

Equality, Diversity, Cohesion and Integration Screening



As a public authority we need to ensure that all our strategies, policies, service and functions, both current and proposed have given proper consideration to equality, diversity, cohesion and integration.

A **screening** process can help judge relevance and provides a record of both the **process** and **decision**. Screening should be a short, sharp exercise that determines relevance for all new and revised strategies, policies, services and functions.

Completed at the earliest opportunity it will help to determine:

- the relevance of proposals and decisions to equality, diversity, cohesion and integration.
- whether or not equality, diversity, cohesion and integration is being/has already been considered, and
- whether or not it is necessary to carry out an impact assessment.

Directorate: City Development	Service area: Property Services
Lead person: Dayle Lynch	Contact number: 07891 271325

1. Title: Income Generation through Advertising

Is this a:

Strategy / Policy

Service / Function

Other

If other, please specify

2. Please provide a brief description of what you are screening

Opportunities to increase income to the Council through licencing sites for the purpose of installing and operating advertising structures, one in respect of billboards and the other for 6 sheet units within the city centre.

3. Relevance to equality, diversity, cohesion and integration

All the council's strategies/policies, services/functions affect service users, employees or the wider community – city wide or more local. These will also have a greater/lesser relevance to equality, diversity, cohesion and integration.

The following questions will help you to identify how relevant your proposals are.

When considering these questions think about age, carers, disability, gender reassignment, race, religion or belief, sex, sexual orientation and any other relevant characteristics (for example socio-economic status, social class, income, unemployment, residential location or family background and education or skills levels).

Questions	Yes	No
Is there an existing or likely differential impact for the different equality characteristics?		x
Have there been or likely to be any public concerns about the policy or proposal?	x	
Could the proposal affect how our services, commissioning or procurement activities are organised, provided, located and by whom?		x
Could the proposal affect our workforce or employment practices?		x
Does the proposal involve or will it have an impact on <ul style="list-style-type: none"> • Eliminating unlawful discrimination, victimisation and harassment • Advancing equality of opportunity • Fostering good relations 		x

If you have answered **no** to the questions above please complete **sections 6 and 7**

If you have answered **yes** to any of the above and;

- Believe you have already considered the impact on equality, diversity, cohesion and integration within your proposal please go to **section 4**.
- Are not already considering the impact on equality, diversity, cohesion and integration within your proposal please go to **section 5**.

4. Considering the impact on equality, diversity, cohesion and integration

If you can demonstrate you have considered how your proposals impact on equality, diversity, cohesion and integration you have carried out an impact assessment.

Please provide specific details for all three areas below (use the prompts for guidance).

- **How have you considered equality, diversity, cohesion and integration?** (think about the scope of the proposal, who is likely to be affected, equality related information, gaps in information and plans to address, consultation and engagement activities (taken place or planned) with those likely to be affected)

In respect of the billboard sites, these would otherwise be unused small pieces of land for which no purpose would be made, being too small for any other commercial or non-commercial use. They are sites that do not provide access to other areas, do not block or hinder pedestrian or vehicle flow and therefore the proposals are not likely to adversely affect any section of the community.

The new 6 sheet proposals are still in development and all necessary consideration in terms of exact locations will form part of the refinement stage and subsequent planning process.

In regard to both opportunities the necessary planning consent process will include statutory and non-statutory engagement with stakeholders.

- **Key findings**

(think about any potential positive and negative impact on different equality characteristics, potential to promote strong and positive relationships between groups, potential to bring groups/communities into increased contact with each other, perception that the proposal could benefit one group at the expense of another)

The billboard opportunity is not likely to have any positive or negative effect upon equality characteristics. The 6 sheet opportunity needs to be managed closely in terms of ensuring locations are identified that do not have a negative impact on the visually impaired.

By delivering both opportunities the Council is likely to generate significant revenue income that will help contribute towards reducing funding deficits and impacts on communities and equality groups by increasing the Council's ability to maintain service delivery levels.

- **Actions**

(think about how you will promote positive impact and remove/ reduce negative impact)

Locations of the new 6 sheet units will be considered on a number of grounds, including maintaining pedestrian and vehicle access/flow, being aligned with existing street furniture or buildings and therefore causing no or minimal obstruction.

The design of the units will be such that they meet with guidelines for street furniture and long cane users, in that they will have solid bases rather than being sculpted or partial base designs.

5. If you are **not already considering the impact on equality, diversity, cohesion and integration you **will need to carry out an impact assessment.****

Date to scope and plan your impact assessment:	
Date to complete your impact assessment	
Lead person for your impact assessment (Include name and job title)	

6. Governance, ownership and approval

Please state here who has approved the actions and outcomes of the screening

Name	Job title	Date
Christine Addison	Chief Asset Management & Regeneration Officer	07/03/2014

7. Publishing

This screening document will act as evidence that due regard to equality and diversity has been given. If you are not carrying out an independent impact assessment the screening document will need to be published.

If this screening relates to a **Key Delegated Decision, Executive Board, full Council** or a **Significant Operational Decision** a copy should be emailed to Corporate Governance and will be published along with the relevant report.

A copy of **all other** screening's should be sent to equalityteam@leeds.gov.uk. For record keeping purposes it will be kept on file (but not published).

Date screening completed	07/03/2014
If relates to a Key Decision - date sent to Corporate Governance	13/03/2014
Any other decision – date sent to Equality Team (equalityteam@leeds.gov.uk)	11/03/2014