

Equality Impact Analysis Form

1. Equality Impact Analysis (EqIA) Form

Title of EqIA (policy/change it relates to)	Ticketing and Pricing Strategy	Date	May 2023
Team/Department	Hertford Theatre/Operations		
Focus of EqIA What are the aims of the new initiative? Who implements it? Define the user group impacted? How will they be impacted?	<p>In 2018 Council approved a capital development scheme for the Hertford Theatre referred to as the Growth and legacy project. The project has seen a number of financial challenges with inflationary pressures resulting from Covid, Brexit and the war on Ukraine.</p> <p>The project is on track to complete in Spring 2024 and in readiness for this a pricing strategy including proposed fees and charges have been compiled to allow bookings to commence prior to opening.</p> <p>The approach considers the Council's fees and charges policy including full cost recovery.</p> <p>The equalities impact assessment reviews the impact of these proposals upon key users and offers mitigations to ensure parity of access. The key users include but are not limited to: professional and non-professional hirers, promoters, producers, schools, associations and individuals.</p> <p>Users will be impacted in relation to increased fees and charges.</p>		

2. Review of information, equality analysis and potential actions

Please fill in when appropriate to the change. If it does not, please put N/A

Protected characteristics groups from the Equality Act 2010	What do you know? Summary of data about your service-users and/or staff	What do people tell you? Summary of service-user and/or staff feedback	What does this mean? Impacts (actual and potential, positive and negative. Clearly state each)	What can you do? All potential actions to: <ul style="list-style-type: none"> • advance equality of opportunity, • eliminate discrimination, and • foster good relations
Age	We do not gather data relating to these characteristics locally for the Theatre. General East Herts population data has been included in the EIA. Under 20 20-24 25-29 30-44 45-59 60-64 65-74 75-84 85-89 90	Over 65's represent a high proportion of our ticket holders. Young people under 16's participate in a number of hires (classes and workshops). This age group is a target area of growth for the business.	Increased costs can potentially prohibit participation and ticket purchase.	Keep ticket pricing as low as possible in line with Business Plan. Contractual clause enables a reduction in ticket price for Over 65's and Under 16's where agreed with the promoter. Ticket pricing for cinema will reflect strategic demand eg weekday twilight shows targeting under 16's or Monday Matinee

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				targeting Over 65's will be at a reduced rate. Maintain competitive hire prices for community spaces.
Disability	We do not gather data relating to these characteristics locally. Census 2021 - 11,663 households in East Herts have one person in household with a long-term health problem or disability.	A limited number of our users have visible and invisible disabilities.	Increased costs can potentially prohibit participation and ticket purchase	Keep ticket pricing as low as possible in line with Business Plan. Contractual clause enables a reduction in ticket price for wheelchair users and companions where agreed with the promoter. Maintain competitive hire prices for

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				community spaces.
Gender reassignment	We do not gather data relating to these characteristics locally. A summary of data has not been identified	n/a	n/a	n/a
Pregnancy and maternity	We do not gather data relating to these characteristics locally. A summary of data has not been identified	A number of classes, films and shows are focussed on families.	Increased costs can potentially prohibit participation and ticket purchase	Keep ticket pricing as low as possible in line with Business Plan. Targeted shows and events for parents with babes in arms (eg Bring Your Own Baby) ensure baby goes free and targeted film screenings for

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				parents with babes in arms (eg Screaming Screenings) ensure baby goes free alongside a reduced ticket price. Maintain competitive hire prices for community spaces.																
Race	<table border="0" style="width: 100%;"> <tr> <td style="width: 80%;">White</td> <td style="text-align: right;">95.47%</td> </tr> <tr> <td>English/Welsh/Scottish/Northern Irish/British</td> <td style="text-align: right;">90.25%</td> </tr> <tr> <td>Irish</td> <td style="text-align: right;">1.14%</td> </tr> <tr> <td>Gypsy or Irish Traveller</td> <td style="text-align: right;">0.04%</td> </tr> <tr> <td>Other White</td> <td style="text-align: right;">4.04%</td> </tr> <tr> <td>Mixed/multiple ethnic groups</td> <td style="text-align: right;">1.61%</td> </tr> <tr> <td>White and Black Caribbean</td> <td style="text-align: right;">0.45%</td> </tr> <tr> <td>White and Black African</td> <td style="text-align: right;">0.15%</td> </tr> </table>	White	95.47%	English/Welsh/Scottish/Northern Irish/British	90.25%	Irish	1.14%	Gypsy or Irish Traveller	0.04%	Other White	4.04%	Mixed/multiple ethnic groups	1.61%	White and Black Caribbean	0.45%	White and Black African	0.15%	n/a	n/a	n/a
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Religion or belief	<table border="0"> <tr> <td>Christian</td> <td>62.75%</td> </tr> <tr> <td>Buddhist</td> <td>0.32%</td> </tr> <tr> <td>Hindu</td> <td>0.45%</td> </tr> <tr> <td>Jewish</td> <td>0.33%</td> </tr> </table>	Christian	62.75%	Buddhist	0.32%	Hindu	0.45%	Jewish	0.33%	n/a	n/a	n/a																						
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Sex/Gender	We do not gather data relating to these characteristics locally. The district is 51% female and 49% male	n/a	n/a	n/a										
Sexual orientation	We do not gather data relating to these characteristics locally. An estimated 3.1% of the UK population aged 16 years and over identified as lesbian, gay or bisexual (LGB) in 2020	n/a	n/a	n/a										
Marriage and civil partnership	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Single</td> <td style="width: 20%;">30.5%</td> </tr> <tr> <td>Married</td> <td>52.3%</td> </tr> <tr> <td>Civil partnership</td> <td>0.2%</td> </tr> <tr> <td>Separated Divorced</td> <td>2.3%</td> </tr> <tr> <td>Widowed</td> <td>8.6%</td> </tr> </table>	Single	30.5%	Married	52.3%	Civil partnership	0.2%	Separated Divorced	2.3%	Widowed	8.6%	n/a	n/a	n/a
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<p>Assessment of overall impacts and any further recommendations</p>				
<p>Whilst the proposed pricing increases for hires do not generally impact on specific groups with protected characteristics, a pricing model for hires will be implemented that acknowledges the difference between professional/business and community/charity offering a preferential rate for those in the latter group. The ticket pricing for live events will be devolved, where agreed with promoter, to facilitate a range of seating price options for each show which reflects the new seating structure and layout in both the main auditorium and the studio theatre. (eg £10, £15, £20 to give an average seat price of £15 rather than all seats £15)</p>				

3. List detailed data and/or community feedback which informed your EqIA (If applicable)

<p>Title (of data, research or engagement)</p>	<p>Date</p>	<p>Gaps in data</p>	<p>Actions to fill these gaps: who else do you need to engage with? (add these to the Action Plan below, with a timeframe)</p>
<p>Business Plan and project consultation</p>	<p>Business Plan updated April 2023.</p>	<p>For the theatre and cinema it is not normal practice to gather demographic data of customers</p>	<p>Community outreach work however will take place to understand how we can engage with marginalised groups.</p>

	On-going project consultation with key stakeholders and project team from Sept 2019 onwards		
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4. Prioritised Action Plan (If applicable)

Impact identified and group(s) affected	Action planned	Expected outcome	Measure of success	Timeframe
NB: These actions must now be transferred to service or business plans and monitored to ensure they achieve the outcomes identified.				
Schools, teachers, pupils and their families	Hertford Theatre are delivering The Listening Project in partnership with local schools, HRC, HLEP and currently funded by ROH Bridge, Arts Council England and Shared Prosperity Fund.	A greater level of engagement with, and support for, our key local schools and education providers and the development of a long-term Learning and Well-being offer delivered out of the new building. An exemplar model of future engagement, applicable to other identified under-represented audience groups.	The delivery of a funded programme of pilot projects in Spring/Summer 2024 and the establishment of a charitable trust to deliver this part of the theatre's output, securing longer-term funding (3 years from September 2025) for a programme of sustained Learning and Well-being activity.	On-going.

EqIA sign-off: (for the EQIA to be final an email must sent from the relevant people agreeing it or this section must be signed)

Directorate Management Team rep or Head of Service: Jess Khanom-Metaman

Date: 15 May 2023

Author of Equality Impact Analysis:

Rhys Thomas

Date: 15 May 2023