

**EQUALITY AND DIVERSITY IMPACT ASSESSMENTS
Maidenhill/Thomas Keble/Wotton Sports Centre 2010**

NO.	QUESTION
	GENERAL
1	Please provide a brief description of the function and/or related policy(ies) including its aims and objectives
	<p>Facilities Management is responsible for the smooth running of the Maidenhill, Thomas Keble and Wotton Joint Use Sports Centres during community hours, including any programming opportunities, monitoring service agreements/ working arrangements with the School and Board of Governors, managing the sports centre staff, production of marketing and consultation opportunities.</p> <p>Management of the above facilities are linked to the following strategies (with relevant aims bulleted) at SDC and externally:-</p> <p>SDC Corporate Delivery Plan 2009-2013:</p> <ul style="list-style-type: none"> • Healthy Living • To have a more focused approach to the development and operation of Joint Use Sites <p>SDC Interim Sustainable Community Strategy 2008:</p> <ul style="list-style-type: none"> • Help people live within environmental limits • Achieving a sustainable economy • A strong, healthy and just society • Promoting good governance • Creating a resilient infrastructure • Children and young people • Accessing services <p>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):</p> <ul style="list-style-type: none"> • To have a more focused approach to the development and operation of Joint Use Sites • Improve efficiency • Improve footfall • Improve DDA access (no ramps/door widths) • Consider shorter opening hours • Market segmentation • Awareness training for staff

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	<ul style="list-style-type: none"> • Develop corporate membership scheme/options <p>Gloucestershire Sustainable Community Strategy 2008/9 – 10 year success measures</p> <ul style="list-style-type: none"> • Help people live within environmental limits • Achieving a sustainable economy • A strong, healthy and just society • Promoting good governance • Creating a resilient infrastructure <p>Gloucestershire LAA priorities 2008-2011 -</p> <ul style="list-style-type: none"> • Children and young people • Economic development and Enterprise • Natural and built environment
2	<p>Please list the main stakeholders/beneficiaries in terms of the recipients of the function or the target group at whom the policy is aimed</p>
	<p>The three JUSC are positive hub sites for sport in the community and beneficiaries are as follows:-</p> <p><u>Inside the Facilities:</u></p> <ul style="list-style-type: none"> • Fitness suite: 16+ age range for all peoples of all abilities in the local area/district (the minimum age for all SDC Joint Use Sports Centres fitness suites is 16 – to adhere to health and safety for developing young adults and insurance legislation) • Fitness classes: 16 + age range for all peoples of all abilities in the local area/district • Dance studio : 5+ for dance groups • Sportshall: 5 + for mainstream sports i.e.: badminton, football, table tennis • Squash courts: 16 + . <p><u>External courts and training areas:</u></p> <ul style="list-style-type: none"> • 8+ age range - for 5-a- side football in hard court area • 8+ age range for tennis and netball courts • 18+ age range - adult football clubs

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	<p>NB: over the past 4 years the following capital works have been completed at the sites, with financial contribution from SDC:-</p> <p>Maidenhill – new small sports centre build (1 dance studio, fitness suite and 2 badminton court sportshall) – this site is currently not big enough in sportshall size to accommodate all football clubs and larger teams training, but this may be due to change October 2010 with additional new School build project. New signage and office set up. CCTV cameras added in the reception and fitness suite.</p> <p>Thomas Keble – new large sportshall and dance studio. New signage and notice boards – enabled better access for all customers</p> <p>Wotton – New sportshall flooring, repaired squash courts, new boiler for shower area. New signage and notice boards – improved customer access</p> <p>Revenue wise, a great deal of marketing and re- training of JUSC staff has taken place to enable a better experience for our customers. 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;</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 centres are all managed by SDC Facilities Management during community use hours as stated in section 1 and freelance instructors are contracted or signed up to service delivery agreements to deliver the weekly fitness classes</p> <p>Sports clubs that hire the hard courts and indoor halls run their own development sides i.e.: junior/youth teams and are linked to SDC Sports Development and the Gloucestershire GFA where possible.</p>
<p>CONSULTATION</p>	
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"> ○ Main SDC residents survey for leisure – joint use sports centre satisfaction rates ○ The Place Survey 09 ○ Annual JUSC Questionnaires ○ Annual JUSC non-user questionnaires

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	<ul style="list-style-type: none"> ○ Town Council Town Plan – leisure element section ○ 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) ○ JUSC have regular reports from users and hirers of the facility which we review on a regular basis. ○ SWOT exercise with all site staff and Ebley Mill team 0809 <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 they like the sites and would use them if they wanted to. Some were not happy with 0708 price increases (this was higher than the average interest rates, as the prices had been fixed for a very long time prior to that).</p>
5	<p>Please list any alternative arrangements you have made or are planning for consulting with hard-to-reach groups within the community</p>
	<ul style="list-style-type: none"> ○ 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 ○ 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 ○ We continue to produce JUSC Questionnaires and have disseminated these door to door for non users in the past – all to no avail ○ 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
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"> ○ The Stroud Access Group ○ Connexions employee ○ Stroud Disability Action Network – we created and chair this group in partnership with Stroud VCA ○ Stroud Health and Wellbeing Forum ○ GOPA ○ Gay Gloucs ○ SDC Youth Council

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	<ul style="list-style-type: none"> ○ Schools Head Teachers/Bursars/Board of Governors ○ Gloucestershire County Council transport Unit
7	Please state how you consult with members of your staff about your function/policy
	<ul style="list-style-type: none"> ○ Monthly one to one sessions – 2 way feed in to projects and development (between FM and BSO's) ○ Monthly team meets – group feed in to projects and service (FM) ○ Quarterly feedback chat with all contracted RO's and FI's ○ Regular away days with whole team – Facilities and Sports Development ○ Disseminating information via email and inviting responses or ideas ○ Input to annual surveys ○ SWOT leading to improvement plan
8	Please list any changes to your function or policy that you have made, or you plan to make as a result of consultation with different groups. (Include this in your improvement plan summary attached)
	<p>Pilot exercise classes – a number of classes have been trialled over the past 3 years, all to varying success i.e.: Shape Up For Summer challenge including voucher incentives (see evidence section) and row/bike from lands End to John 'o' Groats</p> <p>Staff training has been improved – especially around customer care and protocol awareness</p> <p>Systems thinking has been applied and improvements made to the following (see evidence section for all examples):-</p> <ul style="list-style-type: none"> • bookings system – made it possible to monitor usage figures to help us target the community • Access To Leisure (ATL) - documents i.e.: amount of paper and form filling • Access To Leisure (ATL) – customers' membership card, photo removed and no longer a requirement saving the customer £4 and SDC officer admin time • Access To Leisure (ATL) - updated categories that are in line and relevant to current people on benefits • Pricing – looked at equality of current pricing • Updated and standardised all notice boards (DDA compliant as much as possible – white writing on dark backgrounds/16 point font/as pictorial as possible at the current time – potential to make more pictorial in the future, funding/time permitting) • GP Referral Scheme for 18+ - planning to bring to Wotton Sports Centre (if possible 0910) • Inputted DDA compliant/IFI accredited gym equipment as follows: Wotton (cross trainers and treadmills), Maidenhill (all of

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	<p>equipment apart from the rowers and Thomas Keble (cross trainers and treadmills)</p> <p>NB: Pricing has been addressed and reviewed each year and remains a issue pertinent to each site – current systems thinking in response to customer feedback and staff knowledge, is that all prices need to be standardised where possible for these three sites and some area reduced (gym memberships) and some activities raised i.e.: table tennis</p>
DISCRIMINATION	
9	<p>Please list any evidence you have of the function or policy having an adverse impact on different groups – this can be internal or external</p> <p>no evidence thus far</p>
10	<p>Could the function or policy have an adverse impact on relations between different groups? If so, please describe</p> <p>Not that we are aware of or have been informed about</p>
SERVICE DELIVERY	
11	<p>Please list any alternative ways designed to improve access to or use of your service by different groups, (and include this in your improvement plan summary attached)</p> <p>Access to this site has been improved by the following means:-</p> <ul style="list-style-type: none"> • Improved lighting • Improved signage • CCTV to ensure customers and staff feel safe to and from the building • Door and ramp to external entrance installed • 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 • Working with other partner orgs to spread the word i.e.: Access group, Inclusion networks, VCA Stroud, SDC Health and Wellbeing Forum
12	<p>Please list any alternative ways designed to improve access to information about your service by different groups (and include this in your improvement plan summary attached)</p> <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</p>

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	<p>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 an 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> <p>flip flow charts created and situated at each site for all staff to have a quick look guide to bookings/staff structure/memberships processes</p>
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"> • Quarterly stats taken and reported to Facilities Management of total footfall inside and outside the facility (the booking system at all three SDC Joint Use Sports Centres 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) • 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 • Annual JUSC user Questionnaire for all customers and the community (see attached at the back) • Annual SDC Residents Survey and subsequent Place Survey 2009 • Ongoing verbal feedback, DVD creation and CD pictorial library of activities delivered and participant’s views • Keep list of partners worked with internal/external for quarterly stats (includes individuals and groups)
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"> • 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 their input to us via the means that they were sent.

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	<ul style="list-style-type: none"> • All stats from the booking sheets for footfall are fed into the Facilities and Sports Development Service Plan and excelsis monitoring tool • 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 • All stats and income are evaluated and discussed at bi-monthly Facilities 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 • 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. • 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), Town Council's newsletters, the SDC web pages for Sports Centres and relevant external partners' website links.
15	<p>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?</p>
	<p>Unfortunately, due to our limited booking system at this site, we are only able to measure footfall and not details of age/gender/postcode.</p> <p>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 some sites are low. We do know that predominant users are white, middle class and over 25, with very low levels (if any) of disabled peoples using the site, which is relative to their populations.</p> <p>NB: For customers situated in Stonehouse (Maidenhill catchment area), Stratford Park Leisure Centre IFI gym is approx 1 mile up the road and customers can/do travel to use this gym that is specifically designed to enable 100% equity for all users (predominantly disabled clientele).</p> <p>NB: Wotton Sports Centre is situated just outside of Wotton town, but is on a main bus route</p> <p>We can now access Active Peoples 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 these sites (we are not able to ascertain how many peoples from Maidenhill area, Thomas Keble area and Wotton were questioned in this survey).</p>

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16	Please list any changes to your function or policy that you have made or plan to make as a result of monitoring
	<p>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:</p> <ul style="list-style-type: none"> • footfall and income generation • staffing costs • marketing costs – we have no marketing budgets <p>As a result of systems thinking/efficiencies we are planning for change in the following areas:-</p> <ul style="list-style-type: none"> • shorter opening hours at the sites for a periods such as school closures • Only opening on the Saturdays during term times or weekends by arrangement <p>We have modified the till system at Thomas Keble and Maidenhill sites to incorporate as much as possible for stats reporting i.e.: new buttons for classes and gender</p> <p>We cannot improve stats collation any further until a bespoke system is in place for this site</p>
MISCELLANEOUS	
17	If your function is provided by a private sector or voluntary sector organisation on a contract basis, please list any arrangements you have made or plan to make to ensure that these comply with equality
	N/A
18	Have you received any complaints about your function/policy in respect of equality issues? If so, please give a brief description
	not as yet
19	Please list any staff training issues on equality arising from this assessment, (and include this in your improvement plan summary attached)
	To ensure that the Recreation Officer and Fitness Instructor complete and understand the following training:-

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	<p>SDC Equality and Diversity Training – line managers to discuss key learning points at one to one sessions IFI Awareness Mental Health Awareness Training – completed 2006 Annual JUSC Staff training – now compulsory and attended each year by all staff</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. 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. 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

