

Full Equality Impact Assessment Record

Section 1:

Service:

Leisure Services

Title of strategy, policy or service:

Leisure Outdoor Community Events

Officers involved in the EQIA:

Roger Brewer, Greenspace
Community Team Leader
Colin Grundy, Business and Events
Development Manager
Emma Cawte, Events and Bookings
Co-ordinator

Type of strategy, policy or service (delete below as appropriate):

Existing:

X

Q1 – What is the aim of your strategy, policy, project or service?

The Council aims to encourage and support safe community events at a variety of outdoor locations in Poole. The reactive service looks to

- Increase usage of the Borough's 22 event sites by supporting an accessible and effective range of events and activities
- Increase investment in event site infrastructure
- Encourage and support a diverse range of safe community event applications in line with event management best practise

Q2 – Who is it going to benefit and how?

Residents and visitors of Poole are the main beneficiaries of events.

Event organisers are enabled and encouraged to deliver high quality, safe and inclusive events. In 2011, the events delivered across the Borough raised an estimated £220,000 for a variety of charities.

Community Events help the local economy by bringing visitors to the area and also using the services of local suppliers.

High profile events, such as International Sand Polo, Windfest and Upbeat at Upton have not only economic value to Poole but also raises the profile of the town by way of marketing and promotion.

Q3 – What outcomes do you want to achieve?

To enable a diverse programme of safe and inclusive outdoor community events throughout the year, across a variety of locations for Poole residents and visitors to enjoy.

Q4 – Are there barriers to doing this?

It is necessary for event organisers to complete the Community Events application form. A Guide to Organising Your Outdoor Event in Poole provides event organiser's simple support notes to assist them in completing the form and is available in hard copy or IT formats.

The event applications are evaluated and categories between A-D by the Events Team. An apportioned event support fee is charged depending upon the category and organisation (e.g. not for profit / commercial).

A wider Safety Advisory Group also supports the organiser and includes representatives of the Police, Fire and Licensing services.

It is a reactive service only recognising the 22 event sites as listed within the Guide.

Q5 – How will you put this into practice?

The community event application pack is published via the web with printed copies available on request.

Event organisers submit the Community Event application form found from page 47 of the Guide.

A "Guide to Organising Your Outdoor Event" is available within the pack to assist organisers.

Through the evaluation of the application an appropriate event support fee is charged depending upon the events category and organisation (not for profit / commercial).

Section 2: Information gathering and judging impact

Q6 - What existing information and data do you have?

Leisure Services offer 22 outdoor event sites across Poole. Events take place throughout the year but the majority of events take place during the summer period (May – Sept).

In 2011 Leisure Services hosted approximately ninety events, with the organisers raising an estimated £310,000 for charity.

In 2009, an Economic Impact Assessment Survey was undertaken by MRG (Bournemouth University), for the larger events held at the beach. The survey

included The British Beach Polo Championship, Sandbanks Beach Volleyball Festival and Animal Windfest.

The combined results highlighted a positive impact to Poole's economy (£468,000 total impact in Poole's economy), a positive experience from visitors at the events and highlighted a demand for more events in Poole

Results from Autumn 2009 survey of Poole Opinion Panel reiterate the above results and also highlighted accessibility of events could be improved.

In 2010, a complaint was made about a Category D event within Poole Park highlighting restricted access to disabled car parking within the park. A complaint has also been made about disability car parking being made available at Quay events (managed by Poole Tourism) during the summer.

Comments have also been received highlighting the challenge of Poole Park speed bumps to users of mobility scooters. Other obstacles can also be problematic and designated viewing areas are encouraged when crowds are likely (e.g. near stage).

The events team look to advise event organisers of their responsibilities through the guide and by working with them directly to ensure that their event is safe and accessible to all.

Q7- What does this tell us about the likely impact on different groups?

General/all equality groups

The service aims to enable applications for all types of events and from all Equality groups

The Guide is available in a variety of formats.

Consideration is given by the event organiser depending upon the type and nature of event. Officers (Events Team and Safety Advisory Group) provide advice and support in relation to the event application submitted.

Age

Consideration is given by the event organiser depending upon the type and nature of event. Officers (Events Team and Safety Advisory Group) provide advice and support in relation to the event application submitted.

Disability

Reasonable adjustments need to be made at events to ensure accessibility for disabled people. These need to be promoted when groups are advertising the events so disabled people are confident to attend.

The Guide to Organising Your Outdoor Event in Poole highlights this need and Officers will provide advice and support on making adjustments.

Gender

Consideration is given by the event organiser depending upon the type and nature of event. Officers (Events Team and Safety Advisory Group) provide advice and support in relation to the event application submitted.

Race

Consideration is given by the event organiser depending upon the type and nature of event. Officers (Events Team and Safety Advisory Group) provide advice and support in relation to the event application submitted.

Religion or belief

Consideration is given by the event organiser depending upon the type and nature of event. Officers (Events Team and Safety Advisory Group) provide advice and support in relation to the event application submitted.

Sexual orientation

Consideration is given by the event organiser depending upon the type and nature of event. Officers (Events Team and Safety Advisory Group) provide advice and support in relation to the event application submitted.

Socially excluded groups

Consideration is given by the event organiser depending upon the type and nature of event. Officers (Events Team and Safety Advisory Group) provide advice and support in relation to the event application submitted.

Q8 - Is there any potential for direct or indirect discrimination?

Yes No

If yes, how are you going to change this

Section 3: Action planning

Issue	Objective/ Intended outcome	SMART action	Performance Target	Lead	Deadline
General equality issues	Ensure events organised on Council land are safe and inclusive	Monitor events and complaints for inclusivity		Leisure Services	Ongoing
		Include an equality clause in events contracts		Leisure Services	Ongoing
		Provide Equality Impact Assessment training to the Leisure Team		Strategy Team	Dec 2011
		Promote the Guide to Organising Events in Poole to all sections of the community		Leisure Services	Ongoing
		Continue to provide particular support to new groups organising events		Leisure Services	Ongoing
Disabled people	Ensure obstacles to access are removed at events sites and event organisers provide disabled parking	Consult with the 'Getting About Group' about events parking		Leisure Services	Mar 2011
		Provide Equality Act and reasonable adjustments update to the Safety Advisory Group		Leisure Services	Mar 2011
Men/Women Trans people	Ensure the needs of this group are considered by event organisers when allowing events on Council land	Provide guidance to event organisers within the event's Guide. Ensure events on Council land do not discriminate against this group		Leisure Services	Ongoing
Black and minority ethnic people	Ensure the needs of this group are considered by event organisers when	Provide guidance to event organisers within the event's Guide.		Leisure Services	Ongoing

Please add separate rows to the table for new actions and if necessary put in breaks in the table across pages to ensure all text is readable.

	allowing events on Council land	Ensure events on Council land do not discriminate against this group			
People of different faiths or beliefs	Ensure the needs of this group are considered by event organisers when allowing events on Council land	Provide guidance to event organisers within the event's Guide. Ensure events on Council land do not discriminate against this group		Leisure Services	Ongoing
People of different faiths or beliefs	Ensure the needs of this group are considered by event organisers when allowing events on Council land	Ensure events on Council land do not discriminate against this group		Leisure Services	Ongoing
Gay, lesbian or bisexual people	Ensure the needs of this group are considered by event organisers when allowing events on Council land	Provide guidance to event organisers within the event's Guide. Ensure events on Council land do not discriminate against this group		Leisure Services	Ongoing
Socially excluded groups	Ensure the needs of this group are considered by event organisers when allowing events on Council land	Provide guidance to event organisers within the event's Guide. Ensure events on Council land do not discriminate against this group		Leisure Services	Ongoing

EQIA approved by:

Date:

Contact number:

Review date:

[Full EQIA guidance](#) on completion of EQIA form is available on Loop.

Send a copy of your completed screening to your Unit's [Equality Rep](#) and the [Corporate Equality Officer](#) for publication

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