

EQUALITY IMPACT ASSESSMENT

Plymouth Visitor Plan Refresh - February 2019

STAGE I: What is being assessed and by whom?

What is being assessed - including a brief description of aims and objectives?

Cabinet approval is being sought (on 5/3/19) for a refreshed Plymouth Visitor Plan, which has been designed to inform how best to grow Plymouth's visitor economy over the years from 2020-30.

There is a need to refresh the Visitor Plan in the light of an evolving marketplace, the significant progress against the existing plan, and new opportunities arising, including how best to capitalise on the Mayflower 400 legacy, and the proposal to establish the UK's first Marine National Park. Consequently, it is important to put in place new ambitions, objectives and projects for the city to progress towards 2030.

Furthermore, the new Visitor Plan will aim to enable Plymouth's residents to benefit from the visitor economy, supporting job retention and creation; whilst also seeking to enable Plymothians to take full advantage of the city's rich history, heritage and unique environment, by promoting opportunities for education, health and wellbeing, and pride.

We've refreshed our vision to take advantage of new opportunities and to reflect the marketplace.

Our refreshed vision is:

Plymouth is Britain's Ocean City, famous for its Waterfront. We will be one of Europe's finest waterfront cities, celebrated for our unique and diverse marine life, culture and experiences. We will continue to be recognised as unique among UK cities for our natural drama and 500-year history as a place of embarkation and exploration.

Our objectives are grounded in **wise growth of the value of the visitor economy**. We will focus on high value markets to drive productivity in the sector that can translate into quality, year-round jobs for Plymothians. That means international and overnight leisure and business visitors who will visit throughout the year and manifests in our targets which grow value at a faster rate than volume of visits.

We will continue to **focus on three themes: our blue & green city, our brilliant culture and our premier destination** to attract these leisure markets because these themes are special to Plymouth. Our waterfront and our culture are part of the DNA of the city and have shaped our place and our people over generations and continue to do so today. That means we will deliver original

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experiences that visitors and local people alike will want to enjoy. This focus builds on the success of the original Visitor Plan and the investment made to date.

Our new targets are:

- To increase the total visitor numbers by 15% to 6 million by 2030
- To grow visitor spend by 30% from £328 million to £450 million

Here is the market focus for delivering that growth.

- **Make international tourism worth £60 million a year** spend in the city, that's 65% growth in a decade
- **Grow UK staying visits by 25%** to achieve £150 million spend, focusing on leisure short breaks
- **Make business meetings and conference tourism worth £25 million a year** in spend to the city, a 55% increase in a decade, using Plymouth's industry strengths to create a strong positioning

Delivering our refreshed Visitor Plan will generate a further **1,000 new jobs in the city**, bringing employment in tourism to just under 9,000 jobs ³.

What we do to attract and retain these markets will appeal to day visitors too and enrich the lives of local people by creating more quality leisure and cultural facilities and experiences. We will create an exciting dynamic environment for the visitor economy which will create confidence in businesses to invest, providing jobs and driving up productivity.

Key:

³ = Actual jobs, using Cambridge data and assuming c.14% increase in jobs between 2020 and 2030.

STAGE 1: What is being assessed and by whom?	
Author	Patrick Knight
Department and Service	Economy, Partnerships and Regeneration Economic Development Place
Date of Assessment	11 02 2019

STAGE 2: Evidence and Impact										
Protected Characteristics (Equality Act)	Evidence and information (e.g. data and feedback)						Any adverse impact? <small>See the guidance on how to make this judgement.</small>	Actions	Timescale and who is responsible?	
Age	Plymouth Population	Male		Female		Total		No adverse impacts anticipated. The projects will be open to all with no barriers on the basis of age	End of project monitoring will include a Equality Impact Assessment question	Individual Projects will be responsible. Timescales will be dependent on individual applicants.
		number	%	number	%	number	%			
	Total	128,500	100.0	130,600	100.0	259,200	100.0			
	Aged 0 - 15	23,200	18.1	22,200	17.0	45,400	17.5			
	Aged 16 - 64	85,300	66.4	84,000	64.3	169,300	65.3			
	Aged 65 and over	20,000	15.6	24,500	18.7	44,500	17.2			
	Aged 18 - 24	18,100	14.1	16,100	12.4	34,200	13.2			
Disability	Adults not in employment and dependent children and persons with long term health problems or disability						No adverse impacts are anticipated. There are no	End of project	Individual Projects will	

STAGE 2: Evidence and Impact				
Protected Characteristics (Equality Act)	Evidence and information (e.g. data and feedback)	Any adverse impact? <small>See the guidance on how to make this judgement.</small>	Actions	Timescale and who is responsible?
	<p>Plymouth households 5% (dependent children) and 23% (no dependent children) ENGLAND households 4.6% (dependent children) and 21% (no dependent children) In Small Business Survey (SBS 2012) 13 per cent of both the very good fit social enterprises, and 12 per cent of the good fit social enterprises were disabled-led, higher than the proportion for all SME employers. (Social Enterprise: Market Trends (Based upon the 2012 Small Business Survey))</p>	barriers and we are open to all disabilities.	monitoring will include a Equality Impact Assessment question	be responsible. Timescales will be dependent on individual applicants.
Faith/Religion or Belief	<p>32.9% of Plymouth's population stated that they had no religion 58.1% of Plymouth's population stated they were Christian 0.8% of Plymouth's population (2,078 people) stated their faith as Islam 0.3% of Plymouth's population (861 people) stated their faith as Buddhism 0.2% of Plymouth's population (567 people) stated their faith as Hinduism</p>	No adverse impacts anticipated. The projects will be open to all with no barriers on the basis of faith, religion or beliefs	End of project monitoring will include a Equality Impact Assessment question	Individual Projects will be responsible. Timescales will be dependent on individual applicants.
Gender - including marriage, pregnancy and maternity	<p>Overall 50.6% of Plymouth's population are women; this reflects the national figure of 50.8% Of those aged 16 or over, 90,765 (42.9%) people are married. 5,190 (2.5%) are separated and still legally married or legally in a same sex civil partnership.</p>	No adverse impacts anticipated. The projects will be open to all with no barriers on the basis of gender	End of project monitoring will include a Equality Impact	Individual Projects will be responsible. Timescales will be

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	<i>Women are around ten percent more likely than men to see finance as their only barrier to entrepreneurship. Education and training reduce the difference. (Kwang, Jones-Evans and Thompson. 2012)</i>		Assessment question	dependent on individual applicants.
Gender Reassignment	<p>There were 26 referrals from Plymouth made to the Newton Abbot clinic, the nearest clinic, in 2013/14 to February</p> <p>The average age for presentation for reassignment of male to females is 40 – 49. For female to male, the age group is 20 – 29.</p> <p>23 transgender people belong to the Plymouth Pride Forum</p>	No adverse impacts anticipated. The projects will be open to all with no barriers on the basis of gender reassignment	End of project monitoring will include a Equality Impact Assessment question	Individual Projects will be responsible. Timescales will be dependent on individual applicants.
Race	<p>92% of Plymouth’s population identify themselves as white British</p> <p>7.1% of Plymouth’s population define themselves as Black Minority and Ethnic</p>	No adverse impacts anticipated. The projects will be open to all with no barriers on the basis of race	End of project monitoring will include a Equality Impact Assessment question	Individual Projects will be responsible. Timescales will be dependent on individual

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				applicants.
Sexual Orientation - including Civil Partnership	It is estimated that between 12,500 and 17,500 of Plymothians aged over 16 are Lesbian, Gay Bi-sexual and Transgender. There are 34 Civil partnership Formations in Plymouth in 2013	No adverse impacts anticipated. The projects will be open to all with no barriers on the basis of sexual orientation.	End of project monitoring will include a Equality Impact Assessment question	Individual Projects will be responsible. Timescales will be dependent on individual applicants.

STAGE 3: Are there any implications for the following? If so, please record 'Actions' to be taken		
Local Priorities	Implications	Timescale and who is responsible?
Reduce the inequality gap, particularly in health between communities.	Through blue health improvements this priority will be addressed	Over timescale of plan 2020 - 2030
Good relations between different communities (community cohesion).	Through the projects, pathways to cooperation for local businesses, organisations and communities will be promoted and supported	Over timescale of plan 2020 - 2030

STAGE 3: Are there any implications for the following? If so, please record 'Actions' to be taken

Local Priorities	Implications	Timescale and who is responsible?
Human Rights Please refer to guidance	All projects will be expected to comply with the Human Rights Act 1998	Individual Projects will be responsible. Timescales will be dependent on individual projects
Principles of Fairness Please refer to guidance	The way things are done in the city matters just as much as what is done. People should be able to access opportunity whatever their circumstances.	Individual Projects will be responsible. Timescales will be dependent on individual projects

STAGE 4: Publication

Responsible Officer; Director, Assistant Director or Head of Service.	Anthony Payne	Date	12/02/2019
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