**Equality Impact Assessment**

**Validation Decision Notice**

<table>
<thead>
<tr>
<th><strong>EIA Reference Number</strong></th>
<th>80</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Service, policy, or strategy</strong></td>
<td>Events Management – Basingstoke Festival development</td>
</tr>
<tr>
<td><strong>Element(s) assessed</strong></td>
<td>Cessation of Balloons over Basingstoke</td>
</tr>
<tr>
<td><strong>Names of Assessors</strong></td>
<td>Management Accountant, Auditor, Contracts Officer</td>
</tr>
</tbody>
</table>

**Consider:**

- Was discrimination or disadvantage identified? [ ] Yes [ ] No
- Was the service promoting equality? [ ] Yes [ ] No
- Could the service be improved in promoting equality? [ ] Yes [ ] No
- Are the customers' needs understood and met? [ ] Yes [ ] No
- Is there good evidence and/or reasoning to support the decisions on whether groups are/aren't affected? [ ] Yes [ ] No
- Does the summary report properly reflect the key findings of the assessment? [ ] Yes [ ] No
- Is the summary report clear and easy to understand? [ ] Yes [ ] No
- If improvements have been identified, do they reflect and deal with the key findings? [ ] Yes [ ] No

**The decision is to:** [ ] Validate [X] Not validate

The reason/s for the decision are: *please give details below*

- Validation given – information correct [ ]
- Not validated – decision not to proceed as EIA incorrect [ ]
- Not validated - screening error [ ]
- Not validated – research/consultation error [ ]
- Not validated – improvement error [ ]

**Signed**

[Signature]

**Name**

Karen Brimacombe

**Designation**

Corporate Director

**Date**

30 September 2011
Briefing Note

<table>
<thead>
<tr>
<th>Name of service, policy, or strategy being considered</th>
<th>Events Management – Basingstoke Festival development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Element(s) being considered</td>
<td>Cessation of Balloons over Basingstoke event</td>
</tr>
<tr>
<td>Date of meeting</td>
<td>9/3/2011</td>
</tr>
<tr>
<td>Name of assessors</td>
<td>Andy Ablitt, Carol Blackwell, Jo Perrin</td>
</tr>
</tbody>
</table>

The Assessment

The Balloons over Basingstoke event will cease to be delivered and will not take place in August 2011. Funding will be used to develop a new Basingstoke Festival, which will incorporate the Basingstoke Live event and other new and existing events. This will take place from summer 2012 and will involve a range of partners.

Assessment Findings

The decision to cease Balloons and introduce a new Festival will change the current events’ programme.

Justification

As there is a potential impact on the community a scoping/screening EIA is considered appropriate.
Summary Report

<table>
<thead>
<tr>
<th>Name of service, policy, or strategy</th>
<th>Events Management – Basingstoke Festival development</th>
</tr>
</thead>
<tbody>
<tr>
<td>Element(s) being assessed</td>
<td>Cessation of Balloons over Basingstoke event</td>
</tr>
<tr>
<td>Date of assessment</td>
<td>9/3/2011</td>
</tr>
<tr>
<td>Name of assessors</td>
<td>Andy Ablitt, Carol Blackwell, Jo Perrin</td>
</tr>
</tbody>
</table>

The Assessment

For a number of years the council has run a summer events programme. This includes the Basingstoke Live music event, which is thriving, and the Balloons over Basingstoke hot air balloon event, which has become rather out-dated. It has been decided to refresh the programme and cease Balloons from 2011. Basingstoke Live will be retained and will form a key element of a new Basingstoke Festival, which will begin in 2012. This will be an ‘arts’ festival, involving a range of partners from the professional and voluntary sectors.

The Festival will seek to build on the council’s existing events’ programme and enhance this by maximising the potential for partnership and community engagement. It will also aim to create a sustainable model by seeking additional income generation streams where possible.

Consultation and Research

Consultation has been undertaken with Councillors who have agreed to remove funding from the Balloons over Basingstoke event and focus on the development of a new Basingstoke Festival.

A Festival Development Board, which includes partners from a range of sectors, has been established and will continue to feed into the Festival development process. Consultation has also taken place with other local stakeholders, such as members of the Cultural Forum. Customer feedback obtained from attendees at previous events has been used to inform decision-making.

A report was produced by Hampshire Economic Partnership regarding the economic benefits of delivering a festival in Basingstoke.

Assessment Findings

The cessation of Balloons over Basingstoke, and the introduction of the new Basingstoke Festival model, should enable the borough council to offer a more plentiful and diverse programme which should appeal to a range of audiences. It will create new opportunities for both professional and voluntary/amateur sector partners to get involved and increase the potential for the wider community to engage, as viewers, participants and possibly volunteers. There will be greater flexibility as events will be offered over a longer period of time, at different locations (in both urban and rural areas) and at different times of day. There is scope to look at how those specialist interest groups involved in the Balloons event, such as
Summary Report

balloon enthusiasts, may be accommodated at other events; for example the Mayor's Fireworks.

The Balloons over Basingstoke event was offered free of charge. A charging policy for the Festival has yet to be established and is likely to include both charged and non-charged elements. The impact of this will need to be revisited once the Festival proposition has developed further and will be considered as part of the council's research into income generation from events.

Recommendations

It is recommended that Stages 1 and 2 of the EIA process are carried out.