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## **LAGANSIDE CORPORATION**

# **POLICY FOR THE FACILITATION AND ENCOURAGEMENT OF EVENTS**

## **EQUALITY IMPACT ASSESSMENT REPORT**

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## EXECUTIVE SUMMARY

1. Laganside Corporation is a non-departmental public body created by the Laganside Development (Northern Ireland) Order 1989. The Corporation is a small organisation whose parent Department is the Department for Social Development.
2. The Object of the Corporation shall be to secure the regeneration of the designated area (Appendix 1).
3. The '*Policy for the Facilitation and Encouragement of Events*' (Events policy) states that:

*'...Events which are socially inclusive help to educate the public as to new areas of recreational opportunity in the Laganside area, as well as encouraging both local community and general public involvement in Laganside... Any event with Laganside Corporation association must be inclusive and open to all 9 categories listed under Section 75.'*
4. Laganside is involved in events in a number of ways:
  - Laganside wholly managed large scale events
  - Laganside wholly managed events at the Laganside Lookout
  - Financially sponsored events
  - Facilitating events – not financial
5. Initial screening suggested that some groups, which could be aligned with two Section 75 categories namely religion and political opinion, might have problems with the **inclusive** nature of the policy. The Equality Impact Assessment (EQIA) of the policy, based primarily on the eligibility criteria for financial sponsorship and the layout of this report, follows the guidelines issued by the Equality Commission.

6. There was general agreement, from the comments received during the EQIA consultation period, that the policy both offered and promoted equality of opportunity.
  
7. Laganside Corporation considered if there were any actions which might better achieve the promotion of equality of opportunity. The following actions which will also form the basis for monitoring the policy were concluded, Laganside Corporation will:
  - a. monitor the financial sponsorship process
  - b. keep criteria for financial sponsorship under review
  - c. monitor any equality of opportunity complaints which may result from the implementation of this policy

## **INTRODUCTION**

1. Laganside Corporation was created by the Laganside Development (Northern Ireland) Order 1989 which came into operation in May 1989. The Corporation is a small organisation, whose parent Department is the Department for Social Development. The Object and Powers of the Corporation are described in Part III of the Order as follows:
  
2. The Object of the Corporation shall be to secure the regeneration of the designated area (map attached as Appendix 1).
  
3. The object is to be achieved in particular by the following means:
  - a. by bringing land and buildings into effective use.
  - b. by encouraging public and private investment and the development of existing and new industry and commerce.
  - c. by creating an attractive environment.
  - d. by ensuring that housing, social, recreational and cultural facilities are available to encourage people to live and work in the area.
  
4. Within this legislative context the aims of the Corporation are set out in its current Corporate Plan as:
  - ◆ Secure the regeneration of the Laganside area within an agreed strategy for the regeneration of Belfast.
  - ◆ Commit to the principles of equality, human rights and the targeting of social need.
  - ◆ Provide significant long-term economic, social and recreational benefits for the citizens of Northern Ireland.
  - ◆ Engage and secure the participation of local communities in the regeneration of the Laganside area.
  - ◆ Contribute to the development of a positive international image of Belfast leading to increased investment and encouraging tourism.

## **SECTION 75 REQUIREMENTS**

5. Section 75 of the Northern Ireland Act (the Act) requires the Corporation in carrying out its functions to have due regard to the need to promote equality of opportunity:
  - ◆ Between persons of different religious belief, political opinion, racial group, age, marital status or sexual orientation.
  - ◆ Between men and women generally.
  - ◆ Between persons with a disability and persons without.
  - ◆ Between persons with dependents and persons without.
  
6. In addition and without prejudice to its obligation above the Corporation shall, in carrying out its functions, have regard to the desirability of promoting good relations between persons of different religious belief, political opinion or racial group.
  
7. Schedule 9 of the Act requires the Corporation to set out in an Equality Scheme how it proposes to fulfil the duties imposed by Section 75. The Equality Commission has approved the Equality Scheme for Laganside Corporation. The Equality Scheme sets out the arrangements for assessing and consulting on the likely impact of policies adopted or proposed to be adopted by Laganside Corporation on promotion of equality of opportunity. Screening of the *Policy for the Facilitation and Encouragement of Events* (Events policy) indicated that there may be possible impact in two of the nine Section 75 categories, namely religion and political opinion.

## **POLICY**

8. Within the Corporation mission statement special emphases is given to the following strategic objectives:
  - ♦ Achievement of long-term economic, social and recreational benefits.
  - ♦ Engaging and securing the participation of local communities.
  - ♦ Contributing to the development of a positive international image for Belfast leading to increased investment, visitors and tourists.
  
9. To aid the achievement of these strategic objectives Laganside Corporation has recognised the benefit of an events programme. Events which are socially inclusive help to educate the public as to new areas of recreational opportunity in the Laganside area, as well as encouraging both local community and general public involvement in Laganside. Events with an international dimension can also help showcase Belfast to a wider investor and visitor market.
  
10. The Laganside Events Strategy recognises the need for Laganside to interact with events organisers in two specific ways:
  - ♦ Identify a number of high profile inclusive events with maximum public exposure and by making a substantial investment have control of these events. Events to be delivered by appropriate organisers drawn from a select list established after open competition.
  - ♦ Throughout every year, events which could help deliver strategic objectives will be brought to the attention of Laganside Corporation. Appropriate events may be encouraged to come to the Laganside area by specific Corporation sponsorship. Any such sponsorship will only be granted to inclusive events which are open to all sections of the community following a judging process which adheres to established criteria listed in the application form found as Appendix 2.
  
11. Any event with Laganside Corporation association must be inclusive and open to all 9 categories listed under Section 75.

12. Events organisers, where appointed by the Corporation, will be drawn from a select list established following an open competition publicly advertised in N. Ireland's main daily papers.

## **BACKGROUND**

13. The initial screening process, documented in Laganside Corporation's Equality Scheme, considered the following criteria:
  - a. Is there any evidence of higher or lower participation or uptake by different groups within the nine categories?
  - b. Is there any evidence that different groups have different needs, experiences, issues and priorities in relation to the particular main policy area?
  - c. Is there an opportunity to better promote equality of opportunity or good relations by altering policy or working with others in Government or the community at large?
  - d. Have consultations in the past with relevant representative organisations or individuals within groups indicated that policies create problems that are specific to them?
  
14. From this initial screening process some groups, which could be aligned with two Section 75 categories, namely religion and political opinion, indicated that under criterion d) the Events policy might create problems that are specific to them in terms of the **inclusive** nature of this policy.
  
15. Laganside is involved in events in a number of ways:
  - Laganside wholly managed large scale events
  - Laganside wholly managed events at the Laganside Lookout
  - Financially sponsored events
  - Facilitating events – not financial
  
16. Applications for financial event sponsorship are invited in respect of suitable attractions and events. Applicants are required to complete an Event Sponsorship application form.

17. The criteria for financial sponsorship, which are clearly set out in the application form and are the basis of the EIA, state that to be **eligible** for consideration **ALL** applicant proposals **must** show that their event:

- Is based within Laganside's boundary
- Is financially viable
- Attracts a significant number of participants and/or spectators to the Laganside area
- Attracts positive media coverage via a proactive media campaign
- Provides value for money
- Benefits those directly affected by Laganside's regeneration process
- Heightens the profile of the Laganside area in a positive way
- Satisfies new equality guidelines i.e., is inclusive and open to all 9 categories listed under Section 75

## **DATA COLLECTION & CONSULTATION**

18. In order to assess whether there is or likely to be an adverse impact of the policy on each of the groups, the following actions were undertaken:

### Laganside Corporation Awareness and Attitude Survey

18.1.1 The Laganside Corporation Awareness and Attitude Survey (2001) was checked for relevant information.

### Laganside Involvement in Events

18.2.1 The different ways that Laganside is involved in events was considered.

### Events Sponsorship Criteria

18.3.1 The eligibility criteria for financial sponsorship was considered.

### Consultation

18.4.1 Laganside Corporation, through the EQIA consultation document, sought comment on the EQUALITY IMPACT of the Events policy and in particular comments were sought on the EQUALITY IMPACT of the selection criteria for assessing event sponsorship applications.

18.4.2 In addition to relevant interest groups, the Equality Commission and other public bodies, voluntary, community and trade union groups, Laganside Corporation consulted with other groups with a legitimate interest in the policy. 73 groups were sent a copy of the EQIA consultation document.

18.4.3 The availability of the EQIA consultation document was advertised in the Belfast Telegraph, Irish News and Newsletter on 14<sup>th</sup> January 2002. The EQIA consultation document was available on Laganside Corporation's

website. Laganside Corporation's newsheet 'Laganlines' advertised the availability of the consultation document.

18.4.4 A consultation meeting was organised. Following the commitment given in the Equality Scheme, the Corporation specifically considered the following meeting arrangements:

- ◆ the time of day – the meeting was held during lunch time, so consultees were not away from the workplace too long and there would be a negligible effect on their working day.
- ◆ the appropriateness of the venue – it was held in the Lagan Lookout which has a convenient central location and is accessible to those with disabilities. In addition, a free car parking facility was arranged for consultees who required it.
- ◆ how the event was to be run – the meeting had an agenda which incorporated brief presentations and a discussion group.
- ◆ the use of appropriate language – Laganside endeavoured to keep communications, including discussions, as 'jargon-free' as possible.
- ◆ whether a signer was necessary – all consultees were asked if they required any special arrangements.
- ◆ the provision of childcare – all consultees were asked if they required any special arrangements.

18.4.5 Invitations to attend the EQIA consultation meeting were posted to 26 organisations.

18.4.6 The consultation period lasted from 14<sup>th</sup> January to 15<sup>th</sup> March 2002.

18.4.7 Laganside Corporation put in place arrangements which enabled relevant information to be available in Braille, audiocassette and minority languages for those who have difficulty understanding English.

## **KEY FINDINGS**

19. From the actions set out in paragraph 18 above, the following information has thus far been concluded:

### Laganside Corporation Awareness and Attitude Survey

19.1.1 The Laganside Corporation Awareness and Attitude survey (2001) indicated that:

- residents/business rate the performance of Laganside on delivering 'Hosting large public events' as 93%/96% important, 83%/83% satisfied respectively.
- residents/business rate the performance of Laganside on delivering 'Provide entertainment and recreation' as 90%/97% important, 80%/87% satisfied respectively.
- residents/business rate the performance of Laganside on delivering 'Positive international image' as 89%/91% important, 73%/77% satisfied respectively.
- residents/business rate the performance of Laganside on delivering 'Places where both communities can mix' as 78%/89% important, 62%/72% satisfied respectively.
- residents/business rate the performance of Laganside on delivering 'Bringing communities together' as 75%/89% important, 54%/59% satisfied respectively.

### Laganside Involvement in Events

19.2.1 Laganside is involved in events in a number of ways:

- Laganside wholly managed large scale events
- Laganside wholly managed events at the Laganside Lookout
- Financially sponsored events
- Facilitating events – not financial

19.2.2 A summary of Laganside's involvement in events during the period beginning January 2001 up to the end of December 2001 is set out below:

- There were zero large-scale events wholly managed by Laganside.
- There were 4 events managed by Laganside at the Laganside Lookout.
- 35 application forms for financial sponsorship from Laganside were requested, of which 20 forms were completed and returned to Laganside. 11 requests for financial sponsorship were approved, the reasons for not approving the remaining 9 were: 2 events were taking place outside the Laganside area, 4 forms were duplicates/replacements, 2 applications were on old forms (new forms were sent to the applicants but have not yet been returned), and 1 applicant rejected Laganside's offer.
- Laganside facilitated 3 events. Facilitation may include use of site in Laganside area.

#### Eligibility Criteria for Financial Sponsorship

19.3.1 Applications for financial event sponsorship are invited in respect of suitable attractions and events. Applicants are required to complete an *Event Sponsorship* form.

19.3.2 Applicants are asked to state on the *Event Sponsorship* form how the event for which they seek sponsorship satisfies equality guidelines.

19.3.3 Quantitative equality information on the Section 75 categories for applicants is not currently requested on the Event Sponsorship form.

#### Consultation

19.4.1 6 additional requests for a copy of the EQIA consultation document were processed.

19.4.2 Invitations to a consultation meeting were posted to 26 organisations, 8 of the 13 who replied stated they would attend the meeting. 4 consultees actually attended the consultation meeting.

19.4.3 The comments received during the EQIA consultation period are set out Appendix 4.

## CONCLUSIONS

20. From the actions set out in paragraph 18 above, the following have thus far been concluded.

### Laganside Corporation Awareness and Attitude Survey

20.1.1 The Laganside Awareness and Attitude survey is a measure of public and business awareness of and attitudes towards the area and infrastructure within Laganside Corporation's remit. The results from the survey do not appear to indicate that the *Events* policy causes or is likely to cause a differential impact upon any Section 75 group(s). Indeed both residents and businesses recognised the importance of Laganside on delivering 'Places where both communities can mix' and 'Bringing communities together'.

20.1.2 Section 75 information is not collected for respondents to the Laganside Awareness and Attitude survey.

### Laganside Involvement in Events

20.2.1 As stated previously Laganside is involved in events in a number of ways. There was no evidence to suggest an adverse impact on any Section 75 group resulting from the various ways Laganside is involved in events.

### Eligibility Criteria for Financial Sponsorship

20.3.1 The criteria for financial sponsorship, clearly set out in the application form, state that to be **eligible** for consideration **ALL** applicant proposals **must** show that their event:

- Is based within Laganside's boundary
- Is financially viable
- Attracts a significant number of participants and/or spectators to the Laganside area
- Attracts positive media coverage via a proactive media campaign

- Provides value for money
- Benefits those directly affected by Laganside's regeneration process
- Heightens the profile of the Laganside area in a positive way
- Satisfies new equality guidelines i.e., is inclusive and open to all 9 categories listed under Section 75

20.3.2 None of the current available evidence or comments received during the consultation period suggests that this causes or is likely to cause a differential impact upon any Section 75 group(s).

### Consultation Feedback

20.4.1 A group including the senior staff of the Corporation carefully considered each consultation comment.

21. Laganside is committed to fulfilling its duties under Section 75 of the NI Act and seeks to ensure that the designated area is a 'neutral' area where all groups will feel comfortable. Events in which Laganside is actively involved will be inclusive events in keeping with the neutral aspirations for the area. This is in line with the duty to have regard to the desirability of promoting good relations between persons of different religious belief, political opinion or racial group.

22. On the basis of the evidence gathered thus far, the Corporation considers that the policy does not appear to cause, nor is it likely to cause, an adverse differential impact upon any Section 75 group(s), therefore the policy stands.

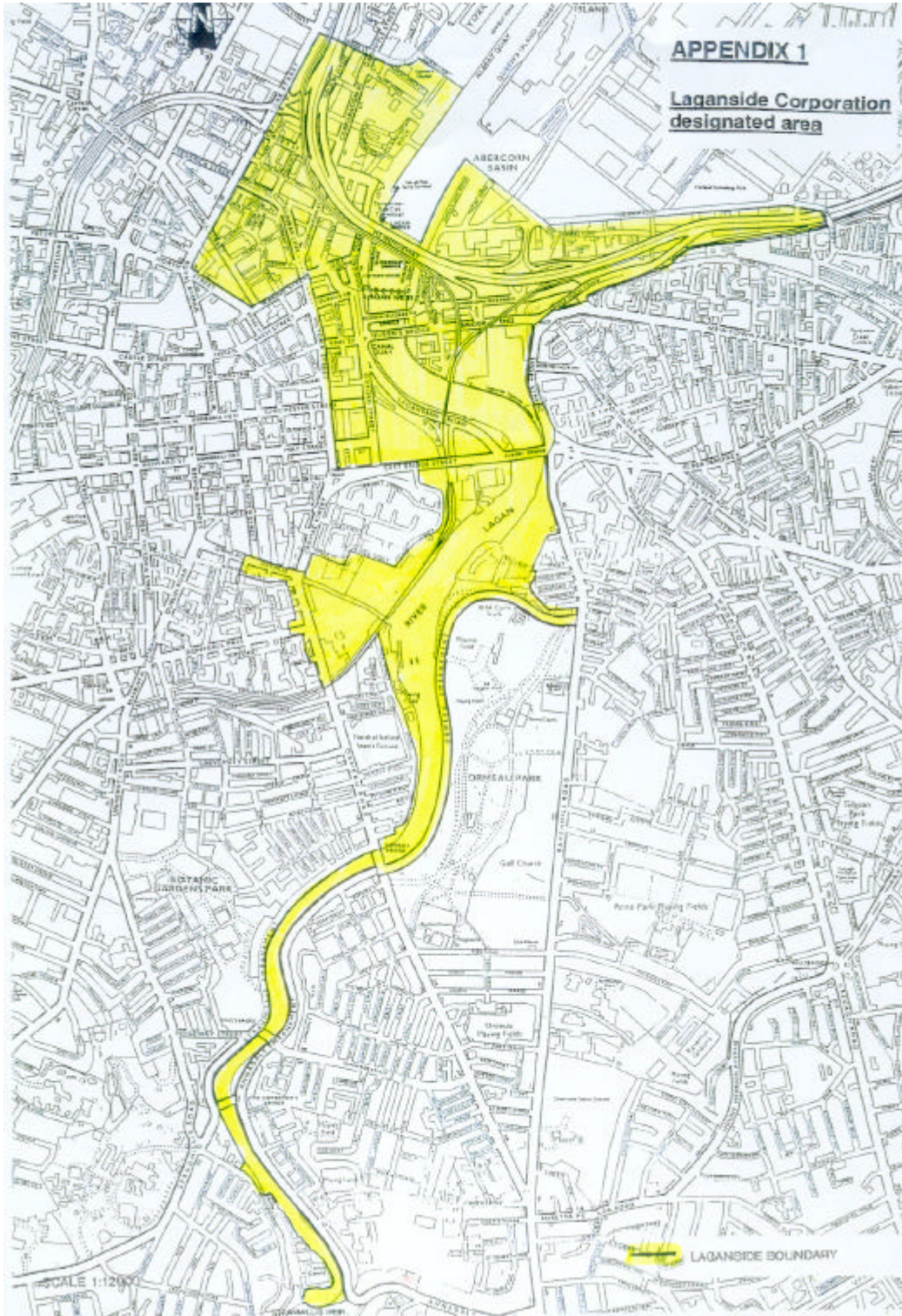
23. In terms of monitoring the policy Laganside Corporation will:

- monitor the financial sponsorship process
- keep criteria for financial sponsorship under review
- monitor any equality of opportunity complaints which may result from the implementation of this policy

24. Laganside Corporation has put in place arrangements which will enable relevant information to be available in Braille, audiocassette and minority languages for those who have difficulty understanding English. Where appropriate these formats will be produced on request within a reasonable timescale.

25. To obtain a copy in any of these formats please contact:

Concepta McGibbon – Equality Officer  
Laganside Corporation  
Clarendon Building  
15 Clarendon Road  
Belfast  
BT1 3BG  
Tel: (028) 9032 8507  
Fax: (028) 9033 2141  
Text phone (Minicom): (028) 9024 8609  
Email: [concepta@laganside.com](mailto:concepta@laganside.com)



## Laganside Corporation Application For Event Sponsorship

### ALL SECTIONS MUST BE COMPLETED

Applications for event sponsorship are invited in respect of suitable attractions and events. Applicants must demonstrate to the Corporation's satisfaction, that there is sufficient contribution towards Laganside's regeneration objectives to justify financial assistance. Please note that completion of an application **does not** constitute an offer of funding.

To be **eligible** for consideration **ALL** applicant proposals **must** show that their event:

- Is based within Laganside's boundary
- Is financially viable
- Attracts a significant number of participants and / or spectators to the Laganside area
- Attracts positive media coverage via a proactive media campaign
- Provides value for money
- Benefits those directly affected by Laganside's regeneration process
- Heightens the profile of The Laganside area in a positive way
- Satisfies new equality guidelines i.e is inclusive and open to all 9 categories listed under section 75

Preference may be given to those events which actively Target Social Need ( i.e. benefits disadvantaged communities).

**ALL** applicants **must** agree to the following stipulations, which accompany any offer of Sponsorship;

- A proactive media campaign must be planned to promote the event and acknowledge Laganside's involvement.
- Laganside's PR Company will be granted access to PR opportunities to specifically highlight Laganside's role.
- Laganside corporate logo and brand must be displayed on all promotional material relating to the event. Details of logo specifications are attached.
- All documentation using Laganside's logo must be approved by Laganside in advance of printing.
- Laganside should be invited to brand the event area with banners and signage as appropriate.
- Full post event evaluation report showing attendance figures, use of funding etc must be presented to Laganside.
- If the event changes in any way or if the estimations outlined in this request form are significantly different to the actual event, Laganside reserves the right to review, reduce or withdraw its funding.

- A portion of sponsorship funding will be retained until after the event and will be issued upon receipt of acceptable post event evaluation report.

Applications should be made well in advance and normally **at least three months** before the date of the event.

You must include with your application, separate details of the anticipated main income and expenditure for the event, including expected revenue from entrance charges, sales of programmes and/or advertising space.

*(Where the event has taken place before, please also include a copy of the last set of published accounts).*

**LAGANSIDE DOES NOT PAY VAT ON SPONSORSHIP**

If you have any difficulty completing this form, please contact the Corporation's Marketing Department,

By phone on (028) 90328507 or e-mail at [info@laganside.com](mailto:info@laganside.com)

**FORM #**

**Background Information**

**(a)** Name of organisation \_\_\_\_\_

Contact name \_\_\_\_\_

**(b)** Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Tel** \_\_\_\_\_

**Fax** \_\_\_\_\_

**(c)** Address and tel. no., if different from above

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**(d)** Please tick which type of organisation you are (copies of your organisations legal status should be provided, plus a copy of the organisations last set of audited accounts if applicable):

**Co. Ltd by guarantee**  
 **Charitable trust**

**Statutory body**  
 **Individual**

**Constituted body**  
 **Other (please state):**

**(e)** Please provide background information on the organisation e.g., date established, remit, main activities, etc.

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**3. Project Outline**

Please give a concise project description with reference as to why, where, when and how it will take place, who the participants are, numbers expected and support for the proposal (**attach details if necessary**)

(a) Date(s) of Event      From \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ To \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

(b) Location of event \_\_\_\_\_

(c) Estimated nos of Participants \_\_\_\_\_ Estimated nos of Spectators \_\_\_\_\_

(d) Is the event a repeat or one-off: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**If the event is a repeat please provide the following details from the last project:** income & expenditure; participant/spectator numbers; publicity material & press cuttings (continue on separate sheet as necessary)

(e) Detailed account of the event (continue on separate sheet as necessary)  
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**(c)** Indicate if you have received financial assistance from Laganside before, the amount and what it was used for

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**(d)** Please indicate how assistance from Laganside Corporation will be utilised

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**(e)** Please state how any contribution from Laganside Corporation will be acknowledged

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**6. Annotation.** "The information provided on this form may be made available to other departments/agencies for the purposes of preventing or detecting crime."

**7. Declaration.** *I/we confirm that the information contained in this application is true and correct.*

Signed \_\_\_\_\_ Date \_\_\_\_\_

Print name \_\_\_\_\_ Position in organisation \_\_\_\_\_

**Please remember to enclose: a copy of your last set of accounts; a copy of documentation relating to your legal status; previous event details as requested in section 3 (d) & evidence of additional funding as requested in section 4 (b)**

**Please return the completed application to:**

**Marketing Department  
Laganside Corporation  
15 Clarendon Road  
Belfast BT1 3BG  
Tel 028 90328507 Fax 028 90332141  
Email [info@laganside.com](mailto:info@laganside.com)**

## **APPENDIX 3**

### **Consultation List**

Age Concern  
Alliance Party  
Church of Ireland  
Arts Council of Northern Ireland  
Baha'i Office for Northern Ireland  
Belfast City Council  
Belfast Harbour Commissioners  
Belfast Hebrew Congregation  
Belfast Islamic Centre  
Belfast L.G.B.T Pride Committee  
Carers National Association  
Catholic Church  
Chinese Welfare Association  
Community Relations Council  
CoSO – Coalition on Sexual Orientation  
Democratic Unionist Party  
Department for Social Development  
Disability Action  
Downtown Women's Group  
East Belfast Partnership Board  
Equality Commission for Northern Ireland  
Equality Coalition  
Greater Shankill Partnership Board  
Help the Aged  
Indian Community Centre  
Mencap  
Methodist Church in Ireland  
Multi Cultural Resource Centre  
NI Council for Ethnic Minorities  
Northern Ireland Committee – Irish Congress of Trade Unions  
NICVA  
NIVT  
North Belfast Partnership Board  
Northern Ireland Hindu Cultural Centre  
Northern Ireland Public Service Alliance  
Northern Ireland Youth Forum  
NSU/USI Northern Ireland Student Centre  
Parents Advice Centre NI  
Presbyterian Church  
RNIB  
RNID  
SDLP  
Sinn Fein  
South Belfast Partnership Board  
Ulster Unionist Party  
UNISON  
West Belfast Partnership Board  
Youth Council for Northern Ireland  
Cathedral Quarter Arts Festival

Beat Initiative  
Young at Art  
Moving Arts  
Creative Writers Network  
Irish Jet Ski Association  
Community Circus  
Sailor Town  
Tinderbox  
Smallworld Music  
Moondog  
Storm Music  
Cinemagic  
Ulster Orchestra  
Bass Ireland  
MWM event management  
CM event management  
CW event management  
Watermill events  
Gay Pride  
Northern Ireland Athletics Federation  
Arts & Business  
Community Arts Forum  
Lagan Watersports

## **Introduction**

This document sets out the comments received during the consultation period for the Equality Impact Assessment of Laganside's *Policy for the Facilitation and Encouragement of Events* (*Events* policy) and Laganside's response to the comments.

Comments were received during a consultation meeting held at the Lagan Lookout to which 26 invitations were sent and of which 4 groups/individuals subsequently attended.

The purpose and context of the consultation was the equality impact assessment on Laganside's *Events* policy. Comments relating to matters outside this brief were however noted and referred to below.

Laganside has fulfilled its commitment to circulate a note of comments made during the consultation meeting to those present.

## **Assessing the comments**

A group including the senior staff of the Corporation carefully considered each comment.

The comments and corresponding responses (in italics) are set out below.

## **Comments**

What happens if there is a homophobic element in the audience? *Laganside has requested details from the consultee who made this comment.*

Did Laganside Corporation actively seek comment from Section 75 groups to inform the screening process? *Laganside followed Equality Commission guidance to perform the Screening process. Comments received regarding the Screening process were taken into account when finalising the Equality Scheme and are reflected in the approved Equality Scheme.*

Who were the religious and political opinion groups referred to in the consultation document? *Laganside respect confidentiality so a list will not be made available.*

What is Laganside Corporation's policy on providing information in alternative languages (Irish and Ulster Scots were specifically mentioned)? *Laganside has clearly set out in its approved Equality Scheme the arrangements for making available relevant information in alternative formats and minority languages to meet the needs of those who have difficulty in understanding English.*

There was general agreement at the consultation meeting that the policy offered and promoted equality of opportunity. *This comment has been noted.*