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Olympic Delivery Authority Wayfinding Strategy Initial Equality Impact Assessment



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Executive summary

This initial Equality Impact Assessment (iEqIA) of the Olympic Delivery Authority (ODA) Wayfinding Strategy will assess the likely impact of the delivery of the Wayfinding Strategy on the equality target groups.

This assessment considers the work stream of the ODA's Equality & Inclusion programme; Equality & Diversity Strategy; and Integrated Equality Scheme which goes beyond the statutory duties to promote race, disability and gender to include the additional equality strands of age, religion and sexual orientation and other inclusion issues centred on socio-economic, cultural and political disadvantage.

The ODA will commission the Wayfinding Strategy to determine the role of wayfinding in the Olympic Park during the following phases of delivery:

- the Legacy Transformation phase from September 2012 to the end of 2014 and
- the London 2012 Olympic Games and Paralympic Games.

In addition, the Wayfinding Strategy will also set a broad framework for further wayfinding proposals for Legacy development areas which will come forward through the Legacy Masterplan Framework (LMF) commissioned by the London Development Agency (LDA). The overarching aim of the ODA is to create an inclusive park, which promotes good equality practices and access for all.

1 Introduction

The purpose of an iEqIA is to collate and analyse the baseline evidence which exists in relation to the impact of the ODA Wayfinding Strategy on equality groups. The iEqIA will provide baseline evidence in relation to the likely impact upon equality target groups, which refer to groups of people that traditionally experience discrimination or disadvantage, these groups, are:

- **age:** children, young people and older people (50+);
- **disabled people:** as defined by the Disability Discrimination Acts 1995, 2005, including sensory or mobility impairment; people with mental health needs, people with long term illnesses/conditions;
- **gender:** women, men and transgendered people (who are often seen as a separate group). The focus is generally on women and transgender because of traditional discrimination; however, it is just as important to consider needs and issues which are faced by men;
- **race/ethnicity:** black, Asian and minority ethnic people (BAME), and includes Travellers and Gypsies, asylum seekers, and refugees;
- **sexual orientation/identity:** lesbians, gay men and bisexuals; and
- **religion and belief:** people of different religions and faiths including people who are atheists or agnostic.

Other people who traditionally experience exclusion or barriers to participation and can be excluded are:

- homeless people;
- unemployed people;
- people employed on a part-time, temporary or casual basis;
- lone parents;
- people with caring responsibilities;
- people with drug and alcohol problems;
- ex-offenders; and
- people with unrelated convictions.

The EqIA assessment will:

- identify the issues which may cause disproportionate impacts to people in the equality and inclusion target groups;
- provide evidence of how these impacts have been addressed; and
- develop an action plan and framework to address issues going forward.

The EqIA contributes towards the ODA's fulfilment of its statutory duties to promote race, gender and disability equality, by ensuring that identified positive impacts are promoted and celebrated; that any potential adverse impacts are identified and highlighted as an issues which require action.

For more information about the ODAs EqIA Programme and projects please refer the Corporate EqIA on the London 2012 website¹.

¹ www.london2012.com/equality

2 Brief description of the programme of work

The purpose of the Wayfinding Strategy is to provide a wayfinding framework for the Olympic parklands in order to guide the ODA's and its partners' investment in wayfinding in each of the following phases:

- Olympic Games and Paralympic Games (2012);
- Transformation (2012-2014); and
- Legacy (2014 and beyond).

At this stage relatively little is known of both the Games and the Legacy needs; therefore it is important that the strategy is both flexible and clear enough to accommodate Games requirements and future Legacy plans. In order to achieve this, the Strategy will focus on the Transformation period to be delivered by the ODA by 2012 and identify where Games investment (LOCOG overlay) may provide permanent enhancement and provide a flexible starting point for any future change to the park in legacy.

The ODA's starting point for all its investment is to invest once and invest wisely. However, the wayfinding requirements are complex given the three phases of delivery, the different roles of the main partners (ODA, LOCOG and the LDA) at each stage, and the interfaces within the project (and in time) between component projects, in particular between the venues and the public realm. Therefore it is acknowledged that this objective is likely to be achievable in some areas but not others and may need to be challenged. The strategy will focus on providing the most efficient, cost-effective, accessible and inclusive way forward given these constraints and aspirations. Its conclusions will then be used to firstly provide the means by which the ODA and its partners can agree scope and interfaces and secondly inform the ODA's projects, such as the parklands and public realm, venues and transport, of requirements. It will identify areas where permanent investment can be made and areas where a temporary overlay is required.

The Wayfinding Strategy is not a planning requirement nonetheless there is considerable interest in it and there is a need to ensure that the resulting strategy takes account of the needs of the local communities, national and international population.

3 Objectives of the Wayfinding Strategy

The Wayfinding Strategy will deliver the following objectives against which this iEqIA will be set:

3.1 Create a safe, secure and accessible environment

The Wayfinding Strategy will set out principles to ensure that users of the Park in Legacy Transformation will perceive it as an inclusive, safe and secure environment.

3.2 Make best use of Olympic investment for Legacy

The strategy will investigate cost effective, integrated and inclusive solutions. Where possible, it will guide investment in wayfinding such that wayfinding tools will be in place during the Games if and where appropriate. Given the scale of the crowds in the park during Games and LOCOG's specific requirements for wayfinding it is anticipated that the Games wayfinding overlay will differ substantially from the needs of the park after the Games therefore, any pre-Games investment in permanent wayfinding tools is likely to be limited to areas where fewer spectators or no spectators are anticipated.

3.3 To create an uncluttered legible landscape

The design of landmarks, landscape and venues can assist with wayfinding and thereby minimise the need for signage. Emphasis will be on utilising instinctive wayfinding such as legibility rather than more traditional methods such as signage. Where required, signage can add visual interest and create a lively atmosphere. However, excessive signage can be intrusive and add to visual clutter. The Wayfinding Strategy should set out principles that will reduce clutter, which may include:

- use of a legible landscape of significant buildings to reduce the need for signage;
- identification of desire lines and points of decision to reduce the need for signage;
- where signage is required, the use of clear and legible information;
- where signage is required, consideration of other public realm elements, such as street furniture, and creating an integrated approach;
- integration of the signage/wayfinding approaches of the venue operators;
- adaptability which allows for change without having to add anything further;
- the use of robust good quality materials; and
- responding to the character of the park and designing within principles noted into the Urban Design and Legacy Framework (UDLF) and its appendices.

3.4 Ensure integration of the Olympic Park with adjoining areas

Wayfinding plays an important role in creating an integrated inclusive urban environment. Whilst the ODA's boundary of investment is clear, the future users of the Park will not make the same distinctions. The ODA will work with the four relevant London Boroughs and neighbouring landowners to integrate its wayfinding approach with the surrounding areas to make access to the park as easy as possible for all visitors. This applies to pedestrian and cycle connections to established surrounding communities such as those at Hackney Wick and Stratford High Street as well as connections to new and improved transport hubs such as Stratford International and Regional Stations and development areas, particularly Stratford City.

It is not within the ODA's scope to deliver wayfinding outside the red line boundary but the Strategy should identify opportunities for integration that others can deliver.

3.5 Adopt a sustainable approach to wayfinding

The Wayfinding Strategy will set out principles to ensure that solutions are as sustainable as possible, recognising resource constraints, biodiversity and ecology, access and inclusion, carbon reduction and health and well-being. The provision of open space and easy access to it are important aspects of the social sustainability of the London 2012 investment and will be reliant of a good Wayfinding Strategy to encourage and maintain high levels of access. In addition, it will promote the use of low lifetime cost solutions and the recycling and reuse of components when they have reached the end of their life.

4 Links to other programmes of work

4.1 Links to ODA programmes and projects

The Strategy will link to a number of areas of project and programme delivery:

Associated programme or project	Method for involving or informing relevant programmes or project. Detail of work	Lead responsibility for addressing impact
Landscape and Public Realm	Coordination meetings will be held to clarify scope with Project Sponsor and the PPR Team. The Wayfinding Strategy will inform the landscape team and the Project Sponsor on the principles of the agreed strategy and its implications on the project. In addition it will provide clarity on elements requiring coordination between projects and stakeholders.	Parklands and Public Realm Design Team
Venue Wayfinding	<p>External wayfinding of venues and concourses will be informed by the Wayfinding Strategy which, when signed off by relevant parties, will be issued as project-wide design guidance to the venues so that a coordinated and comprehensive approach is adopted. The Strategy will focus on the Legacy Transformation of the venues that remain after the Games.</p> <p>Interior wayfinding will be the responsibility of LOCOG during the Games and after the Games the responsibility of the venue operator. The strategy will provide the principles by which future operators can understand how to integrate their venues into the wider wayfinding.</p>	Project Sponsors
Inclusive Design Standards and Strategy	The Strategy will be in compliance with ODA Inclusive Design Standards and consultation will be take place with the Built Environment Access Panel (BEAP).	Principle Access Officers
Arts and Culture	Coordination between the Arts and Culture advisors, the Project Sponsors and the wayfinding consultants will ensure a coordinated approach.	Arts and Culture Team

Associated programme or project	Method for involving or informing relevant programmes or project. Detail of work	Lead responsibility for addressing impact
Structures Bridges and Highways	Engagement with the SBH Team and Arts and Culture team both by coordination meetings and project wide design guidance. Many of the bridges will be significant components within an accessible park. The strategy will establish significant decision points and the extent to which the bridges will be required to provide any wayfinding elements.	Structures Bridges and Highways Team
Employment and Skills	As designs and schemes come forward the Contactors and Project Sponsor will work with ODA E&I, E&S Team to ensure they are aware of potential employment opportunities.	Equality & Inclusion, Employment & Skills Team
Security and Logistics	Meetings held with ODA Security Team and with Met Police. Both agencies will review the strategy and provide input. Strategy completed to mitigate security concerns.	Security Team
Sustainability	The Strategy will be coordinated with ODA Sustainability Team to deliver energy efficiency and recycled material content in compliance with ODA targets.	Sustainability Team
Health and Safety	Wayfinding specification will meet British standards.	H&S Team
Transport	Routes that link the car park with the main entrances will be clear and legible to provide a safe and secure link.	Transport Team
Procurement	ODA, Delivery Partner, and contractor working closely together on all procurement activities. The strategy will develop a clear understanding of how the Procurement Strategy, in relation to E&I objectives can be delivered including during development of the Strategy and in the design stages.	Procurement Team
Communications	Communications consulted. Community groups will not be consulted directly in the preparation of the strategy. However external Stakeholders will be consulted through a workshop forum, which will include representation from the Boroughs. Revisions to design incorporated.	ODA Communications: Marketing and Stakeholder Engagement
Equality and Inclusion	Working with E&I team at all stages of design, incorporated review comments and will address E&I objectives going forward.	E&I Manager
Legal	Legal team embedded in procurement process with team.	Head of Legal Services
LOCOG and Legacy	ODA core design team will develop a Wayfinding Strategy with partners including the LDA and LOCOG.	ODA Design Team

Associated programme or project	Method for involving or informing relevant programmes or project. Detail of work	Lead responsibility for addressing impact
Community Cohesion	London Borough of Newham and Hackney active in stakeholder coordination meetings.	5 Host London Borough Olympic Contacts

5 Delivery of ODA Priority Themes

The London 2012 vision is to use the power of the Games to inspire change. This is the vision that will define the venues that are built, the Games that are staged and the legacy of the Games.

The values which underpin this vision are

- to achieve our vision we must be inspirational;
- to do this we must be open and respectful;
- only by working as a team;
- can we deliver something truly distinctive.

As stated in the ODA Corporate EqIA² the ODA primary role is to make sure the venues and infrastructure for the London 2012 Games are delivered on time, to budget and are fit for purpose. The delivery of the London 2012 values is underpinned by the ODA six priority themes.

5.1 Equality and inclusion

The momentum provided by the Games and the substantial investment in the Lower Lea Valley can have a significant impact on reducing historic and long-standing inequalities. We want the economic and social benefits of the regeneration of the area, and the design and build of the Olympic Park and venues, to have a positive impact on local communities and different parts of the UK. An example of how we are achieving this is ensuring our procurement process is transparent, fair and open to a wider range of diverse suppliers.

The way that we are recruiting and managing employees is fair, and helps to promote equal opportunities to all and eliminate discrimination in the workplace. We are working with partner organisations to encourage women, black, Asian and minority ethnic people, and disabled people, to train and apply for jobs in construction and other areas where they have traditionally been under-represented.

What we build for 2012 and beyond will be inclusive for people of all cultures, faiths and ages, and fully accessible to disabled people with a wide range of impairments. We will also provide an accessible transport network that will give everyone the opportunity to enjoy the Games, as well as leave a lasting legacy for equality and inclusion. We recognise the diversity of the population of the UK, London and the five Host London Boroughs and are committed to realising the advantages of this diversity in delivering our programme. We are already engaging with and involving the local communities to help us deliver an accessible and inclusive Games.

² Available at www.london2012.co.uk/equality

The Wayfinding Strategy will deliver on these objectives by:

5.1.1 Inclusive design

The Wayfinding Strategy will conform to all British Standards, and other guidance such as Secure by Design.

Early drafts of the Wayfinding Strategy have also been presented to members of the Built Environment Access Panel for comment and input.

5.1.2 Employment opportunities

Design briefs will include information to ensure that as wayfinding schemes and designs move to construction phase the Design Teams understand the requirement for contractors to work with the ODA Equality & Inclusion, Employment & Skills Team to investigate employment opportunities for local people from the E&I target groups.

5.1.3 Business opportunities

As wayfinding schemes and designs come forward the team and contractors will work with the procurement teams to investigate SME business opportunities which could deliver the objectives of the Procurement and E&D Strategy..

5.1.4 Targeted community engagement

The Wayfinding Strategy in itself will not be subject to targeted community engagement. Community engagement will continue to take place where appropriate for art commissions and to ensure the ODA fully understands the needs of local communities with regard to wayfinding and security.

5.2 Design and accessibility

The main principle of the design and accessibility priority theme is:

To design the venues within the Olympic Park to deliver a striking visual statement that reflects the importance of the Games, while ensuring they are balanced with the urban architecture and landscape that define the area. After the Games the venues must seamlessly connect with the parklands and urban neighborhoods that surround them.

Inclusive design is at the heart of our design process, and has been since the project began. The Olympic Village, the sporting venues, new transport services, supporting facilities and the Park itself will be accessible to people with a wide range of disabled people both during and after the Games. We want to set an excellent standard of accessibility for disabled people, older people and families with children, which will set a benchmark and act as an inspiration to others.

The Wayfinding Strategy will deliver on these objectives by:

5.2.1 Developing a vision for design excellence

Ensuring that the ODA acts as a good public client for talented designers by developing project briefs that inspire excellence, applying procurement methods that promote design quality (alongside value-for-money and deliverability), supporting emerging talent and ensuring that design concepts are carried through from inception to completion whatever the procurement process.

The Strategy will be used by designers, constructors, and planners to guide detailed design of wayfinding schemes in the Olympic Park during the above two phases. The design brief has been created to provide organised and cohesive wayfinding design across the Olympic Park. The intention is to invest once in wayfinding for Legacy and overlaying temporary wayfinding for Games. Therefore, the wayfinding needs for Legacy have been used to inform the prioritization of wayfinding investment for the Games. After the Legacy Transformation has taken place, further proposals for the long term regeneration for the Olympic Park site will be set out within the LMF and accompanying planning applications. These schemes will build on the permanent wayfinding infrastructure outlined in the strategy.

5.2.2 Defining and measuring good design

The design of the Olympic Park will create an environment that is free of clutter and aesthetically pleasing to the eye. Wayfinding and other public realm furniture will be integrated by arrangement, materials, and/or co-location to ensure that the design of the public spaces and buildings is enhanced and reinforced.

As outlined in the Urban Design and Legacy Framework (UDLF), the ODA and its delivery partner have established a rigorous internal design management system that ensures that every project will deliver design quality within tight time and budget parameters

5.2.3 Creativity through diversity

Detailed wayfinding proposals will come forward at a later date. Legibility will be a key component of the Wayfinding Strategy, which will capitalise on the landscape, innovative designs and arts initiatives.

5.2.4 Relevance through inclusion

Project Sponsors, through the Planning Process have involved local people and the wider public in the design process and making design relevant to the communities of the Lower Lea Valley by targeting those from differing professional, cultural, ethnic, social and economic backgrounds.

5.2.5 Sustainability

The proposals in the strategy will be integrated with the Sustainable Development Strategy which sets out how the ODA aims to tackle issues such as climate change and waste management. The ODA will use performance measures which are integrated into the core components of both project and contract requirements for the sustainable construction of facilities, venues, infrastructure and transport.

5.3 Health, safety and security

The health and safety of everyone involved in the delivery of the ODA projects or affected by them is a key concern. The ODA is established as a best-practice organisation, fully compliant with applicable UK and European legislation and standards, and continually improving. We are integrating health and safety considerations into all the ODA programmes and projects including planning, design and construction operation.

The ODA provides a safe and secure environment during construction and decommissioning works. Designing venues, facilities, infrastructure and transport to help eliminate health and safety hazards during construction, operation, maintenance and decommissioning, and to meet the needs of operational security during the Games.

The Wayfinding Strategy will deliver on these objectives by:

- prevention of accidents – Well lit routes that complies with British Standards and Secure by Design principles. The creation of well defined routes, spaces and entrances will promote a safe environment;
- prevention of ill health senior management – encourage walking and cycling
- promotion of well-being – creating safe and secure routes, encourage walking and cycling;
- reduction of HS&E risk through design – well lit routes that comply with British Standards;
- incorporate sustainability objectives for carbon, water, waste and material into a positive HS&E;
- culture – arts and culture embedded in the key objectives and will be progressed through detailed design,

5.4 Legacy

The London 2012 Games offer a unique opportunity to revitalise the Lower Lea Valley, transforming one of the most underdeveloped areas of London into a benchmark 21st century urban environment that reflects the diverse and vibrant population of the area.

Our job is to harness this potential and create one of the largest new urban parks in Europe for 150 years. In addition to world-class facilities for sports including athletics, cycling, hockey, swimming and tennis, there will be homes for a new community, and green spaces in and around the Olympic Park. The LDA has five key drivers which underpin these aspirations.

The Wayfinding Strategy will deliver on these objectives by:

5.4.1 Capitalise on 2012 investment

The LMF will ensure the billions invested in infrastructure, buildings and landscape required to stage the London 2012 Games act as a catalyst for regeneration throughout the Lower Lea Valley. It will harness the positive images of the Lower Lea Valley generated during the Games to stimulate the ongoing investment in the area and to serve as a basis for engaging people in healthy, active lifestyles.

The Wayfinding Strategy will provide a legible framework that will create a safe and accessible environment. It will provide a clear basis for further investment and extension of wayfinding in Legacy. Wayfinding will be augmented during the Games to meet the requirements of LOCOG as a temporary overlay.

5.4.2 Promote adaptability and longevity

The LMF will define new neighbourhoods which support a mix of uses and which are designed to serve generations of residents, workers and visitors to the area. The configuration of these neighbourhoods will anticipate the impacts of, and help reduce, future climate change. It will allow for long-term regeneration over several development cycles and ensure buildings are designed to encourage more diverse patterns of use and are able to flexibly respond to changing workplace, retail and housing trends to support long-term regeneration.

The Wayfinding Strategy will set a broad framework, which can be 'rolled-out' in legacy, which will come forward through the Legacy Masterplan Framework commissioned by the LDA.

5.4.3 Maximise connections

The LMF will build on the area's existing transport connections and develop new local links to integrate the former Olympic site with existing neighbourhoods in the Lea Valley. It will seek to create compact neighbourhoods with a full provision of legible walking, cycling and public transport routes to facilitate a modal shift to lower-impact travel and increase access to local amenities for residents, workers and visitors.

Connectivity will be at the forefront of the Strategy. The Olympic Park and Legacy Transformation masterplans will strengthen the north-south connections between Hertfordshire and the River Thames. East-west connections will also be improved linking adjoining communities to the Olympic Park and providing connections across the Lea Valley.

The site will be woven into its surrounding neighbourhoods with a network of streets, paths, cycleways and bridges. This strategy will support this initiative by prioritising safe and secure routes in Legacy Transformation which will be complemented by additional routes in Legacy, to be identified through the Legacy Masterplan Framework (LMF).

To assist wayfinding at night, there are a number of routes which will be lit in the Legacy Transformation phase. These routes are identified in the Lighting Strategy and include key north south routes and east west routes.

5.4.4 Activate public realm and waterways

The LMF seeks to maximise the unique attributes provided by the Lea Valley's network of waterways. The parklands and public realm will be designed to fully utilise, and promote access to, this riverine landscape. Restored, biodiverse waterways will be the centrepiece of the parklands and form an important aspect of the area's identity whilst providing new opportunities for recreation.

The Wayfinding Strategy in Legacy Transformation, requires that the public realm is legible to a baseline quality level in order to create a safe, welcoming public realm; typically a limited number of cross-park pedestrian and cycle routes including the bridges, underpasses and streets that form part of them, and parking areas and other specific sites that require wayfinding to be safe. The ODA does not intend to clutter routes with signage, instead wayfinding will depend on the landscape, buildings and routes. Therefore routes have been identified by examining how the existing and future communities and spaces connect to and within the Olympic Park. A baseline quality level of wayfinding is needed to satisfy the ODA's requirement to provide a safe accessible place.

5.4.5 Encourage diversity

The LMF will promote the creation of diverse and inclusive communities which comprise all social groups, cultures and various employment opportunities. The framework will create conditions which seek to stimulate enterprise, to support inclusive communities, and to attract new residents and workers.

5.5 Sustainability

Key sustainability gains will be realised through the location of the site and nature of the development. The remediation of the site will bring existing land back into public use and create significant improvements in the quantity and quality of green space in east London. The creation of new infrastructure, sporting facilities and housing in an area currently experiencing high levels of deprivation will help to create neighbourhoods and vibrant places after the Games are over, where people will want to live, work and play.

Addressing the challenge of climate change through minimising the carbon emissions associated with the development, and optimising the opportunities for efficient water use is key to our approach. Working with the construction products industry to use socially and environmentally responsible materials presents new exciting opportunities.

The Wayfinding Strategy will deliver on these objectives by:

It is not anticipated that any wayfinding tools introduced to the Olympic Park will be illuminated; however the Strategy will need to test this. Onsite renewable energy solutions may be incorporated into the Olympic Park to contribute to any the wayfinding power demand. The 2008 Olympic Park Legacy Energy Statement sets out the current predictions for reducing CO₂ emissions within the Olympic Park by 2013. It fulfils a requirement that the ODA monitor compliance annually with a planning obligation to seek to achieve reductions in carbon emissions (against 2006 Building Regulation standards) for the legacy development of 50% by 2013 of which 20% is via renewable energy.

The ODA seeks to deliver sustainable developments through the advancement of the following objectives.

Carbon: To minimise the carbon emissions associated with the Olympic Park and venues.

Water: To optimise the opportunities for efficient water use, reuse and recycling.

Waste: To optimise the reduction of waste through design, and to maximise the reuse and recycling of material arising during demolition, remediation and construction.

Materials: To identify, source, and use environmentally and socially responsible materials.

Biodiversity and ecology: To protect and enhance the biodiversity and ecology of the Lower Lea Valley, and other venue locations.

The following principles will be applied throughout the Olympic Park to minimise adverse effects on biodiversity:

- The smallest amount of light possible should be used to achieve the needs of the wayfinding. Where wayfinding is not a necessity there should be no light.
- Wayfinding along the towpaths should respond to the character of the area.

Land, water, noise and air: To optimise positive and minimise adverse impacts on land, water, noise, and air quality.

Supporting communities: To create new, safe mixed-use public space, housing and facilities appropriate to the demographics and character of the Lower Lea Valley, adaptable to future climates. The site will be woven into its surrounding neighbourhoods with a network of streets, paths, cycleways and bridges. This strategy will support this initiative by prioritising safe and secure routes in Legacy Transformation which will be complemented by additional routes in Legacy, to be identified through the Legacy Masterplan Framework (LMF).

There are a number of routes which will be lit in the Legacy transformation Phase including key north south routes and east west routes, which will assist with wayfinding at night.

Transport and mobility: To prioritise walking, cycling and the use of public transport to and within the Olympic Park and venues.

Health and well-being: To provide for healthy lifestyle opportunities during the construction of, and in the design of the Olympic Park and venues. To encourage walking and cycling

Further details about each of the ODA Priority Themes are available on the London 2012 website.

6 Measuring the impact

To fully understand the impact of the ODA venue projects the ODA has completed a baseline assessment and policy review which can be viewed on the London 2012 website EqIA pages.

6.1 Socio-economic baseline review summary

The full socio-economic baseline review provided in section five of this report provides the baseline context for the equality groups within the Olympic Park areas. The main findings are set out in the six equality strands with additional socio-economic categories which help identify and convey the diverse population's characteristics thoroughly. The key issues drawn from the baseline review include the following:

6.1.1 Age

Young people: A quarter of the current five Host London Boroughs population is aged between 0 and 16. As the legacy plans emerge, young people will be using the facilities and becoming economically active within the area. The current and future needs of young people will be an important element that should be considered as part of the venue design and employment opportunities.

Older people: Over time there will be an increasing percentage of the older population from black, Asian and minority ethnic backgrounds – a rise of 12 to 23 per cent is expected by 2021³. To enable delivery of the ODA programme facilities and services will be required to meet the needs of the diversifying older population.

6.1.2 Ethnicity

Some black, Asian and minority ethnic groups (BAME) have socio-economic characteristics differ from the UK and London averages. These characteristics include larger families, leading to a requirement for larger family sized homes, associated amenity and play space for children and access to appropriate social infrastructure services such as health and child care.

Some BAME groups earn less than the national and London averages. There are some recognised barriers to employment for these groups which need to be provided with suitable opportunities in education (baseline statistics show that certain BAME groups have low education attainment levels) and employment. Inclusion of BAME groups is a pertinent issue as the baseline statistics shown that certain BAME groups, despite being university graduates, have unemployment rates which are double those of white counterparts.⁴

In terms of economic activity, small and medium sized enterprises (SME) and micro businesses form the majority of BAME-owned enterprises in London, and a high concentration of BAME-owned business are found in the London boroughs Newham and Tower Hamlets.

³ GLA, 2007d

⁴ ODA, 2007d

6.1.3 Disabled people

There is an over representation of disabled people in the five Host London Boroughs compared to the London and UK average. This will require suitable consideration to ensure that disabled people are aware of employment and business opportunities, and are able to benefit from the improvements to facilities, venues, public realm and open space within the area. Attention should be given to inclusive design and accessibility within the ODA programmes and projects as well as to future service delivery and infrastructure planning within the five Host London Boroughs.⁵

Disabled people have higher rates of unemployment and lower incomes than other groups on average, this may be compounded by multiple barriers associated with gender, race or sexual orientation for example disabled women, BAME disabled people or LGB&T disabled people.

6.1.4 Faith

Religion, faith and belief groups issues and needs are not well covered in studies or statistics. As there is a gap in the baseline evidence, the issues, needs and views of people from faith groups has been established through targeted group consultation. The results of which will enable better understanding and therefore considerations of the needs of faith groups to be integrated into the ODA programme.

6.1.5 Gender

Women in London earn 23 per cent less, on average, than men⁶. As a result, gender wage/salary disparities and household structures need to be understood and tackled by presenting equal opportunity to employment and pay. In addition, the relationship between BAME groups and gender is also an important link to be considered in more detail, where necessary through targeted consultation for individual programmes and projects EqlAs.

Attention must be given to ensure that women/ lone parents can take up the advantages of employment opportunities created by the employment and skills programme. As the ODA develops projects and programme there will need to take positive action to minimise occupational segregation.

The higher proportion of one person households, and of lone parents, within the baseline study area will need explored in more detail to understand the potential impacts. There is evidence that lone parents either have to work part time or pay for child care which may create economic disadvantage with regard to employment opportunities.

⁵ GLA, 2004; 2007d; and 2008e.

⁶ GLA, 2007b

6.1.6 Transgender

The needs of transgender people can be overlooked by public bodies⁷ due to little research on the needs of these groups and because little data has been collected on the outcomes and impacts for transgender people.

This makes it difficult to assess the needs and provide appropriate services. However it is recognised that there are a number of employment issues which need to be understood to fully support transgender people in employment opportunities.

6.1.7 Sexual Orientation

It is likely that the needs of lesbians, gay men, and bisexual people are being overlooked by service providers⁸ due to little research on the needs of these groups and because little data has been collected on the outcomes and impacts of services on these groups.

This makes it difficult for the ODA to assess the needs and provide appropriate services to these groups. The lack of data and research has resulted in the need to carry out further targeted community engagement with the LGB community to fully understand the impact of the ODA programme of work. .

Although the Annual London Survey has not collected statistics on the specific concerns that London's lesbian, gay and bisexual communities have about crime and safety in the city, fear of crime in these communities is likely to be high. Evidence for this is the number of homophobic incidents reported to the police (nearly 1,400 in 2005).

Homophobic bullying is endemic in British and London schools. Lesbian and gay pupils were more likely to leave school at 16, despite achieving marks that merit continuing with their education. The perceived risk of homophobic bullying in the work place could have an impact on the take up of employment opportunities within the ODA programme.

6.1.8 Low Income

Several E&I groups, such as, lone parents, BAME, women, and disabled people have been shown to have the potential to have lower incomes. Skills, education, training and employment opportunities will be crucial in tackling the disadvantages that are faced by many members of these E&I groups.

⁷ GLA, 2007b

⁸ GLA, 2007b

7 Existing situation and key issues for consideration

The following section reviews information from the baseline review and expands upon the likely impacts which will need to be addressed as part of the delivery of the Wayfinding Strategy. The impacts identified below provides a starting point:

The section headings have been identified as important in understanding the impact of project delivery of equality and inclusion in the following documents:

- ODA E&I objectives
- London Plan and Supplementary Guidance
- Olympic Park EqIA
- LMF Baseline Report
- Parklands and Public realm planning documents
- Statements of participation for Olympic Park venues

7.1 Inclusion and community cohesion

Communities that are strong and inclusive lead to a better quality of life, a stronger sense of identity and belonging, and mutual respect and equality.

7.1.1 Black, Asian and minority ethnic people

Due to a significant proportion of the community being of black, Asian and of minority ethnic origin there is a need for careful planning in order to respond to the needs of this part of the community in terms of accessing information, employment and businesses opportunities created as a result of the ODA programme.

As explored, in other areas of this baseline review black, Asian and minority ethnic groups have a larger than UK and London average of young people – this will develop into a large black, Asian and minority ethnic older people populations in the future.

Some black, Asian and minority ethnic groups have socio-economic characteristics which differ from the UK and London averages. These characteristics include larger families, leading to a requirement for larger family sized homes, associated amenity and play space for children and access to appropriate social infrastructure services such as health and child care.

7.1.2 Children and young people

There is a need to ensure that the children are provided with suitable amenity and play areas as part of the Olympic Park and ODA venue developments. This is particularly important given some of the health issues prevalent in the area, to which recreation space for exercise and relaxation is crucial.

7.1.3 All

The baseline reveals a number of health issues in the local area which disproportionately affect some E&I target groups. Given the lack of access to and use of quality public green space by certain E&I groups the Wayfinding Strategy will need to demonstrate an understanding of how different equality groups use wayfinding to access space and venues which in turn will encourage healthy, active lifestyles which could reduce the prevalence of health issues.

7.2 Key issues for consideration

- Understanding the likely impact on the transport infrastructure in relation to wayfinding is a vital to ensure that the local community have a clear links to the transport network.
- Ensuring a sense of community ownership of the delivery of the Strategy will depend to a large degree on the use and management of the Park in Legacy. However, the ODA will need to deliver a platform for wayfinding which can foster a sense of understanding and ownership.
- The diversity of the local community should be reflected through detailed design elements such as arts commissions.
- Given the cultural diversity of the local area and the large international draw of the Games, the development of the Strategy in relation to the surrounding areas will need to accommodate a wide range of cultural requirements.
- There is a strong likelihood that English will not be first language spoken by many people accessing the Park, therefore measures are needed to ensure the Park can be used and navigated easily by local, national and international people alike whose first language is not English or who may have literacy problems.
- There is also a need for clear suitable signage throughout the park, for example to childcare facilities for parents; crèche facilities; and changing areas within venues and surrounding parks.
- In addition the use of technologies which may offer solutions for some people from the equality groups there needs to be balanced with the affordability of people to purchase / hire equipment and their ability to use such equipment.

7.3 Inclusive design and accessibility

It is acknowledged that the design of buildings (including places of employment), venues and the public realm is important in enabling equal access for a number of people in the E&I target groups, as defined in the Planning for Equality and Diversity in London Supplementary Planning Guidance.

Physical access and transport barriers can exclude disabled people from employment, and business opportunities, participation in leisure and sporting activities and their attendance of sporting events and use of open spaces.

Measures to promote an inclusive and accessible environment for disabled people are likely to also benefit older people, and parents and carers.

Barriers to sport include poor quality and inaccessible facilities, concerns about children's safety as a result of bullying and racism, traffic speeds, lack of choice and negative attitudes to children, including disabled children, playing outside.

7.4 Key issues for consideration

- Wayfinding and signage in and to places of employment and sports facilities can preclude the use of the space for many equality groups if they feel that their needs have not addressed.
- The baseline review has highlighted that disabled people are shown to encounter multiple barriers in accessing goods, services and facilities. Positive action can be implemented in a number of ways to remove these barriers, ensuring that the Strategy delivers the ODA Inclusive Design Standards.
- As the connective 'glue' between sports venues and facilities, the Strategy needs to be set out the requirements to ensure that the Park is easily accessible to all.
- The prominence of the landscaping during construction, in the Park and in Legacy could inhibit use of the waterside walkways which will be key routes for navigating the Park and reaching venues. Similarly, inclusive wayfinding will need to be applied to ensure concourse routes and bridges can be used by all.
- The large scale of the ODA programme of works around the Park and off site venues and the possible associated long distances to be covered mean that without sufficient attention to wayfinding and signage to direct and inform people about seating and rest areas, the Park may not be useable by people with mobility or health issues.
- The North Park's 'natural' character and focus on promoting biodiversity, while creating a space which is ideal for relaxation, could potentially inhibit access.

7.5 Safety and security

7.5.1 Gender

58 per cent of women think crime is a problem in London, 54 per cent feel safety is a problem and 42 per cent feel unsafe walking in their local neighbourhood at night compared to 51 per cent, 44 per cent and 25 per cent of males, respectively.

19 per cent of the population in the five Host London Boroughs is Muslim compared to 8.5 per cent in London and just 3 per cent of the national population. Muslims in particular are the victims of religiously based crimes more often than other religious groups. Muslims are also the faith group most likely to cite crime and safety as the worst aspect of living in London and feel unsafe while walking in their local neighbourhoods at night.

7.5.2 Disabled people

Disabled people are more likely to be the victims of hate crimes and 33 per cent of respondents to a study reported facing discrimination on a regular basis. Significantly more disabled people felt that fear of crime was a problem in the capital (62 per cent) and also felt unsafe being out in their neighbourhoods in the evening (42 per cent) compared with Londoners as a whole.

7.5.3 Black, Asian and minority ethnic people

Hate crime also affects the use of public space by some, but not all, BAME groups. 43 per cent of people from Asian backgrounds feel unsafe walking alone in their neighbourhood in London compared with black and other minority ethnic people (24 per cent) and white people (33 per cent).

7.5.4 Sexual orientation

Although the Annual London Survey has not collected statistics on the concerns of London's lesbian, gay, bisexual and trans gender communities relating to crime and safety in the city, fear of crime in these communities is likely to be high. This is due in part to the approximately 1,4000 homophobic incidents reported to the police in 2005 and research findings that as many as 45 per cent of lesbian and gay Londoners had at some point experienced a homophobic crime.

7.5.5 Faith

Although specific study area data of the needs of faith groups has not been obtained due to the lack of availability of statistics, other research on the faith group population has indicated that certain faith groups are more likely to be victims of harassment and discrimination.

7.5.6 Children and young people

Children's wider use of the public realm can also be affected by fear of crime and intolerance on the part of adults, including a prevalent 'no ball games' culture.

7.6 Key issues for consideration

- As the baseline shows, crime and fear of crime inhibits the use of the public realm by the majority of E&I target groups. Designing out the crime and the fear of crime is therefore a key objective of Strategy. Measures to design out crime such as good wayfinding and foot and cycle paths which are overlooked, as well as the provision of effective public transport, will assist with this. Safety across the community, particularly at night, needs to be considered in the design of employment space, venues and parkland, especially edge (non-overlooked/obscured from view by foliage and under lit areas) and areas of public open space.
- Consultation highlighted that dark, enclosed spaces which are not overlooked are seen as promoting crime. As such, designs will need to promote natural surveillance and visibility.
- The location of entrances to sites and venues will also affect the safety of the people, in particular the proximity of entrances to transport connections.
- The emerging Wayfinding Strategy will have an important role alongside physical designs in determining the overall safety and security of all sites and venues.
- Wayfinding and safety management should create a hierarchy of wayfinding along certain routes could prevent leading people into spaces that may be unsafe because they are isolated from transport links or there is poor visibility.

7.7 Employment and training opportunities

7.7.1 Young People

The findings established that the population in the study area consists of a large percentage of young people – 25 per cent is under the age of 17. Further findings establish that within the study area there is lower than average educational achievement.

Poor educational attainment in the five Host London Boroughs may inhibit the ability of young people to benefit from employment opportunities. GCSE attainment is below the London and national averages and is most acute in Hackney. Tower Hamlets has the highest percentage of pupils achieving five or more A*-C GCSEs of the Outer Impact Zone Boroughs. This trend is replicated at Key Stage Two.

The growing population, much of which is categorised as a young population, will be entering or will have reached working age during the ODA's programme. Training provision within schools and colleges will need to align their training schemes to the opportunities emerging from the ODA programme of work.

7.7.2 Gender (Women):

The local population consists of large numbers and proportions of black, Asian and minority ethnic groups. Statistics show that certain women of BAME groups, such as Black African or Bangladeshi, are 3 times less likely to be in employment than other ethnic groups. As there are a large number of disabled women and women from BAME groups living within the study area, there is a need to target these women in for the ODA programmes to ensure of their inclusion.

Gender wage/salary disparities and household structure need to be understood and tackled by presenting equal opportunities to employment and pay (as upheld by law) thereby aiming to provide positive action by minimising occupational segregation.

7.7.3 Black, Asian and minority ethnic groups

Contribute to a significant proportion of the study area population. On average BAME groups have larger families than white counterparts, some, but not all BAME groups have lower levels of educational attainment than the white population. This partly explains the higher incidence of unemployment among BAME groups

At an aggregate level, BAME groups in London are twice as likely to be unemployed as white people. Some black, Asian and minority ethnic groups, on average, earn less than their white counterparts. BAME groups are under-represented in the construction industry at all scales levels of analysis. This is significant given that a large proportion of jobs opportunities associated with the PPR will be in construction.

Indians, black Africans and Chinese people, are substantially more likely than white people to attend university. However, research has shown that all ethnic minority groups have higher unemployment levels soon after graduation. Pakistani, Bangladeshi and black African university graduates have unemployment rates that are double those of their white counterparts.

BAME groups make up 3% of the national construction workforce despite representing 7.9% of the population. Only 24 per cent of people employed in construction in the five Host London Boroughs are from BAME groups despite making up 42 per cent of the total population.

7.7.4 Disabled people

There are barriers to education for disabled people; 34 per cent of disabled 16-24 year olds in London participate in education compared with 50 per cent for non-disabled youth, 18 per cent of disabled people have some higher education compared with 34 per cent of non-disabled people and 39 per cent of disabled people have no qualifications compared with 19 per cent of non-disabled people..

Educational disadvantage and discrimination feeds directly into labour market outcomes. 49 per cent of disabled people are economically active compared to 80 per cent for non-disabled Londoners. Of those in work, disabled people have an average hourly wage 16 per cent lower than average for non-disabled people living in London.

Disabled people represent 11% of London's construction workforce and they are more represented in manual construction jobs rather than non-manual construction jobs.

7.7.5 Sexual orientation

Although no concrete figures exist, consultation suggested that the construction industry is regarded as difficult to access for LGB and transgender people.

7.8 Key issues for consideration

- Job and training opportunities associated with the construction and management of the ODA projects could help reduce skills and employment gaps and have a positive impact on equality.
- Low attainment levels locally and labour market discrimination could, however, hinder the ability of certain groups from capitalising on employment opportunities.
- This is a particularly pressing issue because a large number of jobs associated with construction, an employment sector in which the baseline shows several E&I target groups are under-represented.
- Without careful management and targeting of recruitment processes, overt and unintentional exclusion of E&I target groups could reinforce rather than alleviate employment equality issues.

7.9 Business opportunities

40 per cent of businesses in the five Host London Boroughs are BAME-owned, compared to 19.5 per cent across London as a whole.

In London, a small percentage (0.5 - 2 per cent) of businesses have a majority of owners that are disabled. Businesses employing disabled people are typically relatively small. Self-employment is seen as a particularly good option for disabled entrepreneurs, allowing flexible hours and working patterns, with the home typically used as a workbase. In London there are 2 per cent more disabled people in self employment than non-disabled people (ODA, 2007b).

Low rates of business ownership amongst women act as a barrier for women's equal access to business opportunities for women.

7.10 Key issues for consideration

- Local businesses and businesses owned by E&I target groups need to be incorporated into the supply chain and procurement processes associated with the construction and management. This will not only promote equality, but will help foster local community ownership.
- If these opportunities bypass local businesses and E&I target group-owned businesses, the supply chain will be unrepresentative of the local community and the benefits will accrue elsewhere.
- Consideration needs to be given to the needs of smaller disabled-owned businesses who may favour home working.
- In terms of economic activity, as SME and micro businesses form the majority of black, Asian and minority ethnic-owned enterprises in London and, given that a high concentration of black, Asian and minority ethnic-owned business in the London boroughs Newham and Tower Hamlets, particular attention will need to be given to the impact of employment land designations as part of the LMF proposals on black, Asian and minority ethnic owned businesses.

7.11 Environmental impacts

7.11.1 Black Asian and minority ethnic people

There is currently under-use of existing green spaces and facilities that could provide a focus for healthier lifestyles by BAME people, due to a range of possible underlying factors, such as lack of cultural sensitivity, overt racism and language barriers in the provision of facilities.

Certain BAME groups are disproportionately at risk from certain diseases such as, diabetes cardiovascular disease (CVD) and coronary heart disease (CHD). The main controllable risk factors for CHD are smoking, poor diet, sedentary lifestyle, obesity, diabetes, high blood pressure and poor psychological wellbeing (such as depression). The majority of these risk factors are associated with the lower socio-economic groups in which certain BAME groups are over-represented.

Mortality rates for lung cancer in men are also high. It is estimated that in 2004, 37 per cent of the adult population in Tower Hamlets were smokers, compared to 27 per cent nationally with particularly high smoking rates in Bangladeshi men and more deprived socioeconomic groups (Tower Hamlets PCT, 2007b).

7.11.2 Children and young people

Childhood obesity is an increasingly prevalent health issue nationwide and affects the five Host London Boroughs in particular. For example, a Tower Hamlets report found that 14.6 per cent reception class children were obese compared to 9.9 per cent nationally. In Waltham Forest, the prevalence of obese children (17.2%) is almost double the national average. In 2001 study, a total of 37 per cent children in Year 7 in Newham were found to be either overweight or obese. Although no childhood figure is given, the overall obesity rate in Hackney is estimated to be between 16 and 20 per cent.

7.12 Key issues for consideration

The Strategy will need to ensure that it delivers an attractive, safe environment in which people have reason to spend leisure time, relax and take exercise.

8 Consultation and engagement

The Wayfinding Strategy will consult all internal ODA Priority Themes and with all relevant statutory stakeholders. The primary goals for the Wayfinding Strategy are:

- establish a visual hierarchy to the wayfinding to assist legibility;
- mandate sensitivity to existing and proposed habitats (e.g. bats);
- use appropriate wayfinding tools to improve public safety;
- support safe routes in Legacy Transformation for access to employment, educational, and cultural destinations in and around the Park;
- consider inclusive design factors to make the site accessible for all to use;
- take into account lifecycle costs and embodied energy of fixtures; and

Some of the aspirations outlined by key stakeholders through preliminary discussions included:

- balance the needs of wayfinding during the Games and the long term aims of Legacy Transformation;
- use wayfinding to develop a character and identity for Legacy Transformation;
- use wayfinding to integrate the Olympic Park with surrounding neighbourhoods ;

In addition LOCOG and the LDA will be engaged throughout the development of the Strategy and their concerns will be addressed within the document on an on-going basis.

The Strategy will also be presented to members of BEAP, the Planning Decisions Team, the Planning Committee and the Joint Committee Group.

Consultations will need to be undertaken with key internal and external stakeholders including:

- LOCOG;
- ODA, ODA Transport, and Priority Theme Leaders;
- London Development Agency;
- Transport for London;
- Stratford City;
- Olympic Village;
- Lee Valley Regional Park Authority;
- Five Host London Olympic Boroughs;
- Legible London; and
- British Waterways.

9 Identified changes

The Wayfinding Strategy will deliver baseline wayfinding to key routes. As the Olympic Park matures and development platforms come forward then additional wayfinding can be introduced.

10 Conclusions and recommendations

Throughout the development of the Olympic Park, consultations with external stakeholders have consistently identified the need to create a safe, secure and accessible environment for all visitors to the Olympic Park. Therefore the Wayfinding Strategy will set principles to achieve this. After the Games, wayfinding will be provided on a number of key routes, which will be well lit, legible and will be a focus for activity and movement. Improving connectivity in this area was also a key consideration and the wayfinding must therefore assist with this by enhancing routes to, within and across the Olympic Park.

Sustainability is also an important consideration. Therefore the Wayfinding Strategy must set out principles to ensure that wayfinding solutions are as sustainable as possible, recognising resource constraints, biodiversity and ecology, access and inclusion, carbon reduction and health and well-being.

External stakeholders and the Planning Decisions Team will be consulted. The ODA will take into consideration all comments received.

11 Action plan

In addition to the key areas for consideration the following actions have identified areas that have already been incorporated into the Strategy or will require further work going forward.

Status key:

Green – on track for delivery

Amber – challenging timescale or status not known

Red – unlikely to be delivered

Positive impacts and negative impacts identified	Equality target group affected	Mitigation of adverse impact or Promotion of positive impact	Resources committed / required to mitigate or promote impacts	Responsible person	Status
LOCOG wayfinding overlay to be developed.	All	LOCOG's requirements will remain unknown for sometime. This will be incorporated into the Strategy insofar as possible.	ODA and LOCOG will need to continue dialog.	ODA and LOCOG Design and Venue Teams	A
Delivery of the E&I objectives for employment and business opportunities	All	Continue to target those from differing professional, cultural, ethnic, social and economic backgrounds.	Design team to work with Procurement and Equality & Inclusion, Employment and Skills Team.	Project Sponsors	G
E&I target group involvement in the design process	All	Involve local people and the wider public in the design process and making design relevant to the communities of the Lower Lea Valley	Continued engagement	Project Sponsors	G
Delivery of the Design Strategy objectives	All	Monitor through the Design Team	Design team to report process.	Project Sponsors	

Positive impacts and negative impacts identified	Equality target group affected	Mitigation of adverse impact or Promotion of positive impact	Resources committed / required to mitigate or promote impacts	Responsible person	Status
Each design will incorporate the findings of this impact assessment	All	Monitor through the Design Team and E&I Manger.	Continued engagement	Project Sponsors	
Wayfinding Strategy will not be subject to targeted community engagement	All	Community engagement will continue to take place where appropriate for art commissions	Arts and Culture Team	Arts and Culture Team	G

12 References

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