



Cabinet Member for Policing and Equalities

Time and Date

3.00 pm on Thursday, 30th January, 2020

Place

Meeting Rooms, Council House, Earl Street, Coventry, CV1 5RR

Public Business**1. Apologies****2. Declarations of Interest****3. Minutes** (Pages 3 - 6)

(a) To agree the minutes of the Cabinet Member (Policing and Equalities) meeting held on 10th October 2019

(b) Matters arising

4. Proposed New Equalities Objectives 2020/22 (Pages 7 - 26)

Report of the Deputy Chief Executive (People)

Note: A briefing note from the Scrutiny Co-ordination Committee is attached at page 25, setting out its recommendations following consideration of this report at its meeting on 8th January 2020.

5. Godiva Festival 2020 (Pages 27 - 34)

Report of the Deputy Chief Executive (Place)

6. Any Other Business

To consider any other items of business which the Cabinet Member decides to take as a matter of urgency because of the special circumstances involved.

Private Business

Nil

Martin Yardley, Executive Director, Place, Council House Coventry

Wednesday, 22 January 2020

Note: The person to contact about the agenda and documents for this meeting is Lara Knight Tel: 024 7697 2642 Email: lara.knight@coventry.gov.uk

Membership:

Cabinet Member: Councillor A S Khan

Non-voting Deputy Cabinet Member: Councillor P Akhtar

Non-voting Shadow Cabinet Member: Councillor A Andrews

Please note: a hearing loop is available in the committee rooms

If you require a British Sign Language interpreter for this meeting
OR if you would like this information in another format or
language please contact us.

Lara Knight

Tel: 024 7697 2642 Email: lara.knight@coventry.gov.uk

Public Document Pack Agenda Item 3

Coventry City Council

Minutes of the Meeting of Cabinet Member for Policing and Equalities held at 3.00 pm on Thursday, 10 October 2019

Present:

Members: Councillor AS Khan (Cabinet Member)
Councillor P Akhtar (Deputy Cabinet Member)
Councillor A Andrews (Shadow Cabinet Member)

Employees (by Directorate):

People S Newing, H Shankster

Place G Carter, J Hogan, L Knight

Apologies: Councillor G Ridley

Public Business

13. Declarations of Interest

There were no disclosable pecuniary interests.

14. Minutes

The minutes of the meeting held on 25th July 2019 were agreed and signed as a true record. There were no matters arising.

15. Keep the Godiva Festival Free for All

The Cabinet Member for Policing and Equalities considered a report of the Deputy Chief Executive (Place), which responded to a petition requesting that the Godiva Festival is kept free for all.

A petition bearing 134 signatures was submitted by Councillor G Ridley, who had been invited to the meeting but had been unable to attend. The petition read:

“As we approach our year as City of Culture the Godiva Festival should play a big part in attracting visitors to the city, however that’s now at risk. The Council’s plan to charge people just because they’re not from Coventry is divisive and unfair.

We’ve always welcomed visitors to the city of peace and reconciliation and they’ve made a huge contribution to our economy. However, this plan punishes them at a time when we should be opening our doors to the world.

So, we the undersigned believe the festival should remain free for everyone wherever they are from. All are welcome in our city and we call on the Council to scrap this divisive visitor’s tax.”

The report indicated that the Godiva Festival is a major undertaking and in the climate of reducing resources and the need to introduce ticketing, a small charge of an administration fee was introduced during 2019 to enable the festival to go ahead. Charges were made at a very low level, to ensure they did not create a barrier to attendance and they were applied to festival-goers regardless of whether they were Coventry residents or visitors from out of town.

For the 2019 festival, the Council wanted to see how introducing charging could contribute to ensuring the festival has a sustainable future and piloted:

- Introduction of an “Administration fee” of £2 per person for all Festival visitors
- Introduction of a charge for on-site car parking
- Introduction of merchandise retail line.

The Cabinet Member noted that the festival attracts a mainly local and regional audience and the 2019 Festival attracted a similar audience profile as in previous years. Thus the introduction of charging did not reduce the appeal of the Festival for visitors from outside Coventry;

Coventry continues to warmly welcome visitors to the city and visitor feedback strongly supported the view that the Godiva Festival offered value for money. The Godiva Festival continues to be one of the Country’s largest and best value festivals of its type.

RESOLVED that, the Cabinet Member for Policing and Equalities:

- 1. Notes the content of the petition and note the concerns of the petitioners.**
- 2. Authorises Officers continue to seek out the best value options for financing the Godiva Festival, reflecting the need to balance attracting visitors from outside of the city with the opportunity for residents to attend and the imperative to produce a balanced Godiva budget.**

16. The Coventry Award of Merit

The Cabinet Member for Policing and Equalities considered a report of the Deputy Chief Executive (Place), which set out details of a nomination for the Coventry Award of Merit.

The Coventry Award of Merit was established by the City Council in the 1960’s as a means of acknowledging and honouring personal behaviour reflecting the highest ideals of citizenship or outstanding performance in any field of human endeavour which enhances the good name of Coventry and affords inspiration to its citizens.

The report indicated that a nomination had been received for the City of Volgograd to receive the Award of Merit. The CM for P and Cabinet Member for Policing and Equalities Award of Merit Advisory Panel had considered the nomination and had supported it unanimously. The nomination was supported unanimously. The Advisory Panel noted that, whilst a City has never been granted the Award before,

the long, historic and significant relationship between the two Cities totally captures the spirit of the award. This relationship enhances Coventry's renowned reputation as the City of peace and reconciliation.

The City of Volgograd has been twinned with Coventry for 75 years and, as one of the original United Nations 'International Peace Messenger Cities', continues to work hard to promote peace and understanding between nations.

RESOLVED that, the Cabinet Member for Policing and Equalities, having considered the advice from the Coventry Award of Merit Advisory Panel, recommends that the City Council grants the Coventry Award of Merit to the City of Volgograd.

17. Equality Objectives Performance Report 2018/19

The Cabinet Member for Policing and Equalities considered a report of the Deputy Chief Executive (People), which provided information on the progress made with the equality objectives from April 2018 to March 2019.

On 14 July 2016, the Cabinet Member for Policing and Equalities approved the equality objectives for the Council as set out in appendix 1. The equality objectives are linked to the Council Plan and are set for four years or until the next refresh of the Council Plan. The Cabinet Member also agreed to receive an annual report on the progress made on the equality objectives.

There are 15 equality objectives, which were attached at appendix 1. Progress towards the equality objectives are measured through a variety of means including performance indicators, comparators with other areas, contextual information and actions taken. Where possible, indicators were broken down by protected groups to ensure that all protected characteristics under the Equality Act had been considered, monitored and reported on. For example, improving educational outcomes is broken down into gender, SEN, and race and by pupil premium. Progress against each equality objective was set out within the report and linked to the appropriate Council Plan theme.

In summary, the report indicated that there are many examples of positive work to improve outcomes for protected groups; in relation to employment, the Council is leading on various projects to help vulnerable people into work – including young people, BME people, disabled people and migrants. This work has also been supported by the Marmot Task and Finish Group on employment and poverty. Other notable performance headlines from the last year include positive progress in education across all priority groups at key stage 4, as well as reductions in teenage pregnancies, first time entrants to the youth justice system and the number of young people self-harming. There has, however, been an increase in the number of domestic violence incidents recorded and also an increase in the number of households accepted as statutorily homeless (including Black households and female lone parents).

RESOLVED that, the Cabinet Member for Policing and Equalities:

- 1. Notes the progress made on the equality objectives at year end.**

2. **Notes the progress made on the development of revised equality objectives for 2020.**
3. **Considers ways of improving the diversity of the Council workforce.**

18. **Any Other Business**

There were no other items of public business.

(Meeting closed at 3.25 pm)



Public report Cabinet Member Report

Scrutiny Co-ordination Committee
Cabinet Member for Policing and Equalities

8th January 2020
30 January 2020

Name of Cabinet Member:

Cabinet Member for Policing and Equalities - Councillor AS Khan

Director approving submission of the report:

Deputy Chief Executive (People)

Ward(s) affected:

All

Title:

Proposed New Equalities Objectives 2020/22

Is this a key decision?

No – although the proposals affect more than two electoral wards, the impact is not expected to be significant

Executive summary:

Coventry City Council is committed to fulfilling its duties as a public authority under the Public Sector Equality Duty. As part of this general duty, we are required to comply with a specific duty to publish a set of equality objectives every four years. The current set of equality objectives were set in 2016 and will therefore expire in 2020. A set of five proposed new equality objectives were recently the subject of a consultation exercise which has now been analysed. This report therefore seeks approval for the formal adoption of the proposed new equality objectives from 2020.

Recommendations:

The Scrutiny Co-ordination Committee is requested to consider the content of the report and forward any comments / recommendations to the Cabinet Member for Policing and Equalities.

The Cabinet Member is recommended to:

- (1) Consider any comments / recommendations from the Scrutiny Co-ordination Committee.
- (2) Approve the formal adoption of the proposed new equality objectives for the Council for 2020/22

List of appendices included:

Appendix 1 – Coventry City Council Equality, Diversity & Inclusion Commitment
Appendix 2 – Equality and Consultation Analysis (ECA)

Background papers:

None

Other useful documents:

Equality Act 2010 (Specific Duties and Public Authorities) Regulations 2017

Equality Act 2010: specific duties to support the Equality Duty. What do I need to know? A quick start guide for public sector organisations

<http://www.homeoffice.gov.uk/publications/equalities/equality-act-publications/equality-act-guidance/specific-duties>

Has it been or will it be considered by scrutiny?

Yes – Scrutiny Co-ordination Committee – 8th January 2020

Has it been or will it be considered by any other council committee, advisory panel or other body?

No

Will this report go to Council?

No

Report title: Proposed New Equality Objectives 2020/22

1. Context (or background)

- 1.1 The Council is required, as a listed public authority, to comply with all elements of the Public Sector Equality Duty (PSED). This duty is comprised of the general duty and specific duties.
- 1.2 The general duty requires the Council to have due regard to the need to:
 - Eliminate unlawful discrimination, harassment and victimisation
 - Advance equality of opportunity between people who share a protected characteristic and those who do not
 - Foster good relations between people who share a protected characteristic and those who do not
- 1.3 The Public Sector Equality Duty requires the Council, as a listed public authority, to publish equality objectives that it thinks it needs to achieve to further any of the aims of the general equality duty.
- 1.4 The existing set of 15 equality objectives were set in 2016 for a period of four years and will therefore expire at the end of March 2020. Progress against these objectives was reported annually to Cabinet Member for Policing and Equalities.

2. Options considered and recommended proposal

- 2.1 There are various factors that have influenced the review of the Council's equality objectives:
 - The need to create a more concise, focused, measurable set of equality objectives through which the Council can demonstrate improved outcomes for protected groups
 - The Council's One Coventry programme provides an opportunity to refresh the equality objectives in a way that would clearly align them to the One Coventry Plan vision, priorities and values.
- 2.2 Some of the questions that have been considered as part of the development of the proposed new equality objectives include:
 - Has early engagement/listening activity with partners/communities highlighted any important equality issue?
 - Does information from service areas indicate that any particular equality issues need to be addressed?
 - Which objectives would stretch the organisation to perform better on equality issues?
 - Which objectives would improve the experience for people with a relevant protected characteristic?
 - How do these objectives contribute to the aims of the general duty?
 - What has recent analysis of ECAs demonstrated in relation to impact on protected groups?
 - What are the One Coventry priorities?

2.3 Some of the sources of evidence that were used as part of the research into identifying appropriate equality objectives included:

- Official Unemployment Rate April 2018-19
- Coventry Jobshop Support 2018-19 data
- 2018 Coventry Household Survey
- JSNA Citywide profile 2019
- Council Plan Performance Report 2018-19
- Equality Objectives Year-end Performance Report 2017-18
- ECA Report 2018-19

2.4 Research identified that there are two broad types of objectives that can be set by public authorities:

- **Foundational** objectives focus on building the capacity of the organisation to address equality challenges through developing its knowledge and infrastructure.
- **Direct** objectives focus on directly addressing identified challenges for service users, staff and/or the wider community.

2.5 It has been identified that having a set of equality objectives which is comprised of both foundational and direct objectives is more likely to lead to achieving measurable and sustainable progress on equality and diversity for the organisation.

2.6 Accordingly, the following 5 equality objectives for 2020-22 are proposed:

Equality Objective 1

Create a foundation to drive improved access to services through better use of equalities data

This objective relates to improving the Council's understanding about its customers and using this intelligence to help shape the way in which we can deliver the best services for those groups of customers in most need

Equality Objective 2:

Develop and deliver in partnership a whole-city approach to 'Building a Coventry that works for all'

This objective relates to establishing city-wide commitment to action as well as bringing together community, voluntary and public sector leaders to listen and mobilise on things of shared interest.

Equality Objective 3:

Increase the diversity of our workforce at all levels so that we are more representative of the communities we serve and better able to meet their diverse needs

The Council is committed to improving the recruitment and progression at all grades of people from under-represented groups to better reflect the diversity of the city.

Equality Objective 4:

Increase the number of 18-24 year olds getting into employment

Data¹ is showing us that this group of young people experience more unemployment than other age groups in the city.

¹ Official Unemployment Rate April 2018-19, Jobshop Support 2018-19 applicants for support

Equality Objective 5:

Increase the number of disabled residents taking part in sporting and cultural activities in the city

Disabled residents are less likely to both take part in and attend sporting and cultural events in the city; this equality objective will try and improve this and work with sporting and cultural providers to improve accessibility at events

- 2.5 These 5 proposed objectives have been subject to a process of rigorous scrutiny by both Corporate Leadership Team (CLT) and Strategic Management Board (SMB), during which time the following issues were considered for each objective:
- The current position
 - What success would look like
 - What the scope / limit of our influence is to achieve the objectives
 - Any risks to delivery
- 2.6 The Director of Public Health and Wellbeing, as corporate lead for equalities, will receive regular progress reports against each objective. An annual report of progress will be presented to the Cabinet Member for Policing and Equalities.

3 Results of consultation undertaken

- 3.1 The consultation on the proposed equality objectives ran from the 30th September to the 9th October 2019, and then from the 13th October to the 22nd November 2019. The consultation was paused for a total of four days from the 9th to the 13th October 2019, in order for a conversation with stakeholders to take place on the scope of the consultation. In order to compensate for the pause, an additional week was added to the total consultation length. Over the time period, 242 people visited the consultation pages, and 40 people filled out the consultation survey. One additional response was received by email.
- 3.2 The consultation was hosted on the Council's Let's Talk Coventry consultation and engagement platform. The Let's Talk Coventry platform hosts a number of consultation and engagement exercises and is regularly advertised via email and social media. In particular, the equalities objectives consultation was specifically advertised to a range of internal and external partners and stakeholders.
- 3.3 The consultation on proposed equality objectives revealed broad support for each of the five objectives. In summary:
- Responses to Objective One contained feedback about how data would be gathered and used.
 - Responses to Objective Two indicated some degree of frustration; there was feedback that this sort of objective had been tried before but to little effect.
 - Responses to Objective Three included feedback that particular programmes to increase diversity might prevent the best person from being recruited. There was also a concern whether this commitment was new, and a wish to understand what progress had been made in the past. There were also a number of detailed responses to do with different ways of assessing and promoting diversity.
 - Responses to Objective Four featured a theme to do with increasing training and support opportunities for young people in the city. There was also a concern related to the struggle of young people getting jobs due to lack of experience.

- Finally, responses to Objective Five revealed a wish for engagement between disabled people and sports activity providers to help co-design what is delivered, and a concern to do with the accessibility of the services. There was also a concern that the solutions delivered ought to be sustainable into the future.

The results of the consultation will be fed into the development of action plans for each Equality Objective and the issues raised will be addressed through this approach.

4. **Timetable for implementing this decision**

- 4.1 It is intended that the proposed new equality objectives for the Council become operational from 1st April 2020; they will be supported by action plans with clear outcomes which will be performance managed and progress reported annually to cabinet member.

5 **Comments from Director of Finance and Corporate Services**

5.1 **Financial implications**

The cost for setting and monitoring equality objectives and delivering equality objectives will be met from within existing resources.

5.2 **Legal implications**

This report recommends approval for publishing the Council's equality objectives as required under the Equality Act (Specific Duties and Public Authorities) Regulations 2017. Any sharing of personal data or special category personal data between Council services will be in compliance with the General Data Protection Regulations 2016 and the Data Protection Act 2018

6 **Other implications**

6.1 **How will this contribute to achievement of the Council's Plan** (www.coventry.gov.uk/councilplan/)

The achievement of the equality objectives will be managed in accordance the Council's performance management framework.

6.2 **How is risk being managed?**

The performance management of the equality objectives will help the Council to manage risk by systematically measuring progress in relation to the equality objectives. This means that areas where good progress is being made can be identified, as well as those areas where progress is not as expected and where corrective action may be needed.

6.3 **What is the impact on the organisation?**

Achieving progress against the equality objectives impacts on the compliance of the whole organisation with the Public Sector Equality Duty. All Council employees have a duty to pay due regards to the three aims of the Equality Act.

6.4 Equalities and Consultation Analysis

The process outlined in this report will enable the Council to comply with its obligations under the Equality Act (Specific Duties and Public Authorities) Regulations 2017.

An ECA has been completed as part of the process of developing new equality objectives and can be found at Appendix 2.

6.5 Implications for (or impact on) climate change and the environment

None identified.

6.6 Implications for partner organisations?

Many of the Council's objectives are delivered through partnership working which means that there will be implications for partner organisations.

Report author(s):

Name and job title: Jaspal Mann, Equality & Diversity Officer

Directorate: People

Tel and email contact: 024 7697 7109

Enquiries should be directed to the above person.

| Contributor/approver name | Title | Directorate or organisation | Date doc sent out | Date response received or approved |
|---------------------------|---|-----------------------------|-------------------|------------------------------------|
| Contributors: | | | | |
| Liz Gaulton | Director Public Health and Wellbeing | People | 06.12.19 | 09.12.19 |
| Valerie De-Souza | Public Health Consultant | People | 06.12.19 | 16.12.19 |
| Robina Nawaz | Policy & Partnerships Transformation Officer | People | 03.12.19 | 04.12.19 |
| Wendy Ohandjanian | Equality & Diversity Officer | People | 06.12.19 | 09.12.19 |
| Si Chun Lam | Insight Development Manager | People | 06.12.19 | 06.12.19 |
| Kristi Larsen | Programme Officer (Consultation & Engagement) | People | 06.12.19 | 16.12.19 |
| Lara Knight | Governance Services Co-ordinator | Place | 06.12.19 | 06.12.19 |
| Andy Hyland | OD/HR Adviser | People | 06.12.19 | 09.12.19 |
| Grace Haynes | Head of Workforce Transformation | People | 06.12.19 | 09.12.19 |
| Susanna Newing | Director of Human Resources | People | 06.12.19 | 16.12.19 |

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|--|--|------------------------------------|--------------------------|---|
| David Ashmore | Director Housing & Transformation | People | 12.12.19 | 16.12.19 |
| Names of approvers for submission: (officers and members) | | | | |
| Barry Hastie | Director of Finance and Corporate Services | Place | 06.12.19 | 17.12.19 |
| Legal: Julie Newman | Legal Services Manager | Place | 06.12.19 | 06.12.19 |
| Director: Gail Quinton | Deputy Chief Executive | People | 06.12.19 | 17.12.19 |
| Members: Cllr Abdul Khan | Cabinet Member for Policing & Equalities | | 06.12.19 | 16.12.19 |

This report is published on the council's website: www.coventry.gov.uk/councilmeetings

Appendix 1

Coventry City Council Equality, Diversity & Inclusion Commitment

Coventry City Council is committed to:

- Its continuing duty as a public authority and will have due regard to the need to eliminate discrimination, harassment, and any other conduct prohibited under the Equality Act 2010.
- Recognising and celebrating diversity, and ensuring equality of opportunity both as a provider and commissioner of services and as a large employer
- Developing a culture that embeds the effective management of equality, diversity and inclusion in our day-to-day practices, policies, procedures, and through our external relationships

Coventry City Council recognises that people still experience inequality because of their background. The Council will therefore lead by example and not tolerate discrimination, harassment and victimisation on the grounds of:

- Age, disability, gender reassignment, marital and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

This commitment is supported by and has been developed with employees, members and our trade union colleagues.

Putting Communities first

The Council is committed to:

- Working with partner organisations and citizens to find out what is important to communities and working together to make a difference on issues and priorities that matter most
- Fostering good relations between different groups and communities to build and maintain strong social networks and opportunities for greater cohesion
- Informing, consulting and involving a wide range of people including employees and stakeholders about decisions which affect them so that they can influence policies and practices
- Ensuring that people from different backgrounds are able to fully participate in consultation and involvement activities

Service Delivery / Provision

The Council is committed to promoting equality of opportunity in our service delivery by:

- Providing accessible information about the services available
- Taking into account the equality impacts of the decisions we make and seek to mitigate any adverse impacts where possible
- Delivering services in ways which are appropriate to citizen needs and, whenever possible, removing barriers which may deny access
- Taking steps to ensure that organisations providing services on our behalf operate in accordance with the aims of this commitment

Employment

The Council is committed to promoting equality of opportunity in employment by:

- Monitoring the composition of its workforce and taking positive action to redress inequalities
- Recruiting and retaining a workforce, at all levels, with the aspiration that it reflects the city's diverse communities and the people we serve
- Providing appropriate training and guidance to all staff to develop the aims of this commitment
- Investigating any instances of breaches of this commitment or relevant policies following the applicable procedures

Implementation

To ensure the effectiveness of this commitment, the Council will:

- Set equality objectives and monitor progress against them – these set out more detail on current priorities for action and can be read here: http://www.coventry.gov.uk/info/132/equality_and_diversity/1272/equality_and_diversity/2
- Continue to consider equal opportunities implications on as part of decision making

Accountability

All employees of the Council are accountable and responsible for taking steps to promote our equality, diversity and inclusion commitment in their day to day work.

This commitment will underpin and support our workforce strategy and will be integrated within our policies and practices.

This commitment will be reviewed jointly by senior leaders, employees and our trade union colleagues on a regular basis.

Appendix 2

In line with the principles of decision making outlined in the City Council Constitution, the Council will ensure that its decision making is open and transparent, and that due regard is given to the Council's obligations and desire to promote equality of opportunity and equal treatment.

Form 1

This part must be completed and before formal consultation is undertaken and must be available during the consultation stage.

Author of this document: Jaspal Mann
Name of ECA and Service: Proposed New Equality Objectives 2020/22
Head of Service: Liz Gaulton, Director of Public Health and Wellbeing
Date of completion: 29 September 2019

Background to the planned changes

- 1. What is the background to the planned changes? Why is this change being considered?** *If further information is available on the different scenarios that have been considered as part of this work, provide a link to the public document which contains this information.*

Coventry City Council is committed to fulfilling its duties as a public authority under the Public Sector Equality Duty. As part of this general duty, we are required to comply with a specific duty to publish a set of equality objectives every four years. The current set of equality objectives were set in 2016 and will therefore expire in 2020. A proposed new set of equality objectives has been developed and this ECA explores the potential impact of them on protected groups.

- 2. Who do you need to consider as part of this ECA?****stakeholder analysis*

A range of internal and external stakeholders will need to be engaged as part of this process. This includes senior management, employees, trade unions, public sector partners, voluntary and community organisations and also residents of the city.

Pre-Consultation Engagement

This section refers to any activities that took place (such as briefings, meetings, workshops, scoping exercises etc) with stakeholders before the formal consultation period.

- 3. What engagement activities took place prior to formal consultation and what feedback (if any) was received in relation to equality issues?**

Early listening and engagement activity took place with a range of stakeholders; this offered support for the equality objectives to be reduced from the current set of 15 to a more focused set of objectives which could be used to achieve improved outcomes for protected groups.

Analysis of Impact

In this section please ensure that you consider the three aims of the general duty as they affect **protected groups**. These groups are:

Age
Disability
Gender reassignment
Marriage/Civil Partnership
Pregnancy/Maternity
Race
Religion/Belief
Sex
Sexual Orientation

The **three aims of the general duty** require that a public authority, in the exercise of its functions, must have due regard to the need to:

- Eliminate discrimination, harassment and victimisation
- Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it

4. Outline below how this proposal/review could impact on protected groups positively or negatively, and what steps/mitigations (if any) could be taken to reduce any negative impact that has been identified.

Note – when identifying potential impacts below, please only include impacts that may exist over and above general impacts that may affect the wider community/population. (For example, a reduction in grant to Coventry Citizens Advice would affect all service users through a reduced level of first line advice being available to all – but it would affect the following groups more; age, disability, gender and race as they represent a larger proportion of the clients who use the advice service.)

Age

Proposed objective 1 should enable to improved collection and analysis of data on this protected group.

Proposed objective 4 should positively impact on young people aged 18-24 by targeted work to improve their employment opportunities

Disability

Proposed objective 1 should enable to improved collection and analysis of data on this protected group.

Proposed objective 3 should include plans to increase the number of disabled employees at the Council

Proposed objective 5 should positively impact on the lives of disabled people through improved participation levels in sporting and cultural events

Gender reassignment

Proposed objective 1 should enable to improved collection and analysis of data on this protected group.

Marriage/Civil Partnership

Proposed objective 1 should enable to improved collection and analysis of data on this protected group.

Pregnancy/Maternity

Proposed objective 1 should enable to improved collection and analysis of data on this protected group.

Race

Proposed objective 1 should enable to improved collection and analysis of data on this protected group.

Proposed objective 2 may include some work around opportunities for cross-community social interaction which would benefit a range of ethnic groups/communities.

Proposed objective 3 should include plans to increase the number of black and ethnic minority employees at the Council across all grades

Religion/Belief

Proposed objective 1 should enable to improved collection and analysis of data on this protected group.

Proposed objective 2 may include some work around opportunities for cross-community social interaction which would benefit different religious groups/communities.

Sex

Proposed objective 1 should enable to improved collection and analysis of data on this protected group.

Proposed objective 3 may include plans to increase the number of female employees at the Council in senior positions

Sexual Orientation

Proposed objective 1 should enable to improved collection and analysis of data on this protected group.

5. Are there any other vulnerable groups that could be affected? i.e. deprivation, looked after children, carers.

Also include any information about the health inequalities/Marmot implications of this proposal. Contact Caroline Ryder (caroline.ryder@coventry.gov.uk) or Hannah Watts (hannah.watts@coventry.gov.uk) in Public Health for more information.

Successful delivery of proposed objectives 4 and 5 would improve the life chances of those protected groups through increased levels of employment and improved health outcomes, thus indirectly address the health inequalities agenda.

6. What are the gaps in evidence? Can this be addressed during the consultation stage?

In this section, re-state those protected characteristics for which there is no data available. In addition, outline if there are any plans to collect further data during the consultation stage (through surveys, on-site sampling etc). If it is unlikely that additional data will be available to inform this ECA, then include a commitment statement in this section along the lines of 'following on from this ECA, once the new service is implemented/commissioning process undertaken, a specific requirement to collect and analyse relevant equalities data will be included in management information processes / service specifications*'. *delete as appropriate*

7. What are the likely impacts of this project/review on staff from protected groups?

Outline below how this proposal/review could impact on staff from protected groups positively or negatively, and what steps/mitigations (if any) could be taken to reduce any negative impact that has been identified.

Data you should include related to the staff impacted:

- *Employee headcount / Total Contract Count / Total FTE*
- *Status (Part time/Full time)*
- *Age band*
- *Sex*
- *Ethnicity*
- *Disability*
- *Grade*
- *Sexual Orientation*
Religion/Belief

*This information can be obtained from Andy Hyland –
Andy.Hyland@coventry.gov.uk 02476 83 3426*

Proposed objective 3 will specifically target improving the diversity of the Council Workforce; the Equality, Diversity and Inclusion Action Plan will provide the delivery mechanism for achieving this objective.

Form 2

This section should be completed AFTER any consultation has been concluded.

Author of this document: Jaspal Mann
Date of completion: 3 December 2019

Potential Impacts – further information

- 8. Referring to the information detailed in question 4 of ECA Form 1, state if the potential impacts have been confirmed. Also detail below any additional information about potential impacts that has been highlighted during any consultation.**

The consultation exercise has confirmed support for the proposed equality objectives but also reiterated the need for clearly identified actions to support delivery of the objectives and to enable progress to be measured

Outcome of equality impact

- 9. Indicate which of the following best describes the equality impact of this project/review:**

- There will be **no** equality impact if the proposed option is implemented
- There will be **positive** equality impact if the proposed option is implemented
- There will be **negative** equality impact if the proposed option is implemented but this can be objectively justified
- There will be both **positive and negative** impacts if the proposed option is implemented

Summary of ECA

Write a paragraph below which summarises the key aspects of this ECA.

This paragraph should be included in the Equalities/EIA section of any Cabinet/Cabinet Member Report.

This ECA has taken place on the process to develop new equality objectives for the Council. This is required as part of the organisation's compliance with the Public Sector Equality Duty. The ECA shows that implementation and successful delivery of the proposed objectives should result in a range of improved outcomes for protected groups.

Approvals from Director and Cabinet Member

Name of ECA Author Jaspal Mann

Date 03.12.19

Director: Liz Gaulton

Cabinet Member: Cllr AS Khan, Cabinet Member (Policing & Equalities)

Please detail below any committees, boards or panels that have considered this analysis.

| Name | Date | Chair | Decision taken |
|-------------|-------------|--------------|-----------------------|
|-------------|-------------|--------------|-----------------------|

Next steps

Please send this completed ECA to the Insight Team as follows:

Wendy Ohandjanian (wendy.ohandjanian@coventry.gov.uk tel. 76 977 076)

Jaspal Mann (jaspal.mann@coventry.gov.uk tel. 7697 7109)

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To: Cabinet Member for Policing and Equalities

Date: 30th January 2019

Subject: Proposed Equalities Objectives

1 Purpose of the Note

- 1.1 To inform the Cabinet Member for Policing and Equalities of the comments and recommendations from Scrutiny Co-ordination Committee following their consideration of a Cabinet Member report on the Proposed Equalities Objectives

2 Recommendations

- 2.1 Scrutiny Co-ordination Committee supports the recommendations in the report and in addition the Cabinet Member for Policing and Equalities is recommended:
- 1) That he considers the evaluation process of the objectives over a period of time, including this in future reports
 - 2) That future reports are more specific in relation to referring to accountability by elected members
 - 3) That he considers introducing mandatory training for undertaking Equalities Impact Assessments for all relevant officers
 - 4) That the Scrutiny Co-ordination Committee receive regular progress reports on the work in this regard

3 Background and Information

- 3.1 At their meeting on the 8th January 2020, Scrutiny Co-ordination Committee considered the Cabinet Member report on the Proposed Equalities Objectives.
- 3.2 The Committee asked questions and sought answers and assurances in relation to a number of issues, including:
- Clarification in relation to work being undertaken in relation to each objective
 - How benchmarking and measuring of objectives will be undertaken
 - What consideration has been given to evaluation and encompassing this information into future reports

- Information regarding the diversity of the City
- How the objectives will be reflected in the Council Plan
- Equality Impact assessments and the ability of officers to undertake these
- Examples of work being undertaken with the West Midlands Combined Authority
- Accountability by elected members

Gennie Holmes
Scrutiny Co-ordinator
024 7697 1857
gennie.holmes@coventry.gov.uk



Cabinet Member for Policing & Equalities

30 January 2020

Name of Cabinet Member:

Cabinet Member for Equalities and Policing – Councillor AS Khan

Director Approving Submission of the report:

Deputy Chief Executive (Place)

Wards affected:

All

Title:

Godiva Festival 2020

Is this a key decision?

No - although the proposals affect more than two electoral wards, the impact is not expected to be significant.

Executive Summary:

The Godiva Festival is a hallmark annual event in the city calendar. In 2019 the Council reduced the core budget for Godiva as part of agreed measures to address financial challenges and its piloted initiatives to establish the potential for a more commercial approach, while underpinning the event with a one-off budget allocation. The Council tested the market for income to be generated to support the event in future by charging for car parking, improving merchandising and seeking increased sponsorship. Ticketing was also introduced, along with other measures, to address public safety concerns. Ticketing enabled accurate assessment of attendance, and profiling of customers, which has been used to inform projections for earned income in future.

After the 2019 results were known, the Council reassessed its core contribution to the festival, and included in its corporate budget consultation for 2020-21 proposals to increase the net contribution to the festival in order to provide a realistic and robust financial model.

This report seeks approval to the admission and parking charges for the Godiva Festival in 2020-22 necessary to balance the budget on an ongoing basis, assuming its scale and content remain the same.

Recommendations:

The Cabinet Member is requested to:

- 1) Approve the proposals for pricing of tickets and car parking for the Godiva Festival for the period 2020-22, as set out in Section 2 below, building on the additional core budget of £200,000 per annum to support the Festival which is pending approval through the corporate budget process.

List of Appendices included:

None.

Background papers:

None.

Other useful documents

Report to Cabinet Member Policing and Equalities – 10th October 2019 – Keep Godiva Festival Free for all

<https://edemocracy.coventry.gov.uk/ieListDocuments.aspx?CId=653&MId=11969&Ver=4>

Has it been or will it be considered by Scrutiny?

No

Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?

No

Will this report go to Council?

No

.

Report title: Godiva Festival 2020

1. Context (Background)

1.1 The City Council is the organising body for the annual Godiva Festival. Financial pressures over time have required the Council to reduce the budget for the event and to consider how other sources of funding can be found to enable it to continue. During the period 2020 to 2022, Coventry will be the UK City of Culture and a host of the Commonwealth Games, and the Godiva Festival will play an important part in providing a high quality, accessible and enjoyable event for local people and visitors to the city. In 2019 income generating measures were tested and more robust data gathered concerning the volume and profile of attenders. This has been used to support a realistic assessment of potential future income from sources outside the Council and develop the proposal in this report.

2. Options considered and recommended proposal

2.1 Three options were considered in order to manage a financially viable event in future.

2.2 Option 1 (not recommended) - continue to manage the festival within already agreed resources of £75,000 per annum. To balance the budget, it was calculated that ticket prices would need to be increased to a level necessary to achieve a yield of more than £10 per person per day on average. This would mean a top price of £15 in order to mitigate the associated drop in demand, and to accommodate concessionary pricing to meet equality requirements. The level was felt too high to be inclusive and to meet the Council's objective of increasing access to leisure, music and events.

2.3 Option 2 (recommended) – increase the agreed resources by £200,000 per annum for the Festival in 2020, 2021 & 2022, and increase the cost of entry to achieve an average net income of £4.70 per ticket. The programme would be reconfigured to improve the family offer on Sunday to make it better value. The mix of music would be broadened to increase appeal whilst continuing to support local talent. Market sensitive price-setting would be introduced for Friday and Saturday.

2.4 Option 3 (not recommended) - revisit previously discounted options. Outsourcing would remove the Council's control over content and be likely to raise ticket prices above even the levels of Option 1. Reducing content and scale to change the character of the event to a music-only weekend, would have an impact on the value of the festival as a family entertainment.

2.5 The recommended ticket pricing structure is set out at 2.8 and 2.9 below and takes into account:

- the increased value of commission (derived as a percentage of income)
- the likely impact on audience volume (10% lower than 2019)
- the expected profile of audiences based on 2019 audience survey
- the need for the pricing structure to be readily understood by customers and;

- the obligation to generate £327,000 net ticket income in order to balance the budget, taking into account the additional £200,000 core budget as set out in the corporate budget setting process which is pending approval.

2.6 The variety of proposed ticket prices includes good value family tickets and concessionary discounts for disabled people, people over 60 years old and 5-16 year olds. Under 5s and companions of disabled people will still require tickets, but they will not be charged. All child ticket-holders must be accompanied by a paying adult for security and safety reasons.

2.7 Early Bird prices, supported by an enhanced marketing budget, will encourage early sales which help to mitigate the Council's risk. Advance booking helps to inform the booking of infrastructure, which makes delivery more cost effective.

2.8 Admission Ticket Prices

| Early Bird Prices - Up to 31st April | | | | |
|---|------------------|-------------------------------|------------------------------|---|
| | Full Price (17+) | Concession (5-16 & Over 60's) | Infants (4 & under) & Carers | Family (2 Full Price & 2 Concession Children) |
| Fri | £5.00 | £3.50 | £0 | £15.00 |
| Sat | £6.00 | £4.50 | £0 | £18.00 |
| Sun | £4.00 | £2.00 | £0 | £10.00 |
| 3 Day Festival Ticket | £12.50 | £8.50 | £0 | £37.00 |
| Advance Prices - From 1st May - 2nd July | | | | |
| | Full Price (17+) | Concession (5-16 & Over 60's) | Infants (4 & under) & Carers | Family (2 Full Price & 2 Concession Children) |
| Fri | £7.00 | £5.50 | £0 | £22.50 |
| Sat | £8.00 | £6.50 | £0 | £27.00 |
| Sun | £6.00 | £3.00 | £0 | £15.00 |
| 3 Day Festival Ticket | £18.50 | £14.50 | £0 | £59.00 |
| On the Day Prices 3rd - 5th July | | | | |
| | Full Price (17+) | Concession (5-16 & Over 60's) | Infants (4 & under) & Carers | Family (2 Full Price & 2 Concession Children) |
| Fri | £10.00 | £7.00 | £0 | £30.00 |
| Sat | £12.00 | £9.00 | £0 | £36.00 |
| Sun | £8.00 | £4.00 | £0 | £20.00 |
| 3 Day Festival Ticket | n/a | n/a | n/a | n/a |

2.9 Car parking charges are set out below.

| Car Parking | Early Bird | Advance | On the Day |
|-----------------------------------|-------------------|----------------|-------------------|
| Fri | £10 | £12.50 | £15 |
| Sat | £10 | £12.50 | £15 |
| Sun | £10 | £12.50 | £15 |
| 3 Day Festival Car Parking | £25 | £30 | n/a |

3. Results of consultation undertaken

3.1 For financial year 2020/21 a consultation has been carried out to inform budget setting, due to be agreed in February 2020. Only nine respondents to the corporate budget consultation referenced Godiva Festival. However, from the 2019 Festival audience survey, 85% of the 871 responses from audience members viewed the festival as Good or Very Good value for money. Some respondents to the survey expressed willingness to pay more in the future, with the expectation of an improved offer including getting bigger acts or having two stages.

4. Timetable for implementing this decision

- 4.1 This decision will be implemented immediately, subject to Council processes. Tickets and car parking will go on sale as soon as the ticketing provider has been formally contracted.
- 4.2 The proposal includes an Early Bird ticket price, which assumes tickets will be on sale by the end of March 2020 at the latest. Advance ticket prices will apply from 1st May to 2nd July inclusive. Walk-up customers will be able to purchase tickets at the On the Day prices.

5. Comments from Director of Finance and Corporate Services

5.1 Financial implications

This proposal is dependent on an additional £200,000 per annum being provided from corporate resources to support the festival in 2020, 2021 & 2022 in order to keep prices at the proposed levels. The corporate budget for 2020-21 is scheduled for consideration in February 2020. Following the festival, a financial review will be undertaken to understand where financial success or failure has occurred and mitigating actions may be proposed for the following years.

5.2 Legal implications

Section 145 of the Local Government Act 1972 gives the Council the power to do, or arrange for the doing of, or contribute towards the expenses of the doing of, anything necessary or expedient for the provision of an entertainment. The Council's Contract Procedure Rules will be followed in relation to the appointment of the ticketing provider.

6. Other implications

None.

6.1 How will this contribute to the Council Plan (www.coventry.gov.uk/councilplan/)?

The Council Plan's objective "Increasing access to arts, sports & cultural opportunities including leisure, music and events" will be supported by improving the financial resilience of the Godiva Festival for the future, so that more people can access and enjoy the event. Pricing proposals have been developed to balance the need to generate a financial contribution, with ensuring the event remains affordable, especially for people on low incomes. The event will assist in Raising the Profile of Coventry by maintaining its scale and growing its quality. Planning on a three-year horizon enables the Council to enter preferential agreements for supply of services, helping to "Deliver our Priorities with Fewer Resources".

6.2 How is risk being managed?

The key risk is that insufficient income is generated from the proposed charges. While Godiva Festival is a respected event with a loyal following, people have many competing choices for their leisure time and disposable income. Many factors could affect the success of the proposed approach including affordability, the appeal of the programme and the perception of value for money, the success of the marketing and promotion effort, the weather, clashes with other events in the city, regionally and nationally and the ease of use of booking. The modelling of the pricing structure, as described above, mitigates many of these risks and the budget includes additional resource for marketing in a competitive environment. The impact of bad weather and other factors which may arise before the festival are mitigated by the promotion of advance sales.

6.3 What is the impact on the organisation?

None.

6.4 Equality and Consultation Analysis (ECA)

Analysis of the Audience survey for the 2019 Festival show that the introduction of charges for the 2019 Festival had minimal impact on audience diversity, audience disability and profile. To address the potential for adverse differential impact, the proposals outlined in this report include the following measures;

- All tickets are competitively priced with staggered discounts for those who purchase tickets in advance
- Both 3-day Festival tickets and Family tickets are further reduced compared to individual tickets
- Tickets are very much below market rate for similar commercial events
- Sunday is programmed as a family day with a family ticket available at £10, which represents a like-for-like increase of £2
- The individual concession price is kept the same as 2019 at £2 for Sunday.
- Under 5s and personal assistants/carers/companions of customers with disabilities remain free
- Car parking charges are unchanged and Blue Badge holders have free car parking
- The event venue is a central location accessible by public transport
- We are aiming to improve the diversity of the food offer

6.5 Implications for (or impact on) climate change and the environment

In line with the City Council's Energy and Water Management Policy and the Carbon Management Plan, the festival aims to reduce its carbon footprint and use technology and recycling to minimise environmental impact. The introduction of paid car parking resulted in a drop of car parking on site (without an increase in anti-social parking) and increased the volume of audience walking to the site. Whilst being commercially viable, car parking will not be increased for festival and the introduction of a Green Transport Plan for the Festival is planned for 2020. The on-line ticketing does not require the audience to print out tickets as QR codes can be scanned on site thus reducing the amount of paper used in ticketing. The wristbands exchanged for tickets allows visitors to "pass out" and identifies the audience member as bona fide and assist with safety and security. Wristbands are recyclable and audience will be encouraged to deposit used wristbands at the exit points with stewards equipped with vessels to collect the used wristbands thus reducing anti-social littering and improving event recycling.

6.6 Implications for partner organisations?

None.

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| Members: Cllr AS Khan | Deputy Leader, Cabinet Member for Equalities and Policing | | 22/01/20 | 22/01/20 |
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