

Equality Impact Assessment

Title:	Museum Development Strategy	
Version:	1.0	
Date of draft:		23.8.16
Date approved by Equalities Group		15.9.16

Section 1A: Overview

Name of Policy, Procedure, Practice, Strategy or Service:	Update of Museum Service EIA to support the Museum Development Strategy
Service, Group, Team:	Museum
Equality Assessment Lead Officer:	Helen Martinez
Head of Service	Lorraine Poyser

1B: Please state the intended outcomes of the policy

How will you know these have been achieved? *What performance monitoring is in place?*

THE INTENDED OUTCOMES FOR THE MUSEUM SERVICE AS A RESULT OF THE POLICY ARE:

- **AWARD OF ACREDITATED STATUS ENABLING US TO APPLY FOR EXTERNAL FUNDING**
- **INCREASED SATISFACTION**
- **INCREASED PARTICIPATION**
- **INCREASE IN VOLUNTEERING**
- **BETTER FACILITIES FOR OUR EXISTING AND NEW AUDIENCES**

Full accreditation awarded from Arts Council England

Increase in participation. Visitor attendances in 2015/2016 were 18,893

Improved visitor satisfaction ratings

Increased number of volunteers-

Increased volunteer hours- volunteer hours in 2015/2016 were 1722

Section 2A: The policy. How will the policy/plan/strategy impact on residents, visitors, businesses or other agencies that we work with? *What work has been undertaken to advise these groups about the changes planned in the policy/plan/strategy?*

Extensive consultation has been done to inform the Museum Development Strategy. This includes a two stage consultation process with the EBC online panel, and surveying our visitors over the summer. It also includes consultation with the Friends of the Museum, and Erewash Youth Forum. It also takes into account findings from consultation carried out as part of our successful bid to the Heritage Lottery Fund in 2014.

The broad objectives of the service area are as follows:

1. **To increase participation with the museum service**
2. **To care for and preserve the collections that represent the history of those who have lived or worked in Erewash**
3. **To provide facilities and programmes that are sensitive to the needs of individuals and groups within the community**
4. **To develop a programme of development work and activities that meet the needs of the community which have been identified through consultation**
5. **To provide facilities which are accessible to individuals and groups from within the community especially people with disabilities.**
6. **To increase the number of volunteers at the museum and the number of volunteer hours contributed.**

2B: What needs is the policy/service designed to meet? *You could also refer to your current Service Plans and how the policy/service fits into EBC's Corporate Plan Priorities. How does the policy, procedure, practice, strategy or service align with Corporate Priorities*

The museum is part of the Arts Council Accreditation scheme which sets out nationally-agreed standards, which inspire the confidence of the public and funding and governing bodies. Many areas of funding are only available to accredited museums. It enables museums to assess their current performance, as well as supporting them to plan and develop their services. The museum currently has provisional accreditation awaiting submission of a forward plan and a Collections and Museum Management Framework which combined are known as a Museum Development Strategy. This EIA assessed the Museum Development Strategy.

The corporate priorities that the policy is designed to meet are:

- Improved access to services
- Delivering efficient and effective services that residents need- the forward plan which forms part of the policy has been informed by various consultation methods including a two stage consultation process with the EBC online panel with the assistance of Colin Handley.
- Creating opportunities for economic growth and prosperity- Improve footfall in our town centres. Museum events and exhibitions bring

people into Ilkeston Town Centre. Our outreach work including our pop up roadshows attract visitors to other parts of the borough including Long Eaton Town Centre.

- A well run efficient council- the forward plan identifies opportunities for income generation and secondary spend.

2C: Is the service provided subject to any element of outsourcing? Is the service delivered in part, or in its entirety by an outside company or organisation? If challenged about a service delivered on our behalf you must show that the organisation meets the expectations with regard to equalities in its customer service and recruitment and retention of staff.

N/a

Section 3A: Gathering Information

What equality monitoring information do you gather and how is this information used to develop services, functions and policies at the current time. *You could look at the take up of services, customer satisfaction (complaints and compliments) and enforcement action.*

The following consultation has informed our forward plan as part of the policy:

- Consultation carried out with Erewash Citizens Panel in 2016
- Customer satisfaction surveys- carried out throughout 2016, with a targeted survey process taking place in May
- Consultation carried out with equality groups at the soft launch of our new development in March 2016
- Comment books
- Consultation with the Friends of Erewash Museum
- Consultation with the Erewash Youth Forum
- Consultation with our volunteer team

The information gathered through this consultation process allows the museum to develop the provision of information and exhibitions in a way that would maximise access for visitors to the museum. The diversity of the consultation allows the service to integrate the needs of different protected groups in the delivery of activities, events and information.

3B: What does available data and the results of any consultations show about the take up of services? What is the impact on different groups? (qualitative and quantitative). *You could look at previous community consultation exercises, customer reviews, census data, staff feedback etc.*

Remember: by law you are required to be able to demonstrate, through data analysis and evidence, that you have considered the impact of your service on **ALL** of the relevant protected groups. This document is just a short summary of this process and a tool to help you to check that you have taken the Equality Act 2010 and the Council’s equality objectives into consideration.

As part of the opening of The Old Stables Learning and Visitor Centre museum staff worked with the Youth Forum, council staff with a disability and local community groups to identify interests and potential issues in order to improve access to the museum itself and identify subjects for future exhibitions.

The Learning and Visitor Centre has allowed access to a library of information that had previously not been made available to residents, unless by request. As well as providing the hardcopy resources collected by the museum, computer access means that the format customers prefer to access information has been widened to incorporate the use of digital media.

The ongoing collection of customer feedback held during the summer, will identify the successes for future events and activities and help identify developments to be incorporated for the future. The museum will be included in ongoing work as part of the Equality Objective Action Plan to identify any actions relating to accessibility as the council develops its Accessibility Strategy.

Section 4: Impact Assessment *Here you need to analyse the needs of different groups and the possible impacts the service may have on them. How is the policy or decision likely to affect the **promotion of equality** and the **elimination of discrimination** in each of the groups?*

Stake Holder Group	Is this group likely to be affected in a positive way?	In what way will they be affected?	Is this group likely to be affected in a negative way?	In what way will they be affected?
Age (older people, young	Yes	Young people will benefit from our	Yes	The popularity of events programmes for

people)		<p>Young Creative Curators volunteer programme</p> <p>Young people will benefit from the increased amount of family friendly events and activities to be held</p> <p>Older people will benefit from improvements to our facilities, and exhibitions</p> <p>Our current volunteer demographic shows 37% of our volunteers are under 25 and 42% are over 50. As we have a good age range of volunteers it's easier to attract new volunteers within the same age brackets</p>		<p>children can be off putting for older adult audiences.</p>
People with Disabilities (Both physical and mental impairments)	Yes	<p>The museum will improve its facilities and signage for people with autism and dementia. Museum staff have dementia friends training</p> <p>The museum continues to work within the Mental Health First Aid programme run by the CVS. We have a mental health champion at the museum and some volunteers have received mental health training.</p> <p>The museum works alongside Autism Support Derbyshire to offer volunteer placements to young adults with autism trying to gain professional work</p>	Yes	<p>We acknowledge that despite our best efforts the first floor of the museum building remains inaccessible to wheelchair users. The nature of the historic building deems it unsuitable for the major work required to install a lift.</p>

		<p>experience. Museum staff are trained in working with people with autism.</p> <p>Events and activities are held in accessible areas of the museum where possible. A new platform lift installed in 2016 provides access to the Hayloft where many events and activities are held. Our new stables exhibition and tea room are all accessible from the ground floor.</p> <p>A virtual tour of the museum is accessible from the hayloft and the museum's website</p> <p>Museum exhibition design takes into account the needs of people with visual or hearing impairments</p> <p>The museum works in partnership with Bennerley Fields Specialist Speech and Language college to offer school workshops to children with special educational needs</p> <p>Seating is provided throughout the museum to provide rest areas</p>		
Gender (Women, Men, Transgender, Transsexuals)	Yes	Exhibitions are designed to reflect subject matters of interest to both genders		
Race (Black, Asian, Minority Ethnic groups).	Yes	Erewhash Festival of Light is run by Arts Development in partnership with the		

<p>Include people whose first language is not English)</p>		<p>museum celebrates a range of cultural festivals which pro-actively engage BME communities through culturally appropriate activities. The Diwali community event takes place at the museum and Chinese New Year part takes place at the museum.</p> <p>The museum continues to work alongside the Arts Development service to deliver a programme of Erewash Festival of Light events to promote community cohesion.</p> <p>The museum runs school sessions for Diwali, and Chinese new year to education local children about different cultures</p> <p>The Lally Gallery at the museum hosts a varied temporary exhibition programme and opportunities for artists to exhibit their work.</p> <p>Literature can be made available in other languages upon request</p>		
<p>Sexual Orientation</p>	<p>Yes</p>	<p>Staff attend equality and diversity training to ensure equal treatment of all customers</p> <p>No specific needs have been identified by LGBT users of our service</p>		

Religion and belief	Yes	Staff attend equality and diversity training to ensure equal treatment of all customers No specific religious needs have been identified by users of our service		
Dignity, Human Rights and Socio-economic disadvantage	Yes	Many activities are provided free of charge and admission to the museum is free making it accessible to people from socio-economic disadvantaged backgrounds		
Marriage and Civil partnerships	N/A	The service will have a neutral impact on this protected characteristic group		
Pregnancy and maternity/paternity	Yes	The museum strives to be a friendly and accessible place for pregnant women and adults with very young children. Mothers are welcomed to breast feed anywhere in the museum		

Section 5A: Actions How will you monitor the ongoing effect of the policy/strategy/plan?	When will this be undertaken?	Expected outcomes / performance measures	Which Corporate Plan aim will this action meet?
All comments compliments and complaints are monitored and where practicable changes are undertaken in response to customer comments although this is not always possible Ensure communication to our customers through the CCC process is honest, transparent and where suggestions can be implemented are changes. Where	Ongoing review to services when issues are highlighted by customers Each time a CCC is received	Increased compliments	Delivering efficient and effective services that residents need Delivering efficient and effective services that residents need

<p>changes are not practicable alternative suggestions are sought and communicated to our customers.</p> <p>Ongoing consultation and survey work will be carried out as part of our Heritage Lottery Fund project using external evaluation consultants</p>	<p>Next survey planned for Autumn 2016</p>	<p>Increased level of satisfaction</p>	<p>Undertake consultation in ways that find out what residents need</p>
<p>Improved visitor numbers</p>	<p>Monitored and reported on monthly. Reported quarterly to Heritage Lottery Fund</p>	<p>More visitors, more income generated by the café and charges made for selected events.</p>	<p>Increased footfall in our town centres</p>
<p>Improved volunteers and volunteering hours</p>	<p>Monitored and reported on monthly. Reported quarterly to Heritage Lottery Fund</p>	<p>Increased diversity of volunteers.</p>	<p>Provide services that are responsive and easy to access</p>

5B: If you have identified any negative impacts on any of the groups in section 4 how will you mitigate the effect?					
Negative impact	Action required to mitigate any potential negative impact	Outcome / performance measure	Lead Officer – who will the monitoring of this action be reported to?	Date that the monitoring will be undertaken, how often will it be done?	Which of the current Equality Objectives does this action meet? (State number *)
Negative impact on older people of family friendly	Inclusion of events and exhibitions designed for an older audience	Increased participation	Helen Martinez	Ongoing	Provide relevant services that are free from discrimination

event programmes					and delivered in a way that is responsive and accessible.
Negative impact of the first floor of the museum remaining inaccessible	<p>Events and activities held elsewhere as far practicable</p> <p>Use of virtual tour so that all exhibition areas can be seen and explored</p> <p>It is museum policy to arrange for artefacts to be brought down from the first floor upon request where feasible</p>	Customer satisfaction and comments monitored	Helen Martinez	Ongoing	Provide relevant services that are free from discrimination and delivered in a way that is responsive and accessible.

*The objectives are:

1. **Provide a welcoming and safe place for our communities, visitors and businesses which embraces equality and is free from discrimination.**
2. **Provide relevant services that are free from discrimination and delivered in a way that is responsive and accessible.**
3. **Understand and value the diversity of our communities through community engagement**
4. **Foster an accessible and inclusive working environment for all our staff and strive to achieve a workforce that is representative and diverse.**