

EQUALITY IMPACT ASSESSMENT

THE STAGE ONE ASSESSMENT FORM - the initial screening process

SERVICE, POLICY OR FUNCTION BEING ASSESSED: Tourism & Arts

DESCRIPTION OF SERVICE, POLICY OR FUNCTION: (e.g. main purpose, users or beneficiaries etc)

Tourism Development:

- This includes marketing our district as a tourist destination. Our main marketing activity is done in partnership with Mid Suffolk District Council and we promote our two districts as The South & Heart of Suffolk. This includes PR activity; advertising campaigns, website development; brochure production etc. We also work closely with the Suffolk Tourism Partnership and the private sector.
- Identifying and developing new products (eg walking festival, cycle routes etc)
- Offering support and advice to tourism businesses

Tourist Information Service

- We provide a network of three tourist information centres (TICs) in Lavenham, Flatford and Sudbury. These centres are developed and improved on an ongoing basis in relation to information provision; customer service; retail development (supporting local producers, crafts people and artists); liaison with local tourism businesses.
- The centres are used by visitors as well as local residents

Please indicate if it is an existing area of service or a new area/project:

Target Equality Group <i>(see guidance note 2 for details)</i>	Does it have a Positive Impact If yes, please explain how <i>(see guidance note 6 for details)</i>	Does it have a Neutral Impact If yes, please explain how <i>(see guidance note 9 for details)</i>	Does it have a Negative Impact If yes please explain how, indicate if it is legal and whether or not it is intended. <i>(see guidance note 7 for details)</i>	If it has a negative impact, is the level of this impact high or low? <i>(see guidance note 10 for details)</i>
Age		Tourism Dev: focussed marketing on our target group (generally over 55s and younger couples with no children in the group). Short breaks market. Neutral impact as our marketing is not explicit and we do not exclude any groups. TICs: neutral. All ages catered for in terms of information provided.		
Belief or faith		Tourism Dev: Neutral. No promotions undertaken pertaining to religion or religious groups. TICs: Neutral. Information on churches may be stocked in TICs – not to promote religion but because some visitors are interested in their architecture and history.		

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		Ticket sales for religious events in TICs. Currently not offered for sale. Need to decide what types of event to promote Arts Dev: Neutral. We do not develop or fund any religious activity or projects.		
Disability	Tourism Dev: We include symbols relating to access for the disabled in our tourism literature. TICs: all TICs fully accessible for people in wheelchairs; hearing loops in all centres and some information in Braille at Flatford. Most staff have had disability awareness training (Welcome All).			
Sexual Orientation		Tourism Dev: neutral. No work undertaken relating to an specific groups in this category		

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		TICs: neutral. All visitors welcome to the TIC. No groups discouraged. Arts Dev: neutral. No project work undertaken relating to this category		
Gender		Tourism Dev: neutral. No gender specific work undertaken. Both sexes promoted to and encouraged to visit. TICs: neutral. No gender specific work undertaken. Both sexes catered for in terms of information provided and retail offering.		
Race	TICs: the service is used by visitors from overseas and staff are able to accommodate some foreign languages and also have access to a translation service	Tourism Dev: neutral. All nationalities encouraged to visit. Nobody discouraged or excluded. No foreign language publications produced, simply because budgets do not allow.		

PLEASE ANSWER THE FOLLOWING QUESTIONS IF ANY AREAS HAVE BEEN IDENTIFIED WITH LOW LEVEL NEGATIVE IMPACT

IS THE IMPACT LIKELY TO CHANGE OVER TIME?

Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
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IF YES, HOW WILL THE IMPACT CHANGE?

WHAT CAN YOU DO TO MINIMISE OR REMOVE ANY *UNINTENDED* NEGATIVE IMPACT?

HOW COULD YOU MONITOR THIS WORK?

IF YOU HAVE IDENTIFIED ANY AREAS WHERE THE LEVEL OF NEGATIVE IMPACT IS HIGH PLEASE REFER TO YOUR HEAD OF SERVICE PRIOR TO COMPLETING A STAGE TWO ASSESSMENT FORM

Signed:Karina Coghlin.....Service Manager undertaking the Assessment.

Date:12 September.....