

Title of proposed EIA	Birmingham Visitor Destination Plan 2022-27
Reference No	EQUA912
EA is in support of	New Function
Review Frequency	Annually
Date of first review	01/05/2023
Directorate	City Operations
Division	Neighbourhoods
Service Area	Cultural Development & Tourism
Responsible Officer(s)	<input type="checkbox"/> Symon Easton
Quality Control Officer(s)	<input type="checkbox"/> Leroy Pearce
Accountable Officer(s)	<input type="checkbox"/> Chris Jordan
Purpose of proposal	Proposed endorsement of new Visitor Destination Plan
Data sources	Survey(s); Consultation Results; Interviews; relevant reports/strategies; Statistical Database (please specify); relevant research
Please include any other sources of data	VisitEngland - GBDVS & GBTS 3 year averages 2017-2019
ASSESS THE IMPACT AGAINST THE PROTECTED CHARACTERISTICS	
Protected characteristic: Age	Not Applicable
Age details:	
Protected characteristic: Disability	Service Users / Stakeholders; Wider Community
Disability details:	<p>It has been identified that the provision and promotion of accessibility information on the destination and individual businesses' websites is an area for significant improvement.</p> <p>Birmingham City Council and its partners including the West Midlands Growth Company are committed to making the city a welcoming and inclusive leisure destination for visitors and residents. The opportunity of hosting the Commonwealth Games, which includes para sporting events, is seen as driver for positive change in the West Midlands Region.</p>

Birmingham City Council's Adult Social Care directorate supports businesses through grant applications to make accessibility changes, and works with AccessAble to provide comprehensive accessibility information for its buildings and is keen to drive more organisations to follow suit.

A contract for a consultant to support accessible tourism is currently out to tender. The consultant will provide advice on:

- Training webinars
- Good practice guides
- Getting started
- Accessibility quick wins
- Creating an accessibility guide
- Further training and support
- Marketing your accessibility

Measures will be implemented to support improved accessibility information

Protected characteristic: Sex

Not Applicable

Gender details:

Protected characteristics: Gender Reassignment

Not Applicable

Gender reassignment details:

Protected characteristics: Marriage and Civil Partnership

Not Applicable

Marriage and civil partnership details:

Protected characteristics: Pregnancy and Maternity

Not Applicable

Pregnancy and maternity details:

Protected characteristics: Race

Not Applicable

Race details:

Protected characteristics: Religion or Beliefs

Not Applicable

Religion or beliefs details:

Protected characteristics: Sexual Orientation

Not Applicable

Sexual orientation details:

Socio-economic impacts

Please indicate any actions arising from completing this screening exercise.

Action for addressing improving accessibility information already addressed as one of ten key actions in the plan

Please indicate whether a full impact assessment is recommended

NO

What data has been collected to facilitate the assessment of this policy/proposal?

- In depth analysis of trends in tourism volume and value across the region
- A comprehensive product audit of over 300 visitor economy businesses in Birmingham
- Original perceptions and awareness research undertaken in the UK and overseas markets

Consultation analysis

- Over 15 individual consultations with senior stakeholders working in Birmingham's visitor and cultural economies.
- Ten one-to-one interviews with industry leaders in Birmingham's visitor economy conducted against a standard framework
- Five workshops focusing on:
 - The market, industry trends and the factors that have the potential to influence the growth of tourism in the city
 - The strength of Birmingham's tourism offer
 - The challenges Birmingham faces in the development of its leisure tourism sector
 - How Birmingham can become a more accessible and sustainable destination
 - The views of the private sector in terms of the core priorities for the city
 - Maximising the benefits of the Commonwealth Games

Adverse impact on any people with protected characteristics.

Lack of suitable accessibility information for people with disabilities.

Could the policy/proposal be modified to reduce or eliminate any adverse impact? One of ten key actions to address in the Plan. A tender for accesibility consultant has already been issued - to

appoint in May/June 2022

How will the effect(s) of this policy/proposal on equality be monitored?

Firstly from results of the consultants report and secondly in a years time when measures for improving accessibility information have been implemented.

What data is required in the future?

Ongoing visitor monitoring / surveys with West Midlands Growth Company

Are there any adverse impacts on any particular group(s)

No

If yes, please explain your reasons for going ahead.

Initial equality impact assessment of your proposal

Consulted People or Groups

Informed People or Groups

Summary and evidence of findings from your EIA

The proposed Visitor Destination Plan doesn't have any perceived adverse impacts on the Protected Characteristics and has identified a key action to improve accessibility information available to both visitors and residents alike.

QUALITY CONTORL SECTION

Submit to the Quality Control Officer for reviewing?

No

Quality Control Officer comments

This EIA has been reviewed and is passed to the Accountable Officer for final approval.

Decision by Quality Control Officer

Proceed for final approval

Submit draft to Accountable Officer?

Yes

Decision by Accountable Officer

Approve

Date approved / rejected by the Accountable Officer

24/05/2022

Reasons for approval or rejection

Approved for submission

Please print and save a PDF copy for your records

Yes

Content Type: Item

Version: 33.0

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