

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 Cultural Strategy	
Date of Equality Analysis (EA): May 2025	
Directorate: R&E	Service area: Culture, Sport & Tourism
Lead Manager: Chris Siddall Head of Sport, Leisure and Strategic Partnerships	Contact number: 01709 822478
Is this a: <input checked="" type="checkbox"/> Strategy / Policy <input type="checkbox"/> Service / Function <input checked="" type="checkbox"/> Other	
If other, please specify	

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)
Chris Siddall	Rotherham MBC	Head of Service
Leanne Buchan	Rotherham MBC	Head of Service
Helen Jones	FLUX Rotherham	Director

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)

This may include a group/s identified by a protected characteristic, others groups or stakeholder/s e.g. service users, employees, partners, members, suppliers etc.)

The Cultural strategy affects everyone who lives, works and visits the borough.

The purpose of the Strategy is to:

- Shape Rotherham's vision for culture, leisure and green spaces
- Strengthen the distinctive identity of the Borough
- Grow engagement and participation, enabling and encouraging more people to get active, get creative and get outdoors, more often
- Develop shared principles with which to embed quality, excellence and innovation
- Make best use of existing resources and build consensus about priorities for development and investment
- Optimise the impact of the sector on cross-cutting themes and priorities, including health and well-being, place making and child-friendly borough.

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

Rotherham's population was estimated at 271,195 in 2023 and is projected to grow to almost 275,000 by 2027. The population is becoming more ethnically diverse with the ethnic minority population increasing in size by 50% between the 2011 and 2021 Censuses and growing. This is most evident in the central area of Rotherham where the Roma population has increased alongside established ethnic minority groups. Agencies need to take account of differing needs that can limit access to services, such as language barriers and religious and cultural need. In several schools in Rotherham, people from ethnic minority background make up the majority of those attending the school.

Rotherham is one of the 20% most deprived districts in England which the Indices of Deprivation 2015 shows is driven mainly by high worklessness, low qualification and skill levels and poor health. The inequality gap between the most deprived neighbourhoods

and the rest of the borough has grown as deprivation has increased since 2007. High deprivation is reflected in high levels of financial exclusion, debt problems and fuel poverty. The health of the Rotherham population is generally poorer than the English average. This leads to growing pressures on health services, social care, informal care, supported housing and other services. Life expectancy, although lower than average, has been increasing. Rotherham is one of the worst-performing places for digital inclusion in England.

Rotherham demonstrates lower levels of participation in physical activity than the national average for women and girls and for disabled people.

Cultural Engagement in Rotherham

The national Active Lives Survey carried out by Sport England enables us to understand how Rotherham compares to other places in terms of our physical activity and sport engagement. At the time of writing the 2019 Cultural Strategy, Arts Council England also bought into the survey and therefore arts data contributed to the overall participation figures. Engagement is currently significantly lower than the national average, placing Rotherham in the bottom quartile. In summary, we know that our participation levels in Rotherham were roughly 10% lower than the national average for England in 2019 and now 5% lower in sport and physical activity 6 years on.

We also sought to understand more about current levels of engagement based on data and intelligence available through local partners.

- All partners actively engage in targeted activities to address inequalities in levels of participation.
- The Council's Quarterly Performance data includes information on customer demographics. The Council also gathers equalities monitoring data about its workforce.
- The National Benchmarking service highlights those accessing our local leisure centres
- The bi- annual Parks survey (Clifton, Rother Valley and Thrybergh) includes equalities monitoring but this needs to be updated (for example to include gender identity)
- The Heritage, Theatres, Music and Library sectors gather detailed information on customers in terms of geographic spread: a significant amount of equalities data is also gathered but this is voluntary so the sample size is lower.
- Wentworth Woodhouse Preservation Trust and Rotherham Museums gather data in respect of their Heritage Lottery Funded activities. Targeted work is ongoing particularly with young people in the Children's Capital of Culture programme.
- Grimm and Co and ROAR also produce information about equalities, reporting to Arts Council England (The Creative Case for Diversity).
- Rotherham United Community Sports Trust gathers intelligence related to equalities and engage in targeted activities to address inequalities. Places Leisure have recently change systems provider which will now provide greater detail about customer demographic.

<p>Are there any gaps in the information that you are aware of?</p> <p>The Board recognise that that strategy did not have a full evaluation framework in place at its inception. This has meant much of the data gathered to date has been qualitative and has taken time to collate. Moving forward the strategy will be supported by a more robust suit of KPI's and reporting targets. That said, there is clear evidence that the strategy has been delivering against its commitment for equality amongst the community it aims to serve.</p>	<p>What monitoring arrangements have you made to monitor the impact of the policy or service on communities/groups according to their protected characteristics?</p> <p>Equalities has a standing agenda item at the Cultural Partnership Board, although this has been less prevalent in recent meetings due the time required to spend focussing on Children's Capital of Culture delivery.</p> <p>Considerable time was spent discussing how best to ensure representation on the board in 2023 and this has been addressed ensuring that the voices of people with protected characteristics are empowered to shape and influence decision-making.</p> <p>Each meeting agenda has a statement supporting the Black Lives Matter movement.</p> <p>The Board are in the process of establishing a framework to better evidence impact and reach collectively. This has been challenging to date due to organisations utilising different systems and working to a variety of funding requirements. Encouragingly each organisation does monitor its participation and can draw out relevant data.</p> <p>Rotherham United CT utilise "Upshot" software, Places Leisure use the "Gladstone" system and FLUX Rotherham use Insights and Impacts Surveys on specific events and projects through the Culture Counts Platform. All data is benchmarked by The Audience Agency against the local population data.</p> <p>All participants fill in participant data forms which include data on protected characteristics- these are anonymised and entered into "Illuminate" (Arts Council England) platform.</p> <p>Audience Spectrum is a population profiling tool which describes attendance, participation and engagement with the arts, museums and heritage, as well as behaviours, attitudes and preferences towards such organisations. It has been built to meet the needs of small and large scale, ticketed and non-ticketed organisations from across the cultural sector.</p> <p>The UK adult population is broken into 10 segments based on their attendance at, and participation and engagement with, the arts, culture and heritage.</p>	
<p>Engagement undertaken with customers. (date and group(s) consulted and key findings)</p>	<p>The strategy was initially co-created with the involvement of a wide range of people including the general public and organisations. It began in August 2017 with the children and young people through a creative project – the Embassy for Reimagining Rotherham - linked to the Child-friendly Borough Board. This was followed up with further engagement with a wide range of partners to create the initial draft, which was launched at Rotherham Show in September</p>	

	<p>2018. Since that date ongoing consultation and co-production has taken place- in particular around the Children's Capital of Culture, FLUX and Rotherham United Active Through Football programmes. These initiatives have placed "community" at their heart with a focus on working with and not doing to communities. The key initial findings related to Equalities are set out in the strategy itself:</p> <p>"Talent is everywhere but opportunity is not" – initially there was a need to:</p> <ul style="list-style-type: none"> • Break down barriers- address affordability, accessibility, cultural understanding, safety, (bullet point), welcoming, and localised childcare issues. • Create more variety in order to give people more choice about what, how and where they participate. • Improve the quality of welcome, better information about what is available and ensure affordability. • Ensure more localised provision and/or good public transport/parking to improve access. • Childcare and more choice about when to take part would also enable better access. • Accessibility; for example disabled people • Hate incidents or fear of abuse were mentioned as barriers to participation, particularly for BME communities, women and girls. <p>A better understanding of our communities has been gained from a great deal of outreach work and the Board is now in a much better position than it was in 2019 to understand need. This has been achieved by improving the evaluation process e.g at all local authority run events- including Rotherham Show, working with communities on activity and events (FLUX), establishing strong volunteer programmes e.g WEURO'22 and Wentworth Woodhouse and child voice (CCoC).</p> <p>FLUX Rotherham arrange "Community Panels" are in place for each of the major events. These are a range of different panels depending on skills, knowledge and the target audience e.g:</p> <ul style="list-style-type: none"> • A Youth Programme Panel for Uplift • Community Think Ins for the WOW Festival
--	--

	<ul style="list-style-type: none"> • A 20 strong community panel all from South Asian Communities- Pakistan, Kashmir, India, Nepal who are planning a new Basant Festival • Ferham Community Panel – A collective of community champions selecting from a range of performances and themes for Ferham Festival
Engagement undertaken with staff (date and group(s) consulted and key findings)	<p>Historically staff across Culture Sport Tourism (CST) were consulted in the early stages of the Cultural Strategy's production via the Operational Managers Group. In addition, 3 workshops took place with officers across the Council with representation from Adult Social Care, Children and Young People's Services, Corporate Communications, Public Health, Regeneration and Environment.</p> <p>The CST team met as part of the monthly Operational Manager Group meetings in January 2022 (this continues) and discussed the collation of KPI's and measuring performance. This included a mini workshop on how to measure and collect the relevant information.</p> <p>There are a number of established Working Groups which bring officers from across the service and beyond the Council together to undertake delivery of major programmes. These groups are focused on operational delivery but also offer an opportunity for staff to share their views and expertise. Examples include:</p> <ul style="list-style-type: none"> • Staff Conferences (quarterly) • Operational Managers Forum (bi- monthly) • Rotherham Show (monthly 6 months out from the Show) • Rotherham 10k race (monthly 6 months out from the race) • Moving Rotherham (6 monthly)

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).

The Cultural Strategy provides the framework by which everyone in Rotherham can 'get active, get creative and get outdoors, more often'. This includes working to address barriers to participation which may be experienced by people with protected characteristics. The principle of access is embedded throughout the strategy and the key

goal is inherently inclusive, in that it aims to enable those who aren't currently taking part to do so.

Our Cultural Strategy consultation process sought to understand why participation is so low, the barriers to engagement and how we can encourage more people to get involved, more often. The Cultural Partnership Board recognises that there is much good practice taking place, which suggests that there are local solutions which can be extended, adapted or developed to extend and deepen access. The organisations which make up the Cultural Partnership Board all celebrate diversity and aim to enable communities to learn from and enjoy each other's heritage, leading to improved community cohesion, a shared sense of identity and local pride. Examples include:

- Gulliver's Valley resort is proactive in its work to ensure that disabled people will be enabled to enjoy the facilities, with a focus on making accommodation accessible, and a commitment to working with children with special needs and those who are terminally-ill.
- Clifton Park Museum is an example of a "Dementia friendly" facility with staff having undertaken training to help them gain a greater awareness of dementia.
- Library stock policy in place to enable the creation of a broad based collection of library material in different formats according to the needs of sections of the community. The Libraries and Neighbourhood Hubs structure includes specific roles with responsibility for service delivery to adults and children and young people.
- The Council offer the Active Workplace initiative – helping workplaces run activities either onsite or close by for employees to get fit and healthy.
- Rotherham United lead activities focussing on women and girl's physical activity participation, deliver community based interventions in Eastwood and Maltby alongside walking groups and weight management initiatives.
- Places Leisure deliver activity for people with mental health issues, acute health conditions and people from ethnic minority communities.
- The Civic Theatre delivers physically and financially accessible performances, including "relaxed" performances targeted at those who may find the theatre environment challenging.

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

The Cultural Partnership Board acknowledge that there are significant barriers to participating in cultural activities- even though great efforts are made to mitigate against this.

Potential barriers to participation include:

- Time
- Cost
- Location
- Perception/ interpretation of the activity
- Fear of safety

- Language and interpretation
- Health/ ability

The Board work through a variety of partners to address the above barrier through a variety of measures such as encouraging Rotherham Card take up, deliver activities at a local level at suitable venues appropriate to the activity audience/ demographic. Where possible dual language interpreters are utilised and print is translated into a variety of languages. Care is taken to assess a person's health and wellbeing if taking part in a new or physical activity. pre- activity questionnaires and seeking advice from a GP are examples of such measures.

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

The Cultural Strategy provides a positive impact and does remove barriers.

Specific issues and opportunities are set out below:

Age:

One of the 7 'game-changers' – Children's Capital of Culture - specifically focuses on children and young people, recognising that there is a need to foster engagement with this age-group as a way to build participation as a habit. There is also a commitment to work with older people to facilitate better access, recognising that participation in cultural and physical activities have significant benefits, such as improved health and wellbeing, reduced isolation and improved mobility and cognitive skills.

Disability:

More still needs to be done to ensure that disabled people are enabled to fully engage, including those who are neuro-diverse. The recent funding allocated via Sport England as part of the Place Partnership work will aid in providing "Health Hubs". Better publication of accessible facilities enables people to engage more easily (please refer to Action Plan). GP referral, Active Minds and social prescribing are also examples.

Gender Reassignment/Sexual Orientation:

Lesbian, gay, bisexual, transgender and queer (or questioning) LGBTQ+ people were consulted as part of the initial public engagement process for the Cultural Strategy. We know that more needs to be done to facilitate participation in sport and physical activity. The feeling of being "safe" is a barrier to participation, particularly for transgender people.

Race, Religion or Belief:

The Cultural Partnership Board has representation from ethnic minority communities. This is to ensure that the board's work and priorities addresses issues relating to all (and further) protected characteristics. The Community Asset based approach and focus on areas of low income will also result in a further focus on the borough's communities with a high ethnic minority population. Care needs taken to ensure voices are heard and considered and this is not merely a tokenistic exercise. Numerous projects over the past 6 years have targeted work in areas of high ethnic minority population such as Ferham Festival, Eastwood Fun Fest, RUCT Active Through Football and Muslim women's activities at Rotherham Leisure Complex.

Financial Inclusion/Socio-economic background:

The Cultural Strategy partners aim to increase participation in cultural activities in its broadest sense, with a focus on the borough's most deprived communities. A community asset based approach is already common in several areas of work with attempts to adopt the "whole systems" approach to delivering change. More work is needed to ensure that financial barriers are removed whilst ensuring the financial sustainability of activities. The Rother Card scheme continues to be promoted, after a revision. Many activities are delivered for free or at a very low price. The CCoC aim to deliver activity in all 25 wards highlights an effort to deliver provision at a local level to mitigate transport costs.

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)

The Cultural Strategy has had a positive impact on community relations and this is identified as an important outcome. Careful consideration has taken place to ensure equality is prioritised work with Board partners in all aspects of their work/ organisation.

When delivered well, Culture and leisure events, activities and facilities can help to reduce isolation, build empathy and encourage diverse sectors of the community to come together in shared celebration or to promote a message. In providing a platform for cultural expression, arts, sport, music, heritage and other activities can enable people to raise awareness about issues affecting people with protected characteristics.

Events can foster civic pride, be a tool for education, build community confidence, optimism and work to change perceptions – both within Rotherham and externally.

Within the cultural strategy, a number of the 7 game-changers have a particularly important role to play in fostering cohesion:

Vital Neighbourhoods: Specifically address socio-economic inclusion by enabling affordable activities within neighbourhoods, utilising existing assets such as; parks, green and blue space, community buildings, leisure centres and libraries.

Children's Capital of Culture (CCoC): Is a bold ambition in 2025 to achieve for children and young people. CCoC aims to take a holistic approach to engaging families to ensure wider inclusion with children and young people at the heart of it's programme.

Amazing Events: Beyond the weekly programmed activities available on a consistent basis, there are a number of community events that foster a sense of belonging and strong sense of community spirit. For example; Ferham and Wath Festivals. An example of a "Special event" would be the Rotherham Show. It is the largest free show of its kind in the North of England and attracts tens of thousands of people over 2 days from both the Rotherham borough and further afield. It is a significant example of an opportunity for community celebration in bringing people together positively:

Events such as;

- Rotherham 10k (annually)
- WEuro (2022)
- Signals (annually)

- Roots Carnival (annually)
- Rotherham Pride (annually)
- WoW Festival (currently in its 4th year)

The above are cultural catalysts for participation, celebration and embedding civic pride, opportunity for experience and enable informed choice derived from previous lack of opportunity and experience.

These events can be particularly valuable if different sectors of the community are encouraged to work together, building positive community relations and strengthening social networks.

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 Cultural Strategy
Directorate and service area: R&E/ Culture, Sport & Tourism
Lead Manager: Chris Siddall (Head of Sport, Leisure and Strategic Partnerships)
Summary of findings:
<p>Levels of participation in culture, sport and physical activity are generally lower for Rotherham than the average for England, despite improvements over the past 6 years to close the gap. Further increasing engagement will be a key goal of the new strategy.</p> <p>Tackling barriers to participation is critical, particularly for those with protected characteristics. The 2019- 2026 Cultural Strategy and has gone a long way to addressing these inequalities, but further work is required in the new 2027- 2033 strategy.</p> <p>There is a great deal of good practice and learning that can be shared across the sector. The amount of activity has grown across the borough and the profile of Culture within Rotherham has become significantly more visible.</p> <p>Monitoring of the impact of the strategy on civic pride and community cohesion will enable us to understand more about what works well. The development of a robust evaluation framework and KPI's will support this.</p>

Appendix 2b

Action/Target	State Protected Characteristics as listed below	Target date (MM/YY)
Consult and deliver the new Cultural Strategy for 2027- 2033	All groups	To commence September 2025
Produce a comprehensive suit of KPI's for the new cultural strategy to demonstrate progress against its aims and objectives	All groups	October 2025
<p>Work to collate equalities information and monitoring in order to map and enable better analysis of data (taking account of GDPR). In order to address Cultural inequalities and disadvantage.</p> <ul style="list-style-type: none"> Create a baseline indicator of information in order to benchmark against. 	All groups	October 2025
<p>Develop a communications plan that is fully accessible to people from protected characteristics:</p> <ul style="list-style-type: none"> Communication to and from the board Delivery/ promotion of programmes 	All groups	December 2025
Identify shared training opportunities, in order to improve practice in working with people/ communities from all protected characteristics.	All groups	Ongoing

***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
Andrew Bramidge	Strategic Director (R&E)	15/05/2025
Polly Hamilton	Assistant Director (Culture, Sport and Tourism)	15/05/2025

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	May 2025
Report title and date	Rotherham Cultural Strategy 9 June 2025
Date report sent for publication	
Date Equality Analysis sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	09.05.2025