

Summary Fair Treatment Assessment (FTA)

Area for Assessment:		
Name of service or function etc	Solihull Arts Complex Review	
Which Service does this affect?	Solihull Arts Complex (venue, arts development, café bar, Tourist Information Centre) – Neighbourhood Services	
Is this a new, existing or revised function?	Existing function – proposed saving	
Summary of findings:		
Main conclusions on the likely impact of the function on different equality groups (protected characteristics):		
<p>The Business strategy work has identified demographics on tickets sales and then this has been compared to the Solihull Borough demographics. We have an overview of some characteristics, however we do not have detailed individual characteristic information/data.</p> <p>It is proposed to undertake two consultations, see actions below, to resolve this issue.</p> <p>The potential stopping of an across the counter Tourist Information function will have an impact on customers who use the service and do not have access to a computer. The levels of usage are relatively low and research shows that the majority of requests for information are about areas outside of Solihull. Partners to assess if Tourist Information can be offered in an alternative way.</p> <p>The proposal to make the Arts Development resource more venue focused could be seen as taking this resource away from the rest of the Borough. However the new way of working will have an outreach role that can target different areas of the Borough and make the venue more relevant for these areas. There will still be an advice and support role provided by personnel at the Arts Complex.</p> <p>Reduction in Gallery and Theatre programming budgets will potentially mean that it will impact on programming for particular groups. It is proposed to look at external funding to fill this gap. It will mean that there is less opportunity for risk or subsidy within the programme. The programme at the Arts Complex will need to be creative in how it reaches particular groups. This can be partially countered through better marketing techniques such as social media and e-marketing.</p>		
Actions:		
Actions identified to address negative impacts identified or to better promote equality, human rights, cohesive and sustainable communities and safeguarding issues		
Action	Outcome	Timescale
Snap Shot questionnaire when booking tickets to include equalities monitoring information	Understanding of the audience profile in terms of equalities characteristics – can inform future analysis/assessment and service development	February 2014
Website questionnaire aimed at	To identify whu non-users do not use	February 2014

users and non users on improvements to service	the facility, what users and non-users would like to see and any equalities issues that may arise. This information could inform future analysis/assessment and service development	
Investigate other means of providing Tourist Information through Libraries, Connect and the VisitSolihull.com website - ensuring this meets the needs of all potential customers, including those with disabilities	Customers can be signposted to the information that they have traditionally got from the Tourist Information Centre.	By summer 2013
Put together Community and outreach plan with KPIs. Develop partnerships with schools across the Borough. Use Solihull Arts Connect Network being currently established with partners in education. Work with libraries on seeking external funding for arts provision in Libraries giving wider geographical spread. Continue work with Northern Star Community Arts supporting their work at Kingshurst arts space.	Arts Activity is maintained at current levels throughout the Borough working with key partners	Plan in place by January 2014
Look to work with key partners to identify external funds and help with promotion for a diverse range of events and activities	Develop diverse programme with widespread appeal	Ongoing
Date Assessment Signed Off	07/12/12	