



North West Leicestershire  
District Council

Cultural Services

Equality Impact Assessment

# EQUALITY IMPACT ASSESSMENT

Name of the policy or service being assessed: **Cultural Services**

Service Area: **Tourism, Tourism Information, Arts, Heritage and Events**

Date Impact Assessment completed: **8<sup>th</sup> March 2008**

Is this a policy or service? **Policy**  **Service**  **Procedure**

Is this a new or existing policy or function? **New**  **Existing**

## **Names and roles of the people carrying out the Impact Assessment:**

1. *Goff Lewis – Cultural Services Manager*
2. *Kathy Belfield- Tourism Co-ordinator*
3. *Julia Harley- Cultural Services Officer (Arts & Events)*
4. *Angela Bexton – Cultural Services Officer (Heritage & Events)*

**Head of Service : John Richardson**

**Signature**



**Date: March 2008**

## **PART 1: AIMS AND IMPLEMENTATION OF THE POLICY OR SERVICE**

**What is the policy? What is the aim, objective, or purpose of the policy/service?**

- In partnership, increase visitors and overnight stays within the National Forest.
- To develop Moira Furnace through increased attendances and reduce the subsidy
- Cultural Services actively contributing to the Local Strategic Partnership and Council Priorities through high quality Civic and community events
- To support NWL Promotions and the Cultural Tourism campaign

**Rationale behind the policy and its delivery**

- Prosperous communities

**Who is affected by the policy? Who is intended to benefit from it and how?**

- Local Community
- Employees
- Councillors
- Council Staff
- Local Businesses
- Children, young people and their families

***What outcomes would other stakeholders want from this policy?***

- Quality service at an affordable price
- More people, more active, more often
- Things to do and places to go
- A healthy fulfilled population
- Prosperous communities
- Safe and pleasant work environment
- To be fully trained in the delivery of the service

***Are there any groups, who might be expected to benefit from the intended outcomes but which do not?***

- Non users
- Hard to reach groups

**Policy Priorities:**

**How does the policy fit in with the council's wider aims? Include Corporate and Local Strategic Partnership Priorities**

**How does the policy relate to other policies and practices within the council?**

Policy Priorities

Strategic Aims and LAA Priority Areas

Prosperous Communities – Economic Development

Sustainable Communities – Cleaner, Greener

Strong & Safer Communities – Stronger, Safer, Older People, Children & Young People

Healthy Communities – Health

Council's Corporate Priorities

Children & Young People

Revitalise Coalville Town Centre

Community Safety

LSP Priorities

Increase the number of children & young people participating in safe, creative play and leisure & cultural activities

Increase the contribution of children & young people in consultation and active involvement with a focus on hard to reach groups

Develop clear identity, role and offering for the district with particular reference to its towns and the emerging destination of the National Forest.

Develop improved social and physical infrastructure to increase access to services for older people.

To work towards developing a strong and vibrant night time economy within the district's towns.

Continue to work on priority areas with emphasis on developing integration across the district.

**How the policy is implemented**

**Is the service/policy provided solely by one service or in conjunction with another service or through a Partnership?  
If external partners are involved - what are the measures in place to ensure that they comply with the Council's Equal Opportunities policy?**

Service is delivered with a range of internal and external partners including:-

NWL Tourism Promotions, The National Forest, Tourism & Retail Businesses, Prosperity CAT, Older CAT, CYP CAT, Moira Furnace, Independent Museum, Tourist Information Centre, Mantle Arts, Community, Voluntary, Religious and Uniformed Groups, Schools.

- Centre Stage – Race Equality Plan
- Independent Museums – through Grants criteria and monitoring
- Arts & Cultural Organisations
- Ticket Agency arrangements
- Mantle Arts – Equality Data
- Children & Vulnerable Adults Protection Policy – adopted by Council

All the above are available on request.

Equality monitoring collected by leisure facilities ie. Gender, age, disability, religion, sexual orientation. This methodology is being expanded throughout Leisure and Culture.

**Users and beneficiaries are:**

**(Indicate profile by target groups and assess relevance to policy aims and objectives e.g. Workforce to reflect the Community).**

- Target groups detailed in our Hard to Reach Planner (attached)
- Children & Young People
- Socially excluded children & young people
- At risk/vulnerable children & young people
- Rurally isolated target groups

**Action needed:**

**(Include short-term measures to be taken to provide a baseline where no or little information is available)**

- Non-users
- Non-user surveys  
Visits to: Shopping precincts, Libraries, Tourism & Heritage venues, Council Offices, Youth Council forums, Events (Picnic in the Park, Ashby Arts Festival, Christmas).  
Working in partnership with other sections when they undertake surveying
- Hard to Reach Groups  
Obtain information from services who currently engage ie. Youth Service, Traveller Liaison

<b>PART 2: ASSESSMENT OF IMPACT</b>			
	<b>From the evidence available Identify how the groups are reflected in the take up of the service</b>	<b>From the evidence does the policy have an actual or potential negative impact</b>	<b>If there is an adverse impact, can it be justified on the grounds of promoting equality of opportunity</b>
<b>Race</b>		Potential language barriers	No
<b>Gender</b>	NWL Promotions – 8 female, 4 male Ashby Arts Festival – 8 female, 4 male Picnic in the Park – information not collected at present Tourist Information – information not collected at present Moirra Furnace Visitor Attraction – information not collected at present Independent Museums – information not collected at present Ashby Arts Festival – information not collected at present Centre Stage - information not collected at present	No	No
<b>Disability</b>	More work to identify areas of low take up needs to take	Has the potential to affect disabled users but it is not	No

## PART 2: ASSESSMENT OF IMPACT

	From the evidence available Identify how the groups are reflected in the take up of the service	From the evidence does the policy have an actual or potential negative impact	If there is an adverse impact, can it be justified on the grounds of promoting equality of opportunity
	place	unlawful	
<b>Age</b>	Stats collected on an ad-hoc basis and more work to identify areas of low take up needs to take place. Events like Picnic in the Park provide activities for all ages ie. Youth Zone, Workshops, Battle of the Bands. Ashby Arts Festival also provides activities for all. Stats are collected for Centre Stage. Independent Museums attract an older audience but in conjunction with Leics County Council looking at ways to engage a younger audience. Visitor attractions cater for all age bands.	No	No
<b>Religion/Belief</b>	No - Service open to all customers, regardless of religious belief	No	No
<b>Sexual Orientation</b>	Unknown	No	No
<b>Other groups</b>	Non users	No	No

## **PART 3: PROCESS OF POLICY OR SERVICE DELIVERY AND MONITORING**

### **Operation Times**

**When is the service provided - are there seasonal issues; are there barriers to the service based on the time and delivery of the service which may affect the target groups?**

- Tourist Information Centre Office closed Sundays/Bank Holidays/Evenings (but information accessible from websites/ touchscreens / brochures)
- Moira Furnace - operates on seasonal opening but normally closed evenings
- Events organised on a variety of times/places

### **Availability of Staff/Resources**

### **Methods of communication to the public (external) and internally**

#### **Externally:**

- Press releases, Editorial, Adverts, Vision newspaper (unsure if these are available in different formats)
- Website (Text size adjustable and screen reader can be used, Web-pages can be translated into different languages through the use of Babel Fish.
- Newsletters, leaflets (Available in different formats using Council services)
- Notice boards (Town Centres, district, libraries and community venues)
- Local Radio and Media contacts
- Direct Mail
- Networking by Partnerships

#### **Internally:**

- Communications Bulletin, Intranet (Text size adjustable and screen reader can be used.
- Inner Vision, Leisure & Culture newsletter (Available in different formats using Council services)
- Notice boards and Staff Information Point

**How will the results of the EIA feed into the Service and Financial planning process?**

- Through a single Leisure & Culture EIA Improvement Plan and monitored as part of the Leisure & Culture Smart Plan 08/09 Smart Plan.

**Future Monitoring and Consultation**

**How and when will the policy be monitored?**

**Identify areas for future consultation and any barriers to participation in consultation with proposals to overcome these.**

- Monitoring to take place annually through Smart Plan and Improvement Plans
- Consultation planner to be reviewed annually

## **PART 4: MEASURES TO REDUCE DISPROPORTIONATE OR ADVERSE IMPACT – POSITIVE IMPACT**

**Specify measures that can be taken to remove or minimise the disproportionate impact or adverse effect identified. If none were identified, identify how disproportionate impact or adverse effect could be avoided in the future.**

### **RACE:**

- Collection of consistent information through appropriate channels ie. Agreed activities and events
- To review how to target this group

### **GENDER:**

- To monitor information annually to ensure proportional representativeness

### **DISABILITY:**

- To review how to communicate with this group
- Identify key contacts to engage with this group
- To encourage building disability audits with partners ie. Independent museums, visitor attractions

### **AGE:**

- To collate information and ensure proportional representativeness
- To work closely with Youth Council to ensure proportional representativeness
- Identify key contacts to engage with this group
- Target promotion of activities to 60 years and older groups across the District.

### **RELIGION/BELIEF:**

- Ascertain how religion is categorised and collate information as required

### **SEXUAL ORIENTATION:**

- Ascertain how sexual orientation is categorised and collate information as required

**OTHER GROUPS:**

**PART 5 – EQUALITY ACTION PLAN**

<b>Recommendation</b>	<b>Key activity</b>	<b>Responsible Officer</b>	<b>Milestones</b>	<b>Progress</b>	<b>Date of completion</b>
To collate data on all users of the service as a baseline	Develop system to collect data and monitor	Goff Lewis Julia Harley Kathy Belfield Angela Bexton	Annual Data collected		By March 2009
Review impact of service on specific target groups	Identify which groups exist in the area	Goff Lewis Helene Brown	Develop contacts		By Sept 2008
Consider Involvement of Non Users into the service	Identify ways to communicate. Develop Questionnaires to find out why they don't engage	Goff Lewis Mark Bates Kathy Belfield Julia Harley Angel Bexton	Questionnaires developed Attend meetings Monitor Feedback		By March 2009
To encourage accessibility to partner services by all users	To ensure partner services – specifically market target groups	Goff Lewis Angela Bexton Kathy Belfield	Monitor and report back		By Sept 2008