



Equality Analysis

Analysis Report

EA Name	Proposed Development At Jennens Road, Eastside, Birmingham
Directorate	Economy
Service Area	Birmingham Property Services
Type	New/Proposed Function
EA Summary	To see approval of Cabinet for a proposal to make this site available in order to facilitate a new regional office and national education and conference centre with associated hotel for Unite the Union.
Reference Number	EA000142
Task Group Manager	Felicia.Saunders@birmingham.gov.uk
Task Group Member	
Date Approved	2014-03-03 00:00:00 +0000
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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?	To dispose of the site at Jennens Road/Woodcock Street, Eastside to Unite the offices and national education and conference centre with associated hotel.
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For each strategy, please decide whether it is going to be significantly aided by the Function.

Public Service Excellence	Yes
Fairness	Yes
Prosperity	Yes
Democracy	Yes

2.2 Individuals affected by the policy

Will the policy have an impact on service users/stakeholders?	No
Will the policy have an impact on employees?	No
Will the policy have an impact on wider community?	No

2.3 Analysis on Initial Assessment

The proposed sale of the site is on an open market basis. There are other sites in the vicinity which are available for development and would allow any other prospective purchasers/developers the opportunity to develop in this area. The Council will provide an equal opportunity to all interested parties to acquire the sites and subsequently develop them out. The subsequent redevelopment of the site will ensure it is brought back into beneficial use to support the economic regeneration of the local area and creation of jobs.

The disposal at market value will provide a return on the land for the benefit of the City. There are many adjacent opportunities for other prospective developers and no party will be prejudiced in this matter. Alternative sites of a similar size are available for interested parties who will provide an even playing field.

The opportunity to develop this site will result in the creation of jobs at a variety of levels and skills.

The Deputy Leader of the Council and the Cabinet Member for Development, Jobs & Skills and Nechells Ward, Executive Member for Hall Green District have been consulted on the report and support it going forward to the Executive for a decision. The Deputy Chief Executive and the Director of Legal and Democratic Services have also been involved in the preparation of this report.

The disposal will unlock the sites potential and support the wider economic regeneration of the area and foster job creation.

3 Concluding Statement on Full Assessment

There was no requirement for a full analysis as the opportunity to develop the site will be on an open market basis for all interested parties to acquire the site.

There has also been ongoing consultation with Elected Members, Legal Services and BCC officers. Any further engagement will be with interested parties once the site has been sold with any planning applications being in the public domain.

4 Review Date

18/08/14

5 Action Plan

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