

EQUALITY IMPACT ASSESSMENT – ADVERTISING ON HIGHWAYS ASSETS

SECTION ONE: INFORMATION ABOUT THE PROPOSAL

Author(s): This is the person completing the EIA template.	Jo Hambly	Department and service:	Highways, Street Services	Date of assessment:	25/05/2022
Lead Officer: Please note that a Head of Service, Service Director, or Strategic Director must approve the EIA.	Phil Bellamy	Signature:	<i>Phil Bellamy</i>	Approval date:	22/09/2022
Overview:	<p>Advertising on PCC assets</p> <p>To assess any impact on equalities from (a) existing and new advertising/sponsorship opportunities available on PCC assets and (b) the launch of a promotional campaign 'promote your business here' to raise awareness amongst businesses.</p> <p>Existing and new advertising/sponsorship opportunities that are offered by services are the responsibility of the Transport portfolio holder, namely:</p> <ul style="list-style-type: none"> • lighting column banners (new – in scope) • roundabout signs (existing – in scope) • roundabout banners (existing – in scope) • bus pass leaflets (existing – out of scope) • park and ride banners (currently under development – out of scope) • car park posters (currently under development – out of scope) • parking ticket machine vinyl wraps (currently under development – out of scope) <p>Objectives</p>				

	<ul style="list-style-type: none"> Formally Launch a product that will support companies to advertise their business on PCC assets in prominent locations Generate income that can contribute towards the current costs and support budgets. Make these opportunities easily accessible to businesses via webpage, social media etc. <p>Key Stakeholders:</p> <ul style="list-style-type: none"> Transport/Highways Local businesses Regional businesses National businesses
Decision required:	<p>a) To approve the Business Case for the Council to directly manage advertising/ sponsorship opportunities on highway assets [Appendix A]</p> <p>b) To approve the Advertising and Sponsorship Policy attached at [Appendix B]</p>

SECTION TWO: EQUALITY IMPACT ASSESSMENT SCREENING TOOL

Potential external impacts: Does the proposal have the potential to negatively impact service users, communities or residents with protected characteristics?	Yes		No	X
Potential internal impacts: Does the proposal have the potential to negatively impact Plymouth City Council employees?	Yes		No	X
Is a full Equality Impact Assessment required? (if you have answered yes to either of the questions above then a full impact assessment is required and you must complete section two)	Yes		No	X
If you do not agree that a full equality impact assessment is required, please set out your justification for why not.	There are no adverse impacts on any part of the community covered by equalities legislation, or on community relations.			

SECTION THREE: FULL EQUALITY IMPACT ASSESSMENT

Protected characteristics (Equality Act, 2010)	Evidence and information (e.g. data and consultation feedback)	Adverse impact	Mitigation activities	Timescale and responsible department
Age	<p>Plymouth</p> <ul style="list-style-type: none"> • 16.4 per cent of people in Plymouth are children aged under 15. • 65.1 per cent are adults aged 15 to 64. • 18.5 percent are adults aged 65 and over. • 2.4 percent of the resident population are 85 and over. <p>South West</p> <ul style="list-style-type: none"> • 15.9 per cent of people are aged 0 to 14, 61.8 per cent are aged 15 to 64. • 22.3 per cent are aged 65 and over. <p>England</p> <ul style="list-style-type: none"> • 17.4 per cent of people are aged 0 to 14. • 64.2 per cent of people are aged 15 to 64. • 18.4 per cent of people are aged 65 and over. <p>(Data sourced from the 2021 Census)</p>	Not applicable		

Disability	10 per cent of our population have their day-to-day activities limited a lot by a long-term health problem or disability (2011 Census).	Not applicable		
Gender reassignment	<p>There are no official estimates for gender reassignment at either national or local level (awaiting 2021 Census data).</p> <p>However, in a study funded by the Home Office, the Gender Identity Research and Education Society (GIREs) estimate that between 300,000 and 500,000 people aged 16 or over in the UK are experiencing some degree of gender variance.</p>	Not applicable		
Marriage and civil partnership	<p>There were 234,795 marriages in England and Wales in 2018.</p> <p>In 2020, there were 7,566 opposite-sex civil partnerships formed in England and Wales, of which 7,208 were registered in England and 358 were registered in Wales.</p> <p>There were 785 civil partnerships formed between same-sex couples in England and Wales in 2020, of which 745 were registered in England and 40 were registered in Wales.</p>	Not applicable		
Pregnancy and maternity	<p>There were 640,370 live births in England and Wales in 2019, a decrease of 2.5 per cent since 2018. The mid-year 2019 population estimates show that there were 2,590 births in Plymouth.</p> <p>The total fertility rate (TFR) for England and Wales decreased from 1.70 children per woman in 2018 to 1.65 children per woman in 2019.</p>	Not applicable		

Race	<p>92.9 per cent of Plymouth's population identify themselves as White British. 7.1 per cent identify themselves as Black, Asian or Minority Ethnic.</p> <p>Census data suggests at least 43 main languages are spoken in the city, showing Polish, Chinese and Kurdish as the top three (2011 Census).</p>	Not applicable		
Religion or belief	<p>Christianity is the biggest faith in the city with more than 58 per cent of the population (148,917). 32.9 per cent (84,326) of the Plymouth population stated they had no religion (2011 Census).</p> <p>Those who identified as Muslim were just under 1 per cent while Hindu, Buddhist, Jewish or Sikh combined totalled less than 1 per cent (2011 Census).</p>	Not applicable		
Sex	51 per cent of our population are women and 49 per cent are men (2021 Census).	Not applicable		
Sexual orientation	There is no precise local data on sexual orientation in Plymouth (awaiting 2021 Census data).	Not applicable		

SECTION FOUR: HUMAN RIGHTS IMPLICATIONS

Human Rights	Implications	Mitigation Actions	Timescale and responsible department
	Not applicable		

SECTION FIVE: OUR EQUALITY OBJECTIVES

Equality objectives	Implications	Mitigation Actions	Timescale and responsible department
Celebrate diversity and ensure that Plymouth is a welcoming city.	Not applicable		
Pay equality for women, and staff with disabilities in our workforce.	Not applicable		
Supporting our workforce through the implementation of Our People Strategy 2020 – 2024	Not applicable		
Supporting victims of hate crime so they feel confident to report incidents, and working with, and through our partner organisations to achieve positive outcomes.	Not applicable		
Plymouth is a city where people from different backgrounds get along well.	Not applicable		

