

Budget Proposals 2015/16: Equality Impact Assessment (EIA) – English Riviera Tourism Company

Officer Name:	Sue Cheriton	Position:	Executive Head
Business Unit:	Residents and Visitor Services	Directorate:	Place and Resources
Date Started :	May 2014	Date of current version:	October 2014

The council and its partners are facing a significant challenge in the savings it needs to make over the next couple of years. This Equality Impact Assessment (EIA) has been developed as a tool to enable business units to fully consider the impact of their proposals on the community. As a council we need to ensure that we are able to deliver the savings that we need to make while mitigating against any negative or adverse impacts on particular groups across our communities.

This EIA will evidence that the Council have fully considered the impact of the proposed changes and has carried out appropriate consultation on those changes with the key stakeholders. This EIA and the evidence provided within it will allow Councillors to make informed decisions as part of the decision-making process regarding the council's budget.

Executive Lead / Head Sign off

Executive Lead(s)	Councillor Derek Mills	Executive Head:	Sue Cheriton
Date:	October 2014	Date:	October 2014

Summary from Overall Savings Proposals:

Proposals – Outline	Savings for 2015/16		Implementation Cost <i>Include brief outline + year incurred</i>	Delivery <i>When will this proposal realise income / savings</i>	Risks / impact of proposals <ul style="list-style-type: none"> • <i>Potential risks</i> • <i>Impact on community</i> • <i>Knock on impact to other agencies</i> • <i>If statutory service please state relevant legislation section and Act together with any statutory guidance issued.</i> 	Type of decision		
	Income £ 000's	Budget reduction £ 000's				Internal	Minor	Major
ERTC – Cease subsidy to the English Riviera Tourism Company (ERTC)		415,000	Redundancy payments may be incurred and committed contracted costs that cannot be honoured	April 2015	<p>This proposal is to cease 100% of the grant funding to the ERTC.</p> <p>There is the potential risk that this will result in destination marketing and the delivery of the visitor service information being lost.</p> <p>It is proposed that transitional funding will be applied for 15/16 (£300k) – this is subject to agreement.</p>			X
ERTC Reduce subsidy to the ERTC		165,000		April 2015	<p>This proposal is to reduce the grant funding to the ERTC leaving a grant of £250,000 in 2015/16. (This proposal takes account of a previously agreed reduction of £85,000 - This was agreed at the Council meeting held in February 2014.)</p> <p>There is the potential risk that this will result in destination marketing and the delivery of the visitor service information being reduced as a result of this reduction.</p> <p>It is also proposed that £100,000 of transitional funding is applied in 2015/16 for one year only (this is in addition to the grant of £250,000).</p>			X

Section 1: Purpose of the proposal/strategy/decision

No	Question	Details
1.	<p>Clearly set out the proposal and what is the intended outcome.</p>	<p>The original proposal was to cease payment through the revenue budget for the full Contract Commissioning Fee to the English Riviera Tourism Company from April 2015. This currently is £415,000 taking into account previously agreed reductions during the 2014/15 budget process.</p> <p>It was originally proposed that transitional funding of £350,000 would be applied for 15/16.</p> <p>This is the proposal that was consulted on between 17th July and 29th August 2014</p> <p><u>Section 6 of this EIA sets out the amendments to this proposal as a result of the consultation</u></p>
2.	<p>Who is intended to benefit / who will be affected?</p>	<p>Some or all of the services provided by the ERTC could potentially be lost as a result in the proposed reduction in funding. Those likely to be impacted are:</p> <ul style="list-style-type: none"> ● The ERTC Company and Board ● ERTC promotional partners who rely on the ERTC to promote their businesses may be affected ● Attractions may also be affected as people may not have the option of getting information from the traditional sources and marketing activity will be reduced overall ● Visitors - less enquiries may be able to be responded to via face to face, phone or email. So potential visitors may have a lesser service overall. ● Local residents who jobs rely directly or indirectly on the tourism industry and those who see these services as vital to the general economy of the area

Section 2: Equalities, Consultation and Engagement

Torbay Council has a moral obligation as well as a duty under the Equality Act 2010 to eliminate discrimination, promote good relations and advance equality of opportunity between people who share a protected characteristic and people who do not.

The **Equalities, Consultation and Engagement** section ensures that, as a council, we take into account the Public Sector Equality Duty at an early stage and provide evidence to ensure that we fully consider the impact of our decisions/proposals on the Torbay community.

Evidence, Consultation and Engagement

No	Question	Details
3.	Have you considered the available evidence?	<p>Tourism Statistics for the English Riviera:</p> <p>National Statistics – 2012 for Torbay (Visit England) – latest available</p> <ol style="list-style-type: none"> 1. 2012 saw a 1% uplift in total visitors (trips) to the English Riviera compared to 0% for the whole of Devon 2. 2012 saw a 16% uplift in total staying visitor spend to the English Riviera compared to 15% for the whole of Devon 3. 2012 saw a 18% uplift in total overseas visitors to the English Riviera compared to 10% for the whole of Devon 4. 2012 saw a 28% uplift in total day visits to the English Riviera compared to 9% for the whole of Devon <ul style="list-style-type: none"> ☐ Total direct value of tourism to Torbay in 2012 was: £427,870,000 ☐ Total indirect value of tourism to Torbay in 2012 was: £563,217,000 ☐ Total number of jobs provided by tourism in 2012 was: 12,020 ☐ 21% of the total population in 2012 were dependent on tourism for employment

No	Question	Details			
		There are a number of quarterly performance indicators that show that tourism across the bay is improving:			
		Indicator	2012/13	2013/14	Notes
		Businesses who consider their business to be the same/better than the previous year	51%	58%	Target 75% - Below target but up on previous year
		Businesses who reported turnover is the same of higher than the previous quarter last year	47%	55%	Target 75% - Below target but up on previous year
		Attractions who reported their visitor number were the same or higher than previous year	71%	50%	Target 75% - Below target. Many attraction are weather dependant and the good summer affected all indoor attractions
		Business confidence on future booking levels for the next quarter	38%	63%	Target 65% - slightly below target
4.	How have you consulted on the proposal?	<p>The Director of Place and Resources has advised the ERTC's CEO, Chairman and Board Directors of the proposed reductions but explained that transition funding is being considered to bridge the funding gap till the TBID ballot is taken in later in 2015. The proposed funding of the TBID process is being considered at Council and will provide the opportunity to provide future funding for destination marketing and visitor services activity after March 2016.</p> <p>A question regarding this proposal was included in the 'General Budget Questionnaire' The general budget questionnaire was open from the 17 July to the 29 August and was made available online and as a paper questionnaire which was distributed via libraries, Connections offices and at the public budget event in Brixham. The results from this can be found at section 5 as below.</p>			

No	Question	Details															
5.	Outline the key findings	<p>A question on this proposal was asked within the 'General Budget Questionnaire' the results from this are as follows:</p> <p>*English Riviera Tourism Company (ERTC). Cease all funding to the ERTC. This is expected to save £415,000.</p> <table border="1" data-bbox="994 261 1702 528"> <thead> <tr> <th data-bbox="994 261 1370 338">Do you support this proposal?</th> <th data-bbox="1370 261 1538 338">Number</th> <th data-bbox="1538 261 1702 338">Percent</th> </tr> </thead> <tbody> <tr> <td data-bbox="994 338 1370 384">Yes</td> <td data-bbox="1370 338 1538 384">771</td> <td data-bbox="1538 338 1702 384">62.3%</td> </tr> <tr> <td data-bbox="994 384 1370 430">No</td> <td data-bbox="1370 384 1538 430">394</td> <td data-bbox="1538 384 1702 430">31.8%</td> </tr> <tr> <td data-bbox="994 430 1370 477">No answer</td> <td data-bbox="1370 430 1538 477">73</td> <td data-bbox="1538 430 1702 477">5.9%</td> </tr> <tr> <td data-bbox="994 477 1370 528">Total</td> <td data-bbox="1370 477 1538 528">1238</td> <td data-bbox="1538 477 1702 528">100.0%</td> </tr> </tbody> </table> <p>In addition during the consultation period:</p> <ul data-bbox="607 612 2136 751" style="list-style-type: none"> • 42 letters have been received against the proposal from individuals, tourism business and key agencies such as Visit England, and 4 letters were received in support of this budget proposal. • A petition against the proposal to remove the English Riviera Tourism Company funding has been received which was signed by 187 names. 	Do you support this proposal?	Number	Percent	Yes	771	62.3%	No	394	31.8%	No answer	73	5.9%	Total	1238	100.0%
Do you support this proposal?	Number	Percent															
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Total	1238	100.0%															
6.	What amendments may be required as a result of the consultation?	<p>Following a number of representations made with respect to the ERTC it is now proposed that from April 2015 the grant to ERTC will be reduced by £165,000 which leaves a base budget of £250,000. In addition it is proposed that a further one off £100,000 is provided to the ERTC as transitional funding.</p>															

Positive and Negative Equality Impacts

No	Question	Details		
7.	Identify the potential positive and negative impacts on specific groups			
		Positive Impact	Negative Impact	Neutral Impact
	Older or younger people		No differential impact	
	People with caring responsibilities		No differential impact	
	People with a disability		No differential impact	
	Women or men		No differential impact	
	People who are black or from a minority ethnic background (BME)		No differential impact	
	Religion or belief (including lack of belief)		No differential impact	
	People who are lesbian, gay or bisexual		No differential impact	
	People who are transgendered		No differential impact	
	People who are in a marriage or civil partnership		No differential impact	
	Women who are pregnant / on maternity leave		No differential impact	
	Socio-economic impacts (Including impact on child poverty issues and deprivation)		Between 18% and 21% of Torbay working population work in Tourism related businesses. If visitors reduce this may impact upon the numbers employed in this sector and consequently on income for these families	

No	Question	Details
	Public Health impacts (How will your proposal impact on the general health of the population of Torbay)	No differential impact
8a.	Cumulative Impacts – Council wide (proposed changes elsewhere which might worsen the impacts identified above)	There are no other proposals within the budget which impact upon the ERTC directly.
8b.	Cumulative Impacts – Other public services (proposed changes elsewhere which might worsen the impacts identified above)	The tourism economy could be affected by reduced services if no other funding can be found to supplement the service . The Council is the only public sector organisation that supports the ERTC, and therefore no other public sector proposals will impact upon them.

Section 3: Mitigating action

No	Action	Details
9.	Summarise any negative impacts and how these will be managed?	It is proposed that transitional funding of £100,000 will be applied for 15/16.This is subject to agreement by the Council on 30 October 2014. This will reduce the level of support given to the tourism sector particularly relating to targeted campaigns, by the English Riviera Tourism Company which may have an adverse impact on the sector and ultimately affect jobs for local people. The additional funding will help support the destination marketing of the resort until the TRTBID goes to ballot in the autumn of 2015.

Section 4: Monitoring

No	Action	Details
10.	Outline plans to monitor the actual impact of your proposals	The English Riviera Tourism Company monitor through the 'How business' monthly survey, this will be used to judge the impact of reduced marketing resources across the year.

Section 5: Recommended course of action

No	Action	Outcome	Tick ✓	Reasons/justification for recommended action
11.	State a recommended course of action	Outcome 1: No major change required - EIA has not identified any potential for adverse impact in relation to equalities and all opportunities to promote equality have been taken		
		Outcome 2: Adjustments to remove barriers – Action to remove the barriers identified in relation to equalities have been taken or actions identified to better promote equality		
		Outcome 3: Continue with proposal - Despite having identified some <u>potential</u> for adverse impact / missed opportunities in relation to equalities or to promote equality. Full justification required, especially in relation to equalities, in line with the duty to have 'due regard'.	✓	Some impacts relating to the economy have been identified and therefore it is proposed that the base budget for the English Riviera Tourism Company be reduced to £250,000 rather than ceasing the grant altogether. The provision of a further £100,000 of transitional funding will further mitigate the impacts of the grant reduction pending the outcome of the TRBID ballot.
		Outcome 4: Stop and rethink – EIA has identified actual or potential unlawful discrimination in relation to equalities or adverse impact has been identified		