

Stage 3 Equality Impact Assessment - Sign Off

3.1	Title of Proposal:	Proposed Scottish Borders Cycle Tourism Strategy
3.2	Service Area: Department:	Chief Executives Economic Development
3.3	Description:	<p>The purpose is to set out a proposed five year strategy for cycle tourism in the Scottish Borders until 2021. It details the product strengths, the challenges and the ambitions of using cycling as a means to deliver economic benefit to the area. It also highlights key issues needing to be addressed and identifies three key objectives. This document is a result of a consultation exercise ensuring that all relevant partners, interested groups and individuals have been engaged with prior to advancing the subsequent Action Plan.</p> <p>The overall aim is to develop the reputation of the Scottish Borders in order to maximise wider tourism benefits, working in partnership and leveraging the Borders Railway as opportunities arise. The following key objectives are desirable:</p> <ul style="list-style-type: none"> • Develop our cycle tourism assets – turn our assets into experiences and packages, and improve quality • Event development – attract new, develop existing and leverage events to maximise wider tourism opportunities • Build consumer demand – promote quality authentic experiences to target markets. <p>The lack of baseline data on the product and market currently restricts the opportunity to make these objectives – more specific or measurable. This is an issue needing to be addressed as the Action Plan is developed.</p> <p>Scottish Borders Council has supported the cycling sector to continue to thrive and grow, promoting the Scottish Borders as a cycling ‘destination’. The Council Administration’s manifesto: ‘Ambitious for the Borders’, sets out an ambition to make the Scottish Borders one of Britain’s premier destinations for outdoor activities, both sporting and leisure. The Cycle</p>

		<p>Tourism Strategy and action plan will help support the sector to move forward and realise this ambition:</p> <ul style="list-style-type: none"> • <i>To provide an adequate range and quality of land and premises for business and industry</i> • <i>To protect strategically important business opportunities</i> • <i>To promote the development and regeneration of town centres</i> • <i>To provide a generous supply of land for mainstream and affordable housing</i> • <i>To encourage better connectivity by transport and digital networks</i> • <i>To protect and enhance both the natural and built environment</i> • <i>To protect important open space</i> • <i>To promote 'green network' linkages around towns</i> • <i>To integrate climate change adaptation requirements such as flood prevention and renewable energy production</i> • <i>To make adequate provision for waste management.</i> <p>The Proposed Cycle Tourism Strategy has been produced to prioritise aspects of cycling tourism to increase awareness and throughout the creation of packages to deliver a strong economic impact.</p> <p>The strategy focuses on developing the reputation of the region to maximise wider tourism benefits; working in partnership and developing the cycle tourism assists; developing events to maximize wider tourism opportunities and to build consumer demand.</p> <p>In relation to the Equalities Impact Assessment in general terms the Proposed Cycle Tourism Strategy is likely to have positive impacts across all Equality Groups.</p> <p>Whilst the strategy does not refer to specific equality groups the overall vision of the strategy is that the Scottish Borders will continue to be an excellent place in which to live and work for all of our diverse communities.</p>
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3.4	Impact Assessment			
	Equality Characteristic	Impact	Description	Mitigation & Recommendations

	No Impact	Positive Impact	Negative Impact		
Age (Older or younger people or a specific age grouping)		✓		<p>The Plan is designed to meet the needs of our diverse community and will assist with:</p> <ul style="list-style-type: none"> • Economic growth by increasing employment opportunities • Improving quality of place • Protecting and enhancing heritage and environmental resources while seeking to provide opportunities for improving physical well-being • Increasing accessibility by non-car modes of transport • Facilitating a reduction in the overall need to travel and the reliance on car use. 	
Disability e.g. Effects on people with mental, physical, sensory impairment, learning disability, visible/invisible, progressive or recurring		✓		<p>The Plan is designed to meet the needs of our diverse communities and will assist with:</p> <ul style="list-style-type: none"> • Increasing accessibility to new developments by non-car modes of transport • Protecting and enhancing heritage and environmental resources while seeking to provide opportunities for improving physical well-being • Facilitating a reduction in the overall need to travel and the reliance on car use. 	
Poverty (People who are on a low income including benefits claimants, people experiencing fuel poverty, isolated rural communities etc.)		✓		<p>The Plan is designed to meet the needs of our diverse communities and will assist with:</p> <ul style="list-style-type: none"> • Economic growth that will in turn increase employment opportunities • Protecting and enhancing heritage and environmental resources while seeking to provide opportunities for improving physical well-being • Facilitating a reduction in the overall need to travel and the reliance on car use 	

					<ul style="list-style-type: none"> Promoting sustainable development and reducing carbon emissions. 	
	Employees (those employed by the Council including full time, part time and temporary)		✓		Employees at Scottish Borders Council benefit from the Cycle to Work (CTW) scheme, a tax free national project helping to reduce our carbon footprint while encouraging staff to be more active. SBC supports National cycle to work day which is part of the CTW scheme.	
	Gender/ Race Groups/ People with Religious or other Beliefs/ Pregnancy and Maternity/ Sexual Orientation/ Carers	✓			No impact	

3.5	Relevance to the Equality Duty in Summary:	
	What impact will your proposal have on the following :	
	Equality Duty	Reasoning:
	Elimination of discrimination (both direct & indirect), victimisation and harassment.	Positive impact
	Promotion of equality of opportunity?	Positive impact
	Foster good relations?	Positive impact

3.6	Recommendations & Mitigation		
	Characteristic	Mitigation/Recommendation	Approved Yes/No
		<p>Much has been proposed in this document, and an Action Plan identifies how it may be delivered. A budget for the activity needs to be secured and the Council will need to identify a 'champion' to drive forward the strategy and deliver the agreed outputs accordingly.</p> <p>In order to realise the potential and secure the Scottish Borders as the premier cycling destination within the UK, partnership working is essential. Methodologies need to be identified to coordinate the delivery of the proposed outcomes. The Council must facilitate effective communication across the cycle tourism sector and collaborate across public, private and third sectors.</p> <p>Market research will be carried out imminently in order to support the strategy and these findings should be available spring 2017.</p>	Yes
		All comments both negative and positive will be collated and retained and will form part of the review process.	Yes
		The document will be reviewed in 1 year after publishing.	Yes

Signed Off			
Name:	Bryan McGrath	Directorate:	Chief Executives
Post:	Chief Officer Economic Development	Date:	09/01/2017

Completed By				Dates
Name/Post	Jane Warcup Event Strategy Officer	Service Area.	Environment & Infrastructure - Chief Executives	07/12/16
Name/Post	Erin Murray	Service	Chief Executives	07/12/16

	Policy and Research Officer	Area.		
Name/Post	Simone Doyle Equality & Diversity Officer HR	Service Area.	Human Resources – Chief Executives	07/12/16