

## Equality Impact Assessment - head of service review

Reference: EQIA115199215

Submitted: 25 April 2019 09:28 AM

### Executive summary

**Title of policy or decision:** Adding a new price for birthday parties in libraries

**Describe the main aims, objectives and purpose of the policy (or decision):** The children's party market in 2015 was estimated to be worth nearly £1.1bn with parents spending on average £135 on their child's party. However one in 6 parents admitted to spending over £300 according to the website Netmums. The aim is to break into the market by offering something different that incorporates the joy that can be found in books aimed at 0-4, 4-5 and 4-7 year olds based from our libraries.

We currently do not have this price on the ECC Fees and Charges scheduled which this EqlA is aimed at addressing.

<https://www.essex.gov.uk/Your-Council/Council-Spending/Documents/Fees-and-charges-schedule.pdf>

**What outcome(s) are you hoping to achieve?:** Transform the council to achieve more with less

**Which strategic priorities does this support? - Transform the council to achieve more with less:** Limit cost and drive growth in revenue

**Is this a new policy (or decision) or a change to an existing policy, practice or project?:** a new policy (or decision)

### Assessing the equality impact

**Use this section to record how you have assessed any potential impact on the communities likely to be affected by the policy (or decision):** The project is to try birthday partys at different parts of the county to ascertain how popular it is against what is currently available. The locations are Basildon, Great Parndon, Witham and Walton on-the-Naze which all have different communities around them.

Although we are trialling the offer at these locations, we plan on implementing the price across the county as we do not want to be limited. We plan to add further locations as the project develops.

The population of Essex in the 2011 census was 1455340 and it is expected to have grown to 1492200 by 2019 (Essex & District Population Projections 2016 All Ages.xlsx)

In a survey completed in 2018 by bmg research, who looked at Essex libraries, 33% of residences who were active and non users said they would use the service more if there were more "Events and activities e.g. arts and cultural events". This was the third most popular request that closely followed a request for longer opening hours. In the same survey 7% were under 4 and 9% were 5-10. The largest group fell into the 65-74 brackets which equated to 27% of the people surveyed. 18% of these users have not used a Library before and 56% in the past have been occasional users.

By offering something new, we hope to encourage younger residence and there family's to re discover library service by interacting with it in a new way.

## Does or will the policy or decision affect:

**Service users:** Yes

**Employees:** No

**The wider community or groups of people, particularly where there are areas of known inequalities:** Yes

**Which geographical areas of Essex does or will the policy or decision affect?:** All Essex

**Will the policy or decision influence how organisations operate?:** No

**Will the policy or decision involve substantial changes in resources?:** No

**Is this policy or decision associated with any of the Council's other policies?:** No

## Description of impact

**Description of Impact. If there is an impact on a specific protected group tick box, otherwise leave blank.:**

Age, Disability - learning disability, Disability - sensory impairment

### Age

**Nature of impact:** Positive

**Please provide more details about the nature of impact:** We aim to engage existing users of the library service with a new offer, re engage users you have not visited in some time and attract new users by offering this new service.

**Extent of impact:** Low

**Please provide more details about the extent of impact:** The impact will be low as it is a one off session.

### Disability - learning disability

**Nature of impact:** Positive

**Please provide more details about the nature of impact:** As part of the birthday packages we plan on offering a specials one for the 3-5 year olds that uses ICE (Inclusive communication Essex) packs. The packs have a range of high and low tech equipment to include:

- switch adapted toys
- sensory story packs

that participants with learning disability with enjoy.

<http://www.essexice.co.uk/things-you-can-borrow/>

**Extent of impact:** Low

**Please provide more details about the extent of impact:** The impact will be low as the session is due to last one and a quarter hours. Parents will be signposted to where they can borrow the packs for future use at home.

### Disability - sensory impairment

**Nature of impact:** Positive

**Please provide more details about the nature of impact:** As part of the birthday packages we plan on offering

a special one for the 3-5 year olds that uses ICE (Inclusive communication Essex) packs. The packs have a range of high and low tech equipment to include:

- switch adapted toys
- sensory story packs

that participants with sensory impairment will enjoy.

**Extent of impact:** Low

**Please provide more details about the extent of impact:** The impact will be low as the session is due to last one and a quarter hours. Parents will be signposted to where they can borrow the packs for future use at home.

## **Action plan to address and monitor adverse impacts**

**Does your EqlA indicate that the policy or decision would have a medium or high adverse impact on one or more equality groups?:** No

## **Details of person completing the form**

**I confirm that this has been completed based on the best information available and in following ECC guidance:** I confirm that this has been completed based on the best information available and in following ECC guidance

**Date EqlA completed:** 25/04/2019

**Name of person completing the EqlA:** Russell Dolton

**Email address of person completing the EqlA:** Russell.Dolton@essex.gov.uk

**Your function:** Corporate and Customer Services

**Your service area:** Customer Communities Optimisation

**Your team:** Customer Revenue Optimisation

**Are you submitting this EqlA on behalf of another function, service area or team?:** No

**Email address of Head of Service:** Alexander.Garnett@essex.gov.uk