

**1. IDENTIFY THE POLICY, PROJECT, SERVICE REFORM OR BUDGET OPTION:**

a) Name of the Policy, Project, Service Reform or Budget Option to be screened

Revised Booking and Administrative Fees Structure – Ticketing – Glasgow Life – Budget Option

b) List main outcome focus and supporting activities of the Policy, Project, Service Reform or Budget Option

Changes to the fee model of the booking fees that the Glasgow Life Box Office applies to purchase of tickets by customers (this excludes Celtic Connections, Aye Write! World Pipe Band Championships and the resident Orchestras).

The main principles of the revised fee proposal are by adjusting fees to still remain significantly below commercial market rates of 12.5% and 13.5% and on occasion as high as 17% and to:

1. Generate additional income for Glasgow Life that will allow Arts, Music and Cultural Venues in continuing to stage community events that may otherwise have their budget cut in the current financial climate
2. Balance new income by removing fees from tickets up to and including £5.00, thus helping organisers for choirs, dance groups, community shows including any children's tickets in this price category.
3. Increase fees on tickets from £5.01 upwards with a 10% fee applied against each ticket price. This is a common-place fee within the arts, music and sporting industry and remains less than other sales outlets or venues.  
This level of booking fee remains relatively low in comparison with the commercial market with rates of 12.5% and 13.5% fees as standard with the highest fee of 17% applied on occasion.
4. There would be modest changes to online and telephone fulfilment charges which retains competitiveness within the market and provides additional income to Glasgow Life.
5. There would be a 50 pence increase for online bookings, and 25 pence increase for telephone bookings. These charges are per order, regardless of number of tickets within the order. Online total = £1.50 and Telephone total = £1.75.
6. Combined with the postage charge of £1.00, Online total = £2.50 and Telephone total = £2.75, which remain less than market leaders who apply fulfilment charges of £2.95.
7. This proposal is designed to make the check-out process easier to understand for customers.
8. The booking fee would be added to the ticket price at the point of advertising the performance, then when tickets purchasers are paying they will be given a breakdown of all charges for receipt purposes to show the ticket's face value plus applicable fees.
9. Customers buying their ticket at the counter would only incur charges for their ticket cost and respective booking fee.

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c) Name of officer completing assessment (signed and date)

Helen Maclean 29/03/19

d) Assessment Verified by (signed and date)

Alison Jack 29/03/19

## 2. EVIDENCE & ENGAGEMENT

The best approach to find out if a policy, etc is likely to impact negatively or positively on equality groups is to look at existing research, previous consultation recommendations, studies or consult with representatives of those groups. This will provide you with what do you need to know that will provide you with evidence of the needs of the diverse population and their needs.

Please name any research, data, consultation or studies referred to for this assessment:	Please state if this reference refers to; Gender, BME, Disabled people, LGBT, older people, children & young people or faith & belief.	Do you intend to set up your own consultation? If so, please list the main issues that come from this consultation.
<p>Review of booking, postage and transaction fees charged by other cultural providers.</p> <p>This demonstrated that the proposed new Glasgow Life Booking Fee of 10% would still be competitive if these changes are approved i.e. within the industry market where 12.5% and 13.5% booking fees are standard with the highest booking fee of 17% applied on occasion. (see APPENDIX A)</p>	All	
<p>Analysis of previous ticket sales in relation to the number that would have been subject to <b>no</b> booking fee if the new proposal of no fee for tickets up to £5 in price was already in place.</p> <p>This showed that approximately 10,000 tickets would have been exempt from this fee in the 2017/18 financial year (see APPENDIX A).</p>	All	

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<p>Analysis of previous ticket sales in relation to various price bands in relation to the projected effect of the proposal.</p> <p>This showed that 71% of tickets sold in 2017/18 were priced up to £30 and 78% were priced up to £40, therefore for more than two thirds (78%) of the tickets sold, the fee increase would be £1.00 - £2.00 increase per ticket, while less than a quarter (22%) of tickets sold would have an increase of £2.00 plus per ticket by having a 10% fee per ticket applied.</p>	<p>All</p>	

**3. ASSESSMENT & DIFFERENTIAL IMPACT**

Use the table below to tick where you think the **Policy, Project, Service Reform or Budget Option** has either a negative impact (could disadvantage them) or a positive impact (contributes to promoting equality or improving relations within a equality group), based on the evidence you have collated

		<b>Positive Impact – it could benefit an equality group</b>	<b>Good Practice/ Promotes Equality or improved relations</b>	<b>Negative Impact – it could disadvantage an equality group</b>	<b>Reason for Change in Policy or Policy Development</b>
<b>GENDER</b>	Women	N/A	N/A	N/A	
	Men		N/A		
<b>RACE</b>	Asian People	N/A	N/A	N/A	
	Black People	N/A	N/A	N/A	
	Chinese People	N/A	N/A	N/A	
	White People	N/A	N/A	N/A	
	People of mixed race	N/A	N/A	N/A	
	European People (Polish, Greek, Italian, etc)	N/A	N/A	N/A	
<b>DISABILITY</b>	Physical disability	N/A	N/A	N/A	
	Sensory Impairment (sight, hearing)	N/A	N/A	N/A	
	Mental Health Issues	N/A	N/A	N/A	

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<b>LGBT</b>	Lesbians	N/A	N/A	N/A	
	Gay Men	N/A	N/A	N/A	
	Bisexual	N/A	N/A	N/A	
	Transgender	N/A	N/A	N/A	
<b>AGE</b>	Older People (60 +)	N/A	N/A	N/A	
	Younger People (16-25)	Young people may benefit from the removal of booking fees from the lower priced events/shows facilitating greater access to culture.	N/A	N/A	
	Children (0-16)	Children would potentially benefit via the removal of booking fees from lower priced events/shows.	N/A	N/A	
<b>MARRIAGE &amp; CIVIL P'SHIP</b>	Women	N/A	N/A	N/A	
	Men	N/A	N/A	N/A	
	Lesbians	N/A	N/A	N/A	
	Gay Men	N/A	N/A	N/A	
	Bisexual	N/A	N/A	N/A	
	Transgender	N/A	N/A	N/A	
<b>PREGNANCY &amp; MATERNITY</b>	Women	N/A	N/A	N/A	
<b>RELIGION &amp; BELIEF</b>	Input *	N/A	N/A	N/A	
<b>SOCIAL AND ECONOMIC DISADVANTAGE</b>		The proposed removal of all booking fees on tickets retailing £5 or less could help facilitate access to culture for those most economically disadvantaged e.g. families wishing to attend performances for children, or people on low income.	N/A	N/A	

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\* There are too many faith groups to provide a list, therefore, please input the faith group e.g. Muslims, Buddhists, Jews, Christians, Hindus, etc. Consider the different faith groups individually when considering positive or negative impacts

Continue to answer or tick the following questions where the initial screening (above) indicated that there may be a negative impact on certain equality groups. \*\* Equality Legislation listed a back of this document.

IMPACT	YES	NO
<b>HIGH</b>		
There is substantial evidence and/or concern that people from different groups or communities are (or could be) differently affected by the policy.	.	✓
<b>MEDIUM</b>		
There is some evidence and/or some concern that people from different groups or communities are (or could be) differently affected		✓
<b>LOW</b>		
There is little or no evidence that some people from different groups or communities are (or could be) differently affected.		✓
<b>Does the negative impact breach any of the equality legislation? **</b>	N/A	
	<b>Immediately</b>	<b>Within next 6 months</b>
The negative impact requires action to be taken		

\*\* See summary of legislation in appendix at the back of this form (you may also require to refer directly to the Equality Act 2010)

## 4. OUTCOMES AND ACTION

## SCREENING ASSESSMENT OUTCOME ACTIONS

Screening Outcome	Yes /No /Not At This Stage	Further Action Required	Lead Officer	Timescale for Resolution
Was a significant impact from the project, policy or strategy identified?	NO	N/A		N/A
Does the project, policy or strategy require to be amended to have a positive impact?	NO	N/A		N/A
Does a Full Impact Assessment need to undertaken?	NO	N/A		N/A
If none of the above is required, please recommend the <b>next steps</b> to be taken.  (i.e. is there a strategic group that can monitor any future impacts as part of implementation?)	Monitoring of any customer comments/complaints in relation to the new booking fee and streamlined transaction process.		Alison Jack	6 months from introduction



**5. MONITORING OUTCOMES AND NEXT STEPS**

The equalities impact assessment screening is not an end in itself but the start of a continuous monitoring and review process.

It is our responsibility to identify any current, new or developing issues raised by the community.

Individual services are responsible for conducting the impact assessment for their area, staff from **Corporate Strategic Policy and Planning** will be available to provide support and guidance.

**APPENDIX A**

Current Comparison of Supplementary Charges for Ticket Purchase.

COMPARISON	Usher Hall	SEC (Armadillo)	Academy Group (O2 Academy)	Ticketmaster UK	Glasgow Life Box Office
Booking Fees	10%	13.50%	£2.85 all tickets	up to 17%	3% - 10%
Transaction / Service Charge	£1.50	£0.00	£0.00	£0.00	£1.00-1.50
Postage	£0.00	£2.20	£2.75	£2.95	£1.00
E-ticket	n/a	0	£2.75	£2.00	n/a

Overview of Current and Proposed Booking Fees.

Example	Current Booking Fees			New Booking Fees		
	Ticket Price	Booking Fees	Fee %	Ticket Price	Booking Fees	Fee %
	£4.50	£0.50	11%	£4.50	£0.00	<b>NO FEE</b>
	£10.00	£0.50	5%	£10.00	£1.00	10%
	£12.50	£1.00	8%	£12.50	£1.25	10%
	£15.00	£1.00	7%	£15.00	£1.50	10%
	£25.00	£1.50	6%	£25.00	£2.50	10%
	£30.00	£2.00	7%	£30.00	£3.00	10%
	£34.50	£2.00	6%	£34.50	£3.45	10%
	£40.00	£2.00	5%	£40.00	£4.00	10%