

**--Working together to create a borough of opportunity  
Predictive Equality Impact Assessment (PEIA)  
FOR ALL COUNCIL DECISIONS ONLY**



**Title of report or proposal:**

**Street cleanliness campaign**

Describe in full the aims, objectives and purpose of the proposal, including desired outcomes:

**Promote street cleanliness and deter cigarette butt littering**

Department:

**Communications, FCS**

Officer Responsible: *(to be completed by the report author)*

**SIMON JONES, simon.jones@lbjhf.gov.uk**

(Signature, Print Name, Contact Number and Email Address)

**Form and report MUST be checked and countersigned** by the Opportunities Manager  
(Organisational Development)

Opportunities Manager: *(to be completed by the Opportunities Manager)*

Signed off by Jacqueline Moses on **03/08/09** Email [PEIA@lbhf.gov.uk](mailto:PEIA@lbhf.gov.uk) Tel 020 8753 1866

PLEASE ANSWER THE FOLLOWING QUESTIONS:

1. Who are the main people that this decision will affect?

**Residents and people visiting and working in the borough**

2. Identify the risks that could prevent the planned outcomes

**None**

3. Could the proposal have a positive impact on **a) race b) disability c) gender d) sexual orientation e) age f) belief system groups?** (Please provide evidence e.g. user feedback, complaints, monitoring?)

**a) b) c) d) e) f) No**

4. Could the proposal have a differential negative impact on **a) race b) disability c) gender d) sexual orientation e) age f) belief system groups?** (Please provide evidence e.g. user feedback, complaints, monitoring,?)

**a) b) c) d) e) f) No**

5. Could the proposal have any differential impact (either positive, negative or neutral) on the health outcomes of the local population? Please provide details.

**No**

6. Can any differential negative impact of the decision be justified?

**N/A**

7. If you have undertaken any internal/ external research or consultation(s) please list these below:

**No**

8. Do you need to undertake any further consultation? If so, what and with whom?

**No**

9. If any differential negative impact is predicted, what actions are you planning to implement which would help lessen any adverse impact? Please give details.

PLEASE EMAIL COMPLETED FORM TO [PEIA@lbhf.gov.uk](mailto:PEIA@lbhf.gov.uk)

Contact: Equalities & Diversity Officer, 020 8753 1866  
London Borough of Hammersmith & Fulham