

Stafford Borough Council

Community Impact Assessment Form (CIA)

See Guidelines on completing community Impact Forms

Section A

Community Impact Assessment	
Title Of Community impact Assessment Market Square Booking Policy	
Date Of Assessment 26 August 2014	
Name Of Lead Officer and Service area Robert Gatensbury	
CIA Team Robert Gatensbury, Amy James	
Head Of service Ted Manders	
What are you assessing? Indicate with an 'x' which applies):-	
A decision to review or change a service	
A strategy	
A policy or procedure	X
A function, service or project	
Are you impact assessing something that is?-	
New	
Existing	X
Being reviewed	
Being reviewed as a result of budget constraints	

Section B

<p>Set out the aims/objectives/purposes/outcomes of the area you are impact assessing and give a summary of the changes you are proposing?</p> <ul style="list-style-type: none">• To enhance the image of Stafford as a County Town• To facilitate and encourage appropriate events and entertainment• To accommodate a diverse range of activities• To support local businesses• To support local community and voluntary groups• To ensure a safe environment for visitors• To link into the general management of the Town Centre
<p>Linked policies, functions: Are there any other functions, policies or services that are linked with this? (if yes please state what they are)</p>

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Linked to the Stafford Town Centre Partnership, Streetscene, Economic Development, Consent Street Trading Policy, Licensing, Environmental Health.

Who is it intended to affect or benefit (the target population):

The Policy affects a wide variety of organisations, private companies, charities and community groups seeking to book space in Market Square for the purpose of events, commercial promotions, awareness raising activities etc.

Section C

Indicate which equality areas are likely to be affected by the proposals?			
	Pos	Neg	Comments
Age	✓		The Market Square booking policy applies equally to all groups
Disability	✓		The Market Square booking policy applies equally to all groups
Gender Reassignment	✓		The Market Square booking policy applies equally to all groups
Marriage and Civil Partnership	✓		The Market Square booking policy applies equally to all groups
Pregnancy and Maternity	✓		The Market Square booking policy applies equally to all groups
Race	✓		The Market Square booking policy applies equally to all groups
Religion or belief	✓		The Market Square booking policy applies equally to all groups
Sex (Gender)	✓		The Market Square booking policy applies equally to all groups
Sexual Orientation	✓		The Market Square booking policy applies equally to all groups
What evidence do you have for statements you have made above?			

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The Policy enables all groups of people to be able to book Market Square which is a fully accessible area. Our policy encourages a diverse range of activities to take place and also seeks to support community and voluntary groups (who receive a preferential rate for booking the Square). The Square is frequently used by both local Councils and other public organisations to promote services and support to different groups within the community.

From evidence given from the previous question what actions, if any, will you need to take against each of the following equality stands:

Age: Consider monitoring this information on a confidential basis by adding a section to our booking form (to be completed on a voluntary basis)

Disability: Consider monitoring this information on a confidential basis by adding a section to our booking form (to be completed on a voluntary basis)

Gender Reassignment: Consider monitoring this information on a confidential basis by adding a section to our booking form (to be completed on a voluntary basis)

Marriage and Civil Partnership: Consider monitoring this information on a confidential basis by adding a section to our booking form (to be completed on a voluntary basis)

Pregnancy and Maternity: Consider monitoring this information on a confidential basis by adding a section to our booking form (to be completed on a voluntary basis)

Race: Consider monitoring this information on a confidential basis by adding a section to our booking form (to be completed on a voluntary basis)

Religion/belief: Consider monitoring this information on a confidential basis by adding a section to our booking form (to be completed on a voluntary basis)

Sex (Gender): None

Consider monitoring this information on a confidential basis by adding a section to our booking form (to be completed on a voluntary basis)

Sexual Orientation: None

Consider monitoring this information on a confidential basis by adding a section to our booking form (to be completed on a voluntary basis)

Section D

Briefly explain how the proposals contribute to community cohesion and inclusion?

- How will it provide equality of access to services, information and employment?

The Policy encourages a range of community groups and public sector organisations to use the Square to promote services and information to the wider public including training and employment opportunities.

- Does it or could it celebrate diversity?

The Policy encourages diversity and Market Square bookings have been used to promote different faith groups, festivals, arts groups, local producers etc.

- Will it or could it promote good relationships within and between communities?

The Market Square acts as a focal point for the town and major events which book the Square do draw together a wide range of local communities for example the annual Arts Festival in September.

- How will it help to prevent social exclusion?

The Policy encourages a wide range of organisations to promote their inclusive services to a wide range of people.

- How will it help to reintegrate those who have become excluded?

Not applicable

- How will it provide good quality, inclusive services?

The Policy provides the platform to book the Square for organisations to promote their inclusive services

Consultation:

Describe what consultation has been undertaken on the proposals, who was involved and the outcome.

The Policy is updated annually and reviewed as appropriate with relevant Borough Council Departments to ensure current guidance, legislation and best practice is being followed. In 2012 consultation was undertaken with the Licensing Team and Environmental Health scheme to enhance guidance on the sale of alcohol and the display of animals within the Square.

Head of Service:

I am satisfied with the results of this EIA

*The findings will be referred to within Service Plans and targets built around these. I agree to review the Action Plan after 12 months



Signature of Head of Service:

Section D (Continued)-Potential impacts and how these will be addressed

Could your proposals have a differential impact relating to any other equality groups, for example, carers, ex offenders?	Yes (Y)	No (N)	Explain impact(s) and what evidence or data exists to support your analysis
Will people within any other groups not be getting the outcome they need?		N	
Will people within any other groups be disadvantaged as a result of your proposals?		N	
If the impact is negative, How will it be reduced or eliminated?		N/A	
If you are unable to eliminate, reduce or mitigate negative impacts, are your proposals potentially discriminatory for people within any other groups?		N/A	
Will the proposals mean that people within any other groups will experience positive outcomes?	Y		The Market Square is available to be booked by organisations which would bring positive benefit to a wide range of groups of people, including the delivery of community and cultural events.
Highlight any positive impacts			Vibrant and varied use of Market Square including Arts Festival, Cheese and Ale Festival, Farmers Markets, sporting and cultural events, training and education opportunities for school leavers, waste and recycling roadshows, international markets etc
Are the proposals likely to impact on community cohesion	Y		Use of the Square for a wide range of events and inclusive festivals will enhance community cohesion.

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Is there potential to enhance relationships between people who share a protected characteristic and those who do not?			Not sure
Identify areas where there is potential to foster good relations			Not appropriate

Action Plan Please list on this sheet the nature of any issues and any recommendation for actions that you plan to implement as a result of undertaking this Impact Assessment			
Area Identified	Action to be taken	Name Lead	Timescale
Better monitoring of groups and individuals booking the Market Square	Review booking forms to consider inclusion of a voluntary section recording equality stands on a confidential basis. Information gained will help advise on whether the Council should actively promote use of the Square to groups and organisations currently underrepresented.	Robert Gatensbury	March 2015

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Action Plan and review

Detail in the plan below, actions that you have identified in your CIA, which will eliminate discrimination, advance equality of opportunity and/or foster good relations.

If you are unable to eliminate or reduce negative impact on any of the equality areas, you should explain why

Impact(positive or negative) identified	Proposed action	Person(s) responsible	Where will action be monitored?(e.g., Directorate Business Plan, Equality Action)	Target date	Required outcome

Could making the changes in any of the above areas have a negative effect in other groups? Explain why and what you will about this.

Review

Your CIA should be reviewed at least every four years, less if it has significant impact on people.

Please enter the date your CIA will be reviewed.....You should review progress on your CIA action plan annually

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