

Report of the Portfolio Holder for Leisure and Health

Events Programme 2025/261. Purpose of Report

To put forward proposals for the Council's Events Programme for 2025/26. The Events Programme supports the Corporate priorities and objectives by promoting active and healthy lifestyles in every area of Broxtowe.

2. Recommendation

Cabinet is asked to RESOLVE that the proposed Events Programme for 2025/26 be approved.

3. Detail

The Council is proactive in celebrating cultural activities in Broxtowe, as well as utilising cultural activity as a means to improve health and wellbeing, economic growth, education outcomes and reducing anti-social behaviour. The Cultural Strategy 2023-26 outlines how the Council will organise cultural programmes to enhance the Borough, as well as how it will support the local community to do the same.

As part of the Strategy, as well as managing the D.H. Lawrence Birthplace Museum and its programme of engagement and outreach work, the Council organises a programme of events each year. Historically, a number of large events have been organised by the Cultural Services Team and over 90 have been organised by other Council departments to deliver a programme of more than 100 annual events.

These range from large public events such as the Hemlock Happening, Play Days, and Christmas Light Switch On events, the latter attracting up to 3,000 people, to Green Festivals, civic events like Remembrance Sunday and Holocaust Memorial Day and small community events aimed at specific groups such as housing tenants, businesses and special interest groups.

The Events Programme aims to target areas of relative deprivation, as well as be inclusive, reflecting the diversity of the population of the Borough by taking into account factors such as age, gender, ethnic background, religious beliefs, disabilities and the needs of other groups.

The annual budget for the Council's Events Programme is £112,000. This is supplemented with external contributions from event partners including Town and Parish Councils and County Council Divisional Funds to enhance the events. A dynamic approach to event planning is therefore required depending on any additional funds available.

Delegated authority was given to the Executive Director in consultation with the Portfolio Holder at Cabinet on 7 February 2023 to identify and provide support to cultural and community events in relation to the CCity project.

Ten events took place as part of the 2024/25 programme and highlights include:

- The Hemlock Happening attracted the largest turnout in recent years with approximately 9,000 people accessing the event.
- Friday 18 took place over ten weeks on Beeston Square and featured local musicians and songwriters. This series of music events enables culture to be celebrated, become part of everyday life and encourages prosperity as outlined in the new Cultural Strategy 2023-26.
- The successful delivery of a Play Day programme with a total turnout for all events was 5,300, despite some challenging weather conditions.

In addition to the 2024 Events Programme the Council was awarded £30,000 from the Arts Council to deliver the Broxtowe Creates Festival, with cultural events and activities across the Borough throughout June. Providing over 41 additional events such as the return of Kimberley Jam, Pop Up Proms, Theatre workshops and plays, and Art Exhibitions. This funding has enhanced Broxtowe's cultural impact by offering music, art, film, theatre and literature with a focus of targeting hard to reach groups such as ethnic minorities and those with disabilities within the Borough. This has further benefitted attendees showing an improvement in wellbeing and reduction in isolation by engaging with these events.

Key learnings from the 2024/25 Events Programme is that by providing free community events such as the Hemlock Happening and Play Days, a wider range of individuals can participate which is demonstrated in the turnout figures, leading to increased engagement and a stronger sense of community. Council events focus on being inclusive of families on low incomes, disabilities, those that are vulnerable within our communities by providing events such as Wellbeing Walks, painting sessions and sensory Santa visits.

In addition, the Council will continue to improve contingency plans in the instance of bad weather, as currently events take place outdoors in parks, open spaces and town centres. Finding new ways to adapt events in the face of for example, unpredictable weather, will reduce the need for events to be cancelled as well as loss of income.

The Programme has been reviewed using the data captured during the year, including factors such as turnout, feedback and costs. The analysis has informed the plans for 2025/26 and helped outline a programme of popular, existing events, as well as new events which provide both good value for money and an attractive offering to residents.

The 2024/25 Event Programme analysis is contained in **Appendix 1**. The proposed Programme for 2025/26 is shown in **Appendix 2**. Further details about specific events in order to put the costs in context are provided in **Appendix 3**, with an example of other events organised by the Council shown in **Appendix 4**.

The team is also working with internal partners to measure the environmental impact of existing and future events. This will be achieved by creating baseline

assessments of the CO₂ emissions produced for each event and the data will be utilised in an attempt to identify ways to lessen the impact for future events.

The impact will be measured using data on numbers of visitor and stall holder vehicles, distances travelled, the number and type of generators on each event site and the waste generated per event. In addition, single use plastics will no longer be used at Council events and an electric power source capable of being charged on site by photovoltaic panels has been purchased.

4. Financial Implications

The comments from the Head of Finance Services were as follows:

The annual base budget for the Events Programme is £112,500. The cost is funded from a mixture of external contributions from event partners and the Council's own General Fund reserve balances. The Events and Cultural Services team will continue to seek supplementary external funding wherever possible to enhance the events programme.

5. Legal Implications

The comments from the Monitoring Officer / Head of Legal Services were as follows:

Whilst there are no direct legal implications arising from this report it is important to note any event agreements or licences should include appropriate contractual terms to ensure that the Council's liability is limited and that any risks are managed and mitigated

6. Human Resources Implications

Not applicable.

7. Union Comments

Not applicable.

8. Climate Change Implications

The comments from the Climate Change Manager were as follows:

It is important to monitor and measure the carbon emissions for events in order to gain a comprehensive understanding of their environmental impact. The data collated by the Environment and Events teams will serve as a foundation for implementing strategies to mitigate and reduce emissions. This will lead to a more sustainable approach to event delivery.

9. Data Protection Compliance Implications

This report does not contain any [OFFICIAL (SENSITIVE)] information and there are no Data Protection issues in relation to this report.

10. Equality Impact Assessment

An Equality Impact Assessment is included at **Appendix 5**.

11. Background Papers

Nil.

Appendix 1

2024/25 Events Programme Analysis

This appendix contains the full events programme for 2024/25 and data linked to attendance and costs.

Turnout is calculated as follows:

- Free town centre events: Max crowd capacity is measured for the location. An estimation is made based on how full the area is at a given time, less any significant structures. Following best practice, the calculation is 1 person per 0.5m²
- Free events on parks: As with town centre events, supported by clicker snapshots and flow of vehicles utilising parking provided on site.
- Where an event is an activity, such as CCity projects, turn out represents the number of people engaged through the project.

| Event | Date | Corporate priority | Turnout | Cost to Council £ | Cost to the Council per visitor | Generated Income (admissions and ground rent) | Partner/ Town Council Contributions £ | Total cost £ | Total Cost per visitor £ | Comments |
|---------------------|--------|---------------------|---------|-------------------|---------------------------------|---|---------------------------------------|--------------|--------------------------|---|
| Hemlock Happening | June | Health/ Environment | 9000 | 17523 | 1.94 | 4353 | 4750 | 26626 | 2.95 | Attendance increased by 1500 in comparison to 2023 and increase in stallholders. |
| Stapleford Play Day | August | Health | 1800 | 5295 | 2.94 | 449 | 3000 | 8744 | 4.85 | Extreme heat saw that attendees didn't stay as long at the event in comparison to previous years. |
| Eastwood Play Day | August | Health/ Environment | 1500 | 5595 | 3.75 | 402 | 3000 | 8997 | 5.99 | |

| Event | Date | Corporate priority | Turnout | Cost to Council £ | Cost to the Council per visitor | Generated Income (admissions and ground rent) | Partner/ Town Council Contributions £ | Total cost £ | Total Cost per visitor £ | Comments |
|---------------------------------------|-------------|---|---------|-------------------|---------------------------------|---|---------------------------------------|--------------|--------------------------|---|
| Chilwell Play Day | August | Health | 600 | 6395 | 10.65 | 449 | 0 | 6844 | 11.40 | |
| Kimberley Play Day | August | Health | 400 | 6095 | 15.23 | 449 | 1000 | 7544 | 18.86 | Rain all day at the event resulted in low turnout figures. KTC contributed to cost of event for 2024/25. |
| Beeston Play Day | July | Health | 1000 | 5845 | 5.84 | 449 | 0 | 6294 | 6.29 | There was a delay to the start of the event due to a thunderstorm which resulted in a slight reduction of turnout. |
| Friday18 series | June-August | Business Growth, Health, Community Safety | 869 | 1500 | 1.72 | 0 | 0 | 1500 | 1.72 | £259 total expenditure on reusable promotional banners. Increase in turnout in comparison to 2023, with a new addition of advertising on A Frames at the events so people could see who else would be performing. Purchase of chairs which will not be a cost in 25/26. |
| D.H. Lawrence Festival | September | Health/Business Growth | 7483 | 1856.50 | 0.24 | 0 | 500 | 2356.50 | 0.31 | An increase in attendance this year due to the extended festival and the addition of the Museum being a venue for the music festival. |
| Stapleford Christmas Lights Switch On | November | Business Growth | 600 | 6400 | 10.66 | 293.50 | 6250 | 12943.50 | 21.57 | Only Santa's Grotto and a small number of rides could take place due to Storm Bert and the lights switched on by the Mayor but with no staging/PA system. |
| Eastwood Christmas Lights Switch On | November | Business Growth | 3500 | 7287 | 2.08 | 1278.50 | 9000 | 17565.50 | 5.01 | This attendance is an increase of 300 compared to 2023. Eastwood is the biggest event which requires more road closures and an increase in security. |

| Event | Date | Corporate priority | Turnout | Cost to Council £ | Cost to the Council per visitor | Generated Income (admissions and ground rent) | Partner/ Town Council Contributions £ | Total cost £ | Total Cost per visitor £ | Comments |
|------------------------------------|------------|---|--------------|-------------------|---------------------------------|---|---------------------------------------|------------------|--------------------------|---|
| Beeston Christmas Lights Switch On | November | Business Growth | 5000 | 13142 | 2.62 | 862 | 500 | 14504 | 2.90 | This attendance is an increase of 500 compared to 2023. |
| Wellbeing Walks | Ongoing | Health | 200 | 0 | 0 | 0 | 0 | 0 | 0 | |
| C City Project | Ongoing | Business Growth, Health, Community Safety | | 20,000 | | | 0 | 20000 | | Activity so far this year has included the launch of the CCity cookbook, supporting the ABC Arts Trail funding workshop and exhibitions. Supporting the Wonderful Women of Broxtowe exhibition which included the Mayor of Broxtowe and Chief Executive of Broxtowe Borough Council. Providing and supporting a CCity stage at Oxjam in Beeston. Supporting an exhibition project as part of the History and Custom strand the D.H. Lawrence Museum has led on. The Effect of Art on All working to improve resident wellbeing and reduce social isolation. |
| Other events costs | N/A | N/A | N/A | 6,331.96 | N/A | N/A | N/A | 6,331.96 | | Other costs are associated with running the events programme but cannot be attributed to specific events including the licences required to play live or recorded music at events, van hire to transport equipment to and from events etc. |
| TOTAL | N/A | N/A | 24269 | 103265.46 | | 8985 | 28000 | 137140.46 | N/A | An increase of £4,053 in generated income from ground rent and partner/town council contributions in comparisons to 2023/24. |

Appendix 2

Proposed 2025/26 Events Programme

Again this year, events organised by the D.H. Lawrence Birthplace Museum have been incorporated into the Events Programme to help provide a full picture of Council organised cultural and heritage events.

Event costs have been increased in line with the current rate of inflation. Contribution from partners/Town Councils and income is estimated on the previous year's insights and there is a risk that these may not be achieved. Where this is the case, the event will be adapted to suit the total budget available.

Turn out has been calculated using the same measures as detailed in Appendix 1. Target turnout has been increased to account for the Museum events, as well as increased engagement with local groups and promotion of the events.

| Event | Date | Corporate priority | Target Turnout | Cost to Council £ | Cost to the Council per visitor | Estimated Generated Income (admissions and ground rent) | Estimated Partner/ Town Council Contributions | Total cost | Cost per visitor | Comments |
|------------------------|------------------|-------------------------|----------------|-------------------|--------------------------------------|---|---|--------------------------------------|------------------|--|
| Gin & Gaslight | April | Business Growth | 25 | 180 | 0 (as generated income offsets cost) | 360 | 0 | 0 (as generated income offsets cost) | 0 | Popular events that broaden the demographic of existing visitors to the Museum. The income generated enables them to be cost neutral and afford a small profit. |
| Hemlock Happening | June | Health/ Environment | 8000 | 17500 | 2.1 | 4353 | 4750 | 26603 | 3.32 | |
| D.H. Lawrence Festival | July - September | Health/ Business Growth | 7200 | 1800 | 0.25 | 0 | 500 | 2300 | 0.319 | As the extended programme was so successful in 2024/25 we plan to repeat this in 2025/26. The festival will be co-produced with partners including the D.H. Lawrence Society, Haggs Farm Preservation Society and D.H. Lawrence Music Festival. Activities would include: <ul style="list-style-type: none"> The D.H. Lawrence Music Festival |

| Event | Date | Corporate priority | Target Turnout | Cost to Council £ | Cost to the Council per visitor | Estimated Generated Income (admissions and ground rent) | Estimated Partner/ Town Council Contributions | Total cost | Cost per visitor | Comments |
|---------------------|--------|---------------------|----------------|-------------------|---------------------------------|---|---|------------|------------------|--|
| | | | | | | | | | | <ul style="list-style-type: none"> • Children's writing competition awards event • Talks, lectures • Performances • Signposting to other summer events like Play Days <p>Opportunities will be sought to request partner contributions to support the event.</p> |
| Stapleford Play Day | August | Health | 1900 | 6000 | 3.15 | 449 | 3000 | 9449 | 4.79 | Event historically supported by Stapleford Town Council. Any additional monies will be used to enhance the event further. |
| Eastwood Play Day | August | Health/ Environment | 1600 | 6000 | 3.75 | 405 | 3000 | 9405 | 5.87 | Event historically supported by Eastwood Town Council. Any additional monies will be used to enhance the event further. |
| Chilwell Play Day | August | Health | 700 | 6000 | 8.57 | 400 | 0 | 6400 | 9.14 | There is no Town Council to support the event so where possible, opportunities will be sought to enhance the event through business sponsorship. |
| Kimberley Play Day | August | Health | 1,000 | 6000 | 6 | 449 | 1000 | 7449 | 7.44 | Event was supported by Town Council in 2024 will propose the same arrangement for 2025, but other opportunities will be sought to enhance and support. |
| Beeston Play Day | July | Health | 1,200 | 6000 | 5 | 449 | 0 | 6449 | 5.37 | There is no Town Council to support the event so where possible, opportunities will be sought to enhance the event through business sponsorship. |

| Event | Date | Corporate priority | Target Turnout | Cost to Council £ | Cost to the Council per visitor | Estimated Generated Income (admissions and ground rent) | Estimated Partner/ Town Council Contributions | Total cost | Cost per visitor | Comments |
|---------------------------------------|-------------|---|----------------|-----------------------------|--------------------------------------|---|---|--------------------------------------|------------------|---|
| Friday 18 series | June-August | Business Growth, Health, Community Safety | 900 | 1200 | 1.33 | 0 | 0 | 1200 | 1.33 | It is proposed for the 2025/26 programme to run for 8 weeks across July and August, with a two-hour special finale again after success of 24/25. The budget will enable performers to be given a small donation as a thanks for performing for the second year. Some costs will be reduced as items are reusable. |
| Broxtowe Green Festival | September | Health/ Environment | 600 | Met from Environment budget | N/A | 0 | 0 | N/A | N/A | Event Management provided by the team in conjunction with the Environment Team. |
| Gin & Gaslight | November | Business Growth | 25 | 180 | 0 (as generated income offsets cost) | 360 | 0 | 0 (as generated income offsets cost) | 0 | Popular events that broaden the demographic of existing visitors to the Museum. The income generated enables them to be cost neutral and afford a small profit. |
| Stapleford Christmas Lights Switch On | November | Business Growth | 2,800 | 6,500 | 2.32 | 300 | 6250 | 13050 | 4.66 | Opportunities for business sponsorship will also continue to be sought. |
| Eastwood Christmas Lights Switch On | November | Business Growth | 3,500 | 7,300 | 2.08 | 1200 | 9000 | 17500 | 5 | Opportunities for business sponsorship will also continue to be sought. |
| Beeston Christmas Lights Switch On | December | Business Growth | 4,800 | 13,300 | 2.77 | 800 | 500 | 14600 | 3.04 | There is no Town Council to support the event so where possible, opportunities will be sought to enhance the event through business sponsorship. |

| Event | Date | Corporate priority | Target Turnout | Cost to Council £ | Cost to the Council per visitor | Estimated Generated Income (admissions and ground rent) | Estimated Partner/ Town Council Contributions | Total cost | Cost per visitor | Comments |
|-----------------------|---------|---|----------------|----------------------------------|---------------------------------|---|---|------------|------------------|---|
| Wellbeing Walks | Ongoing | Health | 300 | 0 | 0 | 0 | 0 | 0 | 0 | Monthly wellbeing walks provide opportunities to improve physical and mental wellbeing, as well as connection to local history, heritage and the D.H. Lawrence legacy. |
| Exhibitions programme | Ongoing | Business Growth, Health | 600 | Met from existing museum budgets | N/A | 0 | 0 | 0 | N/A | A programme of five exhibitions at the D.H. Lawrence Birthplace Museum including a mixture of community and heritage-led exhibits to showcase local heritage and a culture and attract new audiences to the museum. |
| C City Project | Ongoing | Business Growth, Health, Community Safety | 2,100 | 20,000 | 9.52 | 0 | 0 | 20,000 | 9.52 | Activity will focus on the themes of: <ul style="list-style-type: none"> • Music • Sport • History and custom • Food and lifestyle • Theatre and Literature • Cinema and Film • Visual arts • Youth Parliament Planned activity includes the D.H. Lawrence Writing competition. |

| Event | Date | Corporate priority | Target Turnout | Cost to Council £ | Cost to the Council per visitor | Estimated Generated Income (admissions and ground rent) | Estimated Partner/ Town Council Contributions | Total cost | Cost per visitor | Comments |
|--------------------|------------|--------------------|----------------|-------------------|---------------------------------|---|---|---------------|------------------|--|
| Other events costs | N/A | N/A | N/A | 7,500 | | N/A | N/A | 7,500 | N/A | Other costs are associated with running the events programme but cannot be attributed to specific events including the licences required to play live or recorded music at events, van hire to transport equipment to and from events etc. |
| TOTAL | N/A | N/A | 37,250 | 105460 | N/A | 10779 | 28000 | 141905 | N/A | |

Appendix 3**Specific event details**80th Anniversary of VE Day

The Mayor of Broxtowe will host an official flag raising to mark the day and will host an afternoon tea to invite veterans to thank them for their service and share stories. Hemlock Happening will reflect the 1940s will activities and decoration.

Play Days

As each site is unique, so is the infrastructure required to facilitate the events.

All sites require the hire of mobile public toilet facilities for the events. In addition, a low level security and stewarding presence is required to facilitate safe parking and ensure the safety of attendees.

Beeston Play Day is held on Broadgate Park and does not have any public parking. Some additional security is required to guard the pavilion that is utilised as a location for event control, employees, performers and as a welfare facility.

Eastwood Play Day is held on split levels of Coronation Park. This requires more stewards to safely manage the parking and also front gate security to control infrastructure and stall vehicular access to the event site.

Christmas Lights

As each town centre is unique, so is the infrastructure required to facilitate the events.

The large turnout for each event requires ambulances as well as First Responder support.

The firework sites all require a security presence to ensure crowd safety and restrict access to fall out and firing zones.

The Christmas Lights Switch on event in Eastwood requires additional security to facilitate road closures along Nottingham Road.

All of the events require marquees to support the market areas at each event.

Appendix 4

Other annual events organised by the Council which can be promoted as part of our wider events offer.

Civic Office

- Remembrance (Event support provided by Cultural Services)
- Holocaust Memorial Day
- Civic Service
- Merchant Navy Day
- Commonwealth Flag Raising
- Armed Forces Flag Raising
- Mayor's charity events
- Mayor's community events
- 80th Anniversary of VE Day

Environment

- Days of action: Combined Housing and Environment events
- Waste Action Days
- Clean and Green Community Litter picks
- School Engagement Events
- Local Community Talks including CAT Meetings
- Dog Fouling Prevention Events
- Bulb/Tree Planting/Play area Events
- Bramcote Crematorium Open Days and Services

Community Safety

- Cultural and community cohesion events
- Anti-social behaviour prevention and engagement events
- Partner events including health and wellbeing and dementia
- Dementia Friends Training events
- Holiday Activities and Food Programme
- White Ribbon Events

Housing

- Community Clean Up
- Older Persons Week Events
- Pop-up stall

Economic Development

- Food and Drink events
- Beeston Light Night
- Markets

Appendix 5**Equality Impact Assessment**

The Equality Act 2010 replaces the previous anti-discrimination laws with a single Act. It simplifies the law, removing inconsistencies and making it easier for people to understand and comply with it. It also strengthens the law in important ways, to help tackle discrimination and equality. The majority of the Act came into force on 1 October 2010.

Public bodies are required in it to have due regard to the need to:

- eliminate unlawful discrimination, harassment, victimisation and any other conduct prohibited under the Act
- advance equality of opportunity between people who share a protected characteristic and people who do not share it, and
- foster good relations between people who share a protected characteristic and people who do not share it.

The public sector Equality Duty came into force on 5 April 2011. The duty ensures that all public bodies play their part in making society fairer by tackling discrimination and providing equality of opportunity for all. It ensures that public bodies consider the needs of all individuals in their day to day work – in shaping policy, delivering services and in relation to their own employees.

The Equality Duty encourages public bodies to understand how different people will be affected by their activities so that policies and services are appropriate and accessible to all and meet different people's needs. By understanding the effect of their activities on different people, and how inclusive public services can support and open up people's opportunities, public bodies are better placed to deliver policies and services that are efficient and effective.

The new equality duty replaces the three previous public sector equality duties, for race, disability and gender. The new equality duty covers the following protected characteristics:

- age
- disability
- gender reassignment
- pregnancy and maternity
- race – this includes ethnic or national origins, colour or nationality
- religion or belief – including lack of belief
- sex
- sexual orientation.

It also applies to marriage and civil partnership, but only in respect of the requirement to have due regard to the need to eliminate discrimination.

Having due regard means consciously thinking about the three aims of the equality duty as part of the process of decision-making. This means that consideration of equality issues must influence the decisions reached by public bodies, including how they act as employers, how they develop, evaluate and review policies, how they design, deliver and evaluate services, and how they commission and procure from others.

Having due regard to the need to advance equality of opportunity involves considering the need to:

- remove or minimise disadvantages suffered by people due to their protected characteristics
- meet the needs of people with protected characteristics, and
- encourage people with protected characteristics to participate in public life or in other activities where their participation is low.

Fostering good relations involves tackling prejudice and promoting understanding between people who share a protected characteristic and others.

Complying with the equality duty may involve treating some people better than others, as far as this is allowed by discrimination law. For example, it may involve making use of an exception or the positive action provisions in order to provide a service in a way which is appropriate for people who share a protected characteristic.

The Equality Duty also explicitly recognises that disabled people's needs may be different from those of non-disabled people. Public bodies should therefore take account of disabled people's impairments when making decisions about policies or services. This might mean making reasonable adjustments or treating disabled people better than non-disabled people in order to meet their needs.

There is no explicit requirement to refer to the Equality Duty in recording the process of consideration but it is good practice to do so. Keeping a record of how decisions were reached will help public bodies demonstrate that they considered the aims of the Equality Duty. Keeping a record of how decisions were reached will help public bodies show how they considered the Equality Duty. Producing an Equality Impact Assessment after a decision has been reached will not achieve compliance with the Equality Duty.

It is recommended that assessments are carried out in respect of new or revised policies and that a copy of the assessment is included as an appendix to the report provided to the decision makers at the relevant Cabinet, Committee or Scrutiny meeting.

Where it is clear from initial consideration that a policy will not have any effect on equality for any of the protected characteristics, no further analysis or action is necessary.

Public bodies should take a proportionate approach when complying with the Equality Duty. In practice, this means giving greater consideration to the Equality Duty where a policy or function has the potential to have a discriminatory effect or impact on equality of opportunity, and less consideration where the potential effect on equality is slight. The Equality Duty requires public bodies to think about people's different needs and how these can be met.

EQUALITY IMPACT ASSESSMENT (EIA)

| | | | |
|---|---|--|--|
| Directorate: | Communications, Cultural and Civic Services | Title of the Lead Officer responsible for EIA | Principal Communications and Cultural Services Officer |
| Name of the policy or function to be assessed: | | Events Programme 2025-26 | |
| Title of the Officer undertaking the assessment: | | Principal Communications and Cultural Services Officer | |
| Is this a new or an existing policy or function? | | New | |
| <p>1. What are the aims and objectives of the policy or function?</p> <p>Aim To deliver a programme of events activity which attracts a wide range of visitors from the local community and supports the aims of the Cultural Strategy 2023-26.</p> <p>Objectives</p> <ol style="list-style-type: none"> 1. Provide a diverse programme of cost-effective Council organised events for the local community to enjoy. 2. Promote and enhance the wider cultural events and activities that take place in the Borough. 3. Provide engagement opportunities for local groups, businesses, artists and creative practitioners to promote their work. <p>Provide engagement opportunities to support wider objectives to support the Borough such as education, reducing anti-social behaviour, economic development and health and wellbeing.</p> | | | |
| <p>2. What outcomes do you want to achieve from the policy or function?</p> | | | |
| <p>3. Who is intended to benefit from the policy or function?</p> | | | |

| | | | |
|---|---|---|--|
| Directorate: | Communications, Cultural and Civic Services | Title of the Lead Officer responsible for EIA | Principal Communications and Cultural Services Officer |
| 4. Who are the main stakeholders in relation to the policy or function? | | | |
| 5. What baseline quantitative data do you have about the policy or function relating to the different equality strands? <ul style="list-style-type: none"> • Turnout figures • Data on the reach of promotion and advertising • Number of groups engaged with • Museum visitor figures • Research from Arts Council, The Cornerstones of Culture: Commission on Culture and Local Government report • The Museum Development England Annual Museum Survey 2022: East Midlands Report | | | |
| 6. What baseline qualitative data do you have about the policy or function relating to the different equality strands? <ul style="list-style-type: none"> • Ward profiles • Electoral data • Cultural map | | | |
| 7. What has stakeholder consultation, if carried out, revealed about the nature of the impact? Resident, steering group and Town Council partner feedback is utilised to make positive changes to each event within the programme. | | | |
| 8. From the evidence available does the policy or function affect or have the potential to affect different equality groups in different ways? In assessing whether the policy or function adversely affects any particular group or presents an opportunity for promoting equality, consider the questions below in relation to each equality group: The events programme does not adversely impact on any particular group and is able to be accessed by as many different groups as is possible. The programming of activity contained within the events encourages the promotion of diversity through the inclusion of performers, artists, local charities and interest groups from diverse backgrounds and interests. | | | |

9. Does the policy or function target or exclude a specific equality group or community? Does it affect some equality groups or communities differently? If yes, can this be justified?

No.

10. Is the policy or function likely to be equally accessed by all equality groups or communities? If no, can this be justified?

Yes.

11. Are there barriers that might make access difficult or stop different equality groups or communities accessing the policy or function?

Where barriers are identified, reasonable adjustments are made to ensure that these can be removed or the impact lessened. The cultural map will further support this by providing better engagement opportunities with different groups when planning the event programme.

12. Could the policy or function promote or contribute to equality and good relations between different groups? If so, how?

As part of the wider Cultural Strategy 2023-26, the Event Programme is designed to celebrate Broxtowe's varied cultural and heritage offer and so is a tool by which to encourage people to come together and foster good community relations.

13. What further evidence is needed to understand the impact on equality?

Continued cultural mapping exercise and consultation with these groups to identify the potential barriers to engagement and ways to overcome them.

9. On the basis of the analysis above what actions, if any, will you need to take in respect of each of the equality strands?

Age: Engaging with specific community groups such as lunch clubs and youth groups in this area to better understand the barriers to engagement and the types of cultural events which could be considered to provide a range of age groups with opportunities to attend.

Disability: Engagement and consultation on the event programme and planning of the events via the Disability Forum to identify barriers to engagement and make improvements.

Gender: Identifying specific groups to engage with on barriers to engagements such as women's and men's activity and support groups.

Gender Reassignment: Identifying specific groups to engage with on barriers to engagements such as women's and men's activity and support groups.

Marriage and Civil Partnership: Identifying specific groups to engage with on barriers to engagements.

Pregnancy and Maternity: Identifying specific groups to engage with on barriers to engagements the NHS trust and support groups.

Race: Engaging with specific community groups such as non-English speaking groups, community groups and faith groups in this area to better understand the barriers to engagement and the types of cultural events which could be considered to provide a range of age groups with opportunities to attend.

Religion and Belief: Engaging with faith groups within the community to better understand the barriers to engagement and the types of cultural events which could be considered to provide a range of age groups with opportunities to attend.

Sexual Orientation: Identifying specific groups to engage with on barriers to engagements.

Care Experience: Engaging with carers within the community to better understand the barriers to engagement, for example the Disability Group.

Executive Director: Kevin Powell

I am satisfied with the results of this EIA. I undertake to review and monitor progress against the actions proposed in response to this impact assessment.

Signature:

Executive Director:

I am satisfied with the results of this EIA. I undertake to review and monitor progress against the actions proposed in response to this impact assessment.

Signature: Executive Director