

IMPACT ASSESSMENT

This should be carried out during the development stage of a new project, strategy, policy or service or when you are reviewing an existing project, strategy, policy or service.

By understanding and meeting people’s differing needs we can provide more effective services.

Name and brief description of project, strategy, policy or service being assessed

This Council intends to introduce a project to increase customer participation in the Council’s recycling services. It specifically focuses on the need to target those areas and customers where capture and participation rates are low, through an intensive and sustained door stepping campaign complemented by high profile publicity and promotion.

Braintree’s recycling rate has increased significantly following successive roll-outs, including the introduction of a weekly food waste service; we recognise that a further increase in performance will prove a significant challenge.

Whilst the majority of customers are using the recycling service, there is a need for the Council to be more innovative and robust in encouraging those customers who do not recycle. The Council has an exemplary record of high profile recycling promotion and publicity campaigns that have been very effective but these delivered in isolation from other activities will not increase customer participation and increased recycling. This requires a more innovative and creative approach, one that actively engages with and supports those residents who need help to recycle their waste.

The Council’s Operations is currently delivering a series high profile strategic projects that are vital to the successful delivery of some of the Organisations corporate priorities for:

Place: Keeping our district clean and tidy
 Protecting our environment

Performance: Providing value for money
 Delivering excellent customer service
 Improving our services through innovation

Information used to analyse the impact on people affected by the project, strategy, policy or service

State who will be affected, the relevant information you are using to assess how it will affect them, note any relevant consultation, surveys, etc.,

The door stepping project will be a direct marketing approach using “face to face” contact with householders (customers) on their doorstep. It is proven to have the greatest impact in areas with existing ‘effective’ recycling collections. It is a highly effective method for improving recycling in areas with low participation and where there are high levels of mis-use (contamination or incorrect presentation of materials/receptacles). It is widely acknowledged that door-stepping and increasing contact rates will significantly increase recycling performance.

The principal aims of ‘door-stepping’ include:

- Raising the awareness of the recycling service
- Providing details about recycling collections from home
- Increasing capture rates (the range of materials a householder recycles)
- Decreasing contamination (materials that should not be put in their sacks/bins)
- Improving set-out (the frequency with which a householder recycles)
- Improving participation (the number of households recycling)
- Providing targeted information with a personal approach.
- Understanding the attitudes of the residents towards recycling.
- Obtaining ‘live’ feedback from residents on current services.

Use the information above to assess the impact of your project, policy, strategy or service on people from the following protected groups: (these are defined by the Equality Act 2010)

Protected Group		Positive Impact/ Benefit	Negative Impact/ Disadvantage	Explanation – State how
Age	Children 0-16	n/a	No	
	Young People 17-25	n/a	No	
	Ages 26-59	n/a	No	
	Older People 60+	n/a	YES	Elderly or infirm residents may experience difficulty in physically presenting their bins/containers at the kerbside for collection. This will be identified by the door steppers as they undertake their visits.

Disability Include disabled people and/or carers	Blind/Partially Sighted	n/a	YES	<p>Disabled residents may have difficulty:</p> <ul style="list-style-type: none"> Physically presenting their bins/containers at the kerbside for collection. Reading or understanding literature Understanding service requirements <p>The door-stepping staff will identify solutions to address these issues.</p>
	Deaf/Hearing Impaired	n/a		
	Wheelchair user/mobility difficulties	n/a		
	Learning Difficulties	n/a		
	Mental Health Difficulties	n/a		
Gender	Men	n/a	No	
	Women	n/a	No	
	Transgender	n/a	No	
	Pregnancy & Maternity impact	n/a	Yes	Single women in the latter stages of their pregnancy may have difficulty in presenting their bins/containers at the kerbside for collection. The door-stepping staff will identify solutions to address these issues.
	Marriage & Civil Partnership	n/a	No	
Race	White	n/a	Yes (Potential language barriers if English is not the first language in the household, causing difficulty in understanding instruction.
	Asian	n/a	Yes	
	Black	n/a	Yes	
	Mixed Dual Heritage	n/a	Yes	
Religion/Belief	Buddhist	n/a	No	
	Christian	n/a	No	
	Hindu	n/a	No	
	Jewish	n/a	No	
	Muslim	n/a	No	
	Sikh	n/a	No	
	Other – please specify			

Sexual Orientation	Lesbian Gay men Heterosexual Bi-sexual	n/a	No	
Other (optional)	Use to define Impact on any groups specific to this Strategy, Policy or Function not listed above.			

If you identified any negative impacts above then either:

(a) Your proposal, policy or service is treating people from a protected group above less favourably because of their age, disability, gender, race, religion, or sexual orientation

or

(b) Your proposal, policy or service is intended to treat everyone equally but, unintentionally, people from a protected group above can be particularly disadvantaged or treated less favourably than other others ✓

PLEASE TICK WHICHEVER APPLIES

If you ticked (a) this is direct discrimination, which is illegal and you cannot proceed

If you ticked (b):

- | |
|---|
| <ol style="list-style-type: none"> 1. Can any negative impacts be minimized or removed? If so state what changes you will make. 2. If you cannot minimize or remove negative impacts they must be justified and you must state your justification |
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“Assisted” collections are available on request for elderly or disabled residents which allow them to leave their bin in a fixed place and the crew will collect the bin/recycling sacks and return the bin to where it was collected from. The door-stepping staff will identify solutions to address these issues.

Literature detailing recycling information is available in larger print or audio format upon request.

Where language is a barrier to understanding, whereby English is not the first language spoken in the household, we would seek the assistance of community associations, where there may be a resource available to us for translation. If practicable, we would seek to provide the documentation in the first language spoken by the household.

In situations where the literacy skills of the residents are low, the Officer would clearly outline and detail the information that is to be communicated. Audio format could also be made available if requested.

Officers will visit premises where residents are having difficulty using the service i.e. sheltered accommodation.

If you identified any positive impacts is there anything further you can do to increase or extend the positive benefits? If so state what changes you will make:

Under the auspices of both the Councils ‘Safeguarding’ and ‘Active Citizens’ initiatives, we have trained and actively encouraged our staff to identify and report those residents that may benefit from assistance or active, positive intervention. This will enable us to assist those residents, who may not normally seek assistance or do not know how or where to communicate their requirements.

Completed By: Nick Johnson

Approved By (Senior Manager)

Service: Operations

Date :

**Each service should retain the signed copy of the Assessment.
An electronic copy should be sent to angve@braintree.gov.uk for publication on the Council’s website – this is a requirement to ensure that we meet our statutory duties under the Equality Act 2010.**