

Swindon Borough Council Diversity Impact Assessment Country Park Implementation of Car Parking Charges 2016

1 What's it about?

Refer to equality duties

What is the proposal? What outcomes/benefits are you hoping to achieve?

Under the Cultural and Community Based Asset Programme it was proposed is to consider the implementation of car parking charges at Council's the country parks or parks within the control of Swindon Borough Council, as the introduction of car parking is seen as a way to reduce the subsidies to the country parks. The Cultural and Community Based Asset Programme is tasked with ensuring that the cultural and community based assets owned or managed by Swindon Borough Council work harder for the Council in reducing current subsidies and or providing more and better services at lower costs.

In phase 1 car parking was introduced at Lydiard Park and Coate Water on the 1st July 2016. The introduction has caused limited complaint or comment. Work prior to the introduction with user groups of both parks, significant local stakeholders and local Ward Members led to many of the issues for these being dealt with before or very early after implementation.

Subsequently there have been very few incidents of parking in areas outside of the parks being raised with the project. The main area of concern is two points on Broome Manor Lane which ways to resolve the issue are being investigated. Other areas that were raised were:

- Issues with pay and Display Machines.
- Inconsiderate Parking.
- Signage

A review is currently underway of what improvements can be made to support park users, user groups and local residents.

The second phase was to look at the options on other parks, with the proposal being:

- To look at implementing charges at Stanton Park.
- Carry out more investigation in to use at Moulden Hill.
- Shaw Forest will not be taken forward due to size.
- Barbury Castle will not be considered at present due to remoteness and current site offer.

Therefore the DIA will focus on the proposed introduction of charges at Stanton Park.

Who's it for?

The country parks within Swindon Borough Council control offer a wide variety of activities and therefore attract a diverse group of visitors with some activities specific to one park i.e. Coate Water and activities in relation to the lake i.e. sailing and angling. It is also recognised that a proportion of the visitors to the parks are not residents to the Borough.

How will this proposal meet the equality duties?

The proposal will meet the equality duties by:

1. Swindon Borough Council will eliminate discrimination, harassment and victimisation by setting the charge as a maximum price across all parks with time bands, the option of

season tickets will be available for sites where charging has been introduced. Other features to support this will be:

- a. Making good of car parks that are currently recognised as being of a poor standard or that flood in bad weather.
 - b. The charges will be in keeping with similar sites i.e. National Trust & Forestry Commission
2. To advance equality of opportunity by providing disabled parking bays at all sites.
 3. Foster good relations by
 - a. Keeping park users informed of any proposals and allowing for feedback on the proposal and the charging model.
 - b. Discussing issues that arise over the 1st 6 months of implementation especially with residents that live local to the parks to review the impacts on them.

What are the barriers to meeting this potential?

The barriers to meeting this potential are:

- That any implementation of parking charges may have an adverse effect on parts of the community that use country parks in relation to their Financial Economic Status.
- That some individuals out of protest do not park in the designated car parks

2 Who's using it?

Refer to equality groups

What data/evidence do you have about who is or could be affected (e.g. equality monitoring, customer feedback, current service use, national/regional/local trends)?

There is limited data on who currently uses Stanton Park the detail known is shown below:

- Average of 54000 car visits per year.
- Anglers (Coleview Angling Club)
- Every Cloud Cafe

The Café and anglers will be contacted to discuss the proposals to investigate how the proposal may affect them and how any impact can be limited.

How can you involve your customers in developing the proposal?

A consultation phase will be carried out from Dec 16 – Feb 17 to look at how Stanton is used, thoughts on an appropriate charging model and to identify the demographics of Stanton park users.

Who is missing? Do you need to fill any gaps in your data? (pause DIA if necessary)

Until the consultation has been carried out user of protected characteristics who do not use the park will not be able to be identified. The expectation is that this will still be a limited view of the users and their demographics of the park.

3 Impact

Refer to dimensions of equality and equality groups

Show consideration of: age, disability, sex, transgender, marriage/civil partnership,

maternity/pregnancy, race, religion/belief, sexual orientation
and if appropriate: financial economic status, homelessness, political view

Using the information in parts 1 & 2:

a) Does the proposal create an adverse impact which may affect some groups or individuals? Is it clear what this is? How can this be mitigated or justified?

The council does not consider that the proposal will have an adverse impact on equality groups but may be considered a barrier by some groups based on their financial economic status. It is also recognised that some equality groups are more likely to be dependent on income related benefits than the wider population, for example disabled or older people.

There is also a concern that due to any charges being implemented parking may be dispersed dispersal into neighbouring residential areas.

What can be done to change this impact?

At present there is no impact on any groups with a protected characteristic.

b) Does the proposal create benefit for a particular group? Is it clear what this is? Can you maximise the benefits for other groups?

There is no expected benefit for any particular group.

Does further consultation need to be done? How will assumptions made in this assessment be tested?

A consultation phase is to take place from Dec 16 to Feb 17

4 So what?

[Link to business planning process](#)

What changes have you made in the course of this DIA?

This is an ongoing process and the consultation will feedback into the proposed pricing model with lessons learned from Caote Water and Lydiard being considered.

What will you do now and what will be included in future planning?

Consultation on the proposal to introduce car parking charges at Stanton park

When will this be reviewed?

This will be reviewed in post consultation and in light of any final decision on introducing car parking charges at Stanton Park

How will success be measured?

Is there a success measure? Income? Complaints? Customer satisfaction surveys? Fall off/increase in use analysis?

For the record

Name of person leading this DIA Jim Catton

Date completed 21/11/16

Names of people involved in consideration of impact Rachel Watts, Nick Stephenson,

Name of manager signing DIA Bernie Brannan

Date signed

Diversity Impact Assessment – an inclusive business planning tool

1. What's it about? refer to equality duties

- What is the proposal? What outcomes/benefits are you hoping to achieve
- Who's it for?
- How will this proposal meet the equality duties?
- What are the barriers to meeting this potential?

2. Who's using it? consider all equality groups

- What data/evidence do you have about who is or could be affected? (e.g. equality monitoring, customer feedback, current service use, national/regional/local trends)?
- How can you involve your customers in developing the proposal?
- Who is missing? Do you need to fill any gaps in your data?

3. Impact consider dimensions and equality groups

Using information in parts 1 & 2:

- a) Does the proposal create an adverse impact which may affect some groups or individuals? How can this be mitigated or justified?
> What can be done to change this impact?
 - b) Does the proposal create benefit for particular groups or individuals. Is it clear what this is? Can you maximise the benefits for other groups?
- Does further consultation need to be done? How will assumptions made in this assessment be tested?

4. So what?

- What changes have made in the course of this DIA?
- What will you do now and what will be included in future planning?
- When will this be reviewed?
- How will success be measured?

Considerations

Our equality duties

1. Eliminate discrimination, harassment and victimisation
2. Advance equality of opportunity
3. Foster good relations

Equality groups

For the following equality groups: age, disability, sex, transgender, marriage/civil partnership, maternity/pregnancy, race, religion/belief and sexual orientation.

Extended by SBC policy to include: financial economic status, homelessness, political view.

Dimensions of equality

How will the proposal affect Human Rights and life chances of different groups? Consider how the proposal affects

1. Longevity.
2. Physical security.
3. Health.
4. Education.
5. Standard of living.
6. Productive and valued activities.
7. Individual, family and social life.
8. Participation, influence and voice.
9. Identity, expression and self-respect.
10. Legal security.