

Community impact assessments – Cheltenham Culture Strategy – appendix 4

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What is a community impact assessment?

A community impact assessment is an important part of our commitment to delivering better services for our communities. The form will help us find out what impact or consequences our functions, policies, procedures and projects have on our communities, as well as employees and potential employees.

By undertaking an impact assessment, we are able to:

1. Take into account the needs, experiences and circumstances of those groups of people who use (or don't / can't use) our services.
2. Identify any inequalities people may experience.
3. Think about the other ways in which we can deliver our services which will not lead to inequalities.
4. Develop better policy-making, procedures and services.

Background

Name of service / policy / project and date	Culture Strategy
Lead officer	Richard Gibson
Other people involved in completing this form	None

Step 1: About the service, policy or project

What is the aim of the service / policy / project and what outcomes is it contributing to	The strategy sets out how the board will achieve its vision "Cheltenham is a vibrant place and cultural destination where the fusion of arts, digital and heritage innovation fosters creative and inclusive communities where everyone has the chance to thrive"
Who are the primary customers of the service / policy / project and how do they / will they benefit	Cultural partners, communities of Cheltenham
How and where is the service / policy / project implemented	Across Cheltenham
What potential barriers might already exist to achieving these outcomes	Cost of cultural activities

Step 2: What do you already know about your existing and potential customers?

What existing information and data do you have about your existing / potential customers e.g. Statistics, customer feedback, performance information	<p>We carried out a large consultation exercise over the summer; with responses received from 950 people. We asked the question "How could we get you more engaged with cultural activities". The responses coming back were</p> <ul style="list-style-type: none"> • Funding and ticket subsidies • Improved Comms/Marketing • Ambitious/diverse/higher profile cultural experiences • Sustainable Culture/Accessible spaces • Better local infrastructure and network
What does it tell you about who uses your service / policy and those that don't?	It was noticeable from the demographic data on who replied that the majority of respondents were white, middle-aged people from more affluent communities. The board has recognised this. It has established a sub-group called equitable futures that will advise it on its approach to diversity and inclusion.
What have you learnt about real barriers to your service from any consultation with customers and any stakeholder groups?	<p>How culture is communicated</p> <p>Pricing</p>

If not, who do you have plans to consult with about the service / policy / project?

Step 3: Assessing community impact

How does your service, policy or project impact on different groups in the community? Please outline what you are already doing to benefit this group, what you are doing that might disadvantage this group, what you could do differently to benefit the group.

Group	What are you already doing to benefit this group	What are you doing that might disadvantage this group	What could you do differently to benefit this group	No impact on this group
People from black and minority ethnic groups	One of the strategy's priorities is to promote equity of opportunity to help build inclusive and creative communities	Nothing identified	Ensure the board has effective representative structures in place in order that it listens to a wide variety of voices via the equitable futures group	
People who are male or female	Nothing identified	Nothing identified	Nothing identified	
People who are transitioning from one gender	Nothing identified	Nothing identified	Nothing identified	
Older people / children and young people	One of the strategy's priorities is to use culture and creativity to improve the life chances of our young people	Nothing identified	Ensure the board appoints a representative that will speak for young people	
People with disabilities and mental health challenges	Nothing identified	Nothing identified	Nothing identified	
People who have a particular religion or belief	Nothing identified	Nothing identified	Nothing identified	
People who are attracted to their own sex, the opposite sex or to both sexes.	Nothing identified	Nothing identified	Nothing identified	
People who are married or in a Civil Partnership	Nothing identified	Nothing identified	Nothing identified	
People who are pregnant or who are on maternity leave	Nothing identified	Nothing identified	Nothing identified	
Other groups or communities	One of the strategy's priorities is to develop a range of regular, creative opportunities are facilitated across the town which are inclusive by design and accessible to all	Nothing identified	Ensure the board has representatives on it that can articulate the needs of a wide range of Cheltenham's communities	

Step 4: What are the differences?

Are any groups affected in different ways to others as a result of the service / policy / project?	Black and minority ethnic communities, young people, people from poorer communities
Does your service / policy / project either directly or indirectly discriminate?	The strategy puts in place measures to ensure that the delivery of culture is done in a non-discriminatory way, but also is used to drive a powerful message of equity and inclusion,
If yes, what can be done to improve this?	N/A
Are there any other ways in which the service / project can help support priority communities in Cheltenham?	

Step 5: Taking things forward

What are the key actions to be carried out and how will they be resourced and monitored?	Ensuring the effectiveness of the Equitable future group and moving forward to recruit a young person's representative
Who will play a role in the decision-making process?	Cheltenham culture board
What are your / the project's learning and development needs?	None identified
How will you capture these actions in your service / project planning?	Via the board's action plan