

**City of York Council**  
**Equalities Impact Assessment**

**Who is submitting the proposal?**

<b>Directorate:</b>	Place		
<b>Service Area:</b>	Economy		
<b>Name of the proposal :</b>	York Tourism Strategy		
<b>Lead officer:</b>	Simon Brereton		
<b>Date assessment completed:</b>	26 <sup>th</sup> Jan 2024		
<b>Names of those who contributed to the assessment :</b>			
<b>Name</b>	<b>Job title</b>	<b>Organisation</b>	<b>Area of expertise</b>
Simon Brereton	Head of Economy	City of York Council	Economic strategy and inclusive growth
various	Members of Tourism Advisory Board	various	Tourism and the visitor economy
various	Members of Economy, Place, Access and	City of York Council	Various

	Transport Scrutiny Committee		
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## Step 1 – Aims and intended outcomes

<b>1.1</b>	<b>What is the purpose of the proposal?</b> Please explain your proposal in Plain English avoiding acronyms and jargon.
	York Tourism Strategy is a visionary roadmap designed to elevate the city's tourism experience for residents and visitors, fostering a sense of community and pride. Our strategy is founded on principles of sustainability, inclusivity, and authenticity and in this document, we outline key initiatives, partnerships, and innovative approaches that will shape the future of York's visitor economy. From promoting regenerative practices, to enhancing the well-being of York's communities through tourism, the York Tourism Strategy is a comprehensive framework that aligns with the city's values and aspirations. By engaging with the people who call York home, local businesses, and cultural institutions, we aim to ensure that tourism becomes a force for positive change, contributing to the city's prosperity and well-being.
<b>1.2</b>	<b>Are there any external considerations?</b> (Legislation/government directive/codes of practice etc.)
	The strategy also serves as our Destination Management Plan (DMP), which is a requirement of Visit England for our Local Visitor Economy Partnership (LVEP).

<b>1.3</b>	<b>Who are the stakeholders and what are their interests?</b>
<b>1.4</b>	<b>What results/outcomes do we want to achieve and for whom?</b> This section should explain what outcomes you want to achieve for service users, staff and/or the wider community. Demonstrate how the proposal links to the Council Plan (2019- 2023) and other corporate strategies and plans.
	The strategy is a city-wide strategy, and relates to the York 10 year plan rather than the Council plan.

## Step 2 – Gathering the information and feedback

<b>2.1</b>	<b>What sources of data, evidence and consultation feedback do we have to help us understand the impact of the proposal on equality rights and human rights?</b> Please consider a range of sources, including: consultation exercises, surveys, feedback from staff, stakeholders, participants, research reports, the views of equality groups, as well your own experience of working in this area etc.	
	<b>Source of data/supporting evidence</b>	<b>Reason for using</b>
	Engagement sessions for Tourism Strategy development and report by Group NAO	Expert input from Tourism businesses and stakeholders
	Input from Tourism Advisory Board members	Expert input from Tourism businesses and stakeholders
	Initial workshop	Specialist input from Council officers
	CYC Economy Scrutiny Committee	Input from Elected Members

## Step 3 – Gaps in data and knowledge

<b>3.1</b>	<b>What are the main gaps in information and understanding of the impact of your proposal? Please indicate how any gaps will be dealt with.</b>	
	<b>Gaps in data or knowledge</b>	<b>Action to deal with this</b>
	Views of existing and potential visitors to York	Include questions in future visitor surveys and review

#### Step 4 – Analysing the impacts or effects.

<b>4.1</b>	<b>Please consider what the evidence tells you about the likely impact (positive or negative) on people sharing a protected characteristic, i.e. how significant could the impacts be if we did not make any adjustments?</b> Remember the duty is also positive – so please identify where the proposal offers opportunities to promote equality and/or foster good relations.		
<b>Equality Groups and Human Rights.</b>	<b>Key Findings/Impacts</b>	<b>Positive (+) Negative (-) Neutral (0)</b>	<b>High (H) Medium (M) Low (L)</b>
<b>Age</b>	<p>The strategy aims to support young people to find a productive career in tourism. The sector also provides many jobs for older workers.</p> <p>The Tourism Strategy aims to support young people, and those interested in a career in the tourism and hospitality sector, to find out more about what this career could be like and to achieve their full potential. The strategy also commits to ensuring upskilling, apprenticeships, training and ongoing career development opportunities and support for the sector. We will work collaboratively across the sector to eliminate</p>	+	M

	workplace inequality, address the gender pay gap and embrace diversity.		
<b>Disability</b>	The strategy commits to ensuring that York is an inclusive and accessible destination through partnership working with York Disability Rights Forum and IERUK. The Board will work with local, regional and national partners and advocacy groups to ensure inclusivity in all tourism offerings. This will also include working with Visit England and promoting their Accessible and Inclusive Tourism Toolkit for businesses.	+	M
	The Scrutiny Committee recommended that the strategy should have a focus on promoting and developing York as a destination for disabled tourists. They noted the opportunity of the purple pound and suggested improvements should be paired with this in accessible transport and infrastructure, work could also be done with hotels to promote infrastructure improvements such as ceiling hoist rooms.	+	M
	The Tourism Advisory Board is an open board with representatives from tourism and hospitality businesses, public sector bodies, Elected Members, and universities. The Board is continually reviewing its membership to ensure it is appropriate and representative of all relevant stakeholder groups. More recently, the Board has welcomed representation from organisations that represent young people and families. It was also confirmed that the advisory board currently did not have any disability representation, but the Board has contacted a local disability rights forum and extended an invitation to join the Advisory Board.	-	M

<b>Gender</b>	No identified impacts		
<b>Gender Reassignment</b>	No identified impacts		
<b>Marriage and civil partnership</b>	No identified impacts		
<b>Pregnancy and maternity</b>	No identified impacts		
<b>Race</b>	The strategy commits to ensuring that York is an inclusive and accessible destination through partnership working with York Disability Rights Forum and IERUK. The Board will work with local, regional and national partners and advocacy groups to ensure inclusivity in all tourism offerings. This will also include working with Visit England and promoting their Accessible and Inclusive Tourism Toolkit for businesses.	+	M
<b>Religion and belief</b>	The strategy commits to ensuring that York is an inclusive and accessible destination through partnership working with York Disability Rights Forum and IERUK. The Board will work with local, regional and national partners and advocacy groups to ensure inclusivity in all tourism offerings. This will also include working with Visit England and promoting their Accessible and Inclusive Tourism Toolkit for businesses.	+	L
<b>Sexual orientation</b>	The strategy commits to ensuring that York is an inclusive and accessible destination through partnership working with York Disability Rights Forum and IERUK. The Board will work with local, regional and national partners and advocacy	+	L

	groups to ensure inclusivity in all tourism offerings. This will also include working with Visit England and promoting their Accessible and Inclusive Tourism Toolkit for businesses.		
<b>Other Socio-economic groups including :</b>	<b>Could other socio-economic groups be affected e.g. carers, ex-offenders, low incomes?</b>		
<b>Carer</b>	No identified impacts		
<b>Low income groups</b>	The strategy acknowledges that increased tourism can contribute to increased housing costs, although there is no evidence presented on the relationship between visitor numbers and costs	-	M
<b>Veterans, Armed Forces Community</b>	No identified impacts		
<b>Other</b>	n/a		
<b>Impact on human rights:</b>			
List any human rights impacted.			

**Use the following guidance to inform your responses:**

Indicate:

- Where you think that the proposal could have a POSITIVE impact on any of the equality groups like promoting equality and equal opportunities or improving relations within equality groups

- Where you think that the proposal could have a NEGATIVE impact on any of the equality groups, i.e. it could disadvantage them
- Where you think that this proposal has a NEUTRAL effect on any of the equality groups listed below i.e. it has no effect currently on equality groups.

It is important to remember that a proposal may be highly relevant to one aspect of equality and not relevant to another.



<p><b>High impact</b> (The proposal or process is very equality relevant)</p>	<p>There is significant potential for or evidence of adverse impact The proposal is institution wide or public facing The proposal has consequences for or affects significant numbers of people The proposal has the potential to make a significant contribution to promoting equality and the exercise of human rights.</p>
<p><b>Medium impact</b> (The proposal or process is somewhat equality relevant)</p>	<p>There is some evidence to suggest potential for or evidence of adverse impact The proposal is institution wide or across services, but mainly internal The proposal has consequences for or affects some people The proposal has the potential to make a contribution to promoting equality and the exercise of human rights</p>
<p><b>Low impact</b> (The proposal or process might be equality relevant)</p>	<p>There is little evidence to suggest that the proposal could result in adverse impact The proposal operates in a limited way The proposal has consequences for or affects few people The proposal may have the potential to contribute to promoting equality and the exercise of human rights</p>

## Step 5 - Mitigating adverse impacts and maximising positive impacts

5.1	<b>Based on your findings, explain ways you plan to mitigate any unlawful prohibited conduct or unwanted adverse impact. Where positive impacts have been identified, what is been done to optimise opportunities to advance equality or foster good relations?</b>
By seeking disability representation at the Tourism Advisory Board, and by emphasising the positive impacts when developing the implementation plan.	

## Step 6 – Recommendations and conclusions of the assessment

6.1	<b>Having considered the potential or actual impacts you should be in a position to make an informed judgement on what should be done. In all cases, document your reasoning that justifies your decision. There are four main options you can take:</b>
- <b>No major change to the proposal</b> – the EIA demonstrates the proposal is robust. There is no potential for unlawful discrimination or adverse impact and you have taken all opportunities to advance equality and foster good relations, subject to continuing monitor and review.	

- **Adjust the proposal** – the EIA identifies potential problems or missed opportunities. This involves taking steps to remove any barriers, to better advance quality or to foster good relations.
- **Continue with the proposal** (despite the potential for adverse impact) – you should clearly set out the justifications for doing this and how you believe the decision is compatible with our obligations under the duty
- **Stop and remove the proposal** – if there are adverse effects that are not justified and cannot be mitigated, you should consider stopping the proposal altogether. If a proposal leads to unlawful discrimination it should be removed or changed.

**Important:** If there are any adverse impacts you cannot mitigate, please provide a compelling reason in the justification column.

<b>Option selected</b>	<b>Conclusions/justification</b>
<b>No major change to the proposal</b>	The EIA demonstrates the proposal is robust. There is no potential for unlawful discrimination or adverse impact and the Tourism Advisory Board have taken all opportunities to advance equality and foster good relations, subject to continuing monitor and review

## Step 7 – Summary of agreed actions resulting from the assessment

<b>7.1</b>	<b>What action, by whom, will be undertaken as a result of the impact assessment.</b>
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<b>Impact/issue</b>	<b>Action to be taken</b>	<b>Person responsible</b>	<b>Timescale</b>
Lack of disability representation on TAB	Seek new members	All TAB members	Review again in Dec 2024

## **Step 8 - Monitor, review and improve**

<b>8. 1</b>	<b>How will the impact of your proposal be monitored and improved upon going forward?</b> Consider how will you identify the impact of activities on protected characteristics and other marginalised groups going forward? How will any learning and enhancements be capitalised on and embedded?
	The Strategy and its implementation will be reviewed by the Tourism Advisory Board.