

# Equality Analysis

## Birmingham City Council Analysis Report

<b>EA Name</b>	Variation Of Outdoor Advertising Contracts S19
<b>Directorate</b>	Economy
<b>Service Area</b>	Corporate Strategy Team
<b>Type</b>	New/Proposed Policy
<b>EA Summary</b>	EqualityAnalysis in support of Cabintet Report on Variation of Outdoor Advertising Contracts S19, reference 540200. The purpose of the variation is to extend the Signature Outdoor Advertising contract for 3 years in return for improved financial benefits to the City Council. The reason for the extension is due to delays in the granting of planning permission at the beginning of the contract.
<b>Reference Number</b>	EA000575
<b>Task Group Manager</b>	Helen.Burnett@birmingham.gov.uk
<b>Task Group Member</b>	
<b>Date Approved</b>	2015-03-09 00:00:00 +0000
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### Introduction

The report records the information that has been submitted for this equality analysis in the following format.

#### **Overall Purpose**

This section identifies the purpose of the Policy and which types of individual it affects. It also identifies which equality strands are affected by either a positive or negative differential impact.

#### **Relevant Protected Characteristics**

For each of the identified relevant protected characteristics there are three sections which will have been completed.

- Impact
- Consultation
- Additional Work

If the assessment has raised any issues to be addressed there will also be an action planning section.

The following pages record the answers to the assessment questions with optional comments included by the assessor to clarify or explain any of the answers given or relevant issues.

## 1 Activity Type

The activity has been identified as a New/Proposed Policy.

## 2 Overall Purpose

### 2.1 What the Activity is for

What is the purpose of this Policy and expected outcomes?	This EA supports the Cabinet Report, reference 540200, for the Variation of Outdoor Advertising Contracts S19. The purpose of this report is to extend the contracts for three years in return for improved financial benefits to the City Council. These contracts support the Councils priority of becoming a prosperous city where businesses grow and new businesses start up (See Appendix 1). Income generated by this contract will help the Council to invest in its services, and the advertising will provide services to both private businesses and the local visitor economy.
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For each strategy, please decide whether it is going to be significantly aided by the Function.

Public Service Excellence	No
A Fair City	No
A Prosperous City	Yes
A Democratic City	No

### 2.2 Individuals affected by the policy

Will the policy have an impact on service users/stakeholders?	No
Will the policy have an impact on employees?	No
Will the policy have an impact on wider community?	Yes

### 2.3 Analysis on Initial Assessment

There is no disproportional impact on any of the nine protected characteristics in relation to the proposals set out in the Cabinet Report 540200, for the Variation of Outdoor Advertising Contracts S19.

It should be noted that all advertising assets require planning permission and any impact from individual advertising assets will be considered at the planning stage. In particular, the design and location of pavement advertising media specifically considers the needs of the visually impaired or those with impaired mobility. Planning and Highways Departments have stringent regulations concerning the design and location of advertising assets and these will be applied to all media in this portfolio.

The Contractor has already signed up to the Birmingham Business Charter for Social Responsibility. The requirements of Standing Order No. 9 in respect of the Councils Equal Opportunities Policy and the requirements of the Equality Act 2010 are incorporated into the existing Contract.

### **3 Concluding Statement on Full Assessment**

The equality impact of this proposal has been carefully considered and no issues have been identified at this stage. Should any equality issue arise post implementation, then this will be considered.

### **4 Review Date**

30/06/15

### **5 Action Plan**

There are no relevant issues, so no action plans are currently required.