



**WATFORD
BOROUGH
COUNCIL**

Equality Impact Analysis

Title of policy, function or service	Watford Place Brand Strategy
Lead officer	Kathryn Robson
Person completing the EIA	Kathryn Robson
Type of policy, function or service:	Existing (reviewed) <input type="checkbox"/> New/Proposed <input checked="" type="checkbox"/>
Version & Date	Version 0.2

1. Background

Watford has a lot to shout about and an exciting story to tell. As the town looks to continue to build a strong and sustainable future, which includes and benefits everyone within the Watford community, an inspiring place vision, purpose and narrative is critical to its success.

Through engagement with partners and stakeholders across Watford, particularly those representing the business community, a gap in how the town is telling and amplifying its story was clearly recognised and has been cited as one of the most important areas to address in terms of our offer to businesses, visitors, residents and our community overall. Comparing Watford to other towns and smaller cities, our offer is just as strong, if not stronger, but we are not presenting it as successfully as others.

Over the last year, the council has been continuing this place dialogue with partners and working on developing a place brand strategy for Watford, including a strong place narrative and visual identity. Our Council Plan 2022-26 and Delivery Plan 2024-26 recognises the importance of addressing how the town is presented and promoted and has identified as a key commitment and priority area for action during this delivery cycle.

To address this feedback and taking learning from good practice (such as the [LGA guidance](#) on place brand and marketing and from towns and cities across the country and beyond) Watford launched a place brand initiative. The aim was to progress developing an authentic and compelling narrative for Watford, underpinned by a shared vision and purpose, supported by a clear and persuasive brand strategy that harnessed the enthusiasm of partners and stakeholders so that a range of voices contributed to the work and there is shared ownership and commitment to the outcomes.

2. Focus of the Equality Impact Analysis

As the place brand is a new initiative an Equality Impact Analysis has been undertaken. This EIA, therefore, considers the potential equality related impacts, both positive and negative of the place brand 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

This EIA will be updated following the results received from the Watford Big Conversation survey, which will build understanding of what local people think of Watford as a place to live, work and visit.

The survey is collecting data about people’s demographics so this will support our understanding and the equality impacts of the emerging place brand strategy.

During the discovery phase of the place brand initiative, a range of people were asked about their views of Watford, including younger people, business and community partners. This insight has shaped the place brand strategy, its vision, narrative and identity.

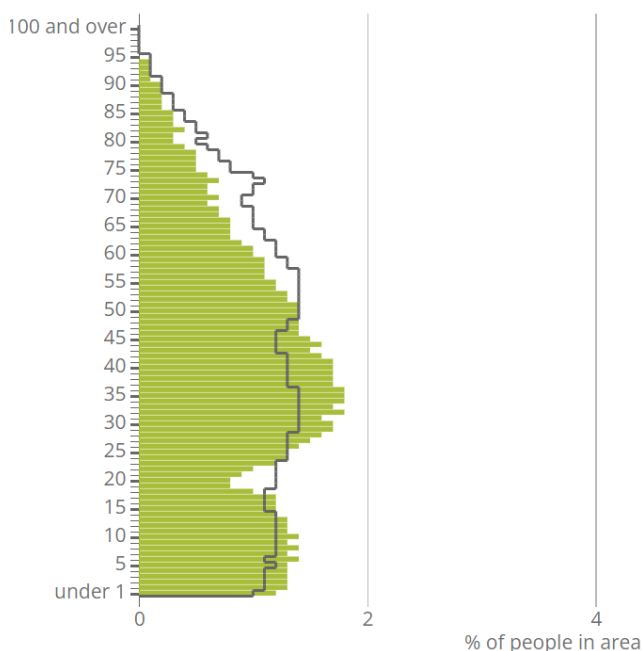
4. What we know about the Watford population

Population (including age)

Watford is a town with a growing population. The census data 2021 indicates that Watford has a population of 102,300, an increase of 13.3% since the previous census in 2011. This is higher than the overall increase for England (6.6%), where the population grew by nearly 3.5 million to 56,489,800.

Watford’s population is currently projected to increase to 110,300 by 2035, a rise from 2016 of 14.2%. This growth will be a challenge for Watford, given our tight borough boundaries and is recognised within the Council Plan, shaping a number of our commitments and areas for action in the Delivery Plan.

The chart below shows Watford’s age ranges between 0 – 100 and over in percentage of the population (green) compared with the England / Wales percentages (black line).



Overall, this comparison shows that Watford is a relatively young town. This is particularly the case in the 0 to 19 age range. Similarly the 30 to 49 cohort accounts for a significantly higher proportion of the Watford population than nationally.

The median age in Watford is 36 compared with 40 for England. This means that we are a town which is popular with families and, whilst we are a town for all, we recognise that our plans need to reflect our large number of young people and families. In terms of voluntary and community sector organisations, this means there are likely to be demands for help across all age profiles but those supporting families and younger children may face higher than average demand.

Population density

The population density for Watford is circa 4,770 people per square kilometre. This makes it the most densely populated district area in Hertfordshire and in the country (434 per square kilometre). This is a reflection that we are an urban district, with many characteristics of a metropolitan borough. In comparison with many metropolitan boroughs, particularly those in and around the outskirts of London, our density is relatively low.

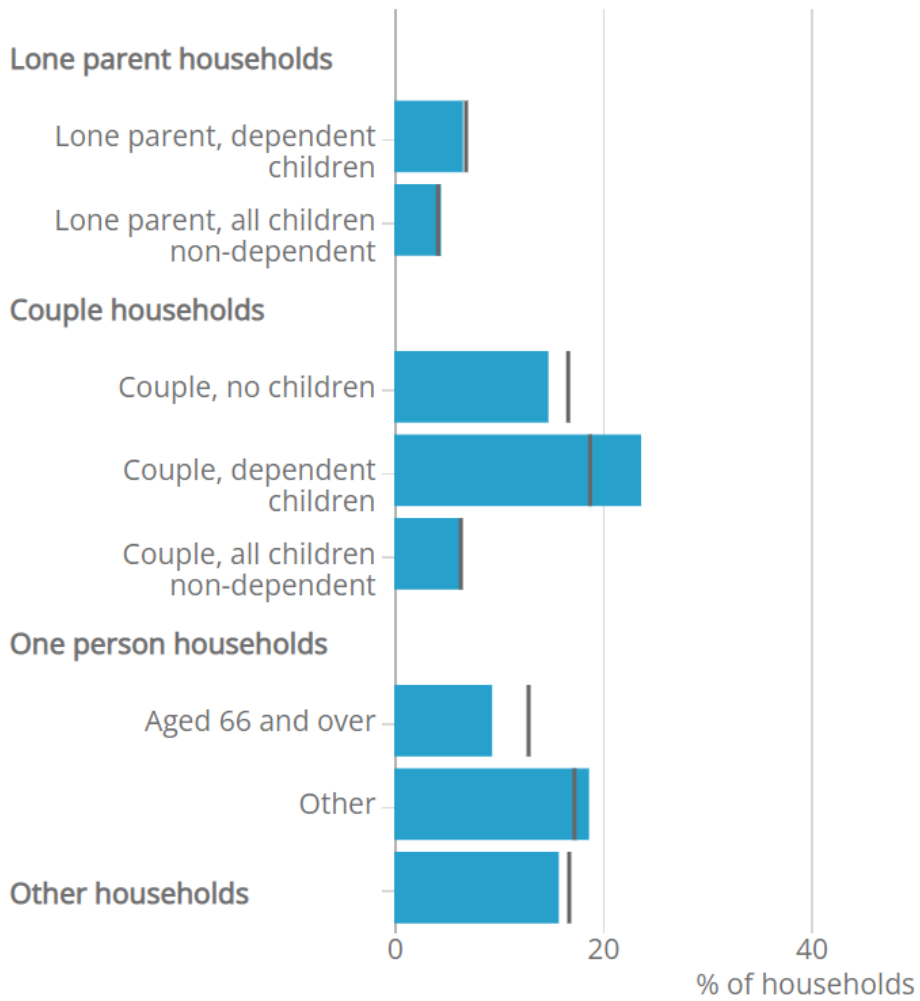
Households

Number of households

The ONS data, based on the census, says that there were 39,628 households in Watford at the time of the Census. The average household size in Watford is currently 2.57. This is slightly higher than the national average of 2.45 and is in line with the Census 2021 household composition data below.

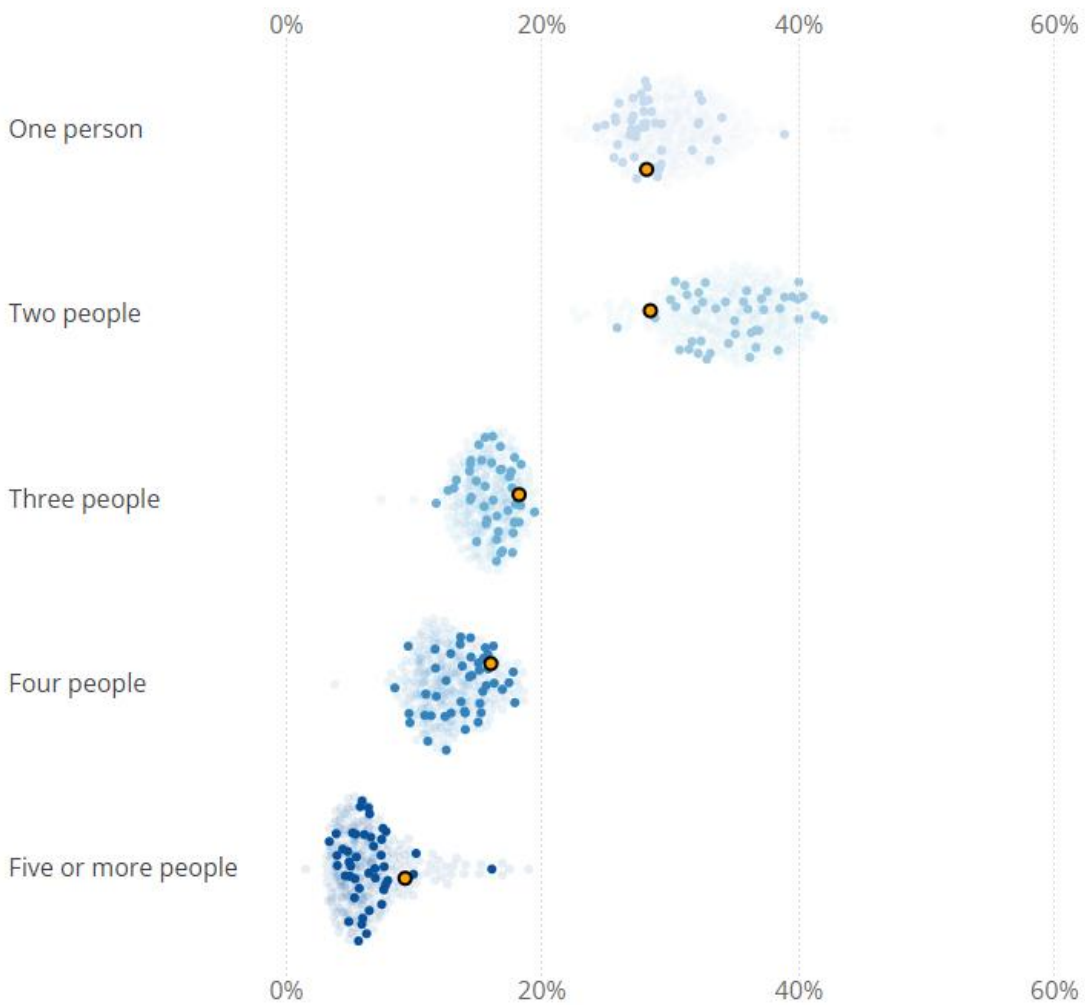
Household Composition

The chart below sets out the composition of Watford households in the Census 2021, with Watford's percentage shown in the blue bars compared to the England and Wales percentages shown by the vertical black bar. Watford has a higher percentage of both households with couples with no children and households with dependent children than England and Wales. As a town with a relatively young population it has fewer one person households with residents aged 66 and over.



The second chart on household composition shows that Watford has higher than England and Wales average for larger sized households – 3 or more people. Again this reflects that Watford is a ‘familytown’ with different generations living together in one household.

Local authorities within the same region are highlighted



Language spoken at home:

Below is the data collected in Census 2021 with regard to household language. This is another indication that Watford benefits from groups and organisations set up to support those who may have arrived in the town more recently.

	Number	Percentage
All adults in household have English as a main language	30443	76.8%
At least one but not all adults in household have English as a main language	3486	8.8%
No adults in household, but at least one person aged 3 to 15 years, has English as a main language	1438	3.6%
No people in household have English in England as a main language	4261	10.8%

Main Language

The Census asked people their main language, with over 90 choices. Whilst English was significantly the most chosen language with nearly 80,000 residents citing English as their main language, there are a substantial number of residents with other main languages. The top ten after English are below (see Appendix 1 for the full list of languages).

Language	Number
Other European language (EU): Romanian	3,361
Other European language (EU): Polish	1,659
South Asian language: Urdu	1,486
South Asian language: Tamil	1,193
Portuguese	1,140
South Asian language: Gujarati	954
South Asian language: Malayalam	643
Other European language (EU): Italian	551
Other European language (EU): Hungarian	489
Other European language (EU): Bulgarian	435

Disability/Health

Watford has a lower percentage of residents with a disability (15% than England overall (17.7%). A higher percentage of people in Watford also declared they were in good health (48.2%) compared to England overall (47.5%). .

Sexual orientation and gender reassignment

Census 2021 included questions on sexual orientation and gender identity for the first time. 2.7% of those who selected to answer the sexual orientation question identified as LGB+ orientation (“Gay or Lesbian”, “Bisexual” or “Other sexual orientation”). 0.31% of those who selected to answer the gender identity question answered ‘no’ to whether their gender identity is the same as their sex registered at birth.

Ethnicity

Watford has a very diverse population, more so than the rest of Hertfordshire; it is one of the strengths of our town and what makes us such a vibrant and diverse place to be. This diversity is an opportunity for our voluntary and community sector in terms of how they respond to the various needs of the Watford community and how they reach out to engage and include people in what they do.

	WATFORD 2011	WATFORD 2021
		102,245 TOTAL
White: English/Welsh/Scottish/Northern Irish/British	61.9% (55,875)	46.0% (46,820)
White Irish	2.3% (2,063)	2.1% (2,149)
White: Gypsy or Irish Traveller	0.1% (61)	0.1% (80)
White: Roma	Not a category in 2011	0.3% (343)
White: Other White	7.7% (6,947)	12.6% (12,836)
Mixed or Multiple ethnic groups: White and Black Caribbean	1.1% (990)	1.3% (1,300)
Mixed or Multiple ethnic groups: White and Black African	0.5% (412)	0.7% (692)
Mixed or Multiple ethnic groups: White and Asian	1.0% (939)	1.4% (1,408)
Mixed or Multiple ethnic groups: Other Mixed or Multiple ethnic groups	0.8% (763)	1.4% (1,444)
Asian/Asian British/ Asian Welsh: Indian	5.5% (4,923)	9.7% (9,954)
Asian/Asian British/Asian Welsh: Pakistani	6.7% (6,082)	8.0% (8,197)
Asian/Asian British/Asian Welsh: Bangladeshi	0.4% (362)	0.5% (493)
Asian/Asian British/Asian Welsh: Chinese	0.9%	1.0%

	WATFORD 2011	WATFORD 2021
	(822)	(1,024)
Asian/Asian British/Asian Welsh: Other Asian	4.4%	5.3%
	(3,981)	(5,369)
Black, Black British, Black Welsh, Caribbean or African: African	3.5%	3.9%
	(3,142)	(3,954)
Black, Black British, Black Welsh, Caribbean or African: Caribbean	1.7%	1.7%
	(1,558)	(1,733)
Black, Black British, Black Welsh, Caribbean or African: Other Black	0.6%	0.8%
	(529)	(801)
Other ethnic group: Arab	0.3%	0.7%
	(294)	(763)
Other ethnic group: Any other ethnic group	0.6%	2.8%
	(558)	(2,885)

Religion or belief

Religious groups in Watford, 2021 census:

- Christian - 45,447 people or 44.6%
- Buddhist - 1,021 people or 0.85%
- Hindu - 8,398 people or 8.2%
- Jewish - 944 people or 0.93%
- Muslim - 13,262 people or 11.0%
- Sikh - 664 people or 0.6%
- Other - 859 people or 0.71%
- No religion – 25,340 people or 24.8%

6,311 people did not answer this question

Gender

The 2021 census did not allow for any option other than female or male.

FEMALE	50.8%
MALE	49.2%

Marriage and Civil Partnership

For census 2021, this has been updated to reflect the revised Civil Partnership Act that came into force in 2019.

Category	Number of Watford households
Does not apply <i>not eligible for a legal partnership</i>	21,282
Never married and never registered a civil partnership	30,974
Married: Opposite sex	38,023
Married: Same sex	192
In a registered civil partnership: Opposite sex	85
In a registered civil partnership: Same sex	60
Separated, but still married	1,744
Separated, but still in a registered civil partnership	7
Divorced	6,074
Formerly in a civil partnership now legally dissolved	18
Widowed	3,782
Surviving partner from civil partnership	5

Mosaic Profile

Mosaic is a classification system which segments our population into 15 groups and 66 types

WHAT IT TELLS US ABOUT WATFORD?

Rental hubs 22% of our community

Educated young people privately renting in urban neighbourhoods
7% nationally

Urban cohesion 19% of our community

Residents of settled urban communities with a strong sense of identity
5% nationally

Domestic success 16% of our community

Thriving families who are busy bringing up children and following careers
7% nationally

5. How will the council ensure equality is promoted through the place brand

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

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

The place brand celebrates Watford, recognising the importance of its diversity and unity. *Watford is unique and so are our people. Entrepreneurial and bold, creative and diverse – we are a place with big ideas for today and tomorrow, plus the collective skills and will to make things happen. Together we are building a prosperous and sustainable future that celebrates everyone.*

Through the place brand, we will be promoting what Watford has to offer, which will support and foster good relations between people who share a relevant protected characteristic and people who do not.

The community aspect of the place brand will be of particular importance to ensuring the council meets its equalities duty by advancing equality of opportunity between people who share a relevant protected characteristic and people who do not share it. Through the website, social media and other channels, the place brand will promote the range of services, facilities and activities in Watford, making sure people are aware of these opportunities and signposting people to how to

access them. This will include information for people with disabilities who may experience difficulties accessing services or need to know what facilities are available to them at different locations, such as disabled parking or toilets.

The place brand will also make sure that there is a clear message that Watford is a town that is welcoming to all, highlighting and linking to Watford initiatives such as Dementia Friendly Watford and Proud Watford as well as linking to activities for younger and older people.

B. Negative impacts

The following negative impacts have been considered during the course of this analysis.

As a diverse town, with residents from a range of ethnic backgrounds, we know language can be a barrier to participation and access to services and facilities. Equally, language and imagery can make people feel excluded where they do not reflect their lives and experiences. We will work with our community to understand how we can promote the place brand successfully across our diverse community so that everyone feels involved and part of Watford's sense of identity and place.

The place brand initiative will make sure the language and imagery used is culturally sensitive and will reflect our town and residents, including those with protected characteristics, promoting Watford across the community and beyond so that there are not barriers to people enjoying all that the town has to offer.

6. Overall conclusion

The place brand will have a positive impact on those with protected characteristics as it celebrates the town and will reflect its diverse community, including those with protected characteristics. To ensure the brand is inclusive and reaches all audiences, the strategy and implementation plan will need to take into account imagery and language that is sensitive to the Watford community, including those with protected characteristics and should actively promote our diversity as a town.

This EIA has been approved by: Kathryn Robson

Date: 26 June 2023 (version 2)

Appendix 1

Full details of main languages spoken in Watford

Language	Number of residents
English (English or Welsh in Wales)	79,640
Other European language (EU): Romanian	3,361
Other European language (EU): Polish	1,659
South Asian language: Urdu	1,486
South Asian language: Tamil	1,193
Portuguese	1,140
South Asian language: Gujarati	954
South Asian language: Malayalam	643
Other European language (EU): Italian	551
Other European language (EU): Hungarian	489
Other European language (EU): Bulgarian	435
Spanish	432
East Asian language: Tagalog or Filipino	411
Arabic	390
South Asian language: Panjabi	380
South Asian language: Telugu	350
South Asian language: Hindi	343
South Asian language: Nepalese	310
West or Central Asian language: Persian or Farsi	270
South Asian language: Sinhala	268
Other European language (non EU): Albanian	260
French	244
South Asian language: Any other South Asian language	228
African language: Akan	224
Other European language (EU): Greek	223
Russian	199
Turkish	195
East Asian language: All other Chinese	170
South Asian language: Bengali (with Sylheti and Chatgaya)	158
Other European language (EU): Lithuanian	156
East Asian language: Cantonese Chinese	136
Other European language (EU and non-EU): Bosnian, Croatian, Serbian, and Montenegrin	116
West or Central Asian language: Pashto	96
Other European language (EU): Czech	89
South Asian language: Marathi	78
Other European language (EU): Slovak	77
African language: Any other African language	58
Other European language (EU): German	54
African language: Any other West African language	54
East Asian language: Japanese	53
East Asian language: Mandarin Chinese	49
African language: Shona	48

South Asian language: Pakistani Pahari (with Mirpuri and Potwari)	46
African language: Somali	46
Sign language: British Sign Language	45
Other European language (non EU): Ukrainian	44
East Asian language: Any other East Asian language	38
Other European language (EU): Latvian	34
Other European language (EU): Dutch	34
East Asian language: Thai	33
East Asian language: Korean	31
East Asian language: Vietnamese	28
African language: Igbo	26
African language: Afrikaans	25
West or Central Asian language: Kurdish	24
Other European language (EU): Swedish	21
Other European language (EU): Any other European language (EU)	21
African language: Swahili or Kiswahili	19
Other UK language: Romany English	17
West or Central Asian language: Any other West or Central Asian language	15
East Asian language: Malay	13
African language: Yoruba	12
African language: Tigrinya	10
Other European language (EU): Danish	9
West or Central Asian language: Hebrew	9
Other European language (EU): Estonian	8
Welsh or Cymraeg (in England only)	7
Caribbean Creole: Any other Caribbean Creole	7
African language: Amharic	7
Sign language: Any sign communication system	7
Other European language (EU): Slovenian	5
Other European language (EU): Finnish	4
African language: Any other Nigerian language	4
Other European language (non EU): Northern European language (non EU)	3
African language: Krio	3
African language: Lingala	3
Sign language: Any other sign language	3
Other UK language: Gaelic (Irish)	2
Other European language (EU): Maltese	2
African language: Luganda	2
Other European language (non EU): Any other Eastern European language (non EU)	1
Oceanic or Australian language	1
Caribbean Creole: English-based Caribbean Creole	1
Other UK language: Gaelic (Scottish)	0
Other UK language: Manx Gaelic	0
Other UK language: Gaelic (Not otherwise specified)	0
Other UK language: Cornish	0

Other UK language: Scots	0
Other UK language: Ulster Scots	0
Other UK language: Irish Traveller Cant	0
Other European language (non-national): Any Romani language	0
Other European language (non-national): Yiddish	0
North or South American language	0
Does not apply	3,892