

KCC – Highways Transportation and Waste (HTW).

Equality Analysis / Impact Assessment (EqIA)

Vision Zero – The Road Safety Strategy for Kent 2021 – 2026, Public Consultation

This is a five-year strategy on how we manage our casualty reduction and road safety interventions in Kent. It follows the 2014 – 2020 Casualty Reduction Strategy and will be in place for the next five years. It covers how we measure crash and casualty data, education, training and promotion, as well as working in partnership with Police on enforcement and Fire Service on education and sets out our how we prioritise investment in engineering mitigation schemes.

Aims and Objectives

The strategy targets zero traffic related deaths by 2050 and sets a trajectory to achieve this ambition. While the fundamentals of engineering, enforcement, education, guided by collision data remain, this strategy proposes the adoption of a Safe System Approach: Safe Speed, Safe Roads, Safe Vehicles, Safe Behaviours and Post Collision Response. This systematic approach accepts that humans make mistakes and aims to create a system that will avoid these mistakes becoming fatal collisions.

It also proposes that everyone is responsible for safety, including all road users. As the Highways Authority Kent County Council aims to be proactive about safety and will engage with local communities affected by road danger. We will aim to supplement Injury collision data with other community concern data to strengthen the case for interventions.

JUDGEMENT

No Major Change - Improving the personal safety of people as they move about making their everyday journeys is something that will benefit everybody. The proposals in the strategy will be favourable to several of the Protected Groups or have no potential for discrimination. Those that are restricted in movement including older people, people with young children or those who have a disability are likely to benefit most from a renewed focus on making streets safer. Busy crossings can present a larger obstacle for these groups than to the strongest and fittest in the community. The only category which may have low negative issue is race. Safer Roads will benefit all racial groups, however care must be taken when designing advertisements not to appear in any way

discriminatory in profiling one race negatively. Campaigns will be as inclusive as possible and try where possible to reflect Kent's demographics.

I have found the Adverse Equality Impact Rating to be Low

GET Document Control

Revision History

Version	Date	Authors	Comment
V0.1	25 11 20	Rory McMullan	
V1 (this should be assigned to the version the Director signs off)	08/01/21	Rory McMullan Crystal Smith	

Document Sign-Off (this must be both the relevant Head of Service and the relevant Director)

Attestation

I have read and paid due regard to the Equality Analysis/Impact Assessment. I agree with the actions to mitigate any adverse impact(s) that has /have been identified.

Name	Signature	Title	Date of Issue
Tim Read		Head of Transportation	08/01/21
		Director	

Date Document Updated 11/01/2021

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Part 1 - Screening

Regarding the decision, policy, procedure, project or service under consideration,

Could this policy, procedure, project or service, or any proposed changes to it, affect any Protected Group (listed below) less favourably (negatively) than others in Kent?

Could this policy, procedure, project or service promote equal opportunities for this group?

Please note that there is no justification for direct discrimination; and indirect discrimination will need to be justified according to the legal requirements

Protected Group	You MUST provide a brief commentary as to your findings, or this EqIA will be returned to you unsigned			High/Medium/Low Favourable Impact
	High Negative Impact	Medium Negative Impact	Low Negative Impact	
Age				Age focus is heavily taken into consideration, especially with behaviour change work, but also when considering engineering schemes (such as school streets or safer crossings for the old). We propose specific help for each age group. Young drivers are shown as being involved in more crashes, so we have a

				<p>focus on education and protection.</p> <p>We have also seen mature drivers being involved in crashes, so supporting people to maintain mobility as people age is vital and is part of this strategy.</p>
Disability				<p>Accessibility issues for all disabled groups need to be understood in the engineering or safer roads. Road safety impacts on those that have disabilities greatly, the inability to navigate a town and cross streets safely can have a disproportional impact on disabled people's mobility. We place disabled people at the top in terms of being the most vulnerable group of road users for which other road users must give way.</p>
Sex				<p>There is a predominance of male driver and more men motorcycle rider involvement in fatal collisions.</p>

				While this strategy does not specifically focus on gender, through this strategy we intend to influence the most common offenders, which tend to be men, to make Kent safer for all.
Gender identity/ Transgender				- <i>(There will be no negative or favourable impact against this protected group)</i>
Race			While the delivery of casualty reduction has no racial bias, campaign messages can be misinterpreted. Images may be taken out of context and be misinterpreted if only one race is used in advertising. Our campaign work will be balanced and inclusive, and where possible	

			based on the demographics in Kent.	
Religion and Belief				- <i>(There will be no negative or favourable impact against this protected group)</i>
Sexual Orientation				- <i>(There will be no negative or favourable impact against this protected group)</i>
Pregnancy and Maternity				Pregnant women and those with young children are less mobile and more vulnerable, a perception of road danger can therefore negatively impact mobility and injury severity in case of a collision. By reducing road danger both real and perceived, will positively impact this group.
Marriage and Civil Partnerships				- <i>(There will be no negative or favourable impact against this protected group)</i>
Carer's Responsibilities				- <i>(There will be no negative or</i>

				<i>favourable impact against this protected group)</i>
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Part 2 - Full Equality Analysis /Impact Assessment

From the screening grid, identify the Protected Groups impacted

Strategies based around Vision Zero have been around since Sweden first adopted it in 1997 and have engaged with and benefitted the protected groups below. Some of the biggest city councils have adopted the strategy, such as Liverpool, City of London and Edinburgh. Many other county councils are moving towards the strategy such as Essex.

Age – Road Safety tends to impact older people and younger people disproportionately. Older people tend to be frail, less able to walk quickly and therefore can find navigation of street crossings difficult. This policy aims to address not only the actual casualties, but also take account of the feeling of safety. We aim to make our roads towns and villages be and feel safer for all. This would have a net positive impact for older people.

Mature drivers may have health issues that make driving difficult. We aim to support these people through signposting to support services.

Finally, young drivers and young pedestrians are both groups which experience road safety issues, both are targeted for support through this policy.

Disability

People with disabilities can find safe navigation of the public realm difficult, safer roads reduce mobility issues for the disabled. The policy ambition of Vision Zero asks all road users to take responsibility for the safety of those more vulnerable than themselves, especially people with disabilities at the top of the vulnerability pyramid. This policy will support and benefit the safety of all. Consultation has been carried out with disabled groups by many of the other councils and countries who have adopted Vision Zero and have encountered overwhelming support and endorsement for the approach. We have also done brief pre-consultation engagement with Age UK in Kent and received nothing but positive encouragement. Many other disabled groups will be included in the full consultation.

Sex

While the ambition of Vision Zero has no gender bias, road safety statistics show that men are more likely to be involved in serious collisions than women. The ambition of this policy is to temper excessive speed and aggressive driving more often exhibited by men than women, to reduce all road casualties.

Race

Vision Zero has no racial bias, but we will ensure all campaign posters and messaging is balanced and inclusive to reflect Kent's diversity. The Road Safety team did receive a complaint about a driving advert because it included a black man driving a vehicle; the complaint argued it was discriminating because it only says black people drive badly. This advert was part of a series of adverts that included other races, so it was clearly not the case there was anything intentional. Unfortunately the part of the series of adverts with white people had to be removed at the time because it was not deemed appropriate during the lockdown (March 2020-June 2020) because of who was in the car and their proximity to each other. The lessons learned from this are that as a team we need to be more careful with communications and pay attention to the issues.

Pregnancy and Maternity

People who have young children or are pregnant are more vulnerable, can be slower and more cautious when crossing the road. This policy aims to make the roads safer for all and take account of peoples fear of road danger.

Information and Data used to carry out your assessment

Kent road casualty statistics <https://www.kent.gov.uk/roads-and-travel/road-safety/crash-and-casualty-data>
TFL Vision Zero Action Plan – focus on vulnerable groups <http://content.tfl.gov.uk/vision-zero-action-plan.pdf>

Who have you involved consulted and engaged with?

Casualty Reduction Partnership
Age UK
RSGB

Analysis

Date Document Updated 11/01/2021

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Road safety, not feeling safe, is one of the most common issues that is raised by residents to Councillors and officers. The issue is most often raised by someone who is in a protected group, for instance older or disabled residents, or people with young children. This strategy aims to engage with communities and add community concerns to strengthen the case for interventions, rather than just depending on collision data. This should support a more inclusive delivery of road safety intervention in Kent.

The target of Zero fatalities will also support making Kent’s roads safer for all which should benefit all. In discussion with Age UK they showed support for Vision Zero and this approach.

Adverse Impact,

No adverse impact, but we will be careful to be inclusive with our choice of images and text in our advertising and campaign marketing.

Positive Impact:

Improved safety on Kent’s roads and streets will have a positive impact for all groups, in particular the mobility impaired of the protected groups; older, younger, pregnant, and disabled.

JUDGEMENT

- **No major change** - no potential for discrimination and all opportunities to promote equality have been taken

art 3 - Action Plan

Protected Characteristic	Issues identified	Action to be taken	Expected outcomes	Owner	Timescale	Resource implications
Race	Potential for campaign advertising that only includes one race to be misinterpreted.	Ensure all messaging is inclusive, and where possible representative of Kent’s	Road Safety campaign messaging is inclusive, neither over representing, nor	Casualty Reduction Manager	2021 – 2026 (the length of the strategy)	None

		demographics	underrepresenting one racial group.			

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Have the actions been included in your business/ service plan?

No

Next Steps

1. Having completed Part 3, then then please complete the Judgement and the Summary RAG Rating above, and submit this form to your Head of Service and Director for sign off. Once they have both signed, please send to GETcsp@kent.gov.uk and diversityinfo@kent.gov.uk with the title of the project clearly stated along with 'Final EqIA'. It will then be logged and published on the KCC Intranet as well as available to external customers upon request.
2. If the activity will be subject to a Cabinet decision, the EqIA must be submitted to Democratic Services democratic.services@kent.gov.uk along with the relevant Cabinet report.
3. The original signed hard copy and electronic copy should be kept with your team for audit purposes

