

## Chesterfield Borough Council Equality Impact Assessment - Full Assessment Form

<i>Title of the policy, project, service, function or strategy:</i>		Chesterfield Visitor Economy Strategy 2021-26
<i>Service Area:</i>	Economic Growth	
<i>Section:</i>	Economic Development	
<i>Lead Officer:</i>	Matthew Southgate	
<i>Date of assessment:</i>	01/22	
<i>Is the policy, project, service, function or strategy:</i>		
<i>Existing</i>		
<i>Changed</i>	x	
<i>New / Proposed</i>		

### Section 1 – Clear aims and objectives

#### 1. What is the aim of the policy, project, service, function or strategy?

The overall purpose of the Visitor Economy Strategy is to attract more visitors to Chesterfield, generating additional visitor spend that will support existing employment and create new jobs in the local economy. The strategy has three main aims: to raise the profile of Chesterfield as a place to visit; to generate direct visitor spend which will create and support jobs; and to support and accelerate the revitalisation of the town centre and wider borough. The strategy is based on seven priorities which will provide a focus for Council activity over the next five years, either through the direct delivery of services / actions or indirectly through supporting delivery by partner organisations.

#### 2. Who is intended to benefit from the policy and how?

The aim of the strategy is to generate additional visitor spend in the local economy which can support the viability of existing businesses and jobs and facilitate new employment creation. Visitor spend primarily supports businesses in the retail, hospitality and leisure sectors, sectors which have been particularly impacted by the Covid-19 pandemic. By attracting more visitors in future, the Council can support the recovery of these sectors, as well as the wider viability of Chesterfield town centre, where the majority of these businesses (and jobs) are located. New job creation will benefit Chesterfield residents through local access to an increased

range of employment provision, with a bias towards entry level job opportunities. The strategy includes a number of priorities (for example 'speciality markets and events', 'culture and heritage' and 'quality place making') that will deliver activities that will promote community well-being and help improve overall quality of life for residents and visitors alike.

### 3. What outcomes do you want to achieve?

The primary outcome that the strategy aims to achieve is to support the existing business / employment base and facilitate new job creation. Based on an aspirational growth scenario (which shows full recovery from the Covid pandemic by 2024 and some growth by the end of 2025), the strategy will generate £30m of additional visitor expenditure, supporting the creation of 350-400 jobs. Other anticipated (though not specified) outcomes will include: an increase in the number of businesses in the borough; an increase in the level of footfall in the town centre, helping to sustain town centre business occupancy; and a reduction in the number of local residents who are out of work, through access to new employment opportunities.

## Section 2 – What is the impact?

**4. Summary of anticipated impacts.** *Please tick at least one option per protected characteristic. Think about barriers people may experience in accessing services, how the policy is likely to affect the promotion of equality, knowledge of customer experiences to date. You may need to think about sub-groups within categories eg. older people, younger people, people with hearing impairment etc.*

	Potentially positive impact	Potentially negative impact	No disproportionate impact
Age	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disability and long term conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Gender and gender reassignment	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Marriage and civil partnership	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Pregnant women and people on parental leave	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Sexual orientation	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Ethnicity	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Religion and belief	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

### Section 3 – Recommendations and monitoring

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If you have answered that the policy, project, service, function or strategy could potentially have a negative impact on any of the above characteristics then a full EIA will be required.

#### 5. Should a full EIA be completed for this policy, project, service, function or strategy?

Yes       No

*Please explain the reasons for this decision:*

It is considered that the Visitor Economy Strategy will not have a disproportionate impact on the groups listed and will have a potentially positive impact on the young unemployed (18-24 year olds), with Chesterfield having one of the highest rates of youth unemployment in the East Midlands. Young people typically have high levels of employment in the core sectors (hospitality, leisure and retail) which make up the visitor economy.

An underlying principle of the Strategy is to support the development of an inclusive and accessible visitor economy. In developing the place and product offer, the Council will aim to ensure that Chesterfield is accessible and welcoming to all potential visitors.

### Section 6 – Knowledge management and publication

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Please note the draft EIA should be reviewed by the appropriate Service Manager and the Policy Service **before** WBR, Lead Member, Cabinet, Council reports are produced.

Reviewed by Head of Service/Service Manager	Name:	Lynda Sharp
	Date:	05/01/22
Reviewed by Policy Service	Name:	Allison Potter
	Date:	06/01/22
Final version of the EIA sent to Policy Service	<input type="checkbox"/>	
Decision information sent to Policy Service	<input type="checkbox"/>	