

Equality Impact Assessment Report Template

Name of policy, procedure or function: Town Hall Programme and Publicity		
Service Area: Arts, Heritage and Culture	Team Members: Jim Robertson, Joan Crump and Sarah Cromie	Date: 31st August 06

Findings

The Town Hall develop and market their own programme of events. The aims are:

- To create a diverse and creative programme
- To ensure the whole community know about are able to access the full range of the Town Halls performances

There is a balance between the Town Hall being a community resource and a business.

The programming and marketing team have worked hard at creating a diverse programme including culture, disability and age. They have been engaged in schools work and have an extensive distribution network. Targeted consultation work on the programme has been carried out at a number of events to find out what people want to see or do at the Town Hall

The main equality issues for the Programming and publicity are:

- Overcoming language barriers.
- Reaching those who don't currently use the service, finding out why and trying to overcome any of those barriers.
- Price can be a barrier for people on disability benefits.
- Developing stronger relationships with community groups.

Further Actions

Problem/barrier identified	Actions to overcome problem/barrier	Resources required	Responsibility	Target date
Overcome language barrier	Include language strapline on all publicity	Officer Time/Design	Joan Crump	April 07
Reaching non-users	Analysis of postcodes of mailing list to target under-represented areas	Officer Time	Joan Crump/Sarah Bailey	June 07
Ensuring all user groups are	Customer Satisfaction Survey to include equality	Officer Time	Joan Crump/Sarah	June 07

enjoying the same level of satisfaction	monitoring info etc.		Bailey	
Engagement with Gypsies and Travellers	Folk and traditional music work with gypsies and traveller groups	Officer Time	Joan Crump	Sept 07
Develop relationships with individuals and groups	Launch Ambassadors Scheme	Officer Time Printing Hospitality	Joan Crump	March 07
Increase use by faith groups	<ul style="list-style-type: none"> • Religious festivals in venue – help develop relationships • Marketing of specific shows 	Officer Time Printing	Joan Crump	Sept 07
Putting it in a business development context	Create and Implement an Audience Development and Marketing Plan	Officer Time	Jim Robertson/Joan Crump	Feb 07