

## EQUALITY IMPACT ASSESSMENT - TRAFFORD COUNCIL

A. Summary Details		
1	Title of EIA:	Finance and Change: Waterside Arts increased engagement and revenue
2	Person responsible for the assessment:	Simon Davis
3	Contact details:	<a href="mailto:Simon.davis@trafford.gov.uk">Simon.davis@trafford.gov.uk</a> 07870 375448
4	Section & Directorate:	Customer Service, Libraries and Culture – Strategy and Resources
5	Name and roles of other officers involved in the EIA, if applicable:	N/A

B. Policy or Function		
1	Is this EIA for a policy or function?	Policy <input type="checkbox"/> Function <input checked="" type="checkbox"/>
2	Is this EIA for a new or existing policy or function?	New <input type="checkbox"/> Existing <input type="checkbox"/> Change to an existing policy or function <input checked="" type="checkbox"/>
3	What is the main purpose of the policy/function?	The F&C business case for Waterside Arts is to increase revenue by increasing engagement and improving processes. The majority of this will be enabled by implementing a new ticketing system that will improve processes and enable greater functionality.
4	Is the policy/function associated with any other policies of the Authority?	Linked to the Cultural Strategy

5	Do any written procedures exist to enable delivery of this policy/function?	No
6	Are there elements of common practice not clearly defined within the written procedures? If yes, please state.	N/A
7	Who are the main stakeholders of the policy? How are they expected to benefit?	Residents
8	How will the policy/function (or change/improvement), be implemented?	<p>Various, including –</p> <ul style="list-style-type: none"> <li>• software implementation for processing the sale of tickets</li> <li>• new events and activities</li> <li>• increased marketing</li> <li>• upselling opportunities i.e., selling more activities and goods e.g., enabling multiple events to be bought at once, pre-ordering arrival/interval drinks and programmes, “pay it forward” ticket options, gift shop items and 3<sup>rd</sup> party offers (e.g., pre-theatre meal vouchers) etc.</li> </ul>
9	What factors could contribute or detract from achieving these outcomes for service users?	Delays to the new ticketing software will impact the deliverability of the changes
10	Is the responsibility for the proposed policy or function shared with another department or authority or organisation? If so, please state?	No, however heavily reliant on the IT and Digital Team

### C. Data Collection on People Impacted by Policy or Function

1	Do you have monitoring data on the number of people (from different equality groups) who are using or are potentially impacted upon by your policy/ function?	No
2	Please specify monitoring information you have available and attach relevant information*.	N/A
3	If monitoring has NOT been undertaken, will it be done in the future or do you have access to relevant monitoring data?	Monitoring is undertaken at some events and activities

*\*Your monitoring information should be compared to the current available census data to see whether a proportionate number of people are taking up your service*

<b>D. Consultation &amp; Involvement</b>		
1	Are you using information from any previous consultations and/or local/national consultations, research or practical guidance that will assist you in completing this EIA?	No
2	Please list any consultations planned, methods used and groups you plan to target. (If applicable)	None

3	<b>**What barriers, if any, exist to effective consultation with these groups and how will you overcome them?</b>	None
---	---	------

*\*\*It is important to consider all available information that could help determine whether the policy/ function could have any potential adverse impact. Please attach examples of available research and consultation reports*

**E: The Impact – Identify the potential impact of the policy/function on different equality target groups**

*The potential impact could be negative, positive or neutral. If you have assessed negative potential impact for any of the target groups you will also need to assess whether that negative potential impact is high, medium or low ☐*

	Positive	Negative (please specify if High, Medium or Low)	Neutral	Reason
<b>Sex</b>			✓	The main impact will be an improved customer experience for everyone
Pregnant women & women on maternity leave			✓	The main impact will be an improved customer experience for everyone
Gender Reassignment			✓	The main impact will be an improved customer experience for everyone
Marriage & Civil Partnership			✓	The main impact will be an improved customer experience for everyone

<b>Race-</b> include race, nationality & ethnicity (NB: the experiences may be different for different groups)			✓	The main impact will be an improved customer experience for everyone
<b>Disability</b> – physical, sensory & mental impairments			✓	The main impact will be an improved customer experience for everyone
<b>Age Group</b> - specify e.g. older, younger etc.			✓	The main impact will be an improved customer experience for everyone
<b>Sexual Orientation</b> – Heterosexual, Lesbian, Gay Men, Bisexual people			✓	The main impact will be an improved customer experience for everyone
<b>Religious/Faith groups</b> (specify)			✓	The main impact will be an improved customer experience for everyone

**As a result of completing the above what is the potential negative impact of your policy?**

High ☐

Medium ☐

Low ☐

Neutral ☒ X

**F. Could you minimise or remove any negative potential impact? If yes, explain how.**

Race:	N/A
Sex & Gender, including pregnancy & maternity, gender reassignment, marriage & civil partnership	N/A
Disability:	N/A
Age:	N/A

Sexual Orientation:		N/A
Religious/Faith groups:		N/A
Also consider the following:		
1	If there is an adverse impact, can it be justified on the grounds of promoting equality of opportunity for a particular equality group or for another legitimate reason?	N/A
2	Could the policy have an adverse impact on relations between different groups?	N/A
3	If there is no evidence that the policy <i>promotes</i> equal opportunity, could it be adapted so that it does? If yes, how?	Additional marketing capabilities will give greater opportunity to market Waterside Arts to specific groups.

### G. EIA Action Plan

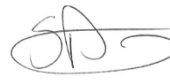
Recommendation	Key activity	When	Officer Responsible	Progress milestones
None				

--	--	--	--	--

*Please ensure that all actions identified are included in the attached action plan and in your service plan.*

Signed  
Lead Officer  
Date

Signed  
Service Head  
Date

  
Simon Davis  
30/1/24

*If this EIA is to accompany a budget proposal please include sign off from a member of CLT:*

Signed



CLT Member Sara Saleh

Date 1<sup>st</sup> February 2024