

- 1 Name of Policy (E1 and R1B)
- 2 Please indicate which category the activity specified in Section 1B above relates to
 - Developing a Policy
 - Adopting a Policy
 - Implementing a Policy
 - Revising a Policy
 - Designing a Public Service Policy
 - Delivering a Public Service Policy

3 Please indicate nature of policy

If Departmental, please specify which department

Please provide a short title which describes the activity being undertaken by the Public Authority that is subject to Section 1(1) of the Rural Needs Act (NI) 2016.

4

Sponsorship, Advertising and Promotion Policy for Leisure & Sports Facilities	
Policy <input checked="" type="checkbox"/> Strategy <input type="checkbox"/> Plan <input type="checkbox"/> Policy <input checked="" type="checkbox"/> Strategy <input type="checkbox"/> Plan <input type="checkbox"/> Policy <input checked="" type="checkbox"/> Strategy <input type="checkbox"/> Plan <input type="checkbox"/> Policy <input type="checkbox"/> Strategy <input type="checkbox"/> Plan <input type="checkbox"/>	
Corporate <input type="checkbox"/> Departmental <input checked="" type="checkbox"/>	
Health and Communities Directorate	
The aims of the policy are as follows: <ul style="list-style-type: none"> • To create a unified approach to advertising, sponsorship and promotions across all leisure and sport sites • Uphold the Council's reputation • Establish a corporate approach and standards (including best practice) • Regulate Third Party Advertising: Provide a framework and control measures • Identify advertising and sponsorship opportunities across the Council's assets including, but not limited to, services, publications and events. • Avoid any Council association with disreputable organisations • Allows council to regulate sponsorship at Leisure and Sport facilities • Ensure compliance with Advertising Standards and other agencies. 	

5 Please provide details of the aims and/or objectives of the Policy, Strategy, Plan or Public Service.

E4 Are there any Section 75 groups which might be expected to benefit from the intended policy? If so, explain how.

This policy is intended to be applied universally

E5 Who initiated or wrote the Policy?

Staff from the Health and Communities Directorate

E6 Who is responsible for the implementation of the policy?

Staff from the Health and Communities Directorate

E7 Are there any factors which could contribute to/detract from the intended aim/outcome of the policy/decision? If yes, are they:

Financial
Legislative
Other, please specify

E8 Who are the internal/external stakeholders (actual or potential) that the policy will impact upon?

Staff
Service Users
Other Public sector organisations
Voluntary/Community/Trade Unions
Other, Please specify

E9 Is this policy associated with any other Council Policy(s)?

Yes
No

If yes, please state the related Policy(s)

Strategic Growth Plan 2017-2032 and Equality Scheme & Code of Practice on Producing Information

One of Council's improvement objectives is to increase employment opportunities and economic growth through a range of measures including creating new business start-ups, supporting existing business and delivering visitor growth as a destination of choice by helping organisations to advertise their services we will be raising awareness amongst the public and thus help support the businesses in our area.

Council will work with businesses and organisations in the area in the implementation of this policy.

Policy will be applied universally so no qualitative or quantitative evidence available highlighting concerns with this policy

Advertising should be accessible to those who first language is not English

Advertising should be accessible to all

E10 How does the policy contribute towards the achievement of the Council's strategic objectives?

E11 How does the Council interface with other bodies in relation to the implementation of this policy?

E12 Available Evidence/Information (Section 75 Categories):

- Religious Belief
- Political Opinion
- Racial Group
- Age
- Marital Status
- Sexual Orientation
- Men and Women Generally
- Disability
- Dependant

E13 Needs, Experience and Priorities (Section 75 Categories):

- Religious Belief
- Political Opinion
- Racial Group
- Age
- Marital Status
- Sexual Orientation
- Men and Women Generally
- Disability
- Dependant

Screening Questions:

What is the likely impact on equality of opportunity for those affected by this policy, for each of the Section 75 equality

E14 categories? Minor/Major/None

Religious Belief	None - as this policy will be applied universally regardless of S75 grouping
Political Opinion	None - as this policy will be applied universally regardless of S75 grouping
Racial Group	None - as this policy will be applied universally regardless of S75 grouping
Age	None - as this policy will be applied universally regardless of S75 grouping
Marital Status	None - as this policy will be applied universally regardless of S75 grouping
Sexual Orientation	None - as this policy will be applied universally regardless of S75 grouping
Men and Women Generally	None - as this policy will be applied universally regardless of S75 grouping
Disability	None - as this policy will be applied universally regardless of S75 grouping
Dependant	None - as this policy will be applied universally regardless of S75 grouping

E15 Are there opportunities to better promote equality of opportunity for people within the Section 75 equalities categories? If Yes, provide details. If No, provide reasons.

Religious Belief	No - this policy is applicable to all equally
Political Opinion	
Racial Group	
Age	
Marital Status	
Sexual Orientation	
Men and Women Generally	
Disability	
Dependant	

Are there opportunities to better promote good relations between Section 75 equality categories through tackling prejudice and/or promoting understanding? If Yes, the policy will be considered by a Designated Working Group

**Religious Belief
Political Opinion
Racial Group**

No - this policy will be applied universally - Council will not permit sponsorship of organisations of a religious or political nature and will not permit any offensive or insensitive advertising

Is there evidence to suggest that this policy would promote positive attitudes towards people with a disability? If yes, provide details of opportunities identified.

No

Is there evidence to suggest that this policy would encourage the participation of people with a disability in public life? If yes, provide details of opportunities identified.

No

PART 3. SCREENING DECISION

If the decision is not to conduct an equality impact assessment, please provide details of the reasons.

If the decision is not to conduct an equality impact assessment the public authority should consider if the policy should be mitigated or an alternative policy be introduced. Please provide details.

There is no requirement to subject this policy to an Equality Impact Assessment as this policy relates to income generation using advertising rather than a change in service or a new service and its recommendation has no potential to negatively impact on S75 categories.

E21 If the decision is to subject the policy to an equality impact assessment, please provide details of the reasons.

--

PART 4: MITIGATION

E22 Reasons to support your decision

No mitigation required as this policy will be applied equally and therefore has no adverse impact on any of the S75 groupings

Conclusion:

There is no requirement to subject this policy to an Equality Impact Assessment as this policy relates to income generation using advertising rather than a change in service or a new service and its recommendation has no potential to negatively impact on protected characteristics.



Derry City & Strabane
District Council
Comhairle na
Chathair Dhoire &
Cheantair an tSrátha Bhaín
Derry Cille & Strabane
2011-2015

APPROVAL & AUTHORISATION

Undertaken/Screened by:	S. SETTELESHEW
Position/Job Title	VOLUME AREA MANAGER
Division/Branch	HEALTH AND COMMUNITY DIRECTORATE
Date	25.10.19
Approved by:	Brian O'Hagan
Position/Job Title	HOS - Con Deodopunt & hisis one
Division/Branch	Health & Community Directorate
Date	28-10-19

Undertaken/Screened by:

Position/Job Title

Division/Branch

Date

Approved by:

Position/Job Title

Division/Branch

Date