

PART B – Equality Analysis Form

As a public authority we need to ensure that all our strategies, policies, service and functions, both current and proposed have given proper consideration to equality and diversity.

This form:

- Can be used to prompt discussions, ensure that due regard has been given and remove or minimise disadvantage for an individual or group with a protected characteristic
- Involves looking at what steps can be taken to advance and maximise equality as well as eliminate discrimination and negative consequences
- Should be completed before decisions are made, this will remove the need for remedial actions.

Note – An Initial Equality Screening Assessment (Part A) should be completed prior to this form.

When completing this form consider the Equality Act 2010 protected characteristics Age, Disability, Sex, Gender Reassignment, Race, Religion or Belief, Sexual Orientation, Civil Partnerships and Marriage, Pregnancy and Maternity and other socio-economic groups e.g. parents, single parents and guardians, carers, looked after children, unemployed and people on low incomes, ex-offenders, victims of domestic violence, homeless people etc. – see page 11 of Equality Screening and Analysis Guidance.

1. Title	
Equality Analysis title: Rotherham Museums, Arts and Heritage	
Date of Equality Analysis (EA): 15.09.25	
Directorate: Regeneration & Environment	Service area: Culture, Sport & Tourism
Lead Manager: Leanne Buchan, Head of Creative Programming & Engagement Lisa Howarth, Museums, Arts & Heritage Manager	Contact number: 01709 822056 01709 289882
Is this a:	
<input type="checkbox"/> Strategy / Policy	<input checked="" type="checkbox"/> Service / Function
<input type="checkbox"/> Other	
If other, please specify	

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2. Names of those involved in the Equality Analysis (Should include minimum of three people) - see page 7 of Equality Screening and Analysis Guidance

Name	Organisation	Role (eg service user, managers, service specialist)
Leanne Buchan	RMBC – Creative Programming & Engagement	Head of Creative Programming & Engagement
Lisa Howarth	RMBC – Museums, Arts & Heritage	Museums, Arts & Heritage Manager
Hayley Beecher	RMBC – Museums, Arts & Heritage	Community Engagement Manager
Georgia Lingwood	RMBC – Museums, Arts & Heritage	Collections & Exhibitions Manager

3. What is already known? - see page 10 of Equality Screening and Analysis Guidance

Aim/Scope (who the Policy/Service affects and intended outcomes if known)

Rotherham Museums, Arts & Heritage service manages Clifton Park Museum and Boston Castle, as well as five heritage sites across the borough including: Keppel’s Column, Catcliffe Glass Cone, Rockingham Waterloo Kiln, Payne Mausoleum and Walker Mausoleum. It also manages Rotherham Archives and Local Studies and is the caretaker of the Rotherham York & Lancaster Regimental Collection on behalf of the sole trustee, Rotherham Metropolitan Borough Council.

Up until recently the service had been traditional in its programming with the voice of the service taking precedence across static exhibitions. Over the last two years as part of its recovery from COVID-19 and drive to engage a wider audience demographic the team has embarked on a programme of change, reimagining its galleries to create seven temporary exhibition spaces, two community engagement rooms and a test space for community ideas to evolve. Working towards creating an inclusive, generous and shared ownership of the museum and collection the service will seek to empower a range of communities to influence its future programming through a series of experimental projects.

The service has a mission to: “spark imagination, curiosity and roots through the celebration of *Rotherham’s people, stories, spaces and collections*’. This mission underpinned by five values: generosity, quality, inclusivity, wonder and resilience.

This mission supports the care of a collection of more than 76,000 objects that have been collected since 1893 when the museum was first established. Formed under the close supervision of the V&A the collection included treasures from our illustrious history, from the pottery that graced the tables of Buckingham Palace’s finest banquets to the tools from the coal face of industry and the stories of ordinary working life across the borough. In 2011 following the merger of the ‘Museums, Galleries and Heritage’ and ‘Archives and

Local Studies' we became 'Heritage Services' and in 2019 with a renewed focus on the museums, collections and public spaces in our care we became Rotherham Museums, Arts & Heritage.

In order to allow the collection to be shared and enjoyed by museum audiences across the borough and beyond and secure additional funding for exhibitions and events, Clifton Park Museum must retain Museums Accreditation from Arts Council England for its Clifton Park Museum site.

Whilst the museum and collections will always be open and accessible to all communities across the borough, as part of its work to secure National Portfolio Organisation status (three-year funding from Arts Council England) the service has identified three key audiences with which to form deeper connections with both the museum and collections:

- **Global Majority Communities:** Through recent projects and initiatives such as the World Cultures programme and support for local artists of South Asian heritage the service has been able to grow its global majority audience from 11% in 2021 to 19% in 2022. Data gathered as part of the annual Audience Finder programme shows that the main global majority audiences currently engaging with the museum are Asian/Asian British which reflects the Pakistani demographic within walking distance of the museum. There is also an increased engagement from the Black community growing from 1% in 2021 to 3% in 2022. The data for 2023/4 is with a new audience survey which makes it more difficult to compare data from 2021-2024.
- **Children and Young People:** The survey data shows that visitors to the museum who are under 16 grew from 45% in 2021 to 59% in 2022 as a result of initiatives such as the National Lottery Heritage Funded Young Roots Programme and the reintroduction of Nelson's Cub Club for young families. In addition to the visitors surveyed as part of Audience Finder the museum also hosts 24 school visits each year connecting local school children to their heritage through collections and exhibitions. In 2021/22 the service also invested in co-production with children and young people hosting nine young people aged 16-25 as part of the Kickstart programme. Working alongside the Children's Capital of Culture team in 2022 the service also worked with a team of three Young Producers to co-create an exhibition for the launch of the Children's Capital of Culture initiative. In 2024/25 the service has hosted five Children's Capital of Culture trainee positions across collections, archives, marketing and engagement.
- **Intergenerational families:** Linked to the drive to become more family-friendly and provide opportunities for children and young people as part of a family group, the Museums, Arts & Heritage service also has a focus on older people aged 55+ and the role they play within the family. This groups accounts for roughly 31% of the museum visitors currently, with further engagement through outreach and community engagement programmes.
- **Museums, Arts & Heritage staff:** The team is relatively small and has limited representation of global majority or young people's perspectives. The addition of the trainee roles have brought the voice and influence of young people into the service. We recognise that the lived experience of this team will be limited due to its current demographic and therefore have actively sought to bring wider experience and perspectives through partnerships with Flux Rotherham, BME Young Carers

and other strategic partners. While the staff team is lacking in representation from these areas it does have a good balance of representation from geographical communities across Rotherham and a greater representation of women. The service has worked with its core staff team to fully embed them in the development of the vision, mission and values and embed their ideas, lived experience and creativity into the future direction of the service.

In order for active participation to be sustainable, our communities need to see themselves as part of Rotherham's story, to value their own voice within that story and develop a shared pride and identity. This programme will empower families to reclaim their story and document it through active collecting, creating memories and identities that are intertwined with the collections, stories and spaces.

Through its collections, spaces and stories the service has a unique role bringing communities together, sharing the customs and traditions and celebrating difference and commonality. It also has an important role in addressing prejudices, mistrust and exclusion through interpretation of collections and the opportunities it convenes for shared experience.

What equality information is available? (Include any engagement undertaken)

Clifton Park Museum undertakes an Audience Visitor survey annually. This was delivered through the Audience Agency up to 2023 and is now delivered through the Illuminate system which is funded by the Arts Council. The categories and scope have changed for the Arts Council England data, making it slightly more difficult to compare with Audience Finder data. The data for 2023/4 was also a smaller sample size of 189 surveys in 6 months. The surveys use standardised methodologies to enable the service to benchmark against previous year data and national and regional census data. The survey is collected using a systematic sample size and is undertaken for a full financial year. The data can be viewed throughout the year, to enable to service to build up an understanding of visitors throughout the year. This data is for visitors to Clifton Park Museum only and does not include targeted outreach and engagement with community groups or school visits.

The survey data does not include the age breakdown of children, so this data is collected manually at the entrance. Table 1 shows the data on age profile of visitors.

Table 1: Audience Age	(2023/4)	2025/6
Under 5	15%	16%
Child / Young Adult	24%	23%
Adult	46%	45%
Over 55	15%	16%

Children under 5 years and adults over the age of 55+ are target audiences for the service. Through ongoing engagement through its Nelson's Cub Club programme and intergenerational family learning offer, these audiences are starting to grow.

Table 2 is taken from the Audience Finder and Illuminate survey and shows a sharp increase this year of female visitors in 2022/3 and more recently in 2025/6. This could be

due to the temporary exhibition 'Grass Roots to Glory – Our Story so Far' which celebrated the untold story of women's football in Rotherham and the SELF exhibition which had a SELF made women gallery.

Table 2: Gender				
	2024/5	2023/4	2022/23	2021/22
Female	75.68%	56.99%	74.7%	33%
Male	21.62%	36.56%	25%	67%
Other	2.36%	2.69%	0.3%	0%
Prefer not to say	0.34%	3.76%		

Table 3 is taken from the Illuminate survey and demonstrates the changing language used to describe identities is becoming more inclusive and accurate. Although the percentage of people describing themselves as heterosexual has increased slightly, this is still below the average for Rotherham (89.37%). There is still more work that the service can do to amplify LBGTQ+ stories and increase representation in the collection.

Table 3: Sexual Orientation		
	2024/5	2023/4
Heterosexual/straight	84.12%	81.21%
Not known	-	0.67%
Gay man	-	0.67%
Gay women	-	0.67%
Gay	2.70%	-
Bisexual	2.03%	1.34%
No response	1.69%	6.04%
Prefer not to say	8.78%	9.4%
None of the above	0.34%	-
Prefer to self-describe	0.34%	-

Table 4 shows that the service has seen an increase over the last year of Global Majority audiences. This is due to the ongoing targeted engagement with Global Majority communities and individuals to empower them to share their stories and collections with us. This ongoing engagement is continuing through the development of the Early Years Programme in which anti-racism practices are being embedded as the service co-creates the programme with Global Majority families and employs artists who reflect the diversity of the targeted families.

Table 4: Ethnicity	
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* Categories only available in the Illuminate survey data				
	2024/5	2023/4	2022/23	2021/22
White			85.2%	89.3%
White/White British – White* British	85.47%	85.19%		
White/White British – Gypsy, Roma Traveller*		4.23%		
White/White British – White Irish*		1.06%		
Any other White Background *		0.53%		
Mixed: Multiple ethnic background	3.04%		2.1%	3.3%
Black or Black British	0.68%		1.7%	0.8%
Asian or Asian British	6.08%		10.7%	5.8%
Other	0.68%		0.3%	0.8%
Black or Black British – Black African *		1.06%		
Asian/Asian British – Pakistani *		1.59%		
Mixed Background – Asian and White*		1.59%		
Asian/Asian British – Chinese *		0.53%		
No Response*	1.01%	2.12%		
Prefer not to say*	2.03%	2.12%		

Prefer to self describe	1.01%			
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The Global Majority population of Rotherham more than doubled between 2001 and 2011, increasing from 10,080 to 20,842. 8% of the population belonged to ethnic groups other than White British in 2011 (6% were from non-white groups), well below the English average of 20%. The white minority ethnic population (almost all European) was 2,368 in 2001, rising by 82% to 4,320 in 2011.

Table 5 shows the slight increase in visitors who consider themselves to be disabled or a long-term health condition, though this dipped in the data for 2024/5. The service has undertaken an access audit for Clifton Park Museum to understand and mitigate some of the access challenges faced by some audiences. The service has also introduced a Changing Place facility in 2024 which will further increase access for disabled users. Further work will be undertaken in 2026 to ensure the accessibility of the museum is communicated to disabled visitors.

Table 5: Identify as D/deaf, disabled or living with a long-term health condition				
*Categories only available in the Illuminate survey data				
	2024/5	2023/24	2022/23	2021/22
Yes	5.74%	9.52%	7%	6%
No	92.57%	84.13%	93%	94%
No Response*	0.68%	3.17%		
Prefer not to say*	1.01%	3.17%		

Over the last five years the service has undertaken externally funded engagement programmes with targeted audiences and community partners. These projects have helped the service to understand specific audience needs and test out targeted and co-produced approaches. As a result of the in-depth evaluation of these projects, the service has a much greater understanding of how to engage with its three key target audiences, building on established relationships and widening reach.

- Global Majority Communities - The Esmee Fairbairn Funded 'Our World: Discover Objects, Explore Stories and Make Connections' project used Rotherham Museum, Arts and Heritage Service's World Cultures collection to diversify audiences; improve understanding of different cultures and traditions; and develop a greater sense of belonging amongst local communities in Rotherham. Through the project, community gallery spaces were created to celebrate local stories and bring more diverse voices into the museum. The project highlighted the need to strengthen the relationships of community partners, groups and individuals to create new opportunities for engagement in the future. It also highlighted the need to open

dialogue with communities around collections to develop further understanding of community attitudes towards active collecting.

- Children and Young People - The National Lottery Heritage Fund Young Roots 'Place Makers, Future Shapers' project centred on connecting young people in Rotherham with heritage, in particular developing the relationship between Clifton Park Museum and young people aged 15-25. Through co-producing with the young people, this project highlighted the role the museum can play in raising aspirations, developing creative skills and connecting them to their community. It also showed how important it was to create opportunity for young people to be actively involved in the Museum through placements, volunteering and Young Producer roles.
- Museums, Arts & Heritage staff - The Arts Council England Funded 'Revealed Roots, Concealed Connections' experimented with innovative ways of working collaboratively across the museum to reimagine relationships between staff and catalyse new connections with local communities. Working with artist Pippa Hale, three members of the Front of House team curated an exhibition from their individual perspective which reached new audiences and forged new relationships. This project targeted working-class communities, adults over the age of 55+ and isolated communities, though personal connections made from the staff team. Through empowering our staff team as storytellers, archivists and curators of their own knowledge, the service was able to authentically reach out to new audiences.

Are there any gaps in the information that you are aware of?

Of the 19% of our audience who identify as Global Majority 6% are listed as 'other' and the Audience Finder survey does not break this down further. We know that Rotherham has a large Roma/Slovak community, Chinese community and that there is significant diversity within the South Asian community but this level of detail is not currently reflected in all the data that the service holds. Anecdotally it is also felt that some of these groups are not currently museum visitors and are currently only connecting with the service through outreach and learning programmes or not at all.

We know that representation for core target groups of both Global Majority and Children and Young People, is low within the staff team. The trainees through CCoC have increased the number of Young People in the service for 2024/5 but there needs to be a long term sustainable approach to ensuring legacy of these opportunities. This is something the service is looking to address.

Whilst Children and Young People are represented in the collection, active collecting (collecting objects from our present) in this area is low and representation of Children and Young People from diverse backgrounds is also low. In 2025 Rotherham will become the world's first Children's Capital of Culture which offers an opportunity to better document and reflect youth and childhood experience in Rotherham today through the collection. The service is working on the archive for Children's Capital of Culture to ensure the digital assets, stories and reflections from Children and Young People are captured in 2025. The service has co-produced the exhibition SELF which opened in July 2025. The exhibition explores identity and was co-produced with Children's Capital of Culture trainees and engagement assistants.

What monitoring arrangements have you made to monitor the impact of the policy or service on communities/groups according to their protected characteristics?

In order to ensure the service has a high degree of transparency and accountability, the service has introduced a Community Story Board to enable greater community voice and influence. Following an open and inclusive recruitment process, a Community Story Board was formed in 2023, democratising our decision making, bringing critical debate and challenge to our leadership.

The Community Story Board will be made up of representatives from target communities across Rotherham, to draw on a wide range of lived experiences and cultures across the borough. The group meets quarterly and will eventually be invited to the collection review panel, led by the Museums, Arts and Heritage Manager and supported by the Collections and Exhibitions team. However, the development of the Community Story Board takes the time to build up trust and understanding. The group are currently focused on family learning programmes and the visitor experience and will develop to be more embedded into further decision making in the service.

The Community Story Board will work with the Collections and Exhibitions team to develop the processes of acquisitions to ensure it is inclusive and accessible to everyone.

The EIA Action Plan will be integrated with the Museums, Arts and Heritage Equality, Diversity and Inclusion Action Plan. Progress will be monitored via:

- Quarterly reports to the Creative Programming & Engagement Management Team
- Personal Development Reviews with Museums, Arts & Heritage Managers and staff

Engagement undertaken with customers. (date and group(s) consulted and key findings)

The service regularly consults and engages with audiences on a regular basis through funded engagement and outreach projects including:

- Esmee Fairbairn Funded 'Our World: Discover Objects, Explore Stories and Make Connections' project (2019-2022)
- National Lottery Heritage Fund Young Roots 'Place Makers, Future Shapers' project (2019-2022)
- Arts Council Funded 'Revealed Roots, Concealed Connections' project (2020-21)
- Arts Council Funded 'Sparking Wonder, Making Connections' Project (2022-23)
- Arts Council and National Lottery Heritage Fund 'Dishes of Rotherham' project (2022-23)
- NPO funded activity with global majority communities and intergenerational families (2023-2026)
- The Community Story Board meetings every 6 months which were launched in 2024.

	Key findings are set out in section 4.
<p>Engagement undertaken with staff (date and group(s) consulted and key findings)</p>	<p>All staff from front of house to hospitality, collections and engagement have been consulted in the development of the new vision, mission and values and the subsequent business plan which is underpinned by the policies and protocols of the service.</p> <ul style="list-style-type: none"> • 13th September 2021 – Entire staff team met for a full day of service development. • 28th March 2022 – Entire staff team met for a full day of service development. • 26th September 2022 - Entire staff team met for a half day of reflection and planning. • 2nd December 2022 – Equality Analysis meeting with Museums, Arts and Heritage Management team. • 26th February 2024 - Entire staff team met for a half day of reflection and planning around the service values. • 9th December 2024 – Entire staff team met for a full day of reflection and planning around the service values. • 29th September 2025 - – Entire staff team met for a full day of reflection and planning around the service values. <p>Key findings are set out in section 4.</p>

4. The Analysis - of the actual or likely effect of the Policy or Service (Identify by protected characteristics)

How does the Policy/Service meet the needs of different communities and groups? (Protected characteristics of Age, Disability, Sex, Gender Reassignment, Race, Religion or Belief, Sexual Orientation, Civil Partnerships and Marriage, Pregnancy and Maternity) - see glossary on page 14 of the Equality Screening and Analysis Guidance)

Rotherham Museums, Arts & Heritage service is the keeper of Rotherham’s stories and secrets. Our vision is the democratisation of Rotherham’s collections, stories & spaces in partnership with its dynamic and diverse communities.

Co-curated and created with residents, our activities will be inclusive and relevant to people’s lived experience of Rotherham. We will cross timelines, cultures and generations

to evolve our community-engagement programmes and practice. We want to know from our visitors and participants how we can improve our impact.

Our vision can only be achieved with a welcoming and committed staff team. Everyone in the service has come together around a collective mission which is dedicated to:

Sparkling imagination, curiosity, and roots through the celebration of Rotherham's people, collections, stories, and spaces.

This vision is underpinned by values of generosity, quality, inclusivity, wonder and resilience.

Rotherham Museums, Arts and Heritage aims to provide the widest possible access to its museums and services to enable audiences from all sections of the community to engage with and enjoy Rotherham's cultural heritage and historical assets. The service is committed to and believes that all people and sectors of the community have a fundamental right to engage with, use and enjoy the collections and services it provides.

All users will be treated with equal respect within an inclusive atmosphere and welcomed according to their individual needs.

We will do this by:

- Delivering good quality and inclusive visitor experiences which inspire and provide enjoyment to visitors of all ages and abilities.
- Providing outstanding intergenerational learning experiences and opportunities for adults, families, children and young people.
- Engaging and inspiring diverse audiences with opportunities that encourage curiosity and spark imaginations.
- Utilising, interpreting and making the collections accessible both physically and digitally.
- Developing collections that are fit for purpose and relevant to a wider audience. We want to ensure our communities can influence the stories they tell but also how we actively collect for future generations.
- Our collections, buildings and assets are not ours; they belong to the communities of Rotherham. We will ensure these are well cared for, properly resourced, better understood and are accessible to our communities.
- Offering a broad range of volunteering opportunities.
- Collaborating with both community and cultural partners to increase opportunities for participation.

We recognise that there are many barriers to access at all levels but are committed to making all aspects of our activities as fully accessible as our resources allow, including access to buildings, collections, events, exhibitions, learning and to our staff and volunteers as well as visitors.

We will provide welcoming staff and learning opportunities for different audiences, different levels of ability and tailor our programmes to meet the needs of specific groups. We will promote all our activities and collections using accessible means of communication.

We will follow national standards, ethical codes and best practice guidelines.

Whilst the museum and collections will always be open and accessible to all communities across the borough, as part of its work to secure National Portfolio Organisation status the service has identified three key audiences with which to form deeper connections with both the museum and collections:

- Global Majority Communities – particularly those of South Asian (specifically Pakistani and Yemeni) origin, African communities and Roma/Slovak communities which are highly represented within the 10% of Global Majority communities resident in Rotherham
- LGBTQ+ Communities – the collection currently has very little representation of these communities or their local history
- Women and Girls – the representation of women and girls within the collection has grown as a result of the recent ‘Grass Roots to Glory’ project and exhibition linked to Women’s Football but it does still remain disproportionate in a collection with a strong focus on industry

Although not all of the above audiences are key target groups for the museum their stories and heritage should still be represented in the collection and through the formation of a ‘Community Story Board’ representatives of these communities will be invited to share their histories and collections and inform future acquisitions for the collection.

Does your Policy/Service present any problems or barriers to communities or Groups?

The greatest challenge for the service is in ensuring high quality engagement and genuine, authentic voice and influence of communities within the collection. The Equalities Action Plan below details specific actions to support the service in achieving this.

These actions recognise that not all communities have equal access to provision or to the opportunity to participate in activities to develop and influence collections. Many communities face barriers for different reasons such as language or geography. The actions in the Equalities Action Plan aim to remove as many of these barriers to engagement and participation as possible whilst recognising that the Collections Management Policy is only one area of the Museum, Arts & Heritage Service’s work and the service as a whole presents many other opportunities for this kind of engagement.

Does the Service/Policy provide any positive impact/s including improvements or remove barriers?

For the first time the service will make provision for community voice and influence in shaping the future of the collection, ensuring that the objects we care for are fully

representative of our communities and tell the whole story of Rotherham's rich and diverse heritage.

Our learning and engagement programmes are co-created with target communities, ensuring that we take the time to understand barriers to access and work with communities to create meaningful and authentic cultural experiences. We use the learning from our targeted programmes to inform universal programmes, to continually improve access.

Specific effort will be made through the service to ensure that all communities have their heritage, culture and identity represented in the collection, addressing gaps in key areas such as Global Majority cultures, LGBTQ+ communities and women and girls.

What affect will the Policy/Service have on community relations? (may also need to consider activity which may be perceived as benefiting one group at the expense of another)

It is hoped that through a more open, transparent and inclusive approach to collections development including acquisitions and active collecting, that communities will be able to see their identities, cultures and interests represented in not only the collections but future exhibitions, outreach, engagement and learning programmes.

Being able to see our individual identities represented in these civic spaces is vital to ensuring that communities of all backgrounds feel welcome and safe in these venues. The strong emphasis on community voice and influence brought through the Community Story Board, aims to reach beyond representation to garner true engagement and participation.

Whilst initially collections development work will focus on communities where there is under-representation, some groups may feel that this is too heavily weighted to one particular community. The work of the audience development team within the Museums, Arts & Heritage Service will continue to ensure that a diverse range of audiences are engaged with, ensuring a balance of engagement across communities.

Please list any **actions and targets** that need to be taken as a consequence of this assessment on the action plan below and ensure that they are added into your service plan for monitoring purposes – see page 12 of the Equality Screening and Analysis Guidance.

5. Summary of findings and Equality Analysis Action Plan

If the analysis is done at the right time, i.e. early before decisions are made, changes should be built in before the policy or change is signed off. This will remove the need for remedial actions. Where this is achieved, the only action required will be to monitor the impact of the policy/service/change on communities or groups according to their protected characteristic - See page 11 of the Equality Screening and Analysis guidance

Title of analysis: Rotherham Museums, Arts and Heritage
Directorate and service area: Museums, Arts & Heritage; Creative Programming & Engagement; Culture Sport & Tourism; Regeneration & Environment
Lead Manager: Lisa Howarth, Museums, Arts & Heritage Manager
Summary of findings: The Museums, Arts & Heritage service has undertaken extensive service transformation over the last five years which has included a number of R&D and pilot programme with targeted groups to better understand their current levels of participation and engagement, representation within the collection and exhibitions, and barriers that prevent greater levels of engagement. Through these carefully co-produced programmes the service has begun to see a change in its audience profile with more communities from Global Majority backgrounds engaging, as well as a growth in engagement from children and young people. These programmes have enabled the service to test new models of co-production and co-creation building greater voice and influence for communities which guides the activities of the service including its management of collections. The service seeks to build on the learning from these projects and further embed voice and influence into the policies that govern the development, management and care of the Rotherham Collection and the museum venues. Based on the experiences of these programmes and the data gathered through the Audience Finder programme the service will have a core focus on: <ul style="list-style-type: none">• Global Majority Communities – specifically those of Pakistani, African, Roma/Slovak, Chinese and Yemeni decent whose heritage is more prevalent in Rotherham’s communities• Children & Young people – through a focus on intergenerational families and the key relationships that children and young people have with significant adults in their lives

- Rotherham Museum, Arts & Heritage Staff – in particular improving representation from underrepresented groups within the workforce and investing in staff CPD to ensure appropriate levels of awareness with regards to equalities, diversity and inclusion

Whilst the service will focus on these core audiences, it will strive to ensure that all of Rotherham’s communities are represented and included in its Collection and have the opportunity for voice and influence in shaping the future development of the Rotherham Collection.

The Equalities Action Plan sets out a series of measures for improving equalities at different levels of implementation:

- Museums, Arts & Heritage – service level, ensuring that equalities, diversity and inclusion is embedded at all levels of the service
- Rotherham Collection – utilising the Collections Management Policy to improve inclusivity and relevance of the objects within the care of the service
- Clifton Park Museum – Museums Accreditation is assigned to a specific venue as such consideration has been given in ensuring that this venue where most of the opportunity for displaying collections exists, is fit for purpose in ensuring inclusivity for a diverse range of audiences.
- Family Learning Community Grants – We have been commissioned by Children’s Capital of Culture to lead on delivering a programme of community grants with a community panel. We will use the learning from this programme to inform future opportunities.

Action/Target	State Protected Characteristics as listed below	Target date (MM/YY)
Museums, Arts & Heritage		
<ul style="list-style-type: none"> • Training on LGBTQ+ communities to link with the Pride commission with SELF exhibition 	LGBTQ+	May 2026
<ul style="list-style-type: none"> • Continue to invest in further anti-racism training and development for staff from all areas of the service including front of house, collections, learning and management 	Global Majority Communities	May 2026

<ul style="list-style-type: none"> Continually identify shared training opportunities, in order to improve practice in working with people/ communities from all protected characteristics. 	All Groups	Reviewed annually
<ul style="list-style-type: none"> Representation of protected - ensuring images are representative of protected characteristics. Targeted groups attending photo shoots to ensure representation. 	All Groups but in particular disability	August 2026
<ul style="list-style-type: none"> Develop communications plan for Changing Place facility to ensure those with complex needs are aware of it. 	Disability groups	October 2026
Rotherham Collection		
<ul style="list-style-type: none"> Continue to develop the Community Story Board, which will act as a 'critical friend' drawing its membership for a diverse and dynamic network of communities to inform exhibitions, collections and polices as appropriate 	Global Majority Communities Children & Young People Older People (aged 55+) LGBTQ+ Communities Disabled Communities including Neurodiverse Groups	Reviewed annually
<ul style="list-style-type: none"> Deliver opportunities for connections with children and young people through trainee positions in collections and exhibitions. 	Children & Young People	March 2026
<ul style="list-style-type: none"> Develop a volunteering programme to support collections management, documentation and development ensuring that volunteer recruitment seeks representation from under-represented audiences 	Global Majority Communities Children & Young People Older People (aged 55+) LGBTQ+ Communities Disabled Communities including Neurodiverse Groups	July 2026
<ul style="list-style-type: none"> Building on the Esmee Fairbairn World Cultures project which mapped objects in the social history collection to identify areas of under representation for active collecting and repatriation where appropriate. 	Global Majority Communities	Ongoing
<ul style="list-style-type: none"> Review cataloguing of collections on a project-by-project basis to ensure that appropriate method and language is used to 	All Groups	Built into all project activity

interpret collections e.g., Global Majority instead of BAME, ensuring inclusion of Q+ communities for LGBT objects		
Clifton Park Museum		
<ul style="list-style-type: none"> Continue Clifton Park Museum as a 'Safe Space' and ensure that this is clearly communicated throughout the venue 	All Groups	Ongoing
<ul style="list-style-type: none"> Review Access Audit for Clifton Park Museum and Boston Castle 	All	December 2027
<ul style="list-style-type: none"> Engage with the Council's performance management framework through quarterly reporting against agreed KPIs and annual engagement with the Young Inspectors programme. 	Children & Young People	Annually
<ul style="list-style-type: none"> Exhibition protocol to include minimum standards for accessibility 	All groups	December 2026
Family Learning Community Grants		
<ul style="list-style-type: none"> Work with partners on the Family Learning Commission Panel to evaluate the grant process and identify the gaps within the programme to provide recommendations for future grants commissioning panels. Share this knowledge with cultural partners and RMBC colleagues who deliver community grants programmes. 	All groups	March 2026
<ul style="list-style-type: none"> Work with community partners to provide identified support and training to grant recipients to ensure they are able to improve their knowledge and skills to deliver intergenerational family learning programmes in the future. 	All groups	March 2026

*A = Age, D= Disability, S = Sex, GR Gender Reassignment, RE= Race/ Ethnicity, RoB= Religion or Belief, SO= Sexual Orientation, PM= Pregnancy/Maternity, CPM = Civil Partnership or Marriage. C= Carers, O= other groups

6. Governance, ownership and approval

Please state those that have approved the Equality Analysis. Approval should be obtained by the Director and approval sought from DLT and the relevant Cabinet Member.

Name	Job title	Date
Leanne Buchan	Head of Creative Programming & Engagement	17.01.26
Polly Hamilton	Assistant Director for Culture, Sport & Tourism	28.01.26
Cllr Lynda Marshall	Cabinet Member for Street Scene and Green Spaces.	24.01.26

7. Publishing

The Equality Analysis will act as evidence that due regard to equality and diversity has been given.

If this Equality Analysis relates to a **Cabinet, key delegated officer decision, Council, other committee or a significant operational decision** a copy of the completed document should be attached as an appendix and published alongside the relevant report.

A copy should also be sent to equality@rotherham.gov.uk For record keeping purposes it will be kept on file and also published on the Council's Equality and Diversity Internet page.

Date Equality Analysis completed	14 th January 2026
Report title and date	Rotherham Museums, Arts and Heritage
Date report sent for publication	28.01.26
Date Equality Analysis sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	14 th January 2026