



Equalities Impact Assessment (EqIA)

EqIAs make services better for everyone and support value for money by getting services right first time.

EqIAs enable us to consider all the information about a service, policy or strategy from an equalities perspective and then create an action plan to get the best outcomes for service users and staff. They analyse how all our work as a council might impact differently on different groups protected from discrimination by the Equality Act 2010. They help us make good decisions and evidence how we have reached them.

An EqIA needs to be started as a project starts to identify and consider possible differential impacts on people and their lives, inform project planning and, where appropriate, identify mitigating actions. A full EqIA must be completed before any decisions are made or policy agreed so that the EqIA informs that decision or policy. It is also a live document; you should review and update it along with your project plan throughout.

You should first consider whether you need to complete this full EqIA.

1. Responsibility for the EqIA

Title of proposal	Customer Experience & Digital Strategy
Name and job title of completing officer	Barry May, Head of Customer Services and Digital
Head of service area responsible	Barry May, Head of Customer Services and Digital

2. Description of proposal

Is this a: (Please tick all that apply)	
New policy <input type="checkbox"/>	Review of Policy /strategy / function / procedure / service <input checked="" type="checkbox"/>
Budget Saving <input type="checkbox"/>	Other <input type="checkbox"/>
If budget saving please specify value below:	If other please specify below:
<p><i>Please outline in no more than 3 paragraphs:</i></p> <ul style="list-style-type: none"> • Update on the council’s Customer Experience & Digital Strategy to look at improvements to the customer experience • This outlines next steps planned to ensure that Barnet is an inclusive borough where nobody is left behind. • The strategy aims to ensure that the council provides good quality customer services in all it does, with the key stakeholders being the residents and businesses of Barnet. This includes a number of aims and improvement plans to improve technology & processes to achieve this. 	

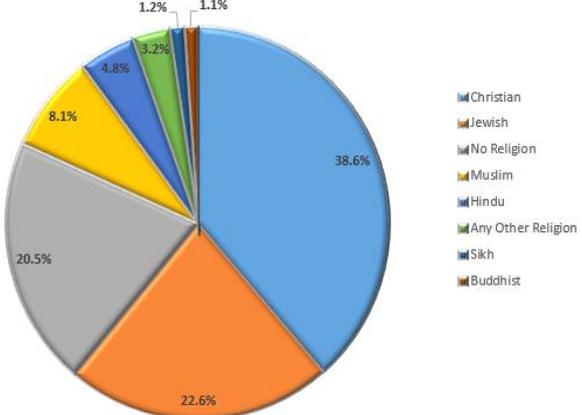
3. Supporting evidence

What existing data informs your assessment of the impact of the proposal on protected groups of service users and/or staff?

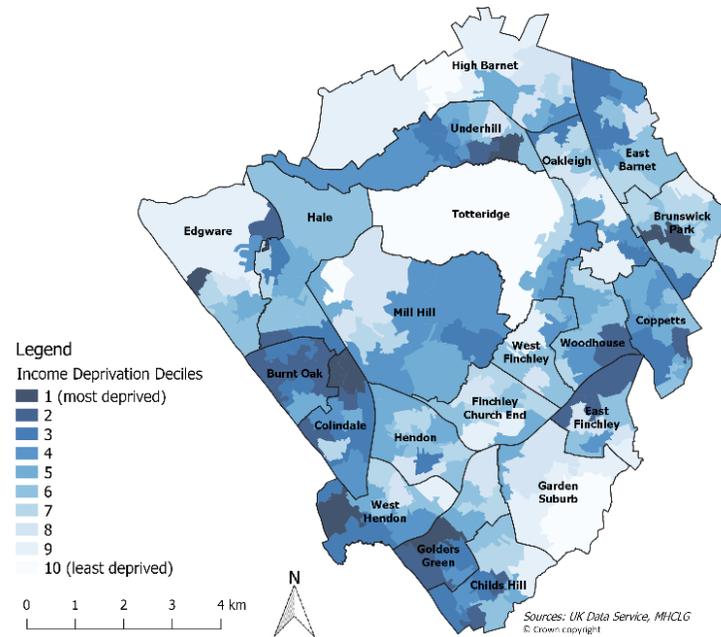
Identify the main sources of evidence, both quantitative and qualitative, that supports your analysis

Protected group	What does the data tell you? <i>Provide a summary of any relevant demographic data about the borough's population from the Joint Strategic Needs Assessment, or data about the council's workforce</i>	What do people tell you? <i>Provide a summary of relevant consultation and engagement including surveys and other research with stakeholders, newspaper articles correspondence etc.</i>																																																															
Age	<p>There are lower numbers of residents in the older age groups – the table below shows that for both males and females in the borough, the most populous age bands are 30-34 years and 35-39 years and the least populous are 85-89 years and 90+ years.</p> <table border="1" data-bbox="651 596 1167 1279"> <thead> <tr> <th>Age group</th> <th>Male</th> <th>Female</th> </tr> </thead> <tbody> <tr><td>0-4</td><td>12,800</td><td>12,700</td></tr> <tr><td>5-9</td><td>13,800</td><td>13,500</td></tr> <tr><td>10-14</td><td>12,800</td><td>12,100</td></tr> <tr><td>15-19</td><td>10,900</td><td>10,200</td></tr> <tr><td>20-24</td><td>12,200</td><td>11,300</td></tr> <tr><td>25-29</td><td>15,600</td><td>14,700</td></tr> <tr><td>30-34</td><td>16,600</td><td>16,000</td></tr> <tr><td>35-39</td><td>16,200</td><td>15,900</td></tr> <tr><td>40-44</td><td>14,200</td><td>14,200</td></tr> <tr><td>45-49</td><td>13,500</td><td>13,800</td></tr> <tr><td>50-54</td><td>12,400</td><td>13,100</td></tr> <tr><td>55-59</td><td>10,500</td><td>11,200</td></tr> <tr><td>60-64</td><td>8,700</td><td>9,200</td></tr> <tr><td>65-69</td><td>7,400</td><td>8,300</td></tr> <tr><td>70-74</td><td>6,600</td><td>7,600</td></tr> <tr><td>75-79</td><td>4,300</td><td>5,500</td></tr> <tr><td>80-84</td><td>3,500</td><td>4,400</td></tr> <tr><td>85-89</td><td>2,100</td><td>3,200</td></tr> <tr><td>90+</td><td>1,200</td><td>2,300</td></tr> <tr><td>Total</td><td>195,300</td><td>199,100</td></tr> </tbody> </table>	Age group	Male	Female	0-4	12,800	12,700	5-9	13,800	13,500	10-14	12,800	12,100	15-19	10,900	10,200	20-24	12,200	11,300	25-29	15,600	14,700	30-34	16,600	16,000	35-39	16,200	15,900	40-44	14,200	14,200	45-49	13,500	13,800	50-54	12,400	13,100	55-59	10,500	11,200	60-64	8,700	9,200	65-69	7,400	8,300	70-74	6,600	7,600	75-79	4,300	5,500	80-84	3,500	4,400	85-89	2,100	3,200	90+	1,200	2,300	Total	195,300	199,100	<p>Based on the 2020 Resident Perception Survey, younger residents aged 18 to 24 (79%) are more likely to think the council is trustworthy, which includes improving customer service as a variable. 68% of those aged 75+ think the council is trustworthy, while the group that agree least is those aged 45 to 54 (59%).</p>
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Disability	There are a small number of residents with a learning disability (7,276 in 2018) and a significant number with a physical disability (23,735 in 2018).	<p>In a 2019 survey, respondents presenting as disabled demonstrated a preference for traditional channels. Over 40% of residents presenting as disabled preferred first contact by phone compared to 30% of those who did not.</p> <p>Respondents identifying as disabled are more likely (73%) to think the council is trustworthy (including improving customer service) than those who do not (67%).</p>																																																						
Gender reassignment	Unlikely to have an adverse disproportionate effect.																																																							
Marriage and Civil Partnership	Unlikely to have an adverse disproportionate effect.																																																							
Pregnancy and Maternity	May have an adverse disproportionate effect.																																																							
Race/ Ethnicity	<p>The population is ethnically diverse and between 2018 and 2030, the population of Barnet is set to become more ethnically diverse. The table below shows that in 2018, the largest ethnic category in Barnet is White British, accounting for 40% of the borough population.</p> <table border="1" data-bbox="622 826 1189 1278"> <thead> <tr> <th data-bbox="622 826 824 890">Ethnic Group</th> <th data-bbox="824 826 1003 890">No. of persons (2018)</th> <th data-bbox="1003 826 1189 890">% of population (2018)</th> </tr> </thead> <tbody> <tr><td data-bbox="622 890 824 914">White British</td><td data-bbox="824 890 1003 914">158,900</td><td data-bbox="1003 890 1189 914">40.0%</td></tr> <tr><td data-bbox="622 914 824 938">Other White</td><td data-bbox="824 914 1003 938">72,300</td><td data-bbox="1003 914 1189 938">18.2%</td></tr> <tr><td data-bbox="622 938 824 962">Other Asian</td><td data-bbox="824 938 1003 962">30,500</td><td data-bbox="1003 938 1189 962">7.7%</td></tr> <tr><td data-bbox="622 962 824 986">Indian</td><td data-bbox="824 962 1003 986">30,200</td><td data-bbox="1003 962 1189 986">7.6%</td></tr> <tr><td data-bbox="622 986 824 1010">Black African</td><td data-bbox="824 986 1003 1010">23,200</td><td data-bbox="1003 986 1189 1010">5.9%</td></tr> <tr><td data-bbox="622 1010 824 1034">Other Ethnic Group</td><td data-bbox="824 1010 1003 1034">16,100</td><td data-bbox="1003 1010 1189 1034">4.1%</td></tr> <tr><td data-bbox="622 1034 824 1058">Chinese</td><td data-bbox="824 1034 1003 1058">10,500</td><td data-bbox="1003 1034 1189 1058">2.6%</td></tr> <tr><td data-bbox="622 1058 824 1082">White Irish</td><td data-bbox="824 1058 1003 1082">8,900</td><td data-bbox="1003 1058 1189 1082">2.2%</td></tr> <tr><td data-bbox="622 1082 824 1106">White & Asian</td><td data-bbox="824 1082 1003 1106">7,100</td><td data-bbox="1003 1082 1189 1106">1.8%</td></tr> <tr><td data-bbox="622 1106 824 1129">Arab</td><td data-bbox="824 1106 1003 1129">7,000</td><td data-bbox="1003 1106 1189 1129">1.8%</td></tr> <tr><td data-bbox="622 1129 824 1153">Other Mixed</td><td data-bbox="824 1129 1003 1153">6,700</td><td data-bbox="1003 1129 1189 1153">1.7%</td></tr> <tr><td data-bbox="622 1153 824 1177">Pakistani</td><td data-bbox="824 1153 1003 1177">6,400</td><td data-bbox="1003 1153 1189 1177">1.6%</td></tr> <tr><td data-bbox="622 1177 824 1201">Black Caribbean</td><td data-bbox="824 1177 1003 1201">4,900</td><td data-bbox="1003 1177 1189 1201">1.2%</td></tr> <tr><td data-bbox="622 1201 824 1225">Other Black</td><td data-bbox="824 1201 1003 1225">4,500</td><td data-bbox="1003 1201 1189 1225">1.1%</td></tr> <tr><td data-bbox="622 1225 824 1249">White & Black African</td><td data-bbox="824 1225 1003 1249">3,900</td><td data-bbox="1003 1225 1189 1249">1.0%</td></tr> <tr><td data-bbox="622 1249 824 1273">White & Black Caribbean</td><td data-bbox="824 1249 1003 1273">3,500</td><td data-bbox="1003 1249 1189 1273">0.9%</td></tr> <tr><td data-bbox="622 1273 824 1278">Bangladeshi</td><td data-bbox="824 1273 1003 1278">2,500</td><td data-bbox="1003 1273 1189 1278">0.6%</td></tr> </tbody> </table>	Ethnic Group	No. of persons (2018)	% of population (2018)	White British	158,900	40.0%	Other White	72,300	18.2%	Other Asian	30,500	7.7%	Indian	30,200	7.6%	Black African	23,200	5.9%	Other Ethnic Group	16,100	4.1%	Chinese	10,500	2.6%	White Irish	8,900	2.2%	White & Asian	7,100	1.8%	Arab	7,000	1.8%	Other Mixed	6,700	1.7%	Pakistani	6,400	1.6%	Black Caribbean	4,900	1.2%	Other Black	4,500	1.1%	White & Black African	3,900	1.0%	White & Black Caribbean	3,500	0.9%	Bangladeshi	2,500	0.6%	Residents who are BAME (74%) are more likely to agree the council is trustworthy, including improving customer service, than those who are white (65%).
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Religion or belief	There is a range of beliefs among the population, with the largest groups being Christian (38.6%), Jewish (22.6%) and No	The Residents Perception Survey shows that those who are Muslim are significantly more likely (79%) to think the																																																						

	<p>Religion (20.5%). The chart below shows the different beliefs in Barnet by percentage in 2017.</p>  <table border="1"> <thead> <tr> <th>Religion</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Christian</td> <td>38.6%</td> </tr> <tr> <td>Jewish</td> <td>22.6%</td> </tr> <tr> <td>No Religion</td> <td>20.5%</td> </tr> <tr> <td>Muslim</td> <td>8.1%</td> </tr> <tr> <td>Hindu</td> <td>4.8%</td> </tr> <tr> <td>Any Other Religion</td> <td>3.2%</td> </tr> <tr> <td>Sikh</td> <td>1.2%</td> </tr> <tr> <td>Buddhist</td> <td>1.1%</td> </tr> </tbody> </table>	Religion	Percentage	Christian	38.6%	Jewish	22.6%	No Religion	20.5%	Muslim	8.1%	Hindu	4.8%	Any Other Religion	3.2%	Sikh	1.2%	Buddhist	1.1%	<p>council is trustworthy, which includes customer service as a key indicator. 69% of those who are Christian agreed with the statement, while 67% of other religious groups and 63% of those who are Jewish did. 62% of those with no religion agreed.</p>
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Buddhist	1.1%																			
<p>Sex</p>	<p>There is a marginally higher female population (50.5%) than male population (49.5%).</p>																			
<p>Sexual Orientation</p>	<p>Unlikely to have an adverse disproportionate effect.</p>																			
<p>Other relevant groups</p>	<p><u>Housing tenure:</u> The high cost of home ownership in Barnet has led to a tenure shift away from owning a property and towards privately rented accommodation. Over a quarter of households in the borough now rent from a private landlord. Between 2001 and 2016, the use of privately rented accommodation in Barnet rose from 17% to 26% of households.</p> <p><u>Employment status:</u> For the year to June 2018, the employment rate for working age people in Barnet (aged 16-64 years) was 71.4%, which was the 10th lowest of the London boroughs, but similar to both London (74.2%) and England (75.2%).</p>	<p><u>Housing tenure:</u> According to the Residents Perception Survey, there is very little difference in thinking the council is trustworthy, including improving customer services, according to housing tenure. 69% of those in social rented housing agreed, compared to 68% in private rented and 67% in owner occupied.</p> <p><u>Employment status:</u> 71 % of those not working agreed the council was trustworthy, including customer service as a key metric, slightly higher than those working (66%).</p>																		

The figure below shows the wards localized in the west and south of the borough with a greater overall deprivation have this mirrored by increased levels of income deprivation (shown on the map as darker patches). However, wards such as Brunswick Park, with less deprivation overall, also have small areas within them where income deprivation is pronounced.



Areas with high levels of deprivation were slightly less likely to think the council was trustworthy. 65% of those in the 1 to 3 deciles agreed with the statement, compared to 69% of those in the 4 to 7 and 8 to 10 deciles.

4. Assessing impact

What does the evidence tell you about the impact your proposal may have on groups with protected characteristics?

Protected characteristic	For each protected characteristic, explain in detail what the evidence is suggesting and the impact of your proposal (if any). Is there an impact on service deliver? Is there an impact on customer satisfaction? Click the appropriate box on the right to indicate the outcome of your analysis.	Positive impact	Negative impact		No impact
			Minor	Major	
Age	<p>According to the Office of National Statistics, older residents, particularly those aged 75+ (55%), are more likely to be more digitally excluded than those of other age groups (1% of 16 to 24 year olds). This may mean they struggle to access council services as they shift to digital.</p> <p>However, the focus on digital inclusion in the strategy should ensure that council services are accessible to all and active support is offered to digitally excluded residents.</p> <p>The strategy also ensures that the telephony channel is available for those that need extra support and/or cannot use online services.</p> <p>Customer service teams are embedded within the council’s Digital Inclusion Network and are supporting the promotion of cross-cutting initiatives. This should ensure that digitally excluded groups receive the required support and are able to access council services in a way that meets individual needs.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Disability	<p>Residents with a learning disability or a communication disability (visual or hearing impairment) may find it harder to use self-service options or online services.</p> <p>The strategy and next steps have a focus on digital accessibility, with significant progress already made. The council was assessed by Government Digital Services in 2020, which identified that statutory compliance requirements have been met. A number of content changes were also made to the council’s website to improve accessibility, while an internal accessibility campaign has been launched to improve awareness within the wider organisation.</p> <p>New tools will be implemented specifically, a British Sign Language (BSL) tool to enable instant access to our telephone service via a BSL interpreter and a new</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	<p>tool on our website to support partially sighted residents consume the content on our website as converts text to speech.</p> <p>An intelligent chat function is to be implemented in the latter part of 2022, which will assist residents with speech impairments.</p> <p>There is also a focus on the strategy in ensuring that residents can contact the council via telephony routes are still in place and improvement work has been made to make it easier for customers to navigate these routes.</p> <p>This focus should mitigate any difficulty that those with a learning disability or communication disability face when dealing with the council. The improvements made to the website and to accessibility should improve the experience for these groups.</p>				
Gender reassignment	<p>No impacts identified however the strategy involves the recruitment of a dedicated post that will promote the council's Equalities, Diversity and Inclusion (EDI) agenda through the customer experience programme. This will involve engagement with relevant staff groups to ensure the impacts of the programme on all staff and residents are identified. This post will ensure any unanticipated impacts on this protected group are identified mitigated.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Marriage and Civil Partnership	<p>No impacts identified however the strategy involves the recruitment of a dedicated post that will promote the council's Equalities, Diversity and Inclusion (EDI) agenda through the customer experience programme. This will involve engagement with relevant staff groups to ensure the impacts of the programme on all staff and residents are identified. This post will ensure any unanticipated impacts on this protected group are identified mitigated.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Pregnancy and Maternity	<p>No impacts identified however the strategy involves the recruitment of a dedicated post that will promote the council's Equalities, Diversity and Inclusion (EDI) agenda through the customer experience programme. This will involve engagement with relevant staff groups to ensure the impacts of the programme on all staff and residents are identified. This post will ensure any unanticipated impacts on this protected group are identified mitigated.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Race/ Ethnicity	<p>Those who do not speak English as their first language may find it harder to use self-service or online options the website has a tool to enable translation into other languages. However, telephony options remain in place for those who want</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

	<p>to use them. Improvement work on the telephony script and the contact centre platform should improve the experience for those using these routes, reducing the need for repeat contact and improving identification.</p> <p>There is also an engagement workstream, specifically with this group of residents that will identify any additional support required should mean there is no impact on these groups.</p>				
Religion or belief	No impacts identified however the strategy involves the recruitment of a dedicated post that will promote the council's Equalities, Diversity and Inclusion (EDI) agenda through the customer experience programme. This will involve engagement with relevant staff groups to ensure the impacts of the programme on all staff and residents are identified. This post will ensure any unanticipated impacts on this protected group are identified mitigated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Sex	No impacts identified however the strategy involves the recruitment of a dedicated post that will promote the council's Equalities, Diversity and Inclusion (EDI) agenda through the customer experience programme. This will involve engagement with relevant staff groups to ensure the impacts of the programme on all staff and residents are identified. This post will ensure any unanticipated impacts on this protected group are identified mitigated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Sexual Orientation	No impacts identified however the strategy involves the recruitment of a dedicated post that will promote the council's Equalities, Diversity and Inclusion (EDI) agenda through the customer experience programme. This will involve engagement with relevant staff groups to ensure the impacts of the programme on all staff and residents are identified. This post will ensure any unanticipated impacts on this protected group are identified mitigated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

5. Other key groups		Positive impact	Negative impact		No impact
Are there any other vulnerable groups that might be affected by the proposal? <i>These could include carers, people in receipt of care, lone parents, people with low incomes or unemployed</i>			Minor	Major	
Which Ward the respondent lives in	While the Residents Perception Survey shows some variation in agreement on whether the council is trustworthy and is improving customer service, no impact is expected. The focus on customer advocacy for face-to-face services should ensure that the needs of all residents are met.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Housing tenure	Based on the Residents Perception Survey, there is no expected impact on customer service based on housing tenure. It is shown that housing tenure does have an influence on likelihood to be digitally excluded. The Digital inclusion programme outlined in the report demonstrates targeted interventions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Employment status	While the Residents Perception Survey shows that those not working are slightly more likely to agree the council is trustworthy, there is no expected impact on customer service based on employment status. The digital inclusion programme included as part of the strategy demonstrates specific interventions to support people into employment and gain new skills.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Receipt of benefits	A key part of the updated strategy is to improve the customer experience for those receiving Housing Benefit. These holistic improvements will affect those in receipt of benefits in a positive way by making their experience in dealing with the council easier.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Cumulative impact

Considering what else is happening within the council and Barnet could your proposal contribute to a cumulative impact on groups with protected characteristics?

Yes
 No

The overall focus on customer advocacy and ensuring that services are accessible to all, regardless of how people want to interact with the council, should mean no cumulative impact overall. Residents who prefer to contact the council by more traditional channels, such as by phone, will still have the option available.

A number of improvements have also been made to services that will benefit groups with protected characteristics in a positive way. Accessibility improvements to the council’s website and wider services, as well as improvements outlined in the report.

7. Actions to mitigate or remove negative impact

Only complete this section if your proposals may have a negative impact on groups with protected characteristics. These need to be included in the relevant service plan for mainstreaming and performance management purposes.

Group affected	Potential negative impact	Mitigation measures <i>If you are unable to identify measures to mitigate impact, please state so and provide a brief explanation.</i>	Monitoring <i>How will you assess whether these measures are successfully mitigating the impact?</i>	Deadline date	Lead Officer
Age	N/A				
Disability	N/A				

8. Outcome of the Equalities Impact Assessment (EqIA)

Please select one of the following four outcomes

Proceed with no changes

<input type="checkbox"/> Proceed with adjustments
<input type="checkbox"/> Negative impact but proceed anyway
<input type="checkbox"/> Do not proceed
<p>Reasons for decision</p> <p>The strategy considers the needs of all groups as part of the council’s Equalities, Diversity and Inclusion agenda. With a key component being that all residents should be able to access council services in a way that suits them, it will have a positive impact on those with protected characteristics who may have particular needs when dealing with the council. As a result, there is no expected negative impact on any group and the strategy should go ahead.</p>

Sign-off

9. Sign off and approval by Head of Service / Strategic lead	
Name: Digital Board – Chair Deborah Hinde; Director (Commercial & Customer)	Job title: Governance oversight of programme
<input checked="" type="checkbox"/> Tick this box to indicate that you have approved this EqIA	Date of approval: 28/03/2022
<input checked="" type="checkbox"/> Tick this box to indicate if EqIA has been published Date EqIA was published:8 th June 2022..... Embed link to published EqIA:	Date of next review: 28/9/2022