

Template for Impact Assessment Level 1: Initial screening assessment

Subject of assessment:	Allowing advertising on the Council website.			
Coverage:	Overarching/cross-cutting			
This is a decision relating to:	<input type="checkbox"/> Strategy	<input type="checkbox"/> Policy	<input type="checkbox"/> Service	<input checked="" type="checkbox"/> Function
	<input type="checkbox"/> Process/procedure	<input type="checkbox"/> Programme	<input checked="" type="checkbox"/> Project	<input type="checkbox"/> Review
	<input type="checkbox"/> Organisational change	<input type="checkbox"/> Other (please state)		
It is a:	New approach:	<input checked="" type="checkbox"/>	Revision of an existing approach:	<input type="checkbox"/>
It is driven by:	Legislation:	<input type="checkbox"/>	Local or corporate requirements:	<input checked="" type="checkbox"/>
Description:	<p><u>Key aims, objectives and activities</u> Allowing advertising on the Council website would potentially raise income.</p> <p><u>Differences from any previous approach</u> Advertising space is not currently sold on the website.</p> <p><u>Key stakeholders and intended beneficiaries</u> Elected members, employees of the Council, residents, partners and businesses.</p> <p><u>Intended outcomes</u> The Council would generate advertising income.</p>			
Live date:	From approval of this report.			
Lifespan:	Reviewed annually.			
Date of next review:	12 months after date new website has been live.			

Screening questions	Response			Evidence
	No	Yes	Uncertain	
<p>Human Rights</p> <p>Could the decision impact negatively on individual Human Rights as enshrined in UK legislation?*</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p>No. Allowing advertising on the council website would not impact negatively on individual Human Rights as enshrined in UK legislation. This is because adverts that are allowed will be controlled by a policy which will ensure that no adverts are published that could be contrary to the Council's values or its legal duties.</p> <p>Evidence used to inform this assessment includes the Council Advertising Network (CAN) offer and the planned advertisement management policy.</p>
<p>Equality</p> <p>Could the decision result in adverse differential impacts on groups or individuals with characteristics protected in UK equality law? Could the decision impact differently on other commonly disadvantaged groups?*</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p>The Public Sector Equality Duty (PSED) requires that when exercising its functions the Council must have due regard to the need to:-</p> <ul style="list-style-type: none"> eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act; advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; and foster good relations between persons who share a relevant protected characteristic and persons who do not share it. <p>In having due regard to the need to advance equality of opportunity, the Council must consider, as part of a single equality duty:</p> <ul style="list-style-type: none"> removing or minimising disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic; taking steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of people who do not share it; and encouraging people who share a protected characteristic to participate in public life or in any other activity in which participation is low. <p>No. There is no concern that the decision would affect groups with protected characteristics differently. This is because adverts that are allowed will be controlled by a policy which will ensure that no adverts are published that could be contrary to the Council's values or its legal duties under the Equality Act.</p> <p>Evidence used to inform this assessment includes the CAN offer and the planned advertisement management policy.</p>
<p>Community cohesion</p> <p>Could the decision impact negatively on relationships between different groups, communities of interest or neighbourhoods within the town?*</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p>No. The associated policy will not allow for advertising that would potentially have an impact on community cohesion. This is because adverts that are allowed will be controlled by a policy which will ensure that no adverts are published that could be contrary to the Council's values or its legal duties under the Equality Act.</p> <p>Evidence used to inform this assessment includes the CAN offer and the planned advertisement management policy.</p>

* Consult the Impact Assessment further guidance appendix for details on the issues covered by each of these broad questions prior to completion.

Screening questions	Response	Evidence
<p>Next steps:</p> <ul style="list-style-type: none"> ➤ If the answer to all of the above screening questions is No then the process is completed. ➤ If the answer of any of the questions is Yes or Uncertain, then a Level 2 Full Impact Assessment must be completed. 		

Assessment completed by:	Andrew Glover	Head of Service:	
Date:	April 5 2022	Date:	