

CHANGE STRATEGY: IIA

CP42 – Additional Advertising Income

High Relevance	Yes/no
The proposal has consequences for or affects people	No
The proposal has potential to make a significant impact on equality even when this only affects a relatively small number of people	No
The proposal has the potential to make a significant impact on the economy and the delivery of economic outcomes	No
The proposal is likely to have a significant environmental impact	No
Low Relevance	
The proposal has little relevance to equality	Yes
The proposal has negligible impact on the economy	Yes
The proposal has no/minimal impact on the environment	Yes
If you have identified low relevance please give a brief statement of your reasoning and report this to your Head of Service. Please then attach this paragraph to the section in the relevant management or committee report where Impact on Equality is considered.	

The increase in income is through active management of the existing advertising contract with JC Decaux. The additional income, in part, is dependent on a review of planning policy and permission being granted for additional digital advertising installations.

Peter Watton

Head of Property and FM

30 January 2019