

Community Impact Assessment: Summary

1. Name of service, policy, function or criteria being assessed:

Legible York, Wayfinding Project

2. What are the main objectives or aims of the service/policy/function/criteria?

To improve wayfinding in the City centre

3. Name and Job Title of person completing assessment:

Bob Sydes, Heritage Renaissance Officer

4. Have any impacts been Identified? (Yes/No)

Yes

Community of Identity affected:

People with visual and hearing impairments; dementia sufferers; People with learning difficulties, wheelchair users, older people.

Summary of impact:

Impacts are all positive apart from possible obstruction hazards with some increase in street furniture. The project sets out to provide wayfinding solutions that are significantly more accessible than present wayfinding tools. In particular, wayfinding totems with fully accessible maps and directional information form the main output of the project. Also, there will be a separate digital wayfinding solution developed in partnership with Guide Dogs for the Blind that will be useful for a variety of Communities of Identity.

5. Date CIA completed: 8 January 2015

6. Signed off by:

7. I am satisfied that this service/policy/function has been successfully impact assessed.

Name:

Position:

Date:

8. Decision-making body:

Date:

Decision Details:

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Send the completed signed off document to equalities@york.gov.uk. It will be published on the intranet, as well as on the council website.

Actions arising from the Assessments will be logged on Verto and progress updates will be required

Community Impact Assessment (CIA)

Community Impact Assessment Title:
Legible York Wayfinding Project

What evidence is available to suggest that the proposed service, policy, function or criteria could have a negative (N), positive (P) or no (None) effect on quality of life outcomes? (Refer to guidance for further details)

Can negative impacts be justified? **For example: improving community cohesion; complying with other legislation or enforcement duties; taking positive action to address imbalances or under-representation; needing to target a particular community or group e.g. older people.** NB. Lack of financial resources alone is NOT justification!

Community of Identity: Age

Evidence	Quality of Life Indicators	Customer Impact (N/P/None)	Staff Impact (N/P/None)
Consultation feedback from dementia sufferers and older people. Feedback from Joseph Rowntree Foundation.	Access to services Standard of living Individual, family and social life	P	None
Details of Impact	<i>Can negative impacts be justified?</i>	Reason/Action	Lead Officer
The evidence from our own consultations and from research undertaken nationally		Many people would be extremely uncomfortable about asking strangers for	Completion Date

<p>strongly suggests that well designed wayfinding tools in the public realm can have a beneficial impact on quality of life in city centres.</p>		<p>directions, especially where personal confidence is an issue. People with poor hearing can become embarrassed if they have to continually ask someone to repeat directions. Some forms of dementia involve loss of short term memory so losing ones way in complex and potentially confusing environments is a real issue. Well designed wayfinding can significantly help.</p>		
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Community of Identity: Carers of Older or Disabled People

Evidence	Quality of Life Indicators		Customer Impact (N/P/None)	Staff Impact (N/P/None)
<p>Consultation feedback from dementia sufferers and older people. Feedback from Joseph Rowntree Foundation.</p>	<p>Access to services Standard of living Individual, family and social life</p>		<p>P</p>	<p>None</p>
Details of Impact	<i>Can negative impacts be justified?</i>	Reason/Action	Lead Officer	Completion Date
<p>Good wayfinding can have a positive impact for carers. Easy signing to toilets, and other facilities is essential.</p>		<p>The digital wayfinding element of this project will, if properly funded, provide digital mapping to complement street</p>		

		based mapping. For instance, a digital map that explains the best and most accessible routes for wheelchairs; and, a map showing which retail premises are fully accessible.		
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Community of Identity: Disability

Evidence		Quality of Life Indicators	Customer Impact (N/P/None)	Staff Impact (N/P/None)
<p>Consultation feedback from York People First, Equalities Advisory Group feedback, Established wayfinding practice and legibility standards. However, people with hearing impairments were not consulted as part of this project so. It is not thought that there will be any negative impacts however. The project has also benefited from detailed discussions with Guide Dogs for the Blind and the development of a digital wayfinding package called Way-Fairer</p>		<p>Access to services Standard of living Individual, family and social life</p>	P	None
Details of Impact	<i>Can negative impacts be justified?</i>	Reason/Action	Lead Officer	Completion Date
The proposed wayfinding totems will provide information that will be fully accessible for		Further consultation with people with hearing impairments will take place		

<p>partially sighted individuals and wheelchair users. It should also be of benefit to people with hearing impairments in that the information is visual. The Way-Fairer project will have a positive impact on people with significant visual impairments.</p>		<p>during roll out of phase one and as part of the Way-Fairer pilot. The intention will be to ascertain whether there are refinements to the project that will benefit this community of identity.</p>		
<p>The wayfinding totems may potentially add to obstacles in the public realm that may negatively impact on people with visual impairments. They may also, if not sighted well, frustrate wheelchair users.</p>		<p>It will be very important to ensure that the locations of wayfinding totems are chosen to minimise obstruction. As part of the Way-Fairer project, Bluetooth beacons will be attached to each totem pointing out their location amongst other items of information.</p>		

Community of Identity: Gender

Evidence	Quality of Life Indicators	Customer Impact (N/P/None)	Staff Impact (N/P/None)
<p>Wayfinding is not thought to throw up any specific gender issues although it could be argued that having well designed maps and signage cuts out the number of times someone will need to ask another person for directions. Some people will be uncomfortable with asking strangers for directions.</p>		<p>None</p>	<p>None</p>

Details of Impact		<i>Can negative impacts be justified?</i>	Reason/Action	Lead Officer	Completion Date

Community of Identity: Gender Reassignment

Evidence		Quality of Life Indicators	Customer Impact (N/P/None)	Staff Impact (N/P/None)	
As above for gender. It is difficult to imagine a situation where wayfinding could have a negative impact on this community and the positive impacts are as for all.			None	None	
Details of Impact		<i>Can negative impacts be justified?</i>	Reason/Action	Lead Officer	Completion Date

Community of Identity: Marriage & Civil Partnership

Evidence		Quality of Life Indicators	Customer Impact (N/P/None)	Staff Impact (N/P/None)
There are no issues			None	None
Details of Impact	<i>Can negative impacts be justified?</i>	Reason/Action	Lead Officer	Completion Date

Community of Identity: Pregnancy / Maternity

Evidence		Quality of Life Indicators	Customer Impact (N/P/None)	Staff Impact (N/P/None)
There are no issues			None	None
Details of Impact	<i>Can negative impacts be justified?</i>	Reason/Action	Lead Officer	Completion Date

Community of Identity: Race

Evidence		Quality of Life Indicators	Customer Impact (N/P/None)	Staff Impact (N/P/None)
York has around 7m visitors a year and a significant proportion are from overseas. York is attracting increasing numbers of visitors from China, Japan and other countries who do not have a good command of the English Language. Intuitive and accessible wayfinding can, and does greatly enhance confidence.		Access to services	Positive	None
Details of Impact	<i>Can negative impacts be justified?</i>	Reason/Action	Lead Officer	Completion Date
The digital wayfinding component will allow for multi-lingual pages to be compiled which will have a positive impact on visitor experience		The creation of multi-lingual pages may require new resources for the project and the project team will work with Make it York and others to secure new funding		

Community of Identity: Religion / Spirituality / Belief

Evidence	Quality of Life Indicators	Customer Impact (N/P/None)	Staff Impact (N/P/None)
There are no issues		None	None

Details of Impact	<i>Can negative impacts be justified?</i>	Reason/Action	Lead Officer	Completion Date

Community of Identity: Sexual Orientation

Evidence	Quality of Life Indicators	Customer Impact (N/P/None)	Staff Impact (N/P/None)
There are no issues		None	None

Details of Impact	<i>Can negative impacts be justified?</i>	Reason/Action	Lead Officer	Completion Date