

# South Yorkshire Safer Roads Partnership

## Equalities impact assessment

### Summary

This document outlines what measures the South Yorkshire Safer Roads Partnership (SYSRP) has in place to encourage, and mitigate barriers against, participation in road safety activities. It is based on the Equalities Impact Assessment framework used by Sheffield City Council.

### Communications framework

Name	Equalities impact assessment
Version	2.0
Last updated	16 August 2018
Review schedule	Annual, ahead of financial year
Review date	31 January 2019
Review body	Safer Roads Tactical Group

## Background

Under the specific public sector duties introduced by the Equality Act 2010, public bodies must, when making decisions, seek to:

- eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the act, such as the failure to make reasonable adjustments for disabled people
- advance equality of opportunity between people who share a protected characteristic and those who do not
- foster good relations between people who share a protected characteristic and those who do not

These are referred to as the *three aims of the Equality Duty* and relate to eight protected characteristic groups:

- Age
- Disability
- Gender or sex
- Gender re-assignment
- Pregnancy and maternity
- Race
- Religion and belief, including non-belief
- Sexual orientation

The equalities impact analysis is a method of systematically reviewing the way policies, practices, services or decisions impact on different groups of potential or actual users of services. Equality analysis should help identify where policies, practices, services or decisions could be improved and where services could do more to advance equality of opportunity and promote good relations between different groups of people.

## Aims of the proposal and the outcomes you want to achieve

This initial Equalities Impact Assessment (EIA) considers the refresh of the SYSRP Communications Strategy. The strategy looks at the effectiveness of our communications activity to date and the revised plan aims to ensure that we can continue to offer the most appropriate communication channels for all our audiences. The Partnership's overall aim is to reduce the number of people injured on the roads of South Yorkshire. To do this we want to have a positive influence on driving, riding and walking behaviours and highlight the shared responsibility for all road users, encouraging considerate, vigilant and safe road use across all modes and ages. We want to become a trusted source of road safety information providing clear, accurate and useful advice, instruction and training which is rooted in our strategy and backed up by evidence.

## **Overview**

Our primary audience exists outside the Partnership – in the schools, colleges, businesses and communities of South Yorkshire. We use a range of communications channels to engage this audience and will, wherever possible, do so in a manner which is appropriate to that group.

We have segmented our audience into three age groups: 0-16 years, 17-24 years and 25 years plus. To reach people in these groups we will need to employ appropriate means of communication, recognising that they may access information in different ways. Within these three age groups we will use a 'worst first' approach to targeting, focusing on those particular age groups, road users and geographical areas which are over represented in the casualty statistics.

## Initial Equalities Analysis – SYSRP communications strategy

Areas of possible impact	Impact	Impact level	Explanation and evidence	Best practice examples	Areas for improvement
<b>Race</b> – includes ethnicity, nationality and colour	Neutral at best	low	Casualty recording system does not highlight ethnicity or nationality	Priority post code areas tend to focus on deprived communities, which often have a higher BME population.	Need to provide further consideration of language requirements when developing promotional materials (don't offer printed materials in other languages)
	Negative at worst		ONS statistics show that 8% of the population in South Yorkshire is from a black or minority ethnic background and 1% is recorded as 'other'	Target certain geographical areas, for example Eastwood, where people from minority ethnic communities live	Use of picture cards for ESOL audiences
			Certain geographical areas in South Yorkshire have a higher proportion of people from ethnic minority communities or nationalities	<i>Drive for Life</i> – target hard to reach groups, such as ESOL, NCS, and focus messages depending on ethnicity/nationality	Need to formalise what we have, for example bespoke or adapted session plans for different groups
		Assuming the spread of casualties is equal across all communities look at make up of population in South Yorkshire and see if	Translators attend at events	Use of simple English/plain language	Explore use of radio programmes such Radio Sheffield Eastern Air to convey appropriate

			we are targeting proportionately	<i>for Life</i> hard to reach) to ensure we can tailor sessions to the audience requirements	messages (previously used Radio Ramadan)  If cannot target the communities directly, liaise with community workers/PCSOs in the relevant geographical areas to raise awareness of what we can offer
<b>Disability</b> – covers various impairments	Neutral	low	<p>Casualty recording system does not highlight people with a disability.</p> <p>We do not specifically target people with a disability. However, our target groups may contain people who have a disability so it is important that we are able to accommodate any specific requirements as needed.</p> <p>It is hard to establish what percentage of the population has a disability as the definition for this is very wide ranging. There</p>	<p>Accommodate sessions at Lifewise for people with a disability such as a brain injury session</p> <p>Request further information about possible disabilities when booking in sessions</p> <p>Use of PA systems at events to ensure audience can hear presenters</p> <p>We use DDA compliant buildings when choosing venues to host events</p>	<p>Subtitling of films</p> <p>Facilities for partially sighted people</p> <p>Use of coloured paper for those with dyslexia</p> <p>Refer people to the website where they can use e-readers or display larger text</p> <p>Make visual aide memoir available</p>

			are no specific figures for South Yorkshire related to disability. Nationally 4.3% of the population has a blue badge to assist with parking for people who have a condition which affects their mobility		
<b>Sex</b> (women and men) and pregnancy and maternity issues	Positive	none	<p>STATS19 data provides information about gender of casualties</p> <p>Males are over represented in various road user casualty groups and our messages and interventions are targeted accordingly.</p>	<p>Young females are highlighted as car passenger casualties and so we provide an appropriate messages around the 'sacrificial seat' as part of <i>Drive for Life</i></p> <p>Target expectant parents about seatbelts and child seats.</p> <p>Male/female ADIs available</p> <p>Women only events offered where a mixed audience may put some people off from attending, for example female <i>BikerDown!</i> and <i>BikeSafe</i> workshops</p>	Availability of male and female presenters

<b>Sexual orientation</b>	Neutral	none	<p>Casualty recording system does not highlight people's sexual orientation.</p> <p>Our road safety messages will be applicable across all groups</p>	No current proactive delivery in this area.	Attendance at specific events such as Pride
<b>Trans</b>	Neutral	none	<p>Casualty recording system does not highlight people who are trans</p> <p>Our road safety messages will be applicable across all groups</p>	No current proactive delivery in this area.	<p>Training around use of appropriate language</p> <p>Changes to evaluation survey form in relation to questions related to gender</p>
<b>Age – young and older</b>	Positive	low	<p>Messages are targeting at different age groups based on over representation in casualty statistics.</p> <p>Young drivers and riders are over represented in the casualty statistics</p> <p>No further funding for <i>Drive Safer Driving at 60+</i> due to older car drivers not being a particular casualty problem</p>	<p>General road safety messages are applicable to all ages such as 'fatal four' for drivers.</p> <p>Specific messages are age appropriate for example helping young drivers to find coping strategies to avoid the dangers of the fatal four</p> <p>Consider the access requirements for working age people by holding</p>	Consider social media channels to target 17-24 year old age bracket who are not generally on Facebook or Twitter but are more likely to be on Snapchat or Instagram

				<p>sessions/events at tea time, after work.</p> <p>Consider the access requirements for older people by holding sessions/events outside of peak travel times and in local venues</p> <p>Target geographical areas for specific age groups such as student areas, retirement villages</p> <p>Consider appropriate communications channels for age group being targeted such as. posters in pubs/clubs, social media, digital platforms, newspaper articles, posters in supermarkets</p> <p>For those people and communities who cannot access our services via the website we offer sign up to interventions via telephone.</p>	
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<b>Religion/belief</b> – includes no belief	Neutral	none	Casualty recording system does not highlight people’s religion or beliefs.  Our road safety messages will be applicable across all groups	No current proactive delivery in this area.  Planning – understanding what is expected/acceptable when visiting religious buildings	
<b>Workforce</b>	Negative	low	The current workforce profile of the SYSRP team is fairly evenly split between males and females. The majority of staff are aged 50+, with no staff aged under 30 years of age. No staff are from a BME group.	Current SYSRP staff profile has significant range of knowledge and experience	Currently few opportunities to influence the workforce profile – freeze on vacancies  Fewer young people employed in the road safety field when this is an important target audience
<b>Carers</b>	Neutral	none	Casualty recording system does not highlight people who are carers.  Our road safety messages will be applicable across all groups	Young carers events held at Lifewise	Promote provision for carers such as reserved places to facilitate people who require a carer to attend  Consider timing of events to facilitate carers attendance
<b>Community cohesion issues:</b> recognising, supporting and	Neutral	none	Opportunities to promote interaction between and within different road user and casualty groups	Discussion between different road user communities such as ‘close pass’ targeting drivers when overtaking cyclists	Further opportunities to challenge myths and stereotypes about different road users such as needs of

respecting diversity			Our refreshed SYSRP strategy has moved away from priority road user groups to prioritise based on age: 0-16 years, 17-24 years and 25 years +	<p>Campaigns aim to foster respect and appreciation of other road users' needs</p> <p>Eastwood community events used to convey a range of useful information including road safety</p>	<p>cyclists, changing places interventions using HGV cab</p> <p>Work in conjunction with SYP to address nuisance riding and driving and minimise the impact that this has on communities</p>
<b>Financial inclusion and poverty</b>	Neutral	none	<p>Generally, our priority geographical areas where most casualties come from are also the more deprived areas of South Yorkshire</p> <p>Casualty recording system does not highlight people who are unemployed or otherwise financially excluded.</p> <p>Our road safety messages will be applicable across all groups</p>	<p>Targeting priority schools in deprived areas</p> <p>Target for hard to reach groups for <i>Drive for Life</i> include those young people not in education, employment or training</p> <p>For those people and communities who cannot access our services via the website we offer sign up to interventions via telephone.</p>	Targeting of 25 years+ group via employers will disadvantage those who are not in employment
<b>Voluntary, Community and Faith (VCF) sector</b>	Neutral	none	Our work contributes towards wider social benefits if we can achieve our aim of reducing the number of	Use of volunteers to help extend the reach of our messages	Explore closer working with VCF sector

			people injured in road traffic collisions.	Social value evaluation for Safer Stronger Communities Reserve to be undertaken	
<b>Armed Forces</b>	Neutral	none	<p>Some other safer roads partnerships with armed forces bases have a particular problem with service personnel being involved in collisions and therefore more targeted road safety activity takes place. This is not the case in South Yorkshire.</p> <p>Our road safety messages will be applicable across all groups and should not impact negatively on reservists, veterans or families</p>	<p><i>Drive for Life</i> delivered at TA centre</p> <p>Part of general messaging to the wider community</p>	No further activity required.

## **Overall summary of possible impact**

Our assessment shows that there is a positive impact on people who fall into our priority casualty groups for example young male drivers, young male powered two-wheeler riders and pedestrians aged 11-16 years.

People in the groups which have protected characteristics may be included as part of the SYSRP targeting but due to the way in which casualty data is recorded it is not possible for us to identify whether these groups are also being injured.

However, there are some areas where steps could be taken to make involvement and participation easier for certain groups, for example people with a disability or who do not have English as their first language. In general, the use of plain English will enhance all our interventions and communications and the Media Officer will strive to ensure that all our documents, materials and presentations are prepared with this in mind. In addition, we will develop more picture and image based materials and resources to assist when delivering interventions to make our sessions more accessible for people who do not have English as their first language, struggle to read or have other special needs.

Our approach will be proportional, based on the extent to which people in the protected characteristic groups are present in the general population of South Yorkshire.

In addition, further research is required to assess the take up of opportunities by people from certain groups to identify whether more targeted promotion and support is required to help them participate.

## Action Plan

Actions to remove or mitigate any adverse impacts identified as part of the equality analysis are shown in the table below:

Area of Impact	Action and mitigation	Lead, timescale and how it will be monitored/reviewed
<b>Race</b>	Language requirements when developing promotional materials	<p>Media officer to ensure use of plain English at all times to make messages as easy to understand as possible for those with limited English.</p> <p>Media officer and engagement officer to audit existing materials and resources and identify which/if any materials would be relevant for translation</p> <p>CRSOs and engagement officer to develop picture cards to convey key road safety messages</p> <p>Project leads to formalise session plans for different groups focusing on key messages for particular groups, such as young drivers, families, pedestrians</p> <p>CRSOs and engagement officer to liaise with community workers in those communities with a high BME population to raise awareness of what we can offer and attend relevant events in the community</p>
<b>Disability</b>	<p>Facilitate participation of those who are deaf or hard of hearing</p> <p>Facilitate participation of people with a learning disability</p>	<p>Project leads to explore options for subtitling of films – all new films produced to be subtitled as a matter of course.</p> <p>Media officer to undertake an audit of existing films in use and consider feasibility of retrospectively subtitling the priority ones</p> <p>CRSOs and engagement officer to develop picture cards to convey key road safety messages</p>

<b>Sex</b>	Encouraging an increased take up of opportunities by women	Consider availability of male and female presenters for all interventions/events on a case by case basis in relation to anticipated audience and provide staff as appropriate  Consider whether attendance of female staff at some events would encourage more women to take part
<b>Trans</b>	Collecting data about our customers	Changes to evaluation forms where we collect data in terms of gender to include all options and a 'prefer not to say' box
<b>Age</b>	Communicating with young people via social media	Consider appropriate social media channels to target 17-24 year olds
<b>Workforce</b>	Profile of existing SYSRP Central Team shows majority of officers are aged 50+	When vacancies do arise consider opportunities to recruit younger people to mirror our priority audiences
<b>Financial inclusion</b>	Targeting people who are not in employment	Consider more effective ways to target hard to reach groups who are not in education, employment or training
<b>Voluntary, Community and Faith Sector</b>	Further engagement with this sector would provide opportunities to convey key messages to potentially hard to reach groups	Explore closer working relationships with VCF sector via Voluntary Action Groups, Development Trusts and similar groups