

# Impact Assessment



Assessment of: Advertising on the Highway

Service: Climate Change, Environment and Transport

Head of Service: Meg Booth

Version / date of sign off by Head of Service: 25 October 2022

Assessment carried out by (job title): Traffic Management Team Manager

## 1. Description of project / service / activity / policy under review

Proposal to review advertising / sponsorship of highways assets including roundabouts and streetlighting.

## 2. Reason for change / review

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. 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. 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.

It is not the intent to proliferate the county with obtrusive signage but merely formalise and bring a greater level of consistency to how the current offer is managed.

Sponsorship has not historically been used to create a meaningful funding source for highways maintenance or other Council activities. Informal discussions and interest from managing agents for such activity appear to provide opportunity to create a good return, albeit that return would depend on constraints placed on any offer.

### 3. Aims / objectives, limitations and options going forwards (summary)

The review of advertising on the highway is intended to bring consistency to the process, whilst ensuring that the assets are well maintained and creating a meaningful funding source for highways maintenance or other Council activities.

### 4. People affected, diversity profile and analysis of needs

Residents, local businesses, or visitors within / or visiting areas subject to highway advertising.

The review has equal impact across all population profiles and characteristics.

### 5. Stakeholders, their interest and potential impacts

The review will positively affect local residents, visitors / shoppers, and local businesses by effecting the streetscape around them.

The review will ensure that assets are well maintained and creating a meaningful funding source for highways maintenance or other Council activities.

There will be opportunities for local businesses to promote themselves through advertising / sponsorship.

### 6. Additional research used to inform this assessment

Initial market engagement has been conducted.

## 7. Description of consultation process and outcomes

Parish and Town councils have been engaged to understand if there are elements of maintenance / sponsorship of roundabouts that they would wish to take on rather than utilising a third party provider. Where communities wish to take on these responsibilities agreements can be developed (similar to those developed with Barnstaple Town Council).

## 8. Equality analysis

### 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.

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The review will ensure that assets are well maintained and creating a meaningful funding source for highways maintenance or other Council activities.

There will be opportunities for local businesses to promote themselves through advertising / sponsorship.

Characteristics	Potential or actual issues for this group.  [Please refer to the <a href="#">Diversity Guide</a> and <a href="#">See RED</a> ]	How will the project / service / policy / activity: <ul style="list-style-type: none"> <li>eliminate or reduce the potential for direct or indirect discrimination, harassment or disadvantage, where necessary.</li> <li>advance equality (meet needs / ensure access, encourage participation, make adjustments for disabled people, 'close gaps').</li> <li>foster good relations between groups (tackled prejudice and promoted understanding), if relevant?</li> </ul> <p>In what way do you consider any negative consequences to be reasonable and proportionate in order to achieve a legitimate aim?</p> <p>Are you complying with the <a href="#">DCC Equality Policy</a>?</p>
All residents (include generic equality provisions)	None	<p>The review will positively affect local residents, visitors / shoppers, and local businesses by effecting the streetscape around them.</p> <p>The review will ensure that assets are well maintained and creating a meaningful funding source for highways maintenance or other Council activities.</p> <p>There will be opportunities for local businesses to promote themselves through advertising / sponsorship.</p>
Age	The change does not affect any particular group specifically.	The change does not affect any particular group specifically.
Disability (incl. sensory, mobility, mental health, learning disability, neurodiversity, long term ill health) and carers of disabled people	The change does not affect any particular group specifically.	The change does not affect any particular group specifically.
Culture and ethnicity: nationality/national origin, ethnic origin/race, skin	The change does not affect any particular group specifically.	The change does not affect any particular group specifically.

Characteristics	Potential or actual issues for this group.  [Please refer to the <a href="#">Diversity Guide</a> and <a href="#">See RED</a> ]	How will the project / service / policy / activity: <ul style="list-style-type: none"> <li>• eliminate or reduce the potential for direct or indirect discrimination, harassment or disadvantage, where necessary.</li> <li>• advance equality (meet needs / ensure access, encourage participation, make adjustments for disabled people, 'close gaps').</li> <li>• foster good relations between groups (tackled prejudice and promoted understanding), if relevant?</li> </ul> <p>In what way do you consider any negative consequences to be reasonable and proportionate in order to achieve a legitimate aim?</p> <p>Are you complying with the <a href="#">DCC Equality Policy</a>?</p>
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)	The change does not affect any particular group specifically.	The change does not affect any particular group specifically.
Sexual orientation and marriage/civil partnership	The change does not affect any particular group specifically.	The change does not affect any particular group specifically.
Other relevant socio-economic factors such as family size/single people/lone parents, income/deprivation, housing, education and skills, literacy, sub-cultures, 'digital exclusion', access	The change does not affect any particular group specifically.	The change does not affect any particular group specifically.

Characteristics	Potential or actual issues for this group.  [Please refer to the <a href="#">Diversity Guide</a> and <a href="#">See RED</a> ]	How will the project / service / policy / activity: <ul style="list-style-type: none"> <li>• eliminate or reduce the potential for direct or indirect discrimination, harassment or disadvantage, where necessary.</li> <li>• advance equality (meet needs / ensure access, encourage participation, make adjustments for disabled people, 'close gaps').</li> <li>• foster good relations between groups (tackled prejudice and promoted understanding), if relevant?</li> </ul> <p>In what way do you consider any negative consequences to be reasonable and proportionate in order to achieve a legitimate aim?</p> <p>Are you complying with the <a href="#">DCC Equality Policy</a>?</p>
to transport options, rural/urban		

## 9. Human rights considerations:

The change does not affect any particular group specifically.

## 10. 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?

There will be opportunities for local businesses to promote themselves through advertising / sponsorship. Parish and Town councils have been engaged to understand if there are elements of maintenance / sponsorship of roundabouts that they would wish to take on rather than utilising a third party provider.

In what way can you help people to be safe, protected from harm, and with good health and wellbeing?

The review will ensure that assets are well maintained and creating a meaningful funding source for highways maintenance or other Council activities, such as maintenance, road safety, or sustainable transport.

In what way can you help people to be connected, and involved in community activities?

The review will ensure that assets are well maintained and creating a meaningful funding source for highways maintenance or other Council activities, such as maintenance, road safety, or sustainable transport.

## 11. Environmental analysis

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 mark X in the relevant box below and proceed to the 4c, otherwise complete the environmental analysis table):

Devon County Council's Environmental Review Process	
Planning Permission	
Environmental Impact Assessment	
Strategic Environmental Assessment	

	<b>Describe any actual or potential negative consequences. (Consider how to mitigate against these).</b>	<b>Describe any actual or potential neutral or positive outcomes. (Consider how to improve as far as possible).</b>
Reduce, reuse, recycle and compost:	There is no specific impact to this activity	There is no specific impact to this activity
Conserve and enhance wildlife:	There is no specific impact to this activity	There may be positive impact achieved via selection of maintenance / planting regime for roundabouts
Safeguard the distinctive characteristics, features and special qualities of Devon's landscape:	There is no specific impact to this activity	There will be a positive impact on streetscape and public spaces by improving maintenance of highway assets.
Conserve and enhance Devon's cultural and historic heritage:	There is no specific impact to this activity	There is no specific impact to this activity
Minimise greenhouse gas emissions:	There is no specific impact to this activity	There is no specific impact to this activity
Minimise pollution (including air, land, water, light and noise):	There is no specific impact to this activity	There is no specific impact to this activity
Contribute to reducing water consumption:	There is no specific impact to this activity	There is no specific impact to this activity
Ensure resilience to the future effects of climate change (warmer, wetter winters; drier, hotter summers; more intense storms; and rising sea level):	There is no specific impact to this activity	There is no specific impact to this activity
Other (please state below):	N/A	N/A

## 12. Economic analysis

	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:	None	None
Impact on employment levels:	None	None
Impact on local business:	None	There will be opportunities for local businesses to promote themselves through advertising / sponsorship.

## 13. Describe and linkages or conflicts between social, environmental and economic impacts (Combined Impacts):

No specific links

## 14. 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?

There will be opportunities for local businesses to promote themselves through advertising / sponsorship these will be secured via the procurement process.

## 15. How will impacts and actions be monitored?

The success of the review will be monitored by the Traffic Management Team, informed by Member, customer and third party provider feedback.