


Somerset Equality Impact Assessment

Before completing this EIA please ensure you have read the EIA guidance notes – available from your Equality Officer or www.somerset.gov.uk/impactassessment

Organisation prepared for (mark as appropriate)						
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Version	1	Date Completed	12/12/2023
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Description of what is being impact assessed

Tourism related savings

The Council’s Tourism team supports the promotion of the area and our events and attractions by working closely with the Destination Management Organisations (DMO) 'Visit Somerset' and 'Visit Exmoor'. The cultural services team have been working with the Economic Development team to ensure the Council's Corporate Priorities are aligned with DMO delivery. Savings proposals relating to ceasing tourism marketing and development spend by the council, spanning service directorates, as follows:

Economy, Employment & Planning (EEP) Service Directorate - Cease £96,885 of tourism spend supporting the marketing and development of Somerset's visitor economy from 2024/25. This will include ceasing to directly fund dedicated tourism capacity and ceasing to provide any financial support to Destination Management Organisations (DMOs) in Somerset (ie Visit Somerset and Visit Exmoor) which work with individual tourism businesses in Somerset to promote the area as a visitor destination and support the industry.

For Culture Service Directorate - Operational savings of £54,000 removing Tourism South specific delivery - this marketing activity has supported the promotion of South Somerset - council managed collateral including: The River Parrett Trail, South Somerset Cycleway (ie leaflets, guides, Visit South Somerset website). The savings are £21,000 from 2023/24 and £33,000 from 2024/25.

The Council will seek where possible to continue to support local tourism initiatives and responses and capacity and where external funds and/or S106 monies are available to support.

Evidence

What data/information have you used to assess how this policy/service might impact on protected groups? Sources such as the [Office of National Statistics](#), [Somerset Intelligence Partnership](#), [Somerset's Joint Strategic Needs Analysis \(JSNA\)](#), Staff and/ or [area profiles](#), should be detailed here

Staff have been consulted in relation to their ability to work required rotas to the end of season
Data from the Office for National Statistics and Somerset Trends on the visitor economy and Somerset's population demography.

Tourist industries account for approximately 20,000 full-time equivalent jobs in Somerset.
They employ a disproportionate amount of younger people - ONS Census data shows that people aged 16-24 make up 38.4% of all persons employed in tourism industries in Somerset.
For data on Somerset's ageing population in rural and coastal areas, see [Our Rural Population - Somerset Trends](#)

Proposal also related to no longer directly SC funding a dedicated tourism officer post.

Who have you consulted with to assess possible impact on protected groups and what have they told you? If you have not consulted other people, please explain why?

Staff – there is no impact as it is business as usual.
Informal consultation has been undertaken with colleagues in economic development with research and intelligence specialisms and/or experiential knowledge of economic development and the visitor economy to help understand potential impacts on protected groups, as set out below.

Analysis of impact on protected groups

The Public Sector Equality Duty requires us to eliminate discrimination, advance equality of opportunity and foster good relations with protected groups. Consider how this policy/service will achieve these aims. In the table below, using the evidence outlined above and your own understanding, detail what considerations and potential impacts against each of the three aims of the Public Sector Equality Duty. Based on this information, make an assessment of the likely outcome, before you have implemented any mitigation.

Protected group	Summary of impact	Negative outcome	Neutral outcome	Positive outcome
Age	<p>It is possible that by reducing tourism spend supporting the marketing and destination management of the county for tourism purposes that Somerset's visitor economy could be impacted upon in terms of reduced visitor spend, which could have a detrimental impact on the communities that economy serves and the residents it employs.</p> <p>Somerset's rural and coastal economies rely disproportionately on the visitor economy for employment and economic activity.</p> <ul style="list-style-type: none"> • These communities are (even more so that Somerset has a whole) characterised by ageing demographics and negative impact on the visitor economy could have a corresponding and disproportionate impact on older residents within Somerset insofar as it could have a negative impact on the economic and social vibrancy of areas/communities in which they live. • In terms of employment opportunities within the visitor economy, it is also true that young people disproportionately make up the workforce, and therefore a negative impact on the visitor economy could have a corresponding and 	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>


	disproportionate impact on the employment opportunities of younger residents within Somerset.			
Disability	<ul style="list-style-type: none"> Disability has been fully considered and no specific impact identified. 	☐	☒	☐
Gender reassignment	<ul style="list-style-type: none"> Gender reassignment has been fully considered and no specific impact identified. 	☐	☒	☐
Marriage and civil partnership	<ul style="list-style-type: none"> Marriage and civil partnership has been fully considered and no specific impact identified. 	☐	☒	☐
Pregnancy and maternity	<ul style="list-style-type: none"> Pregnancy and maternity has been fully considered and no specific impact identified. 	☐	☒	☐
Race and ethnicity	<ul style="list-style-type: none"> Race and ethnicity have been fully considered and no specific impact identified. 	☐	☒	☐
Religion or belief	<ul style="list-style-type: none"> Religion of belief has been fully considered and no specific impact identified. 	☐	☒	☐

Sex	<ul style="list-style-type: none"> Sex has been fully considered and no specific impact identified. 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Sexual orientation	<ul style="list-style-type: none"> Sexual orientation has been fully considered and no specific impact identified. 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Armed Forces (including serving personnel, families and veterans)	<ul style="list-style-type: none"> Armed forces has been fully considered and no specific impact identified. 	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Other, e.g. carers, low income, rurality/isolation, etc.	<ul style="list-style-type: none"> As detailed above Somerset's rural and coastal economies rely disproportionately on the visitor economy for employment and economic activity. A flourishing visitor economy is therefore an important part of supporting the vitality of rural and coastal communities. Any impact on the visitor economy as a result of reduced visitor spend could therefore have a disproportionate impact on rural communities within Somerset. Tourist industries account for approximately 20,000 full-time equivalent jobs in Somerset, but productivity and wages are lower than the county average. Any impact in terms of reduced activity in the visitor economy could therefore have a disproportionate impact on lower income residents and households. 	<input checked="" type="checkbox"/>		<input type="checkbox"/>

Negative outcomes action plan

Where you have ascertained that there will potentially be negative outcomes, you are required to mitigate the impact of these. Please detail below the actions that you intend to take.

Action taken/to be taken	Date	Person responsible	How will it be monitored?	Action complete
The council will continue dialogue with the industry, including our Destination Management Organisations (DMOs).	Ongoing	James Gilgrist/Paul Hickson for EEP Dan Webb/Liz Dawson for Culture	Maintenance of ongoing strategic meetings with DMOs	
	Select date			<input type="checkbox"/>
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If negative impacts remain, please provide an explanation below.				
Completed by:	James Gilchrist and Clare Petherick			
Date	12/12/2023			

Signed off by:	Paul Hickson/Liz Dawson
Date	
Equality Lead sign off name:	 David Crisfield
Equality Lead sign off date:	12/12/2023
To be reviewed by: (officer name)	Clare Petherick
Review date:	February 2024