

Equality Impact Assessment Form

When completing this form you will need to provide evidence that you have considered how the 'protected characteristics' may be impacted upon by this decision. In line with the General Equality Duty the Council must, in the exercise of its functions, have due regard for the need to:

- a) Eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;
- b) Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- c) Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

This form should be completed in conjunction with the guidance document available on the Intranet or by contacting the Corporate Support Team ext. 2607.

1. Persons responsible for this assessment:

Names: Paula Burrows	
Date of assessment: 8 th August 2014	Telephone: 01594 812389 Email: paula.burrows@fdean.gov.uk

2. Name of the policy, service, strategy, procedure or function:

Service Level Agreement for a for tourism direct marketing delivery partner to start 1 st November 2014
Is this a new or existing one? New

3. Briefly describe it aims and objectives

To enable our tourism sector to become even more productive, competitive, profitable and more modern, the Tourism Partnership made up of the Forest of Dean District Council, Wye Valley Forest of Dean Tourism Association and the Forestry Commission want to progress the strategic approach set out in 2011 and move to engage a delivery partner as the lead organisation for direct marketing activity and to represent the industry both locally and nationally. Aiming for a consistent, more cost effective delivery approach to enable the Forest of Dean and Wye Valley to realise its full economic, social and environmental benefits of tourism.
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4. Are there any external considerations? (e.g. Legislation/government directives)

Continued cuts in Government spending could lead to discretionary services such as tourism having support from the council withdrawn. Putting in place this 3 year SLA will assist the delivery partner to prepare for future considerations of this nature.
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5. What evidence has helped to inform this assessment?

Source	✓	If ticked please explain what
Demographic data and other statistics, including census findings	✓	2013/2014 Visitor Survey showed that the majority of visitors used the website and Visitor Guide to inform their choice of holiday destination. The South West Tourism Research Company Volume and Value data has shown a marked increase year on year of visitors and spend.
Recent research findings including studies of deprivation	n/a	
Results of recent consultations and surveys	✓	2013/2014 Visitor Survey – national marketing activity has a direct impact on destination choice and a consistent approach is essential to increase awareness and accessibility
Results of ethnic monitoring data and any equalities data	n/a	Consideration is given to all protected characteristics when using images to promote the destination.
Anecdotal information from groups and agencies within Gloucestershire	✓	Cotswold Tourism are trying to form a similar organisation since the withdrawal of support from GFirst
Comparisons between similar functions / policies elsewhere	✓	Best practise case studies from Visit Shropshire, The Peaks, Go Lakes and other tourism destinations across the country
Analysis of audit reports and reviews	n/a	
Other:	n/a	

6. Please specify how intend to gather evidence to fill any gaps identified above:

n/a

7. What level of impact either directly or indirectly will the proposal have upon the general public / staff? (Please quantify where possible)

Level of impact	Response
NO IMPACT – The proposal has no impact upon the general public/staff	<input type="checkbox"/>
LOW – Few members of the general public/staff will be affected by this proposal	✓

MEDIUM – A large group of the general public/staff will be affected by this proposal	<input type="checkbox"/>
HIGH – The proposal will have an impact upon the whole community/all staff	<input type="checkbox"/>
<p>Comments: e.g. Who will this specifically impact?</p> <p>The Commercial Services Manager and Commercial Officer who had day to day responsibility for tourism marketing will have more resource to deal with the increased service responsibilities in the Customer Services Group. The delivery partner will be focusing on destination marketing as a dedicated function and will be required to commit to equality as outlined in the contract procedures.</p>	

8. Considering the available evidence, what type of impact could this function have on any of the protected characteristics?

	Potential Negative	Potential Positive	Neutral	Reasons	Options for mitigating adverse impacts
Age – Young People			✓	No reduction in service delivery, in fact with it being focused via one organisation it should improve	Commercial Manager remains a strategic advisor and KPIs will be measured closely
Age – Old People			✓	As above	As above
Disability			✓	As above	As above
Sex – Male			✓	As above	As above
Sex – Female			✓	As above	As above
Race including Gypsy and Travellers			✓	As above	As above
Religion or Belief			✓	As above	As above
Sexual Orientation			✓	As above	As above
Gender Reassignment			✓	As above	As above
Pregnancy and maternity			✓	As above	As above
Geographical impacts on one area			✓	As above	As above
Other Groups			✓	As above	As above

9. Action plan (add additional lines if necessary)

Action(s)	Lead Officer	Resource	Timescale
n/a			

Declaration

I/We are satisfied that an equality impact assessment has been carried out on this policy, service, strategy, procedure or function and where an negative impact has been identified actions have been developed to lessen or negate this impact. We understand that the Equality Impact Assessment is required by the District Council and that we take responsibility for the completion and quality of this assessment.

Completed By:	Paula Burrows	Role:	Commercial Officer	Date:	08.08.2014
Line Managers signature:				Date:	
Reviewed by Corporate Equality Officer Group:	Rebecca Hurcombe			Date:	28 August 2014

Please forward an electronic copy to the Corporate Support Team – corporatesupport@fdean.gov.uk.