

Impact Assessment

Version 2017

To publish, please send a dated PDF to impactassessment-mailbox@devon.gov.uk

Assessment of:	Sponsorship & advertising on Highway Infrastructure
Service:	Highways, Infrastructure Development and Waste

Head of Service:	Meg Booth (approved by M Scriven)
Date of sign off by Head Of Service/version:	5/03/2018
Assessment carried out by (incl. job title):	Chris Rook, Traffic Management Team Manager

Section 1 - Background

Description:	<p>Nationally, it is common practice for Highway Authorities to have in place opportunities to sponsor highway assets; these might include street lighting columns, roundabouts, bridges, properties, web pages, or fleet vehicles.</p> <p>Our only current offer is that of sponsoring roundabouts. However, this offer varies in approach across the County which isn't well understood or marketed, it is also arguably inefficient, in part at least due to higher priorities on officer time in the service, for example keeping the network safe and moving. Devon has a large and varied highway asset and could secure additional income to assist in general service delivery if this was pursued in a better managed way.</p> <p>A basic desktop analysis suggests we have between 100-120 roundabouts which would be suitable for sponsorship, similarly we have in excess of 70,000 lighting columns. It should be stressed that it is likely that</p>
--------------	--

	<p>only proportion of lighting stock would likely be appropriate or commercially attractive for sponsorship.</p> <p>It is not the intent to proliferate the County with obtrusive signage but merely formalise and bring a greater level of consistency to how we currently manage our offer.</p> <p>Historically, our approach has been to dispose of the maintenance associated with the relevant roundabout and charge a flat fee of £398 per annum for sponsorship. The expectation being that sponsors take on grass cutting / planting in relation to that asset. In some areas responsibility for maintenance / sponsorship was passed onto Town, City, or District Councils for some or all roundabouts within their boundaries leading to an element of inconsistency in approach and style around the County.</p> <p>It is proposed to source a third-party contractor to manage sponsorship and advertising on highway assets on behalf of the Authority. Having conducted initial market engagement it would not appear that there would be any upfront costs to the Authority, with the third party taking an agreed percentage of income to cover the management and signing costs associated with sponsoring the asset. This model of business will provide the contractor with motivation to realise the full commercial value of assets and seek sponsors, it would therefore be likely that rather than a flat fee approach as currently charged different sites would be of different cost dependent on style, location, and volume of traffic.</p>
Reason for change/review:	<p>It is not considered appropriate for existing arrangements to continue as there is a need to seek new sources of funding to meet increasing budgetary challenges, the current approach is inconsistent and to a degree confusing for potential sponsors. Nor is it considered appropriate to review and manage in-house due to limited staff resource and expertise in establishing commercial value and managing these assets in a commercial manner.</p> <p>Therefore, it is recommended that the Authority procures the services of a third-party supplier to provide a managed solution to sponsorships and advertising.</p> <p>This proposal will provide an opportunity to develop a revenue stream to the authority at no cost. As profits are shared with the supplier, there is motivation for them to realise the full commercial value of assets and seek sponsors, with little risk to the authority. Although there may be officer time spent on procuring the supplier, on-going officer time would be minimal with the supplier leading on securing new advertisers and sponsors.</p>

Section 2 - Impacts, options and recommendations

See sections 3, 4 and 5 for background analysis

Options Appraisal and Recommendations:	<p>The following options have been considered:</p> <p><i>Option A:</i> Do nothing, maintain current arrangements</p> <p><i>Option B:</i> Review how sponsorship and advertising is managed in-house.</p> <p><i>Option C:</i> Procurement the services of a third-party supplier to manage sponsorships and advertising, generating revenue for reinvestment in the highway network.</p> <p>It is not considered appropriate for existing arrangements to continue as there is a need to seek new sources of funding to meet increasing budgetary challenges, the current approach is inconsistent and to a degree confusing for potential sponsors. Nor is it considered appropriate to review and manage in-house due to limited staff resource and expertise in establishing commercial value and managing these assets in a commercial manner.</p> <p>Therefore, it is recommended that the Authority procures the services of a third-party supplier to provide a managed solution to sponsorships and advertising.</p>
Social/equality impacts (summary):	<p>There is not considered to be any specific social/equality impact.</p> <p>However, it is worth noting that Devon County Council is committed to equality and diversity and challenging discrimination. Any advert / sign placed in association with the project would need to comply with legislation and official bodies codes of practice such as:</p> <ul style="list-style-type: none">- The Advertising Standards Agency (ASA)- The Committee of Advertising Practice (CAP)
Environmental impacts (summary):	<p>The visual impact of any new signing on the network will be managed via an appropriate policy on the nature of advertising.</p>

	There is a potential positive environmental impact as there will be options to use locations to promote environmental and green travel initiatives of the Authority and other District / Borough / City Authorities.
Economic impacts (summary):	<p>Some highways assets are currently sponsored or advertised on by local business in partnership with District councils. These assets remain the property of the Highways authority and we would seek where possible to retrieve those assets for advertising. This may affect the publicity of local businesses.</p> <p>This will be mitigated as we will expect any supplier managing sponsorships and advertising to work with existing sponsors or advertisers wherever possible.</p> <p>Local businesses that sponsor highway assets will benefit from increased exposure to potential customers and clients.</p> <p>There is likely to be a positive impact on local employment as local contractors will be required to undertake maintenance of assets, and signing works. The promotional benefits of sponsorship will most likely benefit local businesses.</p>
Other impacts (partner agencies, services, DCC policies, possible 'unintended consequences'):	<p>Discussions have taken place with the in-house teams responsible for the management of the assets concerned, including colleagues in street lighting, bridges, and the neighbourhood highways teams.</p> <p>Colleagues in Safer Travel, Environmental Audit, and the Traffic Management Team will also assist in developing how signing associated with sponsorship will be presented on the Network.</p> <p>The placing of sponsorship signing will be such as to avoid unintended consequence such as any detrimental impact to road safety, or the asset itself.</p>
How will impacts and actions be monitored?	Officers will work closely with suppliers during the setup of the contract to ensure that all advertisements and sponsors meet the Council's standards. Additionally, officers will ensure during the setup of the contract that existing advertisers are considered. Officers will regularly review the performance of the contract.

Background Analysis

This section describes how relevant questions and issues have been explored during the options appraisal.

Section 3 - Profile and views of stakeholders and people directly affected

People affected:	<p>External stakeholders include those that currently sponsor highway assets, typically local businesses, and in some areas City, District or Town Councils</p> <p>Internal stakeholders include teams responsible for the management of the assets concerned, including colleagues in street lighting, bridges, and the neighbourhood highways teams. Colleagues in Safer Travel, Environmental Audit, and the Traffic Management Team will also assist in developing how signing associated with sponsorship will be presented on the Network.</p>
Diversity profile and needs assessment of affected people:	The proposal has equal neutral impact across all population profiles and characteristics, with a potential benefit to local businesses.
Other stakeholders (agencies etc.):	-
Consultation process and results:	This proposal is considered low impact. Internal stakeholders have been engaged and will be involved in developing the Authorities approach to sponsorship. External stakeholders, specifically those that currently sponsor highway assets will be engaged as the project progresses.
Research and information used:	Research of the approach taken by neighbouring Authorities has been carried out along with initial market engagement to understand the likely approach taken by third party providers.

Section 4a - Social Impacts

Giving Due Regard to Equality and Human Rights

The local authority must consider how people will be affected by the service, policy or practice. In so doing we must give due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation
- Advance equality of opportunity and
- Foster good relations.

Where relevant, we must take into account the protected characteristics of age, disability, gender, gender reassignment, pregnancy and maternity, marriage and civil partnership, sexual orientation, race, and religion and belief.

This means considering how people with different needs get the different services they require and are not disadvantaged, and facilities are available to them on an equal basis in order to meet their needs; advancing equality of opportunity by recognising the disadvantages to which protected groups are subject and considering how they can be overcome.

We also need to ensure that human rights are protected. In particular, that people have:

- A reasonable level of choice in where and how they live their life and interact with others (this is an aspect of the human right to 'private and family life').
- An appropriate level of care which results in dignity and respect (the protection to a private and family life, protection from torture and the freedom of thought, belief and religion within the Human Rights Act and elimination of discrimination and the promotion of good relations under the Equality Act 2010).
- A right to life (ensuring that nothing we do results in unlawful or unnecessary/avoidable death).

The Equality Act 2010 and other relevant legislation does not prevent the Council from taking difficult decisions which result in service reductions or closures for example, it does however require the Council to ensure that such decisions are:

- Informed and properly considered with a rigorous, conscious approach and open mind, taking due regard of the effects on the protected characteristics and the general duty to eliminate discrimination, advance equality and foster good relations.
- Proportionate (negative impacts are proportionate to the aims of the policy decision)
- Fair

- Necessary
- Reasonable, and
- Those affected have been adequately consulted.

Characteristics	In what way can you eliminate or reduce the potential for direct or indirect discrimination, harassment or disadvantage? Are there any lawful, reasonable and proportionate, unavoidable negative consequences?	In what way can you advance equality (meet needs, encourage participation, make adjustments for disabled people, 'close gaps'). In what way can you foster good relations between groups (tackle prejudice and promote understanding), if relevant?
All residents (include generic equality provisions):	None	None
Age:	None	None
Disability (incl. sensory, mobility, mental health, learning disability, ill health) and carers of disabled people:	None	None
Culture and ethnicity: nationality/national origin,	None	None

skin colour, religion and belief:		
Sex, gender and gender identity (including men, women, non-binary and transgender people), and pregnancy and maternity (including women's right to breastfeed).	None	None
Sexual orientation and marriage/civil partnership:	None	None
Other socio-economic factors such as families, carers, single people/couples, low income, vulnerability, education, reading/writing skills, 'digital exclusion' and rural isolation.	None	None
Human rights considerations:	None	

Supporting independence, wellbeing and resilience?

Give consideration to the groups listed above and how they may have different needs.

In what way can you support and create opportunities for people and communities (of place and interest) to be independent, empowered and resourceful?	N/A
In what way can you help people to be safe, protected from harm, and with good health and wellbeing?	N/A
In what way can you help people to be connected, and involved in community activities?	N/A

Section 4b - Environmental impacts

An impact assessment should give due regard to the following activities in order to ensure we meet a range of environmental legal duties.

The policy or practice does not require the identification of environmental impacts using this Impact Assessment process because it is subject to (please select from the table below and proceed to the 4c, otherwise complete the environmental analysis table):

	Devon County Council's Environmental Review Process for permitted development highway schemes.
	Planning Permission under the Town and Country Planning Act (1990).
	Strategic Environmental Assessment under European Directive 2001/42/EC "on the assessment of the effects of certain plans and programmes on the environment".

	Describe any actual or potential negative consequences.	Describe any actual or potential neutral or positive outcomes.
--	--	---

	(Consider how to mitigate against these).	(Consider how to improve as far as possible).
Reduce waste, and send less waste to landfill:	N/A	N/A
Conserve and enhance biodiversity (the variety of living species):	N/A	N/A
Safeguard the distinctive characteristics, features and special qualities of Devon's landscape:	<p>Signing relating to sponsorship does already exist on our network, without appropriate policy there may be a negative impact.</p> <p>Appropriate Policy will be developed to ensure any signing relating to sponsorship with be of an appropriate size and nature.</p>	By ensuring signing is of an appropriate size and nature, and by ensuring there is funding to continue maintenance of sponsored assets there is potential to maintain and improve the public realm.
Conserve and enhance the quality and character of our built environment and public spaces:	<p>Signing relating to sponsorship does already exist on our network, without appropriate policy there may be a negative impact.</p> <p>Appropriate Policy will be developed to ensure any signing relating to sponsorship with be of an appropriate size and nature.</p>	By ensuring signing is of an appropriate size and nature, and by ensuring there is funding to continue maintenance of sponsored assets there is potential to maintain and improve the public realm.
Conserve and enhance Devon's cultural and historic heritage:	<p>Signing relating to sponsorship does already exist on our network, without appropriate policy there may be a negative impact.</p> <p>Appropriate Policy will be developed to ensure any signing relating to sponsorship with be of an</p>	By ensuring signing is of an appropriate size and nature, and by ensuring there is funding to continue maintenance of sponsored assets there is potential to maintain and improve the public realm.

	appropriate size and nature.	
Minimise greenhouse gas emissions:	N/A	There is potential for a positive environmental impact to be achieved if a proportion of signing opportunities are utilised to promote the sustainable transport / public health initiatives of the Authority and the City / Borough / District Authorities.
Minimise pollution (including air, land, water, light and noise):	N/A	There is potential for a positive environmental impact to be achieved if a proportion of signing opportunities are utilised to promote the sustainable transport / public health initiatives of the Authority and the City / Borough / District Authorities.
Contribute to reducing water consumption:	N/A	There is potential for a positive environmental impact to be achieved if a proportion of signing opportunities are utilised to promote the sustainable transport / public health initiatives of the Authority and the City / Borough / District Authorities.
Ensure resilience to the future effects of climate change (warmer, wetter winters; drier, hotter summers; more intense storms; and rising sea level):	N/A	There is potential for a positive environmental impact to be achieved if a proportion of signing opportunities are utilised to promote the sustainable transport / public health initiatives of the Authority and the City / Borough / District Authorities.

Other (please state below):	N/A	N/A
-----------------------------	-----	-----

Section 4c - Economic impacts

	Describe any actual or potential negative consequences. (Consider how to mitigate against these).	Describe any actual or potential neutral or positive outcomes. (Consider how to improve as far as possible).
Impact on knowledge and skills:	N/A	N/A
Impact on employment levels:	N/A	There is likely to be a positive impact on local employment as local contractors will be required to undertake maintenance of assets, and signing works. The promotional benefits of sponsorship will most likely benefit local businesses.
Impact on local business:	Existing sponsors will be engaged with a view to maintaining their ongoing sponsorship of an asset. Those sponsors will be given first options to retain the sponsorship of that asset at the current market rate There is a risk that some will no longer wish to sponsor at any new commercial rate.	Local businesses that sponsor highway assets will benefit from increased exposure to potential customers and clients.

Section 4d -Combined Impacts

Linkages or conflicts between social, environmental and economic impacts:	No specific links.
---	--------------------

Section 5 - 'Social Value' of planned commissioned/procured services:

How will the economic, social and environmental well-being of the relevant area be improved through what is being proposed? And how, in conducting the process of procurement, might that improvement be secured?	<p>Local businesses that sponsor highway assets will benefit from increased exposure to potential customers and clients.</p> <p>The proposal will ensure that sponsored assets are maintained to a good standard and provide an opportunity to develop an additional revenue stream to the authority at no cost</p> <p>There is potential for a positive environmental impact to be achieved if a proportion of signing opportunities are utilised to promote the sustainable transport / public health initiatives of the Authority and the City / Borough / District Authorities.</p>
---	---