

<b>Department</b>	Place	<b>Version no</b>	1.0
<b>Assessed by</b>	Gill Bennison	<b>Date created</b>	June 2019
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The Equality Act 2010 requires the Council to have due regard to the need to

- eliminate unlawful discrimination, harassment and victimisation;
- advance equality of opportunity between different groups; and
- foster good relations between different groups

## Section 1: What is being assessed?

### 1.1 Name of proposal to be assessed.

Sponsorship Initiative

### 1.2 Describe the proposal under assessment and what change it would result in if implemented.

To review and approve new procedure for existing sponsorship initiative for roundabouts and flowerbeds across the Bradford district. To agree procedure and specification for sponsorship signage and consideration of planning guidance on sponsorship signage.

Agreement of the new procedure and planning guidance will provide clarity for Council Departments when expanding the number of sponsorship sites and dealing with any potential enquiries with regard to specific sites.

## Section 2: What the impact of the proposal is likely to be

### 2.1 Will this proposal advance equality of opportunity for people who share a protected characteristic and/or foster good relations between people who share a protected characteristic and those that do not? If yes, please explain further.

The sponsorship initiative fosters good relationships between local business in providing advertising opportunities in a local location and affording them goodwill with their local community.

The sponsorship initiative provides an income towards the on going maintenance of the specific locations and contributes to the overall aesthetics of the district and ultimately benefits the environment for Bradford Citizens and visitors to our district.

**2.2 Will this proposal have a positive impact and help to eliminate discrimination and harassment against, or the victimisation of people who share a protected characteristic? If yes, please explain further.**

The proposal will have no significant impact.

**2.3 Will this proposal potentially have a negative or disproportionate impact on people who share a protected characteristic? If yes, please explain further.**

The proposal will have no negative or disproportionate impact.

**2.4 Please indicate the level of negative impact on each of the protected characteristics?**

(Please indicate high (H), medium (M), low (L), no effect (N) for each)

<b>Protected Characteristics:</b>	<b>Impact (H, M, L, N)</b>
Age	N
Disability	N
Gender reassignment	N
Race	N
Religion/Belief	N
Pregnancy and maternity	N
Sexual Orientation	N
Sex	N
Marriage and civil partnership	N
<b>Additional Consideration:</b>	
Low income/low wage	N

**2.5 How could the disproportionate negative impacts be mitigated or eliminated?**

Not applicable as no negative impacts have been identified

**Section 3: Dependencies from other proposals**

**3.1 Please consider which other services would need to know about your proposal and the impacts you have identified. Identify below which services you have consulted, and any consequent additional equality impacts that have been identified.**

Consultation with Planning and Highways has taken place and no additional equality

impacts have been identified.

#### **Section 4: What evidence you have used?**

##### **4.1 What evidence do you hold to back up this assessment?**

- Management of the sponsorship initiative for more than 10 years

##### **4.2 Do you need further evidence?**

The current level of knowledge is regarded as sufficient to support this analysis