

Equality and Public Health Full Impact Assessment

Impact Assessment Id: #630

1.0 Screening Information

Project Name

Visit Worcestershire - Destination Management Plan

Name of Project Sponsor

Susan Crow

Name of Project Manager

Lorna Robinson

Name of Project Lead

Lorna Robinson

Please give a brief description of the project

This is the new Destination Management Plan for the County which shapes the growth and ambitions of the tourism sector over the next five years. It is a partnership document which is linked to our official LVEP Status as a tourist board. It covers areas such as business growth, marketing, destination management & investment.

Data Protection screening result

Will require a full impact assessment

Equality and Public Health screening result

Will require a full impact assessment

Environmental Sustainability screening result

Will require a full impact assessment

1.1 Background and Purpose

Background and Purpose of Project?

To support your answer to this question, you can upload a copy of the project's Business Case or similar document.

Visit Worcestershire plays an important role supporting the county's £939m tourism economy, ensuring the sector is ready for growth, while also supporting visitors & residents to enjoy our beautiful County. As we move forward as an official LVEP (recognised by Visit England) and to ensure we maximise growth potential in the sector over the next 5-10 years, a new Destination Management Plan was needed, to help steer and attract investment.

Consultation on the new Plan started in November 2022. Four workshops were held across the County to understand the views and perspectives of stakeholders & businesses. Participants included members of the Visit Worcestershire's Tourism Advisory Group, representatives from several departments within the District & County Councils, tourism businesses and organisations from across the county who make up key stakeholders e.g. Canal and River Trust. In total 59 people engaged with the workshops from 39 different businesses and organisations.

The current document has been signed off by Visit England and local stakeholders and is seeking approval by Cabinet.

Upload Business Case or Support documents

[□ Cabinet Report - Visit Worcestershire Destination Management Plan.docx](#)

Project Outputs

Briefly summarise the activities needed to achieve the project outcomes.

The document outlines a clear vision, with measurable objectives. It is focused on three clear delivery areas which the County Council (with its LVEP status) can work alongside businesses and partners to deliver.

The Vision for Worcestershire is:

We will work together to celebrate and champion Worcestershire's Billion Pound Visitor Economy.

We will ensure our visitor economy continues to thrive for the benefit of all those who visit, live and work here – now and for future

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generations.

We will make the most of our 2000-year heritage, our countryside with its hills, panoramic views and waterways and our unique food and drink offer, delivering memorable experiences to visitors from near and far. Those experiences will be delivered by vibrant, independent businesses firmly rooted in Worcestershire and offering the warmest of welcomes.”

The three interrelated objectives linked to delivering this vision are:

- Objective one: Developing the Worcestershire Experience with increased product and a focus on business support which puts our key themes of sustainability and access for all at the heart of what we do. Creating the right environment for sector growth.
- Objective two: Raising awareness about what is special and distinctive about tourism in Worcestershire encouraging visits from our target markets and attracting higher value staying visitors.
- Objective three: Ensuring our infrastructure is ready for growth and investment while delivering an outstanding welcome across all visitor touch points which will create a positive impression and result in positive advocacy for the county.

Project Outcomes

Briefly summarise what the project will achieve.

Ambitions targets have been set with a clear measure attached to each, to ensure we are achieving the growth expected over the next five years:

- Target One: Awareness, positive perceptions, and propensity to visit among target markets – 5% over baseline.
- Target Two: Satisfaction levels among visitors to Worcestershire – 5% over baseline.
- Target Three: Increase in visitor spend from all markets and types of visit – 10% above inflation.
- Target Four: Number of staying holiday visits from UK and international markets – 10% above baseline.
- Target Five: Support 400 businesses with 25 new tourism products to market.

This links to our overall ambition to put Worcestershire on the map as a destination of choice, increasing the value of tourism in the County.

Is the project a new function/service or does it relate to an existing Council function/service?

Existing

Was consultation carried out on this project?

Yes

1.2 Responsibility

Directorate/Organisation

Economy & Infrastructure

Service Area

Economy

1.3 Specifics

Project Reference (if known)

Not Recorded

Intended Project Close Date *

November 2028

1.4 Project Part of a Strategic Programme

Is this project part of a strategic programme?

No

2 Organisations Involved

Please identify the organisation(s) involved:

Worcestershire County Council

Other - District Councils

Details of contributors to this assessment:

Name	Lorna Helen Robinson
Job title	Visitor Economy Manger
Email address	lrobinson1@worcestershire.gov.uk

3.0 Who will be affected by the development and implementation

Please identify group(s) involved:

Other - Tourism Businesses

3.1 Information and evidence reviewed

What information and evidence have you reviewed to help inform this assessment? *

NA

3.2 Summary of engagement or consultation undertaken

Who and how have you engaged, or why do you believe engagement is not required? *

Consultation on the new Plan started in November 2022. Four workshops were held across the County to understand the views and perspectives of stakeholders & businesses. Participants included members of the Visit Worcestershire's Tourism Advisory Group, representatives from several departments within the District & County Councils, tourism businesses and organisations from across the county who make up key stakeholders e.g. Canal and River Trust. In total 59 people engaged with the workshops from 39 different businesses and organisations.

A second stage consultation was undertaken in June/July 23 to ensure the emerging findings and direction of travel were agreed by stakeholders.

Consultation on Equality and Public Health were not deemed necessary.

3.3 Summary of relevant findings

Please summarise your relevant findings. *

NA

4 Protected characteristics - Equality

Please consider the potential impact of this activity (during development & implementation) on each of the equality groups outlined below. **Please select one or more impact box(es) below for each equality group and explain your rationale.** Please note it is possible for the potential impact to be both positive and negative for the same equality group and this should be recorded. Remember to consider the impact on e.g. staff, public, patients, carers etc. who are part of these equality groups.

Age

Potential neutral impact selected.

Explanation of your reasoning:

This is a tourism strategy, and while it has an overall ambition to increase prosperity for the county through growing the tourism sector (which may have secondary benefits) it does not have a direct impact on any protected characteristics. Visit Worcestershire aims to encourage businesses to be more accessible and welcoming to all visitors - but our work does not have a direct impact. That lies with the tourism sector, we can only guide and encourage.

The strategy uses inclusive imagery and access to all is a key theme in the document. We have 'accessibility business support' programmes in place as a pilot and we hope to inspire other businesses to change their mindsets when it comes to access and inclusion - encouraging positive action.

Disability

Potential neutral impact selected.

Explanation of your reasoning:

This is a tourism strategy, and while it has an overall ambition to increase prosperity for the county through growing the tourism sector (which may have secondary benefits) it does not have a direct impact on any protected characteristics. Visit Worcestershire aims to encourage businesses to be more accessible and welcoming to all visitors - but our work does not have a direct impact. That lies with the tourism sector, we can only guide and encourage.

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Gender reassignment

Potential neutral impact selected

Explanation of your reasoning:

As above.

Marriage and civil partnerships

Potential neutral impact selected.

Explanation of your reasoning:

As above.

Pregnancy and maternity

Potential neutral impact selected.

Explanation of your reasoning:

As above.

Race including travelling communities

Potential neutral impact selected.

Explanation of your reasoning:

As above.

Religion and belief

Potential neutral impact selected.

Explanation of your reasoning:

As above.

Sex

Potential neutral impact selected.

Explanation of your reasoning:

As above.

Sexual orientation

Potential neutral impact selected.

Explanation of your reasoning:

As above.

5 Characteristics - Public health

Other vulnerable and disadvantaged groups

Potential neutral impact selected.

Explanation of your reasoning:

This is a tourism strategy, and while it has an overall ambition to increase prosperity for the county through growing the tourism sector (which may have secondary benefits) it does not have a direct impact on any protected characteristics. Visit Worcestershire aims to encourage businesses to be more accessible and welcoming to all visitors - but our work does not have a direct impact. That lies with the tourism sector, we can only guide and encourage.

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Health inequalities

Potential neutral impact selected.

Explanation of your reasoning:

As above.

Social and economic

Potential neutral impact selected.

Explanation of your reasoning:

As above.

Increased employment opportunities and supported employment opportunities.

Physical health

Potential neutral impact selected.

Explanation of your reasoning:

As above.

Encourages residents to get out and enjoy the Worcestershire countryside.

Mental health and wellbeing

Potential neutral impact selected.

Explanation of your reasoning:

As above.

Access to services

Potential neutral impact selected.

Explanation of your reasoning:

As above.

6 Actions to mitigate potential negative impacts

You have confirmed that there are no negative impacts for equality protected characteristics and public health characteristics.

7 When will you review this equality and public health estimate(EPHIA)?

When the document is refreshed in 2028.

8 Declaration

The following statement has been read and agreed:

- All public bodies have a statutory duty under the Equality Act 2010 to set out arrangements to assess and consult on how their policies and functions impact on the 9 protected characteristics: Age; Disability; Gender Reassignment; Marriage & Civil Partnership; Pregnancy & Maternity; Race; Religion & Belief; Sex; Sexual Orientation
- Our Organisation will challenge discrimination, promote equality, respect human rights, and aims to design and implement services, policies and measures that meet the diverse needs of our service, and population, ensuring that none are placed at a disadvantage over others
- All staff are expected to deliver and provide services and care in a manner which respects the individuality of service users, patients, carers etc, and as such treat them and members of the workforce respectfully, paying due regard to the 9 protected characteristics

I confirm to the best of my knowledge that the information I have provided is true, complete and accurate

I confirm that I will make sure that Equality and Public Health have been and continue to be considered throughout the project life cycle and that, if circumstances change in the project, a further Equality and Public Health Impact Assessment Screening will be carried out.

8 Application Details

Last Updated Date Time

09/11/2023 11:18:06

Screening Submitted Date Time

09/11/2023 10:28:36

Last Reopened Date Time

No Date Recorded

Full Impact Submitted Date Time

09/11/2023 11:18:06

Approved/Rejected Date Time

No Date Recorded

Current User Dashboard Request Status

Submitted

9.0 People with access to the original screening

[Lorna Robinson \(lrobinson1@worcestershire.gov.uk\)](mailto:lrobinson1@worcestershire.gov.uk)

9.1 People with access to this equality and public health assessment

[Lorna Robinson \(lrobinson1@worcestershire.gov.uk\)](mailto:lrobinson1@worcestershire.gov.uk)

10

Direct Questions

No Questions Asked