

EQUALITY IMPACT ASSESSMENT (EIA) FORM

Name of Policy:	East Cambridgeshire Tourism Strategy
Lead Officer (responsible for assessment):	Lewis Bage, Communities and Partnerships Manager
Department:	Communities and Partnerships
Others Involved in the Assessment (i.e. peer review, external challenge):	
Date EIA Completed:	19.02.2019

What is an Equality Impact Assessment (EIA)?

As part of any effective policy development process, it is important to consider any potential risks to those who will be affected by the policy's aims or by its implementation. The Equality Impact Assessment (EIA) process helps us to assess the implications of our decisions on the whole community, to eliminate discrimination, tackle inequality, develop a better understanding of the community we serve, target resources efficiently, and adhere to the transparency and accountability element of the Public Sector Equality Duty.

The word 'policy', in this context, includes the different things that the Council does. It includes any policy, procedure or practice - both in employment and service delivery. It also includes proposals for restructuring, redundancies and changes to service provision.

(a) **What is the policy trying to achieve?** i.e. What is the aim/purpose of the policy? Is it affected by external drivers for change? What outcomes do we want to achieve from the policy? How will the policy be put into practice?

The Strategy seeks to deliver the following aims:

- Maximise visitor spend for the benefit of local businesses and communities;
- Increase the footfall and spread of visitors across the district.

The Council will seek to achieve the aims of the strategy through the following three interdependent objectives:

- Increase awareness and promote a joined-up approach;
- Remove barriers and negative perception;
- Encourage visitors to stay longer and to come back.

(b) **Who are its main beneficiaries?** i.e. who will be affected by the policy?

Local businesses, residents, visitors/tourists

(c) **Is the EIA informed by any information or background data (quantitative or qualitative)?** i.e. consultations, complaints, applications received, allocations/take-up, satisfaction rates, performance indicators, access audits, census data, benchmarking, workforce profile etc.

Primary research carried out with visitors, recommendations shared and consulted on with parish councils, tourist attractions and groups of interest.

(d) **Does this policy have the potential to cause a positive or negative impact on different groups in the community, on the grounds of any of the protected characteristics?** (please tick all that apply)

Ethnicity	<input type="checkbox"/>	Age	<input type="checkbox"/>
Gender	<input type="checkbox"/>	Religion and Belief	<input type="checkbox"/>
Disability	<input checked="" type="checkbox"/>	Sexual Orientation	<input type="checkbox"/>
Gender Reassignment	<input type="checkbox"/>	Marriage & Civil Partnership	<input type="checkbox"/>
Pregnancy & Maternity	<input checked="" type="checkbox"/>	Caring Responsibilities	<input type="checkbox"/>

Please explain any impact identified: i.e. What do you already know about equality impact or need? Is there any evidence that there is a higher or lower take-up by particular groups? Have there been any demographic changes or trends locally? Are there any barriers to accessing the policy or service?

Promotion of baby changing facilities, accessible features and amenities

- | | |
|---|------------------|
| (e) Does the policy have a differential impact on different groups? | YES/NO/Na |
| (f) Is the impact adverse (i.e. less favourable)? | YES/NO/Na |
| (g) Does it have the potential to disadvantage or discriminate unfairly against any of the groups in a way that is unlawful? | YES/NO/Na |
- (h) How have you engaged stakeholders in gathering evidence or testing the policy proposals?** Who was involved, how and when where they engaged? Does the evidence show potential for differential impact? How will you mitigate any negative impacts? Where there is the potential for an adverse impact that cannot be addressed immediately, these should be highlighted in your recommendations and objectives at the end of the EIA.

Primary research carried out with visitors, recommendations shared and consulted on with parish councils, tourist attractions and groups of interest.

* The Consultation Register is available to assist staff in consulting with the Council's stakeholders.

- (i) Summarise the findings of your research and/or consultation (please use a separate sheet if necessary).**

Findings detailed in Strategy entitled Key Research Findings

- (j) What are the risks associated with the policy in relation to differential impact and unmet needs/requirements?** i.e. reputation, financial, breach of legislation, service exclusion, lack of resources, lack of cooperation, insufficient budget etc.

Without the implementation of this strategy, some of the needs identified through research may not be addressed and the benefits not received.

- (k) Use the information gathered in the earlier stages of your EIA to make a judgement on whether there is the potential for the policy to result in unlawful discrimination or a less favourable impact on any group in the community, and what changes (if any) need to be made to the policy.**

Option 1:	No major change - the evidence shows that the policy is robust and no potential for discrimination.	X
Option 2:	Adjust the policy - to remove barriers or to better promote equality.	
Option 3:	Continue the policy - despite potential for adverse impact or missed opportunity to promote equality, provided you have satisfied yourself that it does not unlawfully discriminate.	
Option 4:	Stop and remove the policy – if the policy shows adverse effects that cannot be justified.	

(I) Where you have identified the potential for adverse impact, what action can be taken to remove or mitigate against the potential for the policy to unlawfully discriminate or impact less favourably on one or more communities in a way that cannot be justified?

Include key activities that are likely to have the greatest impact (max. 6). Identified actions should be specified in detail for the first year but there may be further longer term actions which need to be considered. To ensure that your actions are more than just a list of good intentions, include for each: the person responsible for its completion, a timescale for completion, any cost implications and how these will be addressed. It is essential that you incorporate these actions into your service plans.

N/A

This completed EIA will need to be countersigned by your Head of Service. **Please forward completed and signed forms to the Principal HR Officer.**

All completed EIAs will need to be scrutinised and verified by the Council's Equal Opportunities Working Group (EOWG) and published on the Council's Intranet to demonstrate to local people that the Council is actively engaged in tackling potential discrimination and improving its practices in relation to equalities. Please be aware that you may be asked to attend a half-an-hour session to summarise the findings of the EIA to the Scrutiny and Verification panel.

Signatures:

Completing Officer: Lewis Bage **Date:** 19.02.2019

Director: Emma Grima **Date:** 19.02.2019