

EQIA Submission – ID Number

Section A

EQIA Title

Promotion and Marketing of Kents Visitor Economy

Responsible Officer

Andrew Sinclair - GT GC

Type of Activity

Service Change

No

Service Redesign

No

Project/Programme

Project/Programme

Commissioning/Procurement

No

Strategy/Policy

No

Details of other Service Activity

No

Accountability and Responsibility

Directorate

Growth Environment and Transport

Responsible Service

Growth & Communities - Business & Engagement

Responsible Head of Service

David Smith - GT GC

Responsible Director

Stephanie Holt-Castle - GT GC

Aims and Objectives

The Promotion and Marketing of Kents Visitor Economy Grant Contract was originally contracted to a supplier for five years from April 2020 to March 2025 on a 3+2 years basis, we are now at the point where a 12 month extension is being agreed following the initial 3 year period.

The purpose of the service will be to promote Kent as a premier UK visitor destination to both domestic and international markets, support business growth in the visitor economy, and provide a strong voice for the sector at regional, national and international levels. The supplier will also be required to devise effective measures to assess the service's impact on the Kent visitor economy.

The grant will be funded by KCC.

The service will aim to promote and raise the profile of Kent and Medway as a tourist destination with the aim of attracting more domestic and international visitors, generating more spend locally, increasing the value of Kent's visitor economy and creating more jobs.

Section B – Evidence

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

Yes

It is possible to get the data in a timely and cost effective way?

Yes

Is there national evidence/data that you can use?

Yes
Have you consulted with stakeholders?
Yes
Who have you involved, consulted and engaged with?
Kent Invicta Chamber of Commerce Federation of Small Business (FSB) Kent's District & Local Authorities Department for Culture Media & Sport (DCMS - UK Gov)
Has there been a previous Equality Analysis (EQIA) in the last 3 years?
No
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
<p>The service primarily involves promoting and marketing Kent as a premier tourist destination. The supplier will have frequent contacts with a range of tourism businesses and attractions directly and via its website or through referrals from other organisations such as Visit Britain, Visit England and local authorities in Kent. Any information collected from businesses by the supplier would be confidential and not shared in any way with KCC.</p> <p>The evidence we have collected to shape and define the visitor economy service is set out below. It supports the delivery of a quality destination marketing and promotion service that promotes Kent as a premier UK destination to both domestic and international visitors, supports business growth in the sector and provides a strong voice for the sector at regional, national and international levels.</p> <p>In 2021 the UK attracted 6.4 million international visitors (ONS Travel Trends 2021), this is still a substantial reduction on previous performance, but is mainly due to the impact of the COVID-19 pandemic and its restrictions on international travel. This added £5.6 billion to the economy, making tourism one of the country's most important industries and its third largest service export.</p> <p>Domestic tourism has experienced a strong growth as a result of COVID-19 with more UK residents taking staycations within the UK, and the value added to the economy as a result. Due to the ending of travel restrictions this split may vary, but indications are positive for growth and recovery. Visit Britain estimates that for the full 2022 calendar year, inbound visits are forecast to total 29.7 million and spending £25.9 billion. These are 73% and 91% respectively of the visits and spend levels seen in 2019.</p> <p>For 2023, Visit Britain are forecasting 35.1 million visits in 2023 (86% of the 2019 level and 18% higher than in 2022) and £29.5 billion spend (104% of the 2019 level and 14% higher than in 2022).</p> <p>The tourist industry's impact is also amplified through the national and local economies, so that its impact is much wider than just levels of direct spending. Independent research commissioned by Visit Britain</p>

estimates that the tourism Gross Value Added (GVA) multiplier is 1.8, meaning that for every £1,000 generated in direct tourism GVA there is a further £1,800 that is supported elsewhere in the economy through the supply chain and consumer spending.

In terms of visitor perception, the research showed that Kent is associated with good food and beverages, rural and seaside holidays as well as festivals, and was generally regarded as more upmarket than the average UK destination. About 25% of domestic holiday makers regarded Kent as “out of the ordinary” and, despite the younger visitor profile, Kent was not seen necessarily as being “more for the young”;

Following its own analysis of what visitors and consumers are looking for when coming to Kent, and their perceptions of the county as a tourist destination the current supplier, Visit Kent, has, over the current contract period, developed its marketing approach to placing visitors at the forefront of its promotion and marketing campaigns. This was developed in collaboration with tourism businesses and other stakeholders across Kent. Product marketing and development has therefore been focused by the industry on matching consumer needs and preferences.

The marketing and promotional campaigns carried out by Visit Kent to not directly target or impact any specific group and are instead meant to bring visitors of all background to participate in the Kent Visitor Economy. There are therefore no known negative impacts of the service against the protected characteristic groups. There is currently no requirement of the Visit Kent grant contract to gather data related to the protected characteristic groups, though over the 1 year extension that will be granted, KCC will investigate whether this can be incorporated into the future contract.

The service provider is also obligated to provide information to people with the protected characteristics for tourism destinations that may be suitable for them e.g. confirming accessibility for disabled or visitors with limited mobility.

Ongoing reviews of the current service help provide an overview of how the county’s visitor economy is performing, gauge the impact of various events-based campaigns and how some of Kent’s bigger tourist attractions are performing over the course of the year. They have shown that the health of the industry is also very dependent on external factors such as weather, time of year and the global and national economies.

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