



**WATFORD  
BOROUGH  
COUNCIL**

# Equality Impact Analysis

<b>Title of policy, function or service</b>	Bike Share Scheme
<b>Lead officer</b>	Alistair Napier
<b>Person completing the EIA</b>	Alistair Napier
<b>Type of policy, function or service:</b>	Existing (reviewed) <input type="checkbox"/>  New/Proposed <b>X</b>
<b>Version &amp; Date</b>	V01.00, 12 August 2019  Signed off by  <i>Kathryn Robson, Group Head of Corporate Strategy &amp; communications</i>  <i>Carol Chen, Group Head of Democracy and Governance</i>

## 1. Background

Watford's roads are very congested during peak travel periods, lengthening journey times, impacting air quality, putting pressure on car parking capacity and hampering sustainability efforts. Transport for London's recent decision not to proceed with the Metropolitan Line Extension (MLX) has also removed the opportunity to alleviate traffic congestion from West Watford to Watford Junction, with alternative solutions still to be explored. These traffic and congestion issues will only increase as Watford's residential and working population continue to grow, putting further pressure on an already stretched transport network and infrastructure. There is an over-reliance on the use of private vehicles, taxis can be expensive and the network buses have few priority lanes on the roads.

As part of Watford's ambitions to develop a more sustainable approach to transport solutions across the borough, one of the Mayor's commitments, embedded into the council's Corporate Plan, is to invest in new bike share scheme. This will support the provision of sustainable transport as Watford grows and there is ever-increasing pressure on the transport network. It also supports the delivery of a number of our key priorities by being fully accessible, more affordable and leveraging digital technology.

The council is working on a number of sustainable transport initiatives and Bike Share fits within an overall Sustainable Transport programme. The programme aims to relieve the congestion on Watford's roads/parking, promote more sustainable modes of travel and improve air quality, particularly in the light of additional growth for Watford expected to be around 800 new dwellings per year. Bike Share supports the programme's objectives to:-

- Encourage a change in the way we use local transport as 'a way of life', often known as a modal shift
- Improve Watford as a sustainable transport town
- Improve accessibility, mobility and connectivity within the town
- Improve health and wellbeing.

Due to its compact urban nature (approx. 8 square miles), Watford lends itself to this type of transport system. It is expandable and scalable as demand increases and in the schemes researched there has been an expansion of the operating area (or it is currently under consideration) due to latent demand, which can be measured using the App technology that is another integral project within the Sustainable Transport programme.

Watford has some dedicated cycle lane infrastructure in place, but in time there will be a need to expand and improve the 'bike-ability' of the town to support a Bike Share scheme and the change in behaviours required to make the scheme a success. Cycling also promotes a healthier lifestyle and a sustainable alternative to the use of vehicles.

A Bike Share scheme would continue Watford's reputation as a progressive Local Authority in Hertfordshire and drive a shift to multi-modal journeys.

## 2. Focus of the Equality Impact Analysis

This EIA, therefore, considers the potential equality related impacts, both positive and negative of a Bike Share scheme on the people in the groups or with the characteristics protected in the Equalities Act 2010.

These are:

1. Age
2. Disability
3. Gender Reassignment
4. Pregnancy and maternity
5. Race
6. Religion or belief
7. Sex (gender)
8. Sexual Orientation
9. Marriage and Civil Partnership.

## 3. Engagement and consultation

Whilst we do not have specific local consultation information, existing UK bike share schemes were researched and visited to determine impacts.

Gov.UK National Travel Survey statistics were also used to determine hours spent travelling by age, gender and mode of travel:-

Department for Transport statistics  
Average number of trips (trip rates) by age, gender and main mode: England, 2017

Bicycle mode	Trips per person per year								
	All ages	0-16	17-20	21-29	30-39	40-49	50-59	60-69	70+
All people:	17	14	18	19	20	23	17	16	7
Males:	24	20	30	27	29	31	26	22	12
Females:	9	8	5	12	11	16	8	10	3

  

Bicycle mode	Miles per person per year								
	All ages	0-16	17-20	21-29	30-39	40-49	50-59	60-69	70+
All people:	60	26	49	63	96	102	76	45	23
Males:	95	36	81	93	153	160	131	74	42
Females:	25	16	16	34	39	45	21	19	8

From an equalities perspective, there is clear statistical evidence that women cycle less than men and this was confirmed during schemes visits. A number of schemes are addressing this gender imbalance by encouraging more women to cycle, particularly women from ethnic groups, something that Watford will look to replicate. Bikes are unisex.

A number of suppliers operate schemes with e-bikes to aid mobility and also adapted bicycles for the less-able bodied. E-bikes WILL be provided as part of the Watford scheme.

## 4. What we know about the Watford population

Watford is a compact borough with 96,700 people (2017) living in an area of just 21 square kilometres in 39,100 households (2017). With around 45.14 persons per hectare (2017) it is one of the most densely populated district council areas in England.

### Numbers

- 96,700            2017 estimate of population
- 102,533        projected population in 2022
- 106,075        projected population in 2027.

### Age profile

- Watford has a younger population than the rest of England. In particular, it has a higher percentage of people in the 30-50 age range. As a result, it also has a higher proportion of under 10s and a high number of babies being born each year to Watford mothers.

### Ethnicity

- Watford has a very diverse community – in many ways more like parts of London than the rest of Hertfordshire.

At the last Census (2011), 38% of Watford's residents were non White British, with White other (7.7%), Pakistani (6.7%) and Indian (5.5%) the next highest ethnic groups (after 62% White British). Although there has not been any official analysis of ethnic groups since the 2011 Census, it is thought that this level of diversity will not have changed significantly and it is likely that the borough's attraction for new and recent migrants continues.

### MOSAIC profile of Watford

This shows that the group 'Career Builders' has the highest number in Watford, followed by 'Cultural Comfort'. These groups are in the J and I type classifications – known as 'rental hubs' and 'urban cohesion' – and together make up almost 25% of the Watford population. The key characteristics of these types are:

Rental hubs (J type)	Urban cohesion (I type)
Aged 18-35 years	Settled extended families
Private renting	City suburbs
Singles and sharers	Multicultural
Urban locations	Own 3 bedroom houses
Young neighbourhoods	Sense of community
High use of smartphones	Younger generation love technology

The third highest MOSAIC type, 'Café and Catchments', is from MOSAIC group D, which is known as 'Domestic Success' and characteristically are families with children and larger upmarket suburban homes.

### **Economic activity of Watford population**

- 84.5% of Watford's working age population were economically active in the year to June 2018, equating to 54,600 people. This is a higher percentage than for Great Britain overall (78.4%) and the East of England region (81.1%).
- Over 52% of Watford's working age population are working in the top 3 standard occupational classification groups - managers, directors and senior officials; professional occupations; associate professional and technical - compared with 45.9% for Great Britain and 45.7% for the East of England.
- The gross weekly pay for Watford residents (2017) is higher than for Great Britain and the East of England at £640.00 (Watford), £552.30 (Great Britain) and £574.90 for East of England in 2017.
- The gross weekly pay in Watford is also higher than for Great Britain and the East of England: £580.30 (Watford), £552.00 (Great Britain) and £545.10 for East of England.

## **5. How will the council ensure equality is promoted through Bike Share**

Under the Equality Act 2010, three areas need to be considered when analysing the equality impact of Bike Share:

1. **eliminate** discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Act
2. **advance** equality of opportunity between people who share a relevant protected characteristic and people who do not share it
3. **foster** good relations between people who share a relevant protected characteristic and people who do not.

### **a). Positive impacts**

#### **Known positive effects**

- The scheme is open to everyone 16 years of age and older, regardless of whether they have a protected characteristic or not – however, it may be some time before adapted bikes are introduced for the less able-bodied user
- Research shows that the scheme is used for commuting, student travel, leisure, first/last mile inter-modal journeys
- Cycling promotes a healthier lifestyle and a sustainable alternative to the use of vehicles
- Availability of the bike share scheme to people with limited or no access to a bicycle – see table:-

## Proportions having access to a usable bicycle: (GB) - Percentage %

	2011	2012	2013	2014	2015	2016	2017
Own bicycle	40	40	40	40	39	40	38
Have regular use of a bicycle owned by son	3	3	2	3	3	1	2
No access to bicycle	57	57	58	57	59	59	59
(Don't know)	-	0	0	0	0	-	0
(Refused)	0	0	0	0	0	-	0
Base (unwtd)	3,311	3,248	3,244	2,878	3,223	2,942	2,963

### b). Negative impacts

#### Potential negative effects based on what you know from your analysis

- The scheme is a digital service and accessed via smart phone or the internet only. We know that older people are less likely to have a smartphone than the population as a whole and, overall, are less likely to be digitally enabled/confident. Having a smartphone is not a barrier to using the hire scheme, it is more that some people would not have a data contract to use – hence, the scheme plans to utilise the town’s free wi-fi to help accessibility. Non-smartphone users will be able to speak to the customer service team and hire a bike using a unique customer code
- The service is cashless and debited to the passenger’s card/bank account via the App/online only. Around 1.5 million people in the UK do not have bank accounts. There is no known analysis against protected characteristics of this group but the main reason for not having an account is ‘too little money to warrant one’.
- You must be at least 16 years to register and hire a bike under the UK schemes

## 6. Overall conclusion

The Bike Share scheme will be available to everyone aged 16 and over and will be inclusive, providing equality of opportunity to all individuals 16 and over. It is recognised that those under 16 will not be able to participate in the scheme, due to safety implications and the need for payment via a bank account. At present the scheme will not have any adapted bikes for those with mobility issues unable to use conventional bikes. It is intended to roll out adapted bikes as the scheme develops. It will expand the provision and range of transport for public usage at a reasonable price, complementing the existing transport network. It will reduce the number of single occupancy car journeys in Watford leading to fewer cars on the road/congestion. The Bike Share scheme will open up opportunities for a wide range of the community to get out and about across the borough, which may not be possible, or easy, with current transport options.

The Council will introduce e-bikes as part of the scheme.

By improving the transport links across the town, Bike Share will improve connectivity between different communities within the town – both residential and business – which will help foster community relations.

Local employees of the Watford scheme will have contracts and will be paid the ‘London Living Wage’.

Additionally, as the service is accessed through an app and paid for via bank card, there is a potential that certain members of the community could be excluded as not all members of the community will have access to mobile technology and / or bank accounts. Whilst we are aware of this, we do know from national data (ONS 2018) that the percentage of the UK population overall with access to mobile technology (smart phones / tablets / laptops) currently stands at 80%. This percentage is likely to increase although there will always be a number of people who fall outside the mainstream use of technology. Officer research of existing schemes confirms that 99% of interactions are done via the app. In terms of bank accounts, there is little the Council can do to encourage the take up of bank accounts by those in the community without the means or inclination to do so and this is acknowledged as a potential barrier to access to the bike scheme.

## Summary of potential positive impacts and ways in which they can be ensured:-

Positive Impact	Protected characteristics	Ways to ensure the positive impact
<ul style="list-style-type: none"> <li>The scheme is open to everyone aged 16 or over regardless of whether they have a protected characteristic or not</li> </ul>	<ul style="list-style-type: none"> <li>All except age and disability</li> </ul>	<ul style="list-style-type: none"> <li>Ensure service is delivered as planned and to specification</li> </ul>
<ul style="list-style-type: none"> <li>Cycling promotes a healthier lifestyle and a sustainable alternative to the use of vehicles</li> </ul>	<ul style="list-style-type: none"> <li>All except age and disability</li> </ul>	<ul style="list-style-type: none"> <li>Ensure docking stations are available across the town</li> <li>Introduction of e-bikes</li> <li>Explore introduction of adapted cycles so that there are no barriers to using the service in terms of physical accessibility</li> </ul>
<ul style="list-style-type: none"> <li>Improved connectivity across the town helping to bring communities together and foster good relations</li> </ul>	<ul style="list-style-type: none"> <li>All except age and disability</li> </ul>	<ul style="list-style-type: none"> <li>Effective planning of docking stations to ensure connectivity is improved (i.e. opening up areas that are currently not served by public transport)</li> </ul>
<b><i>Other implications</i></b>		
<ul style="list-style-type: none"> <li><i>Availability of bikes to people with limited or no access to a private vehicle/ public transport</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Economic</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Delivery of service will expand transport reach at an affordable price</i></li> </ul>
<ul style="list-style-type: none"> <li><i>Research shows that the scheme is used for commuting, student travel, leisure, first/last mile inter-modal journeys and 'between' existing fixed bus routes, thus reducing private vehicle usage</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Inclusivity and modal shift</i></li> </ul>	<ul style="list-style-type: none"> <li><i>Robust marketing and communications campaign to ensure changes in behaviour across all types of traveller in Watford</i></li> </ul>

## Summary of potential negative impacts and ways in which they can be removed or mitigated

Negative Impact	Protected characteristics	Ways to mitigate the negative impact
<ul style="list-style-type: none"> <li>The scheme is accessed via smart phone or the internet only</li> </ul>	<ul style="list-style-type: none"> <li>Age</li> </ul>	<ul style="list-style-type: none"> <li>The benefits of the scheme are delivered via app technology to hire, unlock, lock and pay for trips - it will be marketed accordingly</li> <li>Clear communications on the scheme to ensure</li> </ul>



Negative Impact	Protected characteristics	Ways to mitigate the negative impact
		people are aware of how to access the service <ul style="list-style-type: none"> <li>• 90% of UK households (ONS 2018) have access to the internet</li> <li>• 8 out of 10 adults (ONS 2018) access the internet 'on the go' (smartphone, tablet, laptop)</li> <li>• 99% of bike share interactions are done via the app</li> </ul>
<ul style="list-style-type: none"> <li>• The scheme requires people to pay via a bank account</li> </ul>	<ul style="list-style-type: none"> <li>• Potentially all</li> </ul>	<ul style="list-style-type: none"> <li>• Clear communications on the scheme to ensure people are aware of how to access the service</li> </ul>
<ul style="list-style-type: none"> <li>• Users must be &gt; 16 years</li> </ul>	<ul style="list-style-type: none"> <li>• Age</li> </ul>	<ul style="list-style-type: none"> <li>• Clear communications on the scheme to ensure people are aware of the age restriction and why it is in place (e.g. size of bike, payment via bank account, safety)</li> </ul>
<ul style="list-style-type: none"> <li>• The scheme does not have any adapted bikes</li> </ul>	<ul style="list-style-type: none"> <li>• Disability</li> </ul>	<ul style="list-style-type: none"> <li>• Look to roll out adapted bikes as scheme develops.</li> </ul>
<b>Other Implications</b>		
<ul style="list-style-type: none"> <li>• <i>The scheme is accessed via smart phone or the internet only</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Inclusivity</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>The benefits of the scheme are delivered via app technology to hire, unlock, lock and pay for trips - it will be marketed accordingly</i></li> <li>• <i>90% of UK households (ONS 2018) have access to the internet</i></li> <li>• <i>8 out of 10 adults (ONS 2018) access the internet 'on the go' (smartphone, tablet, laptop)</i></li> </ul>
<ul style="list-style-type: none"> <li>• <i>The service is cashless and debited to the passenger's card/bank account via the App/online only</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Inclusivity ('unbanked')</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Will explore ways with chosen operator to enable 'unbanked' to pay for and use the service</i></li> </ul>

**This EIA has been approved by:**

*Kathryn Robson & Carol Chen*

*Date 12 Aug 2019*

