

# Equality Analysis (EIA) Form

## A) Description

**Name of service, function, policy (or other) being assessed**

Destination Hereford, Phase 3

**Directorate or organisation responsible (and service, if it is a policy)**

Economy, Communities & Corporate Directorate Services , Sustainable Transport

**Date of assessment**

September 2016

**Names and job titles of people carrying out the assessment**

Energy Management Officer

**Accountable person**

Service Manager

**What are the aims or main purpose of the service, function or policy? What does it provide and how does it provide it?**

Supporting and facilitating economic growth in Hereford, whilst at the same time reducing congestion and promoting active travel.

**Location or any other relevant information**

Hereford city and routes into the city.

**List any key policies or procedures to be reviewed as part of this assessment.**

None

**Who is intended to benefit from the service, function or policy?**

All residents will benefit from reduced congestion and better access to education, employment and training. Economic growth and reduced congestion will benefit all residents, road users and particularly local businesses. Specific elements will benefit young and low income job seekers, local businesses and their employees, primary and secondary school children and local residents in general and specifically older women.

**Who are the stakeholders? What is their interest?**

Hereford city residents – city congestion is perceived as a problem by residents and a barrier to growth in the city.  
Employers – travel for business times and reliability are a matter of concern for existing businesses and perceived to be a barrier to attracting new business.  
Public Health teams – childhood obesity due in part to lack of exercise is a corporate priority as is living and aging well i.e. keeping older people (50+) active longer in order to reduce costs associated with ill health in later older years (post 69 yrs ).

## B) Partnerships and Procurement

If you contract out services or work in partnership with other organisations, Herefordshire Council remains responsible for ensuring that the quality of provision/delivery meets the requirements of the Equality Act 2010, ie.

- Eliminates unlawful discrimination, harassment and victimisation
- Advances equality of opportunity between different groups
- Fosters good relations between different groups

What information do you give to the partner/contractor in order to ensure that they meet the requirements of the Act? What information do you monitor from the partner/contractor in order to ensure that they meet the requirements of the Act?

Delivery partners will be informed of their requirement to comply with the Equality Act as part of contracting arrangements, and evidence will be required as to how this is observed in relation to both employment practices and service delivery.

Sustrans have confirmed that they have an Equal Opportunities policy & procedure in place and that they are committed to ensuring that their working practices are free from all forms of unfair discrimination, in compliance with both the Human Rights Act 1998 and the Equality Act 2010. Relevant demographic information is captured from employees, volunteers and adult project participants to enable this to be monitored and reported on regularly, and for any positive action to be taken in response to this as necessary.

**Are there any concerns at this stage that indicate the possibility of inequalities/negative impacts? For example: complaints, comments, research, and outcomes of a scrutiny review. Please describe:**

The project aims to encourage and promote cycling and walking as modes of transport to all residents. In particular the project aims to promote cycling to those who do not consider themselves as “cyclists” and also to promote active travel to those who due to age or income may not be drivers. In this respect the project positively discriminates in favour of children and young people. The project encourages active travel amongst commuters and in particular low income workers to whom car ownership may be unobtainable. The project also seeks to promote cycling to women over the age of 50. However the whole project seeks to encourage active travel amongst all sectors of the community by the use of the Bicycle Ambassador scheme and general promotions.

Whilst elderly and disabled people may be less able to engage in active travel, much of the infrastructure for the project is traffic free routes, accessible to those using wheel chairs or mobility scooters. Those who choose not to participate or are unable to change mode due to ill health or disability will be encouraged to support in the schemes by helping create a more attractive environment for people who can walk and cycle by participating in speed reduction and community building interventions i.e. 20's Plenty, Playing Out and Incredible Edible programmes.

In addition the project also encourages other sustainable transport such as buses and car sharing. In particular we seek to implement 'real time' bus timetable information to make it easier for everyone to use buses, particularly those who find traditional timetables difficult to use. Evidence shows that regular bus users on average walk further than car drivers, thus making buses a form of active travel.

## C) Information

**What information (monitoring or consultation data) have you got and what is it telling you?**

Phases one and two of the Destination Hereford project have already provided new active travel infrastructure and staff have worked with businesses, school and within the community. Our cycle ambassadors and cycle trainers are experienced in working with all sectors of the community and in encouraging those with less experience to ride bikes. Our schemes to date have been successful in attracting a wide range of the public to choose active travel options. For example, over 350 people have attended a number of Choose How You Move events throughout the summer and have received advice on active travel and other sustainable modes. This includes over 100 new students who were given information on walking and cycling routes to college.

## D) Assessment/Analysis

**Describe your key findings (eg. negative, positive or neutral impacts - actual or potential). Also your assessment of risk.**

Strand/community	Impact
Children	A positive impact with plans to engage directly with school children and speak with parents and teachers. Improved infrastructure will enable safe routes to school and will also help to promote healthy outdoor exercise. Having more children walk and cycle to school will cut down on the "school run" traffic congestion. Additionally the scheme can promote walking and cycling as leisure activities for the whole family.
Young people and students	A positive impact with plans to engage with schools and colleges, benefiting young people to whom car ownership is often not affordable. Key interventions will focus on the transitions between secondary education and tertiary education and work-based learning in order to maximise modal shift. Additionally low cost active travel will be provided to young job seekers to help them travel sustainably into employment.
Women	<p>For women in particular we believe they are key to creating healthy lifestyles in future generations and currently there is inequality in the number of women using bicycles compared to men</p> <p>Women are deterred from cycling and walking due to fear of safety on the roads and personal safety.(BAS 2014) This bid plans to support women to make choices for active travel by addressing those concerns, developing their cycling competence and confidence using led cycle rides and walks aimed specifically for them. Mothers and women over the age of 40 will be targeted in particular. The bid will enable more women to access opportunities for education, training and employment, particularly those on low incomes. Also the bid will enable more women and their children to experience the health benefits of active travel.</p>

<p>Disabled</p>	<p>For some disabled people, walking and cycling will not be practical. However many of our off-road cycle routes are accessible for wheel-chairs and mobility scooters, and adaptive bikes are available for hire in the city, enabling users to travel on safe traffic free routes. People with some kinds of disability (e.g. learning disability) are able to walk and cycle but are unable to drive. This bid therefore will enable these people to access education, training and employment independently. Additionally we plan to work with a range of residents across the city and promote cycling to people who do not currently regard themselves as cyclists. Some of these people are likely to have disabilities and workers will be able to discuss personal circumstances with people to find an active solution suitable for their needs.</p> <p>Part of the project aims to encourage bus travel which can be a key form of travel for many disabled people. In particular we are looking into 'real time' travel information display boards. These make it easier for everyone to use buses and in particular can be helpful for those with learning disabilities who may find a traditional timetable difficult to read. In this way the project can provide positive discrimination to some disabled people, enabling them to be able to travel independently.</p>
<p>Older People</p>	<p>Walking in particular is a valuable means of maintaining mobility and independence. Some older people may be unable to drive due to health conditions, but creating convivial and connected, comfortable walking and cycling environments will enable them to maintain their independence. There are 33kms of traffic free cycle paths are accessible for wheel-chairs and mobility scooters affording access to all areas of the city.</p> <p>Part of the project aims to encourage bus travel which can be a key form of travel for many older people. In particular we are looking into 'real time' travel information display boards. These make it easier for everyone to use buses.</p>
<p>Commuters</p>	<p>A large part of this project will be working with a range of employers across the city to encourage staff to consider active travel options. This will enable commuters to save money on their travel as well as enjoying the health benefits that active travel can bring. Additionally walking and cycling as leisure activities for the whole family will be encouraged, making the population more active and healthy as a result.</p>
<p>Low income groups</p>	<p>Many of the large employers that we will be working with have large numbers of people on low wages. This bid will enable such workers to save money on their travel to and from work as well as providing health benefits through active travel. Additionally we will be working with young job seekers to support them to access employment via sustainable transport methods.</p>

Speakers of languages other than English	Herefordshire has high numbers of residents who originate from Eastern Europe and speak English as a second language. Some of our literature on walking and cycling routes will be produced in Eastern European languages.
Race/Religion/Sexual Orientation	There may be small numbers of Muslim women who are reluctant to engage with active travel due to their traditions and dress. Representatives from Cycle Bradford will share their best practice for BME engagement at the Women and cycling conference. We do not believe that there any other impacts upon race, religion or sexual orientation.

## E) Consultation

Did you carry out any consultation?

Yes  No

Who was consulted?

**Describe other research, studies or information used to assist with the assessment and your key findings.**

No formal consultation was carried out specifically for this project.

**Do you use diversity monitoring categories? Yes  No**

*(if No you should use this as an action as we are required by law to monitor diversity categories)*

**If yes, which categories?**

- Age
- Disability
- Gender Reassignment
- Marriage & Civil Partnership
- Pregnancy & Maternity
- Race
- Religion & Belief
- Sex
- Sexual Orientation

**What do you do with the diversity monitoring data you gather? Is this information published? And if so, where?**

## F) Conclusions

1. The sustainable transport bid aims to promote walking and cycling amongst the whole population and provide the infrastructure to make active travel options practical and safe.
2. The sustainable transport bid aims to work with all sections of the community to promote active travel and to tackle perceived barriers.
3. The sustainable transport bid aims to work specifically with women and low income groups as these are the groups that we believe have more perceived barriers to active travel and have much to gain from considering active travel options.
4. The sustainable transport bid aims to improve access to education, training and employment opportunities for all residents and improve traffic congestion across the whole city.
5. We do not believe there to be any negative impacts upon any particular groups of residents. However we will continue to monitor impacts and review the situation as the project progresses.

**(I)** *Taking immediate effect.*

**(R)** *Recommended to Council/Directors through a Committee or other Report\*.*

**(S)** *Added to the Service Plan.*

**(J)** *To be brought to the attention of the Equality Manager.*

\*Summarise your findings in the report. Make the full assessment available for further information.

NB: Make sure your final document is suitable for publishing in the public domain.