

# Diversity impact assessment

**TITLE: Medway TMA Part 6 Moving Traffic Enforcement Scheme**

**DATE: 1 July 2024**

**LEAD OFFICER:** Ruth Du-Lieu – Deputy Director of Place

## **1. Summary description of the proposed change**

What is the change to policy / service / new project that is being proposed?  
How does it compare with the current situation?

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As part of the Safer, Healthier Streets programme, it is proposed to implement moving traffic enforcement at 17 sites across Medway. This is following the successful implementation of eight sites in February 2024, with powers being previously granted to implement such moving traffic enforcement measures in November 2023.

Currently all 17 sites have moving traffic restrictions in place. The proposal involves no further changes to restrictions, just the installation of automatic numberplate recognition cameras (ANPR) to better enforce the current restrictions. These restrictions aim to:

- Reduce congestion and idling traffic, which are key contributors to poor air quality
- Improve road safety
- Make way for more people to walk, cycle, and wheel throughout Medway with a consistent road network.
- Keep traffic moving, making journey times more reliable
- Reduce delays on public transport services.

The sites taken forward to consultation can be found below:

- Chatham High Street – Access point from Batchelor Street, Chatham
- Chatham High Street - Access from Church Street/Whittaker Street, Chatham
- Chatham High Street - Access point from Clover Street, Chatham
- Rochester High Street junction with Star Hill, Rochester
- Gillingham High Street (Green St access point to Gillingham High Street)
- Gillingham High Street (Kings Street, access onto Gillingham High Street)
- Gillingham High Street (James St access points to Gillingham High Street)
- A2 High Street junction with B2002 Station Road, Strood.
- Chatham Hill junction with Luton Road, Chatham
- Maidstone Road, Chatham, Bus Interchange
- A2 Corporation Street junction with Esplanade, Rochester
- Station Road junction with Friary Place, Strood
- A2 London Road junction with Gravesend Road, Strood
- A2 High Street, Strood junction with Esplanade, Strood
- A2 Corporation Street junction with Gas House Road, Rochester
- A2 Corporation Street junction with Bardell Terrace
- A2 junction with Castle View Road, Strood

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## 2. Summary of evidence used to support this assessment

Eg: Feedback from consultation, performance information, service user.

Eg: Comparison of service user profile with Medway Community Profile

Medway Council considered a potential list of locations across the borough as part of our wider transport plan to keep Medway moving. Creating safer, healthier streets, whilst improving air quality and promoting more sustainable transport.

Through the various workshops and public meetings during the development of the plan, key responses received regarding improving infrastructure capacity covered the following areas:

- Less congested roads and traffic flow improvements
- Road capacity has got to keep up with development
- Ensure that buses run on time
- Parking regulations enforced.

Road users, residents, and businesses were invited to take part in a public consultation regarding the introduction of moving traffic enforcement, which took place between 15<sup>th</sup> May - 26<sup>th</sup> June 2024. As of 14 June 2024, total of 268 survey responses were received.

The following key findings have been identified through analysis of the consultation responses (to date).

### **Potential positive impacts of proposed moving traffic enforcement:**

All 17 sites of the proposed Tranche 2 of the moving traffic enforcement initiative will help to contribute to the following positive impacts:

- A reduction in traffic congestion and keeping traffic moving will contribute to improved road safety. This will also have positive implications for air pollution associated with idling traffic.
- Improving road safety and reducing impacts to air quality will benefit all people in the protected characteristic groups but especially more vulnerable road users including older people and children. As well as those who suffer from respiratory problems.

### **Potential adverse impacts of proposed moving traffic enforcement:**

- Fines associated with the automatic numberplate recognition cameras could cause negative effects to low-income groups, especially if multiple fines are accumulated.

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### 3. What is the likely impact of the proposed change?

Is it likely to:

Adversely impact on one or more of the protected characteristic groups

Advance equality of opportunity for one or more of the protected characteristic groups. Foster good relations between people who share a protected characteristic and those who don't

(insert Yes when there is an impact or No when there isn't)

| Protected characteristic groups (Equality Act 2010) | Adverse impact | Advance equality | Foster good relations |
|---|----------------|------------------|-----------------------|
| Age   |                | X                |                       |
| Disability  |                | X                |                       |
| Gender reassignment                                 |                | X                |                       |
| Marriage/civil partnership                          |                | X                |                       |
| Pregnancy/maternity                                 |                | X                |                       |
| Race  |                | X                |                       |
| Religion/belief                                     |                | X                |                       |
| Sex   |                | X                |                       |
| Sexual orientation                                  |                | X                |                       |
| Other (e.g. low-income groups)                      | X              |                  |                       |

### 4. Summary of the likely impacts

Who will be affected?

How will they be affected?

All groups – The overall equalities impact of moving traffic enforcement is generally positive. By implementing these measures and improving driver compliance this will keep the network moving and improve road safety for pedestrians and cyclists. Other benefits include:

- Reduce congestion and idling traffic, which are key contributors to poor air quality
- Improve road safety
- Make way for more people to walk, cycle, and wheel throughout Medway with a consistent road network.
- Keep traffic moving, making journey times more reliable
- Reduce delays on public transport services.

Air quality exposure is worse inside of a vehicle than outside of it, so all groups, including those with protected characteristics, will benefit from

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increased active travel by lower exposure to poor air quality. They will also benefit from the other positives of active travel, such as the associated health benefits. Implementing the moving traffic enforcement will therefore benefit all groups by improving air quality around the main network corridors in Medway.

**Age** – young children will benefit from reduced risk and exposure to road danger. Data shows that children under the age of 12 have the highest percentage of pedestrian fatalities.

**Age** – older residents who are at greater risk of experiencing negative health impacts of air pollution will benefit from reduced exposure to air pollution. Data on air quality shows that it is particularly harmful for children and elderly people.

**Disability** – Air quality exposure is worse inside of a vehicle than outside of it, so all groups, including those with protected characteristics, will benefit from lower exposure to poor air quality and improved road safety. They will also benefit from the positives of active travel choices, such as the associated health benefits.

**Deprivation** - 2023 research by The Runnymede Trust showed 20 per cent of the UK's most deprived areas experience some of the worst impacts of air pollution. Interventions like the introduction of moving traffic enforcement are, designed to reduce poor air quality, can help reduce the impacts of air pollution and advance equality, particularly with regard to public health outcomes.

Those who could be **negatively** impacted by the implementation of the Moving Traffic Enforcement include:

Other – low-income groups:

Fines associated with the automatic numberplate recognition cameras could cause negative effects to low-income groups, especially if multiple fines are accumulated.

## 5. What actions can be taken to mitigate likely adverse impacts, improve equality of opportunity or foster good relations?

What alternative ways can the Council provide the service?

Are there alternative providers?

Can demand for services be managed differently?

The following actions have been identified to mitigate against adverse impacts:

- Ensure timely and clear communications in preparation of the moving traffic enforcement implementation and for signage and information once the enforcement is implemented at each site.

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- Signage will be clear and consistent across all sites, aligning with statutory guidance. Where relevant, signage decluttering could take place at each site, with any old or redundant signage removed to reduce confusion.
- Site-specific exemptions have been identified including emergency services, to ensure that these essential services can continue to freely operate.

## 6. Action plan

Actions to mitigate adverse impact, improve equality of opportunity or foster good relations and/or obtain new evidence

| Action  | Lead | Deadline or review date |
|---|------|-------------------------|
| Ensure communications regarding the introduction of the moving traffic enforcement is completed in a timely manner using plain English and offer all relevant materials in different languages and formats, as required | TBC  | TBC                     |
| Ensure adequate warning period for first offences, to allow people to change behaviour  | TBC  | TBC                     |

## 7. Recommendation

The recommendation by the lead officer should be stated below. This may be: to proceed with the change, implementing the Action Plan if appropriate, consider alternatives, gather further evidence

If the recommendation is to proceed with the change and there are no actions that can be taken to mitigate likely adverse impact, it is important to state why.

Three options have been considered:

Option 1: Do nothing. Option 1 is to keep the existing restrictions and to not take forward the moving traffic enforcement proposal any further. In taking this option the benefits of moving traffic enforcement will not be realised including helping to manage the road network, improving safety and traffic flow at specific locations during key parts of the day.

Option 2: Implementation of consultation proposal. Option 2 is to take forward the proposed sites as per the consultation. This would help meet the council policy to improve safety and reduce congestion across the road network by allowing more efficient traffic management, however there has been comments raised regarding the revenue raising elements.

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## **8. Authorisation**

The authorising officer is consenting that the recommendation can be implemented, sufficient evidence has been obtained and appropriate mitigation is planned, the Action Plan will be incorporated into the relevant Service Plan and monitored

**Assistant Director**

**Date of authorisation**