

The EqIA Publishing Template for Westonbirt Arboretum Business Plan

Impact Assessment Summary
1. Name of policy, function or service.
Westonbirt Arboretum Business Plan 2010/11
2. Purpose and aims of the policy, function or service.
The purpose of this plan is to show how resources will be directed across the arboretum and the priorities for management during the year. In particular the plan shows how the Forestry Commission will go about achieving the mission to 'Connect People with Trees to Improve the Quality of Life' both for its visitors and people more widely.
3. Who will benefit mainly from this policy, function or service?
Many groups of people, including staff, benefit from the work of the Forestry Commission at the National Arboretum. They range from individual visitors making day visits through volunteers engaged in supporting the arboretum to specialist groups using the plant collection and landscape as a resource for study, general interest or as a focus for participation. We work with a range of partner organisations, both local, national and international to enhance the value of the arboretum.
4. Information and Data (evidence) used.
Much of the information relating to the arboretum's user profile comes from results of research carried out by The Association of Leading Visitor Attractions (ALVA). We also carry out frequent in-house evaluation on services such as learning provision and events.
5. Summary of Impact.
We believe the policy will have a low or unknown impact on the following diversity categories: race, gender, sexual orientation and religious belief. We have no evidence for the last 2 of these at present but will be collecting statistics in future in relation to new staff. We believe the policy will have a medium and positive impact on people with disabilities and will increase our appeal to a broader range of age groups. The former will be achieved through more provision of mobility buggies and greater engagement with local access groups; the latter through proactive targeting and engagement with specific groups such as disadvantaged adults, families with children under 15 and young 'NEETs' (not in employment, education or training).
6. Monitoring or Evaluation.
We will continue to commission independent visitor surveys by ALVA to monitor our user profile and levels of satisfaction with our service. We will also continue to hold regular meetings with and seek feedback from local access groups including Cirencester Access Group.
7. Further Information.
Helen Daniels, The Forestry Commission, Westonbirt Arboretum, Tetbury, GLOS, GL8 8QS. 01666 881200 helen.daniels@forestry.gsi.gov.uk