



South Cambridgeshire District Council Equality Impact Assessment (EqIA)

Introduction – Please read

The Public Sector Equality Duty, introduced under the Equality Act 2010, requires all public bodies, including local authorities, to have due regard to the need to:

- Eliminate unlawful discrimination, harassment, and victimisation
- Advance equality of opportunity between those who share a protected characteristic and those who do not
- Foster good relations between those who share a relevant protected characteristic and those who do not

Equality Impact Assessments (EqIAs) allow the Council to:

- Show that we are meeting this legal duty by demonstrating due regard for the provisions of the Public Sector Equality Duty
- Identify possible negative impacts on individuals and groups with protected characteristics, plan mitigating action and seek to maximise opportunities to advance equality within our activities.

EqIAs provide a methodical approach to the assessment of impacts across the [nine protected characteristics](#) and should be completed during the development and review of all Council policies, strategies, procedures, projects or functions. Where there is any doubt, the completion of an EqIA is always recommended.

Throughout the course of this form, please hover over the  symbol for guidance in relation to specific questions. When the form is completed, please send an electronic copy to equality.schemes@scambs.gov.uk. If you require any additional support completing the form, please email the above address.

Equality Impact Assessment Complete Form

Section 1: Identifying Details

- 1.1 Officer completing EqIA:
Liz Davy
- 1.2 Team and Service:
Business Development
- 1.3 Title of proposal:
South Cambridgeshire Visitor Economy Website
- 1.4 EqIA completion date:
16/06/2021
- 1.5 Proposal implementation date:
31/08/2021
- 1.6 Who will be responsible for implementing this proposal:
Tracey Brockman
Esther Pickhard

Section 2: Proposal to be Assessed

- 2.1 Type of proposal:
Other - Please specify
If other, please specify
Stand alone website

2.2 Is the proposal:

New

2.3 State the date of any previous equality impact assessment completed in relation to this proposal (if applicable):

Not applicable

2.4 What are the headline aims of the proposal and the objectives that will help to accomplish these aims? (Approximately 250 words)

Stand alone website to promote tourist attractions, leisure pursuits, events, hospitality venues and accommodation within South Cambridgeshire.

The site will be aimed at both residents wishing to explore their local area and visitors, hoping to capture some of the many visitors who are attracted to Cambridge City to spend time in the wider area.

The site is needed to grow the local visitor economy and support business recovery following the Covid pandemic. It will also bring SCDC in line with the other Cambridgeshire authorities who have already developed websites of this type to promote their local area.

2.6 Which of the council's business plan priorities does this proposal link to?

Helping Businesses to grow

Building homes that are truly affordable to live in

Being green to our core

A modern and caring council

2.7 Which of the Council's equality objectives (as detailed in the Council's Equality Scheme) does this proposal link to or help to achieve?

Identify, prioritise and deliver actions that will narrow the gap in outcomes between disadvantaged groups and the wider community

SCDC is an employer that values difference and recognises the strength that a diverse workforce brings.



- Protected characteristic groups have a voice and are represented in forming the future shape of the district.
- None.

2.8 Which groups or individuals will the proposal affect:

- Service Users Councillors
- External Stakeholders Other
- Employees

If other, please specify Visitors to the region both overseas and national as well as residents and those new to the district wishing to explore the local area. Businesses in hospitality and leisure sector who will benefit from the increased interest in the services they offer

2.9 How will these groups or individuals be affected? (you will be asked to provide more detail on the specific impacts on different protected characteristic groups later on in the form) (approximately 250 words)

The website will be freely available to access, so any of the above groups or individuals may use it as an information source to learn more about what is available locally. It is hoped that it will facilitate increased footfall to our businesses and attractions, thereby helping them to recover from the pandemic and in time grow and prosper.

2.10 How many people will this proposal affect? (Approximately)

Unknown at this time. Our onsite and offsite content will all be key word/SEO optimized to help build rank in google. We will promote via social media and marketing through tools such a google ad words. Once the website is live, we will engage with Visit England and Visit Britain, so our offering is on the map with them as well as linking with our neighbouring authorities to promote visits. We will have full google analytics running on this site and will monitor data on our unique visitors, the pages they visit and make adjustments as necessary to ensure maximum engagement

- 2.11 If any part of the proposal is being undertaken by external partners, please specify how the Council will ensure that they will meet equality standards?
(Approximately 250 words)

As part of the tendering process the social value questions were asked and the company that will be building and hosting the website has stated that they are an equal opportunities employer and work hard to support the mental and physical health of our employees. Whilst they have no vacancies at present, when they do they are an equal opportunities employer and have also employed and trained apprentices.

As part of the specification given they will need to ensure that the website fully meets accessibility standards. They are experienced in this field and have committed meet the standards set.

Section 3: Evidence and Data

- 3.1 Describe any research (this could include consultation) and analysis you have undertaken to understand how [protected characteristic groups](#) are likely to be affected? Please list any key sources that you used to obtain this Information. 

(Approximately 250 words)

The research undertaken was not focused on the protected characteristic groups, however, prior to commencement of the project research was undertaken to identify the value of the tourism and the visitor economy to South Cambridgeshire in terms of both the income generated and employment opportunities. The data was gathered via published sources including Visit Britain and the Destination Research report on the Economic Impact of Tourism 2018. Research was also conducted into the methods used by similar and neighbouring local authorities to establish how they promote this part of the local economy and it was identified that South Cambridgeshire is the only district within Cambridgeshire that does not have a stand alone

visitor economy website. This sector has been severely impacted by the restrictions imposed during the pandemic and proactive measures are required to maximise the recovery and increase the potential for capturing the 'staycation' market that will dominate throughout 2021/22. The website will be an asset that can be used to raise the profile and awareness of what South Cambridgeshire has to offer.

- 3.2 Describe any research (this could include consultation) and analysis you have undertaken to understand any effects on any other groups of people not mentioned in the nine [protected characteristic groups](#) (for example people who live in rural areas, who live in areas of high growth, or from low income backgrounds). 

(Approximately 250 words)

See 3.2 above. The research undertaken was not focused on specific groups, however, we are aware of the geography of the district, being predominately villages (100+) and the existence of the new communities and planned future new communities. The rural nature of the district does present challenges in relation to transport for both visitors and potential employees in the sector being promoted alike and the website project intends to address this by including information on rail and bus services and other types of sustainable transport where possible. It is recognised that many of the residents of the emerging new communities may be new to South Cambridgeshire and the website will help to provide information to them that will enable them to become more familiar with the district and all that it has to offer in one easy to use resource. The intention is to showcase a wide variety of attractions, venues and transport options so it is hoped that there will be a broad range to cater for individuals of all income levels including free of charge.

- 3.3 If you have not undertaken any consultation, please detail why not, or when consultation is planned to take place. 

(Approximately 250 words)

We have consulted with the Economic Development team at East Cambridgeshire District Council who completed a similar project recently. The project has been reviewed by Jeff Membery, Head of Transformation and Cllr Peter McDonald, Lead Cabinet Member for Business Recovery and has been presented to informal Cabinet.

Section 4: Impact of proposal on those with protected characteristics

4.1 Age:

4.1.1 Has your research identified that the proposal will have an impact on this protected characteristic?

yes

If you have selected **no** – please move forward to **question 4.2 Disability**

If you have selected **yes** – please continue **below (4.1.2)**

4.1.2 Describe the impacts of the proposal on this protected characteristic group identified through your research, including

- whether each impact is positive, neutral or negative
- whether it is a high, medium or low impact. 📖
- approximately 250 words per impact

It is possible that some elderly people may not be comfortable with using an online information source. However, increasingly the older population are engaged with the internet or have family and friends who can assist with obtaining online information. Leaflets are outside the scope of this project

4.1.3 Please complete the table below to detail actions that need to take place to minimise the negative and maximise the positive impacts raised in the previous question:

Action	Responsible Officer	Timescale for completion	How will the actions be monitored?
Provide printouts on request	Tracey Brockman	Ongoing	Project team meetings

4.2 Disability:

4.2.1 Has your research identified that the proposal will have an impact on this protected characteristic?

yes

If you have selected **no** – please move forward to **question 4.3 Gender Reassignment**

If you have selected **yes** – please continue **below (4.2.2)**

4.2.2 Describe the impacts of the proposal on this protected characteristic group identified through your research, including

- whether each impact is positive, neutral or negative
- whether it is a high, medium or low impact. 
- approximately 250 words per impact

We have identified that there is a requirement to ensure that the website complies fully with accessibility standards to ensure that it can be used by all. This requirement was incorporated into the brief at tender stage to ensure it is included as part of the website build process

4.2.3 Please complete the table below to detail actions that need to take place to minimise the negative and maximise the positive impacts raised in the previous question:



Action	Responsible Officer	Timescale for completion	How will the actions be monitored?
Ensure the website meets accessibility standards	Tracey Brockman/Esther Pickard	31/08/2021	Regular project meetings/updates with the webdesign company creating the site and internal project meetings

4.3

Gender Reassignment:

4.3.1 Has your research identified that the proposal will have an impact on this protected characteristic?

No

If you have selected **no** – please move forward to **question 4.4 Marriage and Civil Partnership**

If you have selected **yes** – please continue **below (4.3.2)**

4.3.2 Describe the impacts of the proposal on this protected characteristic group identified through your research, including

- whether each impact is positive, neutral or negative
- whether it is a high, medium or low impact. 
- approximately 250 words per impact

[Click or tap here to enter text.](#)

4.3.3 Please complete the table below to detail actions that need to take place to minimise the negative and maximise the positive impacts raised in the previous question:

Action	Responsible Officer	Timescale for completion	How will the actions be monitored?
Click or tap here to enter text.			

4.4 Marriage and Civil Partnership:

4.4.1 Has your research identified that the proposal will have an impact on this protected characteristic?

No

If you have selected **no** – please move forward to **question 4.5 Pregnancy and Maternity**

If you have selected **yes** – please continue **below (4.4.2)**

4.4.2 Describe the impacts of the proposal on this protected characteristic group identified through your research, including

- whether each impact is positive, neutral or negative
- whether it is a high, medium or low impact. 📖
- approximately 250 words per impact

Click or tap here to enter text.

4.4.3 Please complete the table below to detail actions that need to take place to minimise the negative and maximise the positive impacts raised in the previous question:

Action	Responsible Officer	Timescale for completion	How will the actions be monitored?

Click or tap here to enter text.			
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4.5 Pregnancy and Maternity:

4.5.1 Has your research identified that the proposal will have an impact on this protected characteristic?

No

If you have selected **no** – please move forward to **question 4.6 Race**

If you have selected **yes** – please continue **below (4.5.2)**

4.5.2 Describe the impacts of the proposal on this protected characteristic group identified through your research, including

- whether each impact is positive, neutral or negative
- whether it is a high, medium or low impact. 📖
- approximately 250 words per impact

Click or tap here to enter text.

4.5.3 Please complete the table below to detail actions that need to take place to minimise the negative and maximise the positive impacts raised in the previous question:

Action	Responsible Officer	Timescale for completion	How will the actions be monitored?
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Click or tap here to enter text.			
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4.6 Race:

4.6.1 Has your research identified that the proposal will have an impact on this protected characteristic?

no

If you have selected **no** – please move forward to **question 4.7 Religion or Belief**

If you have selected **yes** – please continue **below (4.6.2)**

4.6.2 Describe the impacts of the proposal on this protected characteristic group identified through your research, including

- whether each impact is positive, neutral or negative
- whether it is a high, medium or low impact. 📖
- approximately 250 words per impact

Click or tap here to enter text.

4.6.3 Please complete the table below to detail actions that need to take place to minimise the negative and maximise the positive impacts raised in the previous question:

Action	Responsible Officer	Timescale for completion	How will the actions be monitored?
Click or tap here to enter text.			

4.7 Religion or Belief:

4.7.1 Has your research identified that the proposal will have an impact on this protected characteristic?

no

If you have selected **no** – please move forward to **question 4.8 Sex**

If you have selected **yes** – please continue **below (4.7.2)**

4.7.2 Describe the impacts of the proposal on this protected characteristic group identified through your research, including

- whether each impact is positive, neutral or negative
- whether it is a high, medium or low impact. 
- approximately 250 words per impact

[Click or tap here to enter text.](#)

4.7.3 Please complete the table below to detail actions that need to take place to minimise the negative and maximise the positive impacts raised in the previous question:

Action	Responsible Officer	Timescale for completion	How will the actions be monitored?
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

Sex:

4.8.1 Has your research identified that the proposal will have an impact on this protected characteristic?

no

If you have selected **no** – please move forward to **question 4.9 (Sexual Orientation)**

If you have selected **yes** – please continue **below (4.8.2)**

4.8.2 Describe the impacts of the proposal on this protected characteristic group identified through your research, including

- whether each impact is positive, neutral or negative
- whether it is a high, medium or low impact. 
- approximately 250 words per impact

[Click or tap here to enter text.](#)

4.8.3 Please complete the table below to detail actions that need to take place to minimise the negative and maximise the positive impacts raised in the previous question:

Action	Responsible Officer	Timescale for completion	How will the actions be monitored?
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

4.9 [Sexual Orientation:](#)

4.9.1 Has your research identified that the proposal will have an impact on this protected characteristic?

no

If you have selected **no** – please move forward to **question 4.10 (Other)**

If you have selected **yes** – please continue **below (4.9.2)**

4.9.2 Describe the impacts of the proposal on this protected characteristic group identified through your research, including

- whether each impact is positive, neutral or negative
- whether it is a high, medium or low impact. 
- approximately 250 words per impact

[Click or tap here to enter text.](#)

4.9.3 Please complete the table below to detail actions that need to take place to minimise the negative and maximise the positive impacts raised in the previous question:

Action	Responsible Officer	Timescale for completion	How will the actions be monitored?
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

4.10 Other: (e.g. rurality, growth, socio-economic status etc.).

4.10.1 Has your research identified that the proposal will have an impact on this protected characteristic?

[yes](#)

If you have selected **no** – please move forward to **question 5.1**

If you have selected **yes** – please continue **below (4.10.2)**

4.10.2 Describe the impacts of the proposal on this protected characteristic group identified through your research, including

- whether each impact is positive, neutral or negative
- whether it is a high, medium or low impact. 
- approximately 250 words per impact

We have identified that the district covers a large geographical area that is predominately rural and therefore good, affordable and sustainable transport options are vital in encouraging people to move around the district.

There may be a requirement to provide a translation service should the information be needed in an alternative language or format such as Braille.

4.10.3 Please complete the table below to detail actions that need to take place to minimise the negative and maximise the positive impacts raised in the previous question:

Action	Responsible Officer	Timescale for completion	How will the actions be monitored?
<p>Include links to bus/train timetables and offers on the website plus links to e-bike and scooter hire</p> <p>If requested provide information in alternative language or format via the translation service</p>	Tracey Brockman	31/8/2021	Project team meetings

Section 5: Summary

5.1 Briefly summarise the key findings of the EqIA and any significant equality considerations that should be taken into account when deciding whether or

not to proceed with the proposal (this section can be included within the 'equality implications' section of any committee reports). (Approximately 250 words)

The assessment has highlighted that the website must be fully compliant with accessibility standards. This has been built into the process from inception and the webdesigner has committed at tender stage to comply with this requirement. Should it be necessary, printed copies of information held on the site can be requested by individuals who are not able to access the internet. It has also been identified that there may be a requirement to provide the information on request in an alternative language or format such as Braille to ensure that no body is excluded from accessing the information. It is recognised that the geography and rurality of the area can present challenges for some in moving around the area and therefore links to bus and train timetables and other sustainable transport options such as e-bike and e-scooter hire will be included on the website. Where possible we will also provide information in relation to offers such as the rail passes that the government is proposing to launch to encourage sustainable 'staycation' travel options to make journeys more affordable. Recognising that affordability is a key issue for many the site will cover a wide breath of accommodation, attractions and activities, some of which will be free of charge to ensure that it caters to as many people as possible

5.2 Confirm the recommendation of the officer completing the EqIA:

Proceed with the proposal with no actions identified as required within Section 4 of the EqIA: Analysis demonstrated that the policy is robust, the evidence shows no potential for discrimination and we have taken all appropriate opportunities to advance equality and foster good relations between groups.

Adjust proposal and proceed: We will take steps to remove barriers or better advance equality as detailed in the action tables in Section 4. Where possible actions should be done before the proposal is implemented. Where this isn't possible, timescales for completion are included in Section 4 action tables.

Reject the proposal: Analysis demonstrated that the proposal will cause unlawful discrimination and it must be removed or changed

5.3 Signature of individual completing EqIA:

[Click or tap here to enter text.](#)

5.4 Date of completion:

[Click or tap to enter a date.](#)

Section 6: Sign Off

6.1 Approving officer EqIA review outcome:

Proceed with the proposal with no actions identified as required within Section 4 of the EqIA: Analysis demonstrated that the policy is robust, the evidence shows no potential for discrimination and we have taken all appropriate opportunities to advance equality and foster good relations between groups.

Adjust proposal and proceed: We will take steps to remove barriers or better advance equality as detailed in the action tables in Section 4. Where possible actions should be done before the proposal is implemented. Where this isn't possible, timescales for completion are included in Section 4 action tables.

Reject the proposal: Analysis demonstrated that the proposal will cause unlawful discrimination and it must be removed or changed

6.2 Do you give permission to publish this EqIA on SCDC website (delete as appropriate)? If no, please state reason

[Choose an item.](#)

6.3 When will this proposal next be reviewed and who will this be?

[Click or tap to enter a date.](#)

[Click or tap here to enter text.](#)



6.4 Approving officer signature:
Click or tap here to enter text.

6.5 Date of approval:
Click or tap to enter a date.

Please send a copy to Equality.Schemes@scambbs.gov.uk