

EQUALITY IMPACT ASSESSMENT (EIA)

Title of EIA		Godiva Festival & Extended Events Programme
EIA Author	Name	David Nuttall
	Position	Strategic Lead – Culture, Sports and Events
	Date of completion	29.01.26
Director	Name	Andy Williams
	Position	Director of Regeneration and Economy
Cabinet Member	Name	Cllr Abdul Salam Khan
	Portfolio	Cabinet Member for Policing and Equalities

PLEASE REFER TO [EIA GUIDANCE](#) FOR ADVICE ON COMPLETING THIS FORM

SECTION 1 – Context & Background

1.1 Please tick one of the following options:

This EIA is being carried out on:

- ☒ New policy / strategy
☐ New service
☐ Review of policy / strategy
☒ Review of service
☐ Commissioning
☐ Other project (*please give details*)

1.2 In summary, what is the background to this EIA?

In response to the financial pressures associated with delivering the traditional Godiva Festival in War Memorial Park, particularly during a period of low disposable income and heightened financial risk for the Council, an alternative city centre model has been proposed. “Godiva in the City” would be significantly less costly to deliver and would include free entry for the public to significant aspects of the programme offering, reducing financial risk while maintaining broad public access.

With c.60% of the current Godiva audience drawn from CV1–CV6 postcodes, a largely free city centre offer is expected to increase accessibility and ensure greater benefit for residents. The event will showcase local bands and performers, delivering a diverse and inclusive programme that promotes civic pride and community cohesion, while maintaining high production values. This model replaces the large scale, park-based music festival with a more financially sustainable and community focused alternative, with reduced reliance on earned income.

Alongside this approach, the Council will soft test the market for private sector promoters to explore opportunities for a commercially promoted park-based music event from 2027 onwards, thereby retaining the Godiva brand and seeking to secure a green-field festival experience, while reducing public sector exposure to financial risk.

The revised events programme also expands beyond a single festival to include a broader programme of free, family friendly events and the amplification of some existing city events. These events will support tourism, community engagement and the nighttime economy.

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This new strategic approach to events delivery will be overseen through the establishment of a high-level City Events Steering Group, ensuring coordinated planning, strong governance and maximum impact for residents, visitors and the city's cultural profile.

The Godiva in the City budget (£250k) will cover programme content, production, safety and security, audience welfare and accessibility, promotion, public liability insurance, sustainability measures, cleanliness and hospitality for the event.

The extended programme budget (£150k) will support wider city events programming across the above areas, in line with event requirements.

1.3 List organisations and people who are involved in this area of work

Coventry residents, business and visitors
Coventry City Council
Destination Coventry
Coventry BID

1.4 Who will be responsible for implementing the findings of this EIA?

Jon Hogan – Head of Events

SECTION 2 – Consideration of Impact

Refer to guidance note for more detailed advice on completing this section.

In order to ensure that we do not discriminate in the way our activities are designed, developed and delivered, we must look at our duty to:

- Eliminate discrimination, harassment, victimisation and any other conflict that is prohibited by the Equality Act 2010
- Advance equality of opportunity between two persons who share a relevant protected characteristic and those who do not
- Foster good relations between persons who share a relevant protected characteristic and those who do not

To find out more about local data, please visit the below links:

[Facts about Coventry](#)

[Census 2021](#)

[Joint Strategic Needs Assessment \(JSNA\)](#)

2.1 Baseline data and information to include data on Protected Characteristics, Health Inequalities and Digital Inclusion

Please include a summary of data analysis below, using both your own service level management information and also drawing comparisons with local data where necessary. Where possible, compare your data to local data using: Facts about Coventry; Census 2021; JSNA.

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Ticket Sales 2021 – 2025

	Adult		Concession		Child		Under 5's		Family		Super Concession		Carer		TOTAL	
	Quantity	£	Quantity	£	Quantity	£	Quantity	£	Quantity	£	Quantity	£	Quantity	£	Quantity	£
Godiva Festival 2021	31,812	£189,392.50	4,687	£20,117.50	2,727	£11,755.50	2,126	£0.00	10,051	£38,981.86	0	£0.00	70	£0.00	51,473	£260,247.36
Godiva Festival 2022	39,470	£283,626.50	6,723	£35,088.00	4,042	£23,343.00	2,485	£0.00	16,598	£72,478.70	0	£0.00	81	£0.00	69,399	£414,536.20
Godiva Festival 2023	36,482	£343,878.00	7,533	£54,997.50	4,653	£34,180.50	2,888	£0.00	18,236	£98,630.10	0	£0.00	979	£0.00	70,771	£531,686.10
Godiva Festival 2024	24,214	£332,174.50	5,583	£59,975.50	3,232	£37,519.00	2,011	£0.00	8,835	£80,135.99	2,342	£17,407.00	1,231	£0.00	47,448	£527,211.99
Godiva Festival 2025	16,957	£217,947.26	3,114	£30,210.09	2,614	£26,361.41	1,243	£0.00	8,518	£72,514.03	1,738	£13,480.00	931	£0.00	35,115	£360,512.79

The festival experienced continuous growth from 2021 to 2023, peaking in both attendance and income in 2023. However, 2025 saw a substantial drop across all ticket categories, with total revenue falling by over £160,000 compared with the previous year.

Delivering Godiva in the City directly responds to feedback from non-attendees in 2025. 55% of survey respondents not attending the festival identified the cost of tickets/value for money as the primary barriers to attending the festival. From a web-based survey of customers who did not purchase a ticket before stepping off the website, we have the following data as reasons for not purchasing;

- Price, 272, 44%
- Line-up, 121, 19%
- Value for money, 68, 11%
- Safety, 32, 5%
- Date, 31, 5%
- Other, 23, 4%
- Ticketing issue, 22, 4%
- "This used to be free", 20, 3%
- Access concerns, 19, 3%
- Location/ Transport links, 13, 2%
- Age limit, 4, 1%

By introducing a largely free-to-enter city centre event offer, the Council will maintain the strong Godiva brand while addressing current cost of living pressures faced by residents. This approach significantly reduces reliance on earned income and creates a lower risk, more financially sustainable model, in contrast to the 2025 festival where reduced ticket sales led to a notable financial underperformance and cost pressure for the Council.

Shifting to a multi-site city centre format also allows the programme to showcase local talent, reducing dependence on high-cost headline artists and the escalating expenses associated with staging a largescale, park-based mass gathering. Capacity will be actively managed, with clear terms of entry retained for individual venues to ensure a safe and well-regulated event environment.

2.2 Please highlight which Marmot Principles does this EIA Support

1. Give every child the best start in life
2. Enable all children, young people and adults to maximise their capabilities and have control over their lives
3. Ensure a healthy standard of living for all
4. Create fair employment and good work for all
5. **Create and develop healthy and sustainable places and communities**

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6. Strengthen the role and impact of ill health prevention
7. Tackle racism, discrimination and their outcomes
8. Pursue environmental sustainability and health equity

SECTION 3 – Protected Groups

3.1 On the basis of evidence, complete the table below to show what the potential impact is for each of the protected groups.

- Positive impact (P),
- Negative impact (N)
- Both positive and negative impacts (PN)
- No impact (NI)

Protected Characteristic	Impact type P, N, PN, NI	Nature of impact and any mitigations required
Age 0-18	P	Free/low-cost entry and a central, multi-site offer improves access for children, young people and older residents and reduces cost barriers for families. It will allow this group to participate at events
Age 19-64	P	Free/low-cost entry and a central, multi-site offer improves access for young people and older residents and reduces cost barriers for families. It will allow this group to participate at events
Age 65+	P	Free/low-cost entry and a central, multi-site offer improves access for children, young people and older residents and reduces cost barriers for families. It will allow this group to participate at events
Disability	P	Largely removing ticket costs and delivering events in the city centre increases accessibility for disabled people who rely on public transport and accessible routes. Things to ensure that are in place to ensure access are Inclusive venue selection; accessibility audits, accessible viewing areas, toilets and information; trained stewards and clear contact points.
Gender reassignment	NI	
Marriage and Civil Partnership	NI	

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Pregnancy and maternity	P	Free/low-cost entry reduces financial pressure; city centre locations improve access for those with buggies and caring responsibilities.
Race (Including: colour, nationality, citizenship ethnic or national origins)	P	Diverse programming (e.g. potential Mela, 2 Tone Day) supports representation of Coventry's ethnically diverse communities. The free offer increases access for communities disproportionately affected by cost barriers.
Religion and belief	NI	
Sex	NI	
Sexual orientation	P	Amplification of Coventry Pride and inclusive programming improves visibility, representation and participation for LGBTQ+ residents.

3.2 On the basis of evidence, complete the table below to show any impact on the following characteristics which are not specified as protected characteristics but should be considered.

Group	Impact type P, N, PN, NI	Nature of impact and any mitigations required
Care Experienced	NI	
Armed Forces	NI	
Social Economic Groups (low income, poverty, education, unemployment, community safety and social support)	P	The move to a largely free/low cost, city centre Godiva event is expected to have a positive impact on socioeconomic groups, particularly residents on lower incomes who identified ticket cost as a key barrier to attendance. Free entry removes a significant financial obstacle and improves access for families and individuals from more deprived communities.

SECTION 4 –Next steps

Planned Action	Owner	Timescale

4.2 How will you monitor and evaluate the effect of this work?

Analysing

- Number of attendees
- Feedback Surveys
- Economic activity

SECTION 5 – Impact on Council Staff

5.1 Will this area of work potentially have an impact on Council staff? Yes/No

If yes

Nature of impact and any mitigation required

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N/A

SECTION 6 – Completion Statement


As the appropriate Head of Service for this area, I confirm that the potential equality impact is as follows:

- No impact has been identified for one or more protected groups ☐
- Positive impact has been identified for one or more protected groups ☒
- Negative impact has been identified for one or more protected groups ☐
- Both positive and negative impact has been identified for one or more protected groups ☐
- The potential impact of this proposal on protected groups is not yet known ☐

Before you submit this form - please save your progress and forward the email you receive with any questions to equality@coventry.gov.uk. The team will review your Equality Impact Assessment and provide you with feedback.

Only click submit if the Equality Impact Assessment has been reviewed and you have been advised to by the equality team.

7.0 Approval

Name of Head of Service: David Nuttall 	Date approved by Head of Service: 30/01/26
Name of Director: Andy Williams	Date sent to Director: 30/01/26