

EQUALITY ANALYSIS

Name of Service/Policy/Project/Decision to undergo Equality Analysis:

Bradford on Avon Historic Core Zone – Phase 1, Market Street/Church Street

Key contact person & others involved:

Wiltshire Council – Steve Hind and Laura Gosling
Mouchel – David Minshall
Bradford on Avon Working Group – Sandra Bartlett

Date Completed:

December 2012

Review date (at least annually):

Identify aims:

What are you trying to achieve with this scheme?

This project is Phase 1 of a much larger Historic Core Zone scheme for Bradford on Avon. The aims of the Historic Core Zone (HCZ) scheme overall are:

- The creation of a clearly identifiable zone within the town that seeks to re-balance the relationship between motorised vehicles and vulnerable road users and reduces the dominance and intimidation of traffic.
- The development of a scheme which ensures that the character and appearance of the town is enhanced and preserved.
- The development of a scheme that improves accessibility for public transport users, pedestrians, cyclists and disabled people in the HCZ.
- The development of a scheme that will help pedestrians, cyclists and disabled people feel safer using the streets within the HCZ.
- The development of a scheme which improves the pedestrian environment whilst still providing through movements for traffic and sufficient levels of parking.
- The development of a scheme that ensures that traffic speeds and flows are in balance with the proximity of people within the HCZ.

Who is it for?

The objective is to introduce an acceptable scheme that incorporates the needs of the various groups mentioned in the aims section outlined above.

What could prevent your communities getting the most out of the scheme?

Perception that the scheme is not safe for pedestrians and other vulnerable road users.

How will you tell people about it?

Through public consultation and publicity.

Collect and use evidence:

What existing data do you have?

A consultation exercise with a range of vulnerable groups was completed which included those representing blind people, people with learning difficulties, deaf people, older and younger people.

Three consultation exhibitions were held at the end of September / beginning of October 2012 in Bradford on Avon to gather the views of these groups. A list of those groups/individuals invited to the consultation events is attached.

A report (attached) has been prepared which outlines the outcomes from the consultation.

Do you need to plug any gaps? How can you do this?

No unrepresented vulnerable user groups have been identified. Further, general public consultation is planned.

Are you using your partners, stakeholders and councillors effectively?

The Bradford on Avon Town Council Historic Core Zone Working Group, which meets on a regular basis to discuss the project, consists of town councillors and others members of the local community in Bradford for Avon.

Assess the impact:

Who are the users?

All road users in Bradford on Avon, including vulnerable road users such as pedestrians and cyclists but also older and disabled people

Who else could or should be?

All relevant road users have been considered in the design and consultation of this scheme.

How could they benefit?

N/A.

Who else might be affected?

Commercial interests of local businesses may be affected. For example, there may be consideration of adverse affect on passing trade should motorists choose to avoid the Historic Core Zone. This may however be balanced by tourism benefits. Interested parties will have opportunity to comment during a public consultation.

Are some people benefitting more than others? If so, why?

The main emphasis of this scheme is on improving the street environment for pedestrians. Arguably, motorists may be disadvantaged by this scheme as their journey times may be longer as they are likely to be travelling more slowly through this space.

Ensure fairness:

Why is the scheme a priority?

The scheme has been identified as a priority by the local community as they want to improve the street environment in the historic centre of Bradford on Avon.

The scheme fits with many of the objectives outlined in Wiltshire Council's Local Transport Plan such as improving accessibility and encouraging people to travel more sustainably.

Will it deliver the intended outcome/benefits?

Phase 1 of the scheme should deliver the intended outcomes as outlined at the beginning of the project.

Is it discriminatory?

The consultation exercise with vulnerable groups highlighted some issues that certain groups would like to see addressed as part of the scheme. In particular, blind and partially sighted people had concerns about the removal of the zebra crossing on Market Street and a potential loss of definition between the footway and carriageway at the locations where raised tables are proposed. These issues are being addressed as part of the final scheme design.

If this benefits a particular group, is it clear why that needs to be the case?

The scheme has particular benefits for pedestrians, as the whole ethos of the scheme is about reducing the dominance of traffic and improving the pedestrian environment.

Is there a possible impact in relationships or perceptions between communities? Have you thought about how to address this?

The scheme focuses on re-balancing the relationship between motorists and vulnerable road users by introducing a scheme that reduces the dominance and intimidation of traffic and gives more space to pedestrians.

Finalise your decision:

Do you need to consult further?

Wider public consultation will take place in the new year.

Can you explain how the decision was reached?

Decision taken in conjunction with the Bradford on Avon Historic Core Zone Working Group.

Have you decided how your decision making process is recorded?

Through the Working Group meeting minutes and decisions/minutes recorded by Bradford on Avon Town Council.

Have you involved your councillors and senior officers if needed?

Yes, both have been invited to the Working Group meetings.

Have you involved your partners and stakeholders if needed?

Yes.

Communicate what has happened:

There will be a further opportunity for consultation on the scheme in January at three public exhibitions.

Review your decision:

The plans will be revised and updated accordingly following the consultation events taking place in January.