

Impact Assessment - First Stage

1. Details of the initiative

1. Initiative description and summary:

The Neath Port Talbot Discovery Clusters project will deliver a destination marketing campaign which will assist NPTCBC in working towards its objective to increase overnight stays within the area, which in turn increases the revenue generated by visitors within the local economy.

Service Area: Tourism Team, Regeneration and Economic Development

Directorate: Environment

2. Does the initiative affect:

	Yes	No
Service users		x
Staff		x
Wider community	x	
Internal administrative process only		x

3. Does the initiative impact on people because of their:

	Yes	No	None/ Negligible	Don't Know	Impact H/M/L	Reasons for your decision (including evidence)/How might it impact?
Age		x				The product range offered through the campaign will cater for a range of ages.
Disability		x				The product range offered through the campaign will cater for a range of abilities.
Gender Reassignment		x				The campaign will have no impact
Marriage/Civil Partnership		x				The campaign will have no impact
Pregnancy/Maternity		x				The campaign will have no impact

Race		X					The campaign will have no impact
Religion/Belief		X					The campaign will have no impact
Sex		X					The campaign will have no impact
Sexual orientation		X					The campaign will have no impact

4. Does the initiative impact on:

	Yes	No	None/ Negligible	Don't know	Impact H/M/L	Reasons for your decision (including evidence used) / How might it impact?
People's opportunities to use the Welsh language	X					The marketing campaign will be delivered bilingually
Treating the Welsh language no less favourably than English	X					The marketing campaign will be delivered bilingually

5. Does the initiative impact on biodiversity:

	Yes	No	None/ Negligible	Don't know	Impact H/M/L	Reasons for your decision (including evidence) / How might it impact?
To maintain and enhance biodiversity	X					The campaign will assist in promoting a better understanding of the natural environment through outdoor recreation opportunities.
To promote the resilience of ecosystems, i.e. supporting protection of		X				The campaign will have no impact

the wider environment, such as air quality, flood alleviation, etc.						
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6. Does the initiative embrace the sustainable development principle (5 ways of working):

	Yes	No	Details
Long term - how the initiative supports the long term well-being of people	X		Encourages economic development and the growth of the tourism economy. Supports participation in recreation activities and enhances wellbeing.
Integration - how the initiative impacts upon our wellbeing objectives	X		Encourages economic development and the growth of the tourism economy. Supports participation in recreation activities and enhances wellbeing.
Involvement - how people have been involved in developing the initiative	X		The project was developed in consultation with tourism stakeholders and the NPT Destination Management Plan Steering Group.
Collaboration - how we have worked with other services/organisations to find shared sustainable solutions	X		The project was developed in consultation with tourism stakeholders and the NPT Destination Management Plan Steering Group.
Prevention - how the initiative will prevent problems occurring or getting worse	X		The project will encourage the growth of the tourism economy within Neath Port Talbot. Supports participation in recreation activities and enhances wellbeing.

7. Declaration - based on above assessment (tick as appropriate):



A full impact assessment (second stage) **is not** required

Reasons for this conclusion

The campaign will not have an impact on people with any of the protected characteristics. The overall project has a positive impact on wellbeing objectives.

A full impact assessment (second stage) **is** required

Reasons for this conclusion

Name	Position	Signature	Date
Completed by Karleigh Davies	Destination Management and Marketing Manager		17/5/19
Signed off by Simon Brennan	Head of Property and Regeneration		17/5/19