

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:	25/26 Bus Grant (BSIP) spend on On-Bus Technology, timetable improvements, marketing & evening fare
Related EIAs:	None
EIA for Savings Programme:	No
Service affected	Local bus services.
Description of the service/policy/project/project phase	This Bus Service Improvement Plan (BSIP) investment for 2025/26 comprises £299,500 of 2025/26 Bus Service Improvement Plan (BSIP) capital funding on On-Bus Technology improvements for buses operating in the Andover, Basingstoke and Winchester areas, and £173,500 of 2025/26 Bus Service Improvement Plan (BSIP) revenue funding on three projects - to provide timetable improvements on the bus service linking Southampton and the waterside area in New Forest, a joint marketing campaign to promote bus travel by non-bus users and an evening promotional bus fare on Bluestar services in the Southampton travel to work area. This is in line with the policies and priorities set out in the Hampshire BSIP (June 2024). The benefits will be to reduce

	congestion, improve accessibility and build a stronger commercial bus network for Hampshire.
New/changed service/policy/project	On-Bus Technology improvements will see next stop audio visual announcement screens and software installed on 55 buses operated by Stagecoach. This will improve the accessibility of these buses by bus users with visual and auditory impairments. Improved bus timetables between Southampton and Totton/the Waterside will help bus users access jobs, healthcare, shops and services more easily. The joint marketing audio and social media marketing campaign with bus operators will promote the various benefits of bus travel to non-bus users, helping to remove perceived barriers to bus use. A capped £1 evening single promotional bus fare on Bluestar services between 6pm and 11pm will help attract more bus travel in the evenings when there is spare capacity available. Together these projects will help to enable bus passenger growth by making bus travel more attractive and easier to understand.

Engagement
Hampshire County Council (HCC) take part in annual bus user satisfaction surveys - one of the criteria measured is the quality of travel information at bus stops and on-bus. This will enable us to track whether perceptions about bus travel information improve as more buses have next stop audio-visual technology fitted. The same surveys ask bus users about whether the cost of the journey offers value for money. HCC carry out focus groups with bus users and non-bus users, with the next round planned in spring 2026. The focus group will be asked what barriers exist that discourage them from travelling or making more journeys by bus.

Equalities considerations - Impact Assessment

Age

Impact on public	Positive
Impact on staff	Neutral
Rationale	<p>There is a high reliance on local bus services amongst under 17s and older people. Nationally, younger people (aged 17 - 20) make more bus journeys than any other age demographic. Under 17s are not able to drive, and more young adults are choosing to take their driving test when they are older. Many children use buses, without which they are reliant on their parents. Around one in three bus journeys in Hampshire are made by concessionary pass holders (aged 67 and over).</p> <p>Capital investment in on-bus next stop announcement technology with new screens that show train departures on bus routes serving rail stations will provide reassurance to new or occasional bus users. Revenue investment in timetable improvements between Southampton, Totton and the Waterside, a joint marketing campaign that seeks to reduce or remove perceived barriers to bus use and a £1 capped single evening promotional bus fare on Bluestar services after 6pm will helping to improve the attractiveness of travelling by bus. The investment will also help encourage younger and older people to use the bus to access education, training and access healthcare and</p>

	support groups, recreational activities, and opportunities for social interaction.
Mitigation	

Disability

Impact on public	Positive
Impact on staff	Neutral
Rationale	<p>Capital investment in on-bus next stop announcement technology with new screens that show train departures on bus routes serving rail stations will provide reassurance to bus users with disabilities and will help those with visual or auditory impairments. Revenue investment in timetable improvements between Southampton, Totton and the Waterside, a joint marketing campaign that seeks to reduce or remove perceived barriers to bus use and a £1 capped single evening promotional bus fare on Bluestar services after 6pm will helping to improve the attractiveness of travelling by bus for people with disabilities. This investment is expected to have a particularly positive outcome for those groups who are statistically more frequent users of public transport including those with the protected characteristic of disability.</p> <p>This investment will help people with disabilities to use the bus to access education, training and access healthcare and support groups, recreational activities, and opportunities for social interaction.</p>
Mitigation	

Gender Reassignment

Impact on public	Neutral
Impact on staff	Neutral
Rationale	This decision is assessed as having a neutral impact on this group.
Mitigation	

Pregnancy and Maternity

Impact on public	Positive
Impact on staff	Neutral
Rationale	<p>The capital investment in improved next stop audio-visual on-bus next stop announcements and the revenue investment in joint marketing campaign seeking to remove perceived barriers to bus travel will be of benefit to bus users across Hampshire. The £1 capped fare for travel on Bluestar services after 6pm will help bus users in the Southampton area to travel by bus more affordably and the</p>

	<p>timetable improvements between Southampton and Totton and the Waterside will make it easier and more convenient for new or expectant mothers to travel by bus.</p> <p>These initiatives are expected to have a particularly positive outcome for those groups who are statistically more frequent users of public transport including those with the protected characteristic of pregnancy and maternity. By making it easier for bus users to know what the next stop name is, this will give bus users including those who are using a route for the first time more confidence in using the network.</p>
Mitigation	

Race

Impact on public	Neutral
Impact on staff	Neutral
Rationale	This decision is assessed as having a neutral impact on this group.
Mitigation	

Religion or Belief

Impact on public	Neutral
Impact on staff	Neutral
Rationale	This decision is assessed as having a neutral impact on this group.
Mitigation	

Sex

Impact on public	Positive
Impact on staff	Neutral
Rationale	<p>Females are more likely to use bus services than males. Given this, the investment in improved next stop audio-visual on-bus next stop announcements the joint marketing campaign seeking to remove perceived barriers to bus travel will be of benefit to bus users who are female across Hampshire. The £1 capped fare for travel on Bluestar services after 6pm will help bus users in the Southampton area, including females, to travel by bus more affordably and the timetable improvements between Southampton and Totton and the Waterside will make it easier and more convenient for people to travel by bus, including females.</p> <p>By making it easier for bus users to know what the next stop name is, the on-bus technology improvements will give female bus users including those who are using a route for the first time more confidence when using the network.</p>
Mitigation	

Sexual Orientation

Impact on public	Neutral
Impact on staff	Neutral
Rationale	This decision is assessed as having a neutral impact on this group.
Mitigation	

Marriage and Civil Partnership

Impact on public	Neutral
Impact on staff	Neutral
Rationale	This decision is assessed as having a neutral impact on this group.
Mitigation	

Poverty

Impact on public	Positive
Impact on staff	Neutral
Rationale	<p>The investment in improved next stop audio-visual on-bus next stop announcements and the joint marketing campaign seeking to remove perceived barriers to bus travel will be of benefit to bus users across Hampshire. The £1 capped fare for travel on Bluestar services after 6pm will help bus users in the Southampton area to travel by bus more affordably and the timetable improvements between Southampton and Totton and the Waterside will make it easier and more convenient for residents of these areas to travel by bus. This investment is expected to have a particularly positive outcome for those groups who are statistically more frequent users of public transport including those from lower-income households.</p> <p>The new on-bus information will help to provide reassurance and confidence to new or occasional bus users, including those from lower income households.</p>
Mitigation	

Rurality

Impact on public	Positive
Impact on staff	Neutral
Rationale	<p>The investment in improved next stop audio-visual on-bus next stop announcements and the joint marketing campaign seeking to remove perceived barriers to bus travel will be of benefit to bus users who live in rural areas of Hampshire that are served by bus, including households in such areas without access to the private car.</p>

	The new on-bus next stop information will help to provide reassurance and confidence to new or occasional bus users, including those living in rural areas of Hampshire.
Mitigation	

Geographical Impact: All Hampshire

Equality Statement

Additional information:

These initiatives of better on-bus next stop announcements; timetable improvements on the bus service linking Southampton with Totton and the Waterside; a countywide joint marketing campaign with bus operators to reduce perceived barriers to bus use by non-bus users; and a £1 capped single promotional fare after 6pm on Bluestar services in the Southampton area are aligned with the policies and objectives of Hampshire's Bus Service Improvement Plan (BSIP), and the Hampshire Local Transport Plan 4, published in February 2024, the Hampshire Economic Strategy, and the Hampshire Climate Change Strategy. Delivering better on-bus journey information, a better bus timetable between Southampton, Totton and the Waterside area, the joint marketing campaign and a £1 capped single bus fare in the evenings in the Southampton area will help make bus services more attractive and affordable and lead to more journeys being made by bus, helping to provide an alternative travel choice to use of the private car and will help achieve wider policy objectives set out in these strategies.

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: 01115

Date of production of EIA for publication: 27/04/2026