Integrated Impact Assessment Form

Promoting Equality, Human Rights and Sustainability

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Title of Policy/ Proposal	Midlothian Tourism Action Plan (MTAP) 2016-20
Completion Date	08/09/2016
Completed by	Caroline Wight
Lead officer	Caroline Wight

Type of Initiative:

Policy/Strategy   X
Programme/Plan   ☐   New or Proposed   ☐
Project   ☐   Changing/Updated ☐
Service   ☐   Review or existing ☐
Function   ☐
Other   ……………………..

1. Briefly describe the policy/proposal you are assessing.

Set out a clear understanding of the purpose of the policy being developed or reviewed (e.g. objectives, aims) including the context within which it will operate.

The MTAP 2016-20 is an action plan setting out the strategic approach to be adopted by the Council and partners in tourism delivery and promotion throughout Midlothian over the next five years. It highlights priorities and serves as a lever for investment and to further promote partnership working by businesses, agencies and communities.

2. What will change as a result of this policy?

The MTAP has key actions it aims to deliver throughout the next 5 years

- Identify and promote a range of outdoor activity itineraries to drive increased visitors

- Improve the awareness of pathways and networks linking towns, villages and places of interest

- Promote outdoor activities via digital and social media

- Develop links with local history groups/heritage society to discover more information which could be used to enhance the visitor experience

- Encourage collaboration and joint marketing between the historic and heritage properties throughout Midlothian

- Organise a Midlothian Heritage Week to take place in Spring 2017

- Support an expanded programme of food and drink events

- Develop a programme of activity to raise standards across the food and drink industry

- Promote food and drink businesses on www.visitmidlothian.org.uk

- Integrate local food and drink offering into other elements of the visitor offering

- Establish an events group for Midlothian

- Develop a local events calendar

- Gather market intelligence and visitor information

- Build Midlothian's portfolio of events

- Encourage tourism businesses to participate in "Cycle Welcome" scheme

- Improve interpretation and signage of cycle routes and pathways

- Explore opportunities for new pathways/cycle routes connecting towns/villages

- Improve perception of Midlothian as a cycle friendly destination

- Promote Midlothian as a destination for youth travel

- Support a digitally focussed youth marketing campaign

- Develop links with youth travel sector

- Strengthen Midlothian's business tourism offering

- Forge links with Science and Research sector in Midlothian

- Improve awareness of accessibility issue

3. Do I need to undertake an Integrated Impact Assessment?

High Relevance	Yes/no
1. The policy/ proposal has consequences for or affects people	Yes
2. The policy/proposal has potential to make a significant impact on equality	Yes
3. The policy/ proposal has the potential to make a significant impact on the economy and the delivery of economic outcomes	Yes
4. The policy/proposal is likely to have a significant environmental impact	No
Low Relevance	
5. The policy/proposal has little relevance to equality	
6. The policy/proposal has negligible impact on the economy	
7. The policy/proposal has no/ minimal impact on the environment	
If you have identified low relevance please give a brief description of your reasoning here and send it to your Head of Service to record.	

If you have answered yes to 1, 2, or 3 above, please proceed to complete the Integrated Impact Assessment.

If you have identified that your project will have a significant environmental impact (4), you will need to consider whether you need to complete a Strategic Environmental Assessment.

4. What information/data/ consultation have you used to inform the policy to date?

Evidence	Comments: what does the evidence tell you?
Data on populations in need	We need to engage with these groups as we have no data/information at present
Data on service uptake/access	STEAM local tourism statistics tell us visitors to the area are increasing and whilst they are here

	they are staying longer and spending more.
Data on quality/outcomes	Data from Visit Scotland lets us know that there is a low uptake amongst business of quality assurance schemes such as Taste our Best
Research/literature evidence	Tourism 2020 Strategy and Visit Scotland Tourism Stats. This provides data about the value of tourism to Scottish economy and the types of activities visitors like to do whilst on holiday
Service user experience information	Whilst some attractions may complete their own visitor research we do not have general visitor feedback which we could have used in this strategy
Consultation **and involvement** findings	Findings include the need for more collaboration and joint working and initiatives to improve access/infrastructure and information This was from stakeholder consultation as opposed to visitor consultation.
Good practice guidelines	
Other (please specify)	Information taken from the Midlothian and Borders Tourism Audit which highlights gaps and opportunities for the sector
Is any further information required? How will you gather this?	Feedback from service users needs to be gathered and analysed through consultation/engagement exercises, as well as data on populations in need

5. How does the policy meet the different needs of groups in the community?

	Issues identified and how the strategy addresses these
Equality Groups • Older people, people in the middle years,	The strategy identifies the need to grow events. Opportunities to help event organisers aiming at this particular group. Or community

• Young people and children • Women, men and transgender people (includes issues relating to pregnancy and maternity) • Disabled people (includes physical disability, learning disability, sensory impairment, long-term medical conditions, mental health problems) • Minority ethnic people (includes Gypsy/Travellers, migrant workers, non-English speakers) • Refugees and asylum seekers • People with different religions or beliefs (includes people with no religion or belief) • Lesbian, gay, bisexual and heterosexual people • People who are unmarried, married or in a civil partnership	events to help reduce isolation Youth and family market is a priority within this strategy. Strategy encourages initiatives and activities to engage with this group Strategy identifies training/workshops to raise standards of industry. One session has already been held on accessibility Strategy identifies the need for improved interpretation within attractions Strategy identifies need for targeting marketing campaigns. One of these has already been suggested on "faith tourism" Strategy supports inclusive communities and activities.
Those vulnerable to falling into poverty • Unemployed • People on benefits • Single Parents and vulnerable families • Pensioners	The strategy aims to maximise external funding opportunities. This can help fund events or activities which are then free to the public. The strategy aims to build on the success of doors open day which is

• Looked after children • Those leaving care settings (including children and young people and those with illness) • Homeless people • Carers (including young carers) • Those involved in the community justice system • Those living in the most deprived communities (bottom 20% SIMD areas) • People misusing services • People with low literacy/numeracy • Others e.g. veterans, students	an initiative allowing free access to visitor attractions and places of interest Most attractions offer concessionary discount schemes Some of the initiatives if successful may result in direct or indirect employment opportunities The strategy supports town centre regeneration initiatives The strategy aims to improve connections between education and industry in attempt to promote tourism and hospitality as a career of choice
Geographical communities • Rural/ semi rural communities • Urban Communities • Coastal communities	The strategy supports improved access between towns and villages and transport links

6. Are there any other factors which will affect the way this policy impacts on the community or staff groups?

The priorities within the strategy have been determined by the industry and will be reviewed on annual basis. The strategy is flexible enough in order to react to change in market conditions.

7. Is any part of this policy/ service to be carried out wholly or partly by contractors? No

If yes, how have you included equality and human rights considerations into the contract?

Not applicable

8. Have you considered how you will communicate information about this policy or policy change to those affected e.g. to those with hearing loss, speech impairment or English as a second language?

Communication will be by dedicated website – www.visitmidlothian.org.uk, local media, twitter and social media. Language translation services available
A priority of the action plan is to raise awareness of "accessibility" amongst tourism providers throughout the region. Accessibility is not just about the physical access but also includes access to information and the potential barriers to this.

9. Please consider how your policy will impact on each of the following?

Objectives	Comments
Equality and Human rights	
Promotes / advances equality of opportunity e.g. improves access to and quality of services, status	Improved access between visitor attractions, communities and places of interest is supported within this strategy
Promotes good relations within and between people with protected characteristics and tackles harassment	Promotes the need for partnership working and links between communities and groups.
Promotes participation, inclusion, dignity and self control over decisions	Open consultations have been held to develop this strategy. Digital inclusion and improving digital skills is a strong theme in the strategy and also a transferrable skill.

	All training/workshops will be open for attendance and most likely offered at free or minimal costs
Builds family support networks, resilience and community capacity	Supports town centre regeneration and events to bring communities together to create sense of pride and also to attract visitors.
Reduces crime and fear of crime	Not directly
Promotes healthier lifestyles including • diet and nutrition, • sexual health, • substance misuse • Exercise and physical activity. • Lifeskills	Improving food and drink standards across the industry is a key theme in this strategy. This will include use of local produce, seasonal foods and balanced menus Key theme on the strategy is the promotion of outdoor activities, including walking, cycling and other outdoor activity sports A range of training and workshops will be delivered. Another outcome is to improve links between education and industry

Environmental

Reduce greenhouse gas (GHG) emissions in East Lothian (including carbon management)	
Plan for future climate change	
Pollution: air/ water/ soil/ noise	All tourism development will be encouraged to be "sustainable". Outdoors and nature is a key theme within the strategy and projects to enhance the local environment
Protect coastal and inland waters	
Enhance biodiversity	
Encourage resource efficiency (energy, water, materials and minerals)	
Public Safety: Minimise waste generation/ infection control/ accidental injury /fire risk	Promotion of walking and cycling improved accessibility and sustainable transport initiatives
Reduce need to travel / promote sustainable forms or transport	
Improves the physical environment e.g. housing quality,	Town centre regeneration and initiatives to improve public realm will be supported

public and green space	
Economic	
Maximises income and /or reduces income inequality	Initiatives to provide training and up skill workforce leading to personal development and career progression within the industry
Helps young people into positive destinations	Links between education and industry will be formed
Supports local business	
Helps people to access jobs (both paid and unpaid)	New initiatives and product development will hopefully lead to new employment opportunities
Improving literacy and numeracy	Strategy links to services of Business Gateway who can provide support and advice to businesses on issues relating to staff welfare
Improves working conditions, including equal pay	
Improves local employment opportunities	Directly or indirectly through product development of accessing external funding opportunities

10. Action Plan

Identified negative impact	Mitigating circumstances	Mitigating actions	Timeline	Responsible person
Need more feedback from service users, as well as data on populations in need	Consultation exercises have been carried out in the development of the plan which will have included service users and populations in need although they have not been specifically identified	Ongoing engagement. monitoring and review of customer feedback and identification of populations in need, needs	Period of the plan	Caroline Wight

11. Sign off by Head of Service

Name
Date