

Equalities Impact Assessment Completion Form

1. What is the name of the service, policy, procedure or project to be assessed?

Sponsorship of road islands

2. Briefly describe the aim of the service, policy, procedure or project. What needs or duties is it designed to meet?

When completing an assessment, keep a document file with notes when a policy is being replaced or reviewed.

1. To generate income for Bromsgrove District Council through sponsorship
2. To raise the profile of private companies through Bromsgrove District Council assets

3. List your customers/ stakeholders

Private companies and others, for example the Voluntary and Community Sector, the Primary Care Trust – e.g. for health awareness campaigns.

There are unacceptable sponsorship types (included within the legal agreement) which the Council will not approve such as sponsorship signs of political significance, religious significance, in breach of the Council's duties under Equalities legislation or any other material which the Council considers to be unreasonable. (A full list can be found within section 11 of individual legal agreements.)

4. How do you know who they are?

The Council advertises the opportunities through a prospectus of sponsorship opportunities and all and any applicants are considered through discussion with the Celebratory and Sponsorship group within the Council.

The initial invitation to take up this opportunity was sent to the 50 largest companies in Bromsgrove which of itself means that some quite small companies will be included.

So far BAME (Black, Asian and Minority Ethnic) businesses and women owned/ managed businesses have not been specifically sought. The main criterion is based on the economic scale of the business and does not discriminate in relation to who takes up the sponsorship opportunity.

5. Do any of your customers/ stakeholders come from the following Equality Groups?

Equality Group	Yes	No	Further Evidence Needed
Race / Minority Ethnic Groups	√		
Disability			√
Gender (Male/ Female)	√		
Gender Re-assignment (Trans-sexual)			√
Marital Status			√
Sexual Orientation			√
Religion/ Belief			√
Age	√		
Income group	√		
Rural/Urban mix	√		
None of these	N/A		

6. What activities have you undertaken to establish the information to answer questions 4 and 5?

This assessment is based on what has become known through the Celebratory and Sponsorship group.

**Who have you consulted and what methods have you used?
(Examples might be consultation exercise, research activities, feedback from surveys etc.)**

No formal consultation activities have been undertaken at this time.

7. Is there evidence that any groups are being treated unfairly, directly or indirectly?

Equality Group	Yes	No	Further Evidence Needed
Race / Minority Ethnic Groups		√	
Disability		√	
Gender (Male/ Female)		√	
Gender Re-assignment (Trans-sexual)		√	
Marital Status		√	
Sexual Orientation		√	
Religion/ Belief		√	
Age		√	
Income group		√	
Rural/Urban mix	√		
None of these	N/A		

Potentially, there could be some adverse impact on the ability to participate as this depends on the ability to pay but this is not a deliberate disadvantage.

8. Please detail the information you have gathered to support the answers to question 7.

Companies have been approached on the basis of being businesses, not on the basis of ethnicity, gender etc.

Equality Group	Evidence gathered
Race / Minority Ethnic Groups	No race specific information gathered
Disability	No disability specific information gathered
Gender (Male/ Female)	No gender specific information gathered
Gender Re-assignment (Trans-sexual)	No trans-gender specific information gathered
Marital Status	No marital status specific information gathered
Sexual Orientation	No sexual orientation specific information gathered
Religion/ Belief	No religion/ belief information gathered
Age	No age specific information gathered
Income group	No income group specific information gathered
Rural/Urban mix	No rural/ urban mix specific information gathered
None of these	N/A

9. Is there any justification for any unfairness identified in question 7 - for example, disproportionate cost? Describe the supporting evidence.

Without the scheme being more targeted we cannot say that we are acting in a discriminatory manner.

10. If you have identified any area of unfairness that cannot be justified, how will you eliminate or minimize this?

The sponsorship opportunity is open to anyone who wants to participate. They will compete for the spaces on the same basis as everyone else.

11. The results of your research and any justifications must be easily available to the public. When, where and how will you publish this information?

The Celebratory and Sponsorship group holds a portfolio of information and will publish details of a review of business ownership.

12. In support of the Inclusive Equalities Scheme, you are required to regularly monitor all policies and services for fairness. What plans do you have to monitor this particular service, policy, procedure or project?

We will do our best to identify business ownership to help us acquire more information about the diverse backgrounds of the business owners.

13. Your findings now need to be managed through your Departmental 3 Year Rolling Equality Action Plan. Please complete the final section of this form.

Action Required	By Whom	By When	Signed when completed	Priority	How has this Promoted Equality?
Identify ethnic and gender composition of business ownership through existing contacts such as Women In Rural Enterprise, Business Start-up Schemes	Phil Street and the Celebratory and Sponsorship	April 2010		Medium to Low	

Equality Impact Assessment undertaken by (Signed)

Full name (in capitals please)

Position in the council

Date

When you have completed this form, please retain a copy and give a copy to your Equalities Champion, so that they can report to the Head of Service and the Equality Officer in Legal, Equalities and Democratic Services.

Glossary

Adverse impact

- where one or more group of people is disadvantaged by a policy or procedure.

Direct discrimination

- Treating someone less favourably than someone else in the same circumstances, egg:
 - Racist or sexist banter, derogatory comments and innuendo
 - Failure to treat grievances seriously
 - Failure to investigate grievances effectively
 - Inconsistent, irrational and subjective behaviour by employer
 - Failure to train staff and managers.

Indirect discrimination

- Where an unjustifiable condition, e.g. in the provision of a service or job specification, has the effect of excluding a particular group. Even if this is unintentional, it can still be unlawful, egg:
 - Unnecessary height restrictions
 - Refusing training for promotion to part-timers
 - Fluency in language
 - Not allowing wearing of religious clothing
 - Word of mouth recruitment
 - Qualification requirements being too demanding for the level of the job.

Policy, Practices and Services

- refers to any activity the council does, be that a service we provide, an initiative we run, a policy we write or a procedure we observe.
- It may refer to the way we do things which are customary
- It may refer to activities we undertake such as meetings, focus groups or publications we produce

Equality Groups

- all equality groups referred to in the assessment can be broken down into further sub groups as follows
 - Race/ Minority Ethnic Groups - consider all the categories in the Census
 - Consider issues around race, colour, nationality, national or ethnic origin
 - Ethnic origin legally applies to Jews, Gypsies, Sikhs Irish and Scottish Travellers
 - White British
 - White Irish
 - Any other White Background
 - Black Caribbean
 - Black African
 - Any other Black background
 - Pakistani
 - Indian
 - Any other Asian Background
 - White & Black Caribbean
 - White & Black African
 - White & Asian
 - Any other Mixed Background
 - Chinese
 - Any other Ethnic Group
 - Disability - consider all types of impairment, physical and mental, sensory, visible and hidden
 - People with learning disabilities
 - Disabled children
 - Young disabled people
 - Parents of disabled children
 - People with mobility impairments
 - Wheelchair users
 - Mental health system users/ survivors
 - People with HIV/ Aids
 - People with visual impairments
 - Deaf or hearing impaired people
 - People with hidden impairments
 - People with cancer
 - Gender (Male/ Female) - consider whether something has a different impact on men or women - particularly if its more of an impact on women, consider the impact if they have carer responsibilities whether its childcare or other types of care
 - Gender Re-assignment (Trans-sexual)
 - Consider all stages of re-assignment, before, during and after

- Marital status
 - Consider all marital statuses
 - Married, widowed, divorced, separated, co-habiting, civil partnership
- Sexual orientation
 - Consider orientations
 - Gay – usually refers to men with sexual orientation towards other men although sometime refers to women with sexual orientation towards other women
 - Lesbian – refers to women with sexual orientation towards other women
 - Bisexual – refers to men and women with sexual orientation to either their own sex or the opposite sex
 - Heterosexual refers to men and women with sexual orientation towards the opposite sex
- Religion/ Belief – for more detailed information refer to the Acas Booklet – Religion or Belief in the Workplace - consider the main and the minority religions
 - Christianity
 - Hinduism
 - Islam
 - Judaism
 - Sikhism
 - Baha'i
 - Buddhism
 - Jainism
 - Paganism
 - Parsi or Zoroastrianism
 - Rastafarianism
- Consider beliefs e.g.
 - Atheism
 - Agnosticism
 - Humanism
- Age - consider all age groups
 - Children pre school and school age
 - Teenagers
 - Young adults
 - Middle aged adults
 - The elderly

- Income group - consider all income groups
 - Those in employment
 - Those on high incomes
 - Those on low incomes
 - Those on benefits
- Rural/ urban mix
 - Consider all types of location in the district
 - Wholly rural areas
 - Villages
 - Towns
 - Urban fringe areas
- None of these

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