

# Equality Impact Assessment Toolkit

## (March 2017)

### **Section 1: Your details**

**EIA Lead Officer:** Sian Hartley  
**Email address:** [sianhartley@wirral.gov.uk](mailto:sianhartley@wirral.gov.uk)  
**Head of Section:** Tim Games  
**Chief Officer:** Brian Bailey  
**Directorate:** Economic Housing & Growth  
**Date:** 05/11/18

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

This EIA relates to two FBC's that will be considered together.

#### **1. Birkenhead Commercial District (BCD) - Draft**

The Full Business Case (FBC) considers the affordability of three approaches to funding Birkenhead Commercial District (BCD). The BCD will be a significant town centre development incorporating Grade A office space, with a proposal for a new market and new leisure facility. The development will be led by the council's Joint Venture partnership - Wirral Growth Company.

This FBC is being presented in draft form and will be refined following a public outreach and consultation programme. The EIA will also be refined throughout the process.

#### **2. Consolidation of Assets and Relocation of Staff**

This FBC proposes:

- Relocation of back-office administrative council staff to one site within Birkenhead Commercial District.
- Consolidation of existing buildings occupied by these council staff.

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

Cabinet on 26<sup>th</sup> November 2018

**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/chief>

**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 (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?

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>Public Outreach &amp; Consultation</b>					
<p>A 'Proposed Approach: Public Consultation, Outreach and Engagement' has been developed and is included as Appendix 4 to the BCD Cabinet report dated 26/11/18.</p> <p>The approach acknowledges that to be successful in our ambitions we must generate awareness, interest and support with residents, businesses and other key stakeholders.</p> <p>Many of the findings and conclusions identified through this approach will:</p> <ul style="list-style-type: none"> <li>- Help to inform and shape the future plans of developers by painting a clearer picture of what residents and others aspire to for Birkenhead.</li> <li>- Contribute to the strategic plans and spatial frameworks the Council and others must produce.</li> <li>- Provide evidence and opinion which creates a single and focussed ambition for the town centre amongst its residents, businesses and key stakeholders.</li> </ul> <p>To be able to do, the approach will be tailored to the area, the community and their social, economic and environmental circumstances. This will inform an ambitious set of projects which respond to the many challenges and opportunities identified. A priority amongst these will be to</p>					

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>understand the ambitions and aspirations held by residents, businesses and communities for the future of Birkenhead Town Centre.</p> <p>There are some existing rules which we will adhere to as we shape our conversations. We will respect and enhance the physical space, character and heritage of the place and provide solutions which improve residents' liveability and experience.</p> <p>Given the scale of the regeneration proposed, it is proposed that this programme has two key work streams:</p> <ol style="list-style-type: none"> <li data-bbox="192 619 2168 767">1. <b>Produce Evidence Base:</b> Develop and deliver primary research to provide qualitative and quantitative evidence from a significant sample of residents, businesses and communities on key topics and issues. This evidence base would confirm what local people and visitors to Birkenhead think of the town and how its offer could be improved. It is proposed to review the methodologies used in previous surveys so where possible 2019 comparisons can be drawn to illustrate trends and shifting perceptions.</li> <li data-bbox="192 804 2168 1023">2. <b>Generate Awareness, Excitement and Support:</b> Host a range of events and activities across Birkenhead to understand the ambitions and aspirations of local people for Birkenhead. Capitalising on events already planned, such as the Borough of Culture schedule and other activities, this work would enhance and build upon the outreach already undertaken by '<i>Wirral Well Made</i>' engagement programmes to generate awareness, excitement and support for the regeneration and transformation of Birkenhead Town Centre. In addition to engaging local residents and visitors, there also needs to be bespoke engagement with other key stakeholders including politicians, investors, developer/construction organisations and opinion leaders.</li> </ol> <p>To support this work, a detailed advertising and media strategy would be required using online and offline channels, <i>WirralWellMade</i> and other digital properties, Merseytravel and other OOH opportunities and through local media and business/trade titles to communicate and promote the Consultation, Outreach and Engagement events and programmes.</p> <p>To ensure the Consultation, Outreach and Engagement is open and encourages meaningful exchanges of opinions, it is suggested early work is themed and framed by key issues already identified via previous consultation, including:</p> <ul style="list-style-type: none"> <li data-bbox="192 1321 853 1353">• <b>Public Realm</b> - Quality, Identity and Place</li> <li data-bbox="192 1358 1249 1390">• <b>Resident/Visitor Experience</b> - Safety and Security, Access, Amenities</li> <li data-bbox="192 1394 1850 1426">• <b>Traffic and Transport Options</b> - Bus, Taxi, Train, Cycling, Car Parking, Servicing, Loading and Kerbside Activity</li> </ul>					

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
<ul style="list-style-type: none"> <li>• <b>Economy and Employment</b> – Job Creation, Training, Protecting Retail and Commercial Employment Numbers</li> <li>• <b>Mix of Use</b> - Residential, Retail, Commercial, Industrial, Leisure and Evening Economy</li> <li>• <b>Culture</b> - Youth, Art, Leisure, Play</li> <li>• <b>Sustainability</b> - Landscape, Trees, Green Space, Air Quality, Waste and Ecology</li> <li>• <b>Management and Enforcement</b> – Litter, Waste Management, Trader’s Associations, Community Patrols, Policing</li> </ul> <p>If agreed by Cabinet, the Consultation, Outreach and Engagement programme could be commissioned during December and a detailed plan and timeline be in place for commencement of resident survey, briefings and outreach, events and activities, media and advertising in early 2019. This time frame would see significant Consultation, Outreach and Engagement occur during February, March and April with findings and results available in late April and May.</p>					
<b>Birkenhead Commercial District Proposals</b>					
Residents	Job creation	Positive Impact	WGC	2019 / 2020 onwards	WGC
Residents & Local Businesses	Local Procurement: Wirral Growth Company is committed to achieving a target of 60% of local sourcing. It has already started work to develop supply chains in the Liverpool City Region and specifically on the Wirral.	Positive Impact	WGC	2019 / 2020 onwards	WGC
Residents	Apprenticeships: All contractors will be required as part of the Council’s Social Value objectives, to employ apprenticeships. We will track the numbers proposed through procurement exercises and monitor contractors to ensure that they are employed.	Positive Impact	WGC	2019 / 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
Residents & Local Businesses	Meanwhile uses: The Programme has an expectation of spending approximately £1m of 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	2019 onwards	WGC
<b>Consolidation of Assets and Relocation of Staff</b>					
Council Staff	<p>Potentially the relocation of all council staff into one or more locations in Birkenhead. The development of the Birkenhead Commercial 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.</p> <p>This could potentially impact those who either walk or use public transport to travel to work.</p> <p>This could potentially impact those who currently have car parking arrangements in</p>	<p>Develop comprehensive Communication Plan</p> <p>Develop comprehensive Agile Working Policy</p> <p>Flexible working where possible to accommodate those most affected.</p> <p>Develop a Sustainable Transport Policy.</p> <p>Develop a Corporate Car Parking Strategy</p>	Transformation Office	Dec 2018 : on-going	<p>Communication Officer</p> <p>Transformational Change Officers</p> <p>HR/OD Officers</p> <p>Transport Leads</p>

<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>
	<p>place.</p> <p>BCD is well served by public transport with both rail and bus stations located in the immediate vicinity.</p>				
Residents	<p>Residents wishing to visit the Councils offices may be impacted by the relocation of staff.</p> <p>BCD is well served by public transport with both rail and bus stations located in the immediate vicinity.</p>	<p>Develop an effective Communication and Engagement Plan</p> <p>No consultation has been undertaken at this point but as detailed proposals are developed consultation will be undertaken.</p>	Transformation Office	Dec 2018 : on-going	Communication Officer
Partners	<p>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.</p> <p>BCD is well served by public transport with both rail and bus stations located in the immediate vicinity.</p>	<p>Develop an effective Communication and Engagement Plan</p> <p>Regular engagement through Wirral Partnership Board/one to one meetings.</p> <p>Develop a series of workshops that will help shape and inform future design proposals.</p>	Transformation Office	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>
Disruption of services caused by relocation and changed processes	Pilot proposals on a small scale before full adoption.	Train staff thoroughly Test systems/technology for robustness.  Comprehensive Project Engagement Plan.	TBC	TBC	TBC  Communication Officer

**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.

**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 planned 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 BHS and 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 would play a key role in informing future retail and leisure strategies, investigate housing and residential needs, and understand future employment and business opportunities in the town which could shape emerging proposals from Wirral Growth Company and others on the regeneration and development of Birkenhead.

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

Yes – as part of each FBC, a breakdown of Key Stakeholders is included.

**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?**

See Section 4.

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:

- a) **Select appropriate directorate hyperlink to where your EIA is/will be published (section 2a)**
- b) **Include any potential positive impacts as well as negative impacts? (section 4)**
- c) **Send this EIA to [engage@wirral.gov.uk](mailto:engage@wirral.gov.uk) via your Chief Officer?**
- d) **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?**