

# Equality Impact Assessment Toolkit

## (March 2017)

### Section 1: Your details

**EIA lead Officer:** Simon Rice

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**Head of Section:** Sally Shah

**Chief Officer:** Alan Evans

**Directorate:** Regeneration & Place

**Date:** 28.02.2020

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

Full Business Case for Birkenhead Market Redevelopment  
*(to be considered by Cabinet 24/03/2020)*

*This EIA builds on the EIA carried out for the Wirral Growth Company Business Plan  
(agreed by Cabinet 24/02/2020)*

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

**Yes / No**      **Cabinet 24<sup>th</sup> March 2020**  
**If 'yes' please state which meeting and what date**

.....

**Please select hyperlink to where your EIA is/will be published on the Council's website (please select appropriate link & delete those not relevant)**

**Chief Executive** (including Transformation)

<https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments/equality-impact-assessments-2017/economic>

**Section 3:** Does the proposal have the potential to affect..... (please tick relevant boxes)

- X **Services**  
**The workforce**
- X **Communities**
- X **Other** - Voluntary & Community Sector

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

- None** (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 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 including Traders	Job creation	Positive impact	WGC	Q2 2021	WGC
Residents including Traders	Meanwhile use space: The programme has an expectation of spending capital on meanwhile use space. 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

Residents	<p>Apprenticeships: Traders will enable a kick start of enabling budding entrepreneurialism within young communities as part of the Councils Social Value.</p> <p>There is also the opportunity – through Social Value Plans – to specifically focus on groups within the community (Youth into ‘Market Trading’ being one example.) Targets can be set and monitored through the Social Value Portal.</p>	Positive impact	Traders\Council	Q2 2021	WGC
Residents	Residents wishing to visit the new Market may be impacted by the relocation of traders into a new offer.	Comprehensive communications plan	Communications Lead	Jan 2020: on going	Communications Officer
Residents	We recognise that there may be a bit of disruption which may impact on some members of the community in the short term.	We will ensure that spaces are safe and as accessible as possible and will use our communications plan to engage with the community in a timely way	Council	Sep 2020	WGC

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

Monitoring will be through the governance of the Councils 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?**

**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 Market 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 suppressed by significant real-world changes, including the closure of key retail stores like House of Fraser, Marks and Spencer's and Bodyshop, 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 Market amongst residents, businesses and visitors. This work is being refreshed through the Birkenhead Regeneration Framework (BRF) and Delivery Action Plans (DAP) being developed in support of the Local Plan.

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

**Yes - as detailed in 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?**

## **Birkenhead Outreach and Consultation Events**

### **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 included in the town centre masterplan. Efforts were made to reach all key stakeholder groups. This included:

Market trader drop-in sessions and 1:1 meeting/s held with all traders, further 1:1 sessions will be conducted throughout the programme.

Online questionnaire

Members & Public drop-in sessions

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

### **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 the redevelopment of Birkenhead Market and will consider:

- \* Local Economy & Community
- \* Employment opportunities
- \* 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:

- 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?**