



## Equality impact assessment – for services, policies and projects

### What is an equality impact assessment?

An equality impact assessment is an important part of our commitment to improving equality practice. The form will help us find out what impact or consequences our functions, policies, procedures and projects have on our citizens, employees and potential employees.

By undertaking an impact assessment, we are able to:

- Take into account the needs, experiences and circumstances of those groups of people who use (or don't / can't use) our services.
- Identify any inequalities people may experience.
- Think about the other ways in which we can deliver our services which will not lead to inequalities.
- Develop better policy-making, procedures and services.

Impact assessment are required by law; The Race Relations Amendment Act, The Disability Discrimination Act and the amended Sex Discrimination Act all require local authorities to assess the impact of their functions, policies, projects and services, or the likely impact of any that are proposed, on equality.

However, our view is that we should be using the results of impact assessment to improve service delivery so that we become more accountable to the people that we serve.

### Background

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| <b>Name of project and date</b>                      | <b>Parking Strategy<br/>16/5/17</b>         |
| <b>Lead officer</b>                                  | <b>Jane Stovell</b>                         |
| <b>Other people involved in completing this form</b> | <b>Mike Redman, Director of Environment</b> |

## Step 1 - About the project

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| <b>What is the aim of the project and what outcomes is it contributing to</b>           | The parking strategy project aims to comprehensively review our strategic approach to parking provision within the Borough of Cheltenham to optimise support for the local economy, whilst supporting sustainable transport modes and retaining or increasing current income levels. The project forms part of the PED Transformation project (VFM1) to deliver MTFS savings, smarter working and Place strategy. |
| <b>Who are the primary customers of the project and how do they / will they benefit</b> | Residents, commuters and visitors to Cheltenham.<br>Members and Officers of CBC   |
| <b>How and where is the project implemented</b>   | The parking strategy will guide decision making on all aspects of parking across the CBC parking estate throughout the Borough, and management of said estate.  |
| <b>What potential barriers might already exist to achieving these outcomes</b>          | Funding<br>Planning legislation<br>Officer resource   |

## Step 2 – What do you know already about your existing / potential customers

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| <b>What existing information and data do you have about your existing / potential customers e.g. Statistics, customer feedback, performance information</b> | We have undertaken two car park usage surveys, wide public consultation and met with staff and clients at the Phoenix Centre that provides care and support services to those with disabilities and complex needs.  |
| <b>What does it tell you about who uses your service and those that don't?</b>  | The car park surveys showed that there seems to be sufficient parking within the town centre as a whole, but that specific car parks are busier and others generally have spare capacity, during the day. Only one car park was full for the majority of the day. District car parks (out of town centre), which are free are often very busy during the day.<br>The public consultation results broadly reflect surveys carried out elsewhere, although safety was less frequently mentioned as an issue.<br>The discussion at the Phoenix focused specifically on the proximity of free parking within the locality of the Centre which has reduced since NCP became the owners of the closest car park. Other items mentioned were car park surfacing, space around vehicles, particularly at the rear, and long stay options. |
| <b>What have you learnt about real barriers to your service from any consultation with customers and any stakeholder groups?</b>                            | Customer perception and reality often differs.<br>The on street/off street parking relationship can be confusing for customers<br>The end to end customer experience needs to be improved<br>More data needs to be available to aid decision making.<br>Alternative forms of transport need to be supported   |

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| <b>If not, who do you have plans to consult with about the project?</b> | Car Park Member Working Group has been engaged throughout the development of the strategy to review findings and recommendations. The group has included Members, officers, Chamber of commerce reps, Business Improvement District rep, Gloucester County Council rep. |
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### Step 3 - Assessing Impact

How does your project impact on different groups in the community?

| Group                      | What are you already doing to benefit this group   | What are you doing that might disadvantage this group   | What could you do differently to benefit this group   | No impact on this group |
|----------------------------|--|---|---|-------------------------|
| <b>Ethnicity / Race</b>    |  | Signage in English only which might result in parking infringements   | Could consider adding other languages to signs but this is likely to be impractical due to number of languages needing to be included   |                         |
| <b>Sex</b>                 |  |   |   | ✓                       |
| <b>Gender Reassignment</b> |  |   |   | ✓                       |
| <b>Age</b>                 |  |   |   | ✓                       |
| <b>Disability</b>          | Engaging with Phoenix Centre to understand concerns.<br>Currently offering unlimited free parking in CBC off road car parks. | Considering a variety of charging and time limit alternatives for blue badge owners using paying car parks.<br><br>These measures will help to increase the turnover of disabled parking bays, discourage commuter parking where alternative transport options are available and reduce problems resulting from | Ensure accessible parking and transport options are available throughout the town centre to reflect differing needs.<br><br>Considering giving an additional 1 hour free parking in time restricted disabled bays where valid blue badge displayed.<br><br>These measures will help to increase the turnover of |                         |

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|  |  | free long stay parking | disabled parking bays, discourage commuter parking where alternative transport options are available and reduce problems resulting from free long stay parking.<br><br>This will help to free-up parking spaces for those seeking to access goods and services in proximity to off-street car parks. |   |
| <b>Religion or belief</b>                            |  |                        |  | ✓ |
| <b>Sexual orientation</b>                            |  |                        |  | ✓ |
| <b>Marriage and Civil Partnership</b>                |  |                        |  | ✓ |
| <b>Pregnancy &amp; Maternity</b>                     |  |                        |  | ✓ |
| <b>Other socially excluded groups or communities</b> |  |                        |  | ✓ |

#### Step 4 - what are the differences

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| <b>Are any groups affected in different ways to others as a result of the project?</b> | Blue Badge Holders have the option to park for free at on road locations for specific time periods e.g. on yellow lines for up to 3 hours and in designated disabled bays.<br>Non English speaking users may not understand signage (see assessing impact) |
| <b>Does your project either directly or indirectly discriminate?</b>                   | The strategy proposes that the less expensive and longer stay parking is focused further out of the town centre. This may impact commuters and those on lower incomes.   |
| <b>If yes, what can be done to improve this?</b>                                       | Ensure that there are viable travel alternatives. This already includes adapted public service buses which are accessible to those with mobility problems.   |

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| <b>Are there any other ways in which the project can help support priority communities in Cheltenham?</b> | Work in partnership with GCC to expand on travel options under their control, e.g. Park & Ride |
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### **Step 5 – taking things forward**

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| <b>What are the key actions to be carried out and how will they be resourced and monitored?</b> | Strategy to be adopted and action plan to be commenced. Initial proposals to be recruitment of a parking manager and provision of a new payment system at Regent Arcade   |
| <b>Who will play a role in the decision-making process?</b>                                     | Officers, CBC Cabinet.  |
| <b>What are your / the project's learning and development needs?</b>                            | Initially, advice from consultant on job and person spec for parking manager role and payment system options.<br>Ownership of the strategy and action plan by the parking manager.<br>Improved data to help with decision making<br>Improved partnership with GCC |
| <b>How will you capture these actions in your project planning?</b>                             | Milestone plan, action log, risks and issues log, decision log.   |