

Equalities and Diversity Impact Assessment

Policy for the Roundabout Sponsorship/ Illegal Signs and Adverts



Durham County Council – Altogether Better equality impact assessment form

NB: Equality impact assessment is a legal requirement for all strategies plans, functions, policies, procedures and services. We are also legally required to publish our assessments.

You can find help and prompts on completing the assessment in the guidance from page 7 onwards.

Section one: Description and initial screening

Section overview: this section provides an audit trail.	
Service/team or section: Strategic Highways, Technical Services, Neighbourhood Services	
Lead Officer, Strategic Highways Manager, Technical Services, Neighbourhood Services Planning and Policy Team Leader	Start date: 30 June 2011
Strategic Highways Manager, Technical Services, Neighbourhood Services	24 Aug 2011
Subject of the Impact Assessment: (please also include a brief description of the aims, outcomes, operational issues as appropriate)	
Policy for the Roundabout Sponsorship/ Illegal Signs and Adverts	
<p>The report discusses the need for and content of a revised Durham County Council policy position on Sponsorship of Highway Assets, Signs and Goods for Display on the Highway and Approach to Illegal Signs. In particular:</p>	
<p>(i) Sponsorship of highways assets within the county to allow improved landscaping and planting whilst permitting the erection of small advertising signs.</p>	
<p>(ii) Enforcement of compliance with the policy for the erection of A-Boards and other signs within the county subject to a prioritised, resource dependent, monitoring and inspection procedure.</p>	
<p>(iii) Enforcement of compliance with the policy of display of goods within the county subject to a prioritised, resource dependent, monitoring and inspection procedure.</p>	
<p>The enforcement of signs and goods for display on the highway and the sponsorship of highway verges and roundabouts provides the opportunity for Durham County Council to develop a consistent policy whilst also generating income and maintaining an improved street environment and providing an enhanced level of landscaping.</p>	
<p>Who are the main stakeholders: General public / Employees / Elected Members / Partners/ Specific audiences/Other (please specify) –</p> <ul style="list-style-type: none"> • Business and traders • Motorists, 	

- Pedestrians,
- Residents of the County,
- Tourists

Is a copy of the subject attached? No

If not, where could it be viewed? Contact Strategic Highways, Technical Services, Neighbourhood Services

Initial screening

Currently, as the council does not allow the display of signs, A-boards, goods and produce this has resulted in proliferation of inappropriately placed and un-approved signage. This approach has also restricted the council’s capability of regulating the presentation of signs, A-boards and goods to ensure that they do not restrict access and present a hazard. Following implementation of the policy, Durham County Council will introduce an enforcement procedure for all roadside and roundabout signs, A-boards and displays of goods and produce to require provision of sufficient access for pedestrians. Consequently, it is envisaged by officers that the regulation of street signs, A-Boards and shop side displays of produce will bring associated benefits to the visually impaired, pedestrians with restricted mobility and people with push chairs through reducing the likelihood of tripping and injury.

Prompts to help you:

Who is affected by it? Who is intended to benefit and how? Could there be a different impact or outcome for some groups? Is it likely to affect relations between different communities or groups, for example if it is thought to favour one particular group or deny opportunities for others? Is there any specific targeted action to promote equality?

Is there an actual/potential negative or positive impact on specific groups within these headings?

Indicate :Y = Yes, N = No, ?=Unsure

Gender	N	Disability	Y	Age	Y	Race/ethnicity	N	Religion or belief	N	Sexual orientation	N
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How will this support our commitment to promote equality and meet our legal responsibilities?

Reminder of our legal duties:

- Eliminating unlawful discrimination & harassment
- Promoting equality of opportunity
- Promoting good relations between people from different groups
- Promoting positive attitudes towards disabled people and taking account of someone’s disability, even where that involves treating them more favourably than other people
- Involving people, particularly disabled people, in public life and decision making

This policy will support the Council’s commitment to promote equality, in particular through reducing barriers to physical access experienced by disabled people and those with push chairs. It will have a potential positive impact and will create greater equality of opportunity for these groups The screening has not identified any negative impact to the protected characteristics associated with the changes it will create, and so does not require a full EqIA. However, it is considered that a further screening should be conducted following implementation of the policy to assess the benefits it has created for the abovementioned groups. This

screening should be conducted in **October 2012** to provide a sufficient period following Cabinet approval for changes to embed into practice.

What evidence do you have to support your findings? DCC have reviewed the policies and procedures in place by numerous other Councils

Decision: Proceed to full impact assessment – No **Date: 30 June 2011**

If you have answered ‘No’ you need to pass the completed form for approval & sign off.

Section two: Identifying impacts and evidence- Equality and Diversity

Section overview: this section identifies whether there are any impacts on equality/diversity/cohesion, what evidence is available to support the conclusion and what further action is needed.

	Identify the impact : does this increase differences or does it aim to reduce gaps for particular groups?	Explain your conclusion, including relevant evidence and consultation you have considered.	What further action is required? (Include in Sect. 3 action plan)
Gender			
Age			
Disability			
Race/Ethnicity			
Religion or belief			
Sexual Orientation			

How will this promote positive relationships between different communities? N/A

Section three: Review and Conclusion

Summary: please provide a brief overview, including impact, changes, improvements and any gaps in evidence.			
Action to be taken	Officer responsible	Target Date	In which plan will this action appear
When will this assessment be reviewed?	Date: October 2012		
Are there any additional assessments that need to be undertaken in relation to this assessment?			
Lead officer -sign off - Head of Technical Services			Date: 4 July 2011 24 Aug 2011
Service equality representative - sign off: , Policy Performance and Communications officer			Date: 4 July 2011 24 Aug 2011

Please ask us if you would like this document summarised in another language or format.

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