

# Swindon Borough Council Diversity Impact Assessment

## Swindon Big Screen – transfer of operation 2016

### 1 What's it about?

Refer to equality duties

What is the proposal? What outcomes/benefits are you hoping to achieve?

The proposal is to transfer the operation and management of the Swindon Big Screen (in Wharf Green) to a third party operator

Who's it for?

The Big Screen is a free resource in the centre of the town that everyone can access to watch and the community can use to showcase their work/advertise activities as well as support live events in Wharf Green. It can also be used to screen major events such as the Olympics.

How will this proposal meet the equality duties?

The proposal will enable the Big Screen to continue to operate with no SBC subsidy. A contract/terms of reference/partnership agreement will be needed to enable careful monitoring of the programme in particular to ensure there is no negative impact.

What are the barriers to meeting this potential?

Financial – The screen may have to show more commercial adverts to generate income to allow for community programming and cover management and running costs.

### 2 Who's using it?

Refer to equality groups

What data/evidence do you have about who is or could be affected (e.g. equality monitoring, customer feedback, current service use, national/regional/local trends)?

The only data available is from town centre footfall and this is not currently broken down into protected characteristic groups.

We are aware of complaints from a limited number of town centre (DMJ Tower) residents who would like the screen to be turned off.

How can you involve your customers in developing the proposal?

It would be possible to survey town centre visitors to seek their views on town centre initiatives, events, what could/should be shown on the screen etc.

Who is missing? Do you need to fill any gaps in your data? (pause DIA if necessary)

### 3 Impact

Refer to dimensions of equality and equality groups

Show consideration of: age, disability, sex, transgender, marriage/civil partnership, maternity/pregnancy, race, religion/belief, sexual orientation and if appropriate: financial economic status, homelessness, political view

Using the information in parts 1 & 2:

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**a) Does the proposal create an adverse impact which may affect some groups or individuals? Is it clear what this is? How can this be mitigated or justified?**

I don't believe the proposal creates an adverse impact for any groups or individuals.

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**b) Does the proposal create benefit for a particular group? Is it clear what this is? Can you maximise the benefits for other groups?**

No.

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Does further consultation need to be done? How will assumptions made in this assessment be tested?

Further work needs to be undertaken with procurement and legal to ensure the service is outsourced appropriately and any contracts will make reference to equalities duties.

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**4 So what?**

[Link to business planning process](#)

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What changes have you made in the course of this DIA?

Will ensure explicit reference is made to Equalities in any new contract which will also be aligned to the new SBC Vision, Priorities and Pledges.

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What will you do now and what will be included in future planning?

See above

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When will this be reviewed?

On-going review will be as part of the Contract Management including an annual review.

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How will success be measured?

Reduction in overall subsidy by the Council and no impact to the organisations activities or users

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<b>For the record</b>	
Name of person leading this DIA Helen Miah	Date completed 21 January 2016
Names of people involved in consideration of impact	
Name of manager signing DIA Paddy Bradley	Date signed

# Diversity Impact Assessment – an inclusive business planning tool

## 1. What's it about? refer to equality duties

- What is the proposal? What outcomes/benefits are you hoping to achieve
- Who's it for?
- How will this proposal meet the equality duties?
- What are the barriers to meeting this potential?

## 2. Who's using it? consider all equality groups

- What data/evidence do you have about who is or could be affected? (e.g. equality monitoring, customer feedback, current service use, national/regional/local trends)?
- How can you involve your customers in developing the proposal?
- Who is missing? Do you need to fill any gaps in your data?

## 3. Impact consider dimensions and equality groups

Using information in parts 1 & 2:

- a) Does the proposal create an adverse impact which may affect some groups or individuals? How can this be mitigated or justified?  
> What can be done to change this impact?
- b) Does the proposal create benefit for particular groups or individuals. Is it clear what this is? Can you maximise the benefits for other groups?
  - Does further consultation need to be done? How will assumptions made in this assessment be tested?

## 4. So what?

- What changes have made in the course of this DIA?
- What will you do now and what will be included in future planning?
- When will this be reviewed?
- How will success be measured?

## Considerations

### Our equality duties

1. Eliminate discrimination, harassment and victimisation
2. Advance equality of opportunity
3. Foster good relations

### Equality groups

For the following equality groups: age, disability, sex, transgender, marriage/civil partnership, maternity/pregnancy, race, religion/belief and sexual orientation.

Extended by SBC policy to include: financial economic status, homelessness, political view.

## Dimensions of equality

How will the proposal affect Human Rights and life chances of different groups? Consider how the proposal affects

1. Longevity.
2. Physical security.
3. Health.
4. Education.
5. Standard of living.
6. Productive and valued activities.
7. Individual, family and social life.
8. Participation, influence and voice.
9. Identity, expression and self-respect.
10. Legal security.