

EQIA Submission – ID Number

Section A

EQIA Title

Grow in Kent Service Extension

Responsible Officer

Natasha White - GT GC

Approved by (Note: approval of this EqlA must be completed within the EqlA App)

Steve Samson - GT GC

Type of Activity

Service Change

No

Service Redesign

No

Project/Programme

No

Commissioning/Procurement

No

Strategy/Policy

No

Details of other Service Activity

Service Extension

Accountability and Responsibility

Directorate

Growth Environment and Transport

Responsible Service

Economy

Responsible Head of Service

Steve Samson - GT GC

Responsible Director

Stephanie Holt-Castle - GT GC

Aims and Objectives

The aim of this EqlA is to review the equalities implications of continuing the Kent and Medway's in-house Visitor Economy (Visit Kent) and Inward Investment (Invest Kent) service which is now delivered by the Grow in Kent team following the closure of two external organisations, Visit Kent and Locate in Kent. The service provides a key economic development function which includes destination management, place promotion and inward investment activity.

The Equality Impact Assessment assesses whether the continuation of the service has any differential impacts on people with protected characteristics and to ensure that equality considerations are embedded in ongoing delivery.

The analysis indicates that the proposal is expected to have a positive impact on equality outcomes, primarily through supporting inclusive economic growth, increasing access to employment opportunities, and encouraging wider participation in business and sector development across Kent and Medway.

Section B – Evidence

Do you have data related to the protected groups of the people impacted by this activity?

No
It is possible to get the data in a timely and cost effective way?
No
Is there national evidence/data that you can use?
Yes
Have you consulted with stakeholders?
Yes
Who have you involved, consulted and engaged with?
- Visitor economy businesses across Kent and Medway - Inward investment and business stakeholders - Industry partners and sector representatives - Local authority partners across Kent districts and Medway - Internal Kent County Council officers involved in economic development and service delivery
Has there been a previous Equality Analysis (EQIA) in the last 3 years?
Yes
Do you have evidence that can help you understand the potential impact of your activity?
Yes
Section C – Impact
Who may be impacted by the activity?
Service Users/clients Service users/clients
Staff No
Residents/Communities/Citizens Residents/communities/citizens
Are there any positive impacts for all or any of the protected groups as a result of the activity that you are doing?
Yes
Details of Positive Impacts
Age The service supports job creation and business growth across a range of sectors, including entry-level and career progression opportunities, benefiting both younger and older people. Visitor economy activity also supports local amenities and services used by a wide age range. Disability The service supports inclusive economic growth by encouraging accessible tourism and inclusive business practices. This can improve access to employment opportunities for disabled people and promote more accessible visitor experiences across Kent and Medway. This includes promoting accessible information, digital content and inclusive communications, to ensure that a wide range of audiences can engage with and benefit from the visitor offer. Sex (Gender) The service supports employment and enterprise opportunities across sectors where both men and women are represented, including tourism, hospitality and professional services. It contributes to broader economic participation and financial independence. Race By supporting business growth and inward investment, the service contributes to creating opportunities for people from diverse ethnic backgrounds, including access to jobs and business development opportunities across the county.

Religion or Belief

The service promotes a diverse visitor offer and supports businesses operating across different communities, which can reflect and accommodate a range of cultural and religious needs.

Sexual Orientation

The service contributes to a more inclusive economy and visitor offer, supporting places and businesses that are welcoming to all individuals regardless of sexual orientation.

Gender Reassignment

No specific impacts identified, however the service supports an inclusive economic environment which is expected to benefit all individuals regardless of gender identity.

Pregnancy and Maternity

The service supports employment opportunities, including in flexible sectors such as tourism and hospitality, which may benefit those balancing work and caring responsibilities.

Marriage and Civil Partnership

No specific differential impacts identified. The service supports general economic growth and employment opportunities for all.

Negative impacts and Mitigating Actions

19. Negative Impacts and Mitigating actions for Age

Are there negative impacts for age?

No

Details of negative impacts for Age

Not Applicable

Mitigating Actions for Age

Not Applicable

Responsible Officer for Mitigating Actions – Age

Not Applicable

20. Negative impacts and Mitigating actions for Disability

Are there negative impacts for Disability?

No

Details of Negative Impacts for Disability

Not Applicable

Mitigating actions for Disability

Not Applicable

Responsible Officer for Disability

Not Applicable

21. Negative Impacts and Mitigating actions for Sex

Are there negative impacts for Sex

No

Details of negative impacts for Sex

Not Applicable

Mitigating actions for Sex

Not Applicable

Responsible Officer for Sex

Not Applicable

22. Negative Impacts and Mitigating actions for Gender identity/transgender

Are there negative impacts for Gender identity/transgender

No
Negative impacts for Gender identity/transgender
Not Applicable
Mitigating actions for Gender identity/transgender
Not Applicable
Responsible Officer for mitigating actions for Gender identity/transgender
Not Applicable
23. Negative impacts and Mitigating actions for Race
Are there negative impacts for Race
No
Negative impacts for Race
Not Applicable
Mitigating actions for Race
Not Applicable
Responsible Officer for mitigating actions for Race
Not Applicable
24. Negative impacts and Mitigating actions for Religion and belief
Are there negative impacts for Religion and belief
No
Negative impacts for Religion and belief
Not Applicable
Mitigating actions for Religion and belief
Not Applicable
Responsible Officer for mitigating actions for Religion and Belief
Not Applicable
25. Negative impacts and Mitigating actions for Sexual Orientation
Are there negative impacts for Sexual Orientation
No
Negative impacts for Sexual Orientation
Not Applicable
Mitigating actions for Sexual Orientation
Not Applicable
Responsible Officer for mitigating actions for Sexual Orientation
Not Applicable
26. Negative impacts and Mitigating actions for Pregnancy and Maternity
Are there negative impacts for Pregnancy and Maternity
No
Negative impacts for Pregnancy and Maternity
Not Applicable
Mitigating actions for Pregnancy and Maternity
Not Applicable
Responsible Officer for mitigating actions for Pregnancy and Maternity
Not Applicable
27. Negative impacts and Mitigating actions for Marriage and Civil Partnerships
Are there negative impacts for Marriage and Civil Partnerships
No
Negative impacts for Marriage and Civil Partnerships
Not Applicable
Mitigating actions for Marriage and Civil Partnerships
Not Applicable

Responsible Officer for Marriage and Civil Partnerships
Not Applicable
28. Negative impacts and Mitigating actions for Carer’s responsibilities
Are there negative impacts for Carer’s responsibilities
No
Negative impacts for Carer’s responsibilities
Not Applicable
Mitigating actions for Carer’s responsibilities
Not Applicable
Responsible Officer for Carer’s responsibilities
Not Applicable