

# Equalities Monitoring – Services

## Appendix H – Leisure

**Annual Report - 2015-16**



Published: January 2017

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## 1. Introduction

The leisure group provides a wide range of leisure activities. The group includes three sport and leisure centres, a leisure pool, golf complex and discovery science centre.

To access four of these sites, Bracknell Leisure Centre, Edgbarrow and Sandhurst Sports Centres and The Downshire Golf Complex, residents and visitors to the area can apply for an e+ smartcard that acts as a membership card. Each time the card is used to purchase activities a transaction is recorded to enable usage to be monitored.

The purpose of equalities monitoring is to ensure the Council is providing a fair and equitable service to all residents.

To ensure the service is fair and equitable, monitoring has been undertaken in terms of:

- Access to the service
- Satisfaction with the service
- Performance

It has been analysed by the following equality groups:

- Age
- Race
- Sex
- Religion
- Disability

When sufficient data for analysis is available for the other protected groups in the Equality Act 2010, these will also be included.

The data below has been taken from:

E+ smartcard database – enrolments and transactions for leisure (1/04/15 to 31/03/16)

Standpoint electronic (touch screen) survey system at two leisure sites as follows:

-Bracknell Leisure Centre general survey (conducted 27<sup>th</sup> January 2016 to 18<sup>th</sup> March 2016)

-Coral Reef general survey (conducted 7<sup>th</sup> September 2015 to 25<sup>th</sup> January 2016)

Office for National Statistics (ONS) population estimates unit published tables. Crown copyright

Office for National Statistics (ONS) - Census 2011

## 2. Access to the service

Access to the leisure service can be measured by enrolments and transactions using the e+ smartcard at four of the leisure sites. Although people who do not use the e+ card may also use the service, the e+ card numbers are sufficiently high to make this a viable measurement of access to leisure services.

As people may enrol for the e+ card but not use it, transactions have also been analysed. These tables show the age, sex and ethnicity of those who are using the leisure facilities.

All data is for residents of Bracknell Forest only. Enrolments for access to leisure facilities by non-residents were 635 in the year; transactions were 23,241 in the year.

**Table 1 – Enrolments by age**

<b>Enrolments in e+ card - Leisure 01/04/2015 - 31/03/2016 (Bracknell Forest residents only)</b>					
<b>Age Range</b>	<b>Enrolments in e+ card</b>	<b>E+ card %</b>	<b>Bracknell Forest population Mid-2015</b>	<b>Bracknell Forest population Mid-2015 %</b>	<b>Variance</b>
Under 18	503	23%	28158	24%	0%
18 to 34	679	32%	24999	21%	11%
35 to 49	514	24%	27348	23%	1%
50 to 64	328	15%	22199	19%	-3%
65 to 79	114	5%	12058	10%	-5%
over 80	5	0%	4220	4%	-3%
<b>Total</b>	<b>2,143</b>	<b>100%</b>	<b>118982</b>	<b>100%</b>	

*N.B Percentages may not sum due to rounding*

**Table 2 – Transactions by age**

<b>Transactions - Leisure 01/04/2015 - 31/03/2016 (Bracknell Forest residents only)</b>					
<b>Age Range</b>	<b>Leisure transactions</b>	<b>Leisure transactions %</b>	<b>Bracknell Forest population Mid-2015</b>	<b>Bracknell Forest population Mid-2015 %</b>	<b>Variance</b>
Under 18	6,599	5%	28158	24%	-19%
18 to 34	35,251	24%	24999	21%	3%
35 to 49	41,323	28%	27348	23%	5%
50 to 64	34,298	23%	22199	19%	5%
65 to 79	26,326	18%	12058	10%	8%
over 80	2,414	2%	4220	4%	-2%
<b>Total</b>	<b>146,211</b>	<b>100%</b>	<b>118982</b>	<b>100%</b>	

*N.B Percentages may not sum due to rounding*

## Comments

The proportion of enrolments in comparison to population is significantly higher in the age group 18-34. As with previous years it is felt this is most likely the result of residents in that age group using the e+ card as a proof of age card. Enrolments are slightly lower in the 50-80+ groups but not significantly so.

Transactions are considerably reduced in the under 18 age group in comparison to the population, whilst groups 18-79 are slightly elevated. This is a continuation of the trend from the previous year as many of the transactions for the under 18 age group are often one-off course enrolments as opposed to pay-as-you-go transactions and the statistics can therefore appear to be skewed.

**Table 3 – Enrolments by Race**

<b>Enrolments in e+ card for Leisure - Race 01/04/2015 - 31/03/2016 (Residents of Bracknell Forest only)</b>					
	<b>Resident</b>	<b>% (exc. 'unknown')</b>	<b>BF pop. Census 2011</b>	<b>BF pop. Census 2011 %</b>	<b>Variance</b>
<b>White</b>	923	85%	102,554	91%	-5%
<b>Mixed</b>	20	2%	2303	2%	0%
<b>Dual Heritage</b>	0	0%	0	0%	0%
<b>Asian</b>	116	11%	5664	5%	6%
<b>Black</b>	23	2%	2189	2%	0%
<b>Other</b>	1	0%	495	1%	0%
<b>Not known</b>	1060				
<b>Total (exc. not known)</b>	1083	100%	113,205	100%	

*N.B Percentages may not sum due to rounding  
Non-specific data included under 'not known'*

**Table 4 – Transactions by Race**

<b>Transactions for Leisure using e+ card - Race 01/04/2015 - 31/03/2016 (Residents of Bracknell Forest only)</b>					
	<b>Leisure transactions</b>	<b>Leisure transactions % (exc. unknown)</b>	<b>BF pop. Census 2011</b>	<b>BF pop. Census 2011 %</b>	<b>Variance</b>
<b>White</b>	74210	93%	102,554	91%	3%
<b>Mixed</b>	624	1%	2303	2%	-1%
<b>Dual Heritage</b>	428	1%	0	0%	1%
<b>Asian</b>	3897	5%	5664	5%	0%
<b>Black</b>	451	1%	2189	2%	-1%
<b>Other</b>	8	0%	495	1%	0%
<b>Not known</b>	66594				
<b>Total (exc. not known)</b>	79618	100%	113,205	100%	

*N.B Percentages may not sum due to rounding  
Non-specific data included under 'not known'*

## Comments

Enrolments and transactions using the e+ card are broadly in line with the population, with the only noticeable variance occurring within the 'White' population with a -5% and the 'Asian' population with +6% in terms of enrolments.

**Table 5 – Enrolments by Sex**

<b>Total enrolments by Sex for Leisure Service 01/04/2015 - 31/03/2016 (Bracknell Forest Residents only)</b>					
<b>Sex</b>	<b>Resident</b>	<b>Leisure transactions % (exc. unknown)</b>	<b>Bracknell Forest population Mid-2015</b>	<b>Bracknell Forest %</b>	<b>Variance</b>
Female	779	55%	60,123	51%	4%
Male	642	45%	58,859	49%	-4%
Unknown	578				
<b>Total</b>	<b>1,999</b>	<b>100%</b>	<b>118,982</b>	<b>100%</b>	

*N.B Percentages may not sum due to rounding*

**Table 6 – Transactions by Sex**

<b>Transactions - Leisure 01/04/2015 - 31/03/2016 (Bracknell Forest residents only)</b>					
<b>Sex</b>	<b>Leisure transactions</b>	<b>Leisure transactions % (exc. unknown)</b>	<b>Bracknell Forest population Mid-2015</b>	<b>Bracknell Forest %</b>	<b>Variance</b>
Female	63,017	58%	60,123	51%	8%
Male	45,266	42%	58,859	49%	-8%
Unknown	37,928				
<b>Total</b>	<b>146,211</b>	<b>100%</b>	<b>118,982</b>	<b>100%</b>	

*N.B Percentages may not sum due to rounding*

## Comments

Enrolments are broadly in line with the population. However, more women than men are completing transactions with the e+ card; this is a continuing trend from the previous year.

**Table 7 – Enrolments by Religion**

<b>Enrolments in e+ card - Leisure 01/04/2015 - 31/03/2016 (Bracknell Forest residents only)</b>					
<b>Religion</b>	<b>Enrolments in e+ card</b>	<b>E+ card %</b>	<b>Bracknell Forest population Census 2011</b>	<b>Bracknell Forest population Census 2011 %</b>	<b>Variance</b>
Christian	407	45%	68,524	65%	-19%
Buddhist	4	0%	825	1%	0%
Hindu	41	5%	1,824	2%	3%
Jewish	2	0%	176	0%	0%
Muslim	22	2%	1276	1%	1%
Sikh	9	1%	455	0%	1%
Other religion	2	0%	490	0%	0%
No religion	408	46%	32184	30%	15%
Prefer not to say	1,248		7451		0%
<b>Total</b>	<b>895</b>	<b>100%</b>	<b>105,754</b>	<b>100%</b>	<b>0%</b>

*N.B Percentages may not sum due to rounding  
Non-specific data included under 'prefer not to say'*

**Table 8 – Transactions by Religion**

<b>Transactions - Leisure 01/04/2015 - 31/03/2016 (Bracknell Forest residents only)</b>					
<b>Religion</b>	<b>Leisure transactions</b>	<b>E+ card %</b>	<b>Bracknell Forest population Census 2011</b>	<b>Bracknell Forest population Census 2011 %</b>	<b>Variance</b>
Christian	14,074	49%	68,524	65%	-15%
Buddhist	13	0%	825	1%	-1%
Hindu	785	3%	1,824	2%	1%
Jewish	238	1%	176	0%	1%
Muslim	121	0%	1276	1%	-1%
Sikh	82	0%	455	0%	0%
Other religion	54	0%	490	0%	0%
No religion	13,091	46%	32184	30%	16%
Prefer not to say	117,751		7451		0%
<b>Total</b>	<b>28,458</b>	<b>100%</b>	<b>105,754</b>	<b>100%</b>	<b>0%</b>

*N.B Percentages may not sum due to rounding  
Non-specific data included under 'prefer not to say'*

**Comments**

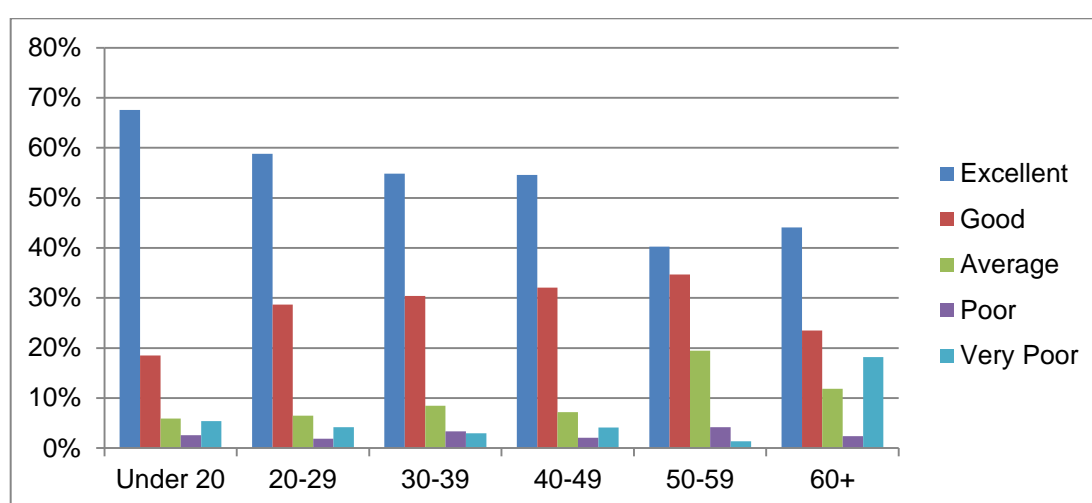
Religious group enrolments and transactions using the e+ card are broadly in line with the population, with only a negative variation with regards to the Christian population and conversely a positive variation for those with no religion. However it should be noted that in comparison with other data groups there is a limited amount of specific data from which to draw conclusions.

### 3. Satisfaction Survey Results

This year's data source included the survey results from two of Bracknell Forest Council's leisure sites; Bracknell Leisure Centre and Coral Reef Waterworld. Changes to key personnel at The Look Out meant that unfortunately no survey results were captured. Users at The Look Out will once again be consulted during 2016/17. A total of 1938 respondents took part in this year's surveys. They provided a representative view about customer satisfaction ratings of the leisure facilities. Both surveys included a specific question about "overall level of satisfaction." In total there were 1650 responses to "customers' overall level of satisfaction" with 1287 respondents going on to answer the questions about equalities monitoring.

#### Satisfaction – by age

The table and chart below show how satisfied people were at Bracknell Leisure Centre and Coral Reef Waterworld by age group.



	Under 20	20-29	30-39	40-49	50-59	60+
Excellent	68%	59%	55%	55%	40%	44%
Good	19%	29%	30%	32%	35%	23%
Average	6%	6%	8%	7%	19%	12%
Poor	3%	2%	3%	2%	4%	2%
Very Poor	5%	4%	3%	4%	1%	18%

*N.B Percentages may not sum due to rounding*

#### Comment

The chart and table represent a total of 1338 respondents' answers. As with last year's stats the "excellent" rating decreases with age whilst the "good" rating increases, the only exception to this is the 60+ category where the trend ends.

It is encouraging however, that with the exception of the 50–59 age group there have been marginal increases in the "excellent" percentages the most significant being the 60+ age group where there has been a 10% increase over last year.

Conversely there has also been a decrease in the number of respondents who rated the leisure services as either "poor" or "very poor". In addition the set of results for the 60+ age group represents a marked improvement on last year when 44% of respondents scored satisfaction as "very poor" in comparison to the 18% this time around.

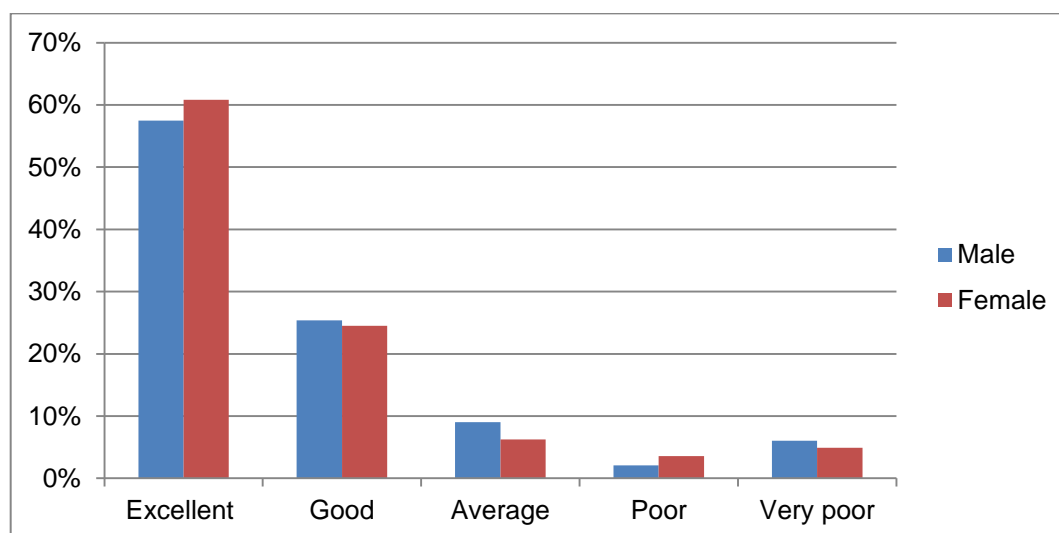


The breakdown of total replies by age group is shown in the table below. The biggest percentage of replies came from the “under 20’s”. The pattern is similar to last year for all of the age groups.

Age - Results Breakdown	
Under 20	540
20-29	216
30-39	237
40-49	147
50-59	72
60+	126

### Satisfaction rates – by sex

The table and chart below show satisfaction rates at Bracknell Leisure Centre and Coral Reef Waterworld by sex.



Satisfaction	Male	Female
Excellent	57%	61%
Good	25%	24%
Average	9%	6%
Poor	2%	4%
Very poor	6%	5%

*N.B Percentages may not sum due to rounding*

### Comment

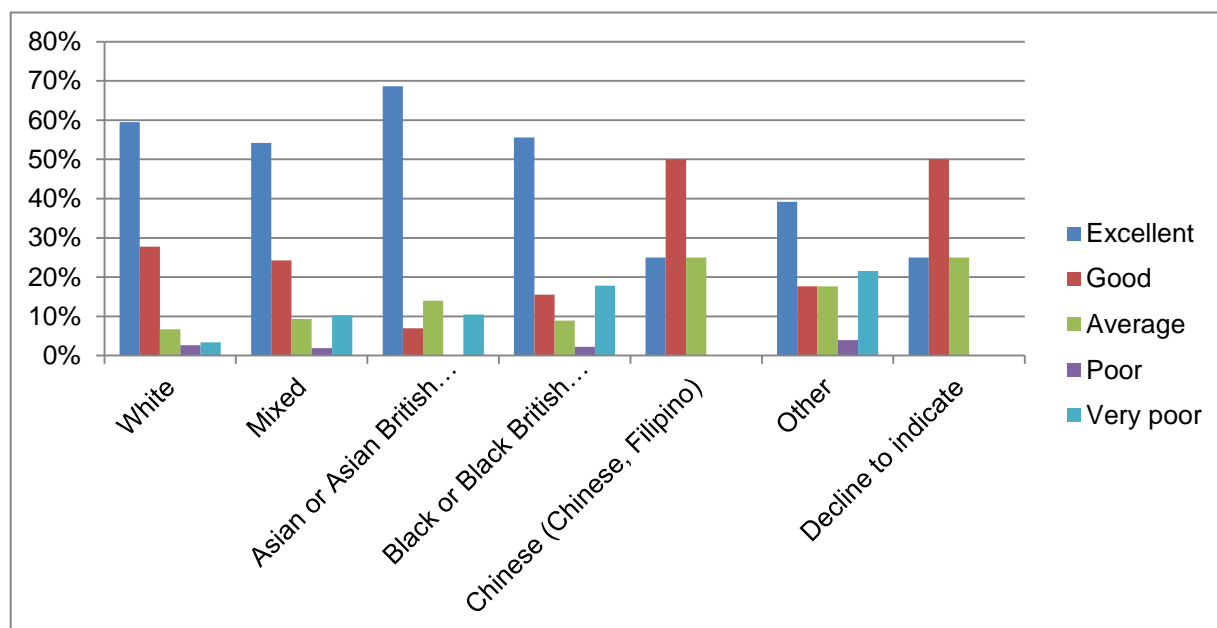
A total of 1356 respondents answered this question. The results indicate similar trends to last year but there are improvements in both the “excellent” and “good” responses, combined with lower scores in “very poor” category. There has been a shift in the sexes (this year to last) in so much as there are now higher “excellent” scores from females than males; last year it was the other way round. 85% of all females and 82% of all males now rate satisfaction as either “good” or “excellent”.

The total number of replies by sex is shown below. 56% of all respondents were male, with 44% being female. This represents a slightly bigger difference than last year when the split was 53% male / 47% female.

Sex - Results Breakdown	
Male	764
Female	592

### Satisfaction rates – by ethnicity

The table below shows satisfaction rates at Bracknell Leisure Centre and Coral Reef Waterworld by ethnicity.



Satisfaction	White	Mixed	Asian or Asian British (Indian, Pakistani, Bangladeshi, Nepali)	Black or Black British (Caribbean, African, Other)	Chinese (Chinese, Filipino)	Other	Decline to indicate
Excellent	60%	54%	69%	56%	25%	39%	25%
Good	28%	24%	7%	16%	50%	18%	50%
Average	7%	9%	14%	9%	25%	18%	25%
Poor	3%	2%	0%	2%	0%	4%	0%
Very poor	3%	10%	10%	18%	0%	22%	0%

*N.B Percentages may not sum due to rounding*

### Comment

A total of 1286 respondents answered this question. From an ethnicity perspective, customers' rate their highest level of satisfaction as "excellent" across nearly all groups, with the Asian and Black groups achieving notable improvements in comparison to last year. Combined satisfaction scores of "excellent" or "good" were 74% or higher for all respondents who indicated a specific ethnic category. There has also been an improvement in most of the "very poor" responses.

While in percentage terms the 'very poor' rating is higher in the 'Black and Other' category than the other categories, this does correspond to quite a small number of people:

- 8 out of 45 (18%) people that have said they were Black or British Black rated as very poor.
- 12 out of 54 (20%) people that said they were Other rated as very poor.

With such small numbers from the Black and Other category it is difficult to explain their ratings, or draw too many conclusions to their choices. With numbers this small, a small unit variance either way would make a large percentage difference.

However it is worth taking into account a significant improvement in these figures over last year:

Respondents that rated their satisfaction as Very Poor:

	2014/15	2015/16
Black/Black British	35%	18%
Other	33%	22%

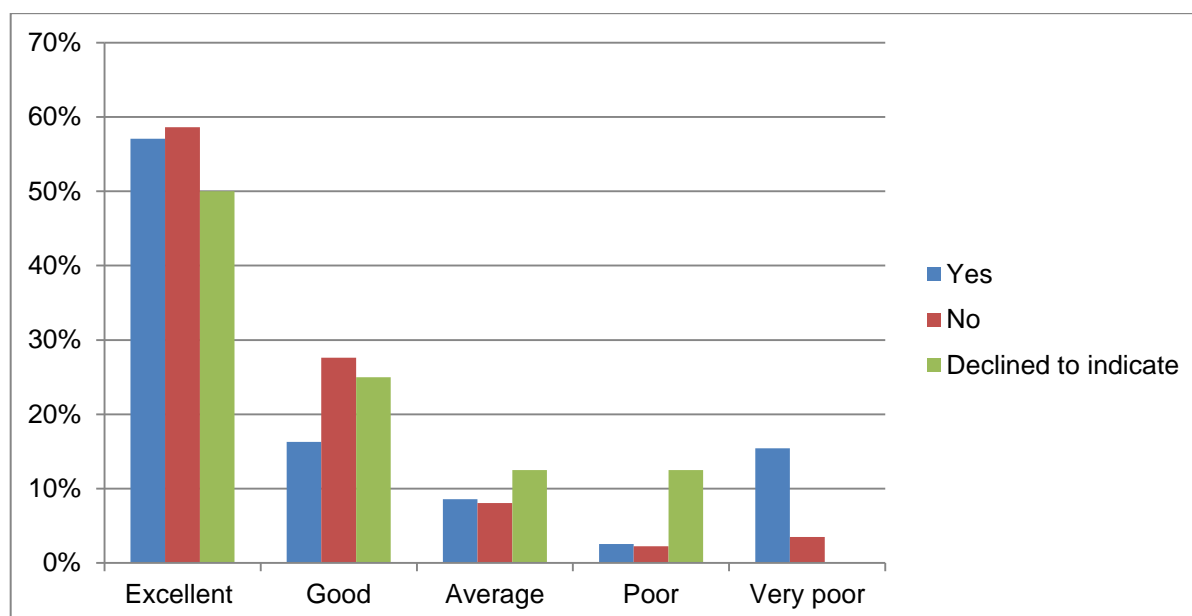
On the back of this it is also worth noting that in 14/15 the Black category had a 55% rate when looking at the Excellent/Good scores, in 15/16 this increased to 72%

The breakdown of total replies is shown below. As with last year White British respondents represented the clear majority (77%).

Ethnicity - Results Breakdown	
White – British	981
Mixed	107
Asian or Asian British (Indian, Pakistani, Bangladeshi, Nepali)	86
Black or Black British (Caribbean, African, other)	45
Chinese (Chinese British)	4
Other ethnic group	51
Do not wish to indicate	12

## Satisfaction rates – Disability

The table and chart below shows satisfaction rates at Bracknell Leisure Centre and Coral Reef Waterworld by those who considered themselves to have impaired ability or a long term condition.



	Yes	No	Declined to indicate
Excellent	57%	59%	50%
Good	16%	28%	25%
Average	9%	8%	13%
Poor	3%	2%	13%
Very poor	15%	3%	0%

*N.B Percentages may not sum due to rounding*

### Comment

A total of 1270 respondents answered the question “do you consider yourself to have any impaired ability or long term physical or mental health issues?” 233 people (18%) declared themselves as having impaired ability or a long term health issue – slightly lower than last year when the result was 22%. Regardless of ability, most people rated their satisfaction as either “excellent” or “good” which represented a marked improvement on last year.

There was also a significant improvement in the percentage of respondents with an impaired ability who rate their satisfaction level as very poor (15%). Last year’s score in this category was 25%.

Leisure services implement high levels of Disability Discrimination Act (DDA) compliancy across all sites and continued to deliver several access improvements during 2015/16.

The breakdown of total replies is shown below.

Disability - Results Breakdown	
Yes	233
No	1029
Do not wish to indicate	8

## 4. Performance

### Leisure Saver Scheme

The Leisure Saver Scheme is free to join and offers considerable savings (on average 70%) off the cost of specific activities at Bracknell Leisure Centre, Edgbarrow Sports Centre, Sandhurst Sports Centre and Downshire Golf Complex.

In order to qualify for the Leisure Saver Scheme applicants must live in the borough of Bracknell Forest and be in receipt of one or more of the following:

- Housing Benefit
- Council Tax Benefit
- Income Support
- Jobseeker's Allowance (income based)

### LO20 – Number of People enrolled in the Leisure Saver Scheme

Ind Ref	Short Description	2013/14	2014/15	2015/16
L020	Number of people enrolled in the Leisure Saver Scheme (Quarterly)	564	544	560

The total number of enrolments rose by 16 compared to the previous year (a 2.9% change), bringing the total number back to similar levels in 2013/14. No firm conclusions can really be drawn to explain the percentage change.

## 5. Actions from last year's report

Leisure once again achieved higher than expected consultation replies from the combined set of BME respondents.

There have been significant improvements in satisfaction levels across all parameter groups within Leisure during 2015/16, which were hopefully a reflection of the section's commitment to customer service initiatives during the year. These initiatives included expanded staff training opportunities, re-designing of services and programming at Bracknell Leisure Centre and clear consultation / engagement / communication with the public concerning the future for Coral Reef.

Looking forwards, with Coral Reef closing for refurbishment during 2016/17 there will not be any user satisfaction surveys conducted for that facility to count towards next year's report. We will however still be able to draw on data received from other leisure sites.