

Equality Impact Assessment

What is an Equality Impact Assessment (EIA) and why does the County Council do them?

The [Public Sector Equality Duty](#) (PSED) is an obligation within the [Equality Act 2010](#) (“the Act”), which asks public authorities, like Hampshire County Council, to give ‘due regard’ to equality considerations, in particular to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.

This includes assessing the impact of policies and practices on individuals and communities with a protected characteristic, as defined in the Act and some other specific groups. The County Council uses EIAs to ensure it has paid ‘due regard’ to equalities considerations when there are changes to a service or policy, a new project or certain decisions.

EIA author	Position & Department	Contact
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Title:	Live Longer Better EIA 2027
Related EIAs:	EIA Number: EIA 297 - Live Longer Better EIA 2023
EIA for Savings Programme:	No
Service affected	Live Longer Better programme
Description of the service/policy/project/project phase	The Live Longer Better programme is a national initiative focussed on the older adult age group (65+) to include more physical activity into their daily routine to support healthier ageing and support people to be independent for longer. In Hampshire it is delivered by a joint programme between Public Health, Adult Social Care and Energise me. Physical activity has a strong evidence base for preventing frailty and supporting independence for longer. The work supports the Public Health strategy, Adults' Social Care Prevention strategy, and Energise Me's 'We can be active' strategy'. In order to deliver the programme locally, Communities of Practice have been set up in local areas to deliver local change. These communities of practice, in 9 of 11 districts and boroughs have been supported by a grant scheme which was launched in 2023. The Communities of Practice involve a variety of local partners and report on activity on a six monthly basis. Action, supported by a Live Longer Better Communities of Practice has

	included getting resident insights and undertaking engagement, offering functional fitness MOTs, setting up local classes and taster sessions and marketing and communications activities. The programme as a whole will also identify what can be measured to show change and will look to embed the ethos of Live Longer Better across partners' strategic priorities where appropriate.
New/changed service/policy/project	Hampshire County Council seeks approval from the Executive Member for Adults' Health and Care to undertake another Grant Scheme for Districts and Boroughs to develop their Live Longer Better Communities of Practice further. Learning will be gained from evaluation of the current grants to focus work on activities which have the most impact, sustainability, evidence and cost-effectiveness.

Engagement
We have carried out engagement and consultation with older people via the Hampshire Perspectives Forum. To date we have carried out: • A survey and interviews related to strength and balance awareness and message testing • A survey on incontinence myths and language use • A survey on retirement and wellbeing • Interviews on the Live Longer Better website user testing. We acknowledge that the Hampshire Perspectives Forum may not represent a diverse range of views in Hampshire, including those from people who are not digitally connected. As part of the current grant scheme, Communities of Practice have engagements with local forums and groups to ensure that local plans are influenced by localised needs, insights and views. They have reported this to the public health team as part of the grant funding, and this will be used to shape the grant scheme. We also intend to undertake further engagement to understand potential inequalities in Hampshire related to physical activity in older people.

Equalities considerations - Impact Assessment

Age

Impact on public	Positive
Impact on staff	Positive
Rationale	In Hampshire 22% of the population is aged 65 and over, which is higher than the national average (Director-of-Public-Health-Annual-Report-Hampshire-2022-23.pdf), while proportions of older adults across the county vary, all areas in Hampshire have an ageing population. Evidence from the active lives survey (Active Lives Sport England) shows that older adults are much less likely to be physically active than younger age groups. All potential recipients of the grant will have a primary target audience of Older Adults (65+). As an example, should the localised Community of Practice look to increase and coordinate the physical activity offer to adults aged 65+, these

	sessions will aim to boost confidence, social connectivity and improve health and wellbeing outcomes. Hampshire staff will also benefit from the programme through access to Hampshire's Live Longer Better website and local communication plan.
Mitigation	

Disability

Impact on public	Positive
Impact on staff	Neutral
Rationale	Evidence demonstrates the prevalence of disability increases with age (Protected characteristics by disability status, England and Wales: Census 2021 - Office for National Statistics), with the highest rates in adults aged 65 and over. Adults with disability are more likely to be physically inactive compared to people without disabilities (Active Lives Adult Data). All potential recipients of the grant will have a primary target audience of Older Adults (65+). Evidence shows that physical activity is effective to prevent, reduce or delay frailty (which is often associated with disability) and that physical activity can support people who are frail to live independently for longer with higher quality of life (Falls and Frailty - Reduces severity and progression of frailty - Moving Medicine). Furthermore Communities of Practice may offer specific interventions to those with mobility limitations or dementia, or focus on settings where people are more likely to live who experience disability (e.g. several communities of practice developed classes based in sheltered accommodation).
Mitigation	

Gender Reassignment

Impact on public	Neutral
Impact on staff	Neutral
Rationale	Whilst the Live Longer Better programme does not specifically focus on people within this defined characteristic, the programme aims to support all older residents irrespective of gender reassignment.
Mitigation	

Pregnancy and Maternity

Impact on public	Neutral
Impact on staff	Neutral
Rationale	

	This is not applicable for this target audience and therefore the assessment rationale is deemed to be neutral.
Mitigation	

Race

Impact on public	Positive
Impact on staff	Neutral
Rationale	The Hampshire population is less diverse than England as a whole, with 92.6% of residents describing themselves as belonging to White ethnic groups compared to the national average of 81%. The diversity of the area's population is increasing, 7.4% of the population described themselves as of an ethnic background other than White in 2021, up from 5% in the previous census conducted in 2011. Overall, the white population of Hampshire has higher proportions of people in the older age groups. The demographic of the population who are from an ethnic minority group is younger. (JSNA Demography Health and social care Hampshire County Council). There is evidence that adults from some minority ethnic groups are less likely to be physically active compared with people from white ethnic populations (Active Lives Adult Data). One of the ambitions of the grant scheme will be to reduce inequalities in physical activity among older adults. There has been some work in the grant scheme focussed on older adults from the Nepali population for example, and the new grant scheme will encourage work to focus on identified populations in the local area who are likely to experiencing inequalities in access to or uptake of physical activity, which include minority ethnic populations.
Mitigation	

Religion or Belief

Impact on public	Neutral
Impact on staff	Neutral
Rationale	Evidence shows that there is differences in physical activity by religion (Active Lives Adult Data). Religion also intersects with race and cultural background. While the Live Longer Better programme does not specifically focus on people within this defined characteristic, the Communities of Practice are required to consider how to reduce inequalities in physical activity in older adults. They will be encouraged to consider how they might engage with religious groups and communities to reduce inequalities.
Mitigation	

Sex

Impact on public	Positive
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Impact on staff	Neutral
Rationale	While women are less likely to be physically active compared to men (59% to 70%) (Adult physical activity - NHS England Digital), men have been seen to be less likely to attend group sessions in Hampshire. The programme aims to support all older residents irrespective of sex, but Communities of Practice may seek opportunities to increase activities which may appeal particularly more to one sex over another e.g. walking football, men's/women's only groups. The Hampshire public health team are also undertaking insight and activity to increase participation of men in falls prevention classes. This learning will be shared with Communities of Practice.
Mitigation	

Sexual Orientation

Impact on public	Neutral
Impact on staff	Neutral
Rationale	Whilst the Live Longer Better programme does not specifically focus on people within this defined characteristic, the programme aims to support all older residents irrespective of sexual orientation.
Mitigation	

Marriage and Civil Partnership

Impact on public	Neutral
Impact on staff	Neutral
Rationale	Whilst the Live Longer Better programme does not focus on people within this defined characteristic, the programme seeks to reduce loneliness and social isolation as a benefit of physical activity (e.g. through participation in groups, supporting mobility); it is recognised social isolation is common among older adults and particularly among those who live alone (more likely to be those who are single or widowed).
Mitigation	

Poverty

Impact on public	Positive
Impact on staff	Neutral
Rationale	All potential recipients of the grant will have a primary target audience of Older Adults (65+). One of the ambitions of the grant scheme will be to reduce inequalities in physical activity among older adults, and Communities of Practices have often focussed on areas with higher rates of deprivation. While some opportunities are likely to be self-funded, others may be free or subsidised, however

	Communities of Practice will be required to consider accessibility and affordability in their plans.
Mitigation	

Rurality

Impact on public	Neutral
Impact on staff	Neutral
Rationale	Whilst none of the projects recommended for funding specifically support people who live in rural areas, they are all open to those who need support irrespective of rurality. As part of the local action plan development, consideration of placement of physical activity opportunities and access will need to be included, and the communities of practice will have key local insights to support access for those living in more rural areas.
Mitigation	

Geographical Impact:All Hampshire

Equality Statement

Additional information:

Grants in this paper will be available for the 11 districts and boroughs across Hampshire (Basingstoke and Deane, Eastleigh, East Hampshire, Fareham, Gosport, Hart, Havant, New Forest, Test Valley, Rushmoor and Winchester), however not all districts and boroughs may choose to be involved in the programme.

Overview Statement:

A summary assessment to show that due regard to the Public Sector Equality Duty has been paid, which is undertaken when a full EIA is not needed:

EIA reference number: 01212

Date of production of EIA for publication: 21/08/2026