

SSA EQUALITY IMPACT AND NEEDS ANALYSIS

Directorate	Environment and Community Services
Service Area	Transport Strategy
Service/policy/function being assessed	Try Before You Bike
Which borough (s) does the service/policy apply to	Wandsworth and Richmond
Staff involved	Jane Greatholder
Date approved by Directorate Equality Group (if applicable)	01/04/2020
Date approved by Policy and Review Manager All EINAs must be signed off by the Policy and Review Manager	
Date submitted to Directors' Board	N/A

SUMMARY

Please summarise the key findings of the EINA.

- Both Councils have ambitious targets to increase the proportion of trips carried out by walking, cycling and public transport, supporting the objectives of transport policy, (the Local Implementation Plan) Wandsworth Environment and Sustainability Strategy, Richmond Climate and Sustainability Strategy and the Air Quality Plans for both boroughs.
- Cost can be a barrier to purchasing a bike, especially an e-bike or a cargo bike. As can an individual’s uncertainty about whether cycling is a practical option. The proposed Try Before You Bike scheme spreads the cost of the purchase, allows people to return the bike with no penalty and provides an individual training session to improve safety and confidence.
- Research indicates that older people, women and people from BAME backgrounds are under-represented among cyclists and this scheme is designed to address some of their concerns
- The scheme is designed to enable more people to cycle more often as well as being attractive to groups who are typically under-represented among cyclists.
- There are no identified negative impacts of the scheme on protected groups

1. Background

Briefly describe the service/policy or function:

The Councils propose to introduce a bike loan scheme for individuals. The scheme will be run by Peddle My Wheels Ltd. Participants pay a monthly amount. They can return the bike at any time after the first month with no penalty. Or they can continue to pay the monthly amount until the purchase price has been paid when they take ownership of the bike. The scheme includes standard bikes, e-bikes and cargo bikes. E-bikes can make

cycling an attractive option for people who might not otherwise consider cycling, such as older people or those who are not confident about their fitness. Cargo bikes open up the possibility of cycling for people with young children. These bikes, in particular, represent a significant financial investment. The scheme enables people to spread the cost of the purchase and also provides reassurance that the bike can be returned at any point with no ongoing financial commitment if a participant finds that they no longer wish to use it. The scheme also provides an individual 2 hour cycle training session upon delivery of the bike to increase participants' safety and confidence.

2. Analysis of need and impact

Protected group	Findings																					
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Sexual orientation	ONS annual population survey 2017 Approximately 2% of the population identify as LGBT (data inconclusive as often undeclared)																														
Across groups i.e older LGBT service users or bme young men	N/A																														

2011 census data indicates that:

- Older people are less likely to cycle
- Women are less likely to cycle
- People with BAME background are less likely to cycle

3. Impact

Protected group	Positive	Negative
Age	The scheme includes e-bikes, which can make cycling a realistic option for those whose strength or fitness levels might put them off using a standard bike. The scheme reduces the financial commitment for people who have reservations about cycle ownership. The scheme includes cycle training which should result in participants who understand the need to	No negative impacts identified

	cycle safely and with consideration for others.	
Disability	The scheme would be available for all to use. Whilst some disabilities inhibit cycling, others do not. Some people find it easier to cycle than to walk. The scheme reduces the financial commitment for people who have reservations about cycle ownership.	No negative impacts identified
Gender (sex)	Women are typically less likely to cycle than men. The scheme reduces the financial commitment for people who have reservations about cycle ownership. The scheme includes ebikes and cargo bikes, making cycling more accessible for people who have concerns about strength or fitness and also for people who need to transport children. Peddle My Wheels Ltd report that 70% of participants in other boroughs where they have launched the scheme have been women.	No negative impacts identified
Gender reassignment	No data suggesting impact specific to gender reassignment	No data suggesting impact specific to gender reassignment
Marriage and civil partnership	No data suggesting impact specific to marriage and civil partnerships	No data suggesting impact specific to marriage and civil partnerships
Pregnancy and maternity	The availability of cargo bikes on the scheme will be beneficial to people with young children.	No negative impacts have been identified
Race/ethnicity	People from BAME backgrounds are less likely to cycle. The scheme reduces the financial	No negative impacts have been identified

	commitment for people who have reservations about cycle ownership.	
Religion and belief, including non-belief	No data suggesting impact specific to religion and belief, including non-belief	No data suggesting impact specific to religion and belief, including non-belief
Sexual orientation	No data suggestion impact specific to sexual orientation	No data suggesting impact specific to sexual orientation

4. Actions

Action	Lead Officer	Deadline
Work with the Councils' communications teams and with Peddle My Wheels Ltd to ensure that people from relevant protected groups are aware of the scheme. The details of the marketing plan are still to be determined and will include direct contact with equalities groups.	Jane Greatholder	Ongoing