

Equality Impact Assessment Report

Name of policy, procedure or function: Town Centre Events

**Service Area:
Regeneration**

**Team Members: Jonathan Hale, Simon Todd, Iain Kirtley, Dave
Puxley and Louise Hall**

Date: June 2006

Findings

General

The aim of the Town Centre events programme is to:

- Create a vibrant town and village centres.
- Attract new business and increase economic viability
- Improve residents' perceptions of Loughborough as a place for work, shopping and entertainment.
- Encourage community spirit and cohesion.
- Increase footfall in the Loughborough Town Centre.
- Increase number and variety of businesses in the town.
- Increase satisfaction levels for those using the Town Centre.
- Advertise Loughborough.
- Encourage pride within residents of Charnwood of Loughborough Town Centre.

Specific Equality Areas

Issues specific to equality include:

- Financial and other pressures mean that event options are sometimes limited; a limited range might exclude a particular group consistently.
- Any Town centre events risk reducing ease of access, particularly for disabled people.
- Events must be advertised in the most accessible ways
- Those in rural areas find attending events in Loughborough harder than people who live in the town.

Further Actions				
Language barrier present to those who have English as a second language or not at all.	<ul style="list-style-type: none"> • Publicity material to reference the translation service at Charnwood Borough Council. 	<ul style="list-style-type: none"> • Funds for reprinting existing material. • Corporate costs of translations 	<ul style="list-style-type: none"> • Simon Todd • Simon Todd 	<ul style="list-style-type: none"> • On new information by Sept 06 • All existing information by Jan-Mar 07
Events not varied enough to be inclusive or may unintentionally exclude groups	<ul style="list-style-type: none"> • Audit of events / days of events / foods offered etc • Gather information from local community groups about what different people want to attend 	<ul style="list-style-type: none"> • None • None – Item on Town Team Agenda 	<ul style="list-style-type: none"> • Simon Todd • Simon Todd / Jonathan Hale 	<ul style="list-style-type: none"> • Start Jan 07 through to Jan 08 • Dec 06 meeting
Congestion at events may be off putting to those who have a mobility impairment	<ul style="list-style-type: none"> • Longer opening hours for events to reduce congestion 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Simon Todd (assess where appropriate and implement) 	<ul style="list-style-type: none"> • Continued from Nov 06 (Fair)
Shopmobility may be closed while the event is still open	<ul style="list-style-type: none"> • Extend the opening hours of Shopmobility 	<ul style="list-style-type: none"> • None • Not known 	<ul style="list-style-type: none"> • Jonathan Hale 	<ul style="list-style-type: none"> • Liaise with Shop Mobility Nov 06 • Implement as decided in discussions
Non-visible conditions not catered for	<ul style="list-style-type: none"> • Invite St Johns to events – presence may offer security to sufferers 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Simon Todd 	<ul style="list-style-type: none"> • Extend to other appropriate events

				(already attend the Fair)
Certain events will exclude members of certain age groups on the grounds that they will not interest that person	<ul style="list-style-type: none"> • Create a varied programme of events. 	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Simon Todd 	<ul style="list-style-type: none"> • Include as part of event audit (Jan 07 – 08)
Events may exclude people of certain faiths	<ul style="list-style-type: none"> • Gather information with regard to days events take place, food offered etc • Consult faith groups. 	<ul style="list-style-type: none"> • As above 	<ul style="list-style-type: none"> • As above 	<ul style="list-style-type: none"> • As above
Residents of Rural areas may be disadvantaged by the location of events.	<ul style="list-style-type: none"> • Review transport arrangements (Approach Private bus firms and LCC regarding possibility of providing transport to Christmas events) • Extend where appropriate • Provide information about buses with event information • Hold spin offs of Town Centre events in other locations 	<ul style="list-style-type: none"> • None • None • None • None 	<ul style="list-style-type: none"> • Jonathan Hale • Simon Todd / Jonathan Hale • Simon Todd • Simon Todd 	<ul style="list-style-type: none"> • Nov 06 • Apr 07–08 programme • Nov / Dec 06 • Jan / Feb 07 for inclusion where appropriate in the 07 /08 programme