

Service being assessed	Tourism - Marketing
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 promote the Borough of Great Yarmouth as a visitor destination.
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>Promoting the Borough of Great Yarmouth as a visitor destination will ensure that the visitor economy retains a high level of retail and leisure opportunities thus contributing to the number of jobs available to the local population.</p> <p>All marketing activities undertaken by the GYBC Tourism Unit are aimed at the broadest spectrum of the community; these include all printed matter, use of the electronic media and all promotional campaigns (TV, radio, press).</p> <p>The official tourism website is available in numerous languages and in various compliant text sizes.</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>Marketing staff prepare publications and information sheets that cover the needs of specific visitor and community groups – including accessibility information in local hotels and guest houses; and details of specific menus requirements at local restaurants and cafes.</p>
<p>How will you know that service is working as it should?</p>	<ul style="list-style-type: none"> • Ongoing trade consultations through sector meetings • Visitor research • Website analysis and levels of on-line bookings • Monitoring numbers of complaint.
<p>What data have you used to help you make this assessment?</p>	<p>Ongoing monitoring of advertising campaigns</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>Constant feedback from the trade and the visitors. All meeting are minuted and posted on the GYTA website</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 increase 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 included as part of the review.</p>
<p>Signed off by</p>	<p>Alan Carr, Service Manager (Tourism)</p>