

Community impact assessments – for services, policies and projects

What is a community impact assessment? 1

Background 1

Step 1: About the service, policy or project 2

Step 2: What do you already know about your existing and potential customers? 2

Step 3: Assessing community impact..... 3

Step 4: What are the differences?..... 4

Step 5: Taking things forward..... 4

What is a community impact assessment?

A community impact assessment is an important part of our commitment to delivering better services for our communities. The form will help us find out what impact or consequences our functions, policies, procedures and projects have on our communities, as well as employees and potential employees.

By undertaking an impact assessment, we are able to:

1. Take into account the needs, experiences and circumstances of those groups of people who use (or don't / can't use) our services.
2. Identify any inequalities people may experience.
3. Think about the other ways in which we can deliver our services which will not lead to inequalities.
4. Develop better policy-making, procedures and services.

Background

Name of service / policy / project and date	Corporate Advertising & Sponsorship Policy
Lead officer	Sanjay Mistry – Head of Commercial & Income Generation

Other people involved in completing this form	None
--	-------------

Step 1: About the service, policy or project

What is the aim of the service / policy / project and what outcomes is it contributing to	By applying this policy, the Council aims to: <ul style="list-style-type: none"> • Be consistent • Protect reputations • Boost opportunities
Who are the primary customers of the service / policy / project and how do they / will they benefit	The primary customers are those wanting to promote their goods or services in order to gain publicity in the form of an advertisement on council controlled physical sites, electronic media, print, broadcast, appropriate events, campaigns or initiatives. This also includes where a customer wishes provide sponsorship in order to gain publicity or other benefits.
How and where is the service / policy / project implemented	Across Cheltenham
What potential barriers might already exist to achieving these outcomes	A lack of suitable assets which may hinder interest from prospective customers.

Step 2: What do you already know about your existing and potential customers?

What existing information and data do you have about your existing / potential customers e.g. Statistics, customer feedback, performance information	Marketing Cheltenham already manage the advertising space on lampposts and roundabouts, and the Council implemented advertising on its own website in 2021. Evidence suggests that that demand is stable and has the potential to grow with focussed promotion. There are many more Council assets which could provide an effective advertising medium, and further the opportunity for income generation.
What does it tell you about who uses your service / policy and those that don't?	There are many businesses that choose to advertise locally or sponsor local events, either with the Council or via private suppliers. That being said, this does not limit the opportunity to attract larger nationally recognised organisations, providing the offering is attractive and the user experience is streamlined.
What have you learnt about real barriers to your service from any consultation with customers and any stakeholder groups?	The Council's Leadership Team have been consulted and their feedback has been incorporated into the policy. Their view was that it was important to ensure that the policy was balanced and not considered to prohibitive thereby stifling commercial opportunity, but accepting that the Council has a reputation to protect and core values that must be demonstrated.

If not, who do you have plans to consult with about the service / policy / project?

Step 3: Assessing community impact

How does your service, policy or project impact on different groups in the community? Please outline what you are already doing to benefit this group, what you are doing that might disadvantage this group, what you could do differently to benefit the group.

Group	What are you already doing to benefit this group	What are you doing that might disadvantage this group	What could you do differently to benefit this group	No impact on this group
People from black and minority ethnic groups	Nothing identified	Nothing identified	Nothing identified	
People who are male or female	Nothing identified	Nothing identified	Nothing identified	
People who are transitioning from one gender to another	Nothing identified	Nothing identified	Nothing identified	
Older people / children and young people	Nothing identified	Nothing identified	Nothing identified	
People with disabilities and mental health challenges	Nothing identified	Nothing identified	Nothing identified	
People who have a particular religion or belief	Nothing identified	Nothing identified	Ensure inappropriate advertising is not deployed in areas of high population	
People who are attracted to their own sex, the opposite sex or to both sexes	Nothing identified	Nothing identified	Nothing identified	
People who are married or in a Civil Partnership	Nothing identified	Nothing identified	Nothing identified	
People who are pregnant or who are on maternity leave	Nothing identified	Nothing identified	Nothing identified	
Other groups or communities	Nothing identified	Nothing identified	Ensure inappropriate advertising is not deployed in areas of high population	

Step 4: What are the differences?

Are any groups affected in different ways to others as a result of the service / policy / project?	The Council has a duty to ensure that inappropriate advertising and/or sponsorship is not located in areas where it could cause offence or distress to the local demographic.
Does your service / policy / project either directly or indirectly discriminate?	No
If yes, what can be done to improve this?	
Are there any other ways in which the service / project can help support priority communities in Cheltenham?	Effective advertising and sponsorship could be utilised to promote council services and events, especially in areas where the assets are not particularly attractive to commercial interest.

Step 5: Taking things forward

What are the key actions to be carried out and how will they be resourced and monitored?	Council adoption of the updated policy with immediate effect
Who will play a role in the decision-making process?	Cabinet
What are your / the project's learning and development needs?	None identified

**How will you capture these actions
in your service / project planning?**