

## Section 4 Integrated Impact Assessment

### Summary Report Template

Audit Risk level
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(Risk level will be added by Equalities Officer)

Each of the numbered sections below must be completed

Interim report		Final report	Y	(Tick as appropriate)
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#### 1. Title of plan, policy or strategy being assessed

'A' Boards and other Temporary on-street Advertising Structures.

#### 2. What will change as a result of this proposal?

This report proposes the implementation of a citywide ban on 'A' Boards and other temporary on-street advertising structures. If implemented, it will improve the safety, accessibility and appearance of streets across the city.

#### 3. Briefly describe public involvement in this proposal to date and planned

Since the 21<sup>st</sup> March 2017 Transport and Environment Committee, a stakeholder workshop, targeted engagement with business representatives and wider public consultation in the form of an online questionnaire and social media comments requests have been undertaken. Further engagement will be undertaken following the committee meeting on 17<sup>th</sup> May 2018 to inform stakeholders and the public about the Committee's decision. A drop-in event will be held in summer 2018 to engage businesses on ways in which they can enhance the promotion and advertisement of their businesses.

#### 4. Date of IIA

Initial meeting on 23<sup>rd</sup> August 2017.

**5. Who was present at the IIA? Identify facilitator, Lead Officer, report writer and any partnership representative present and main stakeholder (e.g. NHS, Council)**

<b>Name</b>	<b>Job Title</b>	<b>Date of IIA training</b>	<b>Email</b>
Ruth White (report writer)	Lead Officer, Senior Planning Officer, Spatial Policy		<a href="mailto:Ruth.white@edinburgh.gov.uk">Ruth.white@edinburgh.gov.uk</a>
Will Garrett (facilitator)	Team Manager, Spatial Policy		<a href="mailto:Will.garrett@edinburgh.gov.uk">Will.garrett@edinburgh.gov.uk</a>
Sarah Burns	South East Locality Manager		<a href="mailto:sarah.burns@edinburgh.gov.uk">sarah.burns@edinburgh.gov.uk</a>
Anna Herriman	City Centre Programme Manager, South East Locality		<a href="mailto:anna.herriman@edinburgh.gov.uk">anna.herriman@edinburgh.gov.uk</a>
Paul Baxter	Team Leader, Environmental Wardens, South East Locality		<a href="mailto:paul.baxter@edinburgh.gov.uk">paul.baxter@edinburgh.gov.uk</a>
Chris Mcgarvey	Senior Transport Team Leader, Roads Team, City Centre		<a href="mailto:chris.mcgarvey@edinburgh.gov.uk">chris.mcgarvey@edinburgh.gov.uk</a>

**6. Evidence available at the time of the IIA**

<b>Evidence</b>	<b>Available?</b>	<b>Comments: what does the evidence tell you?</b>
Data on populations in need	Yes	Anecdotal evidence from a range of street users including people with disabilities has been gathered over a

Evidence	Available?	Comments: what does the evidence tell you?
		<p>number of years in the form of correspondence to the Council, testimonials, comments made at public meetings, and in consultation responses to the initial 'A' Boards policy and other Council strategies such as the recently approved Locality Improvement Plans. This information confirms the scale of concerns regarding the negative impacts that temporary on-street advertising structures have on the safety, accessibility and appearance of the city's streets.</p>
Data on service uptake/access	N/A	
Data on equality outcomes	N/A	
Research/literature evidence	Yes	<p>The Council has approved policies, strategies and guidance which support the protection and enhancement of the public realm. Key citywide documents include:</p> <ul style="list-style-type: none"> <li>• Edinburgh's Public Realm Strategy</li> <li>• The Economic Strategy</li> <li>• The Local Development Plan</li> <li>• The Edinburgh Street Design Guidance</li> <li>• The Local Transport Strategy</li> <li>• The Edinburgh Design Guidance</li> <li>• Planning Guidance on Advertising, City Dressing and Sponsorship</li> </ul> <p>Minimising street clutter is a key component in meeting the aims and objectives of these policies, strategies and guidance. This proposal will have a significant impact on meeting this component.</p>

<b>Evidence</b>	<b>Available?</b>	<b>Comments: what does the evidence tell you?</b>
Public/patient/client experience information	Yes	See response to 'Data on populations in need'.
Evidence of inclusive engagement of service users and involvement findings	Yes.	See response to 'Data on populations in need'.
Evidence of unmet need	Yes	See response to 'Data on populations in need'.
Good practice guidelines	Yes.	See response to 'Research/Literature evidence'.
Environmental data	No.	
Risk from cumulative impacts	N/A.	
Other (please specify)	N/A.	
Additional evidence required	N/A.	

**7. In summary, what impacts were identified and which groups will they affect?**

<b>Equality, Health and Wellbeing and Human Rights</b>	<b>Affected populations</b>
<p><b>Positive</b> Improvements in the operation and management of streets will have a positive impact on all street users by enhancing the usability of streets. Streets are a public resource and this proposal actively seeks to protect their primary role for public use.</p> <p><b>Negative</b> None identified.</p>	<p>All ages, genders, races etc with the greatest impact being on people with disabilities and mobility challenges including the elderly, partially sighted or blind people, and people with pushchairs.</p>

<p><b>Environment and Sustainability</b></p> <p><b>Positive</b> Improvements in the operation and management of streets will have a positive impact on their appearance, the pedestrian environment and their ongoing sustainable use. Streets are a public resource and this proposal actively seeks to protect their primary role for public use.</p> <p><b>Negative</b></p> <p>None identified.</p>	<p><b>Affected populations</b></p> <p>All ages, genders, races etc with the greatest impact being on people with disabilities and mobility challenges including the elderly, partially sighted or blind people, and people with pushchairs.</p>
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<p><b>Economic</b></p> <p><b>Positive</b> Good quality public spaces which have minimal clutter are more attractive to pedestrians and attract businesses. Good quality public spaces support vitality and viability. The introduction of a citywide ban will also ensure that there is a level playing field for all businesses and the exploration of bespoke solutions for hard to reach businesses will ensure that they are not unfairly disadvantaged.</p> <p><b>Negative</b> Potential impact on the vitality of businesses who currently use temporary on-street advertising at least until alternative advertising strategies are put in place. Whilst a number of businesses responding to the online questionnaire noted concerns that they will lose passing trade, there is no statistical evidence to suggest that temporary on-street advertising increases footfall and spending.</p> <p>A number of online questionnaire respondents noted that the quantum of temporary on-street advertising on the city's streets actively deters them from using them or entering businesses which have them. There is anecdotal evidence to suggest therefore that overall, the improvement of the accessibility of streets will offset any impacts associated with the potential loss in trade directly as a result of the loss of temporary on-street advertising.</p>	<p><b>Affected populations</b></p> <p>All ages, genders, races etc with the greatest impact being on people with disabilities and mobility challenges including the elderly, partially sighted or blind people, and people with pushchairs.</p>
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**8. Is any part of this policy/ service to be carried out wholly or partly by contractors and how will equality, human rights including children's rights , environmental and sustainability issues be addressed?**

The intention is for the proposed citywide ban to be implemented and enforced by in-house Council services. If, at a later stage contractors are introduced to assist, it should be noted that as part of the Council's procurement process due regard is required to be given to all equalities and rights, environmental and sustainability impacts when undertaking work on behalf of the Council.

**9. Consider how you will communicate information about this policy/ service change to children and young people and those affected by hearing loss, speech impairment, low level literacy or numeracy, learning difficulties or English as a second language? Please provide a summary of the communications plan.**

A range of communication tools will be used to reach out to all types of people regardless of their age, disability or language etc. Direct communication will be undertaken with businesses in the form of letters, and messages will be issued through the Council's social media challenges and a drop-in event will also be held for those wishing to discuss the implications of the proposal in person. Formats will be designed to be understood by a range of population groups.

**10. Is the policy a qualifying Policy, Programme or Strategy as defined by The Environmental Impact Assessment (Scotland) Act 2005? (see Section 4)**

No.

**11. Additional Information and Evidence Required**

**If further evidence is required, please note how it will be gathered. If appropriate, mark this report as interim and submit updated final report once further evidence has been gathered.**

The success of a citywide ban will be monitored in the first 12-18 months following its implementation. Any amendments to processes or guidance will be made where required after this period and supported by evidence.

**12. Recommendations (these should be drawn from 6 – 11 above)**

Revisit IIA once monitoring has been undertaken and impacts identified.

**13. Specific to this IIA only, what actions have been, or will be, undertaken and by when? Please complete:**

Specific actions (as a result of the IIA which may include financial implications, mitigating actions and risks of cumulative impacts)	Who will take them forward (name and contact details)	Deadline for progressing	Review date
The success of a citywide ban will be monitored in the first 12-18 months following its implementation. Any amendments to processes or guidance will be made where required after this period and supported by evidence.	Ruth White ( <a href="mailto:ruth.white@edinburgh.gov.uk">ruth.white@edinburgh.gov.uk</a> )	12-18 months following implementation of citywide ban	12-18 months following implementation of citywide ban

**14. How will you monitor how this policy, plan or strategy affects different groups, including people with protected characteristics?**

The success of a citywide ban will be monitored in the first 12-18 months following its implementation. Any amendments to processes or guidance will be made where required after this period and supported by evidence.

**15. Sign off by Head of Service**

**Name** Michael Thain

**Date** **To be inserted**

**16. Publication**

Send completed IIA for publication on the relevant website for your organisation. [See Section 5](#) for contacts.

## Section 5 Contacts

- **East Lothian Council**

Please send a completed copy of the IIA to [equalities@eastlothian.gov.uk](mailto:equalities@eastlothian.gov.uk) and it will be published on the Council website shortly afterwards. Copies of previous assessments are available via

[http://www.eastlothian.gov.uk/info/751/equality\\_diversity\\_and\\_citizenship/835/equality\\_and\\_diversity](http://www.eastlothian.gov.uk/info/751/equality_diversity_and_citizenship/835/equality_and_diversity)

- **Midlothian Council**

Please send a completed copy of the IIA to [zoe.graham@midlothian.gov.uk](mailto:zoe.graham@midlothian.gov.uk) and it will be published on the Council website shortly afterwards. Copies of previous assessments are available via

[http://www.midlothian.gov.uk/downloads/751/equality\\_and\\_diversity](http://www.midlothian.gov.uk/downloads/751/equality_and_diversity)

- **NHS Lothian**

Completed IIAs should be forwarded to [impactassessments@nhslothian.scot.nhs.uk](mailto:impactassessments@nhslothian.scot.nhs.uk) to be published on the NHS Lothian website and available for auditing purposes. Copies of previous impact assessments are available on the NHS Lothian website under Equality and Diversity.

- **City of Edinburgh**

Complete impact assessments should be forwarded to the Equalities Officer.

- **West Lothian Council**

Complete impact assessments should be forwarded to the Equalities Officer.