

EQUALITY AND DIVERSITY IMPACT ASSESSMENTS
On grounds of age, disability, gender, race, religion, sexual orientation

YOUR FUNCTION OR POLICY AREA:
BUSINESS UNIT:

TDA
Tourism

DATE: 31 March 2008

Part One	GENERAL
1	<p>Please provide a brief description of the main function and/or policy(ies) including its aims and objectives</p> <p>The English Riviera Tourist Board aims to realise the potential of the English Riviera as a tourism destination of national and international importance by:</p> <ol style="list-style-type: none"> 1. Ensuring that research into tourism trends focuses and underpins all infrastructure, product and promotional activity. 2. Ensuring that all aspects of the industry are engaged and working to a common goal, enabling realistic and relevant product and infrastructure development. 3. Ensuring that there is connectivity with infrastructure developments and other external factors, including communications and access, which will impact on the tourism product. 4. Ensuring that the tourism product and associated marketing is developed to meet the needs of market segments that will provide a sustainable future for the resort. 5. Ensuring that promotional campaign, press and PR and events are focused to reach those targeted market segments as well as elevating the external profile of Torbay.
2	<p>Please list the main stakeholders/beneficiaries in terms of the recipients of the function or the target group at whom the policy is aimed</p> <p>Visitors, local industry and the local community (residents).</p>
3	<p>If the function is provided by another partner, organisation, contractor or agency on behalf of the Authority, please give the names of these organisations/agencies (see question 19)</p> <p>n/a</p>
4	<p>Do you have any research data, about traditionally excluded groups? Does this research highlight any disparities or adverse impact?</p> <p>No, we do not exclude anyone from visiting the English Riviera or participating in any way. We undertake a two yearly visitor survey which is compiled by South West Tourism on our behalf. However these questions are not part of the National Survey but could be incorporated into it for our particular survey.</p>

EQUALITY AND DIVERSITY IMPACT ASSESSMENTS
On grounds of age, disability, gender, race, religion, sexual orientation

5	Have you compared your policy/function with similar local authorities, if so with what results?
	No but we will compare ourselves with others to see how they embed equalities into their service provision and how they provide an equitable service that is accessible to all. Over the next 12 months we will speak with neighbouring authorities and County Council on how they gather this information and provide service provision that is accessible to all.
6	Does this policy area have high medium or low potential impact on traditionally excluded groups.?
	<p>The potential impact on traditionally excluded groups is medium impact.</p> <p>We have no statistics on LGBT, BME or disabled visitors to the area. This can be reviewed and included in our local “in house” surveys, however our visitor profiling and Devon Trends research is carried out by South West Tourism and Devon County Council respectively and these surveys are based on national models to allow benchmarking region-on-region.</p> <p>We have a high percentage of C1 C2 D E socio-economic groups (89%) however our AB market has increased to 11% since 2003. <i>Source Visitor Profiling: South West Tourism 2007.</i></p>

EQUALITY AND DIVERSITY IMPACT ASSESSMENTS
On grounds of age, disability, gender, race, religion, sexual orientation

	IF THE POLICY OR FUNCTION HAS A HIGH OR MEDIUM POTENTIAL IMPACT ON RACIAL MINORITIES OR OTHER TRADITIONALLY EXCLUDED GROUPS PLEASE CONTINUE WITH Part 2 of the assessment
Part Two	CONSULTATION
7	Please list any consultation activity with internal or external customers carried out over the last year or two: e.g. satisfaction surveys, focus groups, Citizens Panel exercises etc and how the results are publicised?
	<p>Our overall visitor satisfaction rate is over 94%</p> <p>Again, we cannot break this down into age, disability, gender or socio-economic group as it is based on a national benchmarking model as in the questions are already set. We can use our Tourist Information Centre survey to collate this kind of information and will review the questions asked in our campaign data capture.</p>
8	Please list any alternative arrangements you have made or are planning for consulting with hard-to-reach groups within the community
	There is a yearly Local Tourist Weekend organised on a national scale to include all members of the local community. Within the questionnaire for the event, we ask for the participant's age, gender, occupation and ethnic group in order to establish which groups do not take part in the event.
9	Please state how you consult with members of your staff about your function/policy
	<p>We do not discriminate; everyone is welcome in the English Riviera.</p> <p>Equality and Diversity training has been carried out for some of the staff but not all as yet however all front office staff, those who work in the Tourist Information Centres, attend the Welcome All training.</p>
10	Please list any changes to your function or policy that you have made, or you plan to make as a result of consultation with different groups (Include future ones in your improvement plan summary attached)
	None
	DISCRIMINATION
11	Please list any evidence you have of the function or policy having an adverse impact on different groups or relations between groups – this can be internal or external
	n/a
12	Have you received any complaints about your function/policy in respect of equality issues? If so, please give a brief description.
	No

EQUALITY AND DIVERSITY IMPACT ASSESSMENTS
On grounds of age, disability, gender, race, religion, sexual orientation

SERVICE DELIVERY	
13	Please list any alternative ways designed to improve access to or use of your service by different groups, (and include this in your improvement plan summary attached)
	<p>Ramp to be built to access Brixham TIC.</p> <p>Information is cascaded during a yearly Torbay Tourism Forum and also via trade updates sent out to our key tourism contacts re equalities issues such as requirements under DDA and the new equalities regulations relating to age and sexual orientation?</p>
14	Please list any alternative ways designed to improve access to information about your service by different groups (and include this in your improvement plan summary attached)
	<p>We are working towards all World Wide Web Consortium features being enabled on our website.</p> <p>We are currently revising the Tourism Strategy which states that it is available in large print. This would be included as part of a new print run. The renewed Strategy will be available on the TDA website in various languages. The holiday guide is also available in various languages on the web and various other formats to deal with hearing and sight difficulties issues. The Access for All document is available in large print when required.</p>
MONITORING	
15	Please describe how you carry out monitoring of take up of your function/policy by equality group?
	This is under research, more specific research would include these questions. There is no budget for these surveys at present, new survey 2009.
16	How are the results of any monitoring analysed, reported and publicised?
	n/a
17	Does an analysis of your customer base against baseline population figures for the borough show that you are reaching all groups within your remit? If not, which groups are adversely affected? --
	All groups are invited to the English Riviera.
18	Please list any changes to your function or policy that you have made or plan to make as a result of monitoring
	We are looking at moving the Brixham Tourist Information Centre.
MISCELLANEOUS	

EQUALITY AND DIVERSITY IMPACT ASSESSMENTS
On grounds of age, disability, gender, race, religion, sexual orientation

19	If your function is provided by a private sector or voluntary sector organisation on a contract basis, (see q 3) please list any arrangements have you made or plan to make to ensure that these comply with equality
	n/a
20	Does your function or policy result in any financial support being given to community groups within the voluntary and community sector. If yes, please list organisations and amounts, including the equality monitoring on nature of the groups
	No.

IMPROVEMENT PLAN List any recommendations for action as a result of this impact assessment. **INCLUDE IN BUSINESS PLANS**

THERE SHOULD REALLY BE IMPROVEMENT ACTIONS IN HERE – EVEN IF THEY ARE EXISTING ACTIONS. THESE SHOULD BE PUT ONTO SPAR.NET AS EQUALITIES ACTIONS FOR YOUR EQUALITIES REP TO MONITOR - I do not have the authority to do this.

ISSUE	ACTION REQUIRED	LEAD	TIMESCALE	COSTS	COMMENTS
Disabled access	All TICs comply with DDA legislation, except for Brixham Tic where a ramp is planned		By the end of 2009		
Disabled access to information	All TICs stock document 'Access for all' which is constantly under review and is presently being updated.		By the end of summer 2009		
Equalities monitoring	User Surveys and consultation methods includes equalities monitoring via 'About You' information to become on line questionnaire for 2009		By the end of 2009		
Targeting traditionally excluded / hard to reach groups	LGBT / Disabled / Young / Older people target markets are being addressed through various events, programmes and the Comedy Film Festival		By the end of 2009		the English Riviera International Comedy Festival takes place 25-28 September 08

EQUALITY AND DIVERSITY IMPACT ASSESSMENTS
On grounds of age, disability, gender, race, religion, sexual orientation

Tourism Strategy 2005-2015

<http://www.torbaydevelopmentagency.co.uk/PDFs/Riviera-Strategy-12058>