

EQUALITY ANALYSIS (EA)

POLICY/PROPOSAL:	Staples Corner Growth Area (SCGA) Masterplan Supplementary Planning Document (SPD) and Public Engagement Strategy
DEPARTMENT:	Neighbourhoods and Regeneration
TEAM:	Regeneration
LEAD OFFICER:	Kirti Chovisia/Kiran Chauhan
DATE:	15 th April 2024

NB: Please ensure you have read the accompanying EA guidance and instructions in full.

SECTION A – INITIAL SCREENING

1. Please provide a description of the policy, proposal, change or initiative, and a summary its objectives and the intended results.

Proposal:

SCGA Masterplan SPD

Brent's Local Plan (2019-2041) identifies Staples Corner as one of eight Growth Areas in the borough, viewed as the most sustainable spatial expression for growth, exploiting brownfield land, good access to public transport and higher densities to deliver the majority of new homes alongside regeneration benefits and infrastructure. It outlines a vision to transform Staples Corner into a significant mixed-use community, prioritising industrial space that meets 21st century business needs in association with around 2,200 homes and social infrastructure.

Staples Corner is a designated Strategic Industrial Location, meaning it has importance at a London level. Its location near to the A5, A406 and M1 provides excellent road transport links, suitable for heavy goods vehicle access. However, as a gateway to Brent from wider London, Staples Corner presents a poor initial impression of the borough. Industrial intensification and mixed-use regeneration will make more effective use of the site, and provide a boost to business and employment, increase housing supply, and deliver infrastructure to support a growing population in this area.

Regeneration of the Staples Corner Growth Area (SCGA) is also an opportunity to improve links to the recently opened Thameslink Brent Cross West Station and Brent Cross regeneration in the neighbouring Barnet. There is potential for significant improvements to the townscape on the A5 Edgware Road and A406 North Circular Road, and improved access and enhancement of the Welsh Harp environmental asset.

A detailed Staples Corner Growth Area (SCGA) Masterplan Supplementary Planning Document (SPD) is required in order to establish the urban development framework and planning requirements for comprehensive and coherent regeneration of the area. The SCGA SPD will also include the Staples Corner Design Code, a set of concise, measurable and illustrated design requirements for new development coming forward in the Staples Corner Growth Area. It will provide landowners, developers, design teams and council officers with greater certainty about how development proposals should come forward.

The Council is committed to engaging the range of local businesses, residents and community groups located in Staples Corner and the surrounding area, to provide an opportunity to be a mutual author of the SCGA Masterplan, and thus shape the vision and future of the area. Stakeholder mapping has reviewed the population, demographics, businesses on the industrial estate, and location and profile of key organisation/institutions and surrounding residential neighbourhoods. A Public Engagement Strategy has also been developed for Masterplan, which outlines the objectives, principles, process and methods to be used in order to ensure local people and stakeholders are kept informed, can have their say and contribute to and influence the transformation of Staples Corner.

Recruitment of the Staples Corner Community Champions for the engagement process took place at project initiation. The Staples Corner Community Champions group consists of 25 individuals who live, work, run businesses, or own property in Staples Corner and the surrounding area. These individuals were selected to provide input and steer the development of the design code and the masterplan.

Objectives / Expected Outcomes:

A Staples Corner Growth Area (SCGA) Masterplan SPD will:

- Establish the long-term vision and objectives for the SCGA;
- Encourage more effective and efficient land use through industrial intensification and residential co-location to increase industrial capacity and meet housing demand;
- Intensify capacity for industrial uses able to support business and employment growth, supporting both traditional and new/emerging growth sectors;
- Identify the amount and location of new homes, including affordable homes, through co-location, contributing to Brent's Local Plan housing target;
- Identify locations within the SCGA suitable for tall buildings;
- Plan supporting uses such as open spaces, infrastructure and public realm improvements;
- Provide for an integrated and permeable movement network for pedestrians, cyclists and public transport users, and promote 'Active Travel', raising the environmental quality of the area and delivering against the council's Climate and Ecological Emergency Strategy 2021-2030;
- Maximise the opportunity to benefit from the adjacent Brent Cross regeneration and new Brent Cross West Thameslink Station;
- Integrate into surrounding communities and existing housing stock, including setting a framework for linkages to the surrounding open and green spaces and LB Barnet;
- Conform with London and Local Plan policies and be a material consideration when assessing planning applications that come forward within the SCGA;
- Attract long-term investment into the growth area and provide certainty to investors;

The SCGA Public Engagement Strategy sets out how the council will meet the following consultation objectives:

- Provide businesses, landowners, residents and relevant stakeholders with enough opportunities to 'have their say', contribute their views and have influence on the future of Staples Corner and issues that are important to them;

- Ensure that enhancement and growth meets the needs and aspirations of local businesses and people, enabling the council to build effective partnerships and support long-term community stewardship;
- Demonstrate how meaningful consultation and engagement can have an impact on proposals and influence decision-making – “you said, we did”;
- Meet the Council’s ambition to engage a diverse range of local residents, businesses and communities when drawing up proposals and before taking decisions;
- Improve the Council’s reputation through consultations so it is perceived as listening to its residents and businesses and is responsive to their needs;
- Ensure that due regard is paid to the Council’s Public Sector Equality Duty (PSED) in carrying out all consultation activities.

Initiative: Industrial Intensification and Consolidation with Residential Co-location

Objective: The primary objective is to support the delivery of industrial intensification and consolidation with residential co-location in the Staples Corner area.

Intended Results: The aim is to create at least 2,200 new homes and address the challenges facing the area by embedding biodiversity net gain, climate change mitigation, and health and well-being improvements within the design code. The design code is expected to deliver consistent design quality and provide a robust framework for assessing development schemes during the planning process.

Initiative: Addressing Challenges and Improving Connectivity

Objective: Address issues of high car dependency, low land values, severance by major roads, low-density industrial land, and poor-quality cycling infrastructure.

Intended Results: Improve connectivity, reduce severance, and enhance the quality of public spaces. Active transport improvements, such as walking and cycling infrastructure, are key components of addressing these challenges.

Initiative: Place-based Recovery and Green-led Approach

Objective: Foster a green-led and place-based recovery in Brent, particularly in response to health and socio-economic impacts, including the Covid-19 pandemic.

Intended Results: Promote sustainable development, enhance biodiversity, mitigate climate change, and improve the overall health and well-being of the community. The design code is expected to align with the ambitions outlined in the recently adopted Local Plan.

Overall, the objectives of the initiatives above are to promote sustainable development, improve connectivity and public spaces, deliver new homes, and create a resilient and vibrant community in the Staples Corner area. The intended results include enhanced design quality, long-term planning certainty, and positive socio-economic and environmental outcomes.

2. Who may be affected by this policy or proposal?

The SCGA Masterplan Public Engagement Strategy and Design Code will affect various groups of people who live and work in Staples Corner and surrounding areas, including local businesses, existing and future residents, landowners, developers, community groups, and local councillors. Further details are set out below:

Local businesses / employers / employees

The SCGA Masterplan SPD will affect local businesses both within the growth area boundary and in neighbouring areas, including in LB Barnet. Depending on the proposals set out in the Masterplan SPD, some businesses or sub-areas may be affected more than others, and this will be considered closely when undertaking engagement activities.

Local residents

The SCGA is predominantly industrial with few residential areas. However, there are two known permitted developments containing residential flats: Hanover House (63 flats) and Myrddale Lodge (58 flats) within the Growth Area boundary. Also, those living in the residential areas surrounding Staples Corner, such as Dollis Hill, Cricklewood and Hendon, are also highly likely to be affected by development in Staples Corner. The SCGA Public Engagement Strategy outlines how residents will be engaged with throughout the development of the Masterplan, including those living within the Growth Area, and in surrounding areas in LB Brent and LB Barnet. The introduction of industrial intensification, consolidation with residential co-location, and the development of new homes may affect the local housing market, community dynamics, and quality of life for residents.

Land and property owners / developers

There are approximately 344 individual land interests in the SCGA, including 174 freeholders and 170 leaseholders. When taking into account landowners that own multiple land parcels, there are approximately 200 land and leaseholders in the area. The SCGA Masterplan Public Engagement Strategy identifies the need for engagement with land and property owners throughout the development of the Masterplan, for example through surveys and interviews.

Service providers of social infrastructure

This includes local schools, sports and recreation facilities, community groups, and health and social care facilities.

London Borough of Brent departments

Including staff from Regeneration, Planning, Housing, Property, Highways, Public Health, Customer & Digital Services, Environment Services, Growth & Employment, Strategy and Partnerships.

London Borough of Barnet

Given the location of Staples Corner on the boundary with LB Barnet, the SCGA Masterplan SPD will have important impacts on residents, businesses and communities within LB Barnet. The Council will engage with LB Barnet departments and local communities to ensure development is co-ordinated and seeks to benefit both boroughs.

Transport and Infrastructure Providers

Organisations responsible for transport infrastructure, such as Transport for London (TfL), National Highways and Network Rail, could be impacted by the proposed improvements in connectivity and public realm. They may need to coordinate their efforts to align with the objectives of the SCGA Masterplan and ensure effective integration of transportation systems.

External and Statutory Agencies

Canals & River Trust, Environment Agency, Greater London Authority, Natural England, Historic England, National Highways, Thames Water, Transport for London.

Environmental Organisations

The documents also focus on infrastructure, sustainability and energy within the SCGA and could involve collaboration with environmental organisations. These organisations could provide expertise and guidance on sustainable practices, ecological conservation, and achieving environmental objectives.

3. Is there relevance to equality and the council's public sector equality duty? Please explain why. If your answer is no, you must still provide an explanation.

Yes, there is relevance to the council's public sector equality duty, and due regard to such is paid in drawing up this equality analysis.

The SCGA Masterplan SPD seeks to secure a range of measures to positively address any potential harm caused by new development to the environment. It will create a high quality and healthy environment that will maximise benefits to occupants and the local area and community. It is likely to benefit most occupants, workers, visitors, and developers who principally will benefit from an improved environment and cost-effective developments in the future.

SCGA Masterplan SPD

A SCGA Masterplan SPD will guide substantial regeneration and growth planned to be delivered in the SCGA over the next 20 years, and therefore should aim to remove or minimise disadvantages which are connected to characteristics of protected groups.

A future SCGA Masterplan SPD is highly likely to have relevance to the council's equality duty in a number of ways. For example, industrial intensification will have the potential to advance equality and employment opportunities for financially disadvantaged people, through provision of new business and employment spaces/affordable workspace, new jobs, training opportunities and opportunities for new start-ups. It also will aim to meet some of the affordable housing needs of the borough, including the needs of protected groups, including people with disabilities and elderly people. An improved public realm and provisions for safe walking/cycling routes would also have positive impacts on all groups.

Consistent with the aims of the general equality duty, the SCGA Masterplan SPD aims to eliminate unlawful discrimination, advance equality of opportunity, and foster good relations between different groups.

SCGA Masterplan Public Engagement Strategy

The SCGA Masterplan Public Engagement Strategy seeks to ensure all impacted groups have a say on the development of the Masterplan SPD and Design Code, including those with protected characteristics.

In order to bring about comprehensive redevelopment in the area, partnerships are required between existing and future communities, the Council, landowners and developers. The Public Engagement Strategy sets out how the council will engage with the various stakeholders, including groups with protected characteristics. One of the main consultation principles set out in the Public Engagement Strategy is to identify under-represented groups and make greater efforts to engage with them. In practice, this will include meeting with community organisations, utilising existing local networks, considering the needs of under-represented groups when organising workshops and events, and ensuring engagement materials are accessible. The engagement activities set out in this Strategy also have the potential to facilitate collaboration between community groups, and in achieving successful co-design of the Masterplan SPD and realising its objectives, foster good relations and create an inclusive local community.

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4. Please indicate with an “X” the potential impact of the policy or proposal on groups with each protected characteristic. Carefully consider if the proposal will impact on people in different ways as a result of their characteristics.

Characteristic	IMPACT		
	Positive	Neutral/None	Negative
Age	X		
Sex		X	
Race	X		X
Disability	X		
Sexual orientation		X	
Gender reassignment		X	
Religion or belief		X	
Pregnancy or maternity		X	
Marriage		X	

5. Please complete **each row** of the checklist with an “X”.

SCREENING CHECKLIST		
	YES	NO
Have you established that the policy or proposal <i>is</i> relevant to the council's public sector equality duty?	X	
Does the policy or proposal relate to an area with known inequalities?	X	
Would the policy or proposal change or remove services used by vulnerable groups of people?		X
Has the potential for negative or positive equality impacts been identified with this policy or proposal?	X	
If you have answered YES to ANY of the above, then proceed to section B. If you have answered NO to ALL of the above, then proceed straight to section D.		

SECTION B – IMPACTS ANALYSIS

1. Outline what information and evidence have you gathered and considered for this analysis. If there is little, then explain your judgements in detail and your plans to validate them with evidence. If you have monitoring information available, include it here.

Brent's Local Plan (2019-2041) identifies the SCGA as one of eight growth areas, viewed as the most sustainable spatial expression for growth, exploiting brownfield land, good access to

public transport and higher densities to deliver the majority of the future housing and employment needs of the borough, and was extensively consulted upon and subject to its own equality impact assessment. A SCGA Masterplan SPD will be developed to conform to both the Brent Local Plan (2019-2041) and the new London Plan.

The SCGA Masterplan Public Engagement Strategy is an opportunity to build positive relationships with businesses, residents and community groups in Staples Corner and surrounding neighbourhoods such as Dollis Hill, Neasden, Cricklewood and Hendon. The list below details the information and evidence gathered for the SCGA Masterplan and Public Engagement Strategy to date. The Masterplan SPD will continue to be developed in partnership with local communities, and further evidence will be gathered throughout this process. This evidence base will be expanded and updated as the Masterplan develops.

- Equality profile of Brent, 2020-21
- Brent Local Plan, 2019-2041
- ONS datasets from the 2021/22 Census
- GLA Population Projections
- Brent Borough Plan, 2023-27
- Brent Inclusive Growth Strategy (2019-2040)
- Joint Strategic Needs Assessment (JSNA), 2019-20, London Borough of Brent
 - Indices of Deprivation
 - Migrants and refugees
 - Economy and Employment
- Black Community Action Plan, 2020
- Stakeholder Mapping Report, including land ownership and demographics analysis undertaken by Regeneration Team
- Advice from colleagues in Regeneration, Planning, Communications, Partnerships and Engagement
- Learnings from previous Masterplan Public Engagement Strategies, such as the Church End Growth Area Masterplan public engagement.
- Wider research on engagement with under-represented groups

External Stakeholder Engagement

The SCGA Masterplan SPD has been developed based on robust analysis and stakeholder engagement, including:

- 1:1 meetings with landowners and leaseholders
- 1:1 meetings with key stakeholders, statutory consultees and LB Barnet
- An online platform reaching out to a greater number of stakeholders, residents, businesses, community groups, etc.
- Online survey: local residents survey, business survey with employers and business owners.
- Door knocking and drop-in sessions with local business and filling survey within Staples Corner.
- In person splash event within SCGA and online engagement sessions.

Internal Stakeholder Engagement

The development of the masterplan was also advised by the following Council's teams: Planning; Transport Planning; Partnerships; Property; Parks; Highways and Environmental Services and Climate Action.

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2. For each “protected characteristic” provide details of all the potential or known impacts identified, both positive and negative, and explain how you have reached these conclusions based on the information and evidence listed above. Where appropriate state “not applicable”.

AGE	
Details of impacts identified	<ul style="list-style-type: none"> • Environment and Infrastructure: The final SCGA Masterplan SPD would have potential to deliver significant improvements to the local environment and movement infrastructure, including public/green spaces, community facilities, crossings, and an enhanced public realm. This would benefit groups of all ages. • Employment opportunities: By securing new modern and fit for purpose employment spaces, the SCGA Masterplan SPD has potential to attract higher value jobs to the area for local people, as well as training and apprenticeship opportunities. • Housing, including affordable housing/workspace: The final SPD is likely to meet some of the borough’s general needs housing, affordable housing and local employment needs, which would have positive impacts on all community groups and ages, especially those who are socio-economically disadvantaged. • Engagement: Older people are more likely to be digitally excluded or less able to participate in engagement activities delivered online, including via the Have Your Say page. Young people are also often under-represented in consultation activities, and given Dollis Hill’s large youth population, the Council will need to make efforts to engage with this age group. In order to ensure people of all ages are included, the Council will adopt a mixed methods approach to public engagement, producing both online and offline consultation materials to be disseminated across a variety of platforms and formats. In particular, the Council will deliver interactive workshops with schools and community organisations, use printed media such as flyers, paper surveys, freepost, as well as undertake door knocking and drop-in sessions. • Health, mobility and well-being: sustainable requirements could reduce the cost of heating and servicing homes. This may benefit the elderly, specifically those on lower incomes who are more likely to suffer fuel poverty. Cleaner and greener transport infrastructure are likely to benefit all those without access to a motor vehicle. • Good quality open spaces and effective greening will improve environment and encourage people of all age to use them.
DISABILITY	
Details of impacts identified	<ul style="list-style-type: none"> • Public realm: One of the aims of a SCGA Masterplan SPD is to deliver public realm improvements, such as public/green spaces and movement infrastructure including the number of crossings. This has the potential to benefit all groups including disabled people. • Accessible Housing: Provision of new wheelchair accessible and adaptable housing and blue badge parking designed and built to

	<p>modern DDA standards would be beneficial to people with disabilities.</p> <ul style="list-style-type: none"> • Engagement: People with some learning disabilities may find online surveys challenging and face difficulties understanding engagement materials. Efforts will be made to tailor engagement materials to the audience. This may include engaging with local organisations such as Brent Mencap and producing easy read versions of engagement materials. Efforts will also be made to ensure in-person events are accessible for wheelchair users.
RACE	
Details of impacts identified	<ul style="list-style-type: none"> • Black, Asian and Minority Ethnic (BAME) communities: According to the 2021 Census, 66% of the population of Dollis Hill were from BAME groups. There is a particularly high population of Black African, Pakistani and Indian people, as well as a higher than average other Asian population. Regeneration in the area is likely to benefit these groups through improved connectivity and public realm. • Business Relocation: The final SCGA Masterplan SPD could disproportionately affect employees from certain ethnic groups or races where businesses are relocated during redevelopment. Some sub-areas of Staples Corner have higher numbers of employees from certain races or ethnicities. For example, there is a significant Chinese population working in the Wing Yip area. There is also a high Indian population across much of Staples Corner. In order to mitigate potential negative impacts of business relocation, the Council will adopt a phased approach to relocation and require new development proposals to seek to retain businesses in the area and protect local employment. Developments impacting industrial sites will be supported by a Business Relocation Strategy that demonstrates how the applicant will work with existing businesses that wish to be retained/relocated. The council will continue to monitor and engage with businesses and residents to mitigate potential negative impacts. • Housing: Certain ethnic groups may have specific housing requirements, for example, larger family groups who choose to live in the same home may require larger houses. The Masterplan SPD promotes the provision of a range of new housing types and sizes to accommodate various local housing needs and support a diverse community. Lower incomes mean a higher prevalence on cheaper forms of accommodation. They will therefore benefit from improved standard of accommodation that the Design Code seeks to ensure. • Engagement: The Public Engagement Strategy recognises the need to strengthen and build connections with under-represented Black, Asian and Minority Ethnic groups and make greater efforts to engage with them. This includes translating engagement materials where appropriate and strengthening partnerships with local voluntary sector organisations. The council will also undertake a mixed methods approach to engagement, including targeted workshops and drop-in sessions, and will carefully

	consider timings and location to ensure that as many people as possible can participate.
SEX	
Details of impacts identified	<ul style="list-style-type: none"> • Safety: Increased surveillance and high quality public realm is likely to provide increased safety, something which is particularly impact women. •
SEXUAL ORIENTATION	
Details of impacts identified	<ul style="list-style-type: none"> • No obvious impacts upon groups with the protected characteristics of Gender Reassignment is identified in this equality analysis.
PREGANCY AND MATERNITY	
Details of impacts identified	<ul style="list-style-type: none"> • No obvious impacts upon groups with the protected characteristics of Gender Reassignment is identified in this equality analysis. • Community Spaces: Increased community spaces will offer more opportunities for accessing services and support. • Public/Green Spaces: Connected network of safe and accessible public, green and playful spaces will also provide more opportunities and support for women in pregnancy and/or with children.
RELIGION OR BELIEF	
Details of impacts identified	<ul style="list-style-type: none"> • The Brent Local Plan notes that there should be consideration to delivering religious buildings and other social infrastructure to support a larger residential and business community. The Masterplan SPD seeks to provide community infrastructure that is adaptable and could support a range of faith requirements. Public realm improvements will also improve connectivity and access to other local religious premises, potentially having a positive impact on various religious groups.
GENDER REASSIGNMENT	
Details of impacts identified	<ul style="list-style-type: none"> • No obvious impacts upon groups with the protected characteristics of Gender Reassignment is identified in this equality analysis.
MARRIAGE & CIVIL PARTNERSHIP	
Details of impacts identified	<ul style="list-style-type: none"> • No obvious impacts upon groups with the protected characteristics of Marriage & Civil Partnership is identified in this equality analysis.

3. Could any of the impacts you have identified be unlawful under the Equality Act 2010?

No.

4. Were the participants in any engagement initiatives representative of the people who will be affected by your proposal and is further engagement required?

SCGA Masterplan SPD

The SCGA Masterplan SPD has been developed since 2022 through consultation with a wide range of key stakeholders including businesses/employees, residents, landowners, community groups, local councillors and internal stakeholders, with a focus on ensuring participants are representative of the people who will be affected by the Masterplan. The Council is committed to re-engaging the local community throughout the statutory public consultation process by summer 2024. The Equality Analysis of the SCGA Masterplan SPD will be updated once further engagement has taken place.

Design Code

Recruitment of the Staples Corner Community Champions for the engagement process took place at project initiation. The Staples Corner Community Champions group consists of 25 individuals who live, work, run businesses, or own property in Staples Corner and the surrounding area. These individuals were selected to provide input and steer the development of the design code and, potentially, the masterplan. The recruitment process, selection criteria, and demographics of the Community Champions group were evaluated by external consultants in relation to the broader population of Brent borough. Additional methods for the engagement strategy, such as outreach efforts, methods used to recruit and engage marginalised groups, and efforts to include various perspectives, were also relevant in determining the representativeness of the engagement process.

5. Please detail any areas identified as requiring further data or detailed analysis.

Census data: The demographics analysis of Staples Corner and surrounding areas is based primarily on 2021 Census data. Detailed and up-to-date information on race, ethnicity and language helped inform how the Council engages with the business community and identify any further equality impacts.

SCGA Masterplan SPD: The document is based on the policies set out in the Brent Local Plan, and the London Plan. These documents have gone through significant and rigorous scrutiny, both by the Council, residents, and other stakeholders. As such, it is considered that the SCGA Masterplan SPD as a result is based on a robust and evidence based approach, and therefore does not require any further evidence.

6. If, following your action plan, people impacts will or may remain, please explain how these can be justified?

N/A

7. Outline how you will monitor the actual, ongoing impact of the policy or proposal?

SCGA Masterplan SPD

Once the SCGA Masterplan SPD has been adopted, the Council is expected to consider the need to review the document every five years to ensure it remains relevant over the Local

Plan period. Notwithstanding this potential for review, the guidance must be sufficiently flexible and capable of responding to changes in market demands and commercial and economic circumstances. These are factors that can radically change in a short space of time.

The impact of the Masterplan will be assessed by monitoring the policies in the Local Plan and through the annual Authority Monitoring Report.

The SCGA Masterplan SPD will also provide information on measures that can be taken for future-proofing design in a changing climate and the vital transitioning to net-zero carbon. New development must embody the principles of sustainability and adapt to future changes, and this is particularly relevant as the SCGA is planned to be delivered over a period of approximately 15-20 years.

Design Code

The impact of the Design Code will be assessed by monitoring the policies in the Local Plan and through the annual Authority Monitoring Report.

SECTION C - CONCLUSIONS

Based on the analysis above, please detail your overall conclusions. State if any mitigating actions are required to alleviate negative impacts, what these are and what the desired outcomes will be. If positive equality impacts have been identified, consider what actions you can take to enhance them. If you have decided to justify and continue with the policy despite negative equality impacts, provide your justification. If you are to stop the policy, explain why.

SCGA Masterplan SPD

The SCGA Masterplan SPD aims to deliver new jobs, homes and infrastructure, and in doing so support good growth, deliver high quality placemaking, and ensure social, economic and physical regeneration brings forward transformational changes, contributing to a vibrant and inclusive neighbourhood. By facilitating these objectives, the final SCGA Masterplan SPD has the potential to benefit the businesses, residents and diverse communities in Staples Corner and surrounding areas.

The final SCGA Masterplan SPD will potentially have positive impacts on existing and new communities, including groups with protected characteristics, as it will identify a range of placemaking, environment and sustainability principles which should apply to and guide comprehensive redevelopment of the area. There may also be specific positive impacts on groups with protected characteristics. Improvements to the public realm is likely to benefit all groups, particularly people of different age groups and those with disabilities. Provision of accessible and affordable housing will also benefit disabled people and those from socio-economically disadvantaged backgrounds. Given that Staples Corner and the surrounding areas have a high Black, Asian and Minority Ethnic population, regeneration in the area providing improved connectivity, infrastructure and employment opportunities is likely to benefit these groups.

The main potential negative impact of the SCGA Masterplan SPD that is identified is that some businesses might need to be relocated to alternative premises whilst redevelopment takes place. This could affect some ethnic groups more than others. The Council proposes a phased approach to relocation and will require new development proposals seek to retain businesses in the area and protect local employment, supported by a Business Relocation Strategy.

The SCGA Masterplan SPD will assist the Council in securing better quality residential development and industrial intensification improving the borough's environment and tackling climate change. This will positively impact upon a range of protected characteristics, helping to reduce inequalities for Brent residents in and around the Growth Area and consequently the quality of life generally for all.

SECTION D – RESULT

<i>Please select one of the following options. Mark with an "X".</i>		
A	CONTINUE WITH THE POLICY/PROPOSAL UNCHANGED	X
B	JUSTIFY AND CONTINUE THE POLICY/PROPOSAL	
C	CHANGE / ADJUST THE POLICY/PROPOSAL	
D	STOP OR ABANDON THE POLICY/PROPOSAL	

SECTION E - ACTION PLAN

This will help you monitor the steps you have identified to reduce the negative impacts (or increase the positive); monitor actual or ongoing impacts; plan reviews and any further engagement or analysis required.

Action	Expected outcome	Officer	Completion Date
SCGA Masterplan SPD Early and pre-statutory engagement	Collate and review all comments received during pre-statutory engagement and produce a Consultation Statement.	KC	Summer 2023
Development of the SCGA Masterplan, informed by further research/analysis and feedback from engagement activities. Modifications made to Equality Analysis and Public Engagement Strategy where necessary.	Integrate learnings from research and all comments from public consultation into the Masterplan.	KC	Spring/Summer/Autumn 2023
Statutory public consultation of the Draft SCGA Masterplan SPD for a minimum of six weeks	Review of all comments received throughout the consultation process	KC	Summer 2024

Final modifications and adoption of the SCGA Masterplan SPD, and Equality Analysis updated	The SCGA Masterplan SPD will now apply, any development proposals must take into account and adhere to the principles set out and guidance provided	KC	Autumn/Winter 2024
Review periodically (every five years)	Monitor and review equalities impacts	KC	n/a
Determine applications in accordance with the SCGA Masterplan SPD	Improved environment and development meeting policy requirements in London and Local Plan.	Development Management Officers, Planning Policy Officers, Urban Design Officer, Transport Officers and Environmental services	On-going

SECTION F – SIGN OFF

Please ensure this section is signed and dated.

OFFICER:	Kirti Chovisia, Regeneration Officer
REVIEWING OFFICER:	Kiran Chauhan, Project Manager
HEAD OF SERVICE:	Jonathan Kay, Head of Regeneration ; 15 th April 2024