

Bristol City Council Equality Impact Assessment Form

(Please refer to the Equality Impact Assessment guidance when completing this form)



Name of proposal	Additional increased income and efficiency across the Culture team (beyond that already outlined)
Directorate and Service Area	Culture
Name of Lead Officer	Laura Pye

Step 1: What is the proposal?

Please explain your proposal in Plain English, avoiding acronyms and jargon. This section should explain how the proposal will impact service users, staff and/or the wider community.

1.1 What is the proposal?

Having reviewed the Medium Term Financial Plan and the corporate plan we have reviewed the whole Culture team budget and the savings we are already committed to through increased commerciality and efficiency saving. These proposals are based on the result of this review and additional saving which can be made to the general fund as a result of our entrepreneurial approach to date

The savings already identified are a result of a more entrepreneurial approach to our Retail, Catering and Events, sale of Intellectual Property and exhibitions and programming.

This additional proposal focuses on four main areas-

- Moving the Bristol Film Office into cost neutral position: Bristol Film Office is a service available to all productions planning to film in the city. They ensure all film, television or commercial photography shoots run as smoothly as possible when on location in Bristol and sell the city as a film destination. They currently generate around £90K of income into the council which is split between the team who manage the building/ land being used (i.e. Museums, Property etc.) and the Film office team. Currently film office income doesn't cover their costs so this proposal suggests increasing income to make the service cost neutral. A full business case is being developed with two options being considered:
- 1. Develop an in-house cost neutral service and 2. Explore opportunity to develop a combined West of England Film office in partnership with Bath & North East Somerset film office which supports the rest of the West of England.
- Moving the Site Permission team into cost neutral position: - The Site Permission (SP) team co-ordinate permissions for event organisers or promoters to use council land for their activities. The SP team ensure all events are safe and legal, have been agreed by the Safety Advisory group, all paperwork is complete and manage the diary of events for the city to ensure no major clashes etc. Site Permission fees currently generate around £300,000 income for the council. This is split with 85% going to the teams who look after the land (i.e. Harbourside and Estates or Parks) and 15% to the Site

Permission team. The SP team income does not cover their costs so this proposal to increase income will make the SP team cost neutral. This will have a knock on effect for the Parks and Harbourside and Estates team and could impact negatively in terms of capacity for clean up etc and positively in terms of income.

- Introducing charging for Red Lodge and Georgian House - On the whole our benchmarking around charging for access suggests more is lost from reduction in numbers and therefore secondary sales and the cost of collecting the money than is gained. The exception to this is the Historic houses which don't already have a strong secondary spend market and which people are more used to paying for. Red Lodge and Georgian House fit into this category so this proposal is to introduce charging for adults. Research would indicate a 50% drop off in visitor numbers which has been factored in.
- Increase income from the running of major events such as Harbour festival - This proposal is to increase the sponsorship and commercial return from major events such as Harbour Festival

Step 2: What information do we have?

Decisions must be evidence-based, and involve people with protected characteristics that could be affected. Please use this section to demonstrate understanding of who could be affected by the proposal.

2.1 What data or evidence is there which tells us who is, or could be affected?

The main part of the proposal which has an impact on the general public or staff is the proposal to charge for the museums.

Bristol Museums audience survey for 2015 -16 conducted and aggregated across all museum sites shows that there is a slightly higher percentage of female visitors to male.

- 59% Female
- 40% Male
- 1% Other

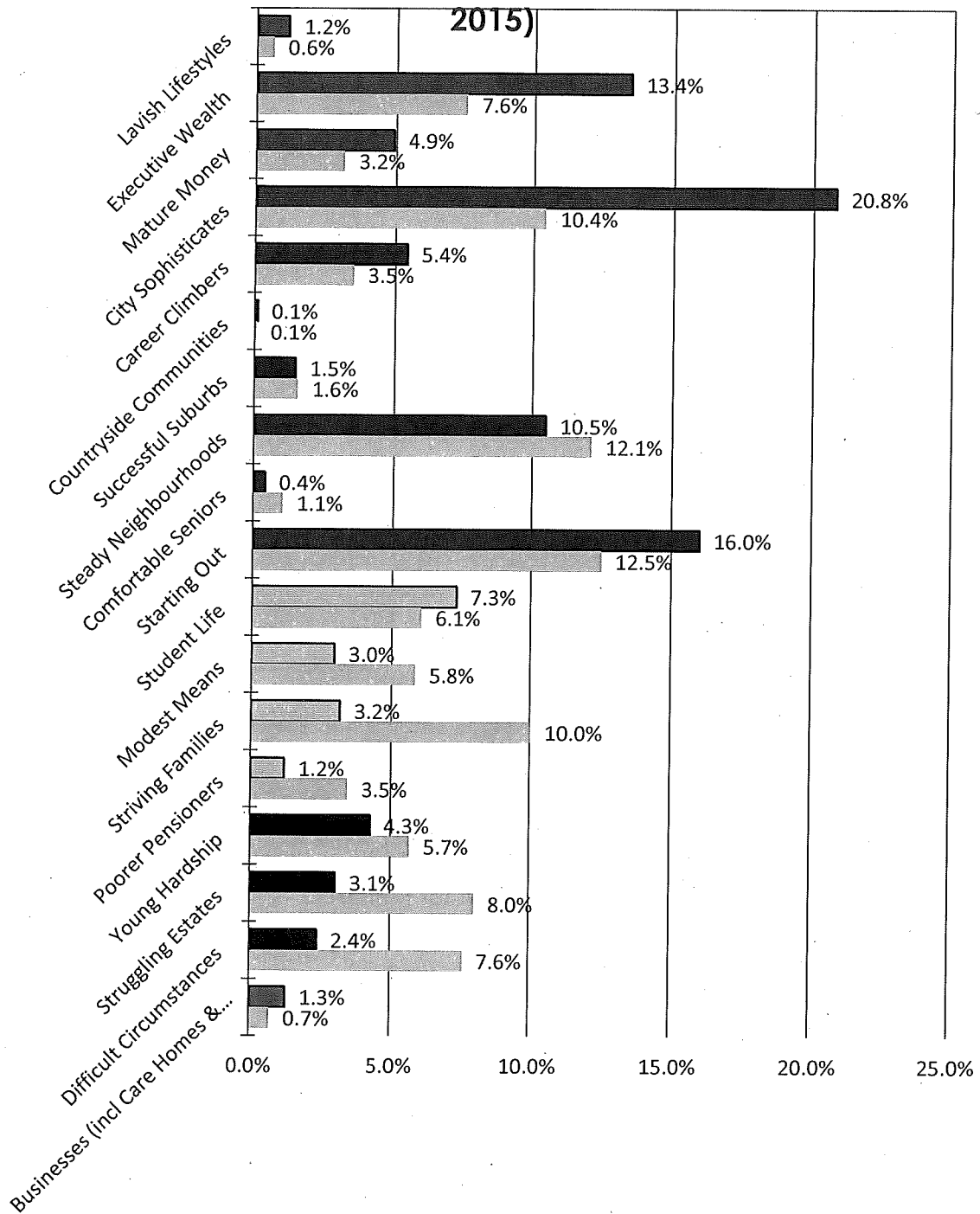
The majority of visitors are from Bristol postcodes, but the museums attract 30% visitors from outside the city.

- 70% local (BS postcodes)
- 20% the rest of UK
- 10% outside UK

Other statistics known about visitors

- 15% visitors are from a Black and Minority Ethnic background
- 8% of visitors describe themselves as having longer term health issues or disability
- 25% of visitors from areas of Bristol where there is evidence of social and economic challenges
- We also measure visitors against Acorn segmentation as can be seen in the chart below

Current BMGA audiences compared to Bristol population at segment Group level (December



The names of the priority segments (taken from the Acorn audience segmentation model, 'group level') are:

- **Striving Families** (Group M, Bristol population = 10% / BMGA population = 3.2%)
- **Young Hardship** (Group O, Bristol population = 5.7% / BMGA population = 4.2%)

- **Struggling Estates** (Group P, Bristol population = 8% / BMGA population = 3.1%)

These audiences have been selected on the basis that we under-represent them in our current audience and they are identified as facing particular social disadvantages which prevent them from engaging with our service.

However in terms of the audience profile for the museums effected Red Lodge and Georgian House the Audience profile is slightly different –

0-19- 25%

20-39- 27%

40-59- 29%

60+ 19%

42% visiting in a couple or alone

65% female, 33% male

95% disability

14% BME

There is also a much higher % of visitor who only visit once a year and therefore the impact on repeat visitors is much lower

There has always been research done on the impact of charging for museums - <https://www.aim-museums.co.uk/wp-content/uploads/2017/04/Final-Report-Taking-Charge-%E2%80%93-Evaluating-the-Evidence-The-Impact-of-Charging-or-Not-for-Admissions-on-Museums.pdf>. However more work is needed here.

2.2 Who is missing? Are there any gaps in the data?

Data of audience profile is good for the museums and we don't believe there is a gap in the data here, however what is missing is solid data about non users and why they don't visit.

2.3 How have we involved, or will we involve, communities and groups that could be affected?

User research will be carried out around the level of charge during the 2018/19 season and more information will be gathered on the impact for non-users

Step 3: Who might the proposal impact?

Analysis of impacts on people with protected characteristics must be rigorous. Please demonstrate your analysis of any impacts in this section, referring to all of the equalities groups as defined in the Equality Act 2010.

3.1 Does the proposal have any potentially adverse impacts on people with protected characteristics?

3.2 Can these impacts be mitigated or justified? If so, how?

The research carried out by DC research on the impact of charging for museums showed that -

"There is no direct link between the diversity of audiences and whether a museum charges for admission or not, with the pattern in terms of social mix being very similar. However, such a finding needs to acknowledge that the general social mix of museum visitors is not always representative of the wider social mix within their communities."

The research showed that the impact was greater in terms of secondary spend and donations which is why these two museums are being considered as there is little/no secondary spend opportunities anyway.

In terms of the impact on protected characteristics and what we can do to mitigate we have considered and are suggesting the following-

Age – a charge might be a barrier to children or students/ older people who are unable to afford to visit- Children will go free and concessions will be offered to students and over 60's

Disability - No or Little impact in terms of physical or intellectual access as offer will remain the same

Ethnic origin- No or little impact

Gender – No or little impact

Religion/ Belief - No or little impact

Sexual orientation- No or little impact

Bigger impact might be felt on our priority audiences. The Bristol Culture Equalities Action Plan (EAP) specifies that the service will attempt to increase the diversity of our audiences. As a service we have identified three 'priority audiences'. The names of the priority segments (taken from the Acorn audience segmentation model, 'group level') are:

- **Striving Families** (Group M, Bristol population = 10% / BMGA population = 3.2%)
- **Young Hardship** (Group O, Bristol population = 5.7% / BMGA population = 4.2%)
- **Struggling Estates** (Group P, Bristol population = 8% / BMGA population = 3.1%)

These audiences have been selected on the basis that we under-represent them in our current audience and they are identified as facing particular social disadvantages which prevent them from engaging with our service.

In total these three segments make up nearly a quarter of Bristol's population (23.7%), in contrast, they make up only 10.1% of the audiences that engage with Bristol Museums, Galleries & Archives. Each priority segment is under-represented in our current audience; in addition each priority segment has been identified as facing particular cultural, social, economic, and geographical disadvantages and barriers.

When developing activities at least one priority audience should be identified and specific measures should be planned in order to increase engagement with that audience. In general, the priority segment should be selected from the three specified here, however, alternative priority segments can be selected if we currently under-represent them and they come under either the Financially Stretched or Urban Adversity Categories in the Acorn model.

In order to still deliver on our Equalities Action plan and to mitigate the impact charging might have particularly on these groups we will focus at least one events or activity a year on attracting these audiences, this could include free days, specialist events, targeted marketing and special offers etc.


Overall the view of our Participation team is that cost is not the biggest factor on engagement from our non-user and priority groups and actually we can target engagement from these group through free tickets, targeted events and specialist activity. The fact that many of one off visits as well means the impact is much lower

3.3 Does the proposal create any benefits for people with protected characteristics?

3.4 Can they be maximised? If so, how?

No benefits as such beyond making the museums more sustainable and therefore protecting opening hours making them more accessible to all.

The below sections need to be filled in

<p>Service Director Sign-Off:</p> 	<p>Equalities Officer Sign Off: Cherene Whitfield</p>
<p>Date: 20 November 2017</p>	<p>Date: 20 November 2017</p>