

Service being assessed	Tourism - Seafront
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 maintain and development an attractive seafront environment in 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 duties help to ensure that all areas of the seafront are maintained and developed as an accessible and safe environment which can be enjoyed as a leisure amenity for all members of the community as well as visitors to the Borough.</p> <p>The beach, which is cleaned and raked on a regular basis, is a tremendous free asset that is enjoyed by all members of the community. The free use of specially made beach wheelchairs means that those with limited mobility can enjoy this natural resource.</p> <p>The provision of sufficient toilets for those with disabilities are also maintained and kept open within financial resources.</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>The service is constantly reviewing the options to introduce new access points to the beach (again with financial resources).</p> <p>The provision of high numbers of seats are also available to those who require rest periods during their walks along the seafront</p>
<p>How will you know that service is working as it should?</p>	<p>The tourism staff monitor complaints about the many amenities on the seafront and where practicable will make the necessary changes to improve the level of service.</p>
<p>What data have you used to help you make this assessment?</p>	<p>Verbal complaints or observations by the visitors to staff in the tourism department (very rarely receive written complaints). Visitors wish to immediately report any issue.</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 seafront is subject to ongoing daily, weekly and monthly monitoring in order to ensure a high level of service to seafront users.</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>No</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 completed as part of the review.</p>
<p>Signed off by</p>	<p>Alan Carr, Service Manager (Tourism)</p>