

EQUALITY ANALYSIS

Please refer to Part 2 of the Equality Analysis Guidance

Name of Policy/Decision/Project/Activity:

City Centre Investment Corridor Programme

Equality Analysis completed by:

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Planning Implementation Manager
Date: 20 March 2013

Responsible Officer:

Dan Hattle
Planning Implementation Manager
Date: 20 March 2013

Is this a: Policy () Strategy () Function ()
Service () Project (X) Other ()

Is it: New/Proposed (X)
Changing/Being Reviewed () Other ()

1. Purpose and Scope

Purpose

In this section outline briefly what the policy, decision or activity is, what the intended outcomes/benefits (linked to the Corporate Outcomes Framework) are and over what period of time will the outcomes be achieved. Why does it need to be implemented or revised?

Aim 3 of the Economic Masterplan states that "Sunderland city centre can only be transformed by making it more attractive to private investment. We will concentrate on the handful of target locations with the greatest investment potential and the greatest opportunity to raise perceptions of the city. Public funding and effort will therefore be concentrated on specific investment corridors that will serve the following key functions: connecting both new and existing assets; integrating the 'city campus' with the city centre; promoting a place made for people; and, providing an investment focus".

The Investment Corridor programme has been developed to align with existing and proposed investment/activity (both private and public) in the city centre, including: St Mary's Way, the new public Square, and the new Primark and Travel Lodge developments on High Street West to ensure that investment potential is maximised. The proposed investment will also support the future redevelopment of the Crowtree site.

The programme is seeking to deliver the following specific outcomes

Outcome One – a better connected city centre and university campus

Outcome Two – a better place for people

Outcome Three – a better place to do business

The Investment Corridor programme for the city centre is to be funded by the £4 million capital programme allocation between 2012 and 2017

Scope

In this section consider who or where is the target for the policy or activity, this could be specific groups of people or organisations, individual wards, neighbourhoods or communities or the entire city. Links to, and overlap with, wider, local, sub-regional, regional or national priorities or activities should also be considered.

The proposed activity Investment Corridor programme focuses on the East West corridor that runs between the University (Chester Road campus) along High Street West to Sunnyside

Intelligence and Information

What sources of information have been used to inform this assessment/analysis? This should include but is not limited to consultations, resident/service user feedback and statistical data and intelligence.

The preparation of the investment corridor programme has been informed by a detailed spatial analysis of the city centre to identify where there is greatest opportunity to maximise and attract private investment.

The proposed programme was presented to the Sunderland City Centre Traders Association - In March 2013 officers of the Council presented the draft Investment Corridor Programme to the committee of the Sunderland City Centre Traders Association. In general the Association is supportive of the proposed investment and provided written feedback, this included their wish to continue to be engaged on city centre matters and a suggestion that the Council considers preparing a further programme of city centre investment corridor improvements to be delivered in the future

2. Analysis of Impact on People

This section offers an opportunity to assess the intended and potential impact of the policy, decision or activity on the people of Sunderland. This includes specific consideration of the impact on individuals, groups with protected characteristics and communities of interest within the city. Please briefly outline any positive, negative or neutral impacts on the specific groups below. In this assessment it is important to remember the Council is required to give due regard to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Equality Act.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.

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- Foster good relations between people who share a protected characteristic and those who do not.

Characteristic	List of Impacts		
	Positive	Neutral	Negative
Age	In general it is anticipated that the private sector inward investment stimulated by the programme will indirectly generate new job and training opportunities for residents of the city.	None	None
Disability	Improvements will be designed to take into account disability matters. Consultations will take place with the DIAG	None	None
Gender/Sex	None	None	None
Marriage and Civil Partnership	None	None	None
Pregnancy and maternity	None	None	None
Race/Ethnicity	None	None	None
Religion/belief	None	None	None
Sexual Orientation	None	None	None
Trans-gender/gender identity	None	None	None

Other individuals or groups impacted on:

The policy or action may also have an impact on other groups or individuals which are not covered by the statutory requirements. Please outline any additional individuals or groups which have not already been covered. This could include socio-economic groups, voluntary and community sector, carers or specific communities which face additional challenges (such as former coal mining areas or areas of high deprivation)

It is not anticipated that any specific groups or communities would be affected by this project

Gaps in intelligence and information:

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Having undertaken the analysis are there any areas of intelligence or information which need to be improved? Please outline and areas where the current information is not complete enough to take a decision. Addressing this gap should be covered in the action plan.

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3. Summary of Impacts and Response to Analysis

Please provide a summary of the overarching impacts that have been highlighted through the analysis process through the three questions below. It is important to recognise that individuals may belong to one or more of these characteristic groups and the combined impact could be greater than any single impact.

Who will the policy/decision/project/activity impact on and who will benefit?

The Programme will not directly impact upon any specific groups. Improvements will improve the physical environment of the city centre making it more attractive for users and help attract private investment. It will also indirectly provide new jobs and training opportunities in the City.

Who will not benefit and why not?

It is not anticipated any specific group would not benefit as a direct result of the implementation of the programme

Who should be expected to benefit and why don't they?

N/A

4. Response to Analysis, Action Plan and Monitoring,

In this section please outline what actions you propose to take to minimise the negative, and maximise the positive, impacts that have been identified through the analysis. By considering and implementing these actions the policy or action can be refined to make sure that the greatest benefits are achieved for the people of Sunderland. The performance monitoring process should also be set out to explain how ongoing progress is going to be followed to make sure that the aims are met.

From the analysis four broad approaches can be taken, (No major change, continue with the policy/action despite negative implications, adjust the policy/decision/action or stop the policy/action). Please indicate, using the list below, which is proposed.

- | | |
|---|--------------|
| No Major Change | (x) |
| Continue Despite Negative Implications | () |
| Adjust the Policy/Decision/Project/Activity | () |

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Stop

()

Action Plan

ACTION	WHO	WHEN	MONITORING ARRANGEMENTS
Engagement with city centre businesses, residents and visitors	Dan Hattle	2014	The consultation will inform any changes that are required to the draft designs