

5/2014

EQUALITY IMPACT ASSESSMENT

**REDEVELOPMENT OF
SITTINGBOURNE (CHURCH MARSHES) HWRC**

August 2014



KENT COUNTY COUNCIL

EQUALITY IMPACT ASSESSMENT

Directorate: Growth, Environment and Transport

Name of policy, procedure, project or service:

Sittingbourne (Church Marshes) HWRC and Transfer Station redevelopment

Assessment of service:

As the Waste Disposal Authority (WDA) Kent County Council is required to provide a Household Waste Recycling Centre Service for its residents.

As a statutory function for KCC, this EqIA considers the impacts, on our customers, of redeveloping an existing Household Waste Recycling Centre (HWRC) in Sittingbourne.

The functions of the Waste Disposal Authority are set out in the Environmental Protection Act (EPA) 1990 and associated Regulations.

EPA Section 51: Functions of waste disposal authorities

(1) It shall be the duty of each waste disposal authority to arrange:

(b) For places to be provided at which persons resident in its area may deposit their household waste and for the disposal of waste so deposited.

Responsible Owner/ Senior Officer

Melanie Price, Partnerships and Development Manager

Date of Screenings:

A: Initial screening: 14th August 2014

B: Interim screening:

C: Final screening:

Version	Author	Date	Comment
1	Casey Holland	14/08/2014	Initial draft
2	Melanie Price / Hannah Passey	2/9/14	Second draft
3			

Date of Screening

- 1. Initial screening:** 14th August 2014 – To consider impacts from proposed site redesign and to inform delivery of customer engagement for temporary closure.
- 2. Second screening:** Winter 2014 – to incorporate findings of the equality objective regarding facility design.
- 3. Third screening:** 2015 - customer engagement concerning the re-opening of the HWRC.

1: Initial EqIA screening conducted during budget application stage (August 2014)

Characteristic	Could this policy, procedure, project or service affect this group differently from others in Kent? YES/NO	Could this policy, procedure, project or service promote equal opportunities for this group? YES/NO	Assessment of potential impact HIGH/MEDIUM/LOW/ NONE/UNKNOWN		Provide details: a) Is internal action required? If yes, why? b) Is further assessment required? If yes, why? c) Explain how good practice can promote equal opportunities
			Positive	Negative	
Age	YES	YES	Low	None	<p>Those aged 16 or under are not permitted to use the sites for health and safety reasons – this is an existing policy.</p> <p>Using customer data collected and audience segmentation data, young people aged 30 and under (particularly students) are less likely to be HWRC users.</p> <p>Data held about the HWRC customer base indicates that there are a significant number of people in the 50 – 70 year age bracket who utilise the HWRCs.</p> <p>Operational considerations: Where queuing times and congestion have impacted negatively on elderly customers to date, this pressure will be reduced by an improved flow of vehicles through the site.</p> <p>The new site layout will allow for the separation of HGVs servicing the site from householders' vehicles. This will significantly reduce the health and safety risks to both site users and staff. This is beneficial across all Protected Characteristic groups.</p>

					<p>Customer engagement: It is recognised and understood that engagement materials and communication channels selected must meet the needs of older people – a one size fits all approach is not sufficient or appropriate.</p> <ul style="list-style-type: none"> • Information will also be available at the HWRC both printed and face to face engagement, to support communications preferences of older customers. • Large print format will be made available should older people have visual impairments.
Disability	YES	Yes	Low	None	<p>Operational considerations:</p> <ul style="list-style-type: none"> • Where queuing times and congestion have impacted negatively on customers with disabilities, this pressure will be reduced by an improved flow of vehicles through the site. • Increased customer space to safely get in and out of their cars to use the facilities, reducing customer anxiety and improving personal safety. <p>Customer engagement:</p> <ul style="list-style-type: none"> • A range of alternative formats for the engagement materials will be provided on demand including – large print, Easy Read, Braille, audio • Training will be provided to all staff who will be delivering face to face engagement, to equip them with the knowledge and skills to communicate with customers who may have mental health needs effecting their ability to understand the communication with ease

					<ul style="list-style-type: none"> • All communication will be subject to a Plain English test • A mixture of auditory and visual communication channels will be used, recognising that one channel limits customer's accessibility to information if they have a visual or auditory impairment.
Gender	No	No	None	None	
Gender identity	No	No	None	None	
Race	No	No	None	None	
Religion or belief	No	No	None	None	
Sexual orientation	No	No	None	None	
Pregnancy and maternity	YES	Yes	Low	None	<p>Operational considerations:</p> <ul style="list-style-type: none"> • Where queuing times and congestion have impacted negatively on customers who are pregnant, this pressure will be reduced by an improved flow of vehicles through the site. • Increased customer space to safely get in and out of their cars to use the facilities, reducing customer anxiety and improving personal safety.

N.B Improved health and safety practices at the HWRC site will be achieved through the proposed physical alterations. This will be beneficial to all customers.

Part 1: INITIAL SCREENING

Context

Kent County Council as the statutory Waste Disposal Authority (WDA) owns the Waste Transfer Station (WTS) and co-located Household Waste Recycling Centre (HWRC) in Gas Road, Sittingbourne. This is a strategic waste management facility providing the primary disposal point for a Waste Collection Authority's (WCA) kerbside collected residual waste, dry recyclate and food waste. In this instance the primary WCA is Swale Borough Council. The facility also provides a HWRC service for the residents of Sittingbourne and the surrounding areas. Trade and business wastes are also accepted on a commercial basis.

The facility is approaching the end of its designed life expectancy. The high waste throughput into the site, in particular to the WTS, places pressure on the site to operate efficiently. In recent months, Swale Borough Council has expanded their kerbside recycling collections to include food waste. This means the WTS is now too small to accommodate the level of waste arisings and needs to be re-developed to ensure it is fit for purpose.

Should an alternative temporary HWRC be required to ensure service continuity for customers, a separate EqlA will be undertaken to appropriately consider customer needs during this period.

Aims and Objectives

Operational activity:

The site changes will aim to improve customer access and minimise waiting times for both entrance and exit of the HWRC. Currently there is a single access point for customers coming into the site to dispose of household waste and waste collection vehicles disposing of kerbside collected waste. A new site layout will mean that this traffic will be separated, which will ease traffic congestion and also make it safer for domestic users.

A new one-way system will also be introduced to ensure that householder vehicles can move around the site efficiently for improved traffic flow. This

new system will also increase the deposit points for householders to deposit the full range of waste streams.

The current parking arrangements will be redesigned to prevent householder vehicles from being required to turn or reverse on-site as they do currently. This will improve site safety and usability.

Customer engagement:

- To ensure that the customer engagement interventions are communicated clearly to HWRC customers
- To utilise a range of communication channels to match the communication preferences of our customers (based on audience segmentation)
- To ensure that the communication and engagement needs of those exhibiting the protected characteristics of age, disability and race are provided for within the engagement interventions.

Beneficiaries

The beneficiaries of this service improvement will be:

- Residents in the Sittingbourne area who will be able to access this HWRC more easily and safely and receive an improved level of customer care.
- Swale Borough Council and their contractors who will be able to dispose of their kerbside collected waste more quickly and efficiently.
- KCC will benefit as the facility provides greater opportunity for householders to dispose of their waste safely and for greater value from the waste to be recovered.

Consultation and data

Consultation:

An equality objective for 2014-15 focuses on customer needs in relation to future design / re-development of KCC HWRCs. This will involve direct engagement with groups and individuals representing the range of Protected Characteristics, to gain a greater understanding of customer expectation and requirement to assist in shaping site layout and built. The information will feed directly into this facility's design and a subsequent EqIA will be undertaken.

Customer Data:

Dominant HWRC customer groups using the Sittingbourne HWRC

Using audience segmentation information held by Kent County Council, it is possible to prepare a 'customer profile' for the Sittingbourne HWRC. This also allows us to understand communication consumption and preferences of our customers.

Dominant customer groups using Sittingbourne HWRC

Customer group	Description of group	Communication consumption preference
1	Modest Traditions - Mature homeowners of value homes enjoying stable lifestyles.	Face to face (on site) Internet
2	Suburban Stability - Mature suburban owners living settled lives in mid-range housing.	Face to face (on site) Internet
3	Aspiring homemakers - Younger households settling down in housing priced within their means.	Internet Smart Phone
4	Transient Renters - Single people privately renting low cost homes for the short term.	Face to face (on site) Internet Smart Phone

The following engagements channels have been selected to meet the needs of people within the Sittingbourne area to enable KCC to communicate details concerning the forthcoming temporary closure:

- Household Waste Recycling Centre signage – to inform customers of the closure, directing them to the KCC web site for full details
- Customer handout provided on site for 4 weeks prior to closure
- kent.gov.uk/sittingbournehwrc – web page to contain full details about the closure and alternative facilities available

Potential Impact

Within the EqIA, none of the Protected Characteristics have currently been assessed as being adversely effected from the proposed site changes. There are several Protected Characteristics where a positive impact is anticipated.

JUDGEMENT

Option 1 – Screening Sufficient YES

Option 2 – Internal Action Required YES

Option 3 – Full Impact Assessment NO

Only go to full impact assessment if an adverse impact has been identified that will need to undertake further analysis, consultation and action

Sign Off

I have noted the content of the equality impact assessment and agree the actions to mitigate the adverse impact(s) that have been identified.

Senior Officer



Signed:

Name: Melanie Price

Job Title: Partnerships and Development Manager

Date: 2/9/14

DMT Member



Signed:

Name: Roger Wilkin

Job Title: Head of Waste Management

Date: 2/9/14