

Equality Impact Assessment

Introduction

An Equality Impact Assessment (EqIA) is a method for assessing the effects or impacts of a council policy or function on removing barriers to equality.

The Equality Act 2010 includes a public sector equality duty which requires public authorities to try and eliminate discrimination; advance equality of opportunity between persons who share a relevant protected characteristic and those who do not share it and promote equality and good relations across a range of protected characteristics.

The protected characteristics are:

Age	Disability	Gender Reassignment
Marriage and civil partnership	Pregnancy and maternity	Race
Religion or belief (including lack of belief)	Sex	Sexual orientation

An EqIA should be completed with the full range of protected characteristics considered during the initial stages of developing new strategies, policies, functions or services, prior to starting a procurement exercise and before decisions are made.

Examples of when an EqIA should be completed are:

<ul style="list-style-type: none">Any proposals to introduce or add to a service	<ul style="list-style-type: none">Any proposals to adopt policy priorities, strategies and plans
<ul style="list-style-type: none">Any proposals to remove, reduce or alter a service	<ul style="list-style-type: none">Changes to staffing structure where groups of employees are likely to be negatively affected
<ul style="list-style-type: none">Any new policies or changes to policies	<ul style="list-style-type: none">Any proposals in relation to procured or commissioned services

Stage 1 - Equality Screening

Whenever a policy/service or function is reviewed, changed, developed or removed an initial equality impact assessment stage 1 will need to be undertaken. This is a screening template and will help establish whether a full assessment is needed. This should be done at an early stage of the process so that it is part of policy development.

Stage 2 – Equality Impact Assessment

This is the full EqIA and seeks to identify the equality considerations that have been taken into account including any mitigating actions proposed and ensures decisions are based on evidence. The EqIA will need to be agreed with the appropriate Head of Service or Director and should be included on the decision making report, along with commentary on the assessment in the main body of the report.

STAGE 1 – Equality Screening

1. Identify the policy, project, function or service change

a. Person responsible for this EqIA

Officer responsible: Helen Mole

Service Area: Place Marketing and Inward Investment

Title: Head of place marketing and inward investment

Date of assessment: February 2025

Signature:

b. Is this a policy, function, strategy, service change or project?

Project

If other, please specify:

c. Name of the policy, function, strategy, service change or project

Cheltenham Christmas Ice Rink

Is this new or existing?

Already exists and is being reviewed

Please specify reason for change or development of policy, function, strategy, service change or project

Review performance for the 2024 rink and set out plans for delivery of future events.

d. What are the aims, objectives and intended outcomes and who is likely to benefit from it?

Aims:

To deliver a seasonal Christmas event, providing a festive attraction which supports local businesses, adds social value, attracts visitors, and generates positive economic impact.

Objectives:

- To support the town's economy, in particular the retail and hospitality businesses.
- To drive incremental footfall and spending in the town and to ensure that Cheltenham remains competitive at this critical time of year.
- To help position Cheltenham regionally and nationally as a destination of choice and drive continued investment.

Outcomes:

- Increased economic impact, via visitor spend and spend in local suppliers and businesses.
- Raise the profile of Cheltenham as a visitor destination in the region.

Benefits:

- Cheltenham residents – invited to participate in a fun, engaging activity over the Christmas season.
- Community engagement – opportunities for CBC and No Child Left Behind team to host engagement sessions and free activities for the Cheltenham community.
- Cheltenham businesses – benefitting via increased footfall and spend by visitors in local businesses, stays in local accommodation providers, as well as

Cheltenham suppliers who will be contracted by or make sales to the ice rink team.

- Potential visitors to Cheltenham – providing further encouragement to visit and stay in Cheltenham during this key trading time for local businesses.

e. What are the expected impacts?

Are there any aspects, including how it is delivered or accessed, that could have an impact on the lives of people, including employees and customers.

Yes

Do you expect the impacts to be positive or negative?

Positive

Please provide an explanation for your answer:

Without consideration for access needs, events can inadvertently be seen as inaccessible for visitors. The ice rink is designed to be as accessible as possible for all audiences and various measures are implemented to ensure this is the case.

If your answer to question e identified potential positive or negative impacts, or you are unsure about the impact, then you should carry out a Stage Two Equality Impact Assessment.

f. Identify next steps as appropriate

Stage Two required

Yes

Owner of Stage Two assessment

Helen Mole

Completion date for Stage Two assessment

February 2025

Please forward this completed form to [add email address] and move on to Stage 2 if required.

STAGE 2 – Full Equality Impact Assessment

2. Engagement and consultation

The best approach to find out if a policy etc, is likely to impact positively or negatively on equality groups is to look at existing research, previous consultation recommendations, studies or consult with representatives of those equality groups.

a. Research and evidence

List below any data, consultations (previous, relevant, or future planned), or any relevant research, studies or analysis that you have considered to assess the policy, function, strategy, service change or project for its relevance to equality.

Consideration and review of the visitor journey from exposure to marketing, to booking, through to attendance.

Engagement with local specialist groups, e.g. Gloucestershire Deaf Association and National Star to seek feedback on the experience of service users.

Review of national best practice for accessibility at events

b. Consultation

Has any consultation be conducted?

Yes

Describe the consultation or engagement you have conducted or are intending to conduct. Describe who was consulted, what the outcome of the activity was and how these results have influenced the development of the strategy, policy, project, service change or budget option.

If no consultation or engagement is planned, please explain why.

Engagement with local specialist groups, e.g. Gloucestershire Deaf Association and National Star to provider taster sessions and seek feedback on the experience of service users.

3. Assessment

a. Assessment of impacts

For each characteristic, please indicate the type of impact (positive – contributes to promoting equality or improving relations within an equality group, neutral – no impact, negative – could disadvantage them).

Please use the description of impact box to explain how you justify the impact and include any data and evidence that you have collected from surveys, performance data or complaints to support your proposed changes

Protected Characteristic	Specific Characteristic	Impact	Description of impact	Mitigating Action
AGE	Older people (60+)	Neutral		
	Younger People (16-25)	Neutral		
	Children (0-16)	Neutral		
DISABILITY A definition of disability under the Equality Act 2010 is available here . <i>See also carer responsibilities under other considerations.</i>	Physical disability	Positive	Access to ice skating opportunities can be limited unless measures are introduced.	Ice rink fully wheelchair accessible, ramped access, free carer ticket, trained stewards.
	Sensory Impairment (sight, hearing)	Positive	Access to ice skating opportunities can be limited unless measures are introduced.	Signage to set out process for skate exchange, free carer ticket if required, trained stewards.
	Mental health	Positive	Ice rinks can be an overwhelming environment, and this can deter people from visiting.	More relaxed sessions at various times were introduced this year with lower volume music, lower lighting and fewer tickets sold. More information was provided about the experience to enable people who needed this to prepare for the event.
	Learning Disability	Positive	Access to ice skating opportunities can be limited unless measures are introduced.	Free carer tickets, trained stewards.
GENDER REASSIGNMENT		Neutral		
MARRIAGE & CIVIL PARTNERSHIP	Women	Neutral		
	Men	Neutral		
	Lesbians	Neutral		
	Gay Men	Neutral		

PREGNANCY & MATERNITY	Women	Neutral		
RACE* Further information on the breakdown below each of these headings, is available here . For example Asian, includes Chinese, Pakistani and Indian etc	White	Neutral		
	Mixed or multiple ethnic groups	Neutral		
	Asian	Neutral		
	African	Neutral		
	Caribbean or Black	Neutral		
		Choose an item.		
RELIGION & BELIEF** A list of religions used in the census is available here	See note	Neutral		
SEX (GENDER)	Men	Neutral		
	Women	Neutral		
	Trans Men	Neutral		
	Trans Women	Neutral		
SEXUAL ORIENTATION	Heterosexual	Neutral		
	Lesbian	Neutral		
	Gay	Neutral		
	Bisexual/Pansexual	Neutral		
Other considerations				
Socio-economic factors		Positive	Although ticket prices were assessed against competitor rinks, this can still	Holidays Activity Funding was used to increase access to the activity.

(income, education, employment, community safety & social support)			present a barrier for people who are on low incomes.	
Rurality i.e. access to services; transport; education; employment; broadband		Neutral		
Other (e.g. caring responsibilities)		Positive	Access to ice skating opportunities can be limited unless measures are introduced.	Free carer tickets were provided.

* To keep the form concise, race has not been included as an exhaustive list, please augment the list above where appropriate to reflect the complexity of other racial identities.

** There are too many faith groups to provide a list, therefore, please input the faith group e.g. Muslims, Buddhists, Jews, Christians, Hindus, etc. Consider the different faith groups individually when considering positive or negative impacts. A list of religions in the census is available [here](#)

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4. Outcomes, Action and Public Reporting

a. Please list the actions identified through the evidence and the mitigating action to be taken.

Action	Target completion date	Lead Officer
Review feedback from the 2024 rink to ensure the measures implemented were successful.	June 2025	Hannah Ward, events manager
Introduce new measures as identified in feedback and conversations with visitors.	November 2025	Hannah Ward, events manager

b. Public reporting

All completed EqIA's are required to be publicly available on the Council's website once they have been signed off. EqIA's are also published with the papers for committee and full council decisions.

Please send completed EqIA's to [email address]

5. Monitoring outcomes, evaluation and review

The Equalities Impact Assessment is not an end in itself but the start of a continuous monitoring and review process. The relevant Service or Lead Officer responsible for the delivery of the policy, function or service change is also responsible for monitoring and reviewing the EqIA and any actions that may be taken to mitigate impacts.

Individual services are responsible for conducting the impact assessment for their area, staff from Corporate Policy and Governance will be available to provide support and guidance, please email xxxx if you have any questions.

6. Change log

Name	Date	Version	Change