

EQUALITY IMPACT ASSESSMENT (EIA)

Directorate: **Communications, Cultural and Civic Services Manager**

Lead officer responsible for EIA: **Principal Communications and Cultural Services Officer**

Name of the policy or function to be assessed: **Events Programme 2026-27**

Names of the officers undertaking the assessment: **Principal Communications and Cultural Services Officer**

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

1. What are the aims and objectives of the policy or function?

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.

Objectives

Provide a diverse programme of cost-effective Council organised events for the local community to enjoy.

Promote and enhance the wider cultural events and activities that take place in the Borough.

Provide engagement opportunities for local groups, businesses, artists and creative practitioners to promote their work.

Provide engagement opportunities to support wider objectives to support the Borough such as education, reducing anti-social behaviour, economic development and health and wellbeing.

2. What outcomes do you want to achieve from the policy or function?

Well attended, cost effective event programme.

Opportunities for a diverse group of people to take part in cultural events.

Positive impacts on education, reducing anti-social behaviour, economic development and health and wellbeing.

3. Who is intended to benefit from the policy or function?

Residents
Employees
Volunteers
Partner bodies and organisations
Business community
Local groups

4. Who are the main stakeholders in relation to the policy or function?

Residents
Community Groups
Business Community

5. What baseline quantitative data do you have about the policy or function relating to the different equality strands?

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: East Midlands Report

6. What baseline qualitative data do you have about the policy or function relating to the different equality strands?

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.

During the 2026/27 programme more attendee feedback will be captured.

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:

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?

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

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

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

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

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.

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.

Marriage and Civil Partnership: Listening and responding to feedback to ensure that this group is engaged. Proactive engagement with appropriate groups and stakeholders who have a special interest in this area.

Pregnancy and Maternity: Listening and responding to feedback to ensure that this group is engaged. Proactive engagement with appropriate groups and stakeholders who have a special interest in this area.

Race: Identifying areas in the Borough with higher populations of different ethnic groups and engaging with them on the event programme, including promotion of their own cultural events as part of the wider cultural programme and understanding their needs.

Religion and Belief: Identifying areas in the Borough with higher populations of different religious and belief groups and engaging with them on the event programme, including promotion of their own cultural events as part of the wider cultural programme and understanding their needs

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

10. Head of Service:

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 of Head of Service: 