

Lisburn & Castlereagh City Council

Section 75 Equality and Good Relations Screening

Part 1. Information about the activity/policy/project being screened

Name of the activity/policy/project

Procurement of new Box Office System for Lisburn & Castlereagh City Council

Overview of project

The Council's existing integrated Box Office ticketing system contract that is used by Facilities Management and the Arts Service for ISLAND Arts Centre is due to expire in May 2023. A new procurement exercise is therefore required to ensure continuity of service beyond this date.

The Arts Service is delivered as a function of the Communities Unit based in the Department of Leisure & Community Wellbeing and is responsible for the strategic development of the arts throughout the council area to enhance the city's cultural identity and to develop creative social engagement opportunities for local residents. This includes the highly acclaimed cultural hub, ISLAND Arts Centre that aims to deliver a varied and vibrant programme of arts and cultural activity involving people as creators, audiences and participants.

ISLAND Arts Centre is located within the Lagan Valley Island complex and includes two visual arts galleries, a studio theatre, dance studio, arts education room, dedicated art workshop and rehearsal spaces. It also offers resident Artist Studios for local professional practicing arts groups and artists.

Facilities Management is based within the Corporate Communications & Administration Unit of the council's Department of Service Support. It is responsible for the overall daily facilities management of the Lagan Valley Island complex that also includes, the Island Hall, a multi-purpose theatre for theatre shows, concerts, conferences, banquets, meetings, wedding ceremonies and wedding receptions well as numerous meeting rooms for private and public hire.

Given that both venues operate theatre venues and that the Arts Service also delivers small to medium scale outdoor ticketed events, there is a requirement for a dedicated integrated Box Office system to ensure a smooth customer journey through the booking process for theatre tickets and to make consumer marketing more effective to maximise revenue. In addition, the software solution needs to allow each service to maintain its unique and personalised brand identity through personal customer email communications and associated customer journey mapping.

Is this activity/policy/project – an existing one, a revised one, a new one? New Tender exercise for continuation of an existing service as current contract due to expire on 24 May 2023

What are the intended aims/outcomes the activity/policy/project is trying to achieve?

The main objective is to provide an integrated Box Office system that reflects the ever-changing marketing environment of audience development, particularly in relation to on-line bookings that allow for QR code mobile devices and print-at-home ticketing, digital and social media, whilst also allowing each service to use traditional methods of Customer Relationship Management (CRM) such as in-person and telephone sales and data analysis to inform future communications with customers.

The overall objectives are for:

- To provide the customer with a user-friendly booking experience, which is accessible to a wide range of users, with the flexibility to provide booking online 24/7, in person and by telephone for on and off-site events.
- To provide a back-office reporting system in finance, auditing, marketing, social media integration and the monitoring of sales that will allow managers to improve business management.
- To have the ability to integrate with the council's financial systems.
- To have the ability to integrate/interface appropriate tools including digital and social media.
- To support smarter digital marketing through email marketing and social media integration, to communicate in a targeted, timely and personalised manner helping build audience loyalty.
- To have a ticketing system that is secure, GDPR compliant, robust and flexible that can be developed to ensure future changes can be incorporated. Flexibility in service provision is also needed to be able to adapt and comply with changes in legislative and business needs.

Who is the activity/policy/project targeted at and who will benefit? Are there any expected benefits for specific Section 75 categories/groups from this activity/policy/project? If so, please explain.

The Box Office software solution will enable both services to sell a wide range of tickets efficiently and strategically. The unified CRM system will provide valuable insights to reach and engage more customers, understand their needs and optimise the Council's communications and relevancy to customers to sell more tickets and maximise revenue.

The project is not specifically targeting any particular Section 75 groups as it will be accessible to all people.

Who initiated or developed the activity/policy/project?

Facilities Management and the Arts Service.

Who owns and who implements the activity/policy/project?

Lisburn and Castlereagh City Council owns the project to be implemented by its Facilities Management and Arts Service teams.

Are there any factors which could contribute to/detract from the intended aim/outcome of the activity/policy/project? If yes, give brief details of any significant factors.

- The current Box Office software has been in use since 2019. This contract is through Spektrix Limited and is due to expire on 24 May 2023.
- It is intended that the procurement exercise will take place through the G-Cloud framework, an agreement between the government and suppliers who provide cloud-based services so there is a small number of providers.
- An integrated Box Office system is business critical for the events ticketing of both services. The recommended way forward is to operate a cloud-based, single 'full service' system offering that is resilient and robust as possible which reduces technical hassles, increases reliability and provides cost savings across the board.
- An integrated Box Office solution is required, which integrates all marketing and sales data, enhances workflow automation in order to understand the customer journey, including how to convert browsers into buyers and utilise user data with results to improve CRM and bring all of the council's accounting, reporting and scheduling tasks together.

Project Constraints

- **Timing Constraints** - A new contract needs to be in place with the service provider before 24 May 2023. It will take time building the system correctly and reliance on programming and interdependencies with other council teams i.e. Finance and IT Services to support the set-up and integration with the council's current systems, where required.
- **Legislative** - To have a system that will enable the council to present and collect permissions in compliance with its Privacy Notice and GDPR, safeguarding and integrity of customer data, during the data migration process.
- **Training** - To have staff training and upskilling in advance of the current contract expiring, the council will require software that its employees will be quickly and easily able to adopt.
- **Processes** - To have all implementation, project management, data migration and website recoding of the system, in advance of the current contract expiring, to ensure a seamless switchover without loss of service to customers.
- **Technological** - The solution must be compatible with the council's operational systems; Office 365 and Windows 10. Integration will also be required with both service user websites: www.ISLANDArtsCentre.com and www.laganvalleyisland.co.uk. API's will require consideration e.g. Opayo. It is estimated web supplier indicatives could cost between £2,500.00 to recode the website against a system.
- **Implementation constraints** - To ensure that project managers have time to implement the new system around other work commitments.

Who are the internal and external stakeholders (actual or potential) that the activity/policy/project will impact upon? Delete if not applicable

- Staff;
- Customers;
- Other public sector organisations hiring / using facilities;
- Voluntary / community / trade unions;
- Other - Lisburn and Castlereagh City Council Elected Members;
- The appointed service provider.

Other policies/strategies/plans with a bearing on this activity/policy/project

Name of policy/strategy/plan	Who owns or implements?
Lisburn & Castlereagh City Council INTERIM Corporate Plan 2021/2024	LCCC - Chief Executive's Office
Lisburn & Castlereagh City Council Community Plan 2017 / 2032	LCCC - Chief Executive's Office
Lisburn & Castlereagh City Council Community Plan 2017 / 2032	LCCC – Communities Unit
Lisburn & Castlereagh City Council Customer Care Policy 2021	LCCC - HR&OD Unit
IT Security Policy	LCCC - IT Services
LCCC Accounting Manual	LCCC - Finance Service
GDPR Policies & Plans	LCCC - IT Services
LCCC Equality Scheme & associated Equality Policies and Plans	LCCC - HR&OD Unit

Available evidence

What evidence/information (qualitative and quantitative) have you gathered or considered to inform this activity/policy? Specify details for each Section 75 category.

The current online Box Office system provided by Spektrix Limited has been in place since 2014. Pre-COVID-19 (2019/2020), 60% of tickets were sold online. Recent sales reports have shown online booking accounting for 90%+ of tickets sold.

Section 75 Category	Details of evidence/information
Religious Belief	No demographic data is held regarding this category. The Box Office software will be used by people with all religious beliefs and those with no religious beliefs.
Political Opinion	No demographic data is held regarding this category. The Box Office software will be used by people with a range of political and no political opinion.
Racial Group	No demographic data held regarding this category. The Box Office software will be used by a wide range of racial groups.
Age	No demographic data held regarding this category. The Box Office software will likely be used by people of all ages.
Marital Status	No demographic is data held regarding this category. The Box Office software will be used by people of all marital status definitions.
Sexual Orientation	No demographic data is held regarding this category. The Box Office software will be used by people with various sexual orientations.
Men & Women Generally	No demographic data is held regarding this category. The Box Office software will be used by men & women generally.
Disability	The Box Office system captures and maintains data on the needs of disabled customers and links to the LCCC 'Buddy Card' initiative. The Box Office software will be used by people with disabilities and enhances our understanding of the needs of this group.
People with and without Dependants	No demographic data is held regarding this category. People with and without Dependants are regular users of both venues and attend the external events organised by the Arts Service. The Box Office software will be used by this category.

Needs, experiences and priorities

Taking into account the information referred to above, what are the different needs, experiences and priorities of each of the following categories, in relation to the particular activity/policy/decision? Specify details for each of the Section 75 categories

No different needs identified in relation to procurement other than the need for a fair process that ensures that suitably qualified and experienced companies have the opportunity to tender. An open procurement process following LCCC's standard procedures will be undertaken to appoint a service provider that has the necessary expertise to deliver on the technical specification.

Section 75 Category	Details of needs/experiences/priorities
Religious Belief	No different needs are identified by religious belief in relation to the patrons or staff who will be users of the new system.
Political Opinion	No different needs are identified by political opinion in relation to patrons or staff.
Racial Group	The booking software will be used by various racial groups. Some minorities may not have English as a first language, so our systems need to be accessible and user-friendly.
Age	Older people may not wish to use the online Box Office system to purchase tickets so alternative purchase options will need to be provided in the form in-person and telephone sales.
Marital Status	No different are needs identified.
Sexual Orientation	No different are needs identified.
Men & Women Generally	No different are needs identified.
Disability	People with disabilities who require online systems to be accessible will need to have booking options appropriate for them developed as identified through customer surveys.
Dependants	The functionality of the Box Office software will need to be more convenient to patrons with dependants and will be available 24/7. People with and without Dependants need to be able to select their preferred sales option, either online, in-person or by telephone.

Part 2. Screening questions

1 What is the likely impact on equality of opportunity for those affected by this activity/policy, for each of the Section 75 equality categories?

Section 75 Category	Details of likely impact – will it be positive or negative? If none anticipated, say none	Level of impact - major or minor* - see guidance below
Religious Belief	No different impact is anticipated.	None
Political Opinion	No different impact is anticipated.	None
Racial Group	No negative impact is identified as the new software will be user-friendly for all patrons.	None
Age	The new online Box Office system may be a challenge for some older people but this will be mitigated by staff support for on-line booking or by alternative in-person and telephone options.	None
Marital Status	No different impact anticipated.	None
Sexual Orientation	No different impact anticipated.	None
Men & Women Generally	No different impact identified.	None
Disability	People with disabilities who require online systems to be accessible will have booking options met or developed as identified through customer surveys.	None
People with and without Dependents	The functionality of the Box Office software will be more convenient to patrons with dependents and will be available 24/7. People with and without Dependents can select their preferred sales option, either online, in-person or by telephone.	None

* See Appendix 1 for details.

2(a) Are there opportunities to better promote equality of opportunity for people within the Section 75 equality categories?

Section 75 Category	IF Yes, provide details	If No, provide details
Religious Belief		No
Political Opinion		No
Racial Group		No
Age	The online booking system should be accessible to users of all ages but alternative booking options will continue to be available for those who may need or choose them.	
Marital Status		No
Sexual Orientation		No
Men & Women Generally		No
Disability	The online booking system will be accessible to all but alternative booking options will continue to be available for those who may need or choose them.	
People with and without Dependents		No

Equality Action Plan 2021-2025

Does the activity/policy/project being screened relate to an action in the Equality Action Plan 2021-2025? If yes, specify which action.

Yes - Provision of accessible services

2(b) DDA Disability Duties (see Disability Action Plan 2021-2025)

Does this policy/activity present opportunities to contribute to the actions in our Disability Action Plan:

- to promote positive attitudes towards disabled people?
- to encourage the participation of disabled people in public life?

If yes, give details/specify which action.

Potentially yes - actions under Theme 4: Communication and Accessibility

3 To what extent is the activity/policy/project likely to impact on good relations between people of different religious belief, political opinion or racial group?

Good Relations Category	Details of likely impact. Will it be positive or negative? [if no specific impact identified, say none]	Level of impact – minor/major*
Religious Belief Political Opinion Racial Group	No impact on good relations for any group – not relevant	None

*See Appendix 1 for details.

4 Are there opportunities to better promote good relations between people of different religious belief, political opinion or racial group?

Good Relations Category	If Yes, provide details	If No, provide details
Religious Belief Political Opinion Racial Group		No opportunities identified - not applicable to good relations

Multiple identity

Provide details of any data on the impact of the activity/policy/project on people with multiple identities. Specify relevant Section 75 categories concerned.

All relevant data on the impact of this project including people with multiple identities have been considered in relation to the procurement of the new Box Office System, as outlined above.

Part 3. Screening decision/outcome

Equality and good relations screening is used to identify whether there is a need to carry out a **full equality impact assessment** on a proposed policy or project. There are 3 possible outcomes:

- 1) **Screen out** - no need for a full equality impact assessment and no mitigations required because no relevance to equality, no negative impacts identified or only very minor positive impacts for all groups. This may be the case for a purely technical policy for example.
- 2) **Screen out with mitigation** - no need for a full equality impact assessment but some minor potential impacts or opportunities to better promote equality and/or good relations identified, so mitigations appropriate. Much of our activity will probably fall into this category.
- 3) **Screen in for full equality impact assessment** – potential for significant and/or potentially negative impact identified for one or more groups so proposal requires a more detailed impact assessment. [See Equality Commission guidance on justifying a screening decision.]

Choose only one of these and provide reasons for your decision and ensure evidence is noted/referenced for any decision reached.

Screening Decision/Outcome	Reasons/Evidence
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<p>Option 1</p> <p>Screen out – no equality impact assessment and no mitigation required [go to Monitoring section]</p>	
<p>Option 2</p> <p>Screen out with mitigation – some potential impacts identified but they can be addressed with appropriate mitigation or some opportunities to better promote equality and/or good relations identified [complete mitigation section below]</p>	<p>We recognise that some patrons may find an online booking system challenging. While the technical specification requires any new system to be user-friendly for the range of service users, we will continue to offer alternative booking options – via telephone and in person counter sales.</p>
<p>Option 3</p> <p>Screen in for a full Equality Impact Assessment (EQIA)</p> <p>[If option 3, complete timetabling and prioritising section below]</p>	

Mitigation (Only relevant to Option 2)

Can the activity/policy/project plan be amended or an alternative activity/policy introduced to better promote equality of opportunity and/or good relations?

If so, give the **reasons** to support your decision, together with the proposed changes/amendments or alternative activity/policy and ensure the mitigations are included in a revised/updated policy or plan.

LCCC will continue to offer alternative booking options – via telephone and in person counter sales. The system will be reviewed on an ongoing basis and feedback received will be taken into account.

Timetabling and prioritising for full EQIA (only relevant to Option 3)

If the activity/policy has been ‘**screened in**’ for full equality impact assessment, give details of any factors to be considered and the next steps for progressing the EQIA, including a proposed timetable.

Is the activity/policy affected by timetables established by other relevant public authorities? Yes/No. If yes, please provide details.

Part 4. Monitoring

Public authorities should consider the guidance contained in the Commission's Monitoring Guidance for Use by Public Authorities (July 2007).

Effective monitoring will help a public authority identify any future adverse impact arising from the activity/policy which may lead the public authority to conduct an equality impact assessment, as well as help with future planning and activity/policy development.

What will be monitored and how? What specific equality monitoring will be done? Who will undertake and sign-off the monitoring of this activity/policy and on what frequency? Please give details:

The usage of the new Box Office System will be monitored on an ongoing basis, most specifically via every post event customer survey and by complaints, should they arise. This information will be collated to form the basis of an annual review.

For Facilities Management, the ongoing monitoring of these processes will be the responsibility of the designated Duty Officer, overseen by the Central Administration Manager and for the Arts Service, it will be the Arts Administration Coordinator overseen by the Arts Service Manager.

Part 5 - Approval and authorisation

	Position/Job Title	Date
Screened by: Uel Preston	Duty Officer, Facilities Management	05.09.22
Screened by: Siobhan McCormick	Arts Service Manager	27.11.22
Reviewed by: Mary McSorley	Equality Officer	14.09.22
Approved by: Frances Byrne	Head of Communications & Administration	07.12.22

Note: On completion of the screening exercise, a copy of the completed Screening Report should be:

- Approved and 'signed off' by a senior manager responsible for the activity/policy;
- Included with Committee reports, as appropriate;
- Sent to the Equality Officer for the quarterly screening report to consultees, internal reporting and publishing on the council's website;
- Shared with relevant colleagues;
- Made available to the public on request.

Evidence and documents referenced in the screening report should also be available if requested.

Appendix 1 – Equality Commission guidance on equality impact

***Major impact:**

- a) The policy/project is significant in terms of its strategic importance;
- b) Potential equality matters are unknown, because, for example, there is insufficient data upon which to make an assessment or because they are complex, and it would be appropriate to conduct an equality impact assessment in order to better assess them;
- c) Potential equality and/or good relations impacts are likely to be adverse or are likely to be experienced disproportionately by groups of people including those who are marginalised or disadvantaged;
- d) Further assessment offers a valuable way to examine the evidence and develop recommendations in respect of a policy about which there are concerns amongst affected individuals and representative groups, for example in respect of multiple identities;
- e) The policy is likely to be challenged by way of judicial review;
- f) The policy is significant in terms of expenditure.

Minor impact

- a) The policy is not unlawfully discriminatory and any residual potential impacts on people are judged to be negligible;
- b) The policy, or certain proposals within it, are potentially unlawfully discriminatory, but this possibility can readily and easily be eliminated by making appropriate changes to the policy or by adopting appropriate mitigating measures;
- c) Any asymmetrical equality impacts caused by the policy are intentional because they are specifically designed to promote equality of opportunity for particular groups of disadvantaged people;
- d) By amending the policy there are better opportunities to better promote equality of opportunity and/or good relations.

No impact (none)

- a) The policy has no relevance to equality of opportunity or good relations;
- b) The policy is purely technical in nature and will have no bearing in terms of its likely impact on equality of opportunity or good relations for people within the equality and good relations categories.