

EQUALITY IMPACT ASSESSMENT

Increase Admission Charges at Birmingham Wildlife
Park

Reference: EIA000359



 **RESET**

 **RESHAPE**

 **RESTART**

EIA Form – About your EIA

Reference number	EIA000359
Date Submitted	08/02/2024
Subject of the EIA	Increase Admission Charges at Birmingham Wildlife Park
Brief description of the policy, service or function covered by the EIA	Birmingham Wildlife Conservation Park (BWCP) - Birmingham Wildlife Conservation Park is a fee paying attraction managed by Streetscene and Parks. Visitor numbers for 2022 -2023 were 110,766; 2023 - Dec 2023(to date) Visitor Numbers are 118,969. Based on 2022-23 Full Year a 10% uplift would achieve an anticipated additional £70,000 admission income. Increase charges by 10% in 2024/25 and a further 5% in 2024/26. Increase Entrance Fees by 10%. Increase is in line with the corporate target for Fees and Charges set at 10% for 2024-25. This proposal has assessed the impact against all the protected characteristics, and we can't identify any disproportional impact against any demographic. There is an impact from an economic viewpoint with the charge increase, but this would be proportionality comparable across all protected characteristics.
Equality Assessment is in support of...	["Amended policy"]
How frequently will you review impact and mitigation measures identified in this EIA?	Every two years
Due date of the first review	2026-01-18

Directorate, Division & Service Area

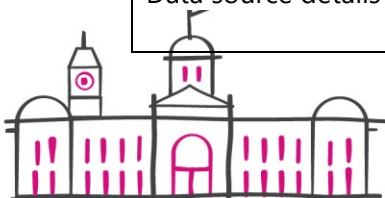
Which directorate(s) are responsible for this EIA?	["City Operations"]
Division	Street Scene
Service area	Parks
Budget Saving	Yes

Officers

What is the responsible officer's email address?	Neil Griffiths
What is the accountable officer's email address?	Andy Vaughan

Data Sources

Data sources	["Quantitative data (please specify in the box below)"]
Data source details	Growth in Visitor Numbers and positive Visitor Feedback through Tripadvisor Reviews



Protected Characteristics

Protected Characteristic – Age

Does this proposal impact people due to their age as per the Equality Act 2010?	No
What age groups are impacted by your proposal?	N/A
Please describe the impact to the age characteristic	N/A
How will you mitigate against any negative impact to the age characteristic?	N/A

Protected Characteristic – Disability

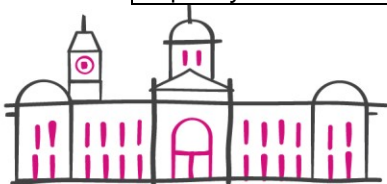
Does this proposal impact those people with a disability as per the Equality Act 2010?	No
Please describe the impact to the disability characteristic	N/A
How will you mitigate against any negative impact to the disability characteristic?	N/A

Protected Characteristic – Sex

Does this proposal impact citizens based on their sex as per the Equality Act 2010?	No
What sexes will be impacted by this proposal?	N/A
Please describe the impact to the sex characteristic	N/A
How will you mitigate against any negative impact to the sex characteristic?	N/A

Protected Characteristic - Gender Reassignment

Does this proposal impact people who are proposing to undergo, undergoing or have undergone a process to reassign one's sex as per the Equality Act 2010?	No
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Please describe the impact to the gender reassignment characteristic	N/A
How will you mitigate against any negative impact to the gender reassignment characteristic?	N/A

Protected Characteristic - Marriage and Civil Partnership

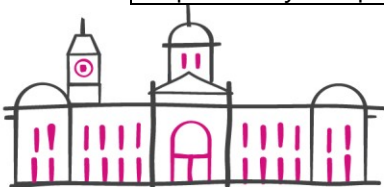
Does this proposal impact people who are married or in a civil partnership as per the Equality Act 2010?	No
What legal marital or registered civil partnership status will be impacted by this proposal?	N/A
Please describe the impact to the marriage and civil partnership characteristic	N/A
How will you mitigate against any negative impact to the marriage and civil partnership characteristic?	N/A

Protected Characteristic - Pregnancy and Maternity

Does this proposal impact people covered by the Equality Act 2010 under the protected characteristic of pregnancy and maternity?	No
Please describe the impact to the pregnancy and maternity characteristic	N/A
How will you mitigate against any negative impact to the pregnancy and maternity characteristic?	N/A

Protected Characteristic - Ethnicity and Race

Does this proposal impact people due to their race as per the Equality Act 2010?	No
What ethnic groups would be impacted by this proposal?	N/A



Please describe the impact to the ethnicity and race characteristic	N/A
How will you mitigate against any negative impact to the ethnicity and race characteristic?	N/A

Protected Characteristic - Religion or Beliefs

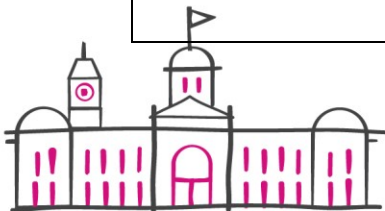
Does this proposal impact people's religion or beliefs as per the Equality Act 2010?	No
What religions could be impacted by this proposal?	N/A
Please describe the impact to the religion or beliefs characteristic	N/A
How will you mitigate against any negative impact to the religion or beliefs characteristic?	N/A

Protected Characteristic - Sexual Orientation

Does this proposal impact people's sexual orientation as per the Equality Act 2010?	No
What sexual orientations may be impacted by this proposal?	N/A
Please describe the impact to the sexual orientation characteristic	N/A
How will you mitigate against any negative impact to the sexual orientation characteristic?	N/A

Monitoring

How will you ensure any adverse impact and mitigation measures are monitored?	We will continually monitor Attendance figures (admissions) and visitor feedback to make sure the service that were providing is of good value and it proportionate against the wide diversity of our visitors. We are discussing how this can be done using business intelligence and modern digital feedback techniques like touch screens and QR codes.
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Please enter the email address for the officer responsible for monitoring impact and mitigation

Les Basford

