

Diversity impact assessment

APPENDIX 4

TITLE
Heritage Signages and Wayfinding Strategy
DATE
LEAD OFFICER.
Paul Cowell, Chief Culture Officer
1 Summary description of the proposed change
What is the change to policy / service / new project that is being proposed? How does it compare with the current situation?
The Heritage Signage and Wayfinding Strategy establishes a Medway-wide framework for improving wayfinding, accessibility, heritage interpretation, placemaking and visitor experience. It seeks to create a more connected, accessible and inclusive Medway through improvements to navigation, active travel routes, interpretation, public realm design and digital engagement. The Strategy embeds inclusive design principles and aims to ensure that heritage, culture and public spaces can be enjoyed by the widest possible audience.
2 Summary of evidence used to support this assessment
E.g. Feedback from consultation, performance information, service user. E.g. Comparison of service user profile with Medway Community Profile
The Strategy has been informed through: - Stakeholder and public engagement led by HTA Design and Medway Council. - Community discussions, site visits, walkabouts and public surveys. - Input from transport, planning, regeneration, accessibility, culture and heritage specialists. - Evidence relating to visitor experience, active travel, accessibility and connectivity across Medway. - Existing Council strategies and policy frameworks including Medway Marmot Place, the Local Cycling and Walking Infrastructure Plan and the emerging Local Plan.
3 What is the likely impact of the proposed change?
Is it likely to: Adversely impact on one or more of the protected characteristic groups Advance equality of opportunity for one or more of the protected characteristic groups Foster good relations between people who share a protected characteristic and those who don't (insert Yes when there is an impact or No when there isn't)

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Protected characteristic groups (Equality Act 2010)	Adverse impact	Advance equality	Foster good relations
Age	No	Yes	Yes
Disability	No	Yes	Yes
Gender reassignment	No	Yes	Yes
Marriage/civil partnership	No	Yes	Yes
Pregnancy/maternity	No	Yes	Yes
Race	No	Yes	Yes
Religion/belief	No	Yes	Yes
Sex	No	Yes	Yes
Sexual orientation	No	Yes	Yes
Care experience	No	Yes	Yes
Other (e.g. low income groups)	No	Yes	Yes

4 Summary of the likely impacts

Who will be affected?

How will they be affected?

Overall Equality Impact

Positive impact across most protected characteristic groups.

The Heritage Signage and Wayfinding Strategy is expected to have a positive impact across a broad range of protected characteristic groups. In addition to improving physical accessibility and navigation, the Strategy promotes inclusive heritage interpretation and creative wayfinding that reflects the diversity of Medway's communities.

Through the development of heritage trails, interpretation, public art, storytelling and wayfinding interventions, the Strategy creates opportunities to celebrate and share the experiences, histories and contributions of people from different backgrounds, cultures, faiths, ages and communities. This will help ensure that Medway's public spaces and heritage offer are representative, welcoming and relevant to a wider audience.

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The Strategy supports greater participation in culture and heritage by removing barriers to access, improving visibility of underrepresented stories and creating opportunities for communities to engage with and shape how Medway's heritage is presented.

5 What actions can be taken to mitigate likely adverse impacts, improve equality of opportunity or foster good relations?

No specific negative impacts have been identified for any protected characteristic group.

Potential risks could arise during the detailed design and implementation phases if accessibility standards are not consistently applied. The accompanying Design Guide and commitment to inclusive design principles are intended to mitigate this risk.

6 Action plan

Actions to mitigate adverse impact, improve equality of opportunity or foster good relations and/or obtain new evidence

Action	Lead	Deadline or review date
Ensure all future projects adopt inclusive design principles.	Lead Project Officer	As appropriate to individual project
Undertake accessibility reviews at project design stage.	Lead Project Officer	As appropriate to individual project
Engage with disability groups and accessibility specialists during delivery.	Lead Project Officer	As appropriate to individual project
Consider multilingual, tactile, audio and digital accessibility requirements where appropriate.	Lead Project Officer	As appropriate to individual project
Monitor feedback from residents, visitors and community groups following implementation.	Lead Project Officer	As appropriate to individual project
Ensure compliance with Equality Act requirements during detailed design and procurement stages.	Lead Project Officer	As appropriate to individual project

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7 Recommendation

The recommendation by the lead officer should be stated below. This may be: to proceed with the change, implementing the Action Plan if appropriate, consider alternatives, gather further evidence

If the recommendation is to proceed with the change and there are no actions that can be taken to mitigate likely adverse impact, it is important to state why.

It is recommended that the Council Proceeded with the proposal, subject to continued application of inclusive design principles and equality considerations during implementation and delivery

The proposal is expected to have an overall positive impact on equality, diversity and inclusion.

The Strategy is specifically designed to improve accessibility, connectivity and inclusion across Medway. It supports wider Marmot Place objectives by improving access to culture, heritage, public spaces, active travel opportunities and community participation, helping to create healthier and more inclusive communities. No significant adverse impacts on protected characteristic groups have been identified.

8 Authorisation

The authorising officer is consenting that the recommendation can be implemented, sufficient evidence has been obtained and appropriate mitigation is planned, the Action Plan will be incorporated into the relevant Service Plan and monitored

Assistant Director

Date of authorisation