

Equality Analysis

Birmingham City Council Analysis Report

EA Name	Marketing Birmingham Service Level Agreement 2016-17
Directorate	Economy
Service Area	Culture & The Visitor Economy
Type	Reviewed Function
EA Summary	We are proposing to refocus the Service Level Agreement we have with Marketing Birmingham in order to establish services, support inward investment, marketing of the city as a leisure and visitor detination and supporting the visitor economy. We will address savings targets by broadening Marketing Birmingham's income base and making changes to its governance in order to create a new organisational model aligned to the West Midlands Combined Authority (WMCA).
Reference Number	EA001140
Task Group Manager	caroline.alexander@birmingham.gov.uk
Task Group Member	
Date Approved	2016-02-12 00:00:00 +0000
Senior Officer	val.birchall@birmingham.gov.uk
Quality Control Officer	caroline.alexander@birmingham.gov.uk

Introduction

The report records the information that has been submitted for this equality analysis in the following format.

Overall Purpose

This section identifies the purpose of the Policy and which types of individual it affects. It also identifies which equality strands are affected by either a positive or negative differential impact.

Relevant Protected Characteristics

For each of the identified relevant protected characteristics there are three sections which will have been completed.

- Impact
- Consultation
- Additional Work

If the assessment has raised any issues to be addressed there will also be an action planning section.

The following pages record the answers to the assessment questions with optional comments included by the assessor to clarify or explain any of the answers given or relevant issues.

1 Activity Type

The activity has been identified as a Reviewed Function.

2 Overall Purpose

2.1 What the Activity is for

What is the purpose of this Function and expected outcomes?	<p>Marketing Birmingham is a partnership between the public and private sector and its purpose is to deliver inward investment services, marketing of the city as a leisure and visitor destination and to support the visitor economy.</p> <p>The Service Level Agreement for 2016-17 will address savings targets by broadening Marketing Birmingham's income base and making changes to its governance in order to create a new organisational model aligned to the West Midlands Combined Authority (WMCA).</p>
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For each strategy, please decide whether it is going to be significantly aided by the Function.

Public Service Excellence	Yes
A Fair City	Yes
A Prosperous City	Yes
A Democratic City	Yes

2.2 Individuals affected by the policy

Will the policy have an impact on service users/stakeholders?	No
Will the policy have an impact on employees?	No
Will the policy have an impact on wider community?	No

2.3 Analysis on Initial Assessment

Based on the information provided a full assessment will not be required as the proposal is considered to carry no significant risk to equalities.

We are working with Marketing Birmingham and the private sector, alongside public sector partners, to develop a new approach to generating income for supporting the visitor economy.

It is the intention of Marketing Birmingham to alter the company's articles and membership during 2016-17, in order to enable it to operate effectively to deliver services to the WMCA.

Please also refer to previous EAs EA000139 and EA000502 in relation to previous years of this function.

3 Concluding Statement on Full Assessment

Based on the information provided a full assessment will not be required as the proposal is considered to carry no significant risk to equalities.

We are working with Marketing Birmingham and the private sector, alongside public sector partners, to develop a new approach to generating income for supporting the visitor economy.

It is the intention of Marketing Birmingham to alter the company's articles and membership during 2016-17, in order to enable it to operate effectively to deliver services to the WMCA.

This will be reviewed again within the next twelve months.

4 Review Date

31/12/16

5 Action Plan

There are no relevant issues, so no action plans are currently required.