

As a public authority we need to ensure that all our strategies, policies, service and functions, both current and proposed have given proper consideration to equality, diversity, cohesion and integration. In all appropriate instances we will need to carry out an equality, diversity, cohesion and integration impact assessment.

This form:

- can be used to prompt discussion when carrying out your impact assessment
- should be completed either during the assessment process or following completion of the assessment
- should include a brief explanation where a section is not applicable

Directorate: City Development	Service area: Destination Marketing and International Relations
Lead person: Belinda Eldridge	Contact number: 07566759512
Date of the equality, diversity, cohesion and integration impact assessment:	

1. Title: Destination Marketing and International Relations Plan
Is this a:
<input type="checkbox"/> Strategy / Policy <input type="checkbox"/> Service / Function <input checked="" type="checkbox"/> Other
If other, please specify: Plan

2. Members of the assessment team:

Name	Organisation	Role on assessment team For example, service user, manager of service, specialist
Belinda Eldridge	LCC	Lead
Hilary Farmery	LCC	Manager

3. Summary of strategy, policy, service or function that was assessed:
The destination marketing and international relations plan is centred around Recovery, Growth and Sustainability, cementing our ambition to be globally recognised as an energetic, exciting, and welcoming City; a leading destination to visit, live, work, study, invest and thrive in. The plan demonstrates our significant contribution to the Big Idea around promoting Leeds and Yorkshire in the inclusive growth strategy to increase awareness of Leeds through inward investment , including strengthening links with London; Tourism; Attracting and retaining talented people; Using our ambition to be a compassionate city as a powerful marketing message.

4. Scope of the equality, diversity, cohesion and integration impact assessment (complete - 4a. if you are assessing a strategy, policy or plan and 4b. if you are assessing a service, function or event)
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4a. Strategy, policy or plan (please tick the appropriate box below)	
The vision and themes, objectives or outcomes	<input type="checkbox"/>
The vision and themes, objectives or outcomes and the supporting guidance	<input type="checkbox"/>
A specific section within the strategy, policy or plan	<input checked="" type="checkbox"/>
Please provide detail: Marketing	

4b. Service, function, event please tick the appropriate box below	
The whole service (including service provision and employment)	<input type="checkbox"/>
A specific part of the service (including service provision or employment or a specific section of the service)	<input type="checkbox"/>
	<input type="checkbox"/>

Procuring of a service (by contract or grant)	
Please provide detail:	

<p>5. Fact finding – what do we already know</p> <p>Make a note here of all information you will be using to carry out this assessment. This could include: previous consultation, involvement, research, results from perception surveys, equality monitoring and customer/ staff feedback.</p> <p>(priority should be given to equality, diversity, cohesion and integration related information)</p> <p>All the marketing activity used to promote Leeds is research and data led. Customer feedback is sought in numerous ways including focus groups and surveys both face to face and online; through social media channels and through visits to the Visitor Information Centre. The Visit, Conference and Invest Leeds websites are compliable with accessibility requirements. The tone of voice used across the service reflect the values of Leeds City Council. Campaign materials reflect the diversity of Leeds. All touchpoints are used to take account of on and offline skills of the different audience segments. Translated content is available on request. There is a large format Braille map available in the Visitor Information Centre Tour guides who have language skills are recommended across all channels. Visit Leeds operates a Chinese Student Ambassador programme. Content is created to take account of religious festivals and celebrate the diverse make-up of the city.</p>
<p>Are there any gaps in equality and diversity information</p> <p>Please provide detail:</p>
<p>Action required:</p>

6. Wider involvement – have you involved groups of people who are most likely to be affected or interested

Yes

No

Please provide detail:

We are currently in the second round of conducting a visitor perceptions survey targeting both visitors and non-visitors to Leeds – the first being conducted in 2017, The results of this survey will shape and inform future marketing activity and help identify gaps in provision.

Action required: Action will be taken once the results of the research have been received.

7. Who may be affected by this activity?

please tick all relevant and significant equality characteristics, stakeholders and barriers that apply to your strategy, policy, service or function

Equality characteristics

Age

Carers

Disability

Gender reassignment

Race

Religion or Belief

Sex (male or female)

Sexual orientation

Other

(Other can include – marriage and civil partnership, pregnancy and maternity, and those areas that impact on or relate to equality: tackling poverty and improving health and well-being)

Please specify:

Stakeholders

Services users	Employees	Trade Unions
<input checked="" type="checkbox"/> Partners	<input type="checkbox"/> Members	<input type="checkbox"/> Suppliers
<input type="checkbox"/> Other please specify		
Potential barriers		
<input type="checkbox"/> Built environment	<input type="checkbox"/> Location of premises and services	
<input type="checkbox"/> Information and communication	<input type="checkbox"/> Customer care	
<input type="checkbox"/> Timing	<input type="checkbox"/> Stereotypes and assumptions	
<input checked="" type="checkbox"/> Cost	<input type="checkbox"/> Consultation and involvement	
<input type="checkbox"/> Financial exclusion	<input type="checkbox"/> Employment and training	
<input type="checkbox"/> specific barriers to the strategy, policy, services or function		
Please specify		

8. Positive and negative impact
 Think about what you are assessing (scope), the fact finding information, the potential positive and negative impact on equality characteristics, stakeholders and the effect of the barriers

8a. Positive impact:

All marketing activity to promote Leeds as a leading destination to visit, study and invest has a positive impact by raising awareness of Leeds to potential visitors, conference and meeting organisers and investors thus benefiting those who live and work here by the economic impact generated.

Action required:

8b. Negative impact:
Action required:

9. Will this activity promote strong and positive relationships between the groups/communities identified?
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Please provide detail:
Action required:

10. Does this activity bring groups/communities into increased contact with each other? (for example, in schools, neighbourhood, workplace)
<input checked="" type="checkbox"/> <input type="checkbox"/>

Yes	No
<p>Please provide detail: The plan outlines the ways in which, by promoting Leeds as a place to visit, study and invest, the results will bring people into the city centre and wider districts.</p>	
<p>Action required:</p>	

<p>11. Could this activity be perceived as benefiting one group at the expense of another? (for example where your activity or decision is aimed at adults could it have an impact on children and young people)</p>	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
<p>Please provide detail:</p>	
<p>Action required:</p>	

12. Equality, diversity, cohesion and integration action plan

(insert all your actions from your assessment here, set timescales, measures and identify a lead person for each action)

Action	Timescale	Measure	Lead person
Continuous Monitoring of Equality, Diversity and Inclusion as part of the marketing function	Ongoing	Analysis of customer feedback ensuring equality, diversity and inclusion	Hilary Farmery

Action	Timescale	Measure	Lead person

13. Governance, ownership and approval

State here who has approved the actions and outcomes from the equality, diversity, cohesion and integration impact assessment

Name	Job title	Date
Eve Roodhouse	Chief Officer, Economy and Culture	06/10/22
Date impact assessment completed		06/10/22

14. Monitoring progress for equality, diversity, cohesion and integration actions (please tick)

- As part of Service Planning performance monitoring
- As part of Project monitoring
- Update report will be agreed and provided to the appropriate board
Please specify which board
- Other (please specify)

15. Publishing

Though **all** key decisions are required to give due regard to equality the council **only** publishes those related to **Executive Board, Full Council, Key Delegated Decisions** or a **Significant Operational Decision**.

A copy of this equality impact assessment should be attached as an appendix to the decision making report:

- Governance Services will publish those relating to Executive Board and Full Council.
- The appropriate directorate will publish those relating to Delegated Decisions and Significant Operational Decisions.
- A copy of all other equality impact assessments that are not to be published should be sent to equalityteam@leeds.gov.uk for record.

Complete the appropriate section below with the date the report and attached assessment was sent:

For Executive Board or Full Council – sent to Governance Services	Date sent:
For Delegated Decisions or Significant Operational Decisions – sent to appropriate Directorate	Date sent:
All other decisions – sent to equalityteam@leeds.gov.uk	Date sent: