

Impact Assessment - First Stage

1. Details of the initiative

Initiative description and summary: Neath Port Talbot Council Advertising and Sponsorship Policy
Service Area: Communications and Community Relations
Directorate: Chief Executive

2. Does the initiative affect:

	Yes	No
Service users		
Staff		
Wider community		
Internal administrative process only	✓	

3. Does the initiative impact on people because of their:

	Yes	No	None/ Negligible	Don't Know	Impact H/M/L	Reasons for your decision (including evidence)/How might it impact?
Age		✓				
Disability		✓				
Gender Reassignment		✓				
Marriage/Civil Partnership		✓				
Pregnancy/Maternity		✓				
Race		✓				
Religion/Belief		✓				
Sex		✓				
Sexual orientation		✓				

4. Does the initiative impact on:

	Yes	No	None/ Negligible	Don't know	Impact H/M/L	Reasons for your decision (including evidence used) / How might it impact?
People's opportunities to use the Welsh language		✓				
Treating the Welsh language no less favourably than English		✓				

5. Does the initiative impact on biodiversity:

	Yes	No	None/ Negligible	Don't know	Impact H/M/L	Reasons for your decision (including evidence) / How might it impact?
To maintain and enhance biodiversity		✓				
To promote the resilience of ecosystems, i.e. supporting protection of the wider environment, such as air quality, flood alleviation, etc.		✓				

6. Does the initiative embrace the sustainable development principle (5 ways of working):

	Yes	No	Details
Long term - how the initiative supports the long term well-being of people	✓		The policy supports the council's income generation objectives aimed at sustaining services for residents.
Integration - how the initiative impacts upon our wellbeing objectives	✓		Income generation through advertising and sponsorship will support all three wellbeing objectives – either by helping to sustain services for residents or by supporting new initiatives such as community events etc.
Involvement - how people have been involved in developing the initiative	✓		Staff from departments throughout the council have been involved in drawing up the policy is helpful and to ensure its implementation is not proving a barrier to seeking new income streams.

Collaboration - how we have worked with other services/organisations to find shared sustainable solutions	✓		Best practice has been researched from examples of other councils' policies. Advice has also been sought from APSE.
Prevention - how the initiative will prevent problems occurring or getting worse	✓		Introducing an Advertising and Sponsorship Policy will provide a clear framework and control measures to ensure compliance with legislation, industry codes and council policies.

7. Declaration - based on above assessment (tick as appropriate):

A full impact assessment (second stage) is not required	✓
Reasons for this conclusion	
The initiative affects internal administrative processes only.	

A full impact assessment (second stage) is required	
Reasons for this conclusion	

	Name	Position	Signature	Date
Completed by	Sylvia Griffiths	Strategic Communications and Marketing Manager		
Signed off by		Head of Service/Director		