going	Communication Officer

<b>Which group(s) of people could be affected</b>	<b>Potential positive or negative impact</b>	<b>Action required to mitigate any potential negative impact</b>	<b>Lead person</b>	<b>Timescale</b>	<b>Resource implications</b>
	BCD is well served by public transport with both rail and bus stations located in the immediate vicinity.	<p>ensuring that all protected groups are considered as key stakeholders. All engagement material to be made available on request (within reasonable timeframes) in different languages and formats as required.</p> <p>Transport Policy and Corporate Parking Strategy to ensure protected groups are considered and appropriate provision is made – in particular those with a disability and pregnancy / maternity (as required).</p>			
Partners	Partners working collaboratively with Council Services will be impacted by the relocation of staff and services. The development of the Birkenhead Commercial District (BCD) would potentially provide further collaborative and service integration opportunities between partner and council services, either in a single location or a reduced One Public Estate (OPE) footprint.	Comprehensive Communication Plan ensuring that all protected groups are considered as key stakeholders. All engagement material to be made available on request (within reasonable timeframes) in different	PMO	Dec 2018 : on-going	TBC

<b>Which group(s) of people could be affected</b>	<b>Potential positive or negative impact</b>	<b>Action required to mitigate any potential negative impact</b>	<b>Lead person</b>	<b>Timescale</b>	<b>Resource implications</b>
	BCD is well served by public transport with both rail and bus stations located in the immediate vicinity.	languages and formats as required.  Transport Policy and Corporate Parking Strategy to ensure protected groups are considered and appropriate provision is made – in particular those with a disability and pregnancy / maternity (as required).			
Staff/Partners/Residents	Building design to ensure that all protected groups are considered (in accessibility, fit-out, lighting, layout, provision of showers/toilets/changing facilities – consideration to gender neutral (as well as male, female, disabled, baby change) breast feeding provision, prayer room etc.	Standards and policies clear from outset of design period. Colleagues from Communities Equalities team to be engaged at the appropriate stages throughout the programme.	PMO	Feb 2020 and ongoing	

**Section 4a: Where and how will the above actions be monitored?**

They will be monitored through the governance of the council's adopted programme and project management approach and associated Board meetings.

Wirral Growth Company targets will be managed through the Social Value portal and reported quarterly to the JV Board.

**Section 4b: If you think there is no negative impact, what is your reasoning behind this?**

Not applicable at this stage.

**Section 5: What research / data / information have you used in support of this process?**

Wirral Council already holds a range of evidence on the challenges and opportunities facing Birkenhead and these represent a starting point for consultation, outreach and engagement.

However much of this evidence, such as the 2015 Wirral Retail and Leisure Study, has been surpassed by significant real-world changes, including the closure of key retail stores like Marks and Spencer and the ongoing threat of closure to House of Fraser, changes in employment patterns and growing economic uncertainty.

It is clear there is a need for a review and refresh of the qualitative and quantitative evidence we have available to better understand the use, perception and ambition for Birkenhead amongst residents, businesses and visitors. This work is being refreshed through the Birkenhead Regeneration Framework and Delivery Action plans being developed for Birkenhead to support the Local Plan process.

**Section 6: Are you intending to carry out any consultation with regard to this Council proposal?**

Yes – as detailed in Section 7.

**If 'yes' please continue to section 7.** (Please stop here and email this form to your Chief Officer who needs to email it to [engage@wirral.gov.uk](mailto:engage@wirral.gov.uk) for publishing)

**Section 7: How will consultation take place and by when?**

## **Consultation & Outreach**

### Birkenhead Site Development:

Stage 1 outreach public consultation was carried out in May/June 2019 and Stage 2 public consultation on emerging plans carried out in Oct/Nov 2019. The outcomes of all consultations have been fed into the town centre masterplan. Efforts were made to reach all key stakeholder groups. This included:

Online questionnaires and provision of information through [www.wirralgrowthcompany.co.uk](http://www.wirralgrowthcompany.co.uk)

Member drop-in sessions

Public drop-in sessions held in Birkenhead during mornings, afternoons, evenings and weekends

Market trader drop-in sessions

One-to-one meeting/s held with key stakeholders on request

Workshops with young people at the HIVE

Workshops with students at Wirral Met College

Workshops with local businesses at the Chamber of Commerce

Workshops with key members of the community / community groups at the Multicultural Centre (through interpreters as required)

Adverts for events were placed in public places / bus shelters, advertised online and through local Newspaper media

### Other Priority Site Development

Consultation programmes for other initial priority sites are being developed. A similar approach to the above will be adopted but will be tailored to the nature of the proposed development.

## **Social Value**

We anticipate a number of social and economic benefits from Wirral Growth Company developments – particularly from the extent of development proposed for Birkenhead. To ensure social values are aligned with Council priorities, a Social Value strategy has been developed to support the Wirral Growth Company Partnership Business Plan. In addition, each development will have a bespoke Social Value Plan.

The Social Value strategy sets out the minimum expected targets and outlines the framework against which a more detailed, comprehensive Social Value Plan (SVP) is to be developed and subsequently implemented for each Development Site.

Each project will contain different variables, based upon location, size and the nature of the project. Contractors who are procured will need to be creative in how they deliver an expansive SVP that delivers real benefits to the local and wider communities.

A Social Value Plan will be brought forward for each phase of development and will consider:

- Employment Opportunities
- Local Economy & Community
- Safety, Health & the Environment

WGC will give consideration to the young and old, and the more vulnerable members of the community to assess how we can assist them through developments and present them with opportunities. WGC will use the Social Value Portal, established and used by various Councils in the region to target, report and measure the impact and results of Social Value.

Before you complete your consultation, please email your preliminary EIA to [engage@wirral.gov.uk](mailto:engage@wirral.gov.uk) via your Chief Officer in order for the Council to ensure it is meeting it's legal publishing requirements. The EIA will need to be published with a note saying we are awaiting outcomes from a consultation exercise.

Once you have completed your consultation, please review your actions in section 4. Then email this form to your Chief Officer who needs to email it to [engage@wirral.gov.uk](mailto:engage@wirral.gov.uk) for publishing.

## **Section 8: Have you remembered to:**

- Select appropriate directorate hyperlink to where your EIA is/will be published (section 2a)**
- Include any potential positive impacts as well as negative impacts? (section 4)**
- Send this EIA to [engage@wirral.gov.uk](mailto:engage@wirral.gov.uk) via your Chief Officer?**
- Review section 4 once consultation has taken place and sent your updated EIA to [engage@wirral.gov.uk](mailto:engage@wirral.gov.uk) via your Chief Officer for re-publishing?**