

## Equality Impact Assessment (EIA) Form

*Please read EIA guidelines when completing this form*

### 1. Name of Service Area/Directorate

<b>Name of Head of Service for area being assessed</b>	<i>Chris Jenner (initial)</i> Damian Etheraads (updated)
<b>Directorate</b>	Community Wellbeing

<b>Individual(s) completing this assessment</b>	<b>Name</b>	<b>Job Title</b>
	<b>Initial:</b>	
	<i>Jon Chedzoy</i>	<i>Museums, Libraries &amp; Archives Manager</i>
	<i>Chris Jenner</i>	<i>Head of Community Cultural Service</i>
	<b>Updated:</b>	
Damian Etheraads	Museum and Gallery Lead	
<b>Date assessment completed</b>	<i>17/5/25 (initial)</i> 01.08.2023 (updated)	

### 2. What is being assessed

Activity being assessed (eg. policy, procedure, document, service redesign, strategy etc.)	<i>Proposed redevelopment of Hereford Museum and Art Gallery</i>  Hereford Museum and Art Gallery Redevelopment
What is the aim, purpose and/or intended outcomes of this activity?	<p><i>Aim: To redevelop the Hereford Museum and Art Galley creating a modern high quality visitor attraction in the city, and improving access to culture for all.</i></p> <p><i>Outcome: modernised museum and art gallery, offering visitors and residents access to culture, new experiences and learning opportunities.</i></p> <p>The redevelopment of Hereford Museum and Art Gallery will transform the current Grade II listed building, creating a state-of-the-art museum experience of regional and national significance. It will also create a high-quality facility offering local people access to their heritage, to education and skills development, and to a prominent building at the heart of the city. The project will significantly enhance the sense of place, contributing to the regeneration and repurposing of the city as a whole.</p> <p>The new museum and art gallery will offer a gateway into Herefordshire's unique heritage offer; a cultural beacon at the very heart of the city. It will provide opportunities for local people and visitors to engage with our region's remarkable story in new and exciting ways. It will host an ambitious, imaginative and vibrant programme, acting as a catalyst for long-awaited cultural growth in the county.</p>

	<p>The redevelopment will keep the original Grade II listed Victorian gothic façade of the building, plus the original heritage spaces and features behind that façade, whilst providing an enhanced museum experience and improved gallery and community space in the rest of the building. Key to this vision is introducing a unique beacon viewing platform and roof terrace on the fifth floor that will offer visitors exclusive views across the Herefordshire landscape, connecting them to the wider county and providing a unique vantage point overlooking the heritage skyline.</p>			
<p>Name of lead for activity</p>	<p><i>Roger Allonby</i> Hillary Hall</p>			
<p>Who will be affected by the development and implementation of this activity?</p>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	<p>Service Users Patients Carers Visitors</p>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	<p>Staff Communities Other _____</p>
<p>Is this:</p>	<p><input type="checkbox"/> Review of an existing activity <input checked="" type="checkbox"/> New activity <input type="checkbox"/> Planning to withdraw or reduce a service, activity or presence?</p>			
<p>What information and evidence have you reviewed to help inform this assessment? <small>(name sources, eg demographic information for services/staff groups affected, complaints etc.</small></p>	<p><i>Only a small proportion of visitors to Herefordshire as county visit the city, this leads to a low average visitor spend across the county as a whole.</i></p> <p><i>Through creating a new focal point for visits to the city, the new museum will provide a primary attractor encouraging existing visitors to extend their stay and new visitors come to the Hereford.</i></p> <p><i>The current museum and art gallery is limited in terms of accessibility, is dated, of limited size, and will be unable to showcase new exhibitions such as the Herefordshire Hoard.</i></p> <p><i>The project will create a cultural hub to promote and celebrate the heritage, creativity, design and entrepreneurship of the county. The facility would enable national and international exhibitions to come to Hereford. The building would include space for digital exploration, and provide a digital gateway for the public. The project will encourage and deliver Community involvement and engagement. The facility would require skills investment and the creation of new jobs.</i></p> <p><b>Market appraisal</b> A full market appraisal has been undertaken for the project using a range of data and methodologies:</p> <ul style="list-style-type: none"> <li>○ Visitor (user) surveys</li> <li>○ Staff and volunteer consultations</li> <li>○ Population and demographics data (2021 census, Mosaic, Herefordshire Council)</li> <li>○ Health and wellbeing data (NHS digital data, Data Orchard, English Longitudinal Study of Ageing)</li> <li>○ Socioeconomic and deprivation data (Indices of Multiple Deprivation, Department for Work and Pensions, Mapping inequality, Herefordshire Council)</li> <li>○ Children and young people data (Herefordshire Council, Department for Education, Action with Communities in Rural England, Loughborough University research)</li> <li>○ Rural communities data (Community Life Survey, Herefordshire Council)</li> <li>○ Visitor and tourism (ALVA Public Sentiment, Herefordshire Council)</li> <li>○ Cultural engagement (Audience Finder, Arts Council England, STEAM Economic impact)</li> </ul> <p><b>Consultation</b> The public consultation that has been undertaken through the development work with staff, volunteers, partners, users and non-users of the service.</p>			

Summary of engagement or consultation undertaken (eg. who and how have you engaged with, or why do you believe this is not required)

*The project is being brought forward as part of the development of the Hereford Town Investment Plan (TIP) development. The TIP was submitted to Government in January 2021 and subsequently an offer of £5m funding for the scheme has been received from Government.*

*The development of the plan includes significant engagement with stakeholders and the general public. A consultation strategy has been developed in conjunction with Archetype – the project’s architects – and this is currently being implemented. The consultation process has begun with staff and will then be rolled out to key stakeholder groups and the wider public.*

*The development of the TIP is being led by a partnership Board including representatives from public, private, education, and community/ voluntary sectors.*

Through a combination of one-to-one interviews, focus groups and audience engagement activities, we have consulted with the following groups and organisations to develop the plans for the new museum.

<b>Area of expertise/ audience group</b>	<b>Who we spoke to:</b>
Museum and gallery history, values, content, visitor experience and resources	Hereford Museum and Gallery staff and volunteers Museum Service Support Group The Woolhope Club Local History Groups
Strategy and vision, local community priorities	Harriet Yellin, Equality Officer, Hereford Council Amy Pitt, Service Director for Communities, Hereford Council Roger Allonby, Service Director for Economy, Hereford Council
Local economy, businesses and tourism	Hereford Cathedral Local hotel owners Hereford Business Improvement District Hereford Cultural Partnership
Local cultural partnerships and audiences	Herefordshire Museums Forum Friends of Herefordshire Museums and Arts Hereford Libraries, Archives and Archaeology
Hereford general public	Attendees at architect’s Consultation Week at Hereford Town Hall Current visitors
Access needs	Dementia Matters Making it Real (support group for Herefordshire carers and service users) Herefordshire Young Carers Club National Autistic Society, Hereford Branch Accessible Herefordshire Marches Family Network (charity working with children and young people with disabilities and their families)
Key and diverse audiences	Friends of Leominster Children’s Centre Rural Media (Gypsy Roma Traveller Communities and young people) Creative Connections (disadvantaged young people) John Gorman, Hereford Council (adults with learning difficulties) Leominster Area Polish Society Non-user focus groups with: <ul style="list-style-type: none"> <li>○ culturally keen adults</li> <li>○ families</li> </ul>

	<ul style="list-style-type: none"> <li>○ young people</li> <li>○ year 7 pupil premium students, Whitecross School, Hereford</li> </ul>
Schools	Whitecross school Hereford Council schools mailing list Schools and Learning Office, Hereford Cathedral Hereford Sixth Form College
Further and Higher Education	Hereford College of Arts NMITE
Community creative projects	Rose Tinted Rags Rural Media Catcher Media Sarah Chedzoy, Herefordshire Council - Project Commissioner - Museums, Libraries & Archives
Summary of relevant findings	<p><i>There is broad support for the redevelopment of the now dated Museum and Art Gallery redevelopment, creating a new primary visitor attraction and improving access to culture for all. The development would also contribute to the local economy by encouraging footfall into the city centre with the resulting spend in local businesses and hospitality venues.</i></p> <p><b>Consultation</b></p> <p>From our consultation work, it is clear that a reinvigorated museum with the community at its heart, and with an inclusive, ambitious and creative approach to interpretation and activities, is much needed and wanted by the local community.</p> <p><b>It is clear that people want</b></p> <ul style="list-style-type: none"> <li>○ to be involved in the creation of the museum and decision-making about content</li> <li>○ to have an engaging programme of events, workshops, exhibitions and creative responses to the collection, both daytime events and workshops and an enticing evening offer</li> <li>○ to be proud of Herefordshire and its story, but to also hear about bigger ideas and broader narratives</li> <li>○ to be creative, whether through attending workshops and events or being involved in co-creation</li> <li>○ to experience something unique, immersive, entertaining and surprising</li> <li>○ to have a museum that functions as the hub of a busy, engaged, thriving community</li> <li>○ to see a broad range of voices represented in the museum, both those that are part of the local community but not always visible in its cultural heritage, but also those that represent the diverse world outside Herefordshire’s borders</li> </ul> <p><b>Is it also clear that people need</b></p> <ul style="list-style-type: none"> <li>○ help with accessing what the museum offers, primarily through addressing transport issues so that people can come to us, but also through us going to them</li> <li>○ to feel connected to each other and to their community, addressing wellbeing issues that rural isolation brings</li> <li>○ a place which welcomes all and understands the needs of all kinds of visitors</li> <li>○ a place where young people feel that they have a voice and an influence and can improve their skills</li> <li>○ a place that feels safe and welcoming to vulnerable people.</li> </ul>

### 3. The impact of this activity

Please consider the potential impact of this activity (during development and implementation) on each of the equality groups outlined below. **Please tick one or more impact box below for each Equality Group and explain your rationale.** Please note it is possible for the potential impact to be both positive and negative within the same equality group and this should be recorded. Remember to consider the impact on staff, public, patients, carers etc. in these equality groups.

Equality Group	Potential <u>positive</u> impact	Potential <u>neutral</u> impact	Potential <u>negative</u> impact	Please explain your reasons for any potential positive, neutral or negative impact identified
Age	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>			<p><u>Staff</u></p> <ul style="list-style-type: none"> <li>• New opportunities for staff development, up-skilling and career progression.</li> <li>• May lead to new staff including those with a wider age range than currently</li> </ul> <p><u>Users</u></p> <ul style="list-style-type: none"> <li>• Improves service available to all users, from early years to older communities</li> <li>• Includes activities with a range of communities, including those living in rural areas and in the market towns</li> <li>• Improves offer for visitors and tourists to the museum, city and county</li> <li>• Includes posts and activity working with younger people</li> </ul> <p><u>Volunteers</u></p> <ul style="list-style-type: none"> <li>• Increase opportunities for volunteering.</li> <li>• New opportunities do develop skills, improve social networks and take part in activities.</li> <li>• Will support volunteers from wide range of backgrounds and ages</li> </ul>
Disability	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>			<p><u>Staff</u></p> <ul style="list-style-type: none"> <li>• May lead to new staff including those with a disability</li> </ul> <p><u>Users</u></p> <ul style="list-style-type: none"> <li>• Improves access to the service to people with disabilities</li> <li>• Improves service offered to disabled visitors</li> </ul> <p><u>Volunteers</u></p> <ul style="list-style-type: none"> <li>• May lead to a more diverse range of people volunteering with the service</li> </ul>
Gender Reassignment		<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>		<p><u>Staff</u></p> <ul style="list-style-type: none"> <li>• Indirect impact due to staff changes; may lead to new staff including those who are transitioning or identify as trans</li> </ul> <p><u>Users</u></p> <ul style="list-style-type: none"> <li>• Redevelopment plans do not directly address gender reassignment</li> <li>• The plans would indirectly make the service more open and accessible to people from diverse backgrounds</li> </ul> <p><u>Volunteers</u></p> <ul style="list-style-type: none"> <li>• No direct impact identified; may lead to a more diverse range of people volunteering with the service</li> </ul>

Equality Group	Potential <u>positive</u> impact	Potential <u>neutral</u> impact	Potential <u>negative</u> impact	Please explain your reasons for any potential positive, neutral or negative impact identified
<b>Marriage &amp; Civil Partnerships</b>		✓ ✓ ✓		<p><u>Staff</u></p> <ul style="list-style-type: none"> <li>No direct impact or indirect identified</li> </ul> <p><u>Users</u></p> <ul style="list-style-type: none"> <li>No direct or indirect impact identified</li> </ul> <p><u>Volunteers</u></p> <ul style="list-style-type: none"> <li>No direct or indirect impact identified</li> </ul>
<b>Pregnancy &amp; Maternity</b>	✓	✓ ✓		<p><u>Staff</u></p> <ul style="list-style-type: none"> <li>No direct or indirect impact identified</li> </ul> <p><u>Users</u></p> <ul style="list-style-type: none"> <li>Improves service available to young families</li> <li>Includes activity to work with young families</li> <li>Beneficial to people with caring responsibilities</li> </ul> <p><u>Volunteers</u></p> <ul style="list-style-type: none"> <li>No direct or indirect impact identified</li> </ul>
<b>Race</b> (including Travelling Communities and people of other nationalities)	✓ ✓ ✓			<p><u>Staff</u></p> <ul style="list-style-type: none"> <li>May lead to new staff including those from different ethnic groups</li> </ul> <p><u>Users</u></p> <ul style="list-style-type: none"> <li>Improves service available people from different ethnic groups</li> <li>Includes activity to work with groups from different ethnic background</li> </ul> <p><u>Volunteers</u></p> <ul style="list-style-type: none"> <li>May lead to more diverse range of volunteers supporting the service</li> </ul>
<b>Religion &amp; Belief</b>		✓ ✓ ✓		<p><u>Staff</u></p> <ul style="list-style-type: none"> <li>No direct or indirect impact identified</li> </ul> <p><u>Users</u></p> <ul style="list-style-type: none"> <li>No direct or indirect impact identified</li> </ul> <p><u>Volunteers</u></p> <ul style="list-style-type: none"> <li>No direct or indirect impact identified</li> </ul>
<b>Sex</b>		✓ ✓ ✓		<p><u>Staff</u></p> <ul style="list-style-type: none"> <li>No direct or indirect impact identified</li> </ul> <p><u>Users</u></p> <ul style="list-style-type: none"> <li>No direct or indirect impact identified</li> </ul> <p><u>Volunteers</u></p> <ul style="list-style-type: none"> <li>No direct or indirect impact identified</li> </ul>
<b>Sexual Orientation</b>	✓ ✓ ✓			<p><u>Staff</u></p> <ul style="list-style-type: none"> <li>May lead to new staff who identify as LGBTQAI+</li> </ul> <p><u>Users</u></p> <ul style="list-style-type: none"> <li>Indirectly improves service available to LGBTQAI+ people</li> </ul> <p><u>Volunteers</u></p> <ul style="list-style-type: none"> <li>Museum and gallery changes may lead to a more diverse group of volunteers as people become more comfortable to be themselves around the service</li> </ul>
<b>Other Vulnerable and Disadvantaged Groups</b> (eg. carers, care leavers, homeless, social/ economic deprivation, etc)	✓ ✓	✓		<p><u>Staff</u></p> <ul style="list-style-type: none"> <li>No direct or indirect impact identified</li> </ul> <p><u>Users</u></p>

Equality Group	Potential <u>positive</u> impact	Potential <u>neutral</u> impact	Potential <u>negative</u> impact	Please explain your reasons for any potential positive, neutral or negative impact identified
				<ul style="list-style-type: none"> <li>Redevelopment includes activities to directly improve experience of vulnerable and disadvantaged groups</li> </ul> <p><u>Volunteers</u></p> <ul style="list-style-type: none"> <li>Will create more opportunities for a wider range of people including those from vulnerable and disadvantaged groups to volunteer</li> </ul>
<b>Health Inequalities</b> (any preventable, unfair & unjust differences in health status between groups, populations or individuals that arise from the unequal distribution of social, environmental & economic conditions within societies)	<p>✓</p> <p>✓</p>	<p>✓</p>		<p><u>Staff</u></p> <ul style="list-style-type: none"> <li>No direct or indirect impact identified</li> </ul> <p><u>Users</u></p> <ul style="list-style-type: none"> <li>Development includes activities to directly improve health inequalities</li> <li>Includes posts to address health inequalities</li> </ul> <p><u>Volunteers</u></p> <ul style="list-style-type: none"> <li>Changes will lead to opportunities for people to benefit from volunteering and improvements in health inequalities</li> </ul>

What actions will you take to mitigate any potential negative impacts?	Risk identified	Actions required to reduce/eliminate negative impact	Who will lead on the action?	Timeframe
	<i>Design of the building restricts access</i>	<ul style="list-style-type: none"> <li><i>Professional technical teams will lead design and implementation of the changes to ensure redeveloped site has full access to all areas to comply with relevant legislation</i></li> <li>Direct Access Consultancy Ltd. Appointed to audit and report on access issues with the design</li> <li>Activity plan has range of activities in partnership with community groups to ensure widest possible access (physical and intellectual) to the redeveloped site</li> </ul>	JC  DE / Project Board	Ongoing

#### 4. Monitoring and review


<b>How will you monitor these actions?</b>	<p><i>A Towns Fund Project Board will oversee the development of the projects.</i></p> <p><i>An updated EIA will be submitted along with other relevant papers for consideration at each stage of Herefordshire Council's Governance process</i></p> <p>The project be monitored through the programme board.</p>
<b>When will you review this EIA?</b> (eg in a service redesign, this EIA should be revisited regularly throughout the design & implementation)	<p><i>Once submission of the Final Business Case is made in June 2022, the EIA will be reviewed on a monthly basis as the project progresses</i></p>

	The EIA is being reviewed at regular intervals the project reaches key milestones and review points.
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## 5. Equality Statement

- All public bodies have a statutory duty under the Equality Act 2010 to set out arrangements to assess and consult on how their policies and functions impact on the 9 protected characteristics.
- Herefordshire Council will challenge discrimination, promote equality, respect human rights, and design and implement services, policies and measures that meet the diverse needs of our service, and population, ensuring that none are placed at a disadvantage over others.
- All staff are expected to deliver services and provide services and care in a manner which respects the individuality of service users, patients, carers etc, and as such treat them and members of the workforce respectfully, paying due regard to the 9 protected characteristics.

### *Initial*

<b>Signature of person completing EIA</b>	
<b>Date signed</b>	17.5.22

### **Updated**

<b>Signature of person completing EIA</b>	Damian Etheraads
<b>Date signed</b>	04.08.2023