

## Equality Impact Assessment

### Provide basic details

**Name of proposal:** Indoor Leisure Facilities Procurement

To transform Reading's Leisure Centres including rebuilding Rivermead leisure centre, building a new pool, studio, café, gym refurbishment and other improvements at Palmer Park Stadium and investment into Meadway and South Reading Leisure Centres.

**Directorate:** DEGNS

**Service:** Culture and Sport

**Name and job title of person doing the assessment**

**Name:** Ben Stanesby

**Job Title:** Leisure & Recreation Manager

**Date of assessment:** 04/11/19

### Scope your proposal

**What is the aim of your Proposal?**

The transformation of the leisure offer will contribute towards the delivery of public health outcomes around increased physical activity and participation rates through the development of new facilities to replace swimming pools that have closed, improving the centres that are retained and updating the service to best meet and adapt to needs over the next 25 years.

This will involve:

- The demolition of the existing Rivermead Complex and re-provision of a new flagship leisure centre
- Extending Palmer Park Sports Stadium to provide swimming and general refurbishment at the heart of the park
- Meadway gym extension and refurbishment
- South Reading Leisure Centre gym improvements and general refurbishment

More detail of changes is provided in the table below:

Rivermead Leisure Complex	Palmer Park Stadium	Meadway Sports Centre	South Reading Leisure Centre
Pool Hall containing: <ul style="list-style-type: none"> <li>• 8 lane, 25m competition pool with half moveable floor and 300 spectator seats</li> <li>• Retention of 25m demountable pool</li> <li>• Combined Diving &amp; Teaching pool with moveable floor</li> <li>• Splash Pad</li> </ul>	Retention of the existing facilities and the addition of a 25m 4-lane pool	As per existing facility	As existing facility

6-court Sports Hall with 250 bleacher spectator seats	115m2 Junior Activity Zone (planned as soft play) and multiple party rooms	Multi-purpose studio (in redundant bar area)	As existing facility
120-station gym with 3 studios,	100 station gym with 3 studios	Improve gym size (utilising sports hall)	New health and fitness equipment, Opening out the gym space to create more attractive and integrated Gym.
Retain existing Artificial Turf Football Pitch (ATP)	Retain existing stadium and 3G pitches,		
Café and info hub with 76 seats, 190m2 Soft Play and 3 play rooms	Café and information hub		
	Refurbished stadium building		

It should be noted that the Bowls Hall at Rivermead is not being replaced when the existing centre is demolished.

In addition to the improvements to facilities there are a number of changes to the services being proposed. The current Your Reading Passport (YRP) Scheme is the main method of encouraging use by target groups. The scheme is limited in its targeting but offers free access to off peak swimming, squash and badminton, or a reduction in price on a limited range of activities at other times to people on low income, with a disability or over 60 years of age. This is detailed below:

Activity	Adult					Junior				
	Full Price	Concession Peak	% discount	Concession Off peak	% discount	Full	Concession Peak	% discount	Concession Off peak	% discount
Swimming	£5.00	£3.25	35%	£0.00	100%	£3.00	£2.60	13%	£0.00	100%
Badminton	£12.40	£7.35	41%	£0.00	100%	£6.15	£5.35	13%	£0.00	100%
Squash	£11.20	£8.60	23%	£0.00	100%	£5.00	£4.30	14%	£0.00	100%
Casual Gym	£8.00	£5.20	35%		100%					
Athletics	£5.90	£3.25	45%	£3.25	45%	£2.70	£1.75	35%	£1.75	35%
Cycle	£5.90	£3.25	45%	£4.25	28%	£2.70	£1.75	35%	£1.75	35%

Off peak is from centre opening to 4.55pm Monday to Friday and weekends

In addition with a general YRP card available to all residents' free swimming (at South Reading and Meadway) is available to under-16's during school holidays Monday to Friday from centre opening to 4.55pm

Instead of a universally available to Residents YRP card a more targeted approach is being proposed.

- Bidder A will provide every resident access to a FREE Reading Residents Card that gives up to 30% discounts (standard) and up to 50% discounts (concessionary) on activities to reduce the financial barrier of being active and to drive up participation
- Free targeted sessions each week on a range of activities for concessionary users

- Targeted free use for specific wards for a range of one off taster sessions or promotional programmes
- Provision of a comprehensive concessionary pricing structure
- Better Inclusive Membership providing access to all Bidder A leisure centres across the UK
- Social and Outreach Programme Pricing Structure: Free super low pricing, between £1 and £3 per session depending on costs and affordability for target audience
- Bidder A Learn to Swim Guarantee - Free swimming lessons if initially unsuccessful, for both Better Swim School and School Swimming.

### **Example other benefits**

- Entry into Reading centres
- Young people aged 8-16 swim for ONLY £1.50 at specific times\*
- Access to a wide range of activities
- Access to courses and other member only activities and facilities
- FREE e-activity guest passes to your email, for you, your family and friends
- Special offers to your email for activity in the centres
- FREE entry into our prize draws
- Selected special offers at cafes
- Online booking and payment for activities
- Use of kiosks to allow fast track entry (where applicable)
- Up to 14 days advance telephone or online booking

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The preferred bidder is proposing a pricing and programming scheme aimed at priority groups as identified below:		
<b>Priority Group</b>	<b>Reason for Targeting</b>	<b>Action to Promote Access</b>
In-actives (People not regularly participating in physical activity)	Being in active likely to lead to heightened risk of ill health	FREE resident play and pay card- up to 30% off the cost of non-member price £25.75 Non-resident Better Pay & Play adult card Free monthly taster sessions 'Try Sport' sessions
Young people and families	Promotion of cohesion and development of active lifestyle habit	FREE resident play and pay card- up to 30% off the cost of non-member price Free monthly taster sessions 'Try Sport' sessions £18.50 Better Health and Fitness Junior £14.50 for Non-resident junior Better Pay & Play card £1.50 swim for young people aged 8-16 at specific times Better Swim School Guarantee Low Cost off Peak Swimming Lessons
Older people	Tend to be under represented users of Leisure facilities and at heightened risk of ill health from in activity	FREE resident play and pay card- up to 30% off the cost of non-member price Free monthly taster sessions 'Try Sport' sessions Open days £25.75 Non-resident Better Pay & Play adult card £27.95 Better Health and Fitness A series of activities and services which are designed to address conditions often experience by older people, see people with health conditions below.
BAME (Black, Asian and Minority Ethnic)	Under represented users of leisure facilities and participation in Physical activity	FREE resident play and pay card- up to 30% off the cost of non-member price Free monthly taster sessions 'Try Sport' sessions £25.75 Non-resident Better Pay & Play adult card Targeted free use for a range of one off taster sessions or promotional programmes.
Women and girls	Under represented users of leisure facilities and participation in Physical activity	FREE resident play and pay card- up to 30% off the cost of non-member price Free monthly taster sessions 'Try Sport' sessions This Girl Can £25.75 Non-resident Better Pay & Play adult card
Disabled people	Likely to find participation in physical activity more challenging than many other sections of the	FREE resident play and pay card- up to 30% off the cost of non-member price Free monthly taster sessions 'Try Sport' sessions

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	community	Inclusion inspire days £19.95 Better Inclusive membership Reading Carer's Pass Free Disability Helper Access
People with health conditions	Likely to benefit from participation in physical activity to improve health	£25 (Y1 & Y2), £30 (Y3) Exercise Referral Concessionary membership Specialist services with proven significant health outcomes for people with long term conditions as well as those with mental health conditions <ul style="list-style-type: none"> <li>• Exercise referral scheme</li> <li>• Weight management programme</li> <li>• Cardiac rehabilitation and cancer rehabilitation</li> <li>• Falls prevention</li> <li>• Cancer Rehabilitation</li> <li>• Cancer Prehab</li> <li>• Musculoskeletal</li> <li>• Diabetes</li> </ul>

A number of the activities and approaches that will be delivered cut across protected groups and provide a number of services that support people who may or may not be included within the groups identified above. These are relevant to an Equalities Impact Assessment as they address inequalities.

### **Improving Health & Wellbeing and reducing health inequalities**

- Increase attendance by over 40% visits per year (from 2018)
- Sports award events to encourage ongoing participation in sport
- Community Open Days and events to create routes into regular physical activity
- Delivery of 8 weight management courses per year
- Introduction of an exercise referral scheme
- Weight management programmes being offered
- Introduction of cardiac rehabilitation and cancer rehabilitation
- Falls prevention schemes
- Space being provided to Public Health to enable a completion of PHE interventions (eg referral/consultation rooms)
- Free Reading Residents Card to provide discounts
- Use of technology to reach new audiences currently not using leisure facilities
- Free targeted sessions each week at each centre aimed at those who are under-represented in the use of facilities.
- Development of social prescription working closely with Reading Voluntary Action and Age UK

### **Provide local economic benefit and develop skills**

- Target 60% of employees working in facilities being Reading residents

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- Provide 4 level 2 apprentices and 4 level 3 apprentices
- Work experience placements for children and NEETS to be provided

### **Supporting Safe and inclusive neighbourhood**

- a programme will be identified and implemented to engage with key partners in the local community
- information delivered through a range of mediums such as written formats, talks and lectures.

### **Promoting Community Cohesion**

- Run a programme of community/satellite sessions outside of leisure centres
- Supporting local projects through the bidders Foundation (£15k raised)
- Development of a volunteering scheme for local residents

### **Educating, protecting and providing opportunities for young people**

- OSFTED registered playscheme
- Create a Children/Young Person Hub at all centres - with a particular focus on South Reading and Meadway
- Extensive holiday activity programme
- Host a Be Inspired Play Day in August in conjunction with the National Play Day
- Young people aged 8-16 swim for ONLY £1.50 at specific times
- Swim guarantee for pupils on swimming lessons who have not achieved 25m by 11 years through supporting them with a number of free lessons
- Swim guarantee for pupils on swimming lessons who have not achieved 25m by 11 years through supporting them with a number of free lessons
- Free trials / taster sessions
- Create Pathway / Talent ID opportunity for participants in Better L&C into local sport clubs, e.g.
- Lessons and courses e.g. swimming, gymnastics, football, Tom Daley Diving Academy. Gymnastics - Better Courses feeding into Pinnacle Gym Club
- Junior gym sessions
- Birthday parties
- Parent and toddler sessions e.g. Toddlers World, Gym Tots
- Family swim and aquasplash inflatable sessions
- Supporting school swimming and increasing attainment for Key Stage 2
- Work experience placements, apprenticeships, and volunteering opportunities.
- Further develop links with schools and SEN's to increase their use of the facilities.
- Engagement with local school including each centre adopting a school and providing assembly presentations and links into sport and holiday programmes

### **Supporting and caring for vulnerable adults and older people**

- Dementia friendly trained staff/ centres
- Linking activity and core leisure centre timetable to health programmes e.g. Social Prescription, exercise referral, Falls prevention etc.
- Offer free trials, taster sessions and open days

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- Develop Walking Sports in partnerships with Age UK, U3A and NGB's
- Provide free Disability Helper Access
- Community outreach programme targeting priority groups via key partners and delivering monthly sessions in community settings e.g. parks, estates, community centres.
- Replicate the 60+ Club Hub at Rivermead LC at the other satellite centres:
- Host Walking Sport Festivals once a quarter to feed into the Better Club • Games
- Better Club Games
- Dementia friendly sessions e.g. swimming

### Who will benefit from this proposal and how?

The broad population of Reading will be provided with higher quality facilities that are easier to access and better tailored to meet their requirements. The use of Sport England guidance and other industry standards helps ensure this is achieved. Reading's current facilities are of poor quality and following the closure of Central Swimming and Arthur Hill Pools are unable to meet the demand from Reading's population.

The range of facilities and services will provide improvements to all sections of the community and groups that need to be considered within an equality impact assessment.

A needs assessment was undertaken in 2015 and a Strategic Outcomes Planning Model has been largely completed to ensure that the facilities and services provided will accommodate the needs of both the general population and protected groups. Further consultation with target groups is being undertaken to ensure services provided within these facilities will best meet the needs of these target groups.

### What outcomes will the change achieve and for whom?

The significant upgrade of facilities and improvement in the quality and range of facilities will result in more people accessing services which better meet their needs. This will be across all age ranges and socio-economic groups.

The closure of the indoor bowls hall may have a negative impact principally on members of the club which is approximately 250 people. These are predominantly people over 60 and potentially this closure may disproportionately affect people of that age group.

There is another indoor bowls hall, Whiteknights Indoor Bowling Club, which is a 3.8mile car journey from Rivermead, located just to the east of Reading's boundary. This has sufficient capacity to absorb the Rivermead Bowls Club members. Whiteknights has the following buses stopping close by: no 19 (0.2mile), no 21 (0.4mile) and no 17 (0.6mile)

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In addition to alternative facilities being available, a range of other activities are being developed targeted at this age group. This includes:

- Expansion of 60+ activities and club
- Development of Falls Prevention Scheme
- Development of social prescription working closely with Reading Voluntary Action and Age UK
- Development of walking sports in partnership with Age UK, University of 3<sup>rd</sup> Age and National Governing Bodies
- Dementia friendly trained staff and centres
- Linking activity and core leisure centre timetable to health programmes eg social prescription, exercise referral, Falls prevention etc.
- Offer free trials, taster sessions and open days

### **Who are the main stakeholders and what do they want?**

Leisure services are provided to cater for all residents as well as visitors to Reading.

As identified earlier within this EIA, Reading's facilities are unable to cater for the size of the population of Reading and the quality of facilities acts as a barrier to use. The improvement of facilities will have a benefit to all users and is a key tool in increasing the levels of participation in physical activity which is clearly linked to improvements in health and well-being. This is a measure made nationally by Sport England and used by Public Health England to monitor health trends.

Sports Clubs such as swimming, athletics and cycle clubs along with Reading Rockets basketball club are significant users of facilities. Their use of centres is protected within the contract with the leisure operator.

The production of the Needs Assessment in 2015 and the Strategic Outcomes Planning Model in 2019 involved consultation with Sport England, National Governing Bodies of Sport, local clubs and general public and have been used to tailor services to meet their needs.

### **Assess whether an EIA is Relevant**

How does your proposal relate to eliminating discrimination; promoting equality of opportunity; promoting good community relations?

Do you have evidence or reason to believe that some (racial, disability, gender, sexuality, age and religious belief) groups may be affected differently than others? (Think about your monitoring information, research, national data/reports etc)

Yes ✓

The range of facilities and services provide an improvement to all groups.



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Is there already public concern about potentially discriminatory practices/impact or could there be? Think about your complaints, consultation, feedback.

Yes

If the answer is **Yes** to any of the above you need to do an Equality Impact Assessment.

If No you **MUST** complete this statement

An Equality Impact Assessment is not relevant because:

n/a

Signed (completing officer)

Date

Signed (Lead Officer) D Pentelow

Date 10.12.19

### Assess the Impact of the Proposal

Your assessment must include:

- **Consultation**
- **Collection and Assessment of Data**
- **Judgement about whether the impact is negative or positive**

Think about who does and doesn't use the service? Is the take up representative of the community? What do different minority groups think? (You might think your policy, project or service is accessible and addressing the needs of these groups, but asking them might give you a totally different view). Does it really meet their varied needs? Are some groups less likely to get a good service?

How do your proposals relate to other services - will your proposals have knock on effects on other services elsewhere? Are there proposals being made for other services that relate to yours and could lead to a cumulative impact?

**Example:** A local authority takes separate decisions to limit the eligibility criteria for community care services; increase charges for respite services; scale back its accessible housing programme; and cut concessionary travel.

Each separate decision may have a significant effect on the lives of disabled residents, and the cumulative impact of these decisions may be considerable.

This combined impact would not be apparent if decisions are considered in isolation.

# Appendix 1 Equalities Impact Assessment

## Consultation

In 2015 the Council produced an Indoor Sports facilities strategy (Needs Assessment). This highlighted local strategic outcomes that will be delivered through a partnership with leisure providers and other key stakeholders. This strategy involved, and took into account, consultation with 89 individuals and organisations, including facility users, clubs, facility operators, council officers and National Governing Bodies of Sport (NGBs).

The strategy aims to deliver the following key objectives which have been identified as common themes following research and stakeholders consultation:

Protect and maintain strategically important existing facilities;

- Improve access to meet demand;
- Provide new facilities;
- Improve viability of facilities.

Accompanying the needs assessment, an Options Appraisal was undertaken which identified the mix and locations that facilities should be provided.

In addition to the needs assessment, support was provided by Sport England and information identifying levels of sporting/leisure provision was determined through their Facilities Plan Model which informed the 2015 options appraisal.

Following the report to Policy Committee in November 2016 clearly setting out the Council's intentions to upgrade the Borough's leisure facilities, a number of stakeholders communicated their aspirations for the quality and specification of new provision, including swimming, diving and basketball clubs. The aspirations of local clubs formed part of the information that bidders received and subsequently considered in developing proposals.

In 2019 the Council commissioned the production of a Strategic Outcome Planning Model (SOPM). This Planning Model reinforces and updates the research and findings of the 2015 Facilities Strategy. The development of the SOPM involves three elements of consultation, the first 2 (online and face to face) have been completed and reflect the standards identified in the leisure service specification.

## **Online Survey**

This was conducted in July and August 2019 to which there were 628 online survey completions. This research was designed to investigate attitudes and behaviour around physical activity and exercise in general. Further and more specifically, to find out the barriers to being active and what would encourage them to use Reading Borough Council leisure facilities in the future.

## **Face to Face**

Interviews were conducted within the centre of Reading. The sample was chosen to reflect the age, gender and occupational profile of the district as closely as possible and was selected as "those who have lived / worked in the area for at least 6 months". These were conducted concurrently with the online survey.

Focus groups and more detailed consultation is currently being held with groups to understand in more details barriers being faced preventing greater participation in physical activity. These include inactive people, The Physical Disabilities and Sensory needs working group, Disabilities and Access Working Groups, younger people and older people inactive. These are being conducted during October/November to identify particular service/facility requirements that the preferred bidder will be expected to address.

The draft Strategic Outcome Planning Model (SOPM) is attached as Appendix E.

In summary, consultation with key stakeholders has been carried out as part of the work to develop the indoor sports facilities strategy, including a range of sports clubs and

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### Collect and Assess your Data

Using information from Census, residents survey data, service monitoring data, satisfaction or complaints, feedback, consultation, research, your knowledge and the knowledge of people in your team, staff groups etc. describe how the proposal could impact on each group.

#### **Describe how this proposal could impact on racial groups**

The 2017/18 active lives survey <https://www.ethnicity-facts-figures.service.gov.uk/health/exercise-and-activity/physical-activity/latest> identifies that people of Black, Asian or Chinese decent are least likely on average to be physically active.

A range of promotions such as targeted free try it and taster sessions are to be run. Other outreach sport and physical activity sessions outside the leisure centres are also to be provided. This coupled with the provision of a new swimming pool in east Reading and improvement in facilities generally will provide an improved service to the existing offer and reduce the barriers to access.

Is there a negative impact?      Yes       No       Not sure

#### **Describe how this proposal could impact on Gender/transgender (cover pregnancy and maternity, marriage)**

Leisure centres are used by all groups irrespective of gender. A broad range of improvements are planned that will provide benefits to all groups. However Sport England research has identified that women particularly from lower socio economic groups are less likely to be active.

Initiatives such as This Girl Can, Back to Netball and similar are key parts of the proposals from the preferred bidder to ensure increased participation from this group.

General improvements in quality and accessibility of facilities will provide an improved service to the existing offer.

Is there a negative impact?      Yes       No       Not sure

#### **Describe how this proposal could impact on Disability**

Physical and chronic conditions may cause disability and not participating in Physical exercise is likely to exacerbate symptoms or ill health. A lack of accessible and convenient facilities has been identified during consultation during the development of the SOP as a barrier to use.

The concessionary YRP card currently provides some free access to facilities (swimming and racquet sports) during off peak times to card holders and carers. There is a proposed change to the discount scheme that will remove much of the free access and replace with discounts and a wider range of offers, some of which are free. This could have a negative impact on some users.

However, a broad range of improvements are planned that will provide benefits to a wider group of disabled people than the current YRP discount offers (which is predominantly limited to swimming and racquet sports).

The proposal will provide the following alternative approach to supporting and encouraging use by people with a disability.

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FREE resident play and pay card- up to 50% off the cost of non-member price  
Free monthly taster sessions  
'Try Sport' sessions  
Inclusion inspire days  
£19.95 Better Inclusive membership (from £45.95) this provides nation-wide access to Bidder A's facilities  
Free Disability Helper Access  
Inclusive Fitness Initiative gym certification (includes equipment for a broad range of abilities)

The development of these targeted programmes and initiatives such as Free Helper access will improve the relevance of the service offer and reduce barriers to access.

Facilities to support use of the leisure centres by people with disabilities are to be included such as discrete pool lifts, improved changing facilities through to dementia friendly design and facility operation.

Further consultation is being undertaken to tailor services to meet needs of people with disability. Further consultation will also be undertaken during the development of detailed facility design.

Facilities will be better able to support use by a wide range of abilities than the current centres.

Ongoing monitoring of the contract will allow the service to be modified to address concerns and increase use by people with a disability.

Is there a negative impact?      Yes       No      Not sure

### Describe how this proposal could impact on Sexual orientation (cover civil partnership)

Leisure centres are used by all groups irrespective of orientation. A broad range of improvements to facilities (such as unisex changing villages) and programme are planned that will provide benefits to all groups.

Is there a negative impact?      Yes       No       Not sure

### Describe how this proposal could impact on Age

While some programmes of activity such as 50+ clubs and GP referral scheme are provided, the current method of promoting and encouraging use of facilities by older people is predominantly by providing a YRP card giving free racquet sports and swimming at off peak times for people over 60 years of age. The national retirement age is now 67.

Children with any YRP card can swim free during school holidays Monday to Friday from Centre opening to 4.55pm during general swim sessions.

The biggest barriers to use identified within the consultation during the development of the SOPM was quality and accessibility of facilities.

The YRP scheme is to be replaced by a variety of targeted programing and pricing structures, for older people this includes

- FREE resident play and pay card- up to 30% off the cost of non-member price

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- £25.75 Non-resident Better Pay & Play adult card
- £27.95 Better Health and Fitness
- Expansion of 60+ activities and clubs across all centres
- Better Club games providing new opportunities for many 60+ club members
- Development of Falls Prevention Scheme
- Development of social prescription working closely with Reading Voluntary Action and Age UK
- Development of walking sports in partnership with Age UK, University of 3<sup>rd</sup> Age and National Governing Bodies
- Dementia friendly sessions, centres and staff
- Linking activity and core leisure centre timetable to health programmes eg social prescription, exercise referral, Falls prevention etc.
- Offer free trials, taster sessions and open days
- Discrete pool lifts to aid access.
- provide free Disability helper Access
- Community outreach programme targeting priority groups via key partners and delivering monthly sessions in community settings e.g. parks, estates, community centres.

For Younger People this includes:

- FREE resident play and pay card- up to 30% off the cost of non-member price
- Free monthly taster sessions
- 'Try Sport' sessions
- £18.50 Better Health and Fitness Junior membership
- £14.50 for Non-resident junior Better Pay & Play card
- £1.50 swim for young people aged 8-16 at specific times
- Better Swim School Guarantee - Free lessons if progression is slow
- Low Cost off Peak Swimming Lessons

As described earlier within this document there is also the loss of the indoor bowls facility, however capacity is available at Whiteknights Indoor Bowls Club. This is a 3.8mile car journey from Rivermead, located just to the east of Reading's boundary. This has sufficient capacity to absorb the Rivermead Bowls Club members. Whiteknights has the following buses stopping close by: no 19 (0.2mile), no 21 (0.4mile) and no 17 (0.6mile)

A new swimming pool in east Reading and improved centres across the borough will provide more attractive facilities better spread across Reading encouraging use both more frequently and by more people. This along with the new pool at Rivermead and other refurbishment will address concerns over accessibility to quality facilities.

There could be a negative financial impact on some people over 60 years of age and children. While data is not available identifying the number of people making use of free swimming across all the council facilities, 10,611 free senior swims and 1,649 junior swims to people with YRP concession cards last year (Meadway and South Reading). A range of activities will be available to encourage and support use by the older group, especially those not currently feeling able to use current facilities.

Further consultation is being undertaken to tailor services to meet needs of people with particular needs. Further consultation will also be undertaken during the development of detailed facility design.

Regular performance monitoring of the contract will be used to measure the ongoing levels of use by the older age group and amendments made to the operation/programming of

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facilities to ensure an effective service is delivered for this group and an increase in use year on year. This will include information derived from the bidder's customer feedback mechanisms (listen360)

Is there a negative impact?      Yes         No         Not sure  

### Describe how this proposal could impact on Religious belief?

Leisure centres are used by a broad range of the community. Some activities, such as mixed bathing, act as a barrier to use. Targeted sessions are being included within the centre's programmes and in the community to address these barriers.

Is there a negative impact?      Yes         No         Not sure  

### Make a Decision

If the impact is negative then you must consider whether you can legally justify it. If not you must set out how you will reduce or eliminate the impact. If you are not sure what the impact will be you MUST assume that there could be a negative impact. You may have to do further consultation or test out your proposal and monitor the impact before full implementation.

1. **No negative impact identified**      Go to sign off
2. **Negative impact identified but there is a justifiable reason**
3. **Negative impact identified or uncertain**

**What action will you take to eliminate or reduce the impact? Set out your actions and timescale?**

The current Your Reading Passport (YRP) scheme is a very simple registration system. It does not allow detailed examination of usage patterns, or supported targeted promotional activity to increase participation rates in vulnerable groups. Further it only provides discounted activity to all Reading residents or free access to a very limited range of activity for concessionary card holders. This means that the scheme has limited ability to encourage use by target groups, eg needs of young families, BAME groups and people at risk of ill health are not supported. The ability or impact of the scheme to encourage, or support use, by the disabled and older people cannot be effectively measured.

This year's SOPM consultation specifically examined barriers to undertaking more exercise. After not having enough time due to work commitments, the other equally most cited reason for Reading residents not exercising is a lack of convenient and accessible facilities. At 20%, this is significantly higher than the 1% from the national benchmark. Notably, facilities not being of a good enough quality is the reason most often picked (23%) by those in Reading for not currently using or considering using the centres around them. Again this is significantly higher than the 2% national benchmark. The low perceived quality will also have a significant impact on perceived value for money.

The two single greatest steps that can be taken to increase participation in all groups, including older and disabled people, is a step change in quality and accessibility of facilities plus range of offer. These are the largest elements of changes that will be delivered through the Leisure procurement - New swimming pool at Palmer Park,

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replacement of Rivermead Leisure Centre and upgrading/refurbishments at Meadway Sports Centre and South Reading Leisure Centre. This work will start from 2020.

An increase in use by sections of the community is anticipated by the bidder, over 40% across the board. As illustrated earlier in this document, a significant range of targeted initiatives are being included to more effectively increase participation in key groups.

The introduction of a residents card scheme (in 2020) providing concessionary rates to local people is aimed to reach significantly more people than the existing YRP scheme. In addition to the card itself, information on use will be examined to establish and analyse participation using Mosaic to identify the effectiveness of the service to reach key groups. Use by disabled and older people will be collected and compared to levels of equivalent YRP holders. In addition this will allow monitoring of the activity of other vulnerable or under-represented groups.

This regular monthly, quarterly and annual monitoring will be used to develop and amend the operator's service, marketing and outreach plans. The first plans will come into force at the contract start (March/April 2020).

A social value calculator is being developed by the operator along with Sheffield Hallam University and 4 Global to assess the financial value of participation of different groups in physical activity. This will be used to further guide the development of plans.

The first full assessment of the success of the plans will be at the end of the 1<sup>st</sup> year of contract with interim assessments being undertaken. It is believed that there will be some individuals who may be financially disadvantaged, however the steps being taken will allow the service to better serve the majority of people within the target groups.

### How will you monitor for adverse impact in the future?

Ongoing monitoring of the contract including usage statistics and delivery of targeted activity is to be undertaken. This includes monthly reporting and annual reviews.

Signed (completing officer) Ben Stanesby	Date 4/11/19
Signed (Lead Officer) D Pentelow	Date 10.12.19