

Bristol City Council Equality Impact Relevance Check



This tool will identify the equalities relevance of a proposal, and establish whether a full Equality Impact Assessment will be required. Please read the guidance prior to completing this relevance check.

What is the proposal?	
Name of proposal	Advertising and Sponsorship Policy
Please outline the proposal.	To adopt a policy for advertising and sponsorships that establishes a consistent approach in the council's roles in both placing and hosting advertising content, and similarly in seeking sponsorship or acting as a sponsor. It establishes a set of standards and framework of controls that will help maximise benefits whilst ensuring compliance with legislation, advertising industry codes, council policies and guidelines.
What savings will this proposal achieve?	None
Name of Lead Officer	Tim Borrett, Director: Policy, Strategy and Partnerships

Could your proposal impact citizens with protected characteristics? (This includes service users and the wider community)
Please outline where there may be significant opportunities or positive impacts, and for whom.
As well as complying with legislative requirements under the Equality Act 2010 in preventing the disparagement of any person or class of persons by advertising on council sites, the policy also enables the council to refuse content that it believes could cause serious or widespread offence. It notes that particular care will be taken in relation to race, age, religion or belief, sex, sexual orientation, disability, gender identity or gender expression, pregnancy or maternity and marriage or civil partnership. In this list of characteristics, the phrase 'gender identity or gender expression' is used rather than 'gender reassignment', to clarify and potentially extend the protected characteristic as described in the EA2010. The policy takes a public health approach and in doing so introduces new restrictions in content that may benefit public health; for example by introducing a city-wide ban on 'junk food' advertising on council sites and by extending existing restrictions to include a ban on advertising of alcohol products. It also prevents advertising of high cost, short term loans ('payday loans') which can have adverse financial impacts on customers.
Please outline where there may be significant negative impacts, and for whom.
None identified. It should be noted, however, that there is a risk of the policy impacting on the council's commercial income (around £150k maximum anticipated risk), which

could feasibly have impacts elsewhere for council services if it happened. It is not possible to speculate about what or who this could impact, and it would fall to services to conduct appropriate equality assessments should this occur.

Could your proposal impact staff with protected characteristics?

(i.e. reduction in posts, changes to working hours or locations, changes in pay)

Please outline where there may be significant opportunities or positive impacts, and for whom.

None identified other than those already set out as general positive benefits.

Please outline where there may be negative impacts, and for whom.

None identified. Recruitment advertising placed by the council should take account of this policy but is covered by a separate process and contract. It should be noted, however, that there is a risk of the policy impacting on the council's commercial income (around £150k maximum anticipated risk), which could feasibly have impacts elsewhere for council services if it happened. It is not possible to speculate about what or who this could impact, and it would fall to services to conduct appropriate equality assessments should this occur.

Is a full Equality Impact Assessment required?

Does the proposal have the potential to impact on people with protected characteristics in the following ways:

- access to or participation in a service,
- levels of representation in our workforce, or
- reducing quality of life (i.e. health, education, standard of living) ?

Please indicate yes or no. If the answer is yes then a full impact assessment must be carried out. If the answer is no, please provide a justification.

No. We have not identified any significant impact of the proposal on staff or citizens in relation to their protected characteristics or socio-economic status.

Service Director sign-off and date:

Tim Borrett
25/01/2021

Equalities Officer sign-off and date:

Reviewed by Equality and Inclusion Team
25/1/2020