

Equality Impact Assessment (EIA) Public consultation and engagement strategy for Station Approach Project
Section 1 - Data Checklist

		Yes/No	Please provide details
1	Have there been any complaints data related to the policy or project you are looking to implement?	No	
2	Have all officers who will be responsible for implementing the policy or project been consulted, and given the opportunity to raise concerns about the way the policy or function has or will be implemented?	Yes	All officers at WCC involved in the project and those in our partner organisations have been consulted and provided with opportunities to raise concerns regarding the communications strategy.
3	Have previous consultations highlighted any concerns about the policy or project from an equality impact perspective?	No	The first round of consultation with the public has not taken place yet.
4	Do you have any concerns regarding the implementation of this policy or project? <i>(i.e. Have you completed a self-assessment and action plan for the implementation of your policy or project?)</i>	No	We have procured specialist public affairs advice and consultancy services to ensure this is a fair and robust engagement strategy. We will re-assess the strategy once the first round of consultation and engagement activities have been completed.
5	Does any accessible data regarding the area which your work will address identify any areas of concern or potential problems which may impact on your policy or project?	No	
6	Do you have any past experience delivering similar policies or projects which may inform the	Yes	The Project Sponsor and Project Lead have relevant experience delivering public consultations and our

		Yes/No	Please provide details
	implementation of your scheme from an equality impact point of view?		consultants are specialists in this area.
7	Are there any other issues that you think will be relevant?	No	

Section 2 - Your EIA form

Directorate: Place	Your Service Area: Regeneration	Team: Station Approach Project	Officer responsible for this assessment: Kirstin Shaw	Date of assessment: 31/05/2022
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	Question	Please provide details
1	What is the name of the policy or project that is being assessed?	Station Approach Consultation and Engagement Strategy
2	Is this a new or existing policy?	New and project specific
3	Briefly describe the aim and purpose of this work.	<p>To provide a framework for the various elements of political and public consultation and engagement associated with the Station Approach project.</p> <p>To create a strategy for communication that spans the entire development journey of the project.</p> <p>To develop a holistic approach to consultation that ensures a broad representation of the population of Winchester is reached and given the opportunity to engage with the project.</p>
4	What are the associated objectives of this work?	<p>To define and schedule the opportunities for engagement and consultation of stakeholders during the lifecycle of this project.</p> <p>To provide multiple avenues for participation so that a wide reach can be achieved.</p> <p>To provide stakeholders with an up to date source of information about the project and a public engagement platform to get involved in.</p>

5	Who is intended to benefit from this work and in what way?	The public and other stakeholders will be given the opportunity to help shape the vision and development objectives for the Station Approach area. The project team will be able to work with the public and stakeholder groups to co-create a regeneration scheme that provides economic, social and environmental benefits to the city.
6	What are the outcomes sought from this work?	This work aims to use the 'you said, we did' approach. This will allow participants to see how their comments and suggestions have helped to shape the future of this development.
7	What factors/forces could contribute or detract from the outcomes?	The length of the proposed consultation events and the frequency of them throughout the project lifecycle allows for a wider range of participation. Use of targeted advertising and online outreach may enhance participation from previously underrepresented groups. There may be a highly vocal minority group opposed to development who could skew the conversation.
8	Who are the key individuals and organisations responsible for the implementation of this work?	Station Approach Project Team – John East (Sponsor), Emma Taylor (Lead), Kirstin Shaw (Project Manager) MPC Team – Nikki Davies (Managing Director), Joseph Baum (Senior Account Director), Rebekah Moll (Senior Account Executive)
9	Who implements the policy or project and who or what is responsible for it?	Regeneration Lead – Emma Taylor

		Please select your answer in bold . Please provide detail here.		
10a	Could the policy or project have the potential to affect individuals or communities on the basis of race differently in	Y	N	

	a negative way?			
10b	What existing evidence (either presumed or otherwise) do you have for this?	This has no bearing on race. However, we recognise that people of other races may not have English as their home language and language differences may make accessing consultation materials difficult. A translation of consultation materials can be made available should anyone request it.		
11a	Could the policy or project have the potential to affect individuals or communities on the basis of sex differently in a negative way?	Y	N	
11b	What existing evidence (either presumed or otherwise) do you have for this?	This has no bearing on a person's sex.		
12a	<p>Could the policy or project have the potential to affect individuals or communities on the basis of disability differently in a negative way?</p> <p><i>you may wish to consider:</i></p> <ul style="list-style-type: none"> • <i>Physical access</i> • <i>Format of information</i> • <i>Time of interview or consultation event</i> • <i>Personal assistance</i> • <i>Interpreter</i> • <i>Induction loop system</i> • <i>Independent living equipment</i> • <i>Content of interview)</i> 	Y	N	
12b	What existing evidence (either presumed or otherwise) do you have for this?	The project team and MPC have specifically looked at using a broad range of consultation and engagement tools to ensure the broadest reach. Individuals with disabilities will be able to select how they choose to engage and all project information will be available from the comfort of their own homes through online platforms. Should an individual not have access to the internet at home, libraries are accessible and fully equipped with computers for public use. This would be a viable		

		alternative. Paper copies of consultation materials will be made available on request.		
13a	Could the policy or project have the potential to affect individuals or communities on the basis of sexual orientation differently in a negative way?	Y	N	
13b	What existing evidence (either presumed or otherwise) do you have for this?	This has no bearing on anyone's sexual orientation.		
14a	Could the policy or project have the potential to affect individuals on the basis of age differently in a negative way?	Y	N	
14b	What existing evidence (either presumed or otherwise) do you have for this?	This has no bearing on anyone's age. During the pop up in-person engagement events, the team will seek to engage with a wide range of age groups. However, we are aware that elderly persons might not be out at busy times and so will also engage with the appropriate stakeholder groups directly to inform them of the other means of engagement.		
15a	Could the policy or project have the potential to affect individuals or communities on the basis of religious belief differently in a negative way?	Y	N	
15b	What existing evidence (either presumed or otherwise) do you have for this?	This has no bearing on anyone's religious beliefs. The consultation events will not fall on any religious festival days that might prohibit participation for members of that faith.		
16a	Could this policy or project have the potential to affect individuals on the basis of gender reassignment differently in a negative way?	Y	N	
16b	What existing evidence (either presumed or otherwise) do you have for this?	This has no bearing on gender reassignment.		
17a	Could this policy or project have the potential to affect individuals on the basis of marriage and civil partnership differently in a negative way?	Y	N	
17b	What existing evidence (either presumed or otherwise) do you have for this?	This has no bearing on anyone on the basis of marriage or civil partnership.		
18a	Could this policy or project have the potential to affect			

	individuals on the basis of pregnancy and maternity differently in a negative way?	Y	N	
18b	What existing evidence (either presumed or otherwise) do you have for this?	This has no bearing or effect on pregnancy or maternity. If a member of the public is unable to attend an in person event due to pregnancy or childcare responsibilities, the information and opportunity for engagement will be available in an online format with a long time period, allowing plenty of time for the individual to participate in a manner that suits their circumstances.		

19	Could any negative impacts that you identified in questions 10a to 15b create the potential for the policy to discriminate against certain groups on the basis of protected characteristics?	Y	N											
20	Can this negative impact be justified on the grounds of promoting equality of opportunity for certain groups on the basis of protected characteristics? Please provide your answer opposite against the relevant protected characteristic.	Y	N	<table border="1"> <tr><td>N/A</td></tr> <tr><td>Race:</td></tr> <tr><td>Sex:</td></tr> <tr><td>Disability:</td></tr> <tr><td>Sexual orientation:</td></tr> <tr><td>Age:</td></tr> <tr><td>Gender reassignment:</td></tr> <tr><td>Pregnancy and maternity:</td></tr> <tr><td>Marriage and civil partnership:</td></tr> <tr><td>Religious belief:</td></tr> </table>	N/A	Race:	Sex:	Disability:	Sexual orientation:	Age:	Gender reassignment:	Pregnancy and maternity:	Marriage and civil partnership:	Religious belief:
N/A														
Race:														
Sex:														
Disability:														
Sexual orientation:														
Age:														
Gender reassignment:														
Pregnancy and maternity:														
Marriage and civil partnership:														
Religious belief:														
21	How will you mitigate any potential discrimination that may be brought about by your policy or project that you have identified above?	N/A												
22	Do any negative impacts that you have identified above impact on your service plan?	Y	N	N/A										

Signed by completing officer	Kirstin Shaw
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Signed by Service Lead or
Corporate Head

Emma Taylor