

**KENT COUNTY COUNCIL  
EQUALITY ANALYSIS / IMPACT ASSESSMENT (EqIA)**

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**Directorate:** Highways, Transportation and Waste

**Name of project:** Active Travel Strategy

**What is being assessed?** Draft Active Travel Strategy

**Responsible Owner/ Senior Officer:** Stephanie Holt

**Date of Initial Screening** 02/07/15, initial screening repeated 12/02/16 on worked up draft

**Date of Full EqIA:** 15/03/2016

<b>Version</b>	<b>Author</b>	<b>Date</b>	<b>Comment</b>
2	S Holt	12/2/16	Reworked initial screening based on detail of draft strategy
3	J Hill	9/03/2016	E & D Comments
4	K Ireland A Fairhurst	15/03/2016	Revision following E&D Comments
5	Akua Agyepong	1 April 2016	E&D Comments
6	K Ireland	5 April 2016	Final for consultation

**Screening Grid**

Characteristic	Could this policy, procedure, project or service, or any proposed changes to it, affect this group less favorably than others in Kent? YES/NO If yes how?	Assessment of potential impact <b>LOW/MEDIUM/LOW/NONE/UNKNOWN</b>	Provide details: a) Is internal action required? If yes what? b) Is further assessment required? If yes, why?  Internal action must be included in Action Plan	Could this policy, procedure, project or service promote equal opportunities for this group? YES/NO - Explain how good practice can promote equal opportunities  If yes you must provide detail
<b>Age</b>	Yes – older residents who are less mobile may benefit less from this strategy than others	Positive Medium Negative Low	Active Travel relies on an individual having the ability to be mobile in their own right	<p>Yes – improved continuous, joined up or direct walking or cycling- designated routes could support older residents reliant on mobility scooters access local services, amenities or friends/family</p> <p>Yes – Adult Cycling Courses will benefit adults aged 18+</p> <p>Yes – creating a safer (and enabling a perception of more attractive/safer) environment in which to walk/cycle will benefit both school aged children and older residents in particular</p> <p>Yes – ensure images, training or signposting introduced to support this strategy have relevance and appeal to the local community, including different age groups</p>

<b>Disability</b>	Yes – not all active travel infrastructure investment will benefit certain disabled communities to the same extent as certain non disabled communities	Medium	Low	Active Travel relies on an individual having the ability to be mobile in their own right	Yes – improved continuous, joined up or direct walking or cycling- designated routes will enable certain disabled communities to more easily access local services, amenities or friends/family  Yes – ensure any images, training or signposting introduced to support this strategy have relevance and appeal and are simple and clear to understand to the local community, including disabled groups
<b>Gender</b>	Yes – evidence suggests that fewer women cycle than men	Medium	Low		Yes – ensure any images, training or signposting introduced to support this strategy have relevance and appeal to women as a targeted group, as well as adults generally
<b>Gender identity</b>	No	None	None		No
<b>Race</b>	No	Low	Low		Yes – ensure any images, training or signposting introduced to support this strategy have relevance and appeal to the local community, including where local population data indicates a high proportion of one or more BAME groups
<b>Religion or belief</b>	No	None	None		No
<b>Sexual orientation</b>	No	None	None		No

Pregnancy and maternity	No	None	None	No	No
Marriage and Civil Partnership	No	None	None	No	No
Carer's responsibilities	No	None	None	No	No

## Part 1: INITIAL SCREENING

**Proportionality** - Based on the answers in the above screening grid what RISK weighting would you ascribe to this function – see Risk Matrix

Low	Medium	High
Low relevance or Insufficient information/evidence to make a judgement.	Medium relevance or Insufficient information/evidence to make a Judgement.	High relevance to equality, /likely to have adverse impact on protected groups

### Low Risk

The overall ambition of the Active Travel Strategy is to improve access to walking and cycling routes in Kent, ensuring they are maintained, appropriate and promoted. Whilst some risks have been noted in the initial screening, the overall impact of the Strategy has positive outcomes for the identified groups. Any risks identified above are targeting in the below Action Plan, showing how we intend to reduce any negative impacts.

### Context

#### *What is Active Travel?*

Active travel means walking or cycling as a way of getting to a particular destination such as work, the shops or social visits. For the purpose of this draft Active Travel Strategy, it does not include walking and cycling done purely for pleasure or for health.

#### *Why is Kent writing an Active Travel Strategy?*

KCC wants to make active travel a real and viable option for people who are making short journeys in Kent – more information can be found in the Aims and Objectives section below.

In the current economic climate of reducing budgets, a strategy will provide a basis on which KCC will be able to prioritise internal resources, influence how new communities are developed and to support bids for external funding for a range of active travel measures.

#### *What is the policy context behind the Strategy?*

Improving transport is identified in the KCC Strategic Statement 2015-2020 under outcome 2: Kent Communities feel the benefits of economic growth by being in-work, healthy and enjoying a good quality of life.

The Strategy will contribute to outcomes in the Kent County Council Strategic Outcomes Framework by improving the health, environment and sustainability opportunities for Kent. This Strategy will also support delivery of the below:

Public Health Outcomes Framework

- Indicator 2.13i - Percentage of physically active and inactive adults - active adults
- Indicator 2.13ii - Percentage of physically active and inactive adults - inactive adults

#### NICE Commissioning Guidance

- PH8 – Physical Activity and the Environment
- PH41 – Physical Activity – Walking and Cycling

Growth without Gridlock - Launched in December 2010, Growth without gridlock is KCC's transport delivery plan. The plan sets out our priorities for the county and our offer to government to deliver them. It also identifies new ways to raise revenue in response to reduced government funding. Through delivering the plan we aim to create new jobs, new opportunities for businesses and boost economic growth in Kent.

Road Casualty Reduction Strategy for Kent (2014-2020) – Launched in 2014 this Strategy outlines Kent's priorities with regards to Road Safety.

#### *What are the benefits of active travel?*

- Improve health and can contribute to lower chances of some health conditions
- It can be cheaper to travel actively by saving money on fuel/vehicle running costs/parking charges
- Reduces the number of vehicles on the road
- Can contribute to improved air quality
- Can be quicker – journey times can be reduced as active travel can take advantage of routes not accessible to motor vehicles.

#### *What are the barriers to active travel?*

- A lack of suitable routes for journeys between homes and community services, workplaces or schools; a lack of facilities such as showers, lockers and secure parking; and obstacles in cycle lanes and in footways.
- A lack of knowledge of available active travel routes.
- Individual issues such as not having the time or motivation to choose active travel, the ease of using a car, the need to carry heavy or bulky loads and the need to make 'linked' trips, such as a school drop off on the way to work.
- Safety: including pedestrians and cyclists being involved in collisions, and perceptions of safety and security.
- Reduced local authority budgets making it challenging to implement active travel measures

#### **Aims and Objectives**

Our overarching ambition of this Active Travel Strategy is to make active travel an attractive and realistic choice for short journeys in Kent.

This ambition is supported by the following outcomes:

- More people making active travel journeys
- Improved population health through an increase in physical activity
- Reduced congestion on the highway network by providing better travel choices
- Improved safety of the active travel network.

These outcomes will be realised by delivering the following actions:

*Action 1: Integrate active travel into planning*

This Strategy will influence commissioning decisions and ensure walking and cycling are prioritised in future planning processes. In addition, the Strategy will encourage integration of all types of transport as part of the strategic road network. This will be led by current commissioning guidance and best practice, existing KCC policies and strategies, and key partners' policies and strategies with a commitment to encouraging active travel.

*Action 2: Provide and maintain appropriate routes for active travel*

Kent needs fit-for-purpose active travel routes that people want to use. Kent's existing cycling and walking routes have developed over time as resources have allowed. They are not always continuous or direct, and may not serve important community services, which means that some people who would like to walk or cycle are unable to do so. There is a need to provide facilities such as pedestrian crossings along routes and secure cycle storage at destinations. It is also important that these routes are well maintained.

*Action 3: Support active travel in the community*

There is a need to encourage and promote active travel in our community. People need the skills, confidence, information and, most importantly, the motivation to make active travel their preferred choice. Initiatives needed to support this change include pedestrian and cycle training, road safety campaigns, projects to encourage walking and cycling to schools and businesses, and promotion of available routes.

**Beneficiaries**

Increasing the number of journeys made by active modes of travel will have benefits for the residents and visitors to Kent – see the above benefits to Active Travel.

**Information and Data**

By 2050, the NHS cost attributable to obesity and overweight will be £9.7 billion and the total costs will be £49.9 billion. The direct costs of illness as an outcome of physical inactivity to the NHS are quoted to be as much as £1.0 billion per annum, while costs to the whole economy are estimated at £20 billion per annum.

Over 26% of adults in Kent are classed as physically inactive and at a high risk

of developing disease conditions as a result of their sedentary lifestyle. Over 43% fail to meet recommended levels of activity required to maintain good health. 21% of children in Kent are above a healthy weight when starting primary school, increasing to 33% by the time they leave.

Robust evidence has highlighted how active travel, specifically journeys made by cycle and on foot, can contribute to a wide range of outcomes. Active travel gives people an opportunity to be physically active as part of their daily routine, which will contribute to improved health as well as preventing or managing a range of chronic diseases. It can also contribute to improve air quality, reduced congestion and reduced carbon emissions through reducing the number of cars on the road. Kent currently has no strategic policy to meet these objectives through increasing active travel.

### **Involvement and Engagement**

The consultation and engagement process commenced with two half day workshops held on the 1<sup>st</sup> and 7<sup>th</sup> October 2015 which involved over 70 key stakeholders and representative groups. Additional engagement was also held with the West Kent Health and Wellbeing Board, a workshop with 20 Mid Kent College Students on 7<sup>th</sup> January 2016, and a facilitated discussion at Kent Youth County Council on 20<sup>th</sup> March 2016.

Invitations to the pre engagement workshops were sent to groups including Guide Dogs, District Access Groups, CILK, and KAB. The feedback specifically regarding access issues were that:

- Infrastructure needs to be appropriate for all user types, e.g. tactile paving for visual impairment
- Any signage should take into account all user types including visually impaired

This was included in the summary of the workshops and considered when drafting the Strategy.

A eight week public consultation is planned commencing in May 2016.

#### *What is the consultation asking?*

The consultation is asking Kent residents to read the proposed Strategy and to provide feedback on the content, including views on our proposed aims and objectives (above) and whether we have missed anything which is important to the respondent. The consultation will also ask about the respondent's current level of active travel activity as well as the standard EqIA About You questions so that we can ensure that we have responses from a diverse range of the County. A mid consultation review will take place to identify if there are any groups which we have not had responses from, and efforts will be made to consult with them.

#### *When will it be reported on?*



The consultation will begin following Environment and Transport Cabinet Committee approval on the 4<sup>th</sup> May. It will run from 18<sup>th</sup> May to the 13<sup>th</sup> July 2016.

There will be a mid-consultation review meeting of the Active Travel Strategy Project Group which will analyse the responses so far and identify if there are any gaps in the profiles of the responses received compared to those that we wish to target (i.e. those identified in the screening grid above). Where any gaps are identified, efforts will be made to engage with these groups.

Following the close of the consultation, responses will be reviewed and reported on at an Active Travel Strategy Project Group meeting. The responses will be used to amend the Strategy where appropriate, and a final version of the Strategy will then be submitted to Environment and Transport Cabinet Committee for adoption. .

**Potential Impact:**

Some of those within specific protected characteristics groups (older persons, and disabled) may potentially find it difficult or impossible to partake in active travel at all, and will therefore benefit less from this strategy than others. However the draft strategy also seeks outcomes that will benefit and potentially grow the numbers of elderly and people with a disability that can become more confident, informed and able to actively travel. This will therefore improve their access to key services and employment, as well as their local community.

**Adverse Impact:**

There do not appear to be any adverse implications of implementing an Active Travel Strategy. This was supported by the preliminary consultation feedback.

**Positive Impact:**

The strategy and outcomes have the potential to have a significant positive impact provided Interventions and measures are inclusive and are tailored to where they can have most benefit. The positive impacts with regards to equality and diversity are:

- Increased take up in identified groups
- Routes which are accessible/have improved access
- Opportunity for all to be more physically active
- Improvements in air quality that benefit the whole population

**JUDGEMENT**

<b>Option 1 – Screening Sufficient</b>	<b>NO</b>
<b>Option 2 – Internal Action Required</b>	<b>YES</b>
<b>Option 3 – Full Impact Assessment</b>	<b>Yes</b>

A full impact assessment is required as the draft Active Travel Strategy is going out to consultation.

### **Action Plan**

The draft Strategy has had two engagement workshops and will have an eight week consultation. This EqIA will be reviewed for the fourth time and updated in response to the consultation feedback.

### **Monitoring and Review**

It is intended that the Strategy will include an Action Plan which will be a live piece of work and updated annually. That Action Plan will similarly be Equality Impact Assessed, and implementation adjusted accordingly.

### **Sign Off**

I have noted the content of the equality impact assessment and agree the actions to mitigate the adverse impact(s) that have been identified.

### **Senior Officer**

Signed: 

Name: Stephanie Holt

Job Title: Head of Countryside, Leisure and Sport      Date: 12/02/16

### **DMT Member**

Signed: 

Name: Tim Read

Job Title: Head of Transportation      Date: 11/04/2016

Please forward a final signed electronic copy to the Equality Team by emailing [diversityinfo@kent.gov.uk](mailto:diversityinfo@kent.gov.uk)

## Equality Impact Assessment Action Plan

Protected characteristic	Issues identified	Action to be taken	Expected outcomes	Owner	Timescale	Cost implications
Age		Ensure consultation engages with this group to hear feedback	Potential to identify where we can help deliver active travel that supports older residents	Active Travel Group	In line with writing of implementation plan	To be determined
	Older residents who are less mobile may benefit less from this strategy than others	Improved continuous, joined up or direct walking or cycling- designated routes could support older residents reliant on mobility scooters access local services, amenities or friends/family	Increased usage of active travel	Active Travel Group	In line with writing of implementation plan	To be determined
		Adult Cycling Courses will benefit adults aged 18+	Growth in number of Kent adult residents regularly cycling in Kent	Safer Mobility Team Leader	Ongoing	To be determined
	Safety perceptions across the age groups	Creating a safer (and enabling a perception of more attractive/safer) environment in which to walk/cycle will benefit both school aged children and older residents in particular	Increased usage of active travel	Active Travel Group	To be determined	To be determined
	Promotional material may not reflect all age groups	Ensuring images, training or signposting introduced to support this strategy have relevance and appeal to the local community, including different age groups	Increase in diversity of promotional material	Active Travel Group	To be determined	To be determined

	Active Travel relies on an individual having the ability to be mobile in their own right.	Ensure consultation engages with this group to hear feedback	Potential to identify where we can help deliver active travel that supports disability	Active Travel Group	In line with writing of implementation plan	To be determined
Disability	Residents with a disability may benefit less from this strategy than others	Improving continuous, joined up or direct walking or cycling-designated routes will enable certain disabled communities to more easily access local services, amenities or friends/family	Increased usage of active travel	Active Travel Group	In line with writing of implementation plan	To be determined
	Promotional material may not reflect diversity	Ensuring any images, training or signposting introduced to support this strategy have relevance and appeal to the local community, including disabled groups	Increase in diversity of promotional material	Active Travel Group	To be determined	To be determined
	Evidence suggests that fewer women cycle than men	Ensure consultation engages with this group to hear feedback	Potential to identify where we can help deliver active travel that supports gender specific issues	Active Travel Group	In line with writing of implementation plan	To be determined
Gender	Promotional material may not reflect gender diversity	Ensuring any images, training or signposting introduced to support this strategy have relevance and appeal to women as a targeted group, as well as adults generally	Increase in diversity of promotional material	Active Travel Group	To be determined	To be determined

Race	Promotional material may not reflect diversity	Ensuring any images, training or signposting introduced to support this strategy have relevance and appeal across a diverse population	Increase in diversity of promotional material	Active Travel Group	To be determined	To be determined
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