

Equality Impact Assessment

Reference: EQIA219038200

Submitted: 19 June 2020 11:00 AM

Executive summary

Title of policy or decision: Behaviour change disruption campaign

Describe the main aims, objectives and purpose of the policy (or decision): To deliver a phased behaviour change project, embedded and underpinned with behavioural science, that seeks to shift long-term travel habits from car-use to sustainable methods, such as walking, cycling and bus

What outcome(s) are you hoping to achieve?: Enable inclusive economic growth, Help people get the best start and age well, Help create great places to grow up, live and work, Transform the council to achieve more with less

Which strategic priorities does this support? - Enable inclusive economic growth: Help people in Essex prosper by increasing their skills

Which strategic priorities does this support? - Help people get the best start and age well: Improve the health of people in Essex

Which strategic priorities does this support? - Help create great places to grow up, live and work: Help to secure stronger, safer and more neighbourly communities, Help secure sustainable development and protect the environment, Facilitate growing communities and new homes

Which strategic priorities does this support? - Transform the council to achieve more with less: Re-imagine how residents' needs can be met in a digital world

Is this a new policy (or decision) or a change to an existing policy, practice or project?: a new policy (or decision)

Please provide a link to the document / website / resource to which this EqIA relates: COA

Please upload any documents which relate to this EqIA, for example decision documents: COA

Assessing the equality impact

Use this section to record how you have assessed any potential impact on the communities likely to be affected by the policy (or decision): Primary research has been undertaken on the barriers associated with switching from car-use to sustainable travel measures. This, combined with regular interaction and feedback, from key stakeholders and representation groups will inform any ongoing impact on those that interact with the project's offer. Initial assessment undertaken from the research, internal expertise and knowledge and desktop review.

Does or will the policy or decision affect:

Service users: Yes

Employees: Yes

The wider community or groups of people, particularly where there are areas of known inequalities: Yes

Which geographical areas of Essex does or will the policy or decision affect?: All Essex

Will the policy or decision influence how organisations operate?: No

Will the policy or decision involve substantial changes in resources?: No

Is this policy or decision associated with any of the Council's other policies?: Yes

Is the new or revised policy linked to a digital service (website, system or application)?: Yes

Please describe the steps you have taken to meet the digital accessibility requirements: All legislative requirements will be fulfilled as the project commences roll-out; through use of in-house expertise in Corporate Comms and Marketing, Information Governance and other services; that are experienced in the setup and use of landing pages, microsites and app-based technology.

Please describe the steps you have taken to test the accessibility of the website, system or application: These items are yet to be created, but they will be thoroughly tested in-house, and in parallel with identify representation groups, such as the Disability Employee Network.

Please describe the steps you have taken to maintain accessibility once it has gone live: Ongoing input and feedback from relevant stakeholders and groups (e.g. DEN) as the project progresses over the next 10 months.

Description of impact

Description of Impact. If there is an impact on a specific protected group tick box, otherwise leave blank. You will be given the opportunity to rate identified impacts as positive, negative or neutral on the next page: Age, Disability - learning disability, Disability - mental health issues, Disability - physical impairment, Disability - sensory impairment

I confirm that I have considered the potential impact on all of the protected characteristics: I confirm that I have considered the potential impact on all of the protected characteristics

Age

Nature of impact: Neutral

Please provide more details about the nature of impact: This is a digitally-focussed campaign and, as such, may limit interaction with the older population, who are less likely to have access to, or be able to use, the digital offering.

Extent of impact: Low

Please provide more details about the extent of impact: The campaign's target market segment is primarily the economically active, 18 to 64 year olds, so the extent of this impact is low and limited.

Disability - learning disability

Nature of impact: Neutral

Please provide more details about the nature of impact: This is a digitally-focussed campaign and, as such, may limit interaction with those who have a Learning Disability. They may be unable to use a smartphone and are less likely to have access to, or be able to use, the digital offering.

Extent of impact: Low

Please provide more details about the extent of impact: There may be an inability to access the offering.

Furthermore, the use of social content and sharing pictures and videos through apps may be a risk for those with a Learning Disability, if they are unable to understand the social context or the consent they are granting in the sign-up phase. Individuals may need support from family, friends or identified key worker to access appropriately.

Disability - mental health issues

Nature of impact: Neutral

Please provide more details about the nature of impact: A central part of the digital campaign is use of social media - those with identified mental health issues may find this aspect challenging if they choose to participate and may exacerbate existing conditions.

Extent of impact: Low

Please provide more details about the extent of impact: Use of social media, and uploading of pictures and videos to the campaign channels, is optional. Participants do not need to consent to this aspect.

Disability - physical impairment

Nature of impact: Neutral

Please provide more details about the nature of impact: The digital campaign encourages residents to walk, cycle or bus to different destinations. For those with a physical impairment this may not be possible, or be more difficult to achieve, than those who are able bodied.

Extent of impact: Low

Please provide more details about the extent of impact: The campaign itself is not providing walking, cycling or bus facilities and therefore this aspect does not have an implication for the project.

Disability - sensory impairment

Nature of impact: Neutral

Please provide more details about the nature of impact: The digital campaign may not be accessible to those with a sensory impairment, for example, those who are visually impaired would not be able to see pictures and video content.

Extent of impact: Low

Please provide more details about the extent of impact: This will affect a small portion of the population, with existing accessibility options (e.g. captions on videos) implemented where available.

Action plan to address and monitor adverse impacts

Does your EqIA indicate that the policy or decision would have a medium or high adverse impact on one or more equality groups?: No

Details of person completing the form

I confirm that this has been completed based on the best information available and in following ECC guidance: I confirm that this has been completed based on the best information available and in following ECC guidance

Date EqIA completed: 19/06/2020

Name of person completing the EqIA: James Hopkins

Email address of person completing the EqlA: James.Hopkins@essex.gov.uk

Your function: Infrastructure & Environment

Your service area: Highways and Transport

Your team: IPTU

Are you submitting this EqlA on behalf of another function, service area or team?: No

Email address of Head of Service: helen.morris@essex.gov.uk