

## EQUALITY AND DIVERSITY IMPACT ASSESSMENTS

### Vale of Berkeley 2010

NO.	QUESTION
<b>GENERAL</b>	
1	<p data-bbox="121 371 1417 402">Please provide a brief description of the function and/or related policy(ies) including its aims and objectives</p> <p data-bbox="121 404 1732 500">Facilities Management is responsible for the smooth running of the Vale of Berkeley Sports Centre during community hours, including any programming opportunities, monitoring working arrangements with the Vale Of Berkeley College (the School) and Gloucestershire County Council, managing the sports centre staff, production of marketing and consultation opportunities.</p> <p data-bbox="121 532 1591 563">Management of the above facility is linked to the following strategies (with relevant aims bulleted) at SDC and externally:-</p> <p data-bbox="121 596 653 626"><b>SDC Corporate Delivery Plan 2009-2013:</b></p> <ul data-bbox="121 628 1224 691" style="list-style-type: none"><li>• Healthy Living</li><li>• To have a more focused approach to the development and operation of Joint Use Sites</li></ul> <p data-bbox="121 724 798 755"><b>SDC Interim Sustainable Community Strategy 2008:</b></p> <ul data-bbox="121 756 695 987" style="list-style-type: none"><li>• Help people live within environmental limits</li><li>• Achieving a sustainable economy</li><li>• A strong, healthy and just society</li><li>• Promoting good governance</li><li>• Creating a resilient infrastructure</li><li>• Children and young people</li><li>• Accessing services</li></ul> <p data-bbox="121 1019 1732 1083"><b>SDC JUSC Interim Strategy 2009-2011 (created with the aid of SWOT exercise/input from all JUSC staff and team at Ebley Mill 2008/9 AND JUSC questionnaires 0809):</b></p> <ul data-bbox="121 1084 1224 1349" style="list-style-type: none"><li>• To have a more focused approach to the development and operation of Joint Use Sites</li><li>• Improve efficiency</li><li>• Improve footfall</li><li>• Improve DDA access (no ramps/door widths)</li><li>• Consider shorter opening hours</li><li>• Market segmentation</li><li>• Awareness training for staff</li><li>• Develop corporate membership scheme/options</li></ul> <p data-bbox="121 1382 1241 1412"><b>Gloucestershire Sustainable Community Strategy 2008/9 – 10 year success measures</b></p> <ul data-bbox="121 1414 695 1445" style="list-style-type: none"><li>• Help people live within environmental limits</li></ul>

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- Achieving a sustainable economy
- A strong, healthy and just society
- Promoting good governance
- Creating a resilient infrastructure

#### **Gloucestershire LAA priorities 2008-2011 -**

- Children and young people
- Economic development and Enterprise
- Natural and built environment

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Please list the main stakeholders/beneficiaries in terms of the recipients of the function or the target group at whom the policy is aimed

The Vale of Berkeley Sports Centre is small joint use sports centre with consistently low footfall, containing a fitness suite, small dance studio and a small gym space in the school. There are also two grass football pitches that we administrate, a small grass training area and an old redgra training area, that is still used, but now requires a lot of refurbishment (this space is often used as a car park by football clubs) .

The services delivered and beneficiaries are as follows:-

#### Inside the Facility:

- 16+ age range for all peoples of all abilities in the local area/district – the minimum age for all SDC Joint Use Sports Centres is 16 – to adhere to health and safety for developing young adults and insurance legislation.

#### External Football Pitches and training area:

- 11+ - via a couple of junior football teams that hire the pitches
- 18+ - adult football club

**NB:** over the past 18 months to 2 years, a number of football clubs have left this venue to use the Nuclear Power Station ground approx a mile down the road in Sharpness/Berkeley border. This is due to costs, better pitches, access and parking and the fact that the Vale Of Berkeley Joint Use Sports Centre has a formal stipulant from the school, stating that SDC must employ a contracted Recreation Officer on site for all weekend use of the football pitches and changing rooms. In order to cover the costs of the staff member, there has to be an additional charge to the customer by SDC – options to not charge or lower the rate have been considered, but would create even further loss for the service. As at May 2009, there is only one football club hiring the pitches at this facility.

**NB:** We aim all of our fitness classes at all abilities within the community (16+), who have varying levels of fitness, to ensure as many people as possible are able to benefit; Over the past 3 years, following the relaunch of the new fitness suite in late 2006, a number of new classes have been offered and advertised on paper and electronically (see attachments to this form), based on

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	<p>feedback from the staff members and the community i.e.: yoga, fitball and spin). However, in spite of putting on quarterly tasters and pilot sessions, the numbers attending were either 0 or very very low and again did not cover the cost of the instructor. Subsequently there is now one class remaining at the site (a weekly circuit session) and although there is a regular client base of 10 participants (aged 35+), access to the session may be limited due to the door width to the gymnasium being too narrow for wheelchair users. The school is responsible for adjusting all internal fabrication of the building.</p>
3	<p>If the function is provided by another organisation or agency on behalf of the Council, please give the names of these organisations/agencies</p> <p>The Vale Of Berkeley Sports Centre is managed by SDC Facilities Management during community use hours as stated in section 1 and a freelance instructor is contracted to deliver the weekly circuits session</p> <p>Football clubs that hire the pitches and training area run their own development sides i.e.: junior/youth teams and are linked to SDC Sports Development and the Gloucestershire GFA where possible.</p>
<b>CONSULTATION</b>	
4	<p>Please list any consultation activity with internal or external customers carried out over the last year: e.g. satisfaction surveys, focus groups, etc</p> <ul style="list-style-type: none"> <li>○ Main SDC residents survey for leisure – joint use sports centre satisfaction rates</li> <li>○ The Place Survey 09</li> <li>○ Annual JUSC Questionnaires</li> <li>○ Annual JUSC non-user questionnaires</li> <li>○ Berkeley Town Council Town Plan – leisure element section</li> <li>○ Quarterly stats on footfall at SDC Joint-Use sports centres (due to the system the data cannot give gender/age/ability or postcode at present)</li> <li>○ JUSC have regular reports from users and hirers of the facility which we review on a regular basis.</li> <li>○ SWOT exercise with all site staff and Ebley Mill team 0809</li> </ul> <p>We have not been able to have formal discussions with the members of this community in the form of focus groups, but anecdotally the community have expressed that the site is in the wrong place and are not interested.</p>
5	<p>Please list any alternative arrangements <b>you have made or are planning</b> for consulting with hard-to-reach groups within the community</p> <ul style="list-style-type: none"> <li>○ We constantly review our classes to ensure that we cover as wide a range of the community as possible and respond to requests for new classes or facilities as possible</li> <li>○ This site has run activities during school holidays to encourage as many people as possible to take part, but due to low numbers, customers agree that the better option is to travel to the Wotton site instead</li> <li>○ We continue to produce JUSC Questionnaires and have disseminated these door to door for non users in the past – all to no</li> </ul>

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	<p>avail</p> <ul style="list-style-type: none"> <li>○ We have placed press releases in the local Town Council newsletter, the school newsletter and via fliers to the surrounding residents – none of which has generated better use by the community</li> </ul>
6	<p>Please list the equality groups you have consulted with?</p> <p>We are linked to and have worked with and discussed issues for this site with the following groups over the past 3+ years:-</p> <ul style="list-style-type: none"> <li>○ The Stroud Access Group</li> <li>○ Connexions employee</li> <li>○ Stroud Disability Action Network – we created and chair this group in partnership with Stroud VCA</li> <li>○ Stroud Health and Wellbeing Forum</li> <li>○ GOPA</li> <li>○ Gay Gloucs</li> <li>○ SDC Youth Council</li> <li>○ Vale Of Berkeley College and head Teacher/Board of Governors</li> <li>○ Gloucestershire County Council transport Unit</li> </ul>
7	<p>Please state how you consult with members of your staff about your function/policy</p> <ul style="list-style-type: none"> <li>○ Monthly one to one sessions – 2 way feed in to projects and development</li> <li>○ Monthly team meets – group feed in to projects and service</li> <li>○ Regular away days with whole team – Facilities and Sports Development</li> <li>○ Disseminating information via email and inviting responses or ideas</li> <li>○ Input to annual surveys</li> </ul>
8	<p>Please list any changes to your function or policy that <b>you have made, or you plan to make</b> as a result of consultation with different groups. (Include this in your improvement plan summary attached)</p> <p>Pilot exercise classes – a number of classes have been trialled over the past 3 years and all have failed to generate better use to the site, we can deduce that peoples have fed back that no amount of classes will help, as the site is in the wrong location for them to use or want to use it. The circuits class remains due to adequate numbers attending</p> <p>Staff training has been improved – especially around customer care and protocol awareness</p> <p>NB: The team have almost exhausted all avenues to develop this site and due to continuing reduction of team capacity and required budget efficiencies, the remaining options are to dramatically reduce the opening hours or to return the service at the Vale Of Berkeley Sports Centre to the School.</p>

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	<b>DISCRIMINATION</b>
9	Please list any evidence you have of the function or policy having an adverse impact on different groups – this can be internal or external
	No evidence thus far
10	Could the function or policy have an adverse impact on relations <b>between</b> different groups? If so, please describe
	Not that we are aware of or have been informed about
	<b>SERVICE DELIVERY</b>
11	Please list any alternative ways designed to improve <b>access to or use of</b> your service by different groups, (and include this in your improvement plan summary attached)
	<p>Access to this site has been improved by the following means:-</p> <ul style="list-style-type: none"> <li>• Improved lighting</li> <li>• Improved signage</li> <li>• Door and ramp to external entrance installed</li> <li>• targeting all communities in the area via Disability Action Network Group, website signposting, postcards, fliers and press releases, posters, discount vouchers and launches of the site</li> <li>• working with other partner orgs to spread the word i.e.: Access group, Inclusion networks, VCA Stroud, SDC Health and Wellbeing Forum</li> </ul>
12	Please list any alternative ways designed to improve <b>access to information</b> about your service by different groups (and include this in your improvement plan summary attached)
	<p>(please see evidence section at the back of this report for examples)</p> <p>All literature is produced in easy to follow 16 point type face and is offered via 'E' comms or on paper (although we are working towards a paper free environment in line with the E Government Act 2002 where possible. We consider colour schemes, fonts, backgrounds and content i.e.: use of pictorial over words where possible to ensure as much DDA compliancy as possible in all promotional and informative materials, website, postcard creation etc.</p> <p>We have amended the booking system as far as is possible for easy process to follow for all customers and staff  Revamp of SDC web pages as far as we can until the whole site is revamped – improvements to joint use sports centre pages complete (more pictorial)</p> <p>Looking at joined up marketing across the Culture Service area with SDC marketing officer 0809</p>

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13	Please describe how you carry out monitoring of take up of your function/policy
	<p>We use a variety of modes to ensure monitoring, feedback and review of this site is robust and transparent as follows:-</p> <ul style="list-style-type: none"> <li>• Quarterly stats taken and reported to Facilities Management of total footfall inside and outside the facility (the booking system at this and all five SDC Joint Use Sports Centres (excluding Rednock and Wotton Pool) is not robust enough/able to measure categories of customers and how often each individual attends the site etc– a bespoke package would be required to do this)</li> <li>• Annual SWOT exercise with all staff at all Joint Use sites and the team at Ebley Mill – leading to an annual Improvement Plan and linked to the Interim JUSC Strategy</li> <li>• Annual JUSC user Questionnaire for all customers and the community (see attached at the back)</li> <li>• Annual SDC Residents Survey and subsequent Place Survey 2009</li> <li>• Ongoing verbal feedback, DVD creation and CD pictorial library of activities delivered and participant’s views</li> <li>• Keep list of partners worked with internal/external for quarterly stats (includes individuals and groups)</li> </ul>
14	How are the results of any monitoring analysed, reported and publicised?
	<p>We appreciate all forms of feedback about the site and the service provided;</p> <ul style="list-style-type: none"> <li>• All customers are able to enquire about the site via webmail address or in writing or in person and all queries/complaints are responded to within 10 days of the their input to us via the means that they were sent.</li> <li>• All stats from the booking sheets for footfall are fed into the Facilities and Sports Development Service Plan and excelsis monitoring tool</li> <li>• All stats are discussed at monthly one to one meetings between the Facilities Manager and staff member to evaluate what else can be done to generate better access, footfall and income on an ongoing basis</li> <li>• All stats and income are evaluated and discussed at bi-monthly Faculties and Sports Development team meets that are continuous year on year to see if there is anything more that we can do to improve access, footfall and</li> <li>• Joint Use Sports Centre Questionnaires and from any project delivery on site are recorded into excel format and fed back into the meetings above and where required, the Service Plan, the JUSC Improvement Plan and any reports against external fund holders.</li> <li>• All launches, pilot sessions, project delivery news items are immediately fed into the Enews, the MWB, the Health and Community Newsletter, the local press (SNJ/Dursley Gazette), Berkeley Town Council newsletter (the Berkeley Town Cryer), the SDC web pages for Sports Centres and relevant external partners’ website links.</li> </ul>
15	Does an analysis of your customer base against baseline population figures for the district show that you are reaching all groups in the Stroud District? If not, which groups are adversely affected?
	Unfortunately, due to our limited booking system at this site, we are only able to measure footfall and not details of age/gender/postcode.

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However, we do gain customer and community feedback via the annual JUSC Questionnaires, the annual Residents Survey and the Place Survey and although we can ascertain that public satisfaction for all of our leisure facilities is good, returns for this site specifically are very very low. We do know that predominant users are white, middle class and over 30, with very low levels (if any) of disabled peoples using the site, which is relative to the Vale of Berkeley area population.

NB: This site has additional issues in that it is out of town on a dark narrow road, that requires transport to get there (the public transport system is not frequent in the evenings or weekends to this site) and some members of the community do not like to be at the site after dark (the site is lit at night, but it is still quite isolated due to it's geographical position)..The public have stated that they will not use the site as they either do not see it as a viable sports facility (it is still a school)and feel that it is geographically too far from the town centre and will therefore not use it at all. The programme at this site has been diminished continuously, due to lack of customers and whilst consult returns are low, we can assume that we are reaching the local community groups that have expressed a need and considered as many peoples as possible in the running of this site.

We can now access Active People data from Sport England, but this only covers 500 peoples across the district of Stroud in winter and then again in Summer (aged 16+) and may therefore not be an accurate reflection of access/activity for this site (we are not able to ascertain how many peoples from the Vale of Berkeley were questioned in this survey).

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Please list any changes to your function or policy that **you have made or plan to make** as a result of monitoring

As a result of monitoring what our community says and footfall stats, we need to make further efficiencies within the service and in spite of consistently marketing the facility and upgrading the equipment, there continues to be a loss in the following areas:

- footfall and income generation
- staffing costs
- marketing costs – we have no marketing budgets

As a result of this and customer feedback, we have no option, but to plan for change in the following areas:-

- Shorter opening hours at the site for a pilot period, followed by considering the returning of the Centre back to the School
- Reduction of Recreation Officer hours to just their contracted hours to fit with the reduced opening times
- Reduction or cessation of Business Support for this site if it were to be returned to the School

We have modified the till system at the site to incorporate as much as possible for stats reporting i.e.: new buttons for classes and gender

We cannot improve stats collation any further until a bespoke system is in place for this site

### **MISCELLANEOUS**

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If your function is provided by a private sector or voluntary sector organisation on a contract basis, please list any arrangements **you**

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	<p><b>have made or plan to make</b> to ensure that these comply with equality</p> <p>N/A</p>
18	<p>Have you received any complaints about your function/policy in respect of equality issues? If so, please give a brief description</p> <p>Not as yet</p>
19	<p>Please list any staff training issues on equality arising from this assessment, (and include this in your improvement plan summary attached)</p> <p>To ensure that the Recreation Officer and Fitness Instructor complete and understand the following training:-</p> <p>SDC Equality and Diversity Training – line managers to discuss key learning points at one to one sessions</p> <p>IFI Awareness</p> <p>Mental Health Awareness Training – completed 2006</p> <p>Annual JUSC Staff training – now compulsory and attended each year by all staff</p> <p>NB: Due to the very low footfall in the fitness suite and site, the need for a Fitness Instructor has been sporadic and training for both posts has become harder to maintain, due to casual staff members covering the site on a number of occasions.</p>
20	<p>Does your function or policy result in any financial support being given to any equality groups within the voluntary and community sector.</p> <p>If yes, please list organisations and amounts</p> <p>ATL (SDC Access To Leisure Scheme) offers a discount on any activity on this site that anyone except clubs are entitled to join – there is a small cost to join. People on receipt of benefits i.e.: incapacity benefit, income support, jobseekers allowance, employment support allowance, pension credit, housing benefit and council tax benefit, can join this scheme at a reduced rate.</p> <p>NB: Peoples on benefits do not then receive a further £10 discount voucher, as their initial costs are set as low as possible.</p>

## EQUALITIES ACTION PLAN

The Service area will contribute to the Service and Council Equalities agenda through the following activities:

Ref	Action	Lead officer	When	Resource	Target/ Objective	Update/Outcome
	Improved disability awareness training for all staff around awareness and delivery by creating a bespoke workshop for mental health and wellbeing	Jane Bullows	one workshop annually	RTSM budget in partnership with Scout Enterprises	To train all joint use sports centre RO's/FI's and facilities managers in mental health and wellbeing awareness	Completed x 4 workshops 2006 to 2009
	Improved joint-use sports centre staff training across the board around customer care and protocol awareness by creating a new folder with details to inform all staff in a user friendly format (16 point version available for partially sighted staff on request)	Jane Bullows / Mike Hammond / Angela Gillingham	annually	Culture and Dursley Pool budgets	To train all Joint use sports centre staff on the protocols for their role/NOPS and EAPS and CPD and customer care/Basic First Aid	black Filo fax with info created and given to every staff member 2007 and amended annually  new training workshop created/delivered 2007 each year split over 3 evenings so that all staff can attend

Ref	Action	Lead officer	When	Resource	Target/ Objective	Update/Outcome
	Improved signage and external door access at the site 2008	Sally Venn / Hannah Drew	By 2009	Facilities budgets	to enhance access to the facility	completed 2008
	Revamp of SDC web pages as far as we can until the whole site is revamped – improvements to joint use sports centre pages complete (more pictorial)	Hannah Drew	ongoing	SDC IT team	For better visual and dynamism re: content/DDA compliancy	Completed 2008 and postcard designed completed to give to public not online
	Looking at joined up marketing across the Culture Service area with SDC marketing officer 0809	Facilities and Sports Development Team	2007 onwards	SDC Culture and Regeneration Managers, SDC Marketing officers	to enable joined up marketing across the service and better cost/understanding / visual display for customers	publications being better joined up 08 onwards and E opportunities backed up by paper in limited quantities