

## Equality and Safety Impact Assessment

The **public sector Equality Duty** (Section 149 of the Equality Act) requires public bodies to have due regard to the need to eliminate discrimination, advance equality of opportunity, and foster good relations between different people carrying out their activities.

The Equality Duty supports good decision making – it encourages public bodies to be more efficient and effective by understanding how different people will be affected by their activities, so that their policies and services are appropriate and accessible to all and meet different people’s needs. The Council’s Equality and Safety Impact Assessment (ESIA) includes an assessment of the community safety impact assessment to comply with section 17 of the Crime and Disorder Act and will enable the council to better understand the potential impact of the budget proposals and consider mitigating action.

<p><b>Name or Brief Description of Proposal</b></p>	<p><b><u>Budget proposals:</u></b> Commercially sensitive: £300K target income increase across Cultural Services Museums/ Gallery</p>
<p><b>Brief Service Profile (including number of customers)</b></p>	<p>Prior to the pandemic, Cultural Services Museums/ Gallery delivered activities for over 150K visitors and participants including children, adults, communities and tourists to the city through permanent displays, temporary exhibitions, targeted learning sessions, events and outreach. These activities generated around £1M income annually.</p>
<p><b>Summary of Impact and Issues</b></p>	<p>Following Star Chamber in September 2021, Cabinet required an additional £300K income on top of the income that had been previously achieved through its venues. This represents a 38% increase from 2022/23</p> <p>In order to achieve these targets, it will require a combination of approaches and levers (e.g. pricing, positioning and marketing) and is highly contingent on the return of audiences and clients following the pandemic: footfall to the venues and associated</p>

secondary spend, take up of learning provision and events, venue hire by internal and third parties.

Venues reopened in July 21, following the easing of lockdown measures and to date has seen a positive return, albeit still below pre-pandemic thresholds.

Nationally and locally, the sector is unclear still what the market will look like in 22/23 which requires the return of cruises and other visitors to the city, as well as other customers to buy services e.g. hiring venues for corporate and private events.

Examples of the consequences of price increases beyond current pricing strategies may impact on:

- audiences from low-income backgrounds/ those less engaged or interested in what the venues have to offer (admissions)
- audiences who may have to be careful about the volume of discretionary leisure and secondary spend (admissions, retail, catering) given the pressures on their own budgets including cost of travel to venues/ events
- clients/ businesses who have less resource to spend on hiring venues and associated spend including the Council (venue hire, weddings, catering) making us less competitive than other venues
- schools and other learning audiences whose own budgets are under pressure including the cost of coach hire (learning provision – schools, adults, families) impact on our ambitions to become a UNICEF Child-friendly city

	<ul style="list-style-type: none"> <li>• It is the combination of protected characteristics that is likely to aggravate the situation for different individuals and groups</li> <li>• The drive to increase commercial returns is likely to impact on audience access and numbers to venues – the pressure to meet the target may mean that we will offer less concessions and offers for audiences that we are trying to encourage and engage with.</li> <li>• The sense of welcome and access to our venues, collections and programmes for all our visitors, but especially those in protected characteristics</li> </ul> <p>A 38% increase from 1 April 22/23 is a challenging target and whether it is sustainable will need to be kept under review as the City emerges from the pandemic. Prior to the pandemic, year on year income had been rising steadily, and we will have to recover our pre-pandemic levels, before achieving the additional £300K target. This is without investment in new products e.g. new galleries and offers.</p>
<p><b>Potential Positive Impacts</b></p>	<p>The increased income to the venues may contribute to improving the sustainability of the venues and fulfilling the purpose to preserve and make accessible Southampton’s heritage and material culture. The service is also a key part of the Council’s service provision, particularly around its City of Culture ambitions.</p> <p>The following impact assessment focuses primarily on admissions price increases which have been previously approved, to the year 2022/23. During which time we will be able to assess how customers are returning and what future pricing strategy is advisable.</p>

	<p>Other modelling work is underway including joint ticketing with other venues based in the city and new marketing campaign specifically for venues.</p> <p>There are opportunities to benefit from the city-wide Destination Management Plan (DMP) and associated partnership campaigns to help support the recovery of the city and the sector as a whole.</p> <p>The longlisting of Southampton as part of the City of Culture competition will also help to raise the profile of the city and as a prospect for potential visitors to the city.</p>
<b>Responsible Service Lead</b>	Carolyn Abel
<b>Date</b>	25.10.21

<b>Approved by Senior Manager</b>	<u>Mary D'Arcy</u>
<b>Date</b>	<u>26.10.21</u>

### Potential Impact

<b>Impact Assessment</b>	<b>Details of Impact</b>	<b>Possible Solutions &amp; Mitigating Actions</b>
<b>Age</b>	<p>Increasing of the concession age may deter people in the 60+ bracket, as opposed to 65+</p> <p>Increasing prices for schools, families and young audiences may deter the audiences, which may compromise the Council's application to become a UNICEF Child-friendly city</p>	<p>Have lowered the age so more people will benefit from the concession (even though those who already receive it will pay £1 extra)</p> <p>Seek to offer incentives and pitch prices competitively; emphasise the free offers available e.g. Art Gallery visits; consider pricing strategy that considers local vs outside area</p>

<b>Disability</b>	Price increase may act as a barrier to increasing audience diversity	Communication to demonstrate value for money/ benchmarking; ensure content is representative and engaging for diverse audience, building on the R&D being undertaken as part of the ACE NPO project; build stronger relationships with audiences through NPO; consider offering a discounted rate for local residents vs people visiting from outside the area
<b>Gender Reassignment</b>	Price increase may act as a barrier to increasing audience diversity	Communication to demonstrate value for money/ benchmarking; ensure content is representative and engaging for diverse audience, building on the R&D being undertaken as part of the ACE NPO project; build stronger relationships with audiences through NPO; consider offering a discounted rate for local residents vs people visiting from outside the area
<b>Marriage and Civil Partnership</b>	Price increases may deter people seeking to hire venues as part of marriage/ civil partnership approaches	Work closely with Registrars to develop price pitches/ joined up marketing approaches
<b>Pregnancy and Maternity</b>	Price increases may act as a barrier to increasing audience diversity and groups seeking to hire venues	Communicate/ demonstrate value for money/ benchmarking; consider offering a discounted rate for local residents vs people visiting from outside the area/ for targeted organisations/ groups

<p><b>Race</b></p>	<p>Price increase may act as a barrier to increasing audience diversity and groups seeking to hire venues</p>	<p>Communication to demonstrate value for money/ benchmarking; ensure content is representative and engaging for diverse audience, building on the R&amp;D being undertaken as part of the ACE NPO project; build stronger relationships with audiences through NPO; consider offering a discounted rate for local residents vs people visiting from outside the area/ for targeted organisations/ groups</p>
<p><b>Religion or Belief</b></p>	<p>Price increases may act as a barrier to increasing audience diversity and groups seeking to hire venues</p>	<p>Communication to demonstrate value for money/ benchmarking; ensure content is representative and engaging for diverse audience, building on the R&amp;D being undertaken as part of the ACE NPO project; build stronger relationships with audiences through NPO; consider offering a discounted rate for local residents vs people visiting from outside the area/ targeted organisations/ groups</p>
<p><b>Sex</b></p>	<p>Price increases may act as a barrier to increasing audience diversity and groups seeking to hire venues</p>	<p>Communication to demonstrate value for money/ benchmarking; ensure content is representative and engaging for diverse audience, building on the R&amp;D being undertaken as part of the ACE NPO project; build stronger relationships with audiences through NPO; consider offering a discounted rate for local</p>

		residents vs people visiting from outside the area/ for targeted organisations/ groups
<b>Sexual Orientation</b>	Price increases may act as a barrier to increasing audience diversity and groups seeking to hire venues	Communication to demonstrate value for money/ benchmarking; ensure content is representative and engaging for diverse audience, building on the R&D being undertaken as part of the ACE NPO project; build stronger relationships with audiences through NPO; consider offering a discounted rate for local residents vs people visiting from outside the area/ for targeted organisations/ groups
<b>Community Safety</b>	Price increases may act as a barrier to increasing audience diversity, as safe places to visit and groups seeking to hire venues	Communication to demonstrate value for money/ benchmarking; ensure content is representative and engaging for diverse audience, building on the R&D being undertaken as part of the ACE NPO project; build stronger relationships with audiences through NPO; consider offering a discounted rate for local residents vs people visiting from outside the area/ for targeted organisations/ groups
<b>Poverty</b>	Price increase may act as a barrier to increasing audience diversity and to organisations working with these audiences	Communication to demonstrate value for money/ benchmarking; consider offering a discounted rate for local residents vs people visiting from outside the area/ for targeted organisations/ groups

<b>Other Significant Impacts</b>		
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