



Equality Impact Assessment Toolkit

(April 2014)

Section 1: Your details

EIA lead Officer: Lucy Barrow

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Head of Section: Lucy Barrow

Chief Officer: Clare Fish

Directorate: Strategic Hub

Date: June 2017

Section 2: What Council proposal is being assessed?

The Wirral Visitor Economy Strategy has been developed in the context of The Wirral Plan: A 2020 Vision, and sets out an ambitious vision for Wirral to secure its economic future, as well as reducing economic and social inequalities affecting residents across the borough. This will be achieved by increasing the value of the Visitor Economy and seeing the associated acquisition of skills and creation of sustainable employment opportunities for Wirral residents.

Section 2a: Will this EIA be submitted to a Cabinet or Policy & Performance Committee?

Yes If 'yes' please state which meeting and what date

Cabinet Meeting 19/06/17

Please select hyperlink to where your EIA is/will be published on the Council's website

<https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments/equality-impact-assessments-2017>

Section 3: Does the proposal have the potential to affect..... (please tick relevant boxes)

- Services**
- The workforce**
- Communities**
- Other** - The private sector

If you have ticked one or more of above, please go to section 4.

- None** (please stop here and email this form to your Chief Officer who needs to email it to engage@wirral.gov.uk for publishing)

Section 4:

Could the proposal have a positive or negative impact on any protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?

You may also want to consider socio-economic status of individuals.

Please list in the table below and include actions required to mitigate any potential negative impact.

Which group(s) of people could be affected	Potential positive or negative impact	Action required to mitigate any potential negative impact	Lead person	Timescale	Resource implications
All Protected Groups	Positive: By growing the value of the Visitor Economy, the Wirral Visitor Economy Strategy aims to increase employment, training, business, skills and self-enterprise opportunities for all of the protected groups, and ultimately aims to reduce economic inequalities in the borough.	N/A	Wirral Visitor Economy Strategy Lucy Barrow	The Wirral Visitor Economy Strategy covers the period 2017-2020	Staff to work in partnership with other organisations to deliver action plans

Section 4a: Where and how will the above actions be monitored?

The Wirral Visitor Economy Strategy will be monitored regularly to review the delivery and impact of key action plans identified within the strategy.

As part of the 2020 Vision we will also be required to report on progress made against certain deliverables set out in the strategy. Progress against these measures will be reported on a quarterly basis.

We will also monitor qualitative feedback from our private and public sector partners on how we can continuously improve and maximise the positive benefits associated with the delivery of set action plans, and will incorporate new actions or amend existing ones if this is what the evidence and feedback indicates.

Section 4b: If you think there is no negative impact, what is your reasoning behind this?

N/A

Section 5: What research / data / information have you used in support of this process?

The Wirral Visitor Economy Strategy is underpinned by a comprehensive evidence base, developed through a detailed and robust analysis of Wirral's visitor economy, and using ongoing economic analysis and intelligence.

In partnership with the Liverpool Local Enterprise Partnership, a Visitor Research Study was completed in September 2016 and offered in-depth insight into current and potential visitor profiles (including age and economic profiles), as well as Wirral's core tourism offer. The study has been utilised to inform the key priorities included within the Visitor Economy Strategy's until 2020 and beyond.

Section 6: Are you intending to carry out any consultation with regard to this Council proposal?

Yes

(please stop here and email this form to your Chief Officer who needs to email it to engage@wirral.gov.uk for publishing)

Section 7: How will consultation take place and by when?

Consultation with our strategic partners both internally and externally including the Wirral Chamber of Commerce and the Wirral Visitor Economy Network has taken place through engagement sessions as well as one to one consultation with key stakeholders identified by the members of the Visitor Economy Strategy steering group.

As stated above in Section 5, we will oversee an ongoing process of consultation and engagement with key partners to review the delivery of key action plans set within the strategy, and to adapt and amend actions if and when necessary in accordance with such consultation.

Before you complete your consultation, please email your preliminary EIA to engage@wirral.gov.uk via your Chief Officer in order for the Council to ensure it is meeting its legal publishing requirements. The EIA will need to be published with a note saying we are awaiting outcomes from a consultation exercise.

Once you have completed your consultation, please review your actions in section 4. Then email this form to your Chief Officer who needs to email it to engage@wirral.gov.uk for publishing.

Section 8: Have you remembered to:

- a) **Select appropriate directorate hyperlink to where your EIA is/will be published** (section 2a)
- b) **Include any potential positive impacts as well as negative impacts?** (section 4)
- c) **Send this EIA to engage@wirral.gov.uk via your Chief Officer?**
- d) **Review section 4 once consultation has taken place and sent your updated EIA to engage@wirral.gov.uk via your Chief Officer for re-publishing?**