

Service being assessed	Tourism - Events
Who will be involved in completing this assessment?	Alan Carr, Service Manager (Tourism)
Date of Review	9 June 2011
Date of Next Review	9 June 2012
What is the purpose of the service?	To stage and facilitate a range of events likely to attract visitors to the Borough of Great Yarmouth
Is this assessment being undertaken because of changes to the service? If so what are they?	Assessment being undertaken as part of Council's annual review of equalities information, not because of change to service/policy.
<p>The purpose of this assessment is to understand how services can help the Council to meet its duties under Equalities legislation. The duties can be summarised as</p> <ol style="list-style-type: none"> 1. Eliminate discrimination 2. Advance equality of opportunity 3. Foster good relations between different parts of the community 	<p>The Tourism Events programme is aimed at appealing to a diverse cross-section of the visitor and local community.</p> <p>All events sites are monitored in terms of their accessibility both to and from the site and on the site itself.</p> <p>All events are staged free of charge to local residents and to visitors.</p>

<p>How does this service help the Council to do this, in particular in relation to the categories specifically mentioned in legislation - Race, Gender/Sex, Disability, Age, Religion/Belief, Gender Reassignment, Sexual Orientation, Pregnancy & Maternity and in respect of Duty 1 only – Marriage and Civil Partnerships?</p>	<p>Many events have civic involvement (ie in the presence of the Mayor) which encourages a sense of civic pride in the town and Borough of Great Yarmouth.</p> <p>The range of events appeal to different target groups from children's beach sport events to band concerts.</p>
<p>How will you know that service is working as it should?</p>	<p>Events are staged against the background of a Public Event Strategy which identifies categories of events in terms of the preparation, costs, appeal, local involvement and publicity generation.</p>
<p>What data have you used to help you make this assessment?</p>	<p>Monitoring through local working groups and events committees</p>
<p>Is there any additional data that you need to collect to help in continuous improvement?</p>	<p>Whilst it would be desirable to undertake more frequent user surveys current research has to be within existing financial resources.</p>
<p>How have you ensured that this service has been designed from a customer's perspective and how have you involved customers in that process?</p>	<p>The event programme is adjusted to meet the demands of the changing customers.</p>

<p>Has any other consultation been carried out, including to ensure that we have taken into consideration the needs of those not currently using the service?</p>	<p>Continuous improvement ensures there are no current gaps in the service.</p>
<p>What is, or what do you expect to be the impact of the way you work on different parts of the community, including those covered by equality legislation?</p>	<p>Who benefits? Directly the traders and the visitors; Indirectly the local population due to increased number of amenities, leisure opportunities and jobs.</p> <p>Who should be expected to benefit but don't – Why not? Non applicable</p>
<p>On the basis of what you have found out, which of these options will you now follow</p>	<ul style="list-style-type: none"> • No major changes • Adjust the policy • Continue the policy • Stop and remove the policy <p>This is a review – not a new policy or service. As and when it is proposed to change the service or policies, new assessments will be completed.</p>
<p>What now needs to be done and by who?</p>	<p>This information will be used in the next 3 months as part of the review of the Great Yarmouth Tourism Strategy. An equality impact assessment will be undertaken as part of the review.</p>
<p>Signed off by</p>	<p>Alan Carr, Service Manager (Tourism)</p>