

# EQUALITY IMPACT ASSESSMENT FORM

October 2018

## THE COUNCIL'S EQUALITIES STATEMENT

This Council recognises that people have different needs, requirements and goals and we will work actively against all forms of discrimination by promoting good relations and mutual respect within and between our communities, residents, elected members, job applicants and workforce.

We will also work to create equal access for everyone to our services, irrespective of ethnic origin, sex, age, marital status, sexual orientation, disability, gender reassignment, religious beliefs or non-belief, use of Welsh language, BSL or other languages, nationality, responsibility for any dependents or any other reason which cannot be shown to be justified.

The Council is required to have due regard to the need to:

- eliminate unlawful discrimination, harassment and victimisation and other conduct that is prohibited by the Equality Act 2010
- advance equality of opportunity between people who share a relevant protected characteristic and those who do not
- foster good relations between people who share a protected characteristic and those who do not.

The Act explains that having due regard for advancing equality involves:

- removing or minimising disadvantages experienced by people due to their protected characteristics
- taking steps to meet the needs of people from protected groups where these are different from the needs of other people
- encouraging people with protected characteristics to participate in public life or in other activities where their participation is disproportionately low.

The protected characteristics are:

- Age
- Disability
- Gender Re-assignment
- Marriage and Civil Partnership
- Pregnancy and Maternity
- Race
- Religion, Belief or Non-Belief
- Sex
- Sexual Orientation
- Welsh Language\*

\* The Welsh language is not identified as a protected characteristic under the Equality Act 2010, however in Wales we also have to treat Welsh and English on an equal basis as well as promoting and facilitating the use of the Welsh language.

Further advice on completing impact assessments can be found on the equalities pages of Corporate Policy Unit Portal.

A greener place  
Man gwyrddach

Mae'r ddogfen hon ar gael yn Gymraeg, ac mewn ieithoedd a fformatau eraill ar gais.  
This document is available in Welsh, and in other languages and formats on request.



## THE EQUALITY IMPACT ASSESSMENT

|  |                                 |
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| <b>NAME OF NEW OR REVISED PROPOSAL *</b> | Reduction in Town Centre Budget |
| <b>DIRECTORATE</b>                       | Communities                     |
| <b>SERVICE AREA</b>                      | Town Centre Management          |
| <b>CONTACT OFFICER</b>                   | Allan Dallimore                 |
| <b>DATE FOR NEXT REVIEW OR REVISION</b>  | Annually                        |

**\*Throughout this Equalities Impact Assessment Form, ‘proposal’ is used to refer to what is being assessed, and therefore includes policies, strategies, functions, procedures, practices, initiatives, projects and savings proposals.**

The aim of an Equality Impact Assessment (EIA) is to ensure that Equalities and Welsh Language issues have been proactively considered throughout the decision making processes governing work undertaken by every service area in the Council as well as work done at a corporate level.

The Council’s work across Equalities, Welsh Language and Human Rights is covered in more detail through the [Equalities and Welsh Language Objectives and Action Plan 2016-2020](#).

When carrying out an EIA you should consider both the positive and negative consequences of your proposals. If a project is designed for a specific group e.g. disabled people, you also need to think about what potential effects it could have on other areas e.g. young people with a disability, BME people with a disability.

There are a number of supporting guidance documents available on the [Corporate Policy Unit Portal](#) and the Council’s Equalities and Welsh Language team can provide advice as the EIA is being developed. Please note that the team does not write EIAs on behalf of service areas, the support offered is in the form of advice, suggestions and in effect, quality control.

Contact [equalities@caerphilly.gov.uk](mailto:equalities@caerphilly.gov.uk) for assistance.

## PURPOSE OF THE PROPOSAL

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| <b>1</b> | <p><b>What is the proposal intended to achieve?</b><br/><i>(Please give a brief description and outline the purpose of the new or updated proposal by way of introduction.)</i></p> <p>The Town Centre Management Team's marketing and Promotional budget will be reduced by £5,000 from the 2019/20 financial year. The savings will be focused on reduced expenditure on marketing and a possible reduction in the frequency of Town Centre banner replacement and change-over</p> <p>Promotional activity under the umbrella "Choose the High Street" brand forms a cornerstone of the Unique Places town centre management model. Savings will be realised by reducing the promotional activity surrounding the Choose the High Street brand</p> |
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| <b>2</b> | <p><b>Who are the service users affected by the proposal?</b><br/><i>(Who will be affected by the delivery of this proposal? e.g. staff members, the public generally, or specific sections of the public i.e. youth groups, carers, road users, people using country parks, people on benefits etc. Are there any data gaps?)</i></p> <p>The main impact of the savings will be experienced by the retail/commercial community in each of the 5 managed town centres</p> |
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## IMPACT ON THE PUBLIC AND STAFF

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| <b>3</b> | <p><b>Does the proposal ensure that everyone has an equal access to all the services available or proposed, or benefits equally from the proposed changes, or does not lose out in greater or more severe ways due to the proposals?</b><br/><i>(What has been done to examine whether or not these groups have equal access to the service, or whether they need to receive the service in a different way from other people?)</i></p> <p>The reduction in the budget will be felt equally across all 5 town centres and will not be concentrated on a single town's retail/commercial community. There will be less marketing of each of the five towns and a possible reduction in the number of banner changeovers per annum</p> <p>Officers will be tasked with ensure that the reduced promotion is spread across all five towns and not focused in on any one community.</p> |
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**4** **Is your proposal going to affect any people or groups of people with protected characteristics?**  
*(Has the service delivery been examined to assess if there is any indirect effect on any groups? Could the consequences of the policy or savings proposal differ dependent upon people's protected characteristics?)*

| <b>Protected Characteristic</b>         | <b>Positive, Negative, Neutral</b> | <b>Relevance of the Policy or Practice</b> |
|---|------------------------------------|--|
| <b>Age</b>                              | neutral                            |  |
| <b>Disability</b>                       | neutral                            |  |
| <b>Gender Reassignment</b>              | neutral                            |  |
| <b>Marriage &amp; Civil Partnership</b> | neutral                            |  |
| <b>Pregnancy and Maternity</b>          | neutral                            |  |
| <b>Race</b>                             | neutral                            |  |
| <b>Religion &amp; Belief</b>            | neutral                            |  |
| <b>Sex</b>                              | neutral                            |  |
| <b>Sexual Orientation</b>               | neutral                            |  |

**5** **In line with the requirements of the Welsh Language Standards. (No.1) Regulations 2015, please note below what effects, if any (whether positive or adverse), the proposal would have on opportunities for persons to use the Welsh language, and treating the Welsh language no less favourably than the English language.**  
*(The specific Policy Making Standards requirements are Standard numbers 88, 89, 90, 91, 92 and 93. The full detail of each Standard is available on the Corporate Policy Unit Portal. Although it is important that what is outlined in the proposal is available in Welsh and English, please consider wider impacts on Welsh speakers.)*

All marketing material including text on lamppost banners is produced bilingually and this will continue, post budget cuts.

## INFORMATION COLLECTION

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| <b>6</b> | <p><b>Please outline any evidence and / or research you have collected which supports the proposal? This can include an analysis of service users.</b><br/><i>(Is this service effectively engaging with all its potential users or is there higher or lower participation of uptake by one or more protected characteristic groups? If so, what has been done to address any difference in take up of the service? Does any savings proposal include an analysis of those affected?)</i></p> <p>No research has been conducted or evidence available which supports this proposal.</p> <p>Reducing this budget protects savings been made in other areas of the Town Centre management budget, in particular, that of salaries. Therefore this proposal to reduce the marketing budget by £5,000 protects the post of Town Centre Development Manager.</p> |
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## CONSULTATION

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| <b>7</b> | <p><b>Please outline the consultation / engagement process and outline any key findings.</b><br/><i>(Include method of consultation, objectives and target audience. What steps have been taken to ensure that people from various groups have been consulted during the development of this proposal? Have you referred to the Equalities Consultation and Monitoring Guidance?)</i></p> <p>£5,000 of savings are proposed and this will result in specific elements of current marketing and promotional activity being cut. Because this is saving is spread across five town centres, it is considered to a low impact and as such is has bene deemed unnecessary for a wider consultation process to be undertaken.</p> <p>However the five Town Centre Management Groups are fully aware of the need for the council to make savings and the pressure the current administration is under to achieve MTFP savings year on year.</p> |
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## MONITORING AND REVIEW

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| <b>8</b> | <p><b>How will the proposal be monitored?</b><br/><i>(What monitoring process has been set up to assess the extent that the service is being used by all sections of the community, or that the savings proposals are achieving the intended outcomes with no adverse impact? Are comments or complaints systems set up to record issues by Equalities category to be able analyse responses from particular groups?)</i></p> <p>The Town Centre Manager will manage and monitor the change. Feedback from the retail community and through the town centre management groups will be canvassed to establish if the savings have had a large detrimental impact on them.</p> |
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|           | Town Centre Manager will proactively engage with the town centre community to encourage feedback   |
| <b>9</b>  | <p><b>How will the monitoring be evaluated?</b><br/> <i>(What methods will be used to ensure that the needs of all sections of the community are being met?)</i></p> <p>The Town Centre Development Manager will collate feedback and report up to Head of Service.</p>  |
| <b>10</b> | <p><b>Have any support / guidance / training requirements been identified?</b><br/> <i>(Has the EIA or consultation process shown a need for awareness raising amongst staff, or identified the need for Equalities or Welsh Language training of some sort?)</i></p> <p>No</p>  |
| <b>11</b> | <p><b>If any adverse impact has been identified, please outline any mitigation action.</b></p> <p>A clear message is already being presented to the business community through the regular dialogue that Urban Renewal and Town Centre Development Manager have with them and also through the Town Centre Management Group and Town Centre Improvement Group meetings that budgets are reducing and that some functions will be affected.</p> |
| <b>12</b> | <p><b>What wider use will you make of this Equality Impact Assessment?</b><br/> <i>(What use will you make of this document i.e. as a consultation response, appendix to approval reports, publicity etc. in addition to the mandatory action shown below?)</i></p> <p>This Equality Impact Assessment will be included as an appendix to the report outlining the 2019/20 MTFP proposals to be presented to Full Council</p>                  |

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| <b>13</b> | <p><b>If any adverse impact has been identified, please outline any mitigation actions.</b></p> <p>The reduction in budget will be spread across the 5 main towns in the county borough so that the impact on any one community is minimal</p> |
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| <b>14</b> | <p><b>An equality impact assessment may have four possible outcomes, through more than one may apply to a single proposal. Please indicate the relevant outcome(s) of the impact assessment below.</b></p> <p style="text-align: right;"><b>Please tick as appropriate:</b></p> <p><b>No major change</b> – the impact assessment demonstrated that the proposal was robust; there was no potential for discrimination or adverse impact. All opportunities to promote equality have been taken. <input checked="" type="checkbox"/></p> <p><b>Adjust the proposal</b> – the impact assessment identified potential problems or missed opportunities. The proposal was adjusted to remove barriers or better promote equality. <input type="checkbox"/></p> <p><b>Continue the proposal</b> – the impact assessment identified the potential problems or missed opportunities to promote equality. The justification(s) for continuing with it have been clearly set out. (The justification must be included in the impact assessment and must be in line with the duty to have due regard. Compelling reasons will be needed for the most important relevant proposals.) <input type="checkbox"/></p> <p><b>Stop and remove the proposal</b> – the impact assessment identified actual or potential unlawful discrimination. The proposal was stopped and removed, or changed. <input type="checkbox"/></p> |
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| <b>Completed by:</b>            | Allan Dallimore                                |
| <b>Date:</b>                    | 22/10/2018                                     |
| <b>Position:</b>                | Team Leader – Urban Renewal                    |
| <b>Name of Head of Service:</b> | Rhian Kyte – Head of Regeneration and Planning |