

ECONOMY & ENVIRONMENT COMMITTEE

COMMUNITY IMPACT ASSESSMENTS

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COMMUNITY IMPACT ASSESSMENT

Directorate / Service Area		Officer undertaking the assessment
Economy, Transport & Environment Policy and Business Development		Name: Celia Melville Job Title: Head of Policy and Business Development
Service / Document / Function being assessed		Contact Details: 01223 715659 Celia.Melville@cambridgeshire.gov.uk
Reduce back office budgets and shift from manual to video Traffic Census.		
Business Plan Proposal Number (if relevant)	B/R.6.013	
Aims and Objectives of Service / Document / Function		
The Policy and Business Development Service provides a range of activities across Economy, Transport & Environment, including business planning, risk management, business continuity planning, project support, providing administrative support, performance management information, traffic and accident data and research, internal communications and policy coordination.		
What is changing?		
<p>The saving proposal stated above covers various reductions and efficiencies in back office budgets in the Policy and Business Development Service. The total saving is £33,000, comprising the following reductions:</p> <p>Traffic Census savings - £14,000 Central Budgets - £19,000, made up of:</p> <ul style="list-style-type: none"> • Training - £2,000 • Office Support - £12,000 • IT - £5,000 <p>Following a number of previous significant efficiency savings in the traffic census programme, in 2014 we changed the way traffic surveys are undertaken – moving from using manual enumeration to video cameras, which has resulted in a significant cost saving and improvements in data quality. This approach is also reducing our carbon footprint. Further financial savings are being made in 2015/16 as a result of this new approach.</p> <p>There will be a further reduction in the Office Support budget that funds postage and other resources not provided corporately, such as specialist toners. This is based on continuous review of practice and activity, enabling efficiency savings to be made.</p> <p>The IT budget that funds licences used across ETE will be reduced by a small amount. This efficiency results from ongoing work to ensure best use of our existing applications and licensing arrangements.</p> <p>Previous savings have been made on the Central Training Budget that funds staff in ETE undertaking professional qualifications. The final element of committed training was undertaken in 2014/15, so the remainder of the budget will be deleted in 2015/16.</p>		

Who is involved in this impact assessment?

e.g. Council officers, partners, service users and community representatives.

Celia Melville – Head of Policy and Business Development

Graham Amis – Lead Business Development Officer

Tamar Oviatt-Ham – Lead Business Development Officer

What will the impact be?

Tick to indicate if the impact on each of the following protected characteristics is positive, neutral or negative.

Impact	Positive	Neutral	Negative
Age		✓	
Disability		✓	
Gender reassignment		✓	
Marriage and civil partnership		✓	
Pregnancy and maternity		✓	
Race		✓	

Impact	Positive	Neutral	Negative
Religion or belief		✓	
Sex		✓	
Sexual orientation		✓	
The following additional characteristics can be significant in areas of Cambridgeshire.			
Rural isolation		✓	
Deprivation		✓	

For each of the above characteristics where there is a positive, negative and / or neutral impact, please provide details, including evidence for this view. Describe the actions that will be taken to mitigate any negative impacts and how the actions are to be recorded and monitored. Describe any issues that may need to be addressed or opportunities that may arise.

Positive Impact

Not Applicable

Negative Impact

Not Applicable

Neutral Impact

The traffic census outputs will remain the same, so there will be no impact on the wider public or other external organisations.

The reduction in the Office Support and IT budgets will have no impact externally and no impact on staff because they are efficiency savings based on new ways of working.

The removal of the Central Training budget will have a minor impact on staff since the opportunity to secure funding for professional qualifications will no longer be there. However, the take up in recent years declined. This was partly due to the context of Transforming ETE structural and cultural change programme, where it was agreed that the approach to meeting development needs across ETE would be considered strategically.

Ahead of the decision to make savings from the 2014/15 budget, there were discussions with ETE Leadership Team, which is made up of the Directors and Heads of Service, on the future use of the training budget and it was agreed that the previous bidding process for central funding of professional qualifications be replaced by funding from within Services. Therefore, any minor impact on staff will be mitigated. Another mitigating factor is that many internally-delivered courses are now corporately funded.

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Issues or Opportunities that may need to be addressed
Not Applicable

Community Cohesion

If it is relevant to your area you should also consider the impact on community cohesion.

Not Applicable

COMMUNITY IMPACT ASSESSMENT

Directorate / Service Area		Officer undertaking the assessment
Economy, Transport & Environment Passenger Transport		Name: Joseph Whelan Job Title: Head of Passenger Transport
Service / Document / Function being assessed		Contact Details: 01223 715585 Joseph.Whelan@cambridgeshire.gov.uk
Review effectiveness of Community Transport and Cambridgeshire Future Transport (CFT) and reduce funding to CFT and Community Transport.		
Business Plan Proposal Number (if relevant)	B/R.6.211	
Aims and Objectives of Service / Document / Function		
<p>The Passenger Transport service aims to provide passenger transport services to a wide range of clients across the county. This includes subsidised bus services where commercially viable services cannot be provided but are needed.</p> <p>The Cambridgeshire Future Transport project is the responsibility of the Passenger Transport service. It was created to better integrate the commissioning and delivery of transport and to:</p> <ul style="list-style-type: none"> • Provide more efficient and tailored passenger transport services to meet community needs. • To pool budgets from different providers of transport and thus allow for more efficient overall provision. • To provide a more simple and integrated means of gaining information about passenger transport services. 		
What is changing?		
<p>The Cambridgeshire Future Transport (CFT) programme has been running since 2012 and has successfully changed the model of public transport investment in Cambridgeshire.</p> <p>The CFT Programme roll-out is scheduled for completion during 2014/15. The Programme budget is £1.5 million per annum of public funding support for transport. CFT has been rolled out in a number of tranches across the County and the arrangements that are in place for the old bus subsidies are only being removed from an area when alternatives have been developed and agreed with local communities.</p> <p>It is important to note that the CFT approach has also secured Parish and District Council financial contributions for newly introduced bus services.</p> <p>From 2015/16, the CFT budget and all other funding towards community transport is being considered under one budget heading. This reflects the common objective of the (formerly) separate funding streams being used to help residents and visitors to Cambridgeshire access employment, education and training and public and leisure services.</p> <p>For the purposes of this CIA, it is the impact of proposed reductions on the enlarged CFT budget that is being assessed.</p> <p>The following budget reductions are required. This is based on the current budget from the 2014/15 Business Plan.</p> <p>It is proposed to review the allocation of grants to community transport operators and to review the effectiveness of CFT provision. Those areas providing least benefit would be withdrawn.</p>		

Financial Year	2014/15	2015/16	2016/17	2017/18
Savings required		-313	-383	-200

This Community Impact Assessment assesses the broader impact on the community of the budget reductions proposed.

The potential impact reflects comments that have been made by community transport organisations about the impact on the services they currently provide resulting from the removal of the grants noted above. For example, Cambridge Dial-a-Ride has clearly stated that it would reduce the geographical area that Dial-a-Ride would cover. This would mean that the hundreds of customer journeys per year that they undertake in the South Cambridgeshire area would no longer be served.

Who is involved in this impact assessment?

e.g. Council officers, partners, service users and community representatives.

Officers

Joseph Whelan – Head of Passenger Transport

Paul Nelson – Public Transport Manager

Bess Sayers – Public Transport Business Manager

Economy and Environment Spokespersons

Stakeholders

Community Transport organisations

What will the impact be?

Tick to indicate if the impact on each of the following protected characteristics is positive, neutral or negative.

Impact	Positive	Neutral	Negative
Age			✓
Disability			✓
Gender reassignment		✓	
Marriage and civil partnership		✓	
Pregnancy and maternity			✓
Race		✓	

Impact	Positive	Neutral	Negative
Religion or belief		✓	
Sex		✓	
Sexual orientation		✓	
The following additional characteristics can be significant in areas of Cambridgeshire.			
Rural isolation			✓
Deprivation			✓

For each of the above characteristics where there is a positive, negative and / or neutral impact, please provide details, including evidence for this view. Describe the actions that will be taken to mitigate any negative impacts and how the actions are to be recorded and monitored. Describe any issues that may need to be addressed or opportunities that may arise.

Positive Impact

Not Applicable

Negative Impact
<p>Age: The elderly form a disproportionate share of the users of community transport and supported rural bus services. The withdrawal of services will have an impact on their ability to access shops and local services and engage in social activities.</p> <p>Disability: Community transport services are used by those unable to drive. A reduction in support for community transport services will have an impact on their ability to access shops and local services and engage in social activities.</p> <p>Pregnancy and maternity: Some pregnant women are unable to drive as a result of pregnancy. The withdrawal of services will have an impact on their ability to access shops and local services and engage in social activities.</p> <p>Deprivation: Community transport services are used by those without access to a car. The withdrawal of services will have an impact on their ability to access shops and local services and engage in social activities.</p> <p>Rural communities: Reducing public and community transport funding will mean fewer services provided and journey choice reduced.</p> <p>Access to employment and education and training: Again, transport choice will be reduced.</p> <p>Isolation: Individuals within communities may feel isolated if their regular bus service to the nearest service centre (particularly in more rural areas) is removed as a consequence of these proposed savings.</p>
Neutral Impact
<p>The protected characteristics shown in neutral are not, in themselves, determining factors about whether an individual needs to or will travel. Similarly, they are not characteristics that will determine the mode choice of travel.</p> <p>Therefore the Cambridgeshire Future Transport programme is estimated as having a neutral impact on the travel choices and options for these characteristics.</p>
Issues or Opportunities that may need to be addressed
<p>The aim is to review and remove areas of the service that have been least effective. This may lead to impacts on other County Council services, including Social Care, with the most vulnerable being isolated.</p>

Community Cohesion

If it is relevant to your area you should also consider the impact on community cohesion.

Less opportunity to be involved with community activities.

COMMUNITY IMPACT ASSESSMENT

Directorate / Service Area		Officer undertaking the assessment
Economy, Transport & Environment Growth & Economy		Name: Bob Menzies Job Title: Service Director: Strategy and Development
Service / Document / Function being assessed		Contact Details: 01223 715664 Bob.Menzies@cambridgeshire.gov.uk
Review Enterprise and Economy (Economic Development) function.		
Business Plan Proposal Number (if relevant)	B/R.6.214	
Aims and Objectives of Service / Document / Function		
The aim of Enterprise and Economy is to maximise the potential for job growth by facilitating programmes of economic growth and development across the county through policy development, attracting external resources and inward investment, the promotion of skills, and influencing the conditions for development through the planning process.		
What is changing?		
<p>Currently, posts exist in the County Council, District Councils and the Local Enterprise Partnership. The role of these posts are not the same, however there is overlap. A review of the function across the county is taking place, with the aim of a shared service being developed between the County and District Councils. This will allow a reduction in funding from the County Council due to more efficient working.</p> <p>In 2015/16 a saving of £40k will be made through deleting a vacant post. As the review progresses, further proposals will be developed and consultation with stakeholders, including staff, will take place. County Council HR policies and procedures will be followed to mitigate the impact of any structural changes.</p>		
Who is involved in this impact assessment?		
e.g. Council officers, partners, service users and community representatives.		
Bob Menzies - Service Director: Strategy and Development Celia Melville - Head of Policy and Business Development		

What will the impact be?

Tick to indicate if the impact on each of the following protected characteristics is positive, neutral or negative.

Impact	Positive	Neutral	Negative
Age		✓	
Disability		✓	
Gender reassignment		✓	
Marriage and civil partnership		✓	
Pregnancy and maternity		✓	

Race		✓	
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Impact	Positive	Neutral	Negative
Religion or belief		✓	
Sex		✓	
Sexual orientation		✓	
The following additional characteristics can be significant in areas of Cambridgeshire.			

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Rural isolation		✓	
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Deprivation			✓
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For each of the above characteristics where there is a positive, negative and / or neutral impact, please provide details, including evidence for this view. Describe the actions that will be taken to mitigate any negative impacts and how the actions are to be recorded and monitored. Describe any issues that may need to be addressed or opportunities that may arise.

Positive Impact
Not Applicable
Negative Impact
The review should result in more efficient provision of an economic development function across the county, however, the overall reduction in resource will mean a reduction in economic development activity which will have an adverse impact on those seeking employment.
Neutral Impact
Not Applicable
Issues or Opportunities that may need to be addressed
Not Applicable

Community Cohesion

If it is relevant to your area you should also consider the impact on community cohesion.

Not Applicable

COMMUNITY IMPACT ASSESSMENT

Directorate / Service Area		Officer undertaking the assessment	
Economy, Transport & Environment Passenger Transport		Name: Joseph Whelan Job Title: Head of Passenger Transport	
Service / Document / Function being assessed		Contact Details: 01223 715585 Joseph.Whelan@cambridgeshire.gov.uk	
Generate income through advertising and sponsorship at Park and Ride and Cambridgeshire Guided Busway.			
Business Plan Proposal Number (if relevant)	B/R.7.102		
Aims and Objectives of Service / Document / Function			
The Passenger Transport service aims to provide passenger transport services to a wide range of clients across the county. This includes home to school services for school children and children with special needs and subsidised bus services where commercially viable services cannot be provided but are needed.			
What is changing?			
<p>To generate income from all users of the Park & Ride car parks with a view to reduce the current net budget of £720k</p> <p>Cambridgeshire County Council Park & Ride/ Guided Busway will be tendering for a public services concession for commercial outdoor advertising. The service will include poster advertising in existing bus shelters along the Guided Busway, plus two freestanding double sided poster light box type units for each of the 5 Park & Ride sites on the outskirts of Cambridge.</p> <p><u>Update 29/09/2014</u> Shelters along the Busway are currently being modified with advertising boards and should be in operation during October 2014. Funding from the Better Bus Area Fund allowed us to reduce the requirement for freestanding light box units to 1 site rather than the 5 as new bus shelters installed at these sites has allowed us to fit advertising boards to these shelters.</p> <p>Income from advertising space will reduce impact on the County Council budget. Full update in the Spring of 2015 will show full details of this revenue stream on the Council budget.</p>			
Who is involved in this impact assessment?			
e.g. Council officers, partners, service users and community representatives.			
Joseph Whelan - Head of Passenger Transport Campbell Ross-Bain - Bus Operations & Facilities Manager Ian Gower – Procurement Officer			

What will the impact be?

Tick to indicate if the impact on each of the following protected characteristics is positive, neutral or negative.

Impact	Positive	Neutral	Negative
Age		✓	

Disability		✓	
Gender reassignment		✓	

APPENDIX C

Marriage and civil partnership		✓	
Pregnancy and maternity		✓	
Race		✓	

Impact	Positive	Neutral	Negative
Religion or belief		✓	

Sex		✓	
Sexual orientation		✓	
The following additional characteristics can be significant in areas of Cambridgeshire.			
Rural isolation		✓	
Deprivation		✓	

For each of the above characteristics where there is a positive, negative and / or neutral impact, please provide details, including evidence for this view. Describe the actions that will be taken to mitigate any negative impacts and how the actions are to be recorded and monitored. Describe any issues that may need to be addressed or opportunities that may arise.

Positive Impact
Not Applicable
Negative Impact
Not Applicable
Neutral Impact
There will be no impact on passengers as the advertising will not have any impact on bus travel or parking at the sites.
Issues or Opportunities that may need to be addressed
Not Applicable

Community Cohesion

If it is relevant to your area you should also consider the impact on community cohesion.

Not Applicable

COMMUNITY IMPACT ASSESSMENT

Directorate / Service Area		Officer undertaking the assessment
Economy, Transport & Environment Cross Directorate		Name: Celia Melville Job Title: Head of Policy and Business Development Contact Details: 01223 715659 Celia.Melville@cambridgeshire.gov.uk
Service / Document / Function being assessed		
B/R.7.104	Increase highways charges to cover costs	
B/R.7.106	Increase Growth & Economy charges to cover costs	
B/R.7.113	Increase Registration charges to cover costs	
B/R.7.119	Increase Libraries charges to cover costs	
Business Plan Proposal Number (if relevant)	B/R.7.104 B/R.7.106 B/R.7.113 B/R.7.119	
Aims and Objectives of Service / Document / Function		
Review fees and charges to ensure that the full cost of providing services is covered. The Business Plan 2013/14 outlined the need to review charges in ETE as part of a longer term strategy to ensure that we align our charging policies. The aim of this review was to ensure that we put in place charges that are appropriate to support and improve service provision.		
What is changing?		
Building on the work started last year, and on the outcomes of ongoing income monitoring, fees and charges have been reviewed and, if appropriate, revised, to ensure that the full cost of providing services is covered.		
Who is involved in this impact assessment?		
e.g. Council officers, partners, service users and community representatives. Celia Melville - Head of Policy and Business Development Graham Amis - Lead Business Development Officer Officers from the following ETE Services: Local Infrastructure and Street Management Assets and Commissioning Community and Cultural Services Growth and Economy		

APPENDIX C

What will the impact be?

Tick to indicate if the impact on each of the following protected characteristics is positive, neutral or negative.

Impact	Positive	Neutral	Negative
Age		✓	
Disability		✓	
Gender reassignment		✓	
Marriage and civil partnership		✓	
Pregnancy and maternity		✓	
Race		✓	

Impact	Positive	Neutral	Negative
Religion or belief		✓	
Sex		✓	
Sexual orientation		✓	
The following additional characteristics can be significant in areas of Cambridgeshire.			
Rural isolation		✓	
Deprivation		✓	

For each of the above characteristics where there is a positive, negative and / or neutral impact, please provide details, including evidence for this view. Describe the actions that will be taken to mitigate any negative impacts and how the actions are to be recorded and monitored. Describe any issues that may need to be addressed or opportunities that may arise.

Positive Impact
Not Applicable
Negative Impact
Not Applicable
Neutral Impact
<p>Increases in fees and charges will impact on those who pay them, but the following key principles have been adopted. These will help to mitigate against the risk of disproportionately affecting any particular groups of people.</p> <ul style="list-style-type: none"> • The user pays. • The Council accepts some risk by setting realistic charges. • Use benchmarking to mitigate risk. • Ensure that that all aspects of overheads are included, and that this is done in a consistent way. • Recognise that if we do not ensure full recovery of costs, services to the public will need to be reduced. • It may be necessary to introduce a charge for a service in order to retain that service. • Uprate fees and charges by RPI (Retail Price Index) each year where it is appropriate to do so. <p>There will be no impact on the community, either positive or negative, following a review of the highway charges. The increases are in line with those permitted by the associated legislation and substantiated by bench marking against other Local Authorities, and are required in order to ensure organisations working on the highway network give sufficient thought to the works they are carrying out. In turn this allows us as the Highway Authority to better manage the highway network and minimise disruption to road users and conform to the Network Management Duty placed on us under the 2004 Traffic Management Act.</p> <p>Introduction of fees in Growth and Economy will ensure the County Council is able to continue to engage to provide discretionary pre-application advice relating to new development proposals which come forward in advance of the developers applying for planning permission. This will not disproportionately impact on any of the protected characteristics.</p> <p>Registration Service charges are those that are utilised on a very infrequent basis by customers, on</p>

average a few times for either service at most in a customer's lifetime. Therefore any increase in locally set fees has a minimal impact on end users.

In relation to Libraries fees and charges, the following points were considered when reviewing charges in order to mitigate against any negative impact:

- Increasing overdue charges could alienate the most needy from using the service - returning library stock on time is a life skill that requires organisation and understanding - some of our most challenging families may not have the capacity to deal with this.
- Increasing venue hire charges too much for community groups may send custom elsewhere and/ or risk the ability of communities to meet and engender new leisure and learning activities.
- Increasing loan fees could lead to declining use of income generating services, risking the income balance in the budgets.

The introduction of a new charge for reservations was considered, but it is intended to run a debt-recovery campaign in the first quarter of the new financial year (recovering monies owed by way of fees and overdue charges). This is expected to raise funds and avoid reservation fees that could disadvantage customers in more rural and deprived areas of the county, as they would have to pay to receive the wider choice of stock that can be found in the larger hub libraries. The success of the campaign will be monitored.

Issues or Opportunities that may need to be addressed

The charges will be reviewed on an annual basis.

Any issues that arise will be dealt with separately through usual feedback mechanisms within services and will be built into the ongoing review. As an example, feedback from Members and local Parish/ Town Councils highlighted that the charge per square metre for street license outside the Cambridge historic core was too high and discouraged businesses and communities. The charge is consequently being reduced for 2015/16.

Community Cohesion

If it is relevant to your area you should also consider the impact on community cohesion.

Not Applicable

COMMUNITY IMPACT ASSESSMENT

Directorate / Service Area		Officer undertaking the assessment
Economy, Transport & Environment Passenger Transport		Name: Joseph Whelan Job Title: Head of Passenger Transport
Service / Document / Function being assessed		Contact Details: 01223 715585 Joseph.Whelan@cambridgeshire.gov.uk
Introduce charges for parking at Guided Busway sites.		
Business Plan Proposal Number (if relevant)	B/R.7.110	
Aims and Objectives of Service / Document / Function		
<p>The Passenger Transport service aims to provide passenger transport services to a wide range of clients across the county. This includes home to school services for school children and children with special needs and subsidised bus services where commercially viable services can't be provided but are needed.</p> <p>The proposals are intended to deliver on budget savings required within the service through the generation of income from all users of Cambridgeshire Guided Busway Park and Ride Sites at St. Ives and Longstanton by changing from free parking to charging a graduated fee.</p> <p>The current Business Plan relies on income being raised from the introduction of parking charges at St Ives and Longstanton Park and Ride sites from the beginning of April 2015. The level of income is noted in the Business Plan at £120,000 per annum. This is assumed to be net of the 20% VAT that the County Council will have to pay on income raised.</p> <p>For the financial year 2014/15, the cost of operating the CGB is approximately £508,000. This covers staffing costs for the Park and Ride sites plus utilities and business rates for the permanent building at Longstanton. All of this cost is recovered from the two bus operators (Stagecoach and Whippet) who operate the CGB bus services. The operators pay a combination of an access charge to use the guided section and also a per km charge for the journeys made along the Busway.</p> <p>Although the operation of the CGB is revenue neutral to the County Council, given the pressing budgetary position, the introduction of parking charges at these two sites will raise important new revenue.</p>		
What is changing?		
<p>Parking at the Guided Busway sites is currently free. The proposal is that any vehicle parked for over 1 hour will become liable for graduated charges. The basic charge for one vehicle is £1 for a period of between 1 and 18 hours. Discounts will be available for advance purchasing of tickets on-line or via a mobile phone.</p> <p>The system will be policed using a number plate recognition system or using physical barriers. An ANPR (Automatic Number Plate Recognition) system allows a 'White List' to be produced removing staff car registrations from the charge list enabling them to park for free on days when the unit is operating.</p>		
Who is involved in this impact assessment?		
<p>e.g. Council officers, partners, service users and community representatives.</p> <p>Bob Menzies - Service Director: Strategy & Development Joseph Whelan - Head of Passenger Transport Campbell Ross-Bain - Bus Operations & Facilities Manager Bess Sayers - Public Transport Business Manager</p>		

APPENDIX C

What will the impact be?

Tick to indicate if the impact on each of the following protected characteristics is positive, neutral or negative.

Impact	Positive	Neutral	Negative
Age			✓
Disability		✓	
Gender reassignment		✓	
Marriage and civil partnership		✓	
Pregnancy and maternity		✓	
Race		✓	

Impact	Positive	Neutral	Negative
Religion or belief		✓	
Sex		✓	
Sexual orientation		✓	
The following additional characteristics can be significant in areas of Cambridgeshire.			
Rural isolation			✓
Deprivation			✓

For each of the above characteristics where there is a positive, negative and / or neutral impact, please provide details, including evidence for this view. Describe the actions that will be taken to mitigate any negative impacts and how the actions are to be recorded and monitored. Describe any issues that may need to be addressed or opportunities that may arise.

Positive Impact
Not Applicable
Negative Impact
<p>The charges will affect all users (Cambridge Personas), but how these combine to make up the total users cannot be assessed. There is a possible impact on deprivation; however, there is insufficient data to predict this. As with the implementation at non-Guided Busway sites, it is not possible to introduce a system of means testing to ascertain whether site users can afford to pay. Such a system would be expensive and outweigh the income generated by the charge of particular groups of people.</p> <p>It is however possible that particular age groups may be disproportionately affected by the introduction of the charge. Concessionary pass-holders currently park and ride the bus for free at both St Ives and Longstanton. It is possible that the introduction of the parking charge may tip the balance towards journeys not being made or made less frequently because the cost of parking has to be met.</p> <p>Similarly, if journeys are unaffordable because of the new charge then they may not be made or made less frequently leading to a negative impact of residents becoming isolated.</p> <p>There are not yet sufficient data numbers following the introduction of the parking charges at the 5 Cambridge Park and Ride sites to establish the overall initial impact of the introduction of the parking charge. From the period since 22 July 2014, when the parking charge was introduced, there are reductions in keeping with the projection made at the time (4.7% reduction in passenger numbers during the first year). However, for the remainder of this period the reduction in passenger numbers is higher than expected. Weather can have a major impact on passenger numbers particularly amongst concessionary pass holders. Further analysis of the impact is being undertaken once the concessionary passholder passenger numbers are available.</p>

Neutral Impact

As the charge is per vehicle, there is no discrimination, positive or negative, towards any of the groups specified.

The service is non-statutory run in conjunction with a commercial bus service. Existing passengers and potential new passengers have the freedom of choice to use the facilities provided at the cost stated or use alternatives such as direct bus services, city/ on-street parking or rail travel. All vehicles will have 1 hour of free parking to enable a change of decision without payment.

Issues or Opportunities that may need to be addressed

Parking charges have already been introduced at non-guided Busway sites and there is learning from this that can be carried into the next phase. The first implementation has been subject to constant review in light of customer feedback. Adjustments have been made as required to ensure that the system is as user friendly as possible. The Passenger Transport's Customer Relations Officer, acting as a 'critical friend', carried out an audit of the sites on the 23 September 2014. The visibility of signage and usability of the system was reviewed from the passenger's point of view. A report is now being drafted in conjunction with Park & Ride staff to identify what has gone well and where there are gaps and to propose improvements as required. This report will be used to inform the Guided Busway implementation, as will the post-project lessons learned review.

Community Cohesion

If it is relevant to your area you should also consider the impact on community cohesion.

Not Applicable