

## Equality Impact Assessment: Conversation Screening Tool

[Use this form to prompt an EIA conversation and capture the discussion. This completed form or if needed, a full EIA report (form 3) will be published as part of the decision-making process *\*Please delete prompts before publishing\**

The Council is legally required by the Equality Act 2010 to evidence how it has considered its equality duties in its decision-making process.

The Council must have due regard to the need to -

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Having due regard to the need to advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to -

- (a) remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic;
- (b) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it;
- (c) encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

A link to the full text of [s149 of the Equality Act 2010](#) which must be considered when making decisions.

<b>1</b>	<b>What is being reviewed?</b>	Service – BCP Residents Card
<b>2</b>	<b>What changes are being made?</b>	<p>The Residents Card Scheme is a Member initiative. The vision is to support our town centres, high streets and neighbourhoods, driving footfall into local retail, food &amp; drink, leisure and key attractions and unlocking insight to enable future interventions. The scheme is a key priority for the Council to deliver within its Corporate Plan, and supports the Council's aims of communities have pride in our streets, neighbourhoods and public spaces; our inclusive, vibrant and sustainable economy supports our communities to thrive; using data, insights and feedback to shape services and solutions; working closely with partners, removing barriers and empowering others and using our resources sustainably to support our ambitions. The scheme will put residents first, supporting them with the cost of living.</p> <p>BCP Council are looking to create and supply a Residents Card scheme that offers residents preferential rates on local business and Council products and services, such as food and drink, leisure, attractions, retail and parking. The scheme is intended to be available via a digitally and physical card.</p> <p>We are looking to work with a supplier who recognise the benefits to both parties in collaborating on the development of an attractive customer offer and the application of an innovative business model that ensures the longevity of the scheme.</p> <p>We have explored alternative delivery methods; however, these were discounted as they did not meet the project's primary deliverable of implementing a scheme within a balanced budget, nor did they include Council services. The discounted options are listed below:</p>

		<p>Extension of Staff Discount Scheme: Extensive cost analysis indicated it would be infeasible to replicate this scheme due to significant income erosion.</p> <p>Small Business Scheme: Although cost-neutral business models could run a discount scheme for local businesses, it would not be possible to include Council services within this model.</p>
3	<b>Service Unit:</b>	Investment and Development
4	<b>Participants in the conversation:</b>	<p>Dawn Clifford</p> <p>Ruth Spencer</p>
5	<b>Conversation date/s:</b>	<p>Regular Steering Group meetings – various dates throughout 2024</p> <p>Regular project meetings – various dates throughout 2024</p> <p>Procurement and legal meetings – December 2024</p> <p>8 October 2024</p>
6	<b>Do you know your current or potential client base? Who are the key stakeholders?</b>	400k adult residents across BCP.
7	<p><b>Do different groups have different needs or experiences?</b></p> <p>age (young/old), disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation, members of the armed forces community, any other factors/groups e.g. socioeconomic status, carers, human rights.</p>	<p>The following groups will have different experiences</p> <ul style="list-style-type: none"> <li>• Age – app technology may not be easy to use for older age groups,</li> <li>• Disability – visual impairment would restrict use technology, adults with learning disabilities may need support using the scheme</li> <li>• Socioeconomic status – may not have access to devices or internet in order to access the scheme</li> <li>• Socioeconomic status – may not have offers and discounts they can use. E.g parking offer.</li> </ul> <p>The following groups were considered but not different needs were identified</p> <ul style="list-style-type: none"> <li>• Gender reassignment</li> <li>• Marriage and civil partnership</li> <li>• Pregnancy and maternity</li> <li>• Race</li> <li>• Religion or belief</li> <li>• Sex</li> <li>• Sexual Orientation</li> <li>• Member of the armed forces community</li> </ul>
8	<b>Will this change affect any service users?</b>	Yes, service users will receive discount on certain services, that they don't currently receive.
9	<p><b>[If the answer to any of the questions above is 'don't know' then you need to gather more evidence. The best way to do this is to use forms 2 and 3. <i>*Please delete prompts before publishing*</i></b></p>	

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10	<b>What are the benefits or positive equality impacts of the change on current or potential users?</b>	<p>We have considered all the protected characteristics. For socio economic status, the introduction of a residents card will help with the cost of living so although everyone gets the same discount the impact would be greater on this group.</p>
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11	<p><b>What are the negative impacts of the change on current or potential users?</b></p>	<ul style="list-style-type: none"> <li>• Age – app technology may not be easy to use for older age groups. We intend to work with our libraries and customer hubs to ensure there is ICT support available. There will opt in physical cards for those that require them. We have been working closely with the Smart Place team and have benefitted from their work and learning in Boscombe. Therefore this has been discussed at older people focus groups.</li> <li>• Disability – visual impairment would restrict use technology, adults with learning disabilities may need support using the scheme. Braile appropriate physical cards are a key requirement. We intend to advertise in day centres as we recognise the importance of reaching all adult residents within BCP.</li> <li>• Socioeconomic status – may not have access to devices or internet in order to access the scheme. We intend to work with our libraries and customer hubs to ensure there is ICT support available. Again, learning from the Smart Place team's work in Boscombe has given us better understanding soci economic impact around internet access and practices in place to support this, such as free wifi.</li> <li>• Socioeconomic status –may not have offers and discounts they can use. E.g parking offer. In future phases we will mitigate this by trying to offer a broad range of discounts. For example, offering transport rather than parking discounts. Dynamic discounts for when shops have surplus stock – this would help cost of living crisis as likely to be on essential spend rather than luxury. Also, we intend to use analytics to understand what is popular and use this information to evolve the scheme.</li> </ul>
12	<p><b>Will the change affect employees?</b></p>	<p>Employees that are residents will be able to access the scheme.</p>
13	<p><b>Will the change affect the wider community?</b></p>	<p>Yes, the wider BCP community will see a positive change in that they pay less</p>
14	<p><b>What mitigating actions are planned or already in place for those negatively affected by this change?</b></p>	<p>Physical card will be available for those unable to use app/digital card. This is a requirement set by Members. Physical cards will be supported by a website. Residents would be able to see offer on the website. Although the physical card and website may not offer the full functionality of the app, it's hoped that it will offer usable alternative to those not able to use the app. We are working with Parking Services to establish workarounds to enable residents who aren't digitally abled, to access the offer. Parking investment options, which relate to the wider Parking Framework are also being considered.</p> <p>Sign up process support via BCP libraries – computers, internet and potentially customer staff available to support..</p>

		<p>Diverse offers to ensure there are offer that all residents can use.</p> <p>Use of analytics and insight to create a dynamic and relevant scheme. Understand popular offers, and locations.</p> <p>Understand demographics of those signed up. Look to understand areas and age groups that need more support with sign up. We are working with Comms and Marketing to ensure that advertisement of the scheme reaches a wide and varied audience</p>
15	<p><b>Summary of Equality Implications:</b></p>	<p>It is the Administration's objective for the Residents Card to be used by as many residents as possible. In order to achieve this high take up, it's essential we consider the protected characteristics of our residents to make sure our product is fully accessible to all residents. This has formed an important part of scoping this project, and equality has become a regular topic at project meetings. Key themes for this project have been digital inclusivity and fair &amp; accessible offers.</p> <p>Although it is difficult to fully address digital inclusivity, we feel we are working towards this by working with teams in Boscombe and understanding the work they have done to help the community. Although our product will primarily be digital, there will be a physical card and website that run alongside this. We plan to offer support to residents via libraries, customer hubs and day centres about accessing the scheme and internet.</p> <p>The software for the scheme will provide data and analytics on customer usage. We will use this check that we are fully understanding our residents needs. The scheme will be modular and we intend to regularly update and expand it to reflect our residents changing needs.</p>