

Appendix A – Impact Assessment (IA)

Name of the project, policy, service, or strategy:	SRBC Tourism Strategy		
Responsible officer:	Charlotte Jukes		
Head of Service:	Andrew Daniels		
Date of assessment:	25 May 2023	Date of review:	

Introduction

Overview

What is an Impact Assessment?

The Impact Assessment is a tool to ensure that any policy, project, strategy, or service is assessed to consider any positive or negative impacts for all our residents with regards to equalities, health and sustainability. It is important that this is done in a timely manner and ideally it should precede the start of the project, policy or strategy concerned at Chorley Council or South Ribble Borough Council.

Who is the Impact Assessment for?

The responsibility of conducting the Impact Assessment is with the leading officer of the policy that is being assessed, with service leads responsible for the final sign off of the assessment. Once complete and signed off, the Impact Assessments are submitted to Performance and Partnerships, who are responsible for storing, monitoring, and ensuring the quality of the assessments. The assessment tool covers both Chorley and South Ribble Borough Council.

Why do we need to do Impact Assessments?

As Councils, we are committed as community leaders, service providers, and employers. Therefore, we will work to ensure that everybody is afforded equality of opportunity and good life chances. The Impact Assessment is a tool we use to ensure that we fulfil these commitments and thus meet our legal duties.

Instructions

Quick steps for completion

Follow the quick steps below when completing the Impact Assessment:

1. Sections: There are three sections to the Impact Assessment. These include:

- Equality impact: the impact on the nine equality strands, which include age, disability, sex, gender reassignment, race, religion, sexual orientation, pregnancy and maternity, and marriage and civil partnership. See the **Equality Framework**.
- Health and environmental impact: the impact on health and wellbeing as well as the environment.
- Reputational impact: the impact on the Councils' reputation and our ability to deliver our key priorities. Reference should be made to the Corporate Strategies.

2. Rating and evidence: Each section has a number of questions that should be given a rating and evidence given for why the rating has been selected. This allows us to quantify the impact. The rating key is outlined below:

Code	Description
P	Positive impact
N	Negative impact
NI	Neutral impact

3. Actions: Once a rating is given, actions should be identified to mitigate any negative impacts or maximise any positive impacts of the policy, project, or strategy that is being assessed.

4. Sign off: Once the assessment is completed, sign off is required by a Service Lead.

5. Submit: Once signed off, the Impact Assessment should be sent to the Performance and Partnerships Team, who will store the assessment securely and check for quality.

6. Follow up: Actions should be implemented and changes should be made to the policy, project, or strategy that has been assessed, with follow ups conducted annually to monitor progress.

Information and Support

Contact details

To submit your completed Impact Assessment or for guidance and support, please contact Performance and Partnerships at performance@chorley.gov.uk or performance@southribble.gov.uk

Equality Impact

Area for consideration	P	N	NI	Evidence	Further action required
What potential impact does this activity have upon:					
Those of different ages?	X			Inclusive events delivered throughout the year for all ages, plus the promotion of a wide range of tourism businesses in South Ribble that offer experiences inclusive of all ages e.g. museums, parks, historic houses. It will help people of all ages find out what is happening locally that may be of interest to them.	
Those with physical or mental disability?	X			Consideration given to ensure accessibility compliance on our tourism website and other digital communications. Highlighting accessible tourism experiences through communications. Events planned in an inclusive manner with regards to facilities provided for those with physical disabilities and accommodations for those with mental disabilities so exclusion doesn't occur.	
Those who have undergone or are undergoing gender reassignment?	X			Clear messaging in communications that events and experiences in South Ribble are safe for everyone and that discrimination or harassment of any kind will not be tolerated.	To look at gender neutral toilet facilities for events.

Those who are pregnant or are parents?	X			Family inclusive events and tourism experiences in South Ribble are available and promoted via the Discover South Ribble website and through various communications. Baby changing and breast feeding facilities to be included at events.	
Those of different races?	X			Clear messaging that events and experiences in South Ribble are safe for everyone and that discrimination or harassment of any kind will not be tolerated.	
Those of different religions or beliefs?	X			Clear messaging in communications that events and experiences in South Ribble are safe for everyone and that discrimination or harassment of any kind will not be tolerated.	To look at religious calendars for event planning consideration.
Those of different sexes?	X			Clear messaging in communications that events and experiences in South Ribble are for everyone and that discrimination or harassment of any kind will not be tolerated.	
Those of different sexual orientations?	X			Clear messaging in communications that events and experiences in South Ribble are for everyone and that discrimination or harassment of any kind will not be tolerated.	
Those who are married or in a civil partnership?			X	No particular impact aside from 'events for all' considerations in messaging.	

Socio-economic equality or social cohesion?	X			Events and tourism businesses for all – continued awareness of price points for events being affordable and provision of free events. Ensuring that representation in digital marketing is inclusive and promotes a sense of community and local pride. Continue to look to offer payment plans for our own events that may be of a higher cost.	

Health, Social and Environmental Impact

Area for consideration	P	N	NI	Evidence	Further action required
What potential impact does this activity have upon:					
Enabling residents to start well (pre-birth to 19)? <i>(Please consider childhood obesity, vulnerable families, and pregnancy care)</i>	X			Positive impacts on collective wellbeing via enrichment activities and opportunities (i.e. creative and informative workshops at Worden Hall) Providing inspiration for things to do to avoid young people straying into Anti Social Behaviour through boredom.	
Enabling residents to live well (16 to 75 years)? <i>(Please consider mental and physical wellbeing, living environment, healthy lifestyles, and improving outcomes)</i>	X			Positive impacts on collective wellbeing, local identity and pride via the provision of accessible events. Signposting through communications to active days out to support healthy lifestyles and local tourism	
Enabling residents to age well (over 65 years)? <i>(Please consider social isolation, living independently, dementia, and supporting carers and families)</i>	X			Consideration of methods of communication – e.g. potential lack of access to digital communications for more elderly residents – use of a variety of methods to ensure awareness of and opportunity to attend events doesn't exclude certain age groups.	
Natural environment? <i>(Please consider impact on habitation, ecosystems, and biodiversity)</i>		X		Impact on green spaces e.g. parks and wildlife from heavy footfall from events or increased visitor numbers. Additional bin facilities	Messaging to encourage mindful tourism, anti-littering campaigns via social media and tie-ins with event promotion.

				provided at events to encourage no littering and promote recycling.	Consideration of impact on green spaces integrated into event planning.
Air quality and pollution? <i>(Please consider impact on climate change, waste generation, and health)</i>		X		Potential for increase of car traffic with increased numbers of visits into the area.	Ensure green visits are encouraged, use of public transport when visiting the local area to mitigate impact of car emissions
Natural resources? <i>(Please consider the use of materials and as well as transport methods and their sustainability)</i>		X		Use of paper for advertising purposes (leaflets, flyers, posters)	Ensuring sustainable and re-usable materials and transport are used whenever possible to mitigate impact, e.g. sustainable recycled paper options for leaflets/flyers etc. and not over ordering stock that may go to waste
Rurality? <i>(Please consider the impact of those who live in rural communities, their access to services/activities)</i>	X			Ensuring communications are reaching those in rural areas and that access to events and tourism experiences are available.	Research into how those in rural areas access information from the council and look into ways of making events more accessible e.g. provision of park and rides

Strategic Impact

Area for consideration	P	N	NI	Evidence	Further action required
What potential impact does this activity make upon:					
The Councils' reputation? <i>(Please consider impact on trust, confidence, our role as community leaders, and providing value for money)</i>	X			<p>Council will be shown to be promoting the borough positively and encouraging tourism to benefit the local economy.</p> <p>A varied events calendar with a mix of affordable and free events show the council commitment to giving residents value for money.</p>	
Our ability to deliver the Corporate Strategy? <i>(Please refer to the Strategic Objectives)</i>	X			<p>It fits in with the corporate strategy objectives and the strategy will contribute to each of the four themes.</p>	

Impact Assessment Action Plan

If any further actions were identified through the Impact Assessment, then they should be listed in the table below:

Action	Start Date	End Date	Lead Officer
Meeting with events team to discuss environmental and accessibility factors of event planning to ensure best practices going forward	01/06/2023	Ongoing	CJ
Use of survey results and ongoing consultation with the public to ascertain key priorities and concerns for attending events and accessing tourism experiences in the borough	01/06/2023		
Working with local attractions to research accessibility of their businesses and looking into support available to make their experiences available for all	01/06/2023		
Research into green tourism and methods we can adopt when promoting tourism and delivering events	01/06/2023		