



Oxfordshire County Council
Equalities Impact Assessment
Oxford United stadium land negotiations
Completed on Friday 4 August 2023

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Section 1: Summary details

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| <p>Directorate and Service Area</p> | <p>Communications, Strategy and Insight</p> |
| <p>What is being assessed (e.g. name of policy, procedure, project, service or proposed service change).</p> | <p>Proposal from Oxford United Football Club to Oxfordshire County Council as landowner (land to the east of Frieze way/south of Kidlington roundabout)</p> <p>This Equalities Impact Assessment (EIA) covers the approach to the council-led public engagement held between 9 June and 23 July 2023 and the supporting information from Oxford United Football Club on how the club’s proposal will address the following seven key strategic priorities set out by the council for the use of the land:</p> <ul style="list-style-type: none"> • maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats, and supporting nature recovery • improving public access to high-quality nature and green spaces • enhancing inclusive facilities for local sports groups and ongoing financial support • significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel as far as possible, and to improve sustainable transport through increased walking, cycling and rail use • developing local employment opportunities in Oxfordshire • increasing education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing • supporting the council's net zero carbon emissions pledge through highly sustainable development. <p>The information from the club was explored in the public engagement exercise. Therefore this EIA also takes account of its findings where different groups of people have fed back on the information provided by the club.</p> |

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| Is this a new or existing function or policy? | New |
| <p>Summary of assessment</p> <p>Briefly summarise the policy or proposed service change. Summarise possible impacts. Does the proposal bias, discriminate or unfairly disadvantage individuals or groups within the community? (following completion of the assessment).</p> | <p>To receive agreement from the council, the club's proposal must bring benefit to communities in Oxfordshire and specifically address the seven strategic priorities set out by the council for the use of the land.</p> <p>It must also meet objectives around managing financial risk and obtaining the best value for the taxpayer from any transaction.</p> <p>To support Cabinet decision-making on whether or not the club can acquire council-owned land we want to see their ambitions for equalities, diversity and inclusion and to demonstrate that the council's public engagement was inclusive. Through the EIA we are exploring if they are working toward the same ambitions as the council in terms of promoting equality, celebrating diversity, improving social inclusion and ensuring fairness for everyone. However, it is recognised that this will be further evolved through the planning process.</p> <p>This assessment shows that the council took significant steps to ensure that the public engagement exercise was inclusive. It also shows that OUFC are moving positively towards promoting equality, celebrating diversity, improving social inclusion as their stadium plans develop, as reflected in the Protected Characteristics on pages 11 and 12.</p> |
| Completed By | Olivia Mune, Carole Stow, Lauren Rushen |
| Authorised By | Susannah Wintersgill and Vic Kurzeja |
| Date of Assessment | Friday 4 August 2023 |

Section 2: Detail of proposal

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| <p>Context / Background</p> <p>Briefly summarise the background to the policy or proposed service change, including reasons for any changes from previous versions.</p> | <p>Oxfordshire County Council and Oxford United Football Club (OUFC) are in negotiations on the terms on which council-owned land could be used for the development of a new stadium for the club.</p> <p>The land, known as ‘the Triangle,’ is located east of Frieze Way and south of the Kidlington roundabout.</p> <p>The council has not yet decided about whether OUFC can lease or buy the land at the Triangle. Any final decision regarding the leasing or sale will be taken in public at the Cabinet meeting on 19 September 2023. To receive agreement from the council, the club’s proposal must bring benefit to communities in Oxfordshire.</p> |
| <p>Proposals</p> <p>Explain the detail of the proposals, including why this has been decided as the best course of action.</p> | <p>The council is currently negotiating commercial heads of terms with the football club.</p> <p>To receive agreement from the council, the club’s proposal must bring benefit to communities in Oxfordshire and specifically address the following seven strategic priorities set out by the council for the use of the land:</p> <ul style="list-style-type: none"> i. maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats, and supporting nature recovery ii. improving public access to high-quality nature and green spaces iii. enhancing inclusive facilities for local sports groups and ongoing financial support iv. significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel as far as possible, and to improve sustainable transport through increased walking, cycling and rail use v. developing local employment opportunities in Oxfordshire vi. increasing education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing vii. supporting the council’s net zero carbon emissions pledge through highly sustainable development. |

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| | <p>It must also meet objectives around managing financial risk and obtaining the best value for the taxpayer from any transaction.</p> |
| <p>Evidence / Intelligence</p> <p>List and explain any data, consultation outcomes, research findings, feedback from service users and stakeholders etc, that supports your proposals and can help to inform the judgements you make about potential impact on different individuals, communities or groups and our ability to deliver our climate commitments.</p> | <p>OCC engagement aim:</p> <ul style="list-style-type: none"> • To provide members of the public and stakeholders with the opportunity to give their views on the response of Oxford United Football Club (OUFC) to the seven strategic priorities set out by the council for the use of the land known as 'the Triangle.' <p>Approach:</p> <p>Hosted online survey and supporting information on Let's Talk Oxfordshire including:</p> <ul style="list-style-type: none"> • A bespoke summary document provided by OUFC • Signposted to a range of more detailed information on OUFC's stadium website • Provided answers to some frequently asked questions <p>Held five drop-in exhibitions:</p> <p>The purpose of the public exhibitions was to ensure inclusion of people who may be digitally excluded or restricted in use of technology. We focused on the geographical areas most impacted by this proposal. These events were fully staffed to enable support through content if needed, and to provide help from independent researchers with accessing documentation and the survey form in an interview format if preferred. Hard copy information packs and magnifying glasses were provided for any visually impaired attendees.</p> <ul style="list-style-type: none"> ○ Saturday 8 July, 10am - 4pm: County Library, Westgate, Oxford - 141 visitors ○ Friday 7 July, 3.30pm - 7pm: Cutteslowe Community Centre, Wren Road, Oxford – 107 visitors ○ Wednesday 28 June, 1.30pm - 7.30pm: Exeter Hall, Oxford Road, Kidlington – 29 visitors ○ Saturday 24 June, 10am - 4pm: Exeter Hall, Oxford Road, Kidlington – 15 visitors ○ Thursday 20 July, 4.30pm - 7.30pm: Glow Hall, Blackbird Leys Community Centre, Blackbird Leys Road, Oxford – 1 visitor |

Accessibility

- Print copies of the documents OUFC published on its stadium website were distributed to public libraries in Oxford and Kidlington, at County Hall, Oxford and at Exeter Hall, Kidlington. They were also available at the county council's public exhibitions. Printed copies were available by request via email, at the public exhibitions or phone. Paper survey forms were sent to a Freepost address.
- Alternative formats such as Easy Read, large text, audio, Braille or a community language were offered and requested via email or the council's customer services team via phone line.
- All five exhibition venues were selected on the grounds of accessibility and were fully risk assessed
- We used a range of different channels to promote the survey and exhibitions to ensure a varied approach to reaching different audiences:
 - Radio advertisements across Jack FM radio stations
 - Social media – organic and paid for
 - Media release
 - Information packs distributed to community groups
 - Posters distributed within the vicinity of the Triangle
 - Print distribution of leaflet to all properties within an approximate 2-mile radius of the Triangle
 - Let's Talk Oxfordshire webpage
 - Council webpage (www.oxfordshire.gov.uk/stadium), with a link from the homepage

OUFC response related to equalities (all information is provided directly by the club and derived from their materials):

Strategic Priority 1

“Maintaining a green barrier between Oxford and Kidlington and protecting and enhancing the surrounding environment including biodiversity, connecting habitats and supporting nature recovery”

- The vision is to incorporate flexible multi-functional spaces that can be enjoyed whether or not it's a match day. The spaces will incorporate features such as moveable planters that can be used to create areas for fans to congregate pre- and post-game but can also create places of interest and biodiversity on other days in the year.

- OUFC are very keen to engage with local people on the role of the landscape between Oxford and Kidlington and how the site could serve the existing communities. As a continuation of our engagement activity, a forum for the community and project team will be established, called “Stand United Community,” which will ensure that community engagement and influence is incorporated throughout the process.

Strategic Priority 2

“Improving public access to high-quality nature and green spaces”

- The vision is to incorporate flexible multi-functional spaces that can be enjoyed whether or not it’s match day. They will incorporate features such as moveable planters that can be utilised to create areas for fans to congregate pre- and post-game but can create places of interest and biodiversity on other days in the year.
- The project aims to connect the stadium to the wider countryside, woodlands, canal walks and nearby villages and communities in a way that is attractive, safe, and enjoyable for walkers and cyclists, while also promoting environmental and cultural stewardship.
- The proposed development includes a ‘community plaza’ which will provide public access to green spaces. This will include open gardens, places for eating and socialising, and places that promote biodiversity.

Strategic Priority 3

“Enhancing inclusive facilities for local sports groups and on-going financial support”

- Local sports and community groups will be able to make use of the stadium site’s green space, which will sit in the upper part of the Triangle. Provisional plans also include a state-of-the-art gym within the stadium itself, which will be open all year round for community use.
- Our stadium will provide a high-quality venue for various finals and tournaments. Our very successful Women’s team will be based at the stadium and will further develop their outreach programme to work closely with local schools and clubs. We believe the increased visibility of our women’s team will lead to a further spurt in the growth of the women’s game in Oxfordshire.
- The proposed development includes facilities such as a health and wellbeing centre, gym and fitness centre, providing additional inclusive facilities all within a single building footprint, designed with flexibility in mind to allow for the wider facilities to also be used by local sports groups.

Strategic Priority 4

“Significantly improving the infrastructure connectivity in this location, improving public transport to reduce the need for car travel in so far as possible, and to improve sustainable transport through increased walking, cycling, bus and rail use”

- Oxford United Football Club is committed to the implementation of a sustainable travel plan to provide details and incentives that will reduce the need for car travel and encourage sustainable transport, with the target to achieve 90% sustainable travel modes.
- We are committed to the implementation of a sustainable travel plan to provide details and incentives that will reduce the need for car travel and encourage sustainable transport with the target to achieve over time 90% sustainable travel modes.
- The proposed development highlights enhancements to improve pedestrian access from Oxford Parkway Railway Station and Park & Ride to the stadium site, including new stepped access to Oxford Road, with a potential footbridge across Oxford Road.

Strategic Priority 5

“Developing local employment opportunities in Oxfordshire”

- The proposed development is to provide at least 20 apprenticeships throughout the construction period.
- The proposed development is to provide around £100.9m investment into construction and will support approximately 380 temporary jobs through the construction period.
- The proposed development and operation of the stadium is expected to deliver £31m Gross Value Added (GVA) per year, being the value metric to the region.

Strategic Priority 6

“Increasing education and innovation through the provision of an accessible sports centre of excellence and facilities linked to elite sport, community sport, health and wellbeing”

- The club’s charitable arm ‘Oxford United in the Community (OUITC)’ has a vision that is to see every person in Oxfordshire having the opportunity to have a positive connection with the club every day, inspiring happier, healthier, and better-connected communities. Through the development of the new stadium both OUFC and OUITC will have access to flexible event and education spaces alongside the elite sporting facilities. This will enable OUITC to better deliver its vision in the local community and also enable OUFC to support this vision whilst enhancing the club’s community outreach to the whole of Oxfordshire.
- On a weekly basis the charity works with 21 different schools, engaging with almost 700 participants. We partner with over 80 community groups in the county.
- Our new stadium will enable us to work with more groups. We are particularly keen to collaborate with schools on a programme for children with Special Educational Needs and Disabilities.

Strategic Priority 7

“Supporting the council’s net zero carbon emissions pledge through highly sustainable development”

- Oxford United is committed to undertaking a full environmental audit throughout the development through a 360-sustainability process which provides a bespoke framework, putting carbon reduction at the forefront of ambitions and measuring materials, resources and waste; biodiversity; wellbeing; community and transport outcomes.
- The proposed development highlights the opportunity for enhancement to the woodland through planting of natural local species, including trees, shrubs and landscaped gardens, to support the nature recovery of the area. The proposed development is to deliver a biodiversity net gain of at least 10% (as required by current planning policy) whilst aspiring to increase this gain in line with the 20% ambition targets in the area. This gain will ensure that the habitat for wildlife is in a better state than it was before the development, delivered through solutions such as ‘green roofs and enhanced planting.
- The proposed development is to deliver a BREEAM accreditation of at least ‘Very Good’ with a clear aspirational target of achieving ‘Excellent.’ BREEAM (the Building Research Establishment Environmental Assessment Method) is used to masterplan projects, infrastructure and buildings.

Through its Stand United community engagement programme, OUFC states it is continuing to work with communities. This includes:

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| | <ul style="list-style-type: none"> • planning events, where people can collaborate with OUFC’s construction consultants and other key individuals involved in the design process. • holding listening events in local communities • Offering an online Stand United community. This allows people to actively participate and ask questions directly to our panel members, making you an integral part of the decision-making process. • The club has committed to continue to engage with the local community during construction and will provide community updates when the building is finished. <p>On its stadium website, OUFC sets out its overall commitment to equality, diversity and inclusion in a document EDI-Documents_V5-final-5-June-23.pdf (oufcstadium.co.uk)</p> |
| <p>Alternatives considered / rejected</p> <p>Summarise any other approaches that have been considered in developing the policy or proposed service change, and the reasons why these were not adopted. This could include reasons why doing nothing is not an option.</p> | <p>Option not taken forward in this EIA - Cabinet rejects proposal from OUFC to acquire council owned land</p> |

Section 3: Impact Assessment - Protected Characteristics

| Protected Characteristic | No Impact | Positive | Negative | Description of Impact | Any actions or mitigation to reduce negative impacts | Action owner* (*Job Title, Organisation) | Timescale and monitoring arrangements |
|--------------------------|-----------|----------|----------|-----------------------|--|--|---------------------------------------|
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|---|-------------------------------------|-------------------------------------|--------------------------|-----------------------|---|--|--|
| Age | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | See description above | The council had discussions with OUFC to improve the quality of their documentation to be more accessible | | |
| Disability | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | See description above | The council had discussions with OUFC to improve the quality of their documentation to be more accessible | | |
| Gender Reassignment | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | N/A | N/A | | |
| Marriage & Civil Partnership | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | N/A | N/A | | |
| Pregnancy & Maternity | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | See description above | | | |
| Race | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | See description above | The council offered information related to the engagement exercise in alternative formats. The council provided for varying communities, with public exhibition venues located across different communities | | |
| Sex | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | N/A | N/A | | |
| Sexual Orientation | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | N/A | N/A | | |
| Religion or Belief | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | The five drop-in events were held in community venues to ensure that people of different religious beliefs, including no belief, felt able to attend. | | |

Section 3: Impact Assessment - Additional Community Impacts

| Additional community impacts | No Impact | Positive | Negative | Description of impact | Any actions or mitigation to reduce negative impacts | Action owner (*Job Title, Organisation) | Timescale and monitoring arrangements |
|------------------------------|-------------------------------------|-------------------------------------|--------------------------|-----------------------|---|---|---------------------------------------|
| Rural communities | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | Additional steps were taken by the council to ensure rural communities were aware of this exercise, including radio adverts and community information packs | | |
| Armed Forces | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | | | |
| Carers | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | | | |
| Areas of deprivation | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | See description above | The council hosted a drop-in session in Blackbird Leys, the location of the current stadium and one of the highest areas of deprivation within the county. This was to ensure that those living in an area of deprivation could engage without additional barriers such as travel costs | | |

Section 3: Impact Assessment - Additional Wider Impacts

| Additional Wider Impacts | No Impact | Positive | Negative | Description of Impact | Any actions or mitigation to reduce negative impacts | Action owner* (*Job Title, Organisation) | Timescale and monitoring arrangements |
|----------------------------------|-------------------------------------|--------------------------|--------------------------|------------------------------|---|---|--|
| Staff | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | | | |
| Other Council Services | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | | | |
| Providers | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | | | |
| Social Value ¹ | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | | | |

¹ If the Public Services (Social Value) Act 2012 applies to this proposal, please summarise here how you have considered how the contract might improve the economic, social, and environmental well-being of the relevant area

Section 4: Review

Where bias, negative impact or disadvantage is identified, the proposal and/or implementation can be adapted or changed; meaning there is a need for regular review. This review may also be needed to reflect additional data and evidence for a fuller assessment (proportionate to the decision in question). Please state the agreed review timescale for the identified impacts of the policy implementation or service change.

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| Review Date | 30/09/23 |
| Person Responsible for Review | Olivia Mune |
| Authorised By | Susannah Wintersgill |