

Surrey County Council: Equality Impact Assessment

Branding and marketing for the Travel SMART programme

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2. Approval

	Name	Date approved
Line Manger	Marc Woodall	23.05.13
Project Sponsor	Paul Millin	24.05.13

3. Quality control

Version number	0.6	EIA completed	23.05.13
Date saved	23/05/2013	EIA published	

4. Developing the EIA

Name	Job title (if applicable)	Organisation	Role
Heena Pankhania	Travel SMART Engagement Officer	Surrey County Council	
Marc Woodall	Travel SMART Engagement Manager	Surrey County Council	
Quinton Drawbridge	Travel SMART communications officer	Surrey County Council	

5. Issue being reviewed

What policy, function or service is being reviewed?	<p>Surrey County Council secured over £18 million of the Local Sustainable Transport Fund (LSTF) from two bids to the Department for Transport. The funding allows for the delivery of the Travel SMART programme for three years, 2012-2015, in the selected towns of: Woking, Guildford, Redhill and Reigate.</p> <p>The aims of the Travel SMART programme are to:</p> <ul style="list-style-type: none"> • Help people make better travel choices and improve accessibility • Improve people's access to jobs/skills • Encourage people to live healthier lifestyles
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	<p>The Travel SMART Engagement Team’s focus is on delivering behaviour change projects. Working alongside the infrastructure side of the programme, the Engagement Team supports and promotes the new facilities installed into the Travel SMART towns which will include new shared use cycle/pedestrian paths, a new park and ride facility and improvements to the bus network among many others.</p> <p>The Travel SMART brand is very distinctive and was selected by the public directly through user testing. The majority of the Engagement Team’s work involves engaging with local residents, community groups, visitors and business of the Travel SMART towns. This work requires the development of a range of communications materials tailored to their audience. This has included:</p> <ul style="list-style-type: none"> • Website content • Leaflets • Flyers (and e-flyers) • Posters • Outdoor advertising • Print advertising • Newsletters • Maps • Lanyards • Pens • Bike bottles • Radio adverts • Events • Consultations • Surveys • Media relations <p>The method of communication varies depending on the intended audience. For example when engaging with community groups, channel used include the Travel SMART website, leaflets, advertising, posters and direct interaction.</p> <p>Our audiences access the information we produce through the website, during events, direct distribution and at points of distribution such as community centres, libraries and shops.</p> <p>The impact of the overall Travel SMART branding and marketing campaign therefore will be assessed in this document.</p>
<p>What are the proposed changes to the policy, service or function you are assessing?</p>	<p>This is a new programme of work funded by the Dept for Transport, and as such is not a change to an existing policy or function. The design and development of the communications work has been developed using existing communications guidelines for partnership working.</p> <p>The Travel SMART brand is very distinctive and consciously different to the corporate brand of Surrey County Council. This is because the programme is collaborative and not entirely delivered by Surrey County</p>

	<p>Council on its own.</p> <p>Intensive infrastructure marketing has been employed to promote the infrastructure that has been updated or put in place e.g. cycle lanes and to actively encourage its use for social or commuting trips.</p> <p>The design of the methods of engagement used during the campaign has been specific to the audience that is being sought. For example the materials developed for community funding in Westborough has been designed specifically for that area, using photos of Westborough. Other materials have been circulated in local shops and with local community groups.</p> <p>During development of any future Travel SMART marketing materials, we will consider the impact the items may have on marginalised groups in the community and ensure they take all needs of the diverse communities we are engaging with into consideration.</p>
<p>Who is affected by the proposals?</p>	<p>The following groups are being targeted by the Travel SMART marketing campaign in Woking, Guildford, Redhill and Reigate:</p> <ul style="list-style-type: none"> • Businesses and their employees • Commuters • People and community groups in deprived areas • People living near infrastructure improvements • Stakeholders <p>All residents of the Travel SMART towns will also be targeted by a wider behaviour change campaign.</p>

6. Data, consultation and engagement

<p>Data used</p>
<p>Consultation and engagement you carried out</p>
<ul style="list-style-type: none"> • Business engagement: general consultation, surveys circulated, breakfast focus groups • Community engagement: general consultation, focus groups held in local communities • Public consultation : including market testing of the brand and message

7. Impact of the changes

Protected characteristic	Impact	Evidence
Age	<p>Positive</p> <p>Negative</p>	<p>Communicate with all age groups. Promote cycle training for the whole family including children. Information on the website is informative and understandable to all ages. Paper copies of most communications are developed alongside electronic versions. Programme improvements are developed and accessible for all age groups.</p> <p>Much of the material is online based meaning that some older users may find it more difficult to access. However on all materials the SCC contact centre phone number is printed.</p>
Disability	<p>Positive</p> <p>Negative</p>	<p>Greater availability of journey planning resources may enable people with disabilities to plan more appropriate journeys.</p> <p>Communications developed largely on paper or electronic versions but no materials have been developed for those who are have difficulties with vision.</p> <p>There is potential to develop such materials.</p> <p>Some of the mapping is produced in a form that requires unfolding. This may prove difficult for people with limited dexterity or people missing fingers, hands or arms.</p>
Gender reassignment	None	All communications are informative and not situational.
Pregnancy and maternity	None	All communications are informative and not situational.
Race/Religion	Negative	All communications materials are in English. Consideration will be taken to translate materials into other languages should this be requested by

		members of the local community.
Religion and belief	Negative	Some of the communications materials have either been distributed by faith groups, or have been incorporated into publications produced by faith groups. On some materials, images of notable buildings such as churches and mosques have been included. Risk of other groups feeling marginalised
Sex	None	All communications are informative and not situational.
Sexual orientation	None	All communications are informative and not situational.
Marriage and civil partnerships	None	All communications are informative and not situational.

8. Groups facing multiple impacts

Impact	Evidence
Community groups-positive	Have access to information that will allow greater choice when accessing transport networks. Can take advantage of schemes that will positively contribute to local communities-such as the community funding scheme
Businesses - positive	Have access to improved information for staff and visitors. Can take advantage of the training offered which seeks to deliver carbon and cost savings.
People with a disability	Both the lack of alternative, i.e. large print versions.
People who don't have English as a language	Versions of materials in other languages could impact negatively on this group.

9. Amendment to the proposals

Change	Reason for change
Aim to produce materials in alternative languages where there is a high minority of people whose first language is not English and where requests are made.	Some members of the community who might benefit from the interventions of Travel SMART might not be able to access the information that they need to participate/benefit.

People with a visual impairment	We will adapt mapping materials to be accessible via the internet in larger print with zoomable maps. All web resources will conform to AAA accessibility standards.
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10. Action plan

Impact (positive or negative)	Action needed to maximise positive impact or mitigate negative impact	By when	Owner
Negative – older people less able to access information due to be available online primarily	Widespread communications campaign including information in range of outlets (libraries GP surgeries etc) and provision of phone line information.	Ongoing in communications campaign	Communications team
Positive – journey planner can provide better travel information for range of groups including people with disability and other mobility and access problems	Journey planner includes information about accessibility. Will look to communicate the journey planner through established disability groups and networks	September 2013	Communications team
Negative	Promote that any communications materials that can be made available for those with visual difficulties. Similarly develop materials for those whose first language is not English and do not have reasonable English language skills.	For future communications	Communications Team
Positive	Continue to develop materials that are not gender, age, and ethnicity or religiously affiliated.	Continuous	Travel SMART Engagement Team
Positive	Where particular faiths wish to promote Travel SMART communications, ensure offers are made to groups of other faiths within the community.	Continuous	Travel SMART engagement team

11. Summary of key impacts and actions

Information and consultation/engagement used to underpin equalities analysis	Engagement with Surrey businesses has been sought through consultation workshops on elements of the programme. Consultation with community groups has been extensive which has been of use when considering ways to engage with particular group.
Key impacts (positive and/or negative) on the protected characteristic groups	Positive impacts on the characteristic groups highlighted above. This is due to awareness and consideration for development of future communications and marketing materials.
Changes you have made to the policy as a result of the equality analysis process	Taken the aforementioned groups into consideration when developing marketing and communications materials in order to promote equality and fairness.
Key mitigating actions planned to address any outstanding negative impacts	Continue to update the assessment to reflect the communities we are engaging with on the Travel SMART programme.