

Equality Analysis

Birmingham City Council Analysis Report

EA Name	Car Club Procurement Strategy
Directorate	Economy
Service Area	Economy - Transportation Services Growth & Transportation
Type	New/Proposed Function
EA Summary	<p>This EA evaluates the procurement strategy for assigning a new car club operator for Birmingham. The strategy also includes high level proposals for the expansion of car club provision across the city, as this will be included in the specification for the new provider. The strategy will be evaluated to ensure that different protected characteristics are not unfairly discriminated against.</p> <p>Car Clubs provide a 'pay as you go' car hire service. They are a proven way to reduce overall car dependence by making access to cars more flexible, reducing pressure on road space and encouraging use of sustainable transport.</p> <p>An operator is required to run the existing 11 (including 2 currently forthcoming) designated on-street car club bays as well as support the council in expanding the availability of car club vehicles throughout the city.</p>
Reference Number	EA001701
Task Group Manager	naomi.r.coleman@birmingham.gov.uk
Task Group Members	david.i.harris@birmingham.gov.uk, peter.a.bethell@birmingham.gov.uk
Date Approved	2017-05-05 00:00:00 +0100
Senior Officer	philip.edwards@birmingham.gov.uk
Quality Control Officer	lesley.edwards@birmingham.gov.uk

Introduction

The report records the information that has been submitted for this equality analysis in the following format.

Initial Assessment

This section identifies the purpose of the Policy and which types of individual it affects. It also identifies which equality strands are affected by either a positive or negative differential impact.

Relevant Protected Characteristics

For each of the identified relevant protected characteristics there are three sections which will have been completed.

- Impact
- Consultation
- Additional Work

If the assessment has raised any issues to be addressed there will also be an action planning section.

The following pages record the answers to the assessment questions with optional comments included by the assessor to clarify or explain any of the answers given or relevant issues.

1 Activity Type

The activity has been identified as a New/Proposed Function.

2 Initial Assessment

2.1 Purpose and Link to Strategic Themes

What is the purpose of this Function and expected outcomes?

The procurement strategy will allocate a single operator to provide a car club service from all available and forthcoming designated on-street car club locations across Birmingham.

The service will be expanded substantially throughout the course of the contract to extend provision in the city, aiming for a minimum of 25 new car club locations over the 5 year contract.

Increased car club usage will:

- reduce car ownership
- promote sustainable and active transport by offering flexible access to a car when public transport, walking and cycling are not a viable option. Car Club users are proven to walk, cycle and use public transport more.
- reduce the cost of living in Birmingham, particularly for households who cannot afford the costs associated with permanent car ownership, whilst enhancing accessibility to jobs and amenities.
- improve air quality through provision of modern, low emission vehicles.

The Birmingham Development Plan (BDP), adopted by the council in January 2017, sets out that by 2031 Birmingham will be renowned as an enterprising, innovative and green City that has delivered sustainable growth meeting the needs of its population and strengthening its global competitiveness. As an alternative to private car ownership, car club provision can help to justify and manage reduced car parking requirements permitted as part of new developments, particularly in the city centre and key local centres. The BDP sets out support for the Car Clubs in the city.

The city council's Birmingham Connected 20-year strategy for improving the city's transport network set out a desire to promote different ways of using and owning cars in order to see fewer cars owned across the city and to reduce the cost of living in Birmingham, citing car clubs as an example.

Transport for West Midlands' Strategic Transport Plan "Movement for Growth" sets out plans for 'better integration of transport through a smart mobility approach with public transport, car clubs, park and ride and bike hire.

The Government have indicated that forthcoming legislation; Air Quality (Mandatory Road User Charging Schemes) (England) Regulations 2017, will mandate the introduction of a Clean Air Zone (CAZ) in Birmingham. Improved car club provision will offer a viable alternative to car ownership and increase usage of sustainable transport modes, particularly in the city centre where air quality is a significant problem. This proposal will offer car club vehicles that are significantly more efficient and less polluting than average private cars, and will offer the potential for Ultra Low Emission Vehicles (ULEV) to also be available for hire.

For each strategy, please decide whether it is going to be significantly aided by the Function.

Children: A Safe And Secure City In Which To Learn And Grow	No
Health: Helping People Become More Physically Active And Well	Yes
Housing : To Meet The Needs Of All Current And Future Citizens	No
Jobs And Skills: For An Enterprising, Innovative And Green City	Yes

2.2 Individuals affected by the policy

Will the policy have an impact on service users/stakeholders?	Yes
Will the policy have an impact on employees?	No
Will the policy have an impact on wider community?	Yes

2.3 Relevance Test

Protected Characteristics	Relevant	Full Assessment Required
Age	Not Relevant	No
Disability	Not Relevant	No
Gender	Not Relevant	No
Gender Reassignment	Not Relevant	No
Marriage Civil Partnership	Not Relevant	No
Pregnancy And Maternity	Not Relevant	No
Race	Not Relevant	No
Religion or Belief	Not Relevant	No
Sexual Orientation	Not Relevant	No

2.4 Analysis on Initial Assessment

The car club procurement strategy will ensure that the Car Club Operator who is selected will follow their own rigorous equality assessment procedures to ensure the service they provide to the public does not have the potential to discriminate or negatively impact any protected group or characteristic. This was clarified through consultation meetings with potential Car Club Operators. The requirement for this will also be made very clear in the supplier specification.

Car Plus, the UK accreditation body for Car Clubs, conduct an annual nationwide survey of car club members to provide up to date evidence regarding the car club market. Analysis of evidence from the 2015/16 survey suggests that Car Club provision will not adversely impact on any protected group, but rather has the potential to positively impact most groups by improving mobility options, particularly for those for whom private car ownership is prohibitively expensive. Typically using a car club vehicle creates a saving for members when compared with traditional car ownership so long as they average less than 7,000 miles per year and also makes the newest, safest and least polluting vehicles available to them.

Whilst Car Club operators were consulted with, there was not considered to be a sufficient base of existing car club members within Birmingham to enable effective, and representative public consultation. The Car Plus survey is a more reliable, comprehensive data source for evidence regarding the car club market.

The key equalities benefits of the Birmingham car club scheme can be summarised as:

- . Helping residents without a private vehicle to access services and opportunities.
- . Providing cheaper travel options for families and groups of people when compared to traditional vehicle hire and taxi hire scenarios.
- . Reducing the number of vehicles on the road helping to tackle congestion and reducing pollution.
- . Supporting businesses and employees that may need to use vehicles for work purposes but without access to a private vehicle.
- . Supporting the visitor economy by providing access to a 'pick up and go' short term car club hire for out of town visitors.
- . Providing access to a fleet of new, safe and less polluting vehicles than the average vehicle currently on the road.

3 Full Assessment

The assessment questions below are completed for all characteristics identified for full assessment in the initial assessment phase.

3.1 Concluding Statement on Full Assessment

The Car Club procurement process, and the resulting car club service will not adversely affect any protected group or characteristic. The selected Car Club Operator will also continue to follow a rigorous equality analysis process whilst delivering the service.

A Department for Transport report - Transport Solutions for Older People, 2012, concludes that:

"Both car sharing and car clubs can help to alleviate the effects of congestion, pollution or cost associated with single occupancy car use. They can also provide a way to increase the travel options, improving accessibility, for example, with the start and end of journeys and reducing social exclusion."

The Car Club service will improve mobility options, particularly for those for whom private car ownership is prohibitively expensive. The procurement specification will ensure that a variety of vehicle options are available to customers. This will include vans and a significant proportion of automatic vehicles, to provide for individuals who require automatic transmission due to mobility impairment.

The key equalities benefits of the Birmingham car club scheme can be summarised as:

- . Helping residents without a private vehicle to access services and opportunities.
- . Providing cheaper travel options for families and groups of people when compared to traditional vehicle hire and taxi hire scenarios.
- . Reducing the number of vehicles on the road helping to tackle congestion and reducing pollution.
- . Supporting businesses and employees that may need to use vehicles for work purposes but without access to a private vehicle.
- . Supporting the visitor economy by providing access to short term car club hire for out of town visitors.
- . Providing access to a fleet of new, safe and less polluting vehicles than the average vehicle currently on the road.

4 Review Date

05/12/17

5 Action Plan

There are no relevant issues, so no action plans are currently required.