

## Impact Needs/Requirement Assessment Completion Form

Department: <b>Environment and Neighbourhood Services</b>	Person Responsible: <b>Gerry Kiefer</b>
Service Area: Sports and Parks Service	Timescale for Equality Impact Assessment : May 2012
Date: 21 May 2012	Completion date: 31 May 2012
Name of service/policy/procedure/project etc: <b>Tri Borough procurement of leisure management services</b>	Is the service/policy/procedure/project etc: New Yes Old
Predictive Yes  Retrospective	Adverse impact  Not found  Found  Service/policy/procedure/project etc, amended to stop or reduce adverse impact  Yes No ✓
Is there likely to be a differential impact on any group?  Yes- No ✓	Please state below:
1. Grounds of race: Ethnicity, nationality or national origin e.g. people of different ethnic backgrounds including Gypsies and Travellers and Refugees/ Asylum Seekers  Yes— No ✓	2. Grounds of gender: Sex, marital status, transgendered people and people with caring responsibilities  Yes No ✓
3. Grounds of disability: Physical or sensory impairment, mental disability or learning disability  Yes No ✓	4. Grounds of faith or belief: Religion/faith including people who do not have a religion  Yes No ✓
5. Grounds of sexual orientation: Lesbian, Gay and bisexual  Yes No ✓	6. Grounds of age: Older people, children and young People  ———Yes No ✓
Consultation conducted  Yes No ✓	
Person responsible for arranging the review: Gerry Kiefer	Person responsible for publishing results of Equality Impact Assessment: Gerry Kiefer
Person responsible for monitoring: Gerry Kiefer	Date results due to be published and where: published as part of Executive Report going to the Executive on 18 <sup>th</sup> June 2012.
Signed: Gerry Kiefer	Date: 31/05/2012

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### 1. What is the service/policy/procedure/project etc to be assessed?

Brent Council owns three sports centres in the Borough, one of which it operates 'in house', one centre which is operated under a 25 year PFI arrangement and the final facility, Vale Farm sports centre which has been managed by external contractors under two separate leisure management contracts since 1999.

Leisure in the Community was awarded the contract to provide the leisure management services at Vale Farm sports centre in 2006. A two year extension was then taken up and the contract expires on 31<sup>st</sup> October 2013.

When the contact was tendered in 2006 the specification provided added value resulting in a better quality service which better aligned with Council priorities and helped achieve the aims of the Strategy for Sport and Physical Activity in Brent 2004 – 2009.

Officers have considered the option for the future management of Vale Farm sports centre beyond October 2013. Procuring a contractor based on one ageing, stand alone facility would not be attractive to the leisure market and is unlikely to offer the Council best value.

The London Borough of Harrow has two leisure centres whose leisure management contracts expire in May 2013 and Ealing has two leisure facilities which are run in house. In order to provide a more competitive leisure offer to the leisure market the Boroughs of Ealing, Harrow and Brent have agreed to work together to procure the provision of leisure management services at their five leisure facilities and award one leisure management contract across the three Boroughs. From soft market testing with leisure contractors the view was that this tri borough leisure portfolio was attractive to the market, would generate more interest than if offering individual contracts and that would therefore offer better value for money.

The tri Borough leisure management contract will have one generic specification with additional Borough specific requirements. The Borough specific requirements have focussed on trying to achieve the objectives of the Brent Sport and Physical Activity strategy 2010 – 2015.

### 2. Briefly describe the aim of the service/policy etc? What needs or duties is it designed to meet? How does it differ from any existing services/ policies etc in this area

The current (2006) leisure management specification includes a number of service requirements which were based on helping to achieve the aims of the 2004 – 2009 sport and physical activity strategy and improve customer satisfaction. These included: free swimming for targeted groups, targeted activity programming, customer consultation, outreach work, implementation and promotion of the Council's Leisure Card scheme and control of core prices.

In 2008/09 Brent's community sport and physical activity network (Brent CSPAN) began a review of their sport and physical activity strategy (2004 – 2009). They undertook considerable consultation, research and a 2010 – 2015 strategy (<http://www.brent.gov.uk/stratp.nsf/Pages/LBB-113>) was finalised which identified seven key themes and five priority groups that were under represented in terms of participation in sport and physical activity. These groups are: women and girls, disabled people, young people, black and ethnic minority people and adults aged 35 to 54.

The new tri borough contract will require the provider to work to one specification with additional specific individual Borough requirements incorporated which will help deliver each Borough's corporate aims and strategic objectives.

The specification will continue to require the provision of:

- Free swimming for targeted groups (over 60's, under 5's, disabled people with a certificate of registration from Brent Council and 16's and under during the school holidays.)
- Customer consultation – via a complaints system which links with the Council's corporate complaints procedure plus participation in the National Benchmarking survey.
- Acceptance of Brent's Leisure discount scheme B.Active. This gives discounts of up to 25% for Borough residents and non residents and 40% to concessionary groups which are Borough residents in receipt of benefits, full time students over 17, student nurses, senior citizens aged 60 plus and disabled people who hold a Brent certificate of registration.

B.Active card type	Cost	Valid for	Discount (up to)
Standard resident	£40	12 months	25 per cent

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Standard non-resident	£72	12 months	25 per cent
60 plus and disabled resident	£6.50	12 months	40 per cent
Concessionary resident	£3.50	6 months	40 per cent

- Opening hours that are the same as current provision i.e. opening at 6.30am on weekdays and 8am at weekends. Closing at 10pm on weekdays and has the potential to close at 8pm at weekends if there are no pre-booked events or activities
- Sports clubs that have been long term regular hirers of Vale Farm sports centre will have their time slots protected with the new contract. The contractor will be encouraged to honour bookings by clubs which have been more recent regular hirers.
- An exercise referral programme to be delivered in conjunction with local GP's, health centres etc.
- Fees and charges for casual swimming by adults and children will be controlled by the Council, rising annually by RPI. This recognises the shortage of public swimming facilities in the Borough and the importance that swimming can play to all age groups as a form of physical exercise
- Offering junior sports clubs and schools use of the sports hall and synthetic pitch at 75% of the adult fee as per the Borough's fees and charges policy.

However, under the current contract the Council controls the maximum fees and charges for other activities including adult and junior swimming lessons, sports hall hire, pool club hire, spectators. It is intended to remove these charges from the control of the Council so that the contractor can set charges appropriate to what the market can afford. This is the main difference within the specification compared to the current specification. As outlined above there are a number of mechanisms in place to ensure that the impact of this proposed contract variation would be closely monitored and corrective action taken if required. Furthermore, as detailed in section 4, the new service specification is expected to have a positive impact on reducing economic barriers to sports participation.

### 3. Are the aims consistent with the council's Comprehensive Equality Policy?

**Yes. The specification is designed to help achieve the aims of Brent's Sport and physical activity which includes encouraging use by target groups which are currently under-represented including: women, young people, disabled people and people from black and minority ethnic groups and adults aged 35 to 54.**

### 4. Is there any evidence to suggest that this could affect some groups of people? Is there an adverse impact around race/gender/disability/faith/sexual orientation/health etc? What are the reasons for this adverse impact?

The re-tendering of the leisure management contract and future provision of services to the new service specification is expected to have a positive impact as it is designed to reduce economic barriers to sports participation and increase awareness and opportunities for sports participation particularly amongst under-represented groups.

The contractor is required to set actions plans and targets to increase participation by the following target groups:

- Children
- Young people (17 – 24)
- Disabled people
- Black, Asian and Minority Ethnic Groups
- Women and girls
- Low incomes
- 35 to 54 year olds
- 60+

Thus pro-actively enabling these groups to make use of the facilities and opportunities at the centre. A national survey methodology called the National Benchmarking survey has been undertaken at Vale Farm sports centre for a number of years. An independent market research company interviews 300 users of the centre to create a user profile and in 2010 when the survey was last completed the profile of respondents was: 57% of respondents were female – 43% male. 76% were aged 20 to 59 with 17% aged 60+ and 9% aged 11 to 19. 75% were non white and 11% classed themselves as disabled

Free swimming is also provided to four target groups and in 2011/12 there were the following number of visits by

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these groups to the free swimming at Vale Farm sports centre:

8312 - People aged 60+.

1224 - Disabled people,

162 - under 5's

3679 - 16's and under during the school holidays

The Sport and Parks service will also promote the free swimming sessions to increase awareness of this opportunity. There is no further equalities breakdown in relation to the characteristics of the users of this free swim offer.

Casual swimming charges will be controlled by the Council. In 2011/12 there were 45,246 adult casual swims and 7494 junior casual swims. There is no equalities data in relation to casual swimmers.

In 2011/12 there were 36061 visits to junior swimming lessons and 5096 adult visits to junior swimming lessons. The contractor currently charges less than the maximum set by the Council for adult swimming lessons in order to try and attract more adults to learn to swim which in turn may mean that more adults will then be able to swim and so can attend casual swimming sessions. Many of Brent's schools also provide swimming lessons as part of their curriculum and many swim at Vale Farm sports centre. In 2011/12 there were 27,825 visits for school swimming. There is no further equalities breakdown in relation to the characteristics of the users of this free swim offer.

The B.Active card has been in use for many years. In 2011/12 at Vale Farm sports centre there were 466 concessionary B.Active cards sold, 191 resident cards sold and 21 non resident cards sold. Of the total B.Active cards sold, 51% were to females and 49% to males. Of the total cards sold 22% were to 17 to 24 year olds, 18% to 25 to 34 year olds, 37% to 35 to 54 year olds, 13% to 55 to 64 year olds and 9% to over 65's. In terms of ethnic origin of card sales in 2011/12 18% were White, 41% were Asian, 20% were Black, 3% were of mixed ethnic background 4% other ethnic group and 13% did not respond. The take up of the B Active card will continue to be monitored when the proposed contract takes effect.

Equalities data for the three "new" protected characteristics –pregnancy and maternity, marriage and civil partnership and gender reassignment have not been collected to date but the collection of equalities monitoring data is currently being reviewed on a council wide basis.

5. Please describe the evidence you have used to make your judgement. What existing data for example (qualitative or quantitative) have you used to form your judgement? Please supply us with the evidence you used to make you judgement separately (by race, gender and disability etc).

A range of evidence was used to inform the development of the 2010 – 215 sports strategy and this policy will help achieve the aims of that strategy.

In addition the data listed above has been taken from the 2010 National Benchmarking survey report and from 2011/12 usage data.

Equalities monitoring data collected during the lifetime of the current contract.

6. Are there any unmet needs/requirements that can be identified that affect specific groups? (Please refer to provisions of the Disability Discrimination Act and the regulations on sexual orientation and faith, Age regulations/legislation if applicable)

No

7. Have you consulted externally as part of your assessment? Who have you consulted with? What methods did you use? What have you done with the results i.e. how do you intend to use the information gathered as part of the consultation?

A large amount of research was considered and consultation undertaken as part of the process to produce the 2010 – 2015 sport and physical activity. This included:

- Sports strategy challenge day for key stakeholders
- Strategy workshop with sports clubs and disability groups
- the Active People survey 1 and 2,
- surveys with 12000 Brent school pupils
- Brent's Parks Survey

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<ul style="list-style-type: none"> <li>• surveys with Brent Youth Parliament members,</li> <li>• sports centre user surveys,</li> <li>• Sports Centre National Benchmarking surveys</li> <li>• The Place survey</li> <li>• Residents Attitude survey 2009</li> <li>• Brent youth parliament</li> <li>• Mosaic information and the Council's evidence based Review of other authorities leisure management service specifications</li> <li>• Consultation tracker</li> </ul>
<p>8. <a href="#">Have you published the results of the consultation, if so where?</a></p> <p>The feedback received during the consultation on the Strategy for Sport and Physical Activity is available on the Council's website and was shared with all individuals and groups that made comments.  <a href="http://www.brent.gov.uk/stratp.nsf/Files/LBBA-273/\$FILE/Consultation%20feedback%20on%20the%20Sports%20Strategy.pdf">http://www.brent.gov.uk/stratp.nsf/Files/LBBA-273/\$FILE/Consultation%20feedback%20on%20the%20Sports%20Strategy.pdf</a></p>
<p>9. <a href="#">Is there a public concern (in the media etc) that this function or policy is being operated in a discriminatory manner?</a></p> <p>No</p>
<p>10. <a href="#">If in your judgement, the proposed service/policy etc does have an adverse impact, can that impact be justified? You need to think about whether the proposed service/policy etc will have a positive or negative effect on the promotion of equality of opportunity, if it will help eliminate discrimination in any way, or encourage or hinder community relations.</a></p> <p>N/A</p>
<p>11. <a href="#">If the impact cannot be justified, how do you intend to deal with it?</a></p> <p>Not applicable.</p>
<p>12. <a href="#">What can be done to improve access to/take up of services?</a></p> <p>Not applicable          The aim of retendering the leisure management contract is to work in partnership with the contractor to deliver a service that increases participation and helps achieve the aims of the strategy. The contractor will be required to undertake outreach work as part of their marketing strategy. Sports marketing information will include details of the free activities and the leisure card to ensure those who can benefit are aware of the opportunity. The Sports and Parks service within the Council will also promote the free swimming, leisure discount scheme and ensure that information on the website is up to date. Performance and equalities data will be rigorously monitored as part of the proposed new contract.</p>
<p>13. <a href="#">What is the justification for taking these measures?</a></p> <p>To increase usage at the centres by groups who are currently underrepresented and to encourage young people in particular to take part in sport and physical activity.</p>
<p>14. <a href="#">Please provide us with separate evidence of how you intend to monitor in the future. Please give the name of the person who will be responsible for this on the front page.</a></p> <p>The main monitoring method will be via the alternate year National Benchmarking survey which will enable the Council and the contractor to benchmark the profile of users, level of service satisfaction and take up of leisure card use. The monthly usage data provided by the contractor will enable us to benchmark data from previous years and we will assess their target groups action plans and achievement of targets at least annually.</p> <p>In addition regular monitoring meetings will be held with the contractors and facility users will be invited to customer forums, the results of which will be monitored as well.</p>
<p>15. <a href="#">What are your recommendations based on the conclusions and comments of this assessment?</a></p>

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Should you:
<ol style="list-style-type: none"><li>1. Take any immediate action?</li><li>2. Develop equality objectives and targets based on the conclusions?</li><li>3. Carry out further research?</li></ol> <p>No.</p>
16. If equality objectives and targets need to be developed, please list them here.
New equality objectives are currently being developed for the council and will be in place by the time the proposed new contract is implemented. Similarly equalities monitoring mechanisms are currently under revision on a service area and council wide basis and will be in place when the proposed new contract is implemented.
17. What will your resource allocation for action comprise of?
Resources will be met from existing Sports Service revenue budget.

If you need more space for any of your answers please continue on a separate sheet

Signed by the manager undertaking the assessment:

Full name (in capitals please):

Date:

Service Area and position in the council:

Details of others involved in the assessment - auditing team/peer review:

Once you have completed this form, please take a copy and send it to: **The Corporate Diversity Team, Room 5 Brent Town Hall, Forty Lane, Wembley, Middlesex HA9 9HD**

***An online version of this form is available on the Corporate Diversity Team website.***