

Title of action plan being assessed	Increased participation in cultural activity
Number of Action plan being assessed (e.g COL 3)	LOGPS2
LAA indicator	NI 11
Name and role of officer completing this assessment	Miriam Stead
Contact Telephone Number	01245-244649
Date Assessment Completed	3 <sup>rd</sup> October 2008
Which Partners are involved?	Colleagues at Essex County Council Heritage & Arts Essex Cultural Diversity Project Officer

**1. What are the aims and objectives of this action plan, in addition to achieving LAA indicator target? i.e. What do you want to achieve?**

1. To develop new ways for cultural partners to work together more effectively to increase participation in culture, especially among those groups who do not normally participate or who may find cultural activity difficult to access for various reasons.
2. There is also a lack of understanding and awareness amongst the general population about what cultural activity is. Many consider it to be 'high brow', but in fact attending a local carnival or doing a craft activity at home all count. We want to make people understand this.
3. Cultural participation strengthens individuals, families and communities, which is a major reason why we seek to increase participation.

**2. What are the processes used to deliver the action plan?**

We will use a new market segmentation model that is being developed by Arts Council England which will help us target hard to reach groups. Our new action 1 is about developing joined up marketing of activities all over the county so that people are aware of what is happening on their doorstep and elsewhere. We will develop better ways of engaging different communities with more appropriate communication methods.

We are developing closer and better partnership working to deliver access to cultural activity across the whole of greater Essex. This will bring more people to existing events, buy also allow us to create new types of opportunities for audiences and participants.

**3.a. Think about each of the equality groups in turn. Could your action plan have an adverse or positive effect on people in the group? Put a tick against any group that could be positively affected, and a cross against any group that could be negatively affected. Some groups may have a tick and a cross.**

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> <input type="checkbox"/> Race and Culture           | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Disability           |
| <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Age             | <input type="checkbox"/> <input type="checkbox"/> Gender                                     |
| <input type="checkbox"/> <input type="checkbox"/> Sexual orientation                    | <input type="checkbox"/> <input type="checkbox"/> Religion and Belief                        |
| <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Rural Isolation | <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> Economic deprivation |

**3.b. Set out the issues that you think are relevant under each equality strand, and what changes you will make to the action plan as a result.**

**a. Race and Culture**

Our action plan seeks to engage BME communities more in cultural activity. This can be achieved through targeted marketing and consultation. The Oneworld-OneEssex project actively seeks to celebrate diversity in the county.

Nevertheless it may not be possible to work with all communities at once, so whilst we do not wish to cause offence or discriminate, we may have to be realistic about what can be achieved. Much will depend on local partner contacts and engagement.

**b. Age**

We seek to work with all ages, especially through family engagement. We will consider pricing as a means of attracting families to events, as well as content that will appeal to all generations.

The main issue is that the NI target focuses exclusively on adult participation. Nevertheless we look to the priority which simply relate to cultural participation and also the cross-cutting link to other targets within the LAA.

We will consider age as we develop marketing methods and accessible text

**c. Sexual Orientation**

Sexual orientation will present no barrier to participation in any of the proposed cultural events. It is possible to use culture led activity to help break down barriers of understanding about sexual issues. We can also use dedicated media to target gay audiences.

**d. Disability**

We will consider access issues for all venues that may be included in the celebration, most of which have to be DDA compliant. In the case of outdoor events or events in historic venue we will consider how best to make the event as accessible as possible.

Accessibility will be key in devising all communication methods and developing both events and marketing material

**d. Gender**

By seeking to create more events that the whole family can enjoy, we seek to remove barriers to gender accessibility. It is, on the whole, harder to attract men to cultural events, so more targeted marketing and event/activity design will seek to positively discriminate.

**f. Religion and Belief**

We will seek to create a wide range of activity that can be accessed by all religious groups taking into account holy days and religious holidays. Indeed we would seek to generate better understanding of the great diversity of beliefs through activity attached to the celebrations of different religions. We will also be aware of the cultural sensitivities attached to religions.

**g. Rural Isolation**

We seek to improve access to cultural activity and participation in the rural communities, both as a means of strengthening those communities, and as a means of cutting down the need for travel (especially by car, as public transport in these areas is poor). We are also aware that there is often a dearth of activity for young people in rural communities, which we seek to address. Older people are sometimes less inclined to travel at night out of their community, and may rely more on public transport. The opportunity to participate activity near to home is beneficial for their well being.

**h. Economic Disadvantage**

We seek to generate a series of events that will be of low cost, or free to access thereby increasing access to those with low incomes. Our pricing policies will look sensitively as concessionary prices. By holding events across Essex, we also seek to cut down the need to expensive travel.

**4. What data or other evidence could you use to help you to support or dispute your initial conclusions? How will you collect this evidence and/or how you will check your presumptions by consulting with particular equality and diversity groups?**

**Complete the tables below. Identify the evidence you need and the questions that you need answer to. If you feel that particular organisations or community/ voluntary groups will be able to help you please list these too.**

### DATA PLAN

What evidence do you want?	Where are you going to look or who are you going to ask?	How will you use the evidence?
Market segmentation	Arts Council is producing a specific tool for arts participation.	Targeting events and marketing
Evaluation and monitoring of all activity	We already do this, but are refining our methodology	Who is predicating in cultural activity and who not; what do people want us to offer them

### PUBLIC ENGAGEMENT PLAN

What do you want to know?	Who are you going to ask?	What question will you ask?	What will you do with the answer?	Name of planned source (if known)
How to improve BME participation in the arts	Communities	What type of activity would you like to see? What are the best communication methods? How would you like to be involved?	Create targeted activity and marketing	We will work through our new Cultural Diversity Project Officer, embedded in EREC.
How often do people engage in cultural activity?	Participants at events	How often have they attended or participated in a cultural event in the last 12 months? What would make them participate more? What type of events would they like to see? What barriers do they see to participating more?	Try to create the type of events that people will enjoy and remove barriers to their attending	Evaluation of events Active People Survey Taking Part Survey

**5. The Essex Partnership needs a copy of this Section of your EIA in order to co-ordinate any public engagement activities. You will be given feed back by the Essex partnership on the best way to manage the public engagement activity you have identified on the form. Please send this completed section of your EIA to the e-mail address below.**

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Please submit this form to the Essex Partnership team: [info@essexpartnership.org](mailto:info@essexpartnership.org)