

Part A

Initial Impact Assessment

Proposal name

Application for Local Visitor Economy Partnership

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

For Committee to agree to the recommendation that Marketing Sheffield submits an Expression of Interest (EOI) to Visit Britain Visit England (VBVE) to register interest in being accredited as a Local Visitor Economy Partnership (LVEP). This is the necessary step for Sheffield to be recognised by VBVE and Department for Digital, Culture, Media & Sport (DCMS) within the national structure of destination management organisations.

The accreditation as an LVEP will formalise, rather than change, the nature of Marketing Sheffield's remit and provide additional opportunity to access funding and support from private sector and central government sources. Marketing Sheffield will continue to focus on 'talent, trade, tourism' (raising the profile of the city as a great place to live, work and visit). It will bring additional campaign opportunities to work with services such as 'AccessAble Sheffield' to identify Sheffield as an accessible destination. The shift to being a recognised LVEP will enable us to engage the private sector with purpose and to work with other services to provide targeted business support. Being recognised as an LVEP will also allow us to work directly with VBVE and potentially access government funding via them.

UPDATE June 2023

It is proposed that Sheffield City Council's Marketing Sheffield service submits an application for Local Visitor Economy Partnership (LVEP) accreditation in June 2023 via the VisitEngland formal process as a South Yorkshire LVEP application - following our submission of an Expression of Interest in January 2023.

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)

- 21/22 22/23 23/24 24/25 other

Decision Type

- Coop Exec
 Committee (e.g. Health Committee)
 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

CLlr Martin Smith

Lead Director for Proposal

Diana Buckley

Person filling in this EIA form

Wendy Ulyett

EIA start date

14/12/2022

Equality Lead Officer

- Adele Robinson
- Bashir Khan
- Beverley Law
- Ed Sexton
- Louise Nunn
- Richard Bartlett

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

<input type="radio"/> Understanding Communities	<input type="radio"/> Workforce Diversity	<input checked="" 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

City Futures

Is the EIA joint with another organisation (eg 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

This proposal formalises the processes of an SCC service.

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

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 checked="" type="radio"/> Partners
<input type="radio"/> Race	<input type="radio"/> Cohesion
<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

Proposal has geographical impact across Sheffield

- Yes No

If Yes, details of geographical impact across Sheffield

The remit of work of Marketing Sheffield as an LVEP will cover all areas of the city as the geographical spread of experiences, venues, events and investment opportunities is city wide.

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 work of Marketing Sheffield as the LVEP, which is predominantly about promoting the city as a city break destination and raising the profile of the city will continue to reflect diversity and inclusion as required to meet our target audience requirements.

Through this work the city is promoted as a diverse and inclusive destination, with businesses and communities which are interesting to visitors spread across the city. It will bring additional campaign opportunities to work with services such as 'AccessAble Sheffield' to identify Sheffield as an accessible destination.

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.

Initial Impact Sign Off

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

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

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

Sex

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

Voluntary, Community & Faith sectors

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

Cohesion

Staff

Yes No

Customers

Yes No

Details of impact

Poverty & Financial Inclusion

Impact on Staff

Yes No

Impact on Customers

Yes No

Please explain the impact

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, please include an Action Plan including 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

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