

TRAFFORD COUNCIL

Report to: The Executive
Date: 22 February 2017
Report for: Information
Report of: The Executive Member for Transformation and Resources

Report Title

Budget 2017/18 – Consultation Process and Feedback.

Purpose of Report

The purpose of the report is to set out the approach taken to the budget consultation for 2017/18 and provide a summary of the feedback received through the various methods.

Recommendations

It is recommended that the Executive notes:

- The consultation opportunities made available to the public for the budget proposals.
- The methodology and approach used for the consultation process.
- The feedback received from the consultation process.
- The next steps to be undertaken.
- The Equality Impact Assessments in relation to the budget proposals and the Public Sector Equality duty.

Contact person for access to background papers and further information:

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Finance Officer Clearance (type in initials) NB... ..

Legal Officer Clearance (type in initials) DA... ..

CORPORATE DIRECTOR'S SIGNATURE

To confirm that the Financial and Legal Implications have been considered and the Executive Member has cleared the report.

Implications:

| | |
|---|--|
| Relationship to Policy Framework / Corporate Priorities | This report relates to the following Corporate Priorities. <ul style="list-style-type: none"> – Low Council Tax and Value for Money. – Economic Growth and Development. – Services focused on the most vulnerable people. – Reshaping Trafford Council. |
| Financial | No direct implications. The budget report provides the detail of the financial implications. |
| Legal Implications: | Any legal implications are as set out in the main body of the report. |
| Equality/Diversity Implications | The equality implications are as set out in the report and in the Equality Impact Assessments which have been published within this report. |
| Sustainability Implications | No direct implications. |
| Staffing / E-Government / Asset Management Implications | No direct implications for E-Government. Staffing – the budget proposals will have a direct impact upon staff. Given the number of staff affected, statutory processes have been followed, in line with collective consultation requirements. In addition, upon implementation of the proposals, consultation will be undertaken at a local level, in line with Council procedures. |
| Risk Management Implications | No direct implications. |
| Public Health Implications | No direct implications. |
| Health and Safety Implications | No direct implications as proposals are in accordance with national guidelines. |

1. BACKGROUND

- 1.1 This report details the consultation process in relation to the Council's budget proposals for the 2017/18 financial year, provides a summary of the feedback received and sets out the recommendations sought.
- 1.2 The process was designed to inform the public of the journey so far, the budget process for 2017/18 and the requirement to save a further £42.09m over the next three years; with £22.17m required for 2017/18. It was also designed to consult the public about how those savings could be achieved.
- 1.3 It was agreed by the Executive that there would be two public consultation events, each webcast live, and an online survey. Both methods would promote the approach, 'Taking the Trafford Pound Further'. Greater emphasis was placed on the use of social media for the duration of the consultation and residents, businesses and staff had the opportunity to complete the online survey.
- 1.4 The proposals which impact on the public included:
 - Increasing Council Tax
 - Increasing car parking fees and charges – both on street and in specific car parks
 - Charging for the kerbside collection of green/garden waste
 - #Be Responsible – Right Stuff, Right Bin
 - Transferring the maintenance of bowling greens to individual bowling clubs
 - Enabling School Crossing Patrols to become a traded service
- 1.5 To help shape the proposals, the overall strategy identified key interventions which have been themed as follows:
 - Make Trafford a Destination of Choice (Tourism, visitor attraction, economic growth)
 - Accelerate housing and economic growth
 - Supporting communities and businesses to work together to design services, help themselves and each other
 - Working together for Trafford
 - Creating a national beacon for sports, leisure and activity for all
 - Optimising technology to improve lives and productivity
 - Developing a wider education and skills offer that better connects people to jobs
 - Mersey Valley becomes a significant visitor attraction that connects the North to the South of the Borough
- 1.6 In addition to the proposals relating to the public, there was also a proposal affecting the workforce. This proposal related to the existing temporary

arrangement that requires staff to take three days mandatory unpaid leave. The revised proposal recommended one and half day's mandatory unpaid leave for 2017/18. Formal staff consultation commenced on the 7 November following the issue of a S.188 notice to the recognised trade unions. Consultation concluded on 3 January 2017.

2. APPROACH TO PUBLIC AND STAKEHOLDER CONSULTATION

- 2.1 The aim of the budget consultation was to inform residents and businesses of the amount needing to be saved next year and over the next three years, the proposals under consideration and to gather responses from stakeholders.
- 2.2 The public consultation was staged over two events, one in the north of the borough, at Trafford Town Hall on Wednesday 23rd November and one in the south of the borough at Altrincham Town Hall on Saturday 3rd December. Discussions were recorded via the webcast with 113 viewing the 23rd November webcast and 35 viewing the 3rd December webcast.
- 2.3 Staff information and consultation on the proposals ran in parallel with the public consultations.

3. COMMUNICATIONS

- 3.1 Key budget messages were delivered through the following communications channels to promote the budget proposals and encourage participation:-

3.1. Website Communications

- 3.1.1. A dedicated website 'Trafford Council Budget 2017/18' open to all residents and interested parties was available from November onwards to promote the consultation. The 'Taking the Trafford Pound Further' page outlined the various ways in which people could be updated and get involved:
 - How we spend our money now – see the breakdown;
 - Have your say – look at the budget information and complete the on-line survey. This section included a message from the Leader and an overview of the proposals; and
 - Follow the conversation – respond to what people are saying
- 3.1.2. The budget consultation website was signposted from the home page of the Council's website for the duration. The website received a total of 3,807 page views with 2,222 of these being unique visitors to the site.
- 3.1.3. The Provisional Local Government Finance Settlement 2017/18 issued on 15th December confirmed that Councils could raise Council Tax to contribute towards the cost of adult social care in 2017/18 by 3%, with a further 3% in 2018/19 and 0% 2019/2020. Previously it had been agreed that the precept be raised by 2% for the next three years. A decision will be taken by the

current administration on the preferred option. As the Council did not consult on this question as part of its initial proposals, an online poll was launched asking whether residents agreed with the proposals.

3.2. Media Communications

3.2.1. A media briefing took place to ensure the local press were fully aware of the proposals. The attendees were taken through a presentation which outlined the budget situation, the budget proposals and the approach to consultation followed by a question and answer session.

3.2.2. This briefing resulted in coverage in a number of local newspapers and the main Manchester evening paper. The Leader of the Council was also interviewed by BBC Radio Manchester and Key 103 about the proposals and ITV also interviewed the Executive Member for Finance.

3.2.3. Two press enquiries have also been received throughout the consultation process. The response to each reiterated how people could give their feedback.

3.3. Publicity

3.3.1. The public events and the opportunities and methods to provide feedback were promoted as follows:

- Five weeks editorial in the Messenger
- Four press releases since August to a huge mailing list
- Leaflets printed and sent to Leisure Centres, Libraries, Community Centres
- Flyers circulated to Trafford Schools
- Meeting with Head Teachers Group
- Daily feed via Twitter and Facebook to targeted groups e.g. Housing Trust
- On-line survey for staff via the intranet
- Council and public website link on home page
- The website, which was mobile-enabled for easy viewing via a number of devices, contained a summary of all the proposals and a link to the budget report. It also promoted the opportunities to register for the forums and provide feedback
- Posters have been displayed in local libraries, leisure centres, and local businesses where possible and flyers were also produced and circulated to allow people to take information away with them. In addition, questionnaires were available at the events. All of these items contained a link to the Council's dedicated budget website
- The Council were made aware of groups and organisations who communicated the message such as Friends of Parks groups
- All Councillors were made aware of the consultation activity
- Both consultation events were webcast and available on the website for views post meeting

- The Council also promoted the consultation process through its partners with the partnership team circulating the press releases to the four Locality Partnerships (totalling 450 community people)
- Reminders and updates were included on the staff intranet page

4. PUBLIC AND STAKEHOLDER CONSULTATION

4.1. Consultation support materials

- 4.1.1. An information sheet branded as 'Taking the Trafford Pound Further- Have your Say' was a two page summary document given to all those who attended the consultation meetings. This document summarised all of the proposals and sign-posted people and invited feedback via the online survey was available at the consultation events.
- 4.1.2. A short film setting the context of the budget and 'Taking the Trafford Pound Further,' pushed the message that the council's budget is not just about spending cuts. It is also about what it has achieved, despite the financial constraints it has been operating under and how it is going to continue providing high quality and cost effective services through careful financial management. This was shown at the public consultation meetings and was also available to view on the dedicated website. The film can be seen by following this link; <http://www.trafford.gov.uk/the-budget-2017-18/Taking-the-Trafford-Pound-Further-201718.aspx>
- 4.1.3. A PowerPoint presentation was shown at each event and also made available for the media and business partners giving details of the proposals.
- 4.1.4. Two open public forum meetings were held in the north and south of the borough, which were both webcast live. A total of 72 residents attended the two events. Whilst this is a disappointing level of attendance, the quality of participation and discussion was judged to be high. Access to the webcasting facilities were made available for both events via the website. In addition, a pc was set up at Sale Waterside for the general public to watch the webcast live from this venue. The webcasting maximised the opportunities for residents to either watch or attend the event.

The webcast can be seen by following this link: <http://trafford.public-tv/core/portal/home>

4.2. Survey and Feedback Cards

- 4.2.1. To gather feedback and responses an online survey was produced following a similar format to last years survey to help stimulate debate, and elicit views on the proposals. Additional feedback cards were distributed at events and made available to interested parties. Respondents could reply Strongly Agree, Agree, Disagree, Strongly Disagree or Don't Know to each proposal.

- 4.2.2. There were free text boxes for respondents to provide any comments on the proposals or to suggest other ways in which the savings could be achieved.
- 4.2.3. All participants were encouraged to complete feedback cards and the survey. A total of 298 surveys were completed, 7 emails and 5 feedback cards received.

4.3. Business Breakfast

- 4.3.1. A Business Breakfast event took place on 1 December 2016 to inform local businesses of the Council's budget proposals. There are 2,292 businesses on the Council's business database and all were sent invitations to the event. It was also promoted on the Council's website, Twitter, through the GM Chamber and through Altrincham Forward. A total of 18 delegates representing 11 businesses and third sector organisations attended the event.

4.4. Approach to Staff Consultation

- 4.4.1. The statutory consultation process was aligned to the budget consultation process for 2017/18. In this respect, formal collective consultation commenced on 7th November 2016, with the issue of a S.188 notice to the recognised trade unions. The consultation concluded on 3rd January 2017.
- 4.4.2. During this period, there were four formal collective consultation meetings involving the Acting Director of HR, the lead Elected Members for employment matters, senior managers and trade union officials. The purpose of these meetings was to discuss the proposal and receive feedback, with the aim of trying to reach a collective agreement.
- 4.4.3. Running parallel with the collective consultation process, the Council also engaged directly with employees on an individual basis. Individual letters were issued to all staff in scope for the mandatory leave proposal, communications were posted on the intranet via the 6-boxes and the weekly update. The aim of this individual consultation was to seek feedback from staff on the proposal and also to obtain voluntary sign up to the extension, where possible.
- 4.4.4. A staff briefing took place in relation to School Crossing Patrols and a related meeting was also held with Head teachers from across the borough.
- 4.4.5. Staff were also informed of the public process and events and they were encouraged to give their views.

5. SCRUTINY

- 5.1. Two Task and Finish Groups of Scrutiny Members were held in December 2016 to review the proposals. Scrutiny comments were submitted to the Executive on 23 January 2017 and their comments are reflected in the budget report.

- 5.2. The Budget Scrutiny report identifies that Scrutiny Members feel that there are three key, crosscutting areas where the Executive needs to satisfy itself of the robustness of the proposals. These are:
- £2m budget gap
 - Risk assessments (savings delivery risk)
 - Ensuring that forward projections for demand led services are robust
- 5.3. Scrutiny Members have also identified a number of specific areas of the proposals where they felt more information was required on how these savings would be achieved and managed. These include:
- Parking Fees
 - School Crossing Patrols
 - Waste Management
 - Grounds Maintenance (Bowling Greens)

The budget scrutiny report is available via the following link:

<https://democratic.trafford.gov.uk/ieDecisionDetails.aspx?ID=591>

6. OUTCOMES OF THE PUBLIC CONSULTATION

6.1. Introduction

- 6.1.1. It was planned that the consultation would stimulate conversation and interest with residents regarding areas where savings may be made and also to obtain their views across a range of matters including a rise in Council Tax.
- 6.1.2. The responses have been analysed and this report provides the feedback in an objective manner. This section summarises the key feedback from the consultation process. All comments will be taken into consideration when reviewing the proposals.
- 6.1.3. The details and graphical representation of the results are included as Appendix 1 of this budget outcomes report.

6.2. Council Tax

- 6.2.1. At the time of the initial consultation it was proposed to increase Council Tax by 3.99% for 2017/18 – 2% for the social care ‘precept’ to be earmarked for adult social care expenditure and 1.99% general increase. This equates to 86.5 pence per week (£44.98 per annum) increase for a Band D property.
- 6.2.2. Overall there was a majority in favour of raising Council Tax. Of those who took part the largest response, 55.9%, was from those who strongly agreed/agreed with the proposal; 31.2% strongly disagreed/disagreed and 12.2% of survey respondents neither agreed nor disagreed with the proposal. Less than 1% answered ‘don’t know’.

- 6.2.3. Comments received were mixed; 102 comments were in favour of raising Council Tax and 69 comments against a rise. The most common reason mentioned by those who were against a rise was affordability.
- 6.2.4. The Local Government Settlement in December 2016 gave Councils the opportunity to “front load” the Adult Social Care precept element of Council Tax Increases. The following question was added to the Council Website on 22nd December 2016 until 8th January 2017 “Do you think the Council should take advantage of the opportunity to increase the social care precept, from 2% to 3% for the next two years?” There were 347 responses to the question with 56% agreeing to the 3% social care precept for the next two years.
- 6.2.5. Therefore the feedback from the public consultations has been reviewed and it is recommended to increase Council Tax to 3% +1.99% in 2017/18; 3% + 1.99% in 2018/19; and then 1.99% in 2019/20. For a band D property in Trafford for 2017/18 this equates to an increase of £1 .08 per week (£56.25 per annum).

6.3. Car Parking Fees and Charges

- 6.3.1. The proposal is to increase current fees and introduce new fees for Trafford’s chargeable on street and off street parking.
- 6.3.2. For on street parking charges the majority were opposed to increasing the fees with 60.6% in the categories strongly disagreed/ disagreed with the proposal. A further 26.1% strongly agreed/agreed and 13% of survey respondents neither agreed nor disagreed with the proposal. Less than 1% answered ‘don’t know’. Overall there were 28 comments in favour of increasing car parking fees and charges and 104 comments opposing the increase.
- 6.3.3. For off street parking in certain car parks across the borough most people were in favour of the proposed increases. Fees for off street parking were largely acceptable with 52.8% from those that strongly agreed/agreed and 28.2% who strongly disagreed/ disagreed with the proposal. 17.3% of respondents neither agreed or disagreed with the proposal and under 2% answered ‘don’t know’. There were 70 comments in favour of increasing car parking fees and 61 comments opposing the increases.
- 6.3.4. Having reviewed the feedback from the public consultation it is recommended that the proposal for on and off street car parking fees and charges are implemented without change.

6.4. Kerbside Green Waste Collection

- 6.4.1. The proposal is to introduce an ‘opt in’ partial cost recovery charge of £40 (£35 for online sign up) charge for green waste collections.

- 6.4.2. The majority of respondents were opposed to the proposal. Many thought it would increase instances of fly tipping and would be difficult to implement.
- 6.4.3. Of those who responded, 82.2% were opposed to the proposal with 9.7% in agreement. Only 16 comments in favour of the proposal were received and 190 comments against. A total of 8% of respondents neither agreed or disagreed or didn't know.
- 6.4.4. Having reviewed the feedback from the public consultation it is recommended that the proposal is implemented without change and a detailed implementation plan will be drawn up.

6.5. #Be Responsible – Right Stuff, Right Bin

- 6.5.1. The proposal is to take a stricter approach to ensure only non-recyclables are included in the general waste bins.
- 6.5.2. Overall people were in favour of this proposal with 53.3% in favour and 34.3% opposed. 12.4% of respondents neither agreed or disagreed or didn't know. Overall 78 comments were received in support of the proposal and 83 comments against.
- 6.5.3. The feedback from the public consultation has been reviewed and therefore it is recommended that the proposal to take a stricter approach to recycling is implemented without change.

6.6. Transferring of Maintenance to Individual Bowling Clubs

- 6.6.1. The proposal is for the Council to pay individual bowling clubs a fixed amount to undertake their own green maintenance. This arrangement already operates successfully at one club and the proposal is to roll this out across the Borough. This would provide clubs with a fixed fee for undertaking this maintenance (£2,000).
- 6.6.2. There was a small majority in agreement with this proposal. Overall 35.7% of respondents were in favour of this proposal with 25.4% against. However a significant number, 29.5% neither agreed nor disagreed with the proposal. There were 35 comments received in favour of the proposal and 62 against.
- 6.6.3. Following the feedback from the consultation it has been decided to include the bowling clubs alongside other sports as part of the wider playing pitch strategy and leisure review and therefore this proposal is deferred in its current form.

6.7. School Crossing Patrols

- 6.7.1. The proposal is for School Crossing Patrols to become a traded service – which would allow schools and/or community groups to purchase the service.

- 6.7.2. The majority of respondents disagreed with this proposal. Their concerns were around child safety and whether schools could afford to take on this responsibility.
- 6.7.3. Overall 70.5% strongly disagreed/disagreed with the proposal and 14.1% strongly agreed/agreed. 15.5% neither agreed or disagreed or responded 'don't know'. Of the comments received, 19 were in favour of the proposal and 157 against.
- 6.7.4. Feedback was also received directly from Head Teachers, school staff, parents, business managers and Governors stating that School Crossing Patrols are necessary due to the high volume of traffic and dangerous road junctions. They also thought that by removing School Crossing Patrols the Council would put Children's lives at risk.
- 6.7.5. Having carefully considered the feedback from the public consultation it is recommended that we move to a second phase of consultation prior to the implementation of any change to current arrangements.
- 6.7.6. There have been four petitions received by the Council in relation to the School Crossing Patrol proposals contained within the 2016/17 draft budget as outlined below:
- The online petition has 1326 signatures
 - The paper petition has 1772 signatures
 - Third petition with 249 signatures
 - A change.org petition handed in by a Councillor which had 1018 signatures

6.8. Other suggestions and comments

- 6.8.1. There were 128 comments in addition to those in the categories above and were varied. These included the following topics:
- Reduce the number of councillors
 - Make further council efficiencies by reducing back office staff
 - Make better use of buildings i.e. income generate or sell
 - Reduce energy consumption in public buildings
 - Dim / turn off street lights at night
 - Move staff pension schemes
 - Review the One Trafford Partnership
 - Review tree planting scheme
 - Review Leisure Centre spend

7. OUTCOME OF STAFF CONSULTATION

- 7.1. A report detailing the outcome of staff consultation on the proposal to implement 1.5 days mandatory leave for a further temporary period of 12 months, April 2017 to March 2018 was presented to the Employment Committee on 16 January 2017.
- 7.2. With regard to individual consultation, out of the 1,181 employees directly impacted by the proposal, feedback was received from 7 staff. This represents 0.6% of staff affected. Trade Union feedback was also received and the general view from staff and Trade Unions was that it was an unfair measure which represented a pay cut, that staff already struggled to take leave due to work demands and that taking additional leave increases that pressure and creates a work backlog.
- 7.3. In addition to seeking feedback on the proposal, employees were also invited to voluntarily sign up to the arrangement, should it be agreed. As at 4th January 2017, 47% of affected staff had signed up.
- 7.4. This revised proposal was approved by Employment Committee, subject to a further review towards the end of 2017. Further to the decision by the Employment Committee, individual communications have been issued to all affected staff. These communications encourage staff to voluntarily sign up to the extension to the mandatory unpaid leave provision so that associated salary deductions can be made over a 12 month period. Where there is no voluntary acceptance, notices of dismissal and re-engagement will be issued to relevant staff early in February, in line with legal requirements.

8. THE PUBLIC SECTOR EQUALITY DUTY

- 8.1. The Equality Act 2010 requires public authorities to comply with the public sector equality duty. The public sector equality duty requires public authorities to consider the needs of people who are disadvantaged or suffer inequality when making decisions regarding its service provision and policies.
- 8.2. People who are protected under the Equality Act 2010, have certain protected characteristics. The characteristics that are protected in relation to the public sector equality duty are: age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation.
- 8.3. Public authorities, when carrying out its functions, must therefore have due regard to:
 - 8.3.1 The elimination of unlawful discrimination;
 - 8.3.2 The advancement of equality of opportunity between people who have protected characteristics and those that do not; and
 - 8.3.3 The fostering or encouragement of good relations between people who share a protected characteristic and those who do not.

- 8.4. An Equality Impact Assessment (EIA) is a practical tool which may be used to identify discrimination as it is a process designed to ensure that a policy, scheme or project does not discriminate or disadvantage people. An EIA can be used to identify potential impacts of decisions and also, any mitigating measures. Where relevant and to further assist the Council in its evaluation of the proposals, a number of EIAs were undertaken as part of the evaluation process.
- 8.5. The EIAs were available to officers evaluating the consultation responses and are included in Appendix 3. Any potential impacts have been identified through the EIA and consultation process. Where any potential impact has been identified consideration has been given to whether measures can be taken to mitigate against such impacts. Mitigation measures are set out within the body of the relevant EIA or are reflected, where appropriate, in modifications to the proposals.
- 8.6. In considering the report the Executive is also required to have regard to the Public Sector Equality Duty. In order to satisfy this duty the Executive must consider the potential impacts identified in the EIAs and the consultation feedback which are included in the report.

9. NEXT STEPS

- 9.1 A report setting out the outcome of the staff consultation has been presented to the Employment Committee with a recommendation for a one year extension as noted at 9.7. This will be presented to the Executive for information. There has also been a staff communication advising them of the outcome of consultation and Employment Committee's decision.
- 9.2 The consultation responses and public sector equality duty requirements, including the EIAs have been considered as part of the decision making process and have therefore informed the budget report, which is a separate document.
- 9.3 A review of the consultation process will be undertaken in order to improve any future consultation exercises.

10 RECOMMENDATIONS

- 10.1 It is recommended that the Executive note:
 - The extensive consultation opportunities available to the public for the budget proposals.
 - The methodology and approach used for the consultation process.
 - The next steps to be undertaken.
 - The final proposals and consultation outcomes.
 - The Equality Impact Assessments in relation to the budget proposals and the Public Sector Equality duty.

Appendix1: Public Consultation Report Summary

1. RESPONSES

1.1 Overall figures

Trafford provided multiple channels and opportunities for members of the public, businesses and other stakeholders to respond over the consultation period. The six proposals were used to structure the discussions at the public events and to shape the online survey. In addition to these proposals the consultation asked whether people had any other suggestions to enable the Council to make the necessary savings of £22m for 2017/18. The numbers participating were:

- 72 people attended the public events
- 298 people completed the online survey (13 through paper copies)
- 5 feedback cards were completed
- 7 emails were received

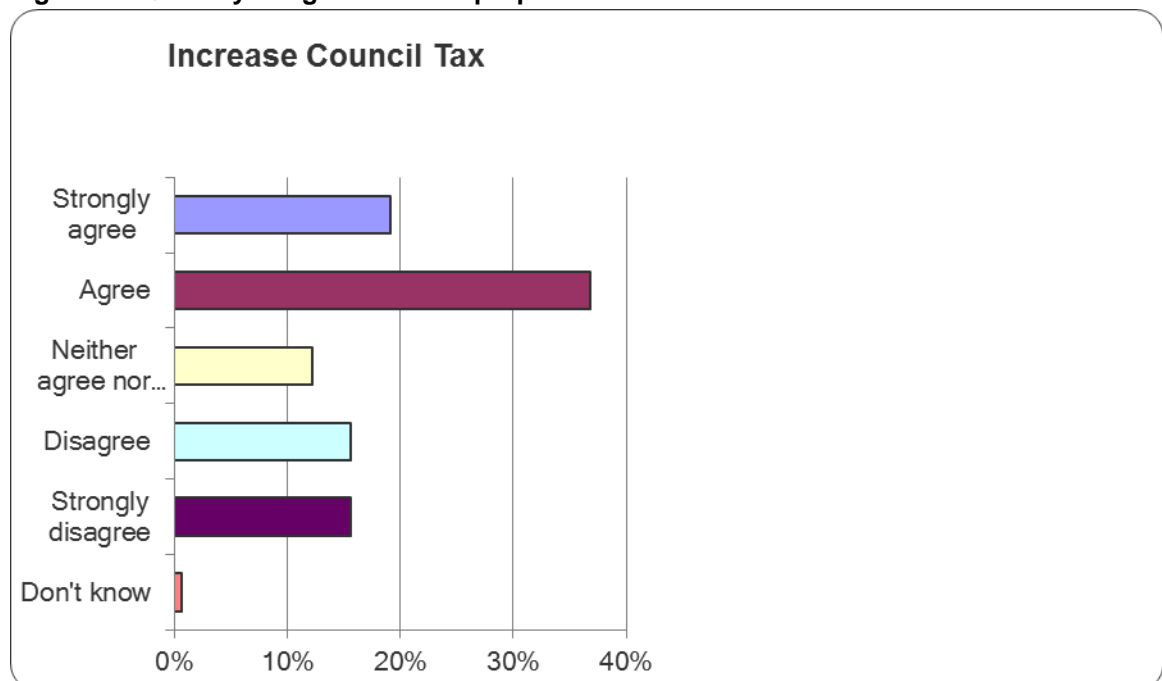
1.2 Analysis

The quantitative feedback from each proposal is below;

1.2.1 Increasing Council Tax

As Figure 1 shows, the largest response, 55.9%, was from those who strongly agreed/ agreed with the proposal, 31.2% strongly disagreed/disagreed and 12.2% of survey respondents neither agreed nor disagreed with the proposal. Less than 1% answered 'don't know'.

Figure 1 - Q1: Do you agree with the proposal to increase Council Tax?



The chart below gives the numbers for each response as well as the percentage. A total of 10 people did not answer this question and there were 186 online comments around the proposal.

| Answer Options | Response Percent | Response Count |
|--|-------------------------|-----------------------|
| Strongly agree | 19.1% | 55 |
| Agree | 36.8% | 106 |
| Neither agree nor disagree | 12.2% | 35 |
| Disagree | 15.6% | 45 |
| Strongly disagree | 15.6% | 45 |
| Don't know | 0.7% | 2 |
| Please say why you answered as you did and/or add any other suggestions or ideas you have. | | 186 |
| <i>answered question</i> | | 288 |
| <i>skipped question</i> | | 10 |

In addition to the online survey, one comment was received via the feedback forms at the public consultation events. The comments have been broken down into those who agreed/ disagreed/ neutral.

Comments

| Category | Number |
|-----------------|---------------|
| Agree | 102 |
| Disagree | 69 |
| Neutral | 16 |
| Total | 187 |

For – an increase in Council Tax

Overall there were 102 comments in favour of raising Council Tax;

“Willing to contribute more to keep services going”

“If it's the only way of finding the money for social care then we will have to pay the increase”

“In my view the increase should be much greater than this. It is important that we maintain and improve services and safety.”

Against – an increase in Council Tax rises

There were 69 comments made against a rise. The most common reason mentioned by those who were against a rise was affordability;

“Wages have not risen so why should my Council Tax rise.”

“My income is small and would not cover the above charges. I do not qualify for any help towards this, so it would have to come out of my food bill”

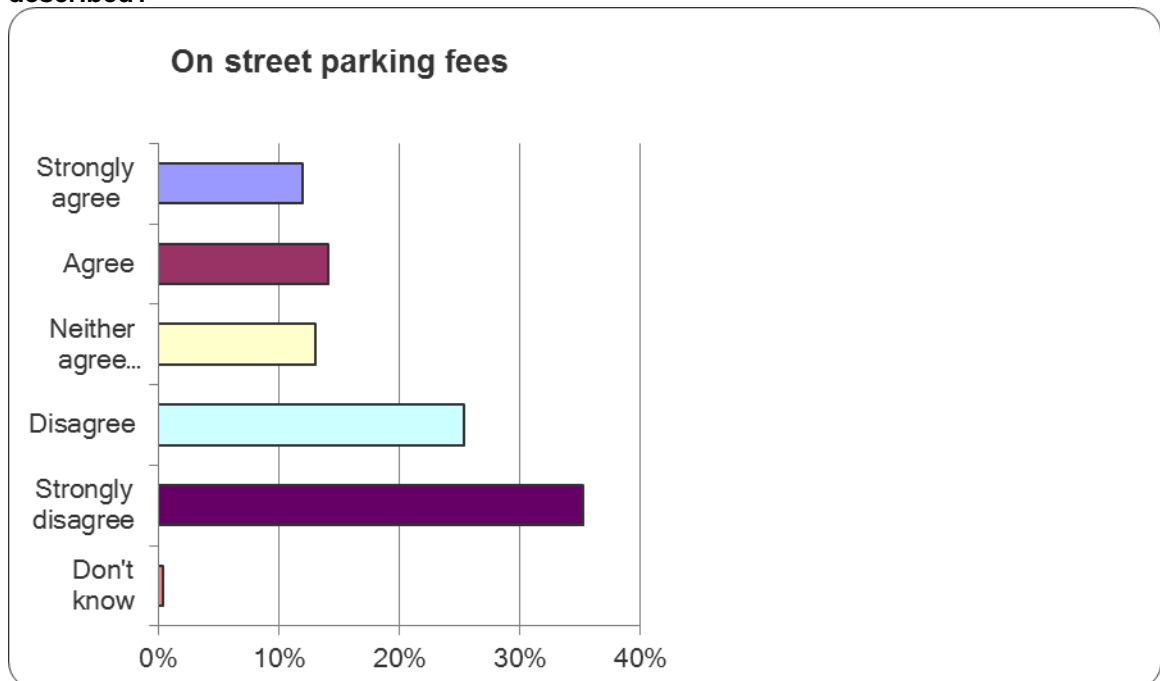
“We are already struggling financially so this will hit working families harder.”

One suggestion around Council Tax was to conduct an exercise to re-band properties across the borough which could generate more revenue.

1.2.2 Increasing car parking fees and charges – on street.

As Figure 2 shows, the biggest response, 60.6%, was from those who strongly disagreed/ disagreed with the proposal, a further 26.1% who strongly agreed/agreed and 13% of survey respondents who neither agreed nor disagreed with the proposal. Less than 1% answered ‘don’t know’.

Figure 2 – Q2: Do you agree with the proposal to increase on street parking fees as described?



The chart below gives the numbers for each response as well as the percentage. A total of 14 people did not answer this question.

| Answer Options | Response Percent | Response Count |
|---------------------------------|------------------|----------------|
| Strongly agree | 12.0% | 34 |
| Agree | 14.1% | 40 |
| Neither agree nor disagree | 13.0% | 37 |
| Disagree | 25.4% | 72 |
| Strongly disagree | 35.2% | 100 |
| Don't know | 0.4% | 1 |
| <i>answered question</i> | | 284 |
| <i>skipped question</i> | | 14 |

There were 150 online comments around the proposal. The comments received have been broken down into those who agreed/ disagreed/ neutral.

Comments

| Category | Number |
|--------------|------------|
| Agree | 28 |
| Disagree | 104 |
| Neutral | 18 |
| Total | 150 |

For - increasing on street car parking fees and charges

Overall there were 28 comments in favour of increasing car parking fees and charges. Of those many thought it was a reasonable increase;

“You always have to pay to park and it's a small amount of money”

“I think charges for parking on certain streets is a good idea. Many people park in the streets instead of in car parks so they don't have to pay especially on streets near to Metro Stations.”

Against – increasing on street car parking fees and charges

There were 104 comments against increasing on street car parking fees and charges;

“This will affect businesses. Some years ago when car parking charges were increased in Altrincham, there was a decline in the number of shoppers and visitors”

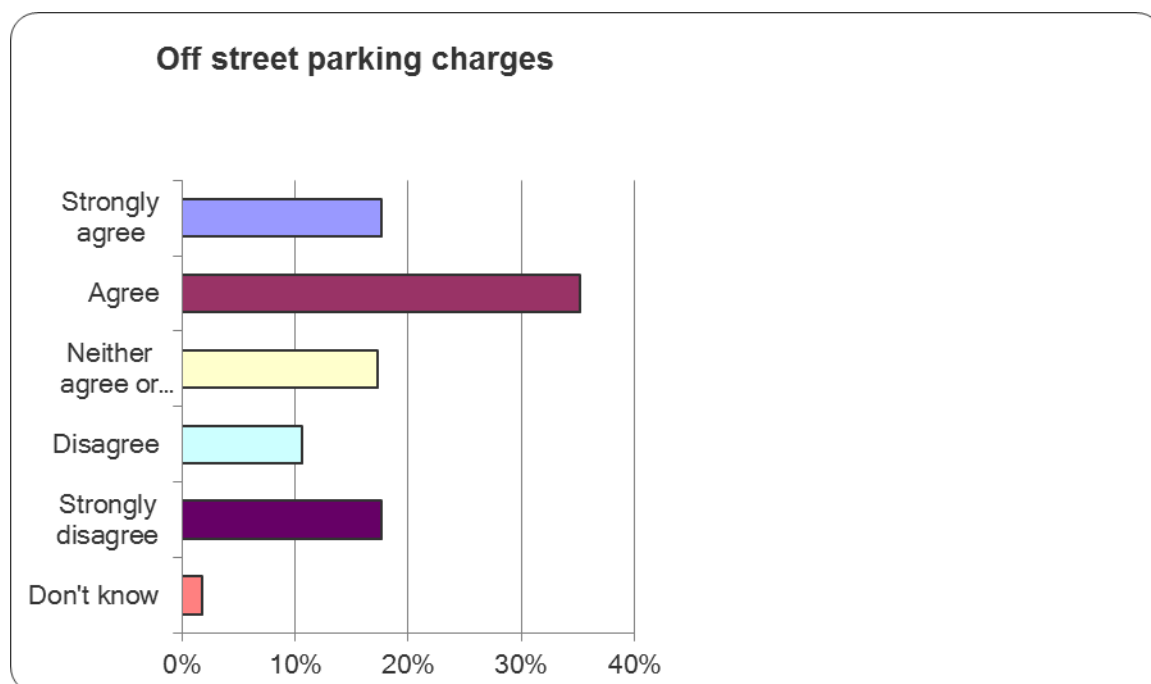
“If anything you need to cancel the street parking charges. You would need less traffic wardens, less admin and less court costs. You have empty shops that do not attract customer because there is no footfall. Less not more”

A common theme against the increase in charging was that it would deter people from shopping locally and may increase the use of places where there was free parking such as the Trafford Centre.

1.2.3 Increasing car parking fees and charges – in specific car parks

As Figure 3 shows, the biggest response, 52.8%, strongly agreed/agreed with the proposal and a further 28.2%, strongly disagreed/ disagreed with the proposal. 17.3% of survey respondents neither agreed nor disagreed and 1.8% answered 'don't know'.

Figure 3 – Q3: Do you agree with the proposal to introduce off street car parking charges as described?



The chart below gives the numbers for each response as well as the percentage. A total of 14 people did not answer this question and there were 153 online comments around the proposal.

| Answer Options | Response Percent | Response Count |
|--|------------------|----------------|
| Strongly agree | 17.6% | 50 |
| Agree | 35.2% | 100 |
| Neither agree or disagree | 17.3% | 49 |
| Disagree | 10.6% | 30 |
| Strongly disagree | 17.6% | 50 |
| Don't know | 1.8% | 5 |
| Please say why you answered as you did and/or add any other suggestions or ideas you have. | | 153 |
| <i>answered question</i> | | 284 |
| <i>skipped question</i> | | 14 |

The comments received have been broken down into those who agreed/ disagreed/ neutral.

Comments

| Category | Number |
|--------------|------------|
| Agree | 70 |
| Disagree | 61 |
| Neutral | 22 |
| Total | 153 |

For - increasing car parking fees and charges – off street

Overall there were 70 comments in favour of increasing off street fees and charges and many appreciated that there would still be a period of free parking;

“I think it is very good that people can have a two hour free period and then have to pay. It encourages people to visit and allows a flow of people as places are not blocked by long stay parkers.”

“Charging for off street parking is acceptable and to be honest I don't really know why this isn't happening already?”

Against - increasing car parking fees and charges – off street

There were 61 comments against the proposal. Again, people were concerned that town centres would suffer as people moved to shopping areas where parking was free;

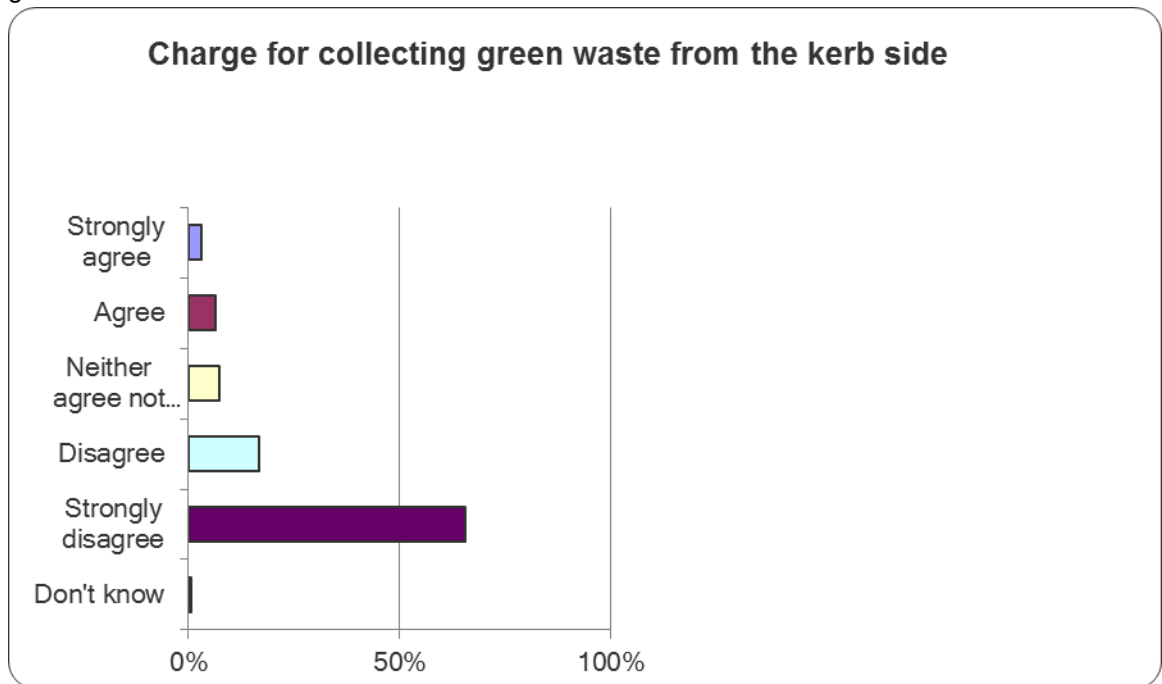
“Car parking is free at shopping centres and we need to encourage more people to shop locally”

“Since parking charges were introduced to the car park in Warrener Street, Sale Moor, the usage has greatly reduced. However "all day parking" has greatly increased in the surrounding streets, creating congestion. This would only get worse if charging were introduced to the 2 remaining free car parks in Sale Moor. Presumably it would have the same impact in the other areas proposed”

1.2.4 Charging for the kerbside collection of green/garden waste

As Figure 4 shows, by far the largest response, 82.2%, was from those who strongly disagreed/ disagreed with the proposal. 9.7% strongly agreed/agreed. A total of 8% responded that they neither agreed or disagreed/‘don't know’.

Figure 4 – Q4: Do you agree with the proposal to introduce a charge for the collection of green waste as described?



The chart below gives the numbers for each response as well as the percentage. A total of 11 people did not answer this question and there were 216 online comments around the proposal.

| Answer Options | Response Percent | Response Count |
|--|------------------|----------------|
| Strongly agree | 3.1% | 9 |
| Agree | 6.6% | 19 |
| Neither agree not disagree | 7.3% | 21 |
| Disagree | 16.7% | 48 |
| Strongly disagree | 65.5% | 188 |
| Don't know | 0.7% | 2 |
| Please say why you answered as you did and/or add any other suggestions or ideas you have. | | 216 |
| <i>answered question</i> | | 287 |
| <i>skipped question</i> | | 11 |

In addition to the online survey, three comments were received via the feedback forms at the public consultation events. The comments have been broken down into those who agreed/ disagreed/ neutral.

Comments

| Category | Number |
|--------------|------------|
| Agree | 16 |
| Disagree | 190 |
| Neutral | 13 |
| Total | 219 |

For – charging for the collection of green waste

Overall there were 16 comments in favour of charging for the collection of green waste. These were around the charge being reasonable;

“Seems reasonable”

“Garden refuse collection has been designated an opt-in chargeable service by other councils, and I can support this: flat and apartment dwellers are no longer subsidising collections from people with gardens.”

“Providing food waste caddys are provided to homes, would be okay to charge for collection of larger garden waste bins”

Against – charging for the collection of green waste

There were 190 comments against charging for the collection of green waste. A number of themes emerged against the proposal; that it might encourage more fly tipping, concerns around how it would be administered and charging for a service that people considered was part of their Council Tax payment;

“It is unacceptable to expect residents to pay an additional premium for the collection of green waste, especially when you are proposing a general Council Tax increase”

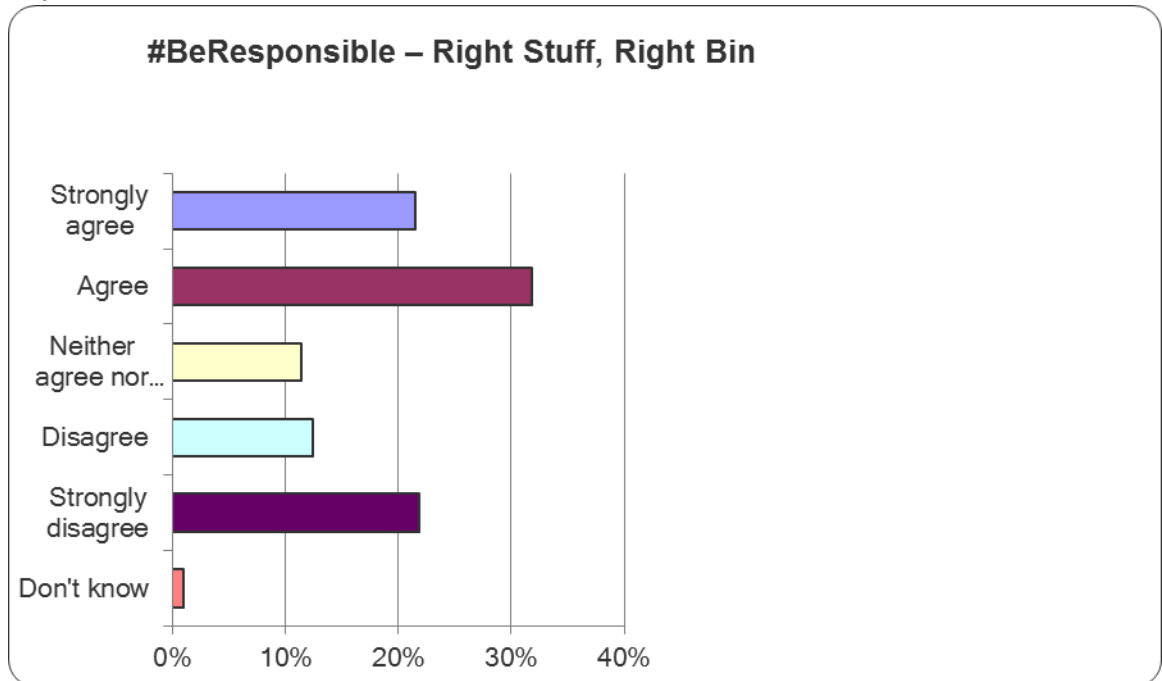
“Think it will discourage many people from recycling and would also increase fly tipping”

“Concerns as to how Amey would manage knowing which bins to empty that have paid for garden waste collection. If you pay for it how do you stop other people putting there's in your bin?”

1.2.5 #Be Responsible – Right Stuff, Right Bin

As Figure 5 shows, the largest response, 53.3%, was from those who strongly agreed/agreed with the proposal. 34.3% strongly disagreed/disagreed. A total of 12.4% responded that they neither agreed or disagreed or didn't know.

Figure 5 – Q5: Do you agree with the proposal to encourage recycling and reduce waste disposal costs as described?



The chart below gives the numbers for each response as well as the percentage. A total of 9 people did not answer this question and there were 182 online comments around the proposal.

| Answer Options | Response Percent | Response Count |
|--|------------------|----------------|
| Strongly agree | 21.5% | 62 |
| Agree | 31.8% | 92 |
| Neither agree nor disagree | 11.4% | 33 |
| Disagree | 12.5% | 36 |
| Strongly disagree | 21.8% | 63 |
| Don't know | 1.0% | 3 |
| Please say why you answered as you did and/or add any other suggestions or ideas you have. | | 182 |
| <i>answered question</i> | | 289 |
| <i>skipped question</i> | | 9 |

The comments have been broken down into those who agreed/ disagreed/ neutral.

Comments

| Category | Number |
|--------------|------------|
| Agree | 78 |
| Disagree | 83 |
| Neutral | 21 |
| Total | 182 |

For – #Be Responsible – Right Stuff, Right Bin

Overall there were 78 comments in favour of increasing the #Be Responsible proposal. For those who agreed with the proposal the main reason was around encouraging everyone to recycle;

“Totally agree. Far too many of my neighbours are way too casual about recycling, Refuse to empty bins if they are filled incorrectly and impose fines on repeat offenders”

“Agreed. All should know by now what bins are put in what.... how long have we been doing it now?”

“Our household recycles, so why should others ignore request from council. We only have one planet, let's look after it.”

Against – #Be Responsible – Right Stuff, Right Bin

Of the 83 who opposed the proposal many thought it would be difficult and costly to implement and was not setting the right tone to encourage recycling;

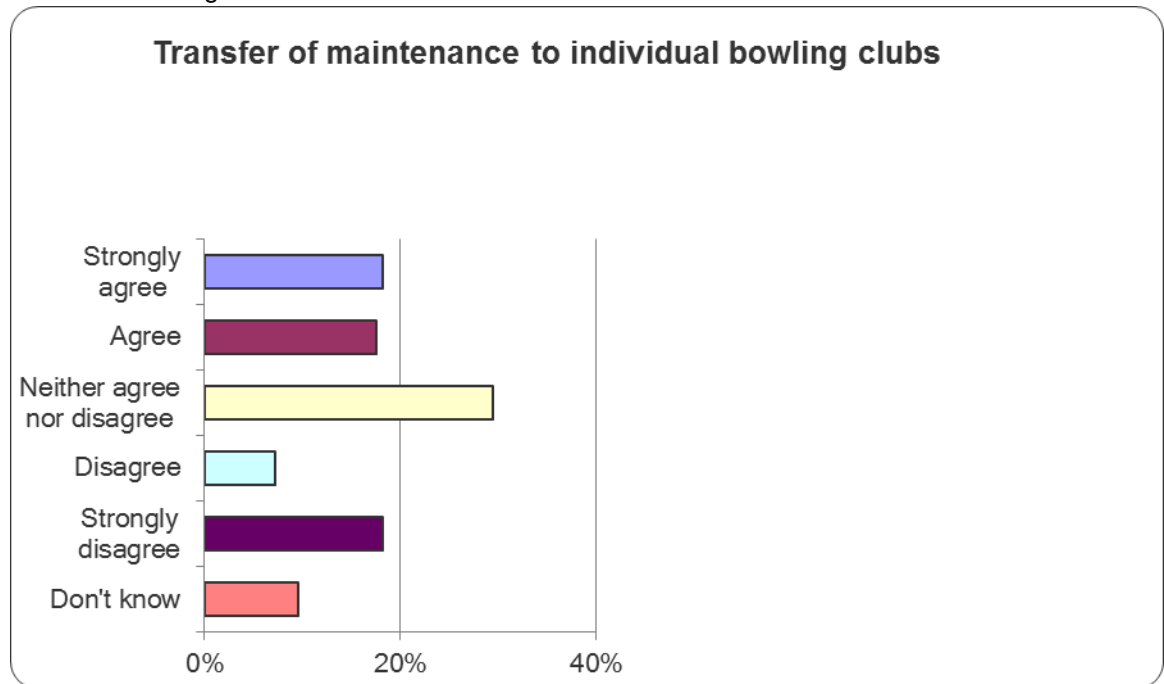
“This is a ridiculous idea and expensive to implement. It creates work for the people emptying the bins and means that some kind of notice has to be produced and policed. I don't think being punitive from the outset is the best way to get people on board! There are better ways of encouraging people to recycle but starting out with a punitive measure will just get peoples backs up! Spend the money on going into schools to educate. The children will soon get the message home.”

“The council need to outline under this proposal how are refuse collectors going to review the waste collected prior to issuing a fine before this can even be considered. How would anyone know if the wrong items are in the wrong bin, are they going to be checking in every wheelie bin and every bin bag? How will they identify confidentially which households are those where vulnerable adults live alone or have conditions which mean recycling is not practical or possible?!!!”

1.2.6 Transferring the maintenance of bowling greens to individual bowling clubs

From Figure 6 it can be seen that 35.7%, strongly agreed/agreed with the proposal and 25.4% strongly disagreed/disagreed. However a substantial percentage, 29.5%, neither agreed nor disagreed with the proposal.

Figure 6 – Q6: Do you agree with the proposal to transfer maintenance of bowling greens to individual bowling clubs as described?



The chart below gives the numbers for each response as well as the percentage. A total of 6 people did not answer this question and there were 134 online comments around the proposal.

| Answer Options | Response Percent | Response Count |
|--|------------------|----------------|
| Strongly agree | 18.2% | 53 |
| Agree | 17.5% | 51 |
| Neither agree nor disagree | 29.5% | 86 |
| Disagree | 7.2% | 21 |
| Strongly disagree | 18.2% | 53 |
| Don't know | 9.6% | 28 |
| Please say why you answered as you did and/or add any other suggestions or ideas you have. | | 134 |
| answered question | | 292 |
| skipped question | | 6 |

In addition to the online survey, one comment was received via email. The comments have been broken down into those who agreed/ disagreed/ neutral.

Comments

| Category | Number |
|-----------------|---------------|
| Agree | 35 |
| Disagree | 62 |
| Neutral | 38 |
| Total | 135 |

For – Transferring maintenance to bowling clubs

Overall there were 35 comments in favour of transferring maintenance of bowling greens to bowling clubs proposal. For those who agreed with the proposal the main reason was that it was not unreasonable for bowling clubs to contribute to the maintenance of the greens;

“It makes sense for individual bowling clubs to be responsible for their own greens.”

“Allowing a small business a chance!”

“I don't think the council should pay for this at all the individual clubs and members should pay.”

Against – Transferring maintenance to bowling clubs

There were 62 comments against the proposal as they thought it would be difficult for members of the clubs to administer and may have a detrimental impact on those who were trying to engage in a hobby and keep themselves fit;

“It is not certain that any alternative arrangements put in place by users would maintain the greens satisfactorily and they could deteriorate. This would be a shame as they enhance many of our parks and provide an important outdoor leisure facility, available to all. In addition, the proposed savings from the proposal are small and do not seem worth the disruption they would create.”

“The average age of bowlers I would guess is approx.75 years- do you in all honesty expect elderly men and women to take on this responsibility? The council states that it is committed to public health initiatives- how does this stand up when the park greens will ultimately close due to the unworkable proposal, resulting in the older but active generation unable to enjoy gentle exercise during the very short summer months.”

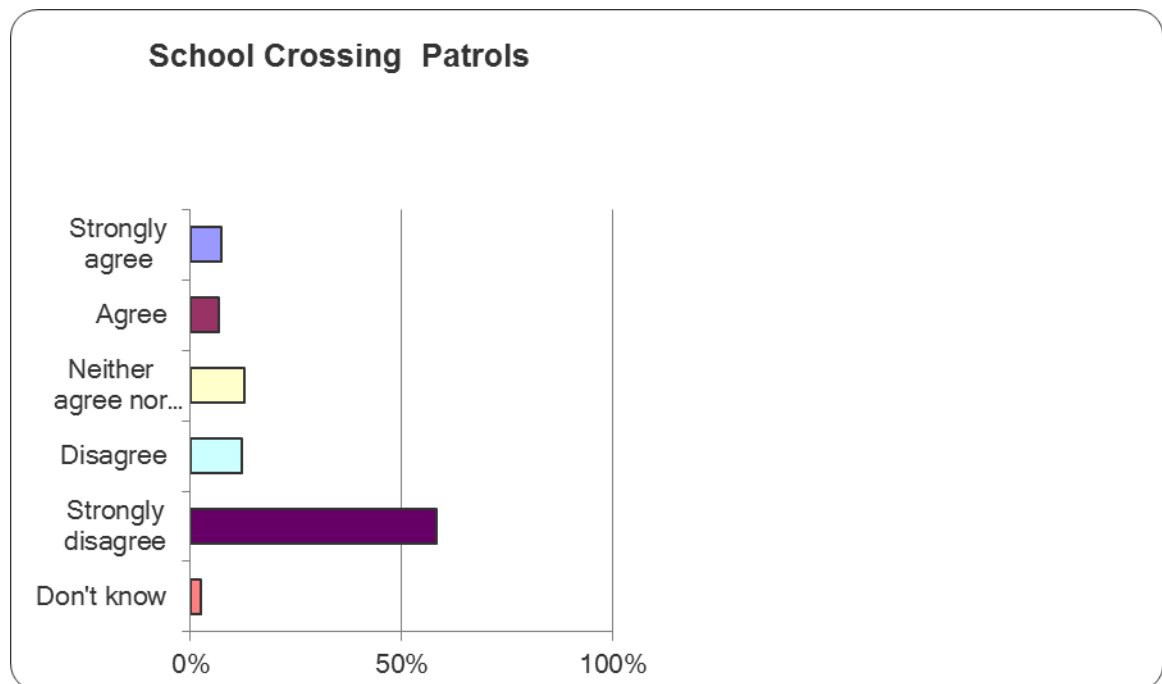
One alternative suggestion was that Friends Groups could assist with the maintenance;

“What if the bowling club doesn't want to take on the responsibility, will there be an opportunity for other interested parties to step in - for example the friends group for the park in which the bowls club is situated? As the founder of the friends group for my local park I know that our bowls club are all very old now and may not be able or interested in taking on this responsibility. As the friends group we may be able to step in to taking this on and could make good use of the funding as well.”

1.2.7 Enabling School Crossing Patrols to become a traded service

From Figure 7 it can be seen that 70.5%, strongly disagreed/disagreed with the proposal and 14.1% strongly agreed/agreed. A total of 15.5% neither agreed nor disagreed or didn't know.

Figure 7 – Q7: Do you agree with the proposal to enable school crossing patrols to become a traded service as described?



The chart below gives the numbers for each response as well as the percentage. A total of 13 people did not answer this question and there were 285 online comments around the proposal.

| Answer Options | Response Percent | Response Count |
|--|-------------------------|-----------------------|
| Strongly agree | 7.4% | 21 |
| Agree | 6.7% | 19 |
| Neither agree nor disagree | 13.0% | 37 |
| Disagree | 12.3% | 35 |
| Strongly disagree | 58.2% | 166 |
| Don't know | 2.5% | 7 |
| Please say why you answered as you did and/or add any other suggestions or ideas you have. | | 195 |
| <i>answered question</i> | | 285 |
| <i>skipped question</i> | | 13 |

In addition to the online survey, four comments were received via email and at the public consultation events. The comments have been broken down into those who agreed/ disagreed/ neutral.

Comments

| Category | Number |
|-----------------|---------------|
| Agree | 19 |
| Disagree | 157 |
| Neutral | 23 |
| Total | 199 |

For – Enabling school crossing patrols to become a traded service

Overall there were 19 comments in favour of school crossing patrols becoming a traded service. For those who agreed with the proposal the main reason was that parents and schools could be asked to contribute;

“As long as safety is maintained and savings are made.”

“Some crossing patrols are a waste of money and are totally unnecessary where there is already a crossing in place. Children are trained from an early age to use them. Traffic chaos is often the result of a crossing warden. They stop traffic for nearly each individual child instead of waiting for a larger group to gather. This results in more congestion and frustration for motorists”

“Parents could all contribute”

Against – Enabling school crossing patrols to become a traded service

Overall there were 157 comments against this proposal. Those opposed had concerns around the safety of children and whether schools would be able to afford the cost;

“School budgets are so low that they will not be able to afford to purchase this device and it will fizzle out.”

“These patrols must continue to have the Council's support. The roads in Trafford are incredibly dangerous for young people and old; crossing patrols are an important step in young peoples' development of awareness of those dangers. Schools need to spend their funds on educating children, and communities simply cannot afford this extra cost.”

“Safety of children is paramount. Saving money on crossing patrols can't be that big of a saving. These kids need help from drivers that do not respect the pedestrians or rules of the road. It only takes 1 bad driver or an accident and the consequences are huge.”

Other school crossing patrol suggestions

One suggestion was to fine people who parked irresponsibly and put that money towards paying for the school crossing patrols;

“Most problems are crested by thoughtless parents parking irresponsibly. More fines from this would raise revenue to fund safer crossings.”

Comments were also received via the change.org petition. There were 1018 supporters of the petition and comments largely reflected the broad areas of disagreement in the survey i.e. safety and whether schools could meet the cost.

An inbox was set up ‘SCPatrol Consultation 2017/18’ in which staff, Head Teachers, parents, business managers, and chair of governors could voice their opinions on the proposal. 29 members of the public and 14 SCP staff voiced their opinions relating to risks and costs.

Of those who responded 44% believe that school crossing patrols are necessary due to high volume of traffic and dangerous road junctions. The same percentage of respondents also thought removing school crossing patrols the council would put childrens' lives at risk.

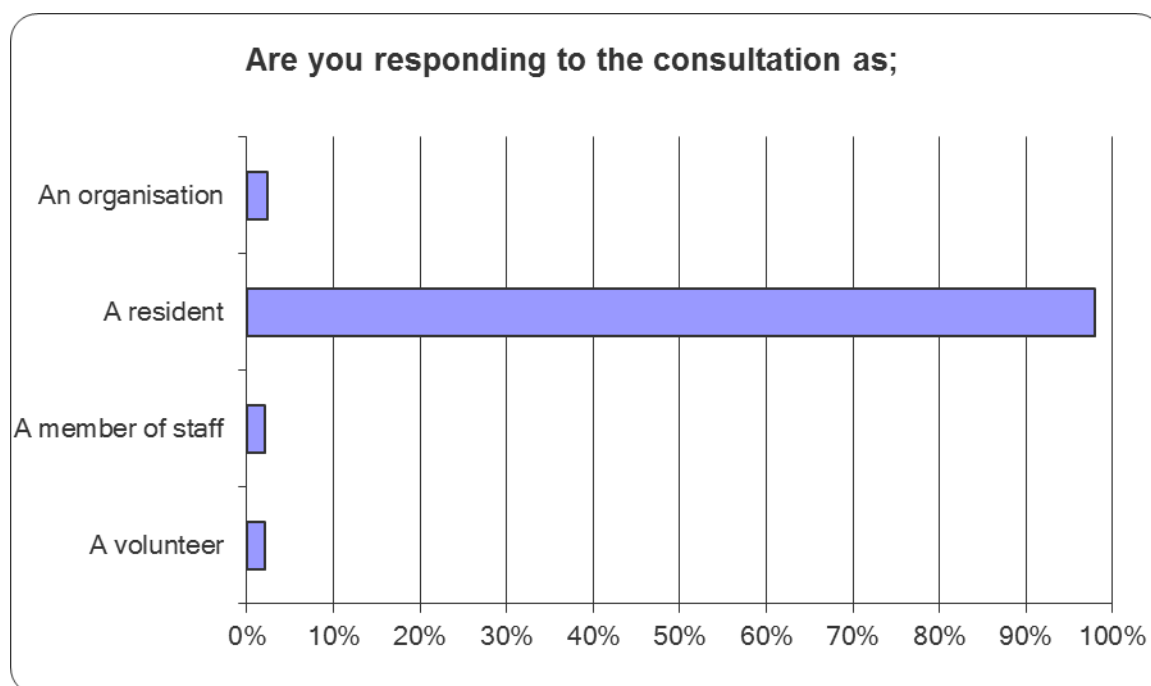
1.3 Demographic data

The survey also asked respondents to provide some personal information to understand the demographic details of those completing the survey.

1.3.1 Postcode

| Postcode | Number |
|------------------|------------|
| M15 | 1 |
| M16 | 27 |
| M31 | 3 |
| M32 | 30 |
| M33 | 106 |
| M41 | 53 |
| WA13 | 1 |
| WA14 | 25 |
| WA15 | 32 |
| Skipped question | 20 |
| Total | 298 |

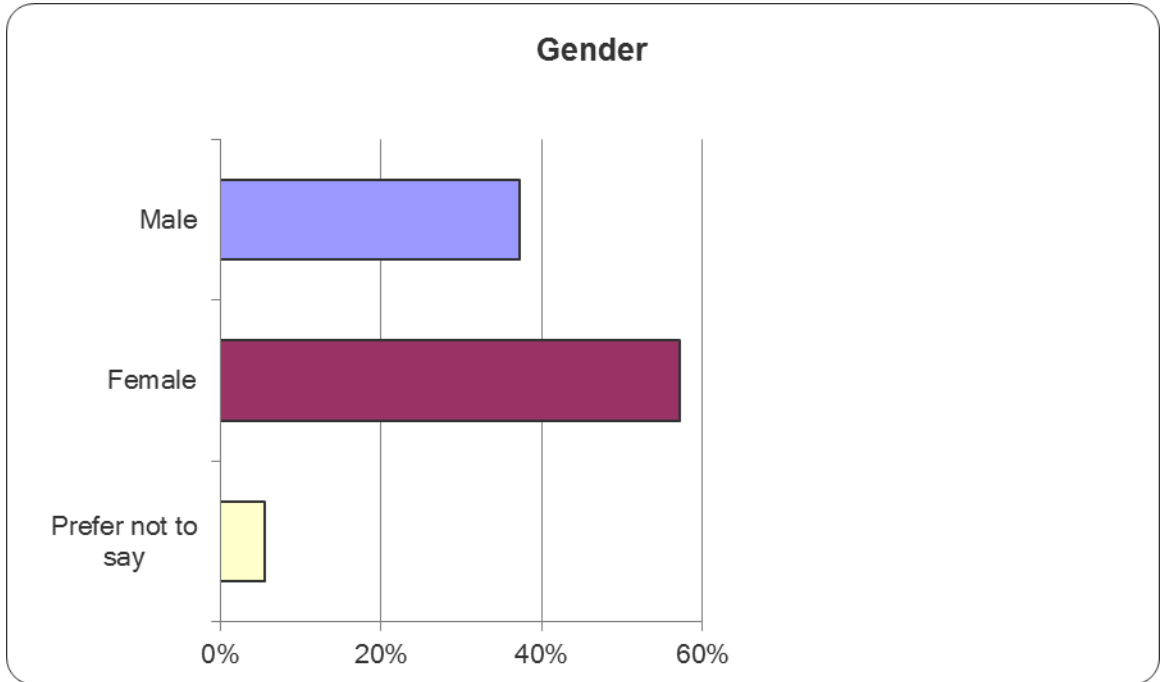
1.3.2 Are you responding as;



| Answer Options | Response Percent | Response Count |
|-------------------|------------------|----------------|
| An organisation | 2.4% | 7 |
| A resident | 97.9% | 284 |
| A member of staff | 2.1% | 6 |
| A volunteer | 2.1% | 6 |

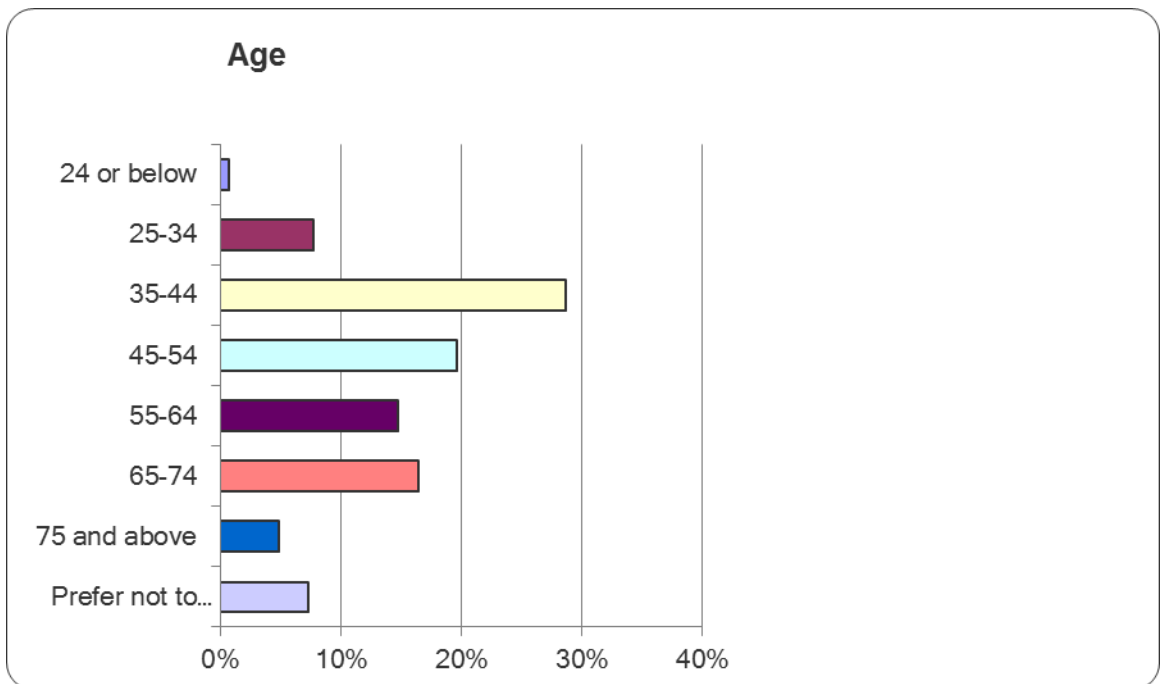
| | |
|---------------------------------|------------|
| <i>answered question</i> | 303 |
| <i>skipped question</i> | 8 |

1.3.3 Gender



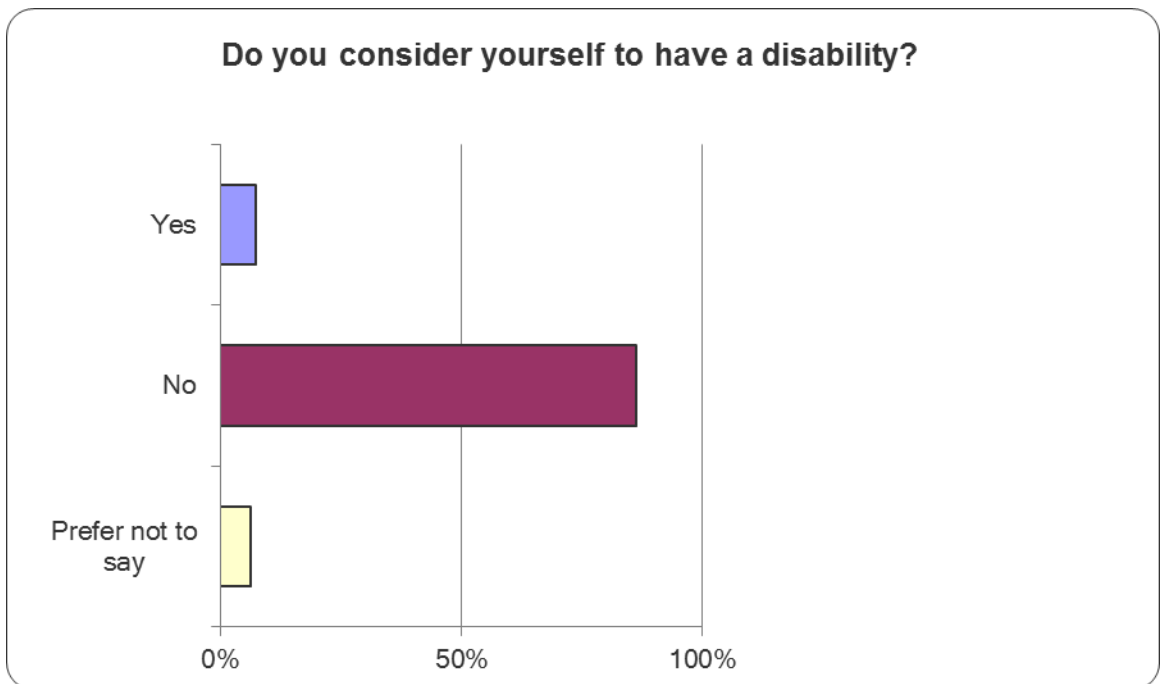
| Answer Options | Response Percent | Response Count |
|---------------------------------|-------------------------|-----------------------|
| Male | 37.3% | 107 |
| Female | 57.1% | 164 |
| Prefer not to say | 5.6% | 16 |
| <i>answered question</i> | | 287 |
| <i>skipped question</i> | | 11 |

1.3.4 Age



| Answer Options | Response Percent | Response Count |
|---------------------------------|------------------|----------------|
| 24 or below | 0.7% | 2 |
| 25-34 | 7.7% | 22 |
| 35-44 | 28.7% | 82 |
| 45-54 | 19.6% | 56 |
| 55-64 | 14.7% | 42 |
| 65-74 | 16.4% | 47 |
| 75 and above | 4.9% | 14 |
| Prefer not to say | 7.3% | 21 |
| <i>answered question</i> | | 286 |
| <i>skipped question</i> | | 12 |

1.3.5 Disability



| Answer Options | Response Percent | Response Count |
|---------------------------------|-------------------------|-----------------------|
| Yes | 7.4% | 21 |
| No | 86.3% | 246 |
| Prefer not to say | 6.3% | 18 |
| <i>answered question</i> | | 285 |
| <i>skipped question</i> | | 13 |

1.3.6 Ethnicity

| Answer Options | Response Percent | Response Count |
|---------------------------------|-------------------------|-----------------------|
| White British | 81.1% | 228 |
| White Irish | 3.2% | 9 |
| Other White | 2.1% | 6 |
| Indian | 0.4% | 1 |
| Pakistani | 0.7% | 2 |
| Bangladeshi | 0.0% | 0 |
| Other Asian | 0.0% | 0 |
| Black African | 0.0% | 0 |
| Black Caribbean | 0.0% | 0 |
| Other Black | 0.0% | 0 |
| White Asian | 0.4% | 1 |
| White & Black African | 0.0% | 0 |
| White & Black Caribbean | 0.0% | 0 |
| Other Mixed | 0.4% | 1 |
| Chinese | 0.0% | 0 |
| Prefer not to say | 11.7% | 33 |
| Other (please specify) | | 9 |
| <i>answered question</i> | | 281 |
| <i>skipped question</i> | | 17 |

Appendix 2: Equality Impact Assessments

2.1 Kerbside green waste

| A. Summary Details | | |
|--------------------|--|--|
| 1 | Title of EIA: | Green Waste Subscription Service |
| 2 | Person responsible for the assessment: | Tara Dumas |
| 3 | Contact details: | Tara.dumas@trafford.gov.uk |
| 4 | Section & Directorate: | EGEI Environmental Services |
| 5 | Name and roles of other officers involved in the EIA, if applicable: | Simon Davis (Libraries Support Officer) consulted. |

| B. Policy or Function | | |
|-----------------------|---|---|
| 1 | Is this EIA for a policy or function? | Policy <input type="checkbox"/> Function <input checked="" type="checkbox"/> |
| 2 | Is this EIA for a new or existing policy or function? | New <input type="checkbox"/> Existing <input type="checkbox"/> Change to an existing policy or function <input checked="" type="checkbox"/> |
| 3 | What is the main purpose of the policy/function? | In order to be able to continue to offer a kerbside collection of garden waste, the Council is considering levying a charge to households for the service of £40 (£35 for households signing up online). |
| 4 | Is the policy/function associated with any other policies of the Authority? | There are a number of services that the Council has a right to charge for, in order to recover costs of services that it has to deliver including bulky waste collections and charges for waste containers (residual bins). Fees will be set annually as part of the procedures for the annual fees and charges review. |

| | | |
|----|---|---|
| 5 | Do any written procedures exist to enable delivery of this policy/function? | The proposal to charge would require a new process map to be developed to implement the garden waste subscription service. |
| 6 | Are there elements of common practice not clearly defined within the written procedures? If yes, please state. | n/a |
| 7 | Who are the main stakeholders of the policy? How are they expected to benefit? | Approximately 75,000 households would be affected by the proposals. Households can continue to benefit from the convenience of a kerbside recycling service for garden waste if they wish to pay for the service. |
| 8 | How will the policy/function (or change/improvement), be implemented? | Households can opt into the kerbside garden waste subscription service. They will be notified via the Council Tax mail shot and directly via stickers affixed to the green waste bin. Households that subscribe for the service will be issued with a permit for their bin. |
| 9 | What factors could contribute or detract from achieving these outcomes for service users? | Some households may not wish to pay for the service . |
| 10 | Is the responsibility for the proposed policy or function shared with another department or authority or organisation? If so, please state? | The One Trafford Partnership will be responsible for managing the subscription service on behalf of the Council. It will be necessary to work closely with ICT to ensure that subscribers can pay for the service on line as well as through the contact centre. |

C. Data Collection

| | | |
|---|---|---|
| 1 | Do you have monitoring data on the number of people (from different equality groups) who are using or are potentially impacted upon by your policy/ function? | No |
| 2 | Please specify monitoring information you have available and attach relevant information* | We currently offer a universal service for the collection of garden waste affecting all demographics to around 75,000 households. |
| 3 | If monitoring has NOT been undertaken, will it be done in the future or do you have access to relevant monitoring data? | No it is not practical to carry out monitoring. All protected equality characteristics will be affected but it is unlikely to affect any one particular group disproportionately due to the universal spread. |

****Your monitoring information should be compared to the current available census data to see whether a proportionate number of people are taking up your service***



| D. Consultation & Involvement | | |
|--|---|--|
| 1 | Are you using information from any previous consultations and/or local/national consultations, research or practical guidance that will assist you in completing this EIA? | Over 40% of LA's now charge for the collection of garden waste. This EIA has been prepared after consulting with other North West districts on their experiences and issues arising from introducing charges. |
| 2 | Please list any consultations planned, methods used and groups you plan to target. (If applicable) | Part of the Council's formal budget consultation with the public on the 23rd November and 6th December 2016. It is not intended to target any specific groups. |
| 3 | **What barriers, if any, exist to effective consultation with these groups and how will you overcome them? | n/a |

*****It is important to consider all available information that could help determine whether the policy/ function could have any potential adverse impact. Please attach examples of available research and consultation reports***

**E: The Impact – Identify the potential impact of the policy/function on different equality target groups
*The potential impact could be negative, positive or neutral. If you have assessed negative potential impact for any of the target groups you will also need to assess whether that negative potential impact is high, medium or low***

| | Positive | Negative (please specify if High, Medium or Low) | Neutral | Reason |
|--|----------|--|---------|--|
| Gender – both men and women, and transgender; | | | x | Currently a universal service |
| Pregnant women & women on maternity leave | | | x | |
| Gender Reassignment | | | x | |
| Marriage & Civil Partnership | | | x | |
| Race- include race, nationality & ethnicity (NB: the experiences may be different for different groups) | | | x | |
| Disability – physical, sensory & mental impairments | | X low | | Depending on the disability, some residents may not be able to take their waste to a household waste recycling centre by car – a service available to all residents. |
| Age Group - specify eg; older, younger etc) | | x low | | Some elderly people may no longer drive, limiting their ability to take their waste to a household waste recycling centre. Equally, many young people may not be able to afford a car . |
| Sexual Orientation – Heterosexual, Lesbian, Gay Men, Bisexual people | | | x | |
| Religious/Faith groups (specify) | | | x | |

As a result of completing the above what is the potential negative impact of your policy?

High ⑤

Medium ⑤

Low x

Neutral ⑤

| F. Could you minimise or remove any negative potential impact? If yes, explain how. | |
|--|--|
| Race: | n/a |
| Gender, including pregnancy & maternity, gender reassignment, marriage & civil partnership | n/a |
| Disability: | Residents who do not want to pay for the collection of garden waste can opt to take it to their nearest Household Waste Recycling Centre free of charge. Transportation to the HWRC's may not be available for some disabled people or young/ elderly people. Home composting waste is another option and the proposal includes an ongoing budget to supply subsidised home compost bins to those households that would like one. In addition, the budget can be made available to provide support to residents that want to learn how to home compost. It is also recognised that affordability may be an issue for these two groups more than any other. The Council proposes that the charge is reduced from £40 to £35 for any household that signs up online for the service, as the Council will save approximately £5 per year in administration costs for each household that uses this cheaper channel. Support will be offered to any resident that needs it, with regards to accessing a computer and needing help to sign up online. |
| Age: | |
| Sexual Orientation: | n/a |
| Religious/Faith groups: | n/a |
| Also consider the following: | |


| | | |
|---|--|---|
| 1 | If there is an adverse impact, can it be justified on the grounds of promoting equality of opportunity for a particular equality group or for another legitimate reason? | The home compost subsidy will be available to everybody. |
| 2 | Could the policy have an adverse impact on relations between different groups? | No |
| 3 | If there is no evidence that the policy <i>promotes</i> equal opportunity, could it be adapted so that it does? If yes, how? | The service and discounts will be available to everybody. |

G. EIA Action Plan

| Recommendation | Key activity | When | Officer Responsible | Progress milestones |
|---|---|--------------------|---------------------|---|
| £5 reduction offered to any households that sign up online to keep the charge as low as possible and ensure it is affordable to as many households as possible. | <p>Promotion of discount to all households. All residents attempting to sign up via the contact centre will be reminded about the option to save £5 by signing up online at the point of call.</p> <p>Promotion of Council access to online services actively promoted by via contact centre and in literature (via libraries and “learn to Surf”</p> | April 2017 onwards | Tara Dumas | <p>Feb 2017: Online form created and tested</p> <p>March 2017: Initial promotional material delivered to all households with gardens</p> <p>March 2017: Call Centre Script and automated messaging prepared/ approved</p> |

| | | | | |
|---|---|---------------------------|---|--|
| | courses offered FOC to Trafford residents. | | | |
| All subscribers entitled to an assisted waste collection if they are unable to present their waste green bin out on the kerbside (Continuation of existing policy) | Continuation of existing policy. New requests for assistance to be agreed subject to current policy criteria being met (Residents to apply for the scheme) | Ongoing | One Trafford Partnership (Mary Flanagan) | April 2017 onwards as subscribers join the service. Ensure existing assisted collection database transferred to subscription service. |
| Council to endorse and actively promote the sharing of bins between neighbours to reduce cost for those households that may have less need for the service (smaller gardens) | Promotion of bin sharing on marketing material and website Q and A's. Contact Centre Staff to promote this option if residents raise concerns over affordability. | March 2017 onwards | Tara Dumas One Trafford Partnership Contact Centre | In place by March 2017. |

Please ensure that all actions identified are included in the attached action plan and in your service plan.



Signed
Lead Officer **Tara Dumas**
Date **16th December 2016**

Signed
Service Head
Date

2.2 # Be Responsible - Right Bin, Right Stuff

| A. Summary Details | | |
|--------------------|--|---|
| 1 | Title of EIA: | #BeResponsible – Right Stuff Right Bin campaign |
| 2 | Person responsible for the assessment: | Tara Dumas |
| 3 | Contact details: | Tara.dumas@trafford.gov.uk |
| 4 | Section & Directorate: | EGEI Environmental Services |
| 5 | Name and roles of other officers involved in the EIA, if applicable: | One Trafford Partnership representatives |

| B. Policy or Function | | |
|-----------------------|---|---|
| 1 | Is this EIA for a policy or function? | Policy <input checked="" type="checkbox"/> Function |
| 2 | Is this EIA for a new or existing policy or function? | New <input type="checkbox"/> Existing <input type="checkbox"/> Change to an existing policy or function <input checked="" type="checkbox"/> |
| 3 | What is the main purpose of the policy/function? | The Right Bin Right Stuff campaign will invest officer time and resources to promote recycling to all residents. Research has indicated that many households do not take part in food waste recycling, and many households that are recycling could recycle more than they do. Trafford is the highest performing metropolitan LA for recycling and has a kerbside collection system in place far in advance of most districts across the country that gives households every opportunity to recycle much of their waste. In order to get more people to recycle more we are proposing to offer all residents a chance to replenish any recycling containers they no longer have (including kitchen |

| | | |
|---|--|---|
| | | <p>caddies, kerbside caddies and green, blue and black wheeled bins free of charge. It is estimated that this will cost the Council approximately £200K. After a 3 month amnesty a charge for replacing recycling bins will be implemented. The amnesty and charge will be promoted in the Council tax mail out so everyone will be aware of it. Households will be encouraged to take ownership of their bins by numbering them, and the campaign will provide a numbering service to households in terraced areas where bins are more likely to go missing or get mixed up.</p> <p>At the same time all households will be serviced with a Section 56 Notice (EPA 1990) which spells out how residents should present their rubbish for collection (which items should be in which bin). After this, if a resident places recycling in the grey bin, or rubbish in the recycling bins that is not meant to be there, we have the right not to empty the bin until such time that the resident corrects it.</p> <p>Whilst the legislation allows the Council to issue a fixed penalty for putting out the wrong rubbish in the wrong bin, The Council will only issue penalties to households that repeatedly fail to recycle and are causing issues within their local environment (Such as waste escaping , bins being left out that become a health hazard)</p> |
| 4 | Is the policy/function associated with any other policies of the Authority? | Existing Waste Collection Policy Existing Bin Charging Policy |
| 5 | Do any written procedures exist to enable delivery of this policy/function? | The proposal would require a new process map to be developed to compliment a number of existing procedures the Council has in place to uphold the Waste Collection Policy. Charging for waste receptacles is already undertaken. |
| 6 | Are there elements of common practice not clearly defined within the written procedures? If yes, please state. | Yes. The One Trafford Partnership already operate a procedure that rejects recycling bins if they contain residual waste not suitable for recycling. A similar procedure with regards to notification to residents will be adopted. |
| 7 | Who are the main stakeholders of the policy? | All households will be affected by the proposals. The proposals seek to |

| | | |
|-----------|--|--|
| | How are they expected to benefit? | divert more waste for recycling which result in significant savings that can help support other key services for Trafford residents. |
| 8 | How will the policy/function (or change/improvement), be implemented? | Households will be notified via the Council Tax mail shot (They will all be served an official notice to their properties, supported by explanatory communications leaflet) and directly via stickers affixed to their bins. Households needing further support to comply with the new policy will be visited by advisors, or households can request a visit. |
| 9 | What factors could contribute or detract from achieving these outcomes for service users? | Non-compliance by households could impact on the amount of savings realised from this policy so the Right Stuff Right Bin Campaign is designed to promote compliance. Costs associated with the campaign are built into the savings proposal. |
| 10 | Is the responsibility for the proposed policy or function shared with another department or authority or organisation? If so, please state? | The One Trafford Partnership will be responsible for managing the campaign. The Council will also work closely with the Greater Manchester Waste Authority and Environmental Improvements team, who all have a joint aim of encouraging pro-recycling behaviours. |

C. Data Collection

| | | |
|----------|--|---|
| 1 | Do you have monitoring data on the number of people (from different equality groups) who are using or are potentially impacted upon by your policy/ function? | No |
| 2 | Please specify monitoring information you have available and attach relevant information* | We currently offer a universal service for the collection of waste. Waste composition data has been used to determine how much of each type of waste in the grey bin could have been recycled and this has been broken down into Acorn Groups (5 house types that often show distinct different recycling behaviours). |
| 3 | If monitoring has NOT been undertaken, will it be done in the future or do you have access to relevant monitoring data? | No it is not practical to carry out monitoring. All protected equality characteristics will be affected but it is unlikely to affect any one particular group disproportionately due to the universal spread. |



| D. Consultation & Involvement | | |
|--|---|---|
| 1 | Are you using information from any previous consultations and/or local/national consultations, research or practical guidance that will assist you in completing this EIA? | 7 London Districts have implemented compulsory recycling schemes and many districts have implemented charges for all waste containers. A number of EIA's in existence have been reviewed to inform this process. |
| 2 | Please list any consultations planned, methods used and groups you plan to target. (If applicable) | Part of the Council's formal budget consultation with the public on the 23rd November and 6th December 2016. It is not intended to target any specific groups. |
| 3 | **What barriers, if any, exist to effective consultation with these groups and how will you overcome them? | n/a |

E: The Impact – Identify the potential impact of the policy/function on different equality target groups
The potential impact could be negative, positive or neutral. If you have assessed negative potential impact for any of the target groups you will also need to assess whether that negative potential impact is high, medium or low

| | Positive | Negative (please specify if High, Medium or Low) | Neutral | Reason |
|--|-----------------|---|----------------|--------------------------------------|
| Gender – both men and women, and transgender; | | | x | Currently a universal service |
| Pregnant women & women on maternity leave | | | x | |
| Gender Reassignment | | | x | |
| Marriage & Civil Partnership | | | x | |

| | | | | |
|--|--|----------|----------|--|
| Race- include race, nationality & ethnicity (NB: the experiences may be different for different groups) | | x | | Possibility of Language barriers |
| Disability – physical, sensory & mental impairments | | x | | Some disabilities may make it more challenging for some individuals to recycle some waste streams, for example a visual impairment could make it more likely that items are sometimes placed in the wrong bin accidentally. |
| Age Group - specify eg; older, younger etc) | | x | | Conditions more common in elderly people such as Dementia could mean that individuals have limited abilities with regards to recycling. |
| Sexual Orientation – Heterosexual, Lesbian, Gay Men, Bisexual people | | | x | |
| Religious/Faith groups (specify) | | | x | |

As a result of completing the above what is the potential negative impact of your policy?

High ⑤

Medium ④

Low x

Neutral ③

| F. Could you minimise or remove any negative potential impact? If yes, explain how. | |
|--|---|
| Race: | It is extremely important that the changes to the Council’s policy on what waste we can and cannot collect is understood so there will be a need to ensure communications material transcends language barriers and/or is available in a range of languages. |
| Gender, including pregnancy & maternity, | n/a |

| | | |
|--|---|---|
| gender reassignment, marriage & civil partnership | | |
| Disability: | | Residents who have their waste bins rejected will be required to sort their waste before the next collection so we can take it. It may be more difficult for elderly or infirm residents to do this as removing waste from the bin can be difficult. Some residents may not be able to sort all their waste due to their condition (dementia, visual impairment). Therefore carers and residents would be encouraged to contact us so we can exempt them from the mandatory recycling requirement. (The current assisted collections application form can be adapted to enable this). In addition, the assisted bin collection service will continue for residents who require this. Also households needing further support to comply with the new policy will be visited by advisors, or households can request a visit. |
| Age: | | |
| Sexual Orientation: | | n/a |
| Religious/Faith groups: | | n/a |
| Also consider the following: | | |
| 1 | If there is an adverse impact, can it be justified on the grounds of promoting equality of opportunity for a particular equality group or for another legitimate reason? | n/a |
| 2 | Could the policy have an adverse impact on relations between different groups? | No |
| 3 | If there is no evidence that the policy <i>promotes</i> equal opportunity, could it be adapted so that it does? If yes, how? | The change in policy provides an amnesty for households to replace any missing recycling containers free of charge. Whilst they are free at the moment, this is not widely promoted so many people simply do not have them, assuming there may be a charge to preplace them. The budget option provides enhanced resources to communicate |

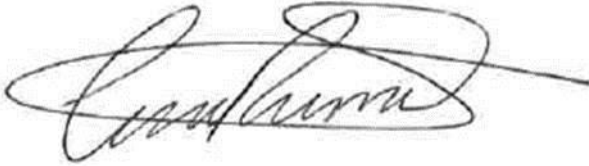
| | | |
|--|--|--|
| | | recycling messages to all households. It would not be possible to fund this campaign unless we introduce a mandatory recycling policy. |
|--|--|--|

G. EIA Action Plan

| Recommendation | Key activity | When | Officer Responsible | Progress milestones |
|--|--|--------------------|--|---|
| Raise awareness of policy change to households where is English is not the first language. | Targeted additional campaign in areas where there are concentrated populations of where is it is likely that English is not the first language in the household. | April 2017 onwards | Mark Dale Sheridan Hilton (One Trafford Partnership) | <p>Feb/March 2017: Identification of target areas and community leaders for additional consultation/ awareness raising</p> <p>April 2017 Timetable for awareness activities and events promoted (to last 3-6 months)</p> <p>Feb/March: Prepare selected communications material in range of languages (Section 46 Notice) to be available online.</p> |

| | | | | |
|--|--|-----------------|--|--|
| | | | | Feb/March – Prepare general communications material following WRAP guidelines on overcoming language barriers through pictorial information (Good practice guidance available) |
| Exempt vulnerable occupants from enforcement processes | Engage with stakeholders (e.g. age concern, dementia society, to help determine criteria and process for exemption Marketing comms to actively encourage carers and families to apply for exemption where needed. | Jan to Feb 2016 | Sheridan Hilton (One Trafford Partnership) Tara Dumas | Policy with exemption criteria agreed by Cabinet March/ April 2016 |
| Residents to be helped kerbside to sort rejected waste bins to minimise fly tipping and reliance on household waste recycling centres that are not as accessible for residents without own transport (often young, elderly or infirm). | Comprehensive and simple instructional information pack to be left with all residents where residual waste bins have been rejected. Packs to include translucent additional waste sacks that can be put out next collection, So residents needing to separate out their | | Sheridan Hilton (One Trafford Partnership) Tara Dumas | |

| | | | | |
|--|---|--|--|--|
| | waste have enough capacity. The bags will be branded, authorising the waste to be placed at the side of the bin. | | | |
|--|---|--|--|--|



Signed

Lead Officer

Date 15th December 2016

Signed

Service Head

Date

2.3 Proposed increase of parking charges

| A. Summary Details | | |
|---------------------------|---|--|
| 1 | Title of EIA: | Proposed Increase of Parking Charges 2017/18 |
| 2 | Person responsible for the assessment: | Iain Veitch |
| 3 | Contact details: | 0161 912 4174 |
| 4 | Section & Directorate: | Regulatory Services - Economic Growth, Environment and Infrastructure |
| 5 | Name and roles of other officers involved in the EIA, if applicable: | Nicola Henry |

| B. Policy or Function | | |
|------------------------------|--|---|
| 1 | Is this EIA for a policy or function? | Policy <input type="checkbox"/> Function <input type="checkbox"/> |
| 2 | Is this EIA for a new or existing policy or function? | New <input type="checkbox"/> Existing <input type="checkbox"/> Change to an existing policy or function <input type="checkbox"/> |
| 3 | What is the main purpose of the policy/function? | The proposal is to increase current fees and introduce new fees for Trafford's chargeable on street and off street parking. The proposal is to increase current fees and introduce new fees across the borough. |
| 4 | Is the policy/function associated with any other policies of the Authority? | A measure to provide an increase in parking revenue for the Council to manage high levels of parking and associated increasing operating costs. |
| 5 | Do any written procedures exist to enable delivery of this policy/function? | No |
| 6 | Are there elements of common practice not | N/A |

| | | |
|----|---|---|
| | clearly defined within the written procedures? If yes, please state. | |
| 7 | Who are the main stakeholders of the policy? How are they expected to benefit? | N/A |
| 8 | How will the policy/function (or change/ improvement), be implemented? | The Council carried out consultations with the public at organised events to review the range of Council Budget proposals for 2017/18. Additionally, a Business Breakfast and website consultation was held. All proposed increases will be implemented on 1 April 2017. |
| 9 | What factors could contribute or detract from achieving these outcomes for service users? | None proposed |
| 10 | Is the responsibility for the proposed policy or function shared with another department or authority or organisation? If so, please state? | No |

C. Data Collection

| | | |
|---|--|---------------|
| 1 | What monitoring data do you have on the number of people (from different equality groups) who are using or are potentially impacted upon by your policy/ function? | None required |
| 2 | Please specify monitoring information you have available and attach relevant information* | None required |
| 3 | If monitoring has NOT been undertaken, will it be done in the future or do you have access to relevant monitoring data? | None required |

**Your monitoring information should be compared to the current available census data to see whether a proportionate number of people are taking up your service*

| D. Consultation & Involvement | | |
|--|---|--|
| 1 | Are you using information from any previous consultations and/or local/national consultations, research or practical guidance that will assist you in completing this EIA? | No |
| 2 | Please list any consultations planned, methods used and groups you plan to target. (If applicable) | <p>The Council carried out consultations with the public at organised events to review the range of Council Budget proposals for 2017/18. The public consultation meetings were staged over two events, one in the north of the borough, at Trafford Town Hall on Wednesday 23rd November and one in the south of the borough at Altrincham Town Hall on Saturday 3rd December. Discussions were recorded via the webcast which are available to view on line via the Council website. Paper copies of the online survey were available at the event.</p> <p>The online public consultation ran for a suitable period of time during November and December with the option to complete an online survey.</p> <p>Additionally, a Business Breakfast meeting and website consultation was held.</p> |
| 3 | **What barriers, if any, exist to effective consultation with these groups and how will you overcome them? | <p>A British Sign Language interpreter attended one of the events.</p> <p>Strategic partners and user groups were contacted and given a suitable period of time to submit responses.</p> |

*****It is important to consider all available information that could help determine whether the policy/ function could have any potential adverse impact. Please attach examples of available research and consultation reports***

E: The Impact – Identify the potential impact of the policy/function on different equality target groups

The potential impact could be negative, positive or neutral. If you have assessed negative potential impact for any of the target groups you will also need to assess whether that negative potential impact is high, medium or low

| | Positive | Negative (please specify if High, Medium or Low) | Neutral | Reason |
|---|----------|--|-------------------------------------|--|
| Gender – both men and women, and transgender; | | | <input checked="" type="checkbox"/> | N/A |
| Pregnant women & women on maternity leave | | | <input checked="" type="checkbox"/> | N/A |
| Gender Reassignment | | | <input checked="" type="checkbox"/> | N/A |
| Marriage & Civil Partnership | | | <input checked="" type="checkbox"/> | N/A |
| Race- include race, nationality & ethnicity (NB: the experiences may be different for different groups) | | | <input checked="" type="checkbox"/> | N/A |
| Disability – physical, sensory & mental impairments | | | <input checked="" type="checkbox"/> | No impact – disabled drivers are entitled to free parking. |
| Age Group - specify eg; older, younger etc) | | | <input checked="" type="checkbox"/> | N/A |
| Sexual Orientation – Heterosexual, Lesbian, Gay Men, Bisexual people | | | <input checked="" type="checkbox"/> | N/A |
| Religious/Faith groups (specify) | | | <input checked="" type="checkbox"/> | N/A |

As a result of completing the above what is the potential negative impact of your policy?

High

Medium

Low

F. Could you minimise or remove any negative potential impact? If yes, explain how.

| | | |
|---|--|--|
| Race: | | N/A |
| Gender, including pregnancy & maternity, gender reassignment, marriage & civil partnership | | N/A |
| Disability: | | Disabled drivers are eligible for free parking |
| Age: | | N/A |
| Sexual Orientation: | | N/A |
| Religious/Faith groups: | | N/A |
| Also consider the following: | | |
| 1 | If there is an adverse impact, can it be justified on the grounds of promoting equality of opportunity for a particular equality group or for another legitimate reason? | No |
| 2 | Could the policy have an adverse impact on relations between different groups? | No |
| 3 | If there is no evidence that the policy <i>promotes</i> equal opportunity, could it be adapted so that it does? If yes, how? | No |

G. EIA Action Plan

| Recommendation | Key activity | When | Officer Responsible | Links to other Plans eg; Sustainable Community Strategy, Corporate Plan, Business Plan, | Progress milestones | Progress |
|----------------|--------------|------|---------------------|---|---------------------|----------|
| | | | | | | |

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|--|--|--|--|--|--|--|

Please ensure that all actions identified are included in the attached action plan and in your service plan.



Signed

Lead Officer Nicola Henry
Date 10/02/17



Signed

Service Head
Date 10/02/17