

EQUALITY IMPACT ASSESSMENT – INITIAL SCREENING TEMPLATE (IST)

Initial screening needs to take place for all new/revised Council policies. The word ‘policy’, in this context, includes the different things that the Council does. It includes any policy, procedure or practice - both in employment and service delivery. It also includes proposals for restructuring, redundancies and changes to service provision. This stage must be completed at the earliest opportunity to determine whether it is necessary to undertake an EIA for this activity.

Name of Policy:	East Cambridgeshire Tourism Strategy
Lead Officer (responsible for assessment):	Lewis Bage, Communities and Partnerships Manager
Department:	Communities and Partnerships
Others Involved in the Assessment (i.e. peer review, external challenge):	
Date Initial Screening Completed:	18.02.2019

(a) **What is the policy trying to achieve?** i.e. What is the aim/purpose of the policy? Is it affected by external drivers for change? What outcomes do we want to achieve from the policy? How will the policy be put into practice?

The Strategy seeks to deliver the following aims:

- Maximise visitor spend for the benefit of local businesses and communities;
- Increase the footfall and spread of visitors across the district.

The Council will seek to achieve the aims of the strategy through the following three interdependent objectives:

- Increase awareness and promote a joined-up approach;
- Remove barriers and negative perception;
- Encourage visitors to stay longer and to come back.

(b) **Who are its main beneficiaries?** i.e. who will be affected by the policy?

Local businesses, residents, visitors/tourists

(c) **Is this assessment informed by any information or background data?** i.e. consultations, complaints, applications received, allocations/take-up, satisfaction rates, performance indicators, access audits, census data, benchmarking, workforce profile etc.

Primary research carried out with visitors, recommendations shared and consulted on with parish councils, tourist attractions and groups of interest.

(d) Does this policy have the potential to cause a positive or negative impact on different groups in the community, on the grounds of any of the protected characteristics (please tick all that apply):

Ethnicity	<input type="checkbox"/>	Age	<input type="checkbox"/>
Gender	<input type="checkbox"/>	Religion or Belief	<input type="checkbox"/>
Disability	<input checked="" type="checkbox"/>	Sexual Orientation	<input type="checkbox"/>
Gender Reassignment	<input type="checkbox"/>	Marriage & Civil Partnership	<input type="checkbox"/>
Pregnancy & Maternity	<input checked="" type="checkbox"/>	Caring Responsibilities	<input type="checkbox"/>

