



# Equality Analysis and Impact Assessment Tool

Code of Conduct for Advertising Boards  
& Display of Goods on the Highway

## **Guidance**

Please refer to the *Impact Assessment and Human Rights Screening Guidance v1.5* which is available on the Intranet via the following link:

<http://cms.intra.blackburn.gov.uk/server.php?show=nav.3306>


If you require further assistance please contact your department's Corporate Equality & Diversity group representative. This information is available from the Corporate Policy Department.

## Section 1: Initial Assessment

Please provide as much information as possible

<b>Name of activity:</b>	Introduction of a Code of Conduct for Advertising Boards and Display of Goods on the Highway
<b>Manager or Sponsoring Directors Name:</b>	Simon Butt
<b>Department/Directorate:</b>	Regeneration
<b>Service:</b>	Highways
<b>Assessment Lead:</b>	George Bell
<b>Telephone:</b>	01254 273454
<b>E-mail:</b>	<a href="mailto:george.bell@capita.co.uk">george.bell@capita.co.uk</a>
<b>Who else will be involved in undertaking the equality analysis and impact assessment:</b>	none
<b>Who are you consulting with and how?</b>	Blackburn Town Centre Partnership Board - 27 <sup>th</sup> Jan 2014 Darwen Town Centre Partnership Board - 5 <sup>th</sup> Feb 2014 Blackburn Chamber of Trade - 10 <sup>th</sup> Feb 2014 Darwen Shop & Business Association - 10 <sup>th</sup> Mar 2014  Presentation of code at above stakeholder meetings  Town Centre Management Team
<b>Please insert any information around surveys and consultations undertaken:</b>	Code of Conduct based on best practice from other Local Authorities particularly Bradford and Nottingham
<b>References</b>  <i>Please identify additional sources of information you have accessed to complete the EIA for example, websites; journals; reports etc.</i>	The Traffic Management Act 2004 <a href="http://www.legislation.gov.uk/ukpga/2004/18/contents">http://www.legislation.gov.uk/ukpga/2004/18/contents</a>  Section 137 & 149 Highways Act 1980 <a href="http://www.legislation.gov.uk/ukpga/1980/66">http://www.legislation.gov.uk/ukpga/1980/66</a>  New Roads and Street Works Act 1991 <a href="http://www.legislation.gov.uk/ukpga/1991/22/contents">http://www.legislation.gov.uk/ukpga/1991/22/contents</a>  Deputy Chief Executive's report 'Revitalising Blackburn Town Centre' <a href="http://www.blackburn.gov.uk/New%20local%20plan%202/4.06b%20Blackburn%20Town%20Centre%2012%20Point%20Plan%20Sept%202013.pdf">http://www.blackburn.gov.uk/New local plan 2/4.06b Blackburn Town Centre 12 Point Plan Sept 2013.pdf</a>
<b>Implementation date:</b>	<b>September 2014</b>

<b>Type of activity:</b>	Budget changes	<input type="checkbox"/>
	Change to existing policy	<input checked="" type="checkbox"/>
	Commissioning	<input type="checkbox"/>
	Decommissioning	<input type="checkbox"/>
	New policy	<input type="checkbox"/>
<b>How was the need for the activity identified?</b>	<p>The ad-hoc reactive enforcement historically implemented has led to inconsistency across the borough with advertising boards and displays of goods adding to general street clutter. This has led to an increase in complaints regarding A boards particularly from elected members.</p> <p>Also during meetings with the Blackburn and Darwen Disabled Access Group (BADDAG) over the years, the increasing volume of street clutter was always raised as an issue.</p> <p>The code aims to reduce the number of items and to formalise their placement on the highway.</p>	
<b>What is the activity looking to achieve?</b>	<p>By introducing a code of conduct for this issue, officers will be better able to formalise and enforce existing displays which are currently generally uncontrolled, thus ensuring that footways are safer for the general public and in particular for disabled members of the public, wheelchair users and users of mobility scooters.</p>	
<b>What are the aims and objectives?</b>	<p>The Traffic Management Act 2004 places a duty on Highway Authorities to '<i>...securing the expeditious movement of traffic on the authority's road network...</i>' which in the context of this issue includes all forms of pedestrian usage.</p> <p>In line with the principles of the '12 Point Plan' contained in the Deputy Chief Executive's report 'Revitalising Blackburn Town Centre', the Council recognises that in certain circumstances the display of goods outside premises can create an ambience that is both stimulating and attractive to shoppers and the local community. The Council wishes to encourage traders to promote their business activities in a way which both enhances the street scene and is sensitive to the needs of highway users.</p> <p>The Council have enforcement powers available to them but enforcement can prove difficult when there are no clear guidelines as to what may be considered acceptable. The Code of Conduct therefore aims to minimise the need for exercising enforcement powers by providing cohesive guidance to business owners on what will be considered acceptable.</p>	
<b>Services currently provided:</b>	Ad –hoc reactive enforcement	

<p><b>Recommendations following change in service:</b>  <i>Please outline recommendations that have been identified for implementation following a review of the activity.</i></p>	<p>Implementation will commence with a publicity campaign such as articles in the next edition of The Shuttle, the Lancashire Telegraph and the news section of the Council's website in order to raise awareness of the Code.</p> <p>Running alongside this, copies of the Code will be distributed to businesses in both Blackburn and Darwen's Town Centres. Trade organisations such as Blackburn's Chamber of Trade and the Darwen Shop &amp; Business Association will also be sent copies to distribute amongst their members.</p> <p>For a period of one month following the publicity campaign, proactive enforcement will take place within the town centre areas as part of the ongoing education of traders in these areas. Following this, enforcement will revert back to a reactive basis with traders in the outlying areas being leafleted as and when issues arise.</p>			
<p><b>Who does the policy or decision being made impact upon?*</b></p>	Carers or family	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> Indirectly
	General Public	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input checked="" type="checkbox"/> Indirectly
	Partner organisations	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> Indirectly
	Service Users (Business Owners)	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Indirectly
	Staff	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<input type="checkbox"/> Indirectly
<p><b>Signature and Date:</b></p>	<p> 13/08/2014</p>			

\*If no impact is identified on any of the groups a full EIA may not be required. Please contact your departmental Corporate Equality & Diversity representative for further information.