

Equality Impact Assessment Record

Date of
EIA

31 March 2009

Directorate

Environment Culture & Communities

Initial Screening Record	
Activity to be assessed	Cultural Strategy
What is the activity?	<input checked="" type="checkbox"/> Policy/strategy Project <input type="checkbox"/> Function/procedure <input type="checkbox"/> <input type="checkbox"/> Review <input type="checkbox"/> Service <input type="checkbox"/> Organisational change
Is it a new or existing activity?	<input type="checkbox"/> New
Aim / objective / purpose of the activity – who is the activity designed to benefit/target?	<p>The purpose of the activity is to: Update the previous Cultural Strategy and provide a sense of direction for the delivery of services in the next five years.</p> <p>The activity is designed for: All residents of the Borough and all visitors</p>
Who is responsible for the activity?	<p>The person/section/team responsible for this policy/function is: Cultural Partnership Chief Officer: Leisure and Culture</p>
Did Step 1: Initial Screening indicate that a full EIA was necessary?	<input checked="" type="checkbox"/> Yes – full EIA completed and recorded below. <input type="checkbox"/> No – full EIA not completed therefore record ends here.
Full EIA Record	
Who are the members of the EIA team?	Chief Officer: Leisure and Culture, Director of Environment Culture and Communities
What evidence has been found to indicate that the activity might need to be amended? (Include any consultation)	<p>There were 2 periods of consultation in the production of the strategy. The first involved a statistically representative household survey and meetings with statutory organisations. The second involved a programme involving national, regional and local groups in meetings, surveys, focus groups and structured interviews with an emphasis on local groups and the public.</p> <p>As well as the household survey the groups consulted included: the Access Advisory Group, Local Disability Groups, Age Concern, the Pensioners Forum, the Youth Parliament, local schools, the Looked After Children service and six Parish and Town Councils.</p>

<p>undertaken)</p>	<p>Full details of the comments received are included in appendix C to the Strategy. Key highlights are:</p> <p>90% of respondents used parks, libraries, cinemas, community centres, youth centres, leisure centres or arts centres in the borough.</p> <p>49% of people considered countryside activities and their hobbies and recreational activities “very important”.</p> <p>75% said parks and open spaces were one of the features they valued most.</p> <p>70% of people said there was lots to see and do in Bracknell Forest.</p> <p>Perceptions of gaps in provision were arts and crafts, music, concerts, theatre, community activities, museums and libraries. People also asked for more restaurants, catering, social facilities and shops.</p>	
<p>With regard to the equalities themes, which groups might be impacted by the activity? Might any of these groups be impacted adversely?</p>	<p>Groups Impacted</p> <p><input checked="" type="checkbox"/> Race and ethnicity</p> <p><input checked="" type="checkbox"/> Disability</p> <p><input checked="" type="checkbox"/> Gender</p> <p><input checked="" type="checkbox"/> Age</p> <p><input checked="" type="checkbox"/> Sexual Orientation</p> <p><input checked="" type="checkbox"/> Religion or belief</p>	<p>Groups impacted adversely</p> <p><input type="checkbox"/> Race and ethnicity</p> <p><input type="checkbox"/> Disability</p> <p><input type="checkbox"/> Gender</p> <p><input type="checkbox"/> Age</p> <p><input type="checkbox"/> Sexual Orientation</p> <p><input type="checkbox"/> Religion or belief</p>
<p>What evidence is there to suggest an impact/adverse impact?</p>	<p>The majority of comments on the Strategy were not linked to any particular group so in addressing these issues the Cultural Strategy has the ability to have a positive impact on all groups.</p> <p>The only example of evidence indicating a potential failure for a group to gain access was that almost half the group who do not use Parks and Open Spaces were over 55, which is lower than the population in that age group.</p> <p>Young people requested new activities such as paint balling, laser quest, bike tracks and more water features in swimming pools.</p>	
<p>On what grounds can impact or adverse impact be</p>	<p>A positive impact could enrich the lives of all groups. Requests from different groups might not be acceded to because they are either very expensive or might affect other groups’ enjoyment, such as paint balling.</p>	

justified?	
Is there any current action that addresses issues for any of the groups impacted/diversely impacted?	The Cultural Strategy is a forward looking document so no activity has yet taken place. It includes plans to improve the quality of parks and countryside which will help overcome the potential reluctance of over 55's to use these spaces.
What changes will you make to the activity reduce or remove any differential/adverse impact?	<p>The whole Cultural Strategy is aimed at increasing cultural involvement of all people in Bracknell. Changes targeting specific equality strands include:</p> <ol style="list-style-type: none"> 1. Provide appropriate facilities and activities for young people from 13 – 25 years. 2. Improve disability awareness training in town centre shops and other venues. 3. Develop the Cultural Elements of the Adult Learning Programme and encourage participation. 4. Utilise research data and develop policies to try and make sure that all sections of the community enjoy equal opportunity for accessing facilities 5. Implement the actions highlighted within the Rights of Way Access Audit to remove physical barriers from ways and countryside sits in accordance with the Disability Discrimination Act. 6. Improve access for disabled people to sites by implementing in priority order the findings of the Access Audits. 7. Engage young people through the Youth Forum and investigate potential Parish/Town Sub Groups. 8. Support schools to increase the cultural content of the curriculum and after school activities. 9. All services to have action plan for taking cultural aspects of services to users eg: reading clubs for disabled / unable to get to a library. 10. Provide additional holiday play, art and sports activities for children and young people.
Into which action plan/s will these actions be incorporated?	All actions are in the action plan of the Cultural Strategy and the commitment to deliver them is in the Environment Culture and Communities Service plan.
Who is responsible for the action plan?	Cultural Partnership
Have any examples of good practise been identified as part of	None yet as the Strategy has only recently been written.

the EIA?	
Has the EIA been published on the Council website?	Yes
Who is the relevant Chief Officer and have they signed off the EIA?	Mark Devon Signature.....Mark Devon – 6 th April 2009.....
Which PMR will this EIA be reported in?	Q1 2009/10