

Equality Impact Assessment – Ref Number: 1238

PART A

Introductory Information

Proposal name

Cessation of Destination Marketing Organisation membership

Brief aim(s) of the proposal and the outcome(s) you want to achieve

Sheffield City Council pays an annual membership fee to be part of the Destination Marketing Organisation (DMO) – previously this was 'Welcome to Yorkshire' (WtY) which has now been disbanded and a new DMO is being formed. Benefits of DMO membership include opportunities to engage in regional tourism initiatives and marketing opportunities, driving business to the city/ surrounding area. Membership covers SCC owned attractions which benefit from enhanced promotion as a result of the membership e.g. online features and ensures amplified coverage for Sheffield businesses in general.

The proposal is to end our membership of a DMO to save the membership fee.

The situation is complicated by a review of DMOs published last year. Membership has not historically been a criterion to bid for funding, e.g. from VisitBritain, however funding of DMOs and their role in the visitor economy strategy has been subject to recent review and recommendations (de Bois review, published Sept 21).

Recommendations have yet to be adopted or rejected. However, it should be noted that the demise of WtY and the de Bois review has prompted a South Yorkshire Combined Mayoral Authority (SY-MCA) response to consider how the MCA and 4 local authorities are better prepared to remain within the DMO landscape whether or not recommendations are adopted.

Known outcome - scenario 1 – DMO as is: The outcome would be to reduce pressure on the council's budget at the expense of visitor economy. DMO would cease to promote Sheffield as a destination and the value of the visitor economy would fall.

Potential outcome – scenario 2 – de Bois recommendations adopted and alter DMO funding and remit. The outcome would be to reduce pressure on the council's budget at the expense of visitor economy. DMO would cease to promote Sheffield as a destination. No longer a member of the DMO, Sheffield may be excluded from bidding for funding and not have a seat at the table as DMOs gain a stronger role in regional strategy for visitor economy. Rejoining may be on less preferential terms than current.

Potential outcome – scenario 3 – SY-MCA supports sub-regional DMO activity (possibly to reflect some of the aforementioned review) but requires some partnership working and financial input. The loss of this budget would negate our ability to enter into a partnership with the SY-MCA and/or other local authorities.

Proposal type

Budget Non Budget

If Budget, is it Entered on Q Tier?

Yes No

If yes what is the Q Tier reference

Year of proposal (s)

<input type="radio"/> 21/22	<input type="radio"/> 22/23	<input checked="" type="radio"/> 23/24	<input type="radio"/> 24/25	<input type="radio"/> other
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Decision Type

- Coop Exec
- Committee (e.g., Health Committee) which committee Economic Development & Skills**
- Leader
- Individual Coop Exec Member
- Executive Director/Director
- Officer Decisions (Non-Key)
- Council (e.g., Budget and Housing Revenue Account)
- Regulatory Committees (e.g. Licensing Committee)

Lead Committee Member

Martin Smith

Lead Director for Proposal

Diana Buckley

Person filling in this EIA form

Lorna Jackson / Emma France

EIA start date

16/8/22

Equality Lead Officer

- | | |
|---|------------------------------------|
| <input type="radio"/> Adele Robinson | <input type="radio"/> Ed Sexton |
| <input checked="" type="radio"/> Annemarie Johnston | <input type="radio"/> Louise Nunn |
| <input type="radio"/> Bashir Khan | <input type="radio"/> Beverley Law |

Lead Equality Objective ([see for detail](#))

<input checked="" type="radio"/> Understanding Communities	<input type="radio"/> Workforce Diversity	<input type="radio"/> Leading the city in celebrating & promoting inclusion	<input type="radio"/> Break the cycle and improve life chances
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Portfolio, Service and Team

Is this Cross-Portfolio

- Yes
- No

Portfolio/s

City Futures

Is the EIA joint with another organisation (e.g. NHS)?

- Yes
- No

Please specify

Consultation

Is consultation required? (Read the guidance in relation to this area)

Yes No

If consultation is not required, please state why

Ending of a subscription membership.

If consultation has already been carried out, please provide details of the results with equalities analysis

Are Staff who may be affected by these proposals aware of them?

Yes No

Are Customers who may be affected by these proposals aware of them?

Yes No

If you have said no to either please say why

No direct customer impact.

Initial Impact

Under the [Public Sector Equality Duty](#) we have to pay due regard to the need to:

- eliminate discrimination, harassment and victimisation
- advance equality of opportunity
- foster good relations

For a range of people who share protected characteristics, more information is available on the [Council website](#) including the [Community Knowledge Profiles](#).

Identify Impacts

Identify which characteristic the proposal has an impact on tick all that apply

<input type="radio"/> Health	<input type="radio"/> Transgender
<input type="radio"/> Age	<input type="radio"/> Carers
<input type="radio"/> Disability	<input type="radio"/> Voluntary/Community & Faith Sectors
<input type="radio"/> Pregnancy/Maternity	<input type="radio"/> Cohesion
<input type="radio"/> Race	<input type="radio"/> Partners
<input type="radio"/> Religion/Belief	<input type="radio"/> Poverty & Financial Inclusion
<input type="radio"/> Sex	<input type="radio"/> Armed Forces
<input type="radio"/> Sexual Orientation	<input type="radio"/> Other

Cumulative Impact

Does the Proposal have a cumulative impact?

Yes No

<input type="radio"/> Year on Year	<input type="radio"/> Across a Community of Identity/Interest
<input type="radio"/> Geographical Area	<input type="radio"/> Other

If yes, details of impact

Local Area Committee Area(s) impacted

All Specific

If Specific, name of Local Committee Area(s) impacted

Initial Impact Overview

Based on the information about the proposal what will the overall equality impact?

The proposal to end the subscription to a DMO reduces pressure on the council budget, via offering a reduction in funding for a non-statutory service through ending of the membership with the DMO. Although this budget proposal could have negative economic impacts for the city in terms of opportunities lost, the overall equality impact is expected to be neutral.

Is a Full impact Assessment required at this stage? Yes No

If the impact is more than minor, in that it will impact on a particular protected characteristic you must complete a full impact assessment below.

Part B

Full Impact Assessment

Health

Does the Proposal have a significant impact on health and well-being (including effects on the wider determinants of health)?

Yes No *if Yes, complete section below*

Staff

Yes No

Customers

Yes No

Details of impact

Comprehensive Health Impact Assessment being completed

Yes No

Please attach health impact assessment as a supporting document below.

Public Health Leads has signed off the health impact(s) of this EIA

Yes No

Name of Health Lead Officer

Age

Impact on Staff

Yes No

Impact on Customers

Yes No

Details of impact

Disability

Impact on Staff

Yes No

Impact on Customers

Yes No

Details of impact

Sex

Impact on Staff

Yes No

Impact on Customers

Yes No

Details of impact

Pregnancy/Maternity

Impact on Staff

Yes No

Impact on Customers

Yes No

Details of impact

Race

Impact on Staff

Yes No

Impact on Customers

Yes No

Details of impact

Religion/Belief

Impact on Staff

Yes No

Impact on Customers

Yes No

Details of impact

Sexual Orientation

Impact on Staff

Yes No

Impact on Customers

Yes No

Details of impact

Gender Reassignment (Transgender)

Impact on Staff

Yes No

Impact on Customers

Yes No

Details of impact

Carers

Impact on Staff

Yes No

Impact on Customers

Yes No

Details of impact

Poverty & Financial Inclusion

Impact on Staff

Yes No

Impact on Customers

Yes No

Details of impact

Cohesion

Impact on Staff

Yes No

Impact on Customers

Yes No

Details of impact

Partners

Impact on Staff

Yes No

Impact on Customers

Yes No

Details of impact

Armed Forces

Impact on Staff

Yes No

Impact on Customers

Yes No

Details of impact

Other

Please specify

Impact on Staff

Yes No

Impact on Customers

Yes No

Details of impact

Action Plan and Supporting Evidence

What actions will you take to mitigate any equality impacts identified? Please include an Action Plan with timescales

Supporting Evidence (Please detail all your evidence used to support the EIA)

Detail any changes made as a result of the EIA

Following mitigation is there still significant risk of impact on a protected characteristic. Yes No

If yes, the EIA will need corporate escalation? Please explain below

Sign Off – Part B (EIA Lead to complete)

EIAs must be agreed and signed off by the Equality lead Officer in your Portfolio or corporately. Has this been signed off?

Yes No

Date agreed

Name of EIA lead officer

Review Date

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