

EQUALITY IMPACT ASSESSMENT (EIA)

Title of EIA		City Centre Red Route Enforcement
EIA Author	Name	Mark O'Connell
	Position	Strategic Lead – Highway Operations & Delivery
	Date of completion	23 January 2026
Director	Name	Mark Adams
	Position	Director, City Services
Cabinet Member	Name	Councillor Patricia Hetherton
	Portfolio	City Services and Commercial

PLEASE REFER TO [EIA GUIDANCE](#) FOR ADVICE ON COMPLETING THIS FORM

SECTION 1 – Context & Background

1.1 Please tick one of the following options:

This EIA is being carried out on:

- ☐ New policy / strategy
☐ New service
☐ Review of policy / strategy
☒ Review of service
☐ Commissioning
☐ Other project (*please give details*)

1.2 In summary, what is the background to this EIA?

Coventry City Council is taking decisive action to improve road safety, support cleaner streets, and ensure fair access for all by introducing CCTV parking enforcement cameras along the city centre red route. A 24/7 ANPR (Automatic Number Plate Recognition) camera system will improve the effectiveness and efficiency of parking enforcement, deterring illegal parking and assisting in keeping key routes clear for all users.

But the benefits go far beyond revenue:

- **Enhanced Safety:** Keeping roads and footways clear reduces accidents and creates cleaner, safer streets for all users.
- **Better Service for Residents:** By automating enforcement in the city centre, Council resources can be redeployed to tackle parking issues in deprived neighbourhoods citywide, directly responding to resident priorities.
- **Improved Mobility and Resilience:** High-quality, unobstructed roads and footways support active travel, public transport reliability, and the city's economic vitality.

This initiative is a direct response to what residents have told us matters most: safer streets, cleaner environments, and fairer access for all. By embracing innovative, data-led enforcement, Coventry is setting a new standard for liveable, inclusive, and future-ready urban spaces.

Expected cost is £450k over the next 3 years this will include:

- 10 cameras at a unit cost of £25k per camera
- Support & maintenance of 10x cameras (c£5k per year per camera).

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- Additional staff resource to review video footage and manage penalty charge notice (PCN) process.

1.3 List organisations and people who are involved in this area of work

Coventry residents, visitors and business
Highway Operations and Delivery service area
Bus and coach operators
Taxi drivers
City centre-based businesses
Local attractions, including place of worship

1.4 Who will be responsible for implementing the findings of this EIA?

Mark O'Connell -Strategic Lead – Highway Operations & Delivery

SECTION 2 – Consideration of Impact

Refer to guidance note for more detailed advice on completing this section.

In order to ensure that we do not discriminate in the way our activities are designed, developed and delivered, we must look at our duty to:

- Eliminate discrimination, harassment, victimisation and any other conflict that is prohibited by the Equality Act 2010
- Advance equality of opportunity between two persons who share a relevant protected characteristic and those who do not
- Foster good relations between persons who share a relevant protected characteristic and those who do not

To find out more about local data, please visit the below links:

[Facts about Coventry](#)

[Census 2021](#)

[Joint Strategic Needs Assessment \(JSNA\)](#)

2.1 Baseline data and information to include data on Protected Characteristics, Health Inequalities and Digital Inclusion

Please include a summary of data analysis below, using both your own service level management information and also drawing comparisons with local data where necessary. Where possible, compare your data to local data using: Facts about Coventry; Census 2021; JSNA.

The proposed installation of city centre red route enforcement cameras will be in the central area of Coventry which falls within the St Michael's Ward.
The area is where many businesses, leisure facilities, tourist attractions and places of worship are located.

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Commuters, visitors and residents to the city centre are subject to the traffic restrictions within the city centre, which includes the red route. Red routes are indicated by red lines on the road and place restrictions on traffic from stopping or loading / loading. This helps to reduce traffic congestion, air quality, and access for other vehicles. These routes are notoriously difficult to enforce effectively.

The Coventry City Centre accessibility study (2021) outlined recommendations for improvements for people with accessibility issues which included measures to restrict and prohibit vehicles from routinely parking illegally on the road and footway which include red routes. The introduction of CCTV cameras on the red route will restrict the likelihood of vehicles accessing the footpaths to the benefit of vulnerable groups such as the elderly, disabled persons, and parents with small children in pushchairs or buggies. It also enables the enforcement of vehicles that obstruct the free flow of traffic on central arterial routes.

2.2 Please highlight which Marmot Principles does this EIA Support.

1. Give every child the best start in life
2. Enable all children, young people and adults to maximise their capabilities and have control over their lives
- 3. Ensure a healthy standard of living for all**
- 4. Create fair employment and good work for all**
- 5. Create and develop healthy and sustainable places and communities**
6. Strengthen the role and impact of ill health prevention
7. Tackle racism, discrimination and their outcomes
- 8. Pursue environmental sustainability and health equity**

SECTION 3 – Protected Groups

3.1 On the basis of evidence, complete the table below to show what the potential impact is for each of the protected groups.

- Positive impact (P),
- Negative impact (N)
- Both positive and negative impacts (PN)
- No impact (NI)

Protected Characteristic	Impact type P, N, PN, NI	Nature of impact and any mitigations required
Age 0-18	P	Clearer roads and pavements improve safety for children who can be more vulnerable to accidents caused by obstructed footways, crossings and sightlines. Reduced illegal parking supports safer walking environments, emergency vehicle access and public transport access.
Age 19-64	P	Clearer roads and pavements improve safety for older people who can be more vulnerable to accidents caused by obstructed footways, crossings and sightlines. Reduced illegal parking supports safer walking environments and public transport access.

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Age 65+	P	Clearer roads and pavements improve safety for older people who can be more vulnerable to accidents caused by obstructed footways, crossings and sightlines. Reduced illegal parking supports safer walking environments and public transport access.
Disability	P	Keeping footways and dropped kerbs clear improves accessibility for wheelchair users, people with visual impairments and those using mobility aids. Consistent enforcement helps reduce obstructions that disproportionately affect disabled people's ability to travel independently.
Gender reassignment	NI	
Marriage and Civil Partnership	NI	
Pregnancy and maternity	P	Clear pavements and crossings support safer movement for pregnant individuals and those travelling with prams or pushchairs. Reduced pavement obstruction improves accessibility and safety.
Race (Including: colour, nationality, citizenship ethnic or national origins)	NI	
Religion and belief	P	Clearer roads and pavements around places of worship improve safety for worshippers, including children, older people and those with disabilities, who may be more vulnerable when footways, crossings and sightlines are obstructed. Reducing illegal and inconsiderate parking supports safer walking routes, ensures access for emergency vehicles, and improves access to public transport, particularly during peak attendance times for religious services and events.
Sex	NI	
Sexual orientation	NI	

3.2 On the basis of evidence, complete the table below to show any impact on the following characteristics which are not specified as protected characteristics but should be considered.

Group	Impact type P, N, PN, NI	Nature of impact and any mitigations required
Care Experienced	P	Improved road safety, clearer footways and unobstructed crossings will make the city centre more accessible and safer to navigate, particularly for care experienced young people who are more likely to rely on walking, cycling and public transport rather than private vehicles.
Armed Forces	NI	

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Social Economic Groups (low income, poverty, education, unemployment, community safety and social support)	P/N	<p>There will be improved road safety and accessibility, which disproportionately benefit lower income households who are more likely to walk, cycle or use public transport rather than private vehicles. Clearer roads and footways improve the reliability of bus services, reduce journey times, and make streets safer and more accessible, supporting access to employment, education, health services and local amenities.</p> <p>The potential negative financial impact for some people from lower income households who may be disproportionately affected by the issuing of penalty charge notices (PCNs). This risk is mitigated through clear signage, public communication, consistent enforcement, and statutory challenge and appeals processes</p>
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SECTION 6 –Next steps

Planned Action	Owner	Timescale

6.2 How will you monitor and evaluate the effect of this work?

The impact of this proposal will be monitored through feedback received during the consultation process and after implementation, and number of PCNs issued, if the proposal is adopted.

SECTION 7 – Impact on Council Staff

7.1 Will this area of work potentially have an impact on Council staff? Yes/No

If yes

Nature of impact and any mitigation required

Yes - Additional staff resource to review video footage and manage PCN process.

SECTION 8 – Completion Statement

As the appropriate Head of Service for this area, I confirm that the potential equality impact is as follows:

- No impact has been identified for one or more protected groups ☐
- Positive impact has been identified for one or more protected groups ☐
- Negative impact has been identified for one or more protected groups ☐
- Both positive and negative impact has been identified for one or more protected groups ☒
- The potential impact of this proposal on protected groups is not yet known ☐

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Before you submit this form - please save your progress and forward the email you receive with any questions to equality@coventry.gov.uk. The team will review your Equality Impact Assessment and provide you with feedback.

Only click submit if the Equality Impact Assessment has been reviewed and you have been advised to by the equality team.

7.0 Approval

Name of Head of Service: Mark O'Connell	Date approved by Head of Service: 23 Jan. 26
Name of Director: Mark Adams	Date sent to Director: 23 Jan. 26