

## **Welsh Assembly Government: Welsh Language Scheme**

### **New Services Impact Assessment**

Project name: Active Travel (Wales) Bill

Project leader: Claire Bennett (SRO), Victoria Minshall-Jones (Bill Manager).

#### **Question 1**

*Will a regular part of the new service involve face-to-face or telephone contact between the public and staff?*

The new duty will not require face-to-face or telephone contact between the public and staff on an ongoing basis. The initial development of the maps and the identification of routes will require local authorities to consult with local people and users groups, which could involve face-to-face or telephone contact.

There will be guidance developed for Local Authorities to support them in delivering the Bill. This will include guidance on consulting with user groups, residents and landowners. Local authorities have duties relating to Welsh language, and the guidance will support local authorities in delivering duties as a consequence of the Active Travel (Wales) Bill.

#### **Question 2**

*Will the new service be promoted by a publicity, communications or marketing campaign?*

There is likely to be media attention for the Active Travel (Wales) Bill, based on the media attention that the White Paper attracted. All information published on the internet will be available bilingually.

There will not be a national publicity campaign as a direct result of the Active Travel (Wales) Bill. The subsequent guidance to local authorities will include ways of using and promoting the maps, which again will be drafted in a way that supports the local authorities in meeting their Welsh language duties.

#### **Question 3**

*Will you be producing any leaflets, forms, booklets, signs and similar material as part of the new service?*

The Active Travel (Wales) Bill requires that local authorities produce maps of suitable routes for active travel in their area, and maps of their future intentions for active travel. Though these will be mainly pictorial, there is likely to be a small amount of text, for example in the key and occasional annotations where appropriate. The guidance will include that these should be bilingual.

**Question 4**

*Will the new service be supported by a website and / or be available as an online or interactive service (e.g. an intranet or other multimedia site)?*

The maps are likely to be available online, and the guidance developed will include the format and the publication of the maps. Local authorities have existing duties regarding online Welsh language services, and the maps and their publication will be expected to be delivered in line with these duties.

Impact Assessment prepared by Victoria Minshall-Jones

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