


EQUALITY IMPACT ASSESSMENT – CITY BRAND STRATEGY

SECTION ONE: INFORMATION ABOUT THE PROPOSAL

Author(s): The person completing the EIA template.	Amanda Lumley	Department and service:	Economic Development Destination Plymouth	Date of assessment:	September 2025
Lead Officer: Head of Service, Service Director, or Strategic Director.	Glenn Caplin Grey	Signature:		Approval date:	22.9.25
Overview:	<p>Equality and inclusion – Successful delivery of the Brand strategy should help to attract over 25,000 jobs to the city over 10 years. These jobs will provide employment for the local community across a very broad range of roles and in a very accessible way. The strategy underpins the Local Economic Strategy and the Plan 4 Homes four which both have existing Equalities Impact Assessments. It will also support the ‘Team Plymouth’ growth programme.</p> <p><u>DOCUMENT TITLE</u> – Plan 4 Homes</p> <p><u>DOCUMENT TITLE</u> – Local Economic Strategy</p> <p>The Plan 4 Homes EIA and Local Economic Strategy EIA do not identify any negative impacts in the impact assessment nor any implications for human rights it does in fact imply a positive impact from a housing perspective and for community social cohesion and employment opportunities.</p> <p>Although the brand strategy has been facilitated by Destination Plymouth it will be a ‘systems’ approach city wide with key partners and organisations adopting some of the elements e.g. brand visuals and narratives to use within their own communications activity.</p> <p>Destination Plymouth will review any projects and activities in the brand strategy that they lead specifically on an individual basis to ensure that they promote equality of opportunity, eliminate unlawful discrimination and promote good relations between people who share protected characteristics under the Equalities Act and those who do not.</p>				

	<p>A community wide approach has been taken to the development of the new brand strategy to ensure that it reflects the broader nature of our local community and is reflecting the increasingly diverse nature of our local population and culture.</p> <p>The work has involved over 250 public creative responses from a two-day residency at Drake Circus, 100 survey responses from all over the UK, 100 interviews, on-street conversations and local community workshop attendees, 35 Plymouth businesses, organisations and institutions took part in the process. A total over 200 meetings have taken place with various groups and individuals to help shape a new narrative.</p>
Decision required:	<ol style="list-style-type: none"> 1. <i>Adoption of a city-wide brand strategy and new narratives to position Plymouth as a place to 'live, work, study and visit'.</i> 2. <i>Mandate Destination Plymouth to a broader remit as a city wide marketing organisation with strategic responsibility for leading the brand strategy and implementation, positioning the city's 'place' brand going forwards as well as continuing to drive the Visitor Plan.</i>

SECTION TWO: EQUALITY IMPACT ASSESSMENT SCREENING TOOL

Potential external impacts: Does the proposal have the potential to negatively impact service users, communities or residents with protected characteristics?	Yes		No	X
Potential internal impacts: Does the proposal have the potential to negatively impact Plymouth City Council employees?	Yes		No	X
Is a full Equality Impact Assessment required? (if you have answered yes to either of the questions above then a full impact assessment is required and you must complete section three)	Yes		No	X
If you do not agree that a full equality impact assessment is required, please set out your justification for why not.	Adoption of the proposed brand strategy as a recognised city strategy will support delivery of the Local Economic Strategy, and Plan 4 Homes strategy both of which have their own Equalities Impact Assessments in place (see overview above). It will also support the 'Team Plymouth' growth programme.			

	The delivery plans to support the brand strategy will be developed over the next 12 months. Each project will have its own business plan which will include risk, equalities and climate impact assessments as required.
--	--

SECTION THREE: FULL EQUALITY IMPACT ASSESSMENT

Protected characteristics (Equality Act, 2010)	Evidence and information (e.g. data and consultation feedback)	Adverse impact	Mitigation activities	Timescale and responsible department
--	--	----------------	-----------------------	--------------------------------------

Age	<p>Plymouth</p> <ul style="list-style-type: none">• 16.4 per cent of people in Plymouth are children aged under 15.• 65.1 per cent are adults aged 15 to 64.• 18.5 percent are adults aged 65 and over.• 2.4 percent of the resident population are 85 and over. <p>South West</p> <ul style="list-style-type: none">• 15.9 per cent of people are aged 0 to 14, 61.8 per cent are aged 15 to 64.• 22.3 per cent are aged 65 and over. <p>England</p> <ul style="list-style-type: none">• 17.4 per cent of people are aged 0 to 14.• 64.2 per cent of people are aged 15 to 64.• 18.4 per cent of people are aged 65 and over. <p>(2021 Census)</p>			
-----	---	--	--	--

<p>Care experienced individuals</p> <p>(Note that as per the Independent Review of Children's Social Care recommendations, Plymouth City Council is treating care experience as though it is a protected characteristic).</p>	<p>It is estimated that 26 per cent of the homeless population in the UK have care experience. In Plymouth there are currently 7 per cent of care leavers open to the service (6 per cent aged 18-20 and 12 per cent of those aged 21+) who are in unsuitable accommodation.</p> <p>The Care Review reported that 41 per cent of 19-21 year old care leavers are not in education, employment or training (NEET) compared to 12 per cent of all other young people in the same age group.</p> <p>In Plymouth there are currently 50 per cent of care leavers aged 18-21 Not in Education Training or Employment (54 per cent of all those care leavers aged 18-24 who are open to the service).</p> <p>There are currently 195 care leavers aged 18 to 20 (statutory service) and 58 aged 21 to 24 (extended offer). There are more care leavers aged 21 to 24 who could return for support from services if they wished to.</p>			
<p>Disability</p>	<p>9.4 per cent of residents in Plymouth have their activities limited 'a lot' because of a physical or mental health problem.</p> <p>12.2 per cent of residents in Plymouth have their activities limited 'a little' because of a physical or mental health problem (2021 Census)</p>			

Gender reassignment	0.5 per cent of residents in Plymouth have a gender identity that is different from their sex registered at birth. 0.1 per cent of residents identify as a trans man, 0.1 per cent identify as non-binary and, 0.1 per cent identify as a trans women (2021 Census).			
Marriage and civil partnership	<p>40.1 per cent of residents have never married and never registered a civil partnership. 10 per cent are divorced, 6 percent are widowed, with 2.5 per cent are separated but still married.</p> <p>0.49 per cent of residents are, or were, married or in a civil partnerships of the same sex. 0.06 per cent of residents are in a civil partnerships with the opposite sex (2021 Census).</p>			
Pregnancy and maternity	The total fertility rate (TFR) for England was 1.62 children per woman in 2021. The total fertility rate (TFR) for Plymouth in 2021 was 1.5.			

Race	<p>In 2021, 94.9 per cent of Plymouth's population identified their ethnicity as White, 2.3 per cent as Asian and 1.1 per cent as Black (2021 Census)</p> <p>People with a mixed ethnic background comprised 1.8 per cent of the population. 1 per cent of the population use a different term to describe their ethnicity (2021 Census)</p> <p>92.7 per cent of residents speak English as their main language. 2021 Census data shows that after English, Polish, Romanian, Chinese, Portuguese, and Arabic are the most spoken languages in Plymouth (2021 Census).</p>			
Religion or belief	<p>48.9 per cent of the Plymouth population stated they had no religion. 42.5 per cent of the population identified as Christian (2021 Census).</p> <p>Those who identified as Muslim account for 1.3 per cent of Plymouth's population while Hindu, Buddhist, Jewish or Sikh combined totalled less than 1 per cent (2021 Census).</p>			
Sex	<p>51 per cent of our population are women and 49 per cent are men (2021 Census).</p>			
Sexual orientation	<p>88.95 per cent of residents aged 16 years and over in Plymouth describe their sexual orientation as straight or heterosexual. 2.06 per cent describe their sexuality as bisexual, 1.97 per cent of people describe their sexual orientation as gay or lesbian. 0.42 per cent of residents describe their sexual orientation using a different term (2021 Census).</p>			

SECTION FOUR: HUMAN RIGHTS IMPLICATIONS

Human Rights	Implications	Mitigation Actions	Timescale and responsible department
	No Implications		

SECTION FIVE: OUR EQUALITY OBJECTIVES

Equality objectives	Implications	Mitigation Actions	Timescale and responsible department
<p>Work together in partnership to:</p> <ul style="list-style-type: none">▪ promote equality, diversity and inclusion▪ facilitate community cohesion▪ support people with different backgrounds and lived experiences to get on well together	<p>Destination Plymouth recognise the diversity in our local population and branding materials including the supporting short film aim to recognise that diversity and support a ‘welcoming city’ approach.</p> <p>During the engagement process for the brand refresh the team engaged with the following:</p> <ul style="list-style-type: none">• 2,608 meeting hours — the equivalent of 372 working days invested across partnership• 100 individuals surveyed across the UK• Participants engaged in citywide consultation, including:<ul style="list-style-type: none">• 100 on-street interviews• 30 university students• 250 open creative workshop participants• 33 closed workshop participants	N/A	

	<ul style="list-style-type: none"> • 49 organisations engaged <p>The workshop and open creative sessions included a diverse mix of local residents including students, global majority communities and older residents.</p> <p>DNCO is an international, employee-owned, female-founded agency based in London and New York.</p>		
Give specific consideration to care experienced people to improve their life outcomes, including access to training, employment and housing.	The branding is association with plans to bring 25,000 jobs to the City, with opportunities for better paid careers, associated training and potentially housing opportunities.	Whilst the branding cannot ensure that opportunities translate in improved access for care leavers, we will review the EIAs conducted on our Plan for Homes and Economic Strategy to ensure that this challenge is recognised.	
Build and develop a diverse workforce that represents the community and citizens it serves.	N/A – no additions to the establishment are anticipated.	N/A	
Support diverse communities to feel confident to report crime and anti-social behaviour, including hate crime and hate incidents, and work with partners to ensure Plymouth is a city where everybody feels safe and welcome.	The new brand has been designed with partners to ensure we continue to welcome everybody. There is no practical way to support diverse communities to report from what is in the end a rebranding exercise.	N/A	