

Thurrock Council

Community Equality Impact Assessment

Service area and lead officer

Name of service	Thurrock Plan for Culture 2025-2029 Economic Development Team
CEIA Lead Officer	Lisa Ricketts
CEIA Lead Officer job title	Economic Development Manager – Creative and Culture
CEIA Lead Officer email address	lricketts@thurrock.gov.uk

Subject of this assessment

What specific policy, strategy, function or service is the subject of this assessment?

The Thurrock Plan for Culture is a future-facing, collective call to action to harness the power of culture to create greater impact in our place and for our people. The plan sets a direction for transformational change in our place - a clear route towards activating spaces and places with creative and cultural activity, celebrating our unique heritage and diverse cultural offer, and supporting Thurrock's creative talent to thrive.

Key to achieving a culturally ambitious future is a shared commitment to work in partnership with communities, creative and cultural organisations and key stakeholders embracing the values of co-creation and cooperation. By drawing together different people, ideas and resources, we will ensure that culture and creativity is valued widely, and the benefits are felt by everyone, now and for years to come.

The plan describes a shared ambition and commitment to work collaboratively and embrace the values of co-creation and cooperation to deliver change through culture and creativity.

Through engagement with people who live, work and are educated in Thurrock, we have listened to range of views, and captured insight and data that has identified key themes which will help shape our priorities for action. These themes, which focus on Cultural Connections, Cultural Capacity and Cultural Capital, have been recognised as important to partners and will be owned by everyone who has a stake in growing culture and creativity in Thurrock.

Key themes

Cultural Connections

Embracing the theme of Cultural Connections, which aims to place culture and creativity at the heart of everyday life, we will foster meaningful connections amongst communities, celebrate Thurrock's diverse cultures and traditions and encourage partners to create engaging and inclusive experiences which bring people together, strengthen mutual respect, and widen opportunity for all.

Cultural Capacity

Focusing on our ambition to grow creative and cultural production, performance and presentation, through the theme of Cultural Capacity, Thurrock's creative and cultural sector will be supported to build on existing strengths, grow the talent pipeline and stimulate ambition and growth, recognising the important role that creative and cultural businesses, individuals and organisations have in society.

Cultural Capital

Maximising the value of culture to deliver positive outcomes that enhance place, improve quality of life and positively impact the wider determinants of health, the theme of Cultural Capital recognises that providing opportunities for people to come together and take part in culture can enrich lives, reduce inequalities, and cultivate a more prosperous and inclusive future for all, helping to shape places that are distinctive and vibrant, stimulating local economies and employment opportunities.

Borough-wide or location-specific?

Borough-wide Location-specific – please state locations below.

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Why is this policy, strategy, function or service development or review needed?

In July 2024 Thurrock Council adopted a new Corporate Plan 2024-2029 – called 'A fresh start for Thurrock' – setting out how the council will operate over the next five years as it recovers and rebuilds trust with residents and communities. It sets a new purpose and future direction for the council as it works with its partners and local communities to best serve the people of Thurrock. The plan highlights 3 priorities:

- to be an enabling council by building strong and impactful partnerships to maximise the benefits for residents and our borough
- to focus on people to ensure Thurrock is a place where everyone has the opportunity to reach their full potential and access the support they need
- to focus on place to achieve a strong and well-connected place that enables our borough, its diverse communities and businesses to thrive and grow

This new purpose – bringing together and engaging all who can make a contribution to supporting local people with their needs and to release opportunity – is fundamental to the principles of this new plan for culture.

Priorities for action

Recognising where we are now and where we want to be, the following have been identified as short, medium and long-term actions which create a shared vision and clear direction of travel for partners to achieve a more sustainable, culturally ambitious future for Thurrock. Many of these actions can be achieved without new or additional resource by supporting activity that draws together collective talent, knowledge, and funding to achieve, better coordination and use of existing resources and strong cooperation and collaboration between partners and stakeholders.

These actions include:

Cultural Connections

- Coordination of events, activities and marketing to raise the profile and reach of the local offer.
- Opening up new places and spaces for culture.
- Create a central pool of cultural volunteers.

Cultural Capacity

- Establish a seed fund to support innovation.
- Create opportunities to activate Thurrock Meanwhile Opportunities Strategy.
- Establish or strengthen local cultural leadership groups and forums.
- Develop a capacity building plan to include a suite of professional development opportunities.

Cultural Capital

- Map investment programmes to identify shared objectives and outcomes.
- Strengthen careers support and understanding of post 16 creative and cultural pathways.

- Build better collective understanding across partners and stakeholders to grow cultural opportunity.

1. Engagement, consultation and supporting information

- 1.1. What steps you have taken, or do you plan to take, to engage or consult (where applicable) the whole community or specific groups affected by this development or review? **This is a vital step.**

Steps you have taken, or plan to take, to engage or consult

A series of consultations and engagements were undertaken between late 2021 and mid 2023 in the development of this plan and were crucial in shaping the core plan messages, including the vision and mission statements and the three priorities:

Vision statement feedback

The feedback received below was gathered during group discussions and one-to-one meetings with individuals and was used to reshape and strengthen the Vision Statement.

Proposed Vision Statement

“A place that harnesses the power and potential of culture and creativity to create a more enriched, healthier and better Thurrock for everyone by Thames to all peoples of the world.”

More ambition in the Vision was wanted. Something simpler and punchier, so it's clear and memorable. Linked to this is recognition that Thurrock is on the cusp of a cultural renaissance, and we need to be ambitious:

- *“There is something in the air in Thurrock, but we're not there yet”*
- *“If we can catch all the balls, lots of great stuff could happen”*
- *“The planets have aligned”*
- *“[Vision] Needs more ambition”*
- *“Doesn't feel ambitious. How do we make more of what we got? In its vision what can it do for Thurrock?”*
- *“Too general”*
- *“Can a place harness culture? People can.”*

Cultural vision (final version)

“Through culture and creativity we will create a more vibrant, enriched, healthier and inclusive Thurrock for everyone.”

Mission Statement feedback

Comments were gathered during group and individual conversations. It was felt that the statement was too long and complicated, and that people may not understand what it means. This feedback was used to help strengthen the Mission statement.

Proposed Mission Statement

“Our mission is to take our culture and creativity ‘By Thames to All Peoples of the World’ through growing our creative capacity, cultural capital and strengthening connections and by ensuring that everyone here has the opportunity to express their individual creativity and benefit from our cultural renaissance so that Thurrock arts, culture and heritage will mean more to more people.”

- *“Go back to basics – very wordy and confused. Residents with low participation including councillors won't understand this. Sell it in the most basic terms to get people excited and onboard. If councillors can't understand it, it won't go through cabinet”*

- *“Do people always realise what creative and cultural activity is?”*
- *“It needs to be easy to grasp, roll off the tongue and remember it. Too complicated.”*

Cultural mission statement (final version)

Our mission is to deliver a cultural renaissance so everyone here has the opportunity to express their individual creativity and benefit from cultural activities, and Thurrock arts, culture and heritage will mean more to more people based on the principles of:

- **Inclusivity:** open to everyone
- **Transparency:** open and honest with everyone
- **Sustainability:** committed to fulfilling current and future benefits for everyone

Priorities for Culture feedback

Proposed Priority 1 – Cultural Connections

Drawing on a range of ideas, perspectives and experiences, culture and creativity will mean more, to more people.

We will:

1. ***Shape our own cultural offer*** by ensuring local people have a say in what cultural activity takes place in our towns, villages and neighbourhoods.
2. ***Expand the breadth and reach of the cultural offer*** by enabling cultural activity in a range of spaces and places across Thurrock and making connections beyond Thurrock.
3. ***Better connect people to culture and creativity*** by growing familiarity and engagement with the breadth and diversity of the cultural offer with everyone who lives, works, learns and plays here.

Comments

- *“Success is always big, brash and hundreds of people. But no legacy. No problem with big events if handled another way. Roadshows maybe – things that work in all areas.*
- *“Co-design: people need access and to feel valued first. Civic Pride people need to feel proud here. What’s happening in Tilbury with youth centre right now ... residents have been made to feel they’re wrong about where the youth centre will be. It will get messy. So many people gave their voice. This was about trying to remove barriers to participation and parents are not sending their children there.”*
- *“Shaping – this is interesting. Can’t be one way. Two-way process (how does culture create neighbourliness and vice versa)”*
- *“Breadth - quality important.”*
- *“Great priorities but hard to achieve and resource.”*

Cultural Connections (final version)

We will collectively place culture and creativity at the heart of everyday life.

Proposed Priority 2 – Cultural Capacity

Our Borough is home to a diverse cultural sector, where artists and organisations of strategic significance, coexist with emerging talent, a vibrant amateur sector and creative enterprises.

We will:

1. **Enable dynamic cultural sector growth** by creating space and support for creative and cultural individuals and organisations to innovate, adapt and thrive locally, regionally and internationally over the long term.
2. **Encourage co-creation** by fostering connections within and beyond our cultural sector to generate exciting and inclusive cultural activity and collaborations.
3. **Grow creative and cultural employment** by developing skills and pathways in to local and regional creative and cultural careers.

Comments

- *“Space – preferential rates – being pushed out, open up disused spaces, enable spaces to be tried out, take down red tape. Groups folding through lack of premises or too expensive”*
- *“Funding – everyone researching independently and needs to be streamlined and shared more widely”*
- *“Creative Estuary – noticed that funding commissions were given to artists linked to public galleries. How can this plan help artists get their work commissioned locally, regionally and nationally?”*
- *“We need hubs recognised. Purfleet, Tilbury, Grays – ensure clusters of strengths are recognised”*
- *“Maximise our cultural capacity – we don’t do this well”*

Cultural Capacity (final version)

We will collectively and ambitiously grow creative and cultural production, performance and presentation.

Proposed Priority 3 – Cultural Capital

Maximising the value of culture through a whole-place approach towards delivering social, economic and health outcomes will enhance Thurrock, improve quality of life and generate pride.

We will:

1. **Improve wellbeing and quality of life** by rooting cultural participation within everyday life and demonstrating the social and health benefits that it brings
2. **Strengthen our economy** by positioning culture and the creative industries as a key component for delivering sustainable and inclusive growth and catalyse new cross-sector partnerships between culture, public health, industry and education
3. **Build local pride** by celebrating our people, heritage, landmarks and landscapes to showcase our story in a distinctive way

Comments

- *"We have some strong things to say and we need to build on these stories and amplify"*
- *"Capital – consider changing this"*
- *"Capital? Is this meaningful?"*
- *"Missing or not explicit enough: diversity"*
- *"Inclusivity and diversity need to be reinforced"*
- *"Environmental impact and sustainability – not mentioned anywhere [in the Plan]"*
- *"Make it clear culture is a right not only a benefit. Why can't Thurrock have these things as a right? (museums, theatres etc of high standard) – sense of injustice"*

Cultural Capital (final version)

We will collectively harness the individual and collective benefits that culture and creativity can offer.

Record of engagements (listed below)

Discussions, workshops and meetings

One to one meetings with individuals from key cultural organisations:

- Thurrock Lifestyle Solutions
- Arts Outburst and Creative Blast
- Arts Thurrock
- Tilbury on the Thames Trust
- Quest Music Services
- Ewewright Studio
- Anglo Asiatic Arts & Heritage Alliance and Thurrock Screen Culture Festival
- Kinetika
- The Backstage Centre

Joint meetings with Thurrock's National Portfolio Organisations (NPOs):

- CoDa Dance Company
- Kinetika
- Arts Outburst

Delivery of a Cultural Sector Workshop, with participants from:

- Cece Luna Costume & Arts
- Start Thurrock (Creative People and Place)
- Together Productions
- Thurrock Museum

Engagement with Education Partners including:

- Lansdowne Primary, Tilbury
- Beacon Hill Special School

- Olive Academy Alternative Provision
- Early Years Provider Forum
- Local Cultural Education Partnership members:
 - Royal Opera House
 - South Essex College – The Backstage Centre
 - Hathaway Academy, Grays
 - Harris Academy, Chafford Hundred
 - The Gateway Academy, Tilbury
 - Beacon Hill Academy, South Ockendon
 - Thurrock Music Service
 - Thurrock Council

Engagement with Key Strategic Stakeholders:

- Arts Council England
- Association of South Essex Local Authorities (ASELA)

Consultations

Consultations were undertaken between January-March 2024 which have been used to inform the plan and will be important in reinforcing community voice in the next stages of this work.

- Delivery of cultural events and activities in Grays and the wider borough
- Grays Central Library and Thurrock Museum re-location

In total 385 people responded to the Grays Central Library and Thurrock Museum re-location consultation and 308 people responded to the Delivery of Cultural Events and Activities in Grays and the wider borough consultation.

These consultations have provided an insight into who, why, when and how people are accessing and engaging in creative and cultural pursuits. This is reflected in the plan for culture, which acknowledges the value people placed on existing places and spaces which offer the opportunity to enjoy a range of experiences in a friendly, community focussed venue, including theatre productions, cinema, museum and heritage and library services and arts.

Further engagement and consultation will be undertaken following the launch of the plan to support the development of an implementation plan – which is collaborative, co-designed and embraced by key cultural stakeholders who will be instrumental in delivering positive, community focused outcomes for residents and the creative sector in Thurrock. This engagement will be achieved through a variety of channels, including the establishment of a cultural leaders group, workshops and discussions with key stakeholders.

1.2. What data or intelligence sources have you used to inform your assessment of the impact? How have these helped you understand who will be affected by the development or review?

Sources of data or intelligence, and how they have been used

Census 2021, Protected characteristics profile for Thurrock
Office for National Statistics (Data prepared by Community Development and Equalities Team, Thurrock Council)

“Arts and culture help tackle social injustice – theatres, museums, galleries and libraries are the beating heart of our towns and cities. Not only do they bring prosperity, they bring communities together and make life worth living.”

Arts Council England. *Why art and culture matters.*

“Children who study the arts do better; they are more likely to attend university and are more employable. Studying the arts can improve a young person’s cognitive abilities by up to 17%, and contribute to raising young people’s attainment in Maths and English – particularly for children from low-income backgrounds.”

Cultural Learning Alliance. *Briefing Paper No. 4: The Arts in Schools – Why the Arts Matter in our Education System, 2018*

“From creating jobs and supporting education to boosting tourism and making weekends fun, public investment in art and culture benefits the local economy and the community.”

Arts Council England. *A better place to live: how arts and culture investment is improving communities.*

“The power of culture and creativity to transform lives and communities is undervalued.”

Esmée Fairbairn Foundation. *Community-led art and creativity*

“When communities have a greater stake in local transport, businesses, housing, and services, they can work better for communities, and generate financial and social returns that stay local.”

Esmée Fairbairn Foundation. *Community driven enterprise and regeneration.*

“Arts and culture can have a positive effect on both mental and physical health.”

Fancourt and Finn 2019. *What is the evidence on the role of the arts in improving health and well-being? A scoping review.*

“Creative health is fundamental to a healthy and prosperous society. Its benefits should be available and accessible to all.”

National Centre for Creative Health. *Creative Health Review: How Policy can Embrace Creative Health, 2023.*

2. Community and workforce impact

- 2.1. What impacts will this development or review have on communities, workforce and the health and wellbeing of local residents?

Communities and groups	Positive	Neutral	Negative	Summary of positive and negative impacts	How will positives be maximised, and negatives minimised or eliminated?
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Communities and groups	Positive	Neutral	Negative	Summary of positive and negative impacts	How will positives be maximised, and negatives minimised or eliminated?
<p>Local communities in general</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>The plan describes how we will place culture and creativity at the heart of everyday life. The theme of Cultural Connections recognises the transformative potential of culture and creativity in fostering meaningful connections amongst communities. The theme of Cultural Capacity focuses on Thurrock’s creative and cultural sector, where we will support the sector to build on existing strengths, fortify the talent pipeline and stimulate ambition and growth. The theme of Cultural Capital sets out our commitment to maximise the value of culture to deliver positive outcomes and cultivate a more prosperous and</p>	<p>The positive impact of The plan will be enhanced by the establishment of a cultural leaders group and development of a co-designed, collaborative implementation plan.</p> <p>The negative impact, driven by potential non-participation in culture and creativity of residents, will be mitigated through the continued delivery of Start Thurrock CPP (Creative People and Place, an Arts Council England initiative) and Thurrock’s NPOs (National Portfolio Organisations, who are financially supported by Arts Council England), alongside other key creative and cultural stakeholders.</p>

Communities and groups	Positive	Neutral	Negative	Summary of positive and negative impacts	How will positives be maximised, and negatives minimised or eliminated?
				<p>inclusive future for all.</p> <p>‘Through culture and creativity we will create a more vibrant, enriched, healthier and inclusive Thurrock for everyone’ (Emerging Vision Statement)</p> <p>However, evidence suggests that 64% of Thurrock residents do not regularly engage in arts and culture (Arts Council England) which could limit the positive impact achievable in delivering the ambitions of The Plan.</p>	

Communities and groups	Positive	Neutral	Negative	Summary of positive and negative impacts	How will positives be maximised, and negatives minimised or eliminated?
Age	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The plan sets out a vision that is inclusive and accessible to all.	<p>The cultural leaders group and implementation plan will ensure inclusive participation in culture and creativity is accessible to all.</p> <p>Census 2021 data tells us that Thurrock has a young population compared to the rest of England (0-19 years - Thurrock: 27%. England: 22%). The cultural leaders group will be strengthened through inclusion of Thurrock's Local Cultural Education Partnership members who advocate for and champion cultural and creativity in education settings. Engagement with Thurrock's Youth Council will also strengthen the outcomes of this plan in understanding youth voice, skills, training and employment opportunities.</p> <p>Census 2021 predicts an increase of 16,000 people in the 65 years old or older age group living in Thurrock in the next ten years. The Plan recognizes the positive impact that</p>

Communities and groups	Positive	Neutral	Negative	Summary of positive and negative impacts	How will positives be maximised, and negatives minimised or eliminated?
					culture and creativity can have on health and well-being. This may include participation in community choirs, heritage events and activities and outdoor community festivals.
Disability	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The plan sets out a vision that is inclusive and accessible to all.	<p>The cultural leaders group and implementation plan will ensure inclusive participation in culture and creativity is accessible to all.</p> <p>Census 2011 data tells us that Thurrock has a higher-than-average number of people in households with long-term health problem or disability (Thurrock: 69%, England: 67.3%). Continuing the work of the Thameside Theatre, Start Thurrock, CoDa Dance and others will support and strengthen opportunities for those who are differently abled to participate in culture and creativity.</p>

Communities and groups	Positive	Neutral	Negative	Summary of positive and negative impacts	How will positives be maximised, and negatives minimised or eliminated?
Gender reassignment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The plan sets out a vision that is inclusive and accessible to all.	<p>The cultural leaders group and implementation plan will ensure inclusive participation in culture and creativity is accessible to all.</p> <p>Regular events organised by Thurrock's LGBTQ+ Network, with the support of the Thameside Theatre (which has become a recognised safe space for LGBTQ+ residents), will strengthen opportunities for members of Thurrock's transgender community feel connected to and participate in creative and culture activities.</p>

Communities and groups	Positive	Neutral	Negative	Summary of positive and negative impacts	How will positives be maximised, and negatives minimised or eliminated?
Marriage and civil partnership	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The plan sets out a vision that is inclusive and accessible to all.	<p>The cultural leaders group and implementation plan will ensure inclusive participation in culture and creativity is accessible to all.</p> <p>Many cultural events and activities that are available across Thurrock are open and accessible to couples who are married or in civil partnerships, these include public events such as the Orsett Show, Horndon Feast and Fair, and Afro Food Fest.</p>

Communities and groups	Positive	Neutral	Negative	Summary of positive and negative impacts	How will positives be maximised, and negatives minimised or eliminated?
Pregnancy and maternity	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The plan sets out a vision that is inclusive and accessible to all.	<p>The cultural leaders group and implementation plan will ensure inclusive participation in culture and creativity is accessible to all.</p> <p>The Thurrock Plan for Culture sets out an ambition to provide inclusive access for all to experience culture and creativity, as such there will be many opportunities for those who are pregnant to benefit from the experience of and participation in creative and cultural pursuits.</p>

Communities and groups	Positive	Neutral	Negative	Summary of positive and negative impacts	How will positives be maximised, and negatives minimised or eliminated?
Race	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The plan sets out a vision that is inclusive and accessible to all.	<p>The cultural leaders group and implementation plan will ensure inclusive participation in culture and creativity is accessible to all.</p> <p>Census 2021 data tells us that 34% of Thurrock's population is white non-British (including Romanian, Lithuanian and Polish) and Other ethnic minorities (including black African and Asian). Start Thurrock CPP engage with diverse communities to encourage participation in activities that are co-designed and relevant to them, including Afro Food Fest. Start Thurrock working with The People Speak, ran a Talkaoke session which helped to broker relationships with Thurrock's Polish community.</p>

Communities and groups	Positive	Neutral	Negative	Summary of positive and negative impacts	How will positives be maximised, and negatives minimised or eliminated?
Religion or belief	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The plan sets out a vision that is inclusive and accessible to all.	<p>The cultural leaders group and implementation plan will ensure inclusive participation in culture and creativity is accessible to all.</p> <p>In collaboration with Start Thurrock and Essex Cultural Diversity Project a collaborative workshop was delivered in the Grays Gurdwara which brokered relationships with the local Sikh community.</p>
Sex	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The plan sets out a vision that is inclusive and accessible to all.	<p>The cultural leaders group and implementation plan will ensure inclusive participation in culture and creativity is accessible to all.</p> <p>The Thurrock Plan for Culture sets out an ambition to provide inclusive access for all to experience culture and creativity, as such there will be many opportunities for people of any sex to benefit from the experience of and participation in creative and cultural pursuits.</p>

Communities and groups	Positive	Neutral	Negative	Summary of positive and negative impacts	How will positives be maximised, and negatives minimised or eliminated?
Sexual orientation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p>The plan sets out a vision that is inclusive and accessible to all.</p>	<p>The cultural leaders group and implementation plan will ensure inclusive participation in culture and creativity is accessible to all.</p> <p>The Thurrock Plan for Culture sets out an ambition to provide inclusive access for all to experience culture and creativity, as such there will be many opportunities for people of any sexual orientation to benefit from the experience of and participation in creative and cultural pursuits.</p>

Communities and groups	Positive	Neutral	Negative	Summary of positive and negative impacts	How will positives be maximised, and negatives minimised or eliminated?
<p>Location-specific impact, if any</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p>The plan sets out a vision that is inclusive and accessible to all.</p>	<p>The cultural leaders group and implementation plan will ensure inclusive participation in culture and creativity is accessible to all.</p> <p>Whilst the Plan sets out the aim to ensure access to culture and creativity is open to all, it is recognised that in some areas across the borough are better served with places and spaces to experience the arts and culture without having to travel to a central cultural hub (such as Grays).</p>

Communities and groups	Positive	Neutral	Negative	Summary of positive and negative impacts	How will positives be maximised, and negatives minimised or eliminated?
Workforce	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The plan sets out a vision that is inclusive and accessible to all.	<p>The cultural leaders group and implementation plan will ensure inclusive participation in culture and creativity is accessible to all.</p> <p>Census 2021 data tells us that 33.3% of Thurrock's population is economically inactive. Start Thurrock CPP, Thurrock NPOs and others provide access to creative and cultural experiences that are often free or low cost to join.</p>

Communities and groups	Positive	Neutral	Negative	Summary of positive and negative impacts	How will positives be maximised, and negatives minimised or eliminated?
<p>Health and wellbeing of residents</p> <p>Please also see: WHIASU Population Groups Checklist.pdf phwwwocc.co.uk</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p>The plan sets out a vision that is inclusive and accessible to all.</p>	<p>The cultural leaders group and implementation plan will ensure inclusive participation in culture and creativity is accessible to all.</p> <p>The Creative Health review (2023) defines creative health as creative approaches and activities which benefits health and wellbeing, including visual and performing arts, crafts, film, literature, cooking and creative activities in nature, such as gardening. It states that “Creative health improves wellbeing at community level, building social capital and cohesion, and it interacts with the social determinants of health, improving the conditions in which people live, grow, work and age to prevent the onset of ill health and reduce health inequalities.”</p>

Communities and groups	Positive	Neutral	Negative	Summary of positive and negative impacts	How will positives be maximised, and negatives minimised or eliminated?
<p>Socio-economic outcomes</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p>The plan sets out a vision that is inclusive and accessible to all.</p>	<p>The cultural leaders group and implementation plan will ensure inclusive participation in culture and creativity is accessible to all.</p> <p>The Index of Multiple Deprivation tells us that 10.9% of Thurrock residents live in the 20% most deprived areas of England, with some pockets of high deprivation in some wards in Thurrock (for example, Tilbury St Chads and Belhus are amongst the 10% most deprived in England).</p> <p>The Creative Health review (2023) states that “In areas experiencing high levels of deprivation, initiatives which increase community engagement, social cohesion and social capital can help to mitigate some of the detrimental impacts of the social determinants of health.”</p>

Communities and groups	Positive	Neutral	Negative	Summary of positive and negative impacts	How will positives be maximised, and negatives minimised or eliminated?
Veterans and serving members of the armed forces	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<p>The plan sets out a vision that is inclusive and accessible to all.</p>	<p>The cultural leaders group and implementation plan will ensure inclusive participation in culture and creativity is accessible to all.</p> <p>The Museum and other heritage focussed groups deliver events and activities which celebrate and commemorate veterans and those serving in the armed forces, such as the 80th Anniversary of D-Day,</p>

Communities and groups	Positive	Neutral	Negative	Summary of positive and negative impacts	How will positives be maximised, and negatives minimised or eliminated?
Unpaid carers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The plan sets out a vision that is inclusive and accessible to all.	<p>The cultural leaders group and implementation plan will ensure inclusive participation in culture and creativity is accessible to all.</p> <p>The Thurrock Plan for Culture sets out an ambition to provide inclusive access for all to experience culture and creativity, as such there will be many opportunities for unpaid carers to benefit from the experience of and participation in creative and cultural pursuits. For example, the Start Thurrock programme provided an immersive visual and music experience called Colourscape, which recognised the role of accompanying carers and provided free access to them.</p>

3. Monitoring and review

3.1. How will you review community and equality impact once the policy, strategy, function or service has been implemented? These actions should be developed using the information gathered in sections 1 and 2 and included in your service area's business plans.

Action	By when	By who
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The cultural leaders group will collectively own the Thurrock Plan for Culture and will work collaboratively to co-produce an implementation plan which defines the actions and activities to be delivered in achieving the vision.	Annual review.	Cultural Leaders Group
The cultural leaders group will consider governance responsibilities and development work that is required to support the plan for culture and its implantation plan, including further engagement and consultation, mapping, needs analysis, budgeting etc.	Initial start-up activity and then annual review.	Cultural Leaders Group
The cultural leaders group will monitor, review and update this CEIA as the plan for culture moves through the process of decision-making, implementation planning and delivery.	Annual review.	Cultural Leaders Group

4. Next steps

4.1. The information gathered must be used to inform reports presented to Cabinet or overview and scrutiny committees. This will give members a necessary understanding of the impact their decisions will have on different groups and the whole community.

Summarise the implications and customer impact below. This summary should be added to the committee reports template in the Diversity and Equality Implications section for review and sign-off at the consultation stage of the report preparation cycle.

Summary of implications and customer impact

Working in collaboration with communities and partners to develop a shared cultural vision will support Thurrock's ambitions to improve health and wellbeing, cultivate closer connections, create pride in place and celebrate our diverse cultural heritage and creativity.

Ensuring sustainability of Thurrock's ambition to work collaboratively, with shared creative and cultural ambition and goals, the development of a Cultural Compact will be explored, drawing on lessons learned from the Arts Council England (ACE) and Department for Digital, Culture, Media and Sport (DCMS) Cultural Compact 2019 programme.

Establishing a cultural leadership group will help to position the Thurrock Plan for Culture to leverage the benefits and raise the profile of culture, creating clear goals and cross-sector representation.

5. Sign off

5.1. This Community Equality Impact Assessment must be authorised by the relevant project sponsor, strategic lead, or assistant director. This should not be the CEIA Lead Officer. Officers authorising this assessment are responsible for:

- the accuracy of the information
- making sure actions are undertaken

Name	Role	Date
Gloria Ighodaro	Interim Head of Housing, Economic Development and Skills, Regeneration	Click or tap here to enter text.
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