

# Cambridge City Council Equality Impact Assessment



Completing an Equality Impact Assessment will help you to think about what impact your strategy, policy, plan, project, contract or major change to your service may have on people that live in, work in or visit Cambridge, as well as on City Council staff.

The template is easy to use. You do not need to have specialist equalities knowledge to complete it. It asks you to make judgements based on evidence and experience. There are guidance notes on the intranet to help you. You can also get advice from Suzanne Goff, Strategy Officer on 01223 457174 or email [suzanne.goff@cambridge.gov.uk](mailto:suzanne.goff@cambridge.gov.uk) or from any member of the Joint Equalities Group.

## 1. Title of strategy, policy, plan, project, contract or major change to your service:

Policy for the placing of Advertising Boards

## 2. What is the objective or purpose of your strategy, policy, plan, project, contract or major change to your service?

The City Centre Accessibility review was commissioned by the council to gain an objective understanding of accessibility issues in and around the city centre.

The scope of the study was to undertake a baseline review of the accessibility of Cambridge city centre (looking at the Historic Core and Grafton areas as defined in the Local Plan 2014).

The centre of Cambridge is already under pressure from the number of people using it and with the planned growth in population together with rising numbers of students and visitors this will only increase. The ability of the city centre to cope with the increase in numbers of pedestrians is constrained by its historic and generally narrow street pattern. The current County Council Transport Plan and emerging City Council Local Plan both refer to meeting the needs of pedestrians and to proposals for improving the quality of the public realm. The accessibility review is continuing to feed into the implementation of these plans and influence other initiatives such as City Deal which will be important for users of Cambridge city centre in future.

The main conclusions from the study were that parts of the city centre were difficult to access, particularly for disabled and wheelchair users for a variety of reasons.

The Accessibility report made a number of recommendations for future action. These actions were varied in their ease of delivery, cost and complexity but focussed on advertising 'A' boards and other issues.

Following on from the City Centre Accessibility Review Action Plan that was approved in July 2015, work has been undertaken to plan and draft an 'A' board policy that is cost-effective, appropriate and can be enforced across the city whilst not unduly penalising businesses. This policy was consulted on during February and April 2017.

The council wants the city to be both attractive and easy to use for all, and there is a need to set out what is acceptable in order that we can safeguard people with disabilities, including those with visual impairments, and to do this we need to regulate against over-proliferation of

**2. What is the objective or purpose of your strategy, policy, plan, project, contract or major change to your service?**

obstructions and inappropriate positioning on the footway.

The Policy for the placing of Advertising Boards seeks to create a street environment which complements premises based trading but is not unduly cluttered, is sensitive to the needs of residents, provides diversity and consumer choice, and seeks to enhance the character, ambience and safety of local environments. To ensure safe and unimpeded public access along pavements/footways; prevent the use of 'A' Boards in locations where they cannot be appropriately sited; and ensure compliance with legislation relevant to the siting of 'A' Boards on public land; and that legislation is applied fairly, reasonably and consistently across the city and in line with relevant council policies

The policy sets out that the guidelines within are applicable to the placing of 'A' Boards or advertising structures on the public road, highway or public open spaces and must be met in all cases. The conditions include stipulations that only one 'A' board or advertising structure per premises will be permitted, it must be positioned in a certain way and of some certain conditions.

Where there is failure to adhere to the guidelines by a business the council proposes to adopt a fair enforcement policy where owners found to be using 'A' boards or advertising structures in breach of the guidelines will be notified of the policy and asked to comply by service (by hand) of a formal letter and 'A' boards or advertising structures still not complying with the general guidelines, within 48 hours of service of formal letter, will be removed by the council and the owner informed that they have 28 days to reclaim the board and pay the associated charge of £70. Where appropriate any costs incurred by the council in pursuing the above approach will be recovered from the owner.

The policy will be applied in a manner which is consistent with the council's equalities and enforcement policies

**3. Who will be affected by this strategy, policy, plan, project, contract or major change to your service? (Please tick those that apply)**

☒ Residents

☒ Visitors

☐ Staff

A specific client group or groups (please state): Businesses and organisations

**4. What type of strategy, policy, plan, project, contract or major change to your service is this? (Please tick)**

☒ New

☐ Revised

☐ Existing

## 5. Responsible directorate and service

Directorate: Environment

Service: Streets and Open Spaces Operations

## 6. Are other departments or partners involved in delivering this strategy, policy, plan, project, contract or major change to your service?

☐ No

☒ Yes (please give details):

The county council are the lead authority for dealing with adverts illegally placed on the highway and have agreed to devolve powers to the city council through a Memorandum of Understanding.

## 7. Potential impact

Please list and explain how this strategy, policy, plan, project, contract or major change to your service could **positively** or **negatively** affect individuals from the following equalities groups.

When answering this question, please think about:

- The results of relevant consultation that you or others have completed (for example with residents, people that work in or visit Cambridge, service users, staff or partner organisations).
- Complaints information.
- Performance information.
- Information about people using your service (for example whether people from certain equalities groups use the service more or less than others).
- Inspection results.
- Comparisons with other organisations.
- The implementation of your piece of work (don't just assess what you think the impact will be after you have completed your work, but also think about what steps you might have to take to make sure that the implementation of your work does not negatively impact on people from a particular equality group).
- The relevant premises involved.
- Your communications.
- National research (local information is not always available, particularly for some equalities groups, so use national research to provide evidence for your conclusions).

**(a) Age** (any group of people of a particular age, including younger and older people – in particular, please consider any safeguarding issues for children and vulnerable adults)

Data for this characteristic is not held.

**(b) Disability** (including people with a physical impairment, sensory impairment, learning disability, mental health problem or other condition which has an impact on their daily life)

The inappropriate siting of advertising 'A' boards and signs on public footways, pavements and streets can cause obstructions for pedestrians who are mobility and sight impaired and those using wheelchairs and mobility scooters, and in some locations, where the pavements/footways are narrow, 'A' boards can force pavement users to use the road in order to get past them, thereby increasing the risk of accidents with road traffic.

The council wants the city to be both attractive and easy to use for all, and there is a need to set out what is acceptable in order that we can safeguard people with disabilities, including those with visual impairments, and to do this we need to regulate against over-proliferation of obstructions and inappropriate positioning on the footway. This policy seeks to create a street environment which is not unduly cluttered, and allows for safe and unimpeded public access along pavements/footways; prevents the use of 'A' boards in locations where they cannot be appropriately sited.

**(c) Gender**

Data for this characteristic is not held.

**(d) Pregnancy and maternity**

Data for this characteristic is not held.

**(e) Transgender** (including gender re-assignment)

Data for this characteristic is not held.

**(f) Marriage and Civil Partnership**

Data for this characteristic is not held.

**(g) Race or Ethnicity**

Data for this characteristic is not held.

#### **(h) Religion or Belief**

Data for this characteristic is not held.

#### **(i) Sexual Orientation**

Data for this characteristic is not held.

#### **(j) Other factors that may lead to inequality – in particular – please consider the impact of any changes on low income groups or those experiencing the impacts of poverty (please state):**

Data for offences of 'A' boards does not hold records of any of the above characteristics, so it is not possible to quantify / consider how specific groups might or might not be affected in Cambridge.

All enforcement action is undertaken in accordance with the council's [Corporate Enforcement Policy](#).

#### **8. If you have any additional comments please add them here**

All communication by the Streets and Open Spaces Operations team is undertaken in accordance with the [Service Standards](#) which details what customers can expect of us.

Enforcement of the Policy for the placing of Advertising Boards seeks will be monitored and the EqIA kept under review as required.

#### **9. Conclusions and Next Steps**

- If you have not identified any negative impacts, please sign off this form.
- If you have identified potential negative actions, you must complete the action plan at the end of this document to set out how you propose to mitigate the impact. If you do not feel that the potential negative impact can be mitigated, you must complete question 8 to explain why that is the case.
- If there is insufficient evidence to say whether or not there is likely to be a negative impact, please complete the action plan setting out what additional information you need to gather to complete the assessment.

All completed Equality Impact Assessments must be emailed to Suzanne Goff, Strategy Officer, who will arrange for it to be published on the City Council's website.  
Email [suzanne.goff@cambridge.gov.uk](mailto:suzanne.goff@cambridge.gov.uk)

## 10. Sign off

Name and job title of assessment lead officer: Wendy Young, Operations Manager  
(Community Engagement and Enforcement)

Names and job titles of other assessment team members and people consulted:

Date of completion: 15 June 2017

Date of next review of the assessment:

## Action Plan

**Equality Impact Assessment title:**

**Date of completion:**

| Equality Group  | Age |
|---|-----|
| Details of possible disadvantage or negative impact               |     |
| Action to be taken to address the disadvantage or negative impact |     |
| Officer responsible for progressing the action                    |     |
| Date action to be completed by                                    |     |

| Equality Group  | Disability |
|---|------------|
| Details of possible disadvantage or negative impact               |            |
| Action to be taken to address the disadvantage or negative impact |            |
| Officer responsible for progressing the action                    |            |
| Date action to be completed by                                    |            |

| Equality Group  | Gender |
|---|--------|
| Details of possible disadvantage or negative impact               |        |
| Action to be taken to address the disadvantage or negative impact |        |
| Officer responsible for progressing the action                    |        |
| Date action to be completed by                                    |        |

| <b>Equality Group</b>   | <b>Pregnancy and Maternity</b> |
|---|--------------------------------|
| Details of possible disadvantage or negative impact               |                                |
| Action to be taken to address the disadvantage or negative impact |                                |
| Officer responsible for progressing the action                    |                                |
| Date action to be completed by                                    |                                |

| <b>Equality Group</b>   | <b>Transgender</b> |
|---|--------------------|
| Details of possible disadvantage or negative impact               |                    |
| Action to be taken to address the disadvantage or negative impact |                    |
| Officer responsible for progressing the action                    |                    |
| Date action to be completed by                                    |                    |

| <b>Equality Group</b>   | <b>Marriage and Civil Partnership</b> |
|---|---------------------------------------|
| Details of possible disadvantage or negative impact               |                                       |
| Action to be taken to address the disadvantage or negative impact |                                       |
| Officer responsible for progressing the action                    |                                       |
| Date action to be completed by                                    |                                       |

| <b>Equality Group</b>   | <b>Race or Ethnicity</b> |
|---|--------------------------|
| Details of possible disadvantage or negative impact               |                          |
| Action to be taken to address the disadvantage or negative impact |                          |
| Officer responsible for progressing the action                    |                          |
| Date action to be completed by                                    |                          |



| <b>Equality Group</b>   | <b>Religion or Belief</b> |
|---|---------------------------|
| Details of possible disadvantage or negative impact               |                           |
| Action to be taken to address the disadvantage or negative impact |                           |
| Officer responsible for progressing the action                    |                           |
| Date action to be completed by                                    |                           |

| <b>Equality Group</b>   | <b>Sexual Orientation</b> |
|---|---------------------------|
| Details of possible disadvantage or negative impact               |                           |
| Action to be taken to address the disadvantage or negative impact |                           |
| Officer responsible for progressing the action                    |                           |
| Date action to be completed by                                    |                           |

| <b>Other factors that may lead to inequality</b>                  |  |
|---|--|
| Details of possible disadvantage or negative impact               |  |
| Action to be taken to address the disadvantage or negative impact |  |
| Officer responsible for progressing the action                    |  |
| Date action to be completed by                                    |  |