

Brighton & Hove City Council
Tourism & Leisure
Royal Pavilion & Museums

Equality and Inclusion statement for
the Royal Pavilion & Museums
2013 - 2015



Royal Pavilion & Museums, Brighton & Hove

Date April 2013

Contents

- Introduction – The scope of the service, 2013-2015
- The local context
- The policy context
- How can RPM promote equality and inclusion?

- References

Introduction – The scope of the service, 2013 - 2015

The Royal Pavilion & Museum's purpose is to inspire Learning, Discovery and Enjoyment through the city's collections and historic sites.

Equality and diversity is central to the Royal Pavilion & Museum's vision for the organisation. The focus of the Royal Pavilion & Museums over the period 2013-2015 is to put in place the building blocks for a resilient organisation with an international reputation for excellent, inspiring and relevant social experiences through programming, digital innovation and learning, which maximises the city's internationally significant collections and buildings.

By March 2015 the Royal Pavilion & Museums will be renowned for co-production and collaboration, for reaching new and more diverse audiences and for inspiring a sense of shared ownership with its communities. This will be complemented by work on

addressing strategic challenges: infrastructure improvements and developments to the Royal Pavilion Estate to enable the delivery of world class cultural opportunities; and the long-term sustainability, conservation and use of the collections and sites.

Equality and diversity are one of the Royal Pavilion & Museum's four guiding principles. This principle is critical to the future sustainability of the Royal Pavilion & Museums and therefore it is at the heart of our strategic aims, outlined and described in more detail in *Towards 2020: Culture Connects*, Royal Pavilion & Museums Strategic Forward Plan (2013 – 2015):

- Connecting people with museums and changing lives
- Building a sustainable and resilient organisation
- Developing and caring for cultural, scientific and natural resources (collections & buildings)
- Exercising leadership

As described in *Towards 2020*, 'Measuring Impact and Progress' (13), the key equality and diversity outcomes which will be delivered through these aims are:

- The health and well-being of local people is enhanced
- There are expanding opportunities to engage with collections
- The service provides first rate education, outreach activity and community participation *across all demographic groups*
- [The] workforce is more culturally diverse

The local context

As our Forward Plan, *Towards 2020: Culture Connects*, observes 'Brighton and Hove is a diverse city of neighbourhoods and communities and a city of contrasts' (5). Of relevance to the promotion of equality and inclusion are the following observations:

'18% of the population is from a BME group and the city has the largest LGBT population outside London, of 15-16%. It has an unusual age distribution with a bulge of residents aged 20-44 years and relatively high numbers of residents over 85 years.'

'A number of the city's neighbourhoods have been identified as facing high levels of disadvantage. 12% of the city's local areas are in the most deprived 1% of areas in England. Mental health and well-being alcohol and substance misuse are amongst the high impact social issues identified as priorities for overcoming along with reducing the poverty gap. Through community engagement and learning programmes, the RPM is working to support initiatives to overcome the challenging social issues and contribute to the outcomes the city wants for its citizens.'

The policy context

As a local authority service, RPM works within the framework of policy and practice set by Brighton & Hove City Council. In terms of its commitment to Equality and Inclusion it

works to -

Brighton & Hove City Council's corporate priorities (as expressed in its Corporate Plan, 2011-2015, <http://www.brighton-hove.gov.uk/index.cfm?request=c1150224>) of:

1. Tackling Inequality
2. Creating A More Sustainable City
3. Engaging People Who Live and Work in the City
4. A Responsible and Empowering Employer

Brighton & Hove City Council's *Equality & Inclusion Policy*, 2012-15
(<http://www.brighton-hove.gov.uk/index.cfm?request=c1212696>)

The *Equality and Human Rights Charter*, Brighton & Hove developed by Brighton & Hove City Council with other statutory services in the city in 2010

The service also seeks to fulfil the national recommendations of –

The Public Sector Equality Duty

The Equality Act 2010

How can RPM promote equality and inclusion?

Brighton & Hove City Council's *Equality & Inclusion Policy*, 2012-15 sets out five key objectives:

- Promoting equality and inclusion through better engagement between the council and communities, groups and individuals
- Promoting equality and inclusion through more effective joint work with statutory bodies and other partners
- Promoting equality and inclusion through fair and accessible services
- Promoting equality and inclusion through improving the quality and breadth of information held and used by the council

- Promoting equality and inclusion through our employment and procurement practices

While the work of RPM can contribute to the promotion of equality and inclusion in all five areas, in the period 2013-2015 our focus will be on the following two objectives, as we believe we can make a key contribution to the delivery of these and their related objectives, as outlined below:

A. Promoting equality and inclusion through better engagement between the council and communities, groups and individuals

A1. We will engage with representative groups, networks and individuals, to ensure that communities of interest, identity and place are given an opportunity to influence review, design and delivery of services

As described in our Forward Plan, *Towards 2020: Culture Connects*, the RPM is working to create a sense of shared ownership with its diverse communities:

‘Building a sustainable and resilient organization ... The RPM recognizes that to be a resilient organization it needs to engage its diverse communities in its future development and create a sense of shared ownership.’ (10)

In particular it is working with key stakeholder groups. Under our strategic aim of ‘Connecting people with museums and changing lives’ is noted:

‘Shared ownership through consultation and involvement of users and non-users in co-production to affect improvements to services, for example user surveys, the Access Advisory Group, the teachers’ forum and Museum Collective (a youth advisory group).’ (9)

Work with the access advisory group initially focused on the development of the *World Stories: Young Voices* gallery but in 2013-2015 the work of the group will become more strategic, looking at the visitor experience across our sites and informing the development of various strategies, including the RPM’s Community Engagement Strategy and Volunteer Development Strategy

A2. When we engage with communities we will identify which groups should be involved, consider how best to reach and engage with them and use a range of approaches and activities to ensure that engagement is accessible and appropriate for diverse communities

The RPM’s (draft) Community Engagement Strategy proposes a targeted delivery for the service:

‘[The] strategy prioritises communities of place and communities of interest based on both the RPM’s under-represented and excluded communities and on the 10 neighbourhoods identified as city priorities based on statistical deprivation data from the city’s Community Development Needs Assessment 2011.’ (4)

It observes that:

'There are 10 priority neighbourhoods identified within the Needs Assessment, ranked depending on statistical deprivation. From these 10, RPM will prioritise the following neighbourhoods when targeting under-represented audiences. These neighbourhoods are defined as areas of least participation in the arts and culture and so are likely to cross over with the under-represented and excluded audiences RPM wishes to develop. RPM will join forces with other partners, such as the commissioned community development organisations, to increase participation in culture and maximise social impact.' (17)

The strategy identifies three immediate priority neighborhoods (Whitehawk & Bristol estate; Moulsecoomb; South Portslade & Portland Road); four 'priority neighbourhoods for development of community engagement based on levels of deprivation, and current lack of engagement activity' (Tarnar & Eastern Road; Hangleton & Knoll; Queens Park & Craven Vale; Hollingdean & Saunders Park); three 'areas to consider for the future' (Bevendean; Coldean; London Road) and a number of target communities identified as being currently 'under-represented':

- 'Black and Minority Ethnic (BME) groups
- Those neighbourhoods within Brighton & Hove of high deprivation and unemployment as listed above, to increase social impact
- Disabled people or people with a long term illness
- Socially excluded and 'at risk' young people
- Excluded groups such as Gypsy & Traveller communities, Refugee & Asylum Seekers, Carers & Young Carers, LGBT Communities and the homeless' (5)

How these communities will be engaged with is set out in detail under five key themes, which cover the main issues and activities at RPM and cut across service areas:

- 'Engagement
- Access
- Representation
- Social impact
- Organisational development' (22/23)

The RPM Community Engagement Strategy will be accompanied by a Community Engagement Toolkit and an action plan.

A3. We will make sure that our staff have the skills and confidence to engage with all communities in the city to ensure that engagement is appropriate and positive for everyone.

As described in our Forward Plan, *Towards 2020: Culture Connects*, under the strategic aim of 'Exercising Leadership' is noted:

'With an ambition to be a 'model of excellence', the RPM will champion the role of museums in becoming resilient and sustainable organizations and broadening diversity and tackling inequality.' (11)

This aim will be realized through the key objective of:

'Developing and championing diversity across the South East to increase the resilience of museums and ensure that they remain relevant to current and future audiences. Delivering a cultural apprentice and positive action traineeship programme.' (11)

In 2012/13 over half of the RPM workforce successfully undertook disability awareness training provided by *DisabledGo* through Visit England. Front of house staff also participated in training around new levels of access provision in the new *World Stories: Young Voices* gallery. A wide range of staff also attended and/or presented to the Access Advisory Group.

Looking to the future, the RPM Community Engagement Strategy notes that:

'We will provide staff training in areas of community engagement, as appropriate. We will ensure ongoing support for staff working with communities through informal mentoring and team working. Informal training and internal networks also have a role in supporting staff. This will be lead by the Community Engagement & Volunteer Development Officer.' (29)

Equality and diversity issues will be specifically addressed in a workforce development plan (to be agreed end May 2013). In 2014/15 two apprenticeships will be offered to support workforce diversity.

Equality and diversity issues are also part of the induction process for new staff and those who have changed roles. The Brighton & Hove City Council 'Foundation Learning Programme' (<https://wave2.brighton-hove.gov.uk/supportingyou/Learning/Pages/FLP.aspx>) includes the e-learning module, 'Introduction to Equalities & Diversity'.

A4. We will work with communities to raise awareness and create opportunities for working on joint projects to improve community cohesion between 'protected characteristics' groups and to reduce inequality.

As set out in our Forward Plan, *Towards 2020: Culture Connects*, the RPM seeks, through its work, to respond to Brighton & Hove City Council's corporate priorities, including of 'Tackling inequality':

'To achieve this outcome the Service works extensively with excluded and marginal groups, to improve outcomes and health, wellbeing and educational opportunities. This intensive work also ensures that marginalised groups are able to access the Service's activities, and that the Service reflects their needs'. (18)

In the period covered by the previous (2009 – 2012) Forward Plan this work included partnership activities with Rocket Artists (a group of artists with learning disabilities, <http://www.rocketartists.co.uk/>), Museum Mentors (a programme for marginalised artists to partner with volunteers), Art in Mind (a group of young people with experience of mental health issues), Creative Futures (a training and development agency for 'talented people who lack opportunities due to mental health issues, disability, health or social circumstance', <http://creativefuture.org.uk/>) and Brighton and Hove Black History Project (<http://www.black-history.org.uk/>, and groups in its network including MOSAIC and the

BMEYPP). Work with all these partners will continue across 2013-2015. This period will also see the consolidation and development of our work with BME organisations in the city through the establishing of a new BME Heritage Network.

Our approach to this work is described in more detail in the (draft) RPM Community Engagement Strategy, in 3.1 'Core Principles for Community Engagement' and 3.2 'Community Engagement Aims & Outcomes'.

C. Promoting equality and inclusion through fair and accessible services

C1. We will continue to improve the accessibility of our services and our facilities - including buildings, information, communication, appropriate use of different technologies and events – for service-users.

In December 2012 an access consultant was commissioned to undertake an access audit of each of the RPM's five sites: The Royal Pavilion, Brighton Museum & Art Gallery, Hove Museum & Art Gallery, The Booth Museum of Natural History and Preston Manor. The results of these are informing a series of action plans.

An access statement describing access arrangements and facilities at each of the RPM's five sites will be available on our website by end May 2013. The RPM's Equalities Impact Assessment is currently being reviewed and revised and will be available from June 2013.

New gallery developments are a key vehicle for raising benchmarks in terms of access. The *World Stories: Young Voices* gallery which opened in June 2012 uses British Sign Language Invision and captioning across all AV, includes tactile elements throughout and offers visitors an audio guide via RNIB Penfriends as well as a large-print booklet containing gallery text and AV transcripts. The gallery was planned and delivered in partnership with a specially-formed Access Advisory Group.

As described above, in 2013-2015 the work of the RPM Access Advisory Group will become more strategic, looking at the visitor experience across our sites and informing the development of various strategies, including the RPM's Community Engagement Strategy and Volunteer Development Strategy to ensure the widest possible access. The group is also developing best practice guidelines for museum displays and museum events.

C2. We will develop and provide relevant and appropriate services to ensure that they meet the needs of individual users, targeting those who are most in need and who face additional barriers.

As described above, the RPM Community Engagement Strategy (draft) proposes a targeted and strategic approach to the delivery of museum services which reflects Brighton & Hove City Council priorities. Key foci for the work of the service, in terms of community engagement, are set out in the strategy as priority neighbourhoods and 'under-represented' target communities.

This work sits alongside and informs ongoing partnership work with 'excluded and marginal groups', the work of our Access Advisory Group, Museum Collective (youth forum) and, in 2013-2015, new BME Heritage Network.

C3. We will develop and use a tailored approach for services to make sure that we identify specific needs and barriers and respond appropriately.

The RPM Community Engagement Strategy (draft) acknowledges that more work needs to be done to identify barriers to participation amongst target audiences:

'In order to reach out to under-represented and excluded audiences, RPM needs to undertake qualitative consultation to better understand why target audiences do not visit.' (19)

Five areas have been identified which prohibit access and participation: Cultural Barriers, Emotional/Attitudinal barriers, Physical, sensory and intellectual barriers, Organisational barriers and Financial barriers. The strategy also notes that:

'When working with community groups we will develop partnership agreements from the outset of the project. One of the areas covered in the partnership agreement will include removing perceived and real barriers to engagement opportunities. We must also be realistic in our approach to removing barriers, e.g. costs and resources available to deliver activities/projects.' (20)

This consultation work will be described in the action plan which accompanies the strategy (forthcoming).

C4. We will ensure full compliance with our Equality Impact Assessment (EIA) procedure to ensure that we give due regard to the impact and potential impact on all people with 'protected characteristics' in shaping policy, in delivering services, and in relation to our employees – and so we can evidence this

The RPM has a cross-departmental Equalities and Inclusion group who meet bi-monthly. Their current focus is the review and revision of the RPM Equalities Impact Assessment, due for completion end June 2013.

References

- *Towards 2020: Culture Connects*, Royal Pavilion & Museums Strategic Forward Plan, 2013 – 2015
- Community Engagement Strategy (draft), Royal Pavilion & Museums