

Winchester City Council
Equality Impact Assessment (EqIA)



Section 1 - Data Checklist

When undertaking an EqIA for your policy or project, it is important that you take into consideration everything which is associated with the policy or project that is being assessed.

The checklist below is to help you sense check your policy or project before you move to Section 2.

		Yes/No	Please provide details
1	Have there been any complaints data related to the policy or project you are looking to implement?	No	
2	Have all officers who will be responsible for implementing the policy or project been consulted, and given the opportunity to raise concerns about the way the policy or function has or will be implemented?	Yes	Officers mostly likely to be involved in implementing the strategy have been involved in all stakeholder discussions. Officers in adjoining teams attended workshops to understand and input into the proposals.
3	Have previous consultations highlighted any concerns about the policy or project from an equality impact perspective?	No	
4	Do you have any concerns regarding the implementation of this policy or project? <i>(i.e. Have you completed a self-assessment and action plan for the implementation of your policy or project?)</i>	No	
5	Does any accessible data regarding the area which your work will address identify any areas of	No	

		Yes/No	Please provide details
	concern or potential problems which may impact on your policy or project?		
6	Do you have any past experience delivering similar policies or projects which may inform the implementation of your scheme from an equality impact point of view?	Yes	The team has previous experience of delivering similar projects and partnership working. The team also has access to support and toolkits from Visit England around Accessibility, Equality, Inclusion and Diversity.
7	Are there any other issues that you think will be relevant?	No	

Section 2 - Your EqIA form

Directorate: Place	Your Service Area: Economy and Community	Team: Tourism and Economy	Officer responsible for this assessment: Rachel Gander	Date of assessment: 30 January 2026
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	Question	Please provide details
1	What is the name of the policy or project that is being assessed?	Winchester District Tourism Strategy 2026-2031
2	Is this a new or existing policy?	This strategy succeeds the previous Destination Management Plan which was developed in 2015.
3	Briefly describe the aim and purpose of this work.	The strategy is designed to identify opportunities for sustainable and inclusive growth for Winchester district's visitor economy over the next five years.
4	What are the associated objectives of this work?	<ul style="list-style-type: none"> • To grow the value of tourism by increasing overnight stays. • Develop a more dynamic and contemporary brand identity. • Enhance and expand the visitor offer and product. • Strengthen sector-wide collaboration and management within the tourism sector. • Improve connectivity and infrastructure.
5	Who is intended to benefit from this work and in what way?	Businesses: increased footfall and longer term sustainable growth. Better coordination and support. Residents and visitors: stronger local economy and job creation. Improved local services, facilities and infrastructure, enhance sense of place and community pride. A more compelling and diverse visitor experience.
6	What are the outcomes sought from this work?	Sustainable and inclusive growth; a stronger, more competitive destination; a richer, better connected visitor

		experience; a more compelling brand identity; better co-ordination, management and sector collaboration; improved connectivity and access across the district.
7	What factors/forces could contribute or detract from the outcomes?	Forces that contribute to success: strong heritage and cultural assets, engaged stakeholders, regional alignment (LVEP), economic strengths, headroom for growth, and sustainability momentum. Forces that detract from success: outdated perceptions, limited accommodation, transport barriers, fragmented experiences, strong competition, funding uncertainty, and a heavy reliance on day visitors.
8	Who are the key individuals and organisations responsible for the implementation of this work?	Winchester City Council together with tourism businesses and stakeholders across the Winchester district visitor economy.
9	Who implements the policy or project and who or what is responsible for it?	Winchester City Council in collaboration with stakeholders across the district's visitor economy.

		Please select your answer in bold . Please provide detail here.		
10a	Could the policy or project have the potential to affect individuals or communities on the basis of race differently in a negative way?	Y	N	
10b	What existing evidence (either presumed or otherwise) do you have for this?			
11a	Could the policy or project have the potential to affect individuals or communities on the basis of sex differently in a negative way?	Y	N	
11b	What existing evidence (either presumed or otherwise) do you have for this?			

12a	<p>Could the policy or project have the potential to affect individuals or communities on the basis of disability differently in a negative way?</p> <p><i>you may wish to consider:</i></p> <ul style="list-style-type: none"> • <i>Physical access</i> • <i>Format of information</i> • <i>Time of interview or consultation event</i> • <i>Personal assistance</i> • <i>Interpreter</i> • <i>Induction loop system</i> • <i>Independent living equipment</i> • <i>Content of interview</i> 	Y	N	
12b	<p>What existing evidence (either presumed or otherwise) do you have for this?</p>			
13a	<p>Could the policy or project have the potential to affect individuals or communities on the basis of sexual orientation differently in a negative way?</p>	Y	N	
13b	<p>What existing evidence (either presumed or otherwise) do you have for this?</p>			
14a	<p>Could the policy or project have the potential to affect individuals on the basis of age differently in a negative way?</p>	Y	N	
14b	<p>What existing evidence (either presumed or otherwise) do you have for this?</p>			
15a	<p>Could the policy or project have the potential to affect individuals or communities on the basis of religious belief differently in a negative way?</p>	Y	N	
15b	<p>What existing evidence (either presumed or otherwise) do you have for this?</p>			

16a	Could this policy or project have the potential to affect individuals on the basis of gender reassignment differently in a negative way?	Y	N										
16b	What existing evidence (either presumed or otherwise) do you have for this?												
17a	Could this policy or project have the potential to affect individuals on the basis of marriage and civil partnership differently in a negative way?	Y	N										
17b	What existing evidence (either presumed or otherwise) do you have for this?												
18a	Could this policy or project have the potential to affect individuals on the basis of pregnancy and maternity differently in a negative way?	Y	N										
18b	What existing evidence (either presumed or otherwise) do you have for this?												
19	Could any negative impacts that you identified in questions 10a to 15b create the potential for the policy to discriminate against certain groups on the basis of protected characteristics?	Y	N										
20	Can this negative impact be justified on the grounds of promoting equality of opportunity for certain groups on the basis of protected characteristics? Please provide your answer opposite against the relevant protected characteristic.	Y	N	<table border="1"> <tr><td>Race:</td></tr> <tr><td>Sex:</td></tr> <tr><td>Disability:</td></tr> <tr><td>Sexual orientation:</td></tr> <tr><td>Age:</td></tr> <tr><td>Gender reassignment:</td></tr> <tr><td>Pregnancy and maternity:</td></tr> <tr><td>Marriage and civil partnership:</td></tr> <tr><td>Religious belief:</td></tr> </table>	Race:	Sex:	Disability:	Sexual orientation:	Age:	Gender reassignment:	Pregnancy and maternity:	Marriage and civil partnership:	Religious belief:
Race:													
Sex:													
Disability:													
Sexual orientation:													
Age:													
Gender reassignment:													
Pregnancy and maternity:													
Marriage and civil partnership:													
Religious belief:													
21	How will you mitigate any potential discrimination that may be brought about by your policy or project that you have identified above?												

		<p>The team has access to VisitEngland’s Training Academy which provides training, toolkits and advice related to all the above. In addition, any risks can be mitigated through:</p> <ul style="list-style-type: none"> • inclusive design of infrastructure and communications, • accessible marketing and visitor information, • diverse stakeholder engagement, and • ensuring that all new products and experiences are created with universal access and representation in mind. <p>If potential discrimination is identified, the strategy will respond accordingly.</p>		
22	Do any negative impacts that you have identified above impact on your service plan?	Y	N	

Signed by completing officer	
Signed by Service Lead or Corporate Head of Service	