

# Equalities Monitoring – Services

## Appendix H – Leisure

**Annual Report - 2013-14**



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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
- 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 (1/04/13 to 31/03/14)

Opinion meter – electronic satisfaction system (*conducted from 4<sup>th</sup> February 2014 to 4<sup>th</sup> March 2014.*)

## 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 460 in the year; transactions were 17643 in the year.

**Table 1 – Enrolments by age**

<b>Enrolments in e+ card – Leisure - Age 01/04/2013 - 31/03/2014</b> <i>(Bracknell Forest residents only)</i>					
<b>Age Range</b>	<b>Enrolments in e+ card</b>	<b>E+ card %</b>	<b>Bracknell Forest population Mid-2013</b>	<b>Bracknell Forest population Mid-2013 %</b>	<b>Variance</b>
Under 18	564	21.7%	27389	23.4%	-1.7%
18 to 34	881	33.9%	25397	21.8%	12.1%
35 to 49	558	21.5%	27220	23.4%	-1.9%
50 to 64	427	16.4%	21004	18.0%	-1.6%
65 to 79	144	5.5%	11560	10.0%	-4.5%
over 80	20	1.0%	3997	3.4%	-2.4%
<b>Total</b>	<b>2,594</b>	<b>100.0%</b>	<b>116567</b>	<b>100.0%</b>	<b>0.0%</b>

*N.B. Source: Population Estimates Unit, Office for National Statistics (ONS): Crown Copyright June 2013*

*Percentages do not sum due to rounding*

**Table 2 – Transactions by age**

<b>Transactions – Leisure - Age 01/04/2013 - 31/03/2014</b> <i>(Bracknell Forest residents only)</i>					
<b>Age Range</b>	<b>Leisure transactions</b>	<b>Leisure transactions %</b>	<b>Bracknell Forest population Mid-2013</b>	<b>Bracknell Forest population Mid-2013 %</b>	<b>Variance</b>
Under 18	5,484	4.8%	27389	23.4%	-18.6%
18 to 34	36,638	32.2%	25397	21.8%	10.4%
35 to 49	31,156	27.3%	27220	23.4%	3.9%
50 to 64	23,370	20.5%	21004	18.0%	2.5%
65 to 79	15,996	14.0%	11560	10.0%	4.0%
over 80	1,075	1.0%	3997	3.4%	-2.4%
<b>Total</b>	<b>113,719</b>	<b>100.0%</b>	<b>116567</b>	<b>100.0%</b>	<b>0.0%</b>

*N.B. Source: Population Estimates Unit, ONS: Crown Copyright June 2013*

*Percentages do not sum due to rounding*

## **Comments**

This year the proportion of enrolments for the e+ card for those aged under 18 years has fallen below the proportion of under 18 in the Bracknell Forest population, (21.7% versus 23.4%). There is also an apparent lower level of under 18s who used the leisure centre using the e+ card, but given that many of the transactions for this age group are often one-off course enrolments as opposed to pay-as-you-go transactions the statistics can appear to be skewed.

As seen in previous years there is a higher proportion of residents in the 18-34 range (12.1% more) who enrolled. This is usually because people 18 and over apply for the card for proof of age rather than specifically for leisure. However the level of

transactions from this age group was also 10.4 % higher than the population average which appears to indicate that this age group are more active in Leisure than might be expected.

Enrolments for the 35 to 80+ age groups are all slightly lower than that of the Bracknell Population %; however, transactions for these age groups are broadly in line with the population.

**Table 3 – Enrolments by Race**

<b>Enrolments in e+ card for Leisure – Race 01/04/2013 - 31/03/2014</b> (Residents of Bracknell Forest only)					
	<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>	1554	89.8%	102,554	90.6%	-0.8%
<b>Mixed</b>	41	2.4%	2303	2.0%	0.4%
<b>Asian</b>	113	6.5%	5664	5.0%	1.5%
<b>Black</b>	21	1.2%	2189	1.9%	-0.7%
<b>Chinese/Other</b>	2	0.1%	495	0.5%	-0.4%
<b>Total (exc. not known)</b>	1731	100%	113,205	100%	

*N.B. Source: ONS - Census 2011  
Percentages do not sum due to rounding*

**Table 4 – Transactions by Race**

<b>Transactions for Leisure using e+ card – Race 01/04/2013 - 31/03/2014</b> (Residents of Bracknell Forest only)					
	<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>	65795	92.1%	102554	90.6%	1.5%
<b>Mixed</b>	897	1.3%	2303	2.0%	-0.7%
<b>Asian</b>	3290	4.6%	5664	5.0%	-0.4%
<b>Black</b>	931	1.3%	2189	1.9%	-0.6%
<b>Chinese/Other</b>	529	0.7%	495	0.5%	0.2%
<b>Total (exc. not known)</b>	71442	100%	113205	100%	

*N.B. Source: ONS - Census 2011  
Percentages do not sum due to rounding*

### **Comments**

Enrolments and transactions using the e+ card are broadly in line with the population.

**Table 5 – Enrolments by Sex**

<b>Enrolments in e+ card for Leisure – sex 01/04/2013 - 31/03/2014</b> <i>(Residents of Bracknell Forest only)</i>					
<b>Sex</b>	<b>Resident</b>	<b>Leisure Enrolments%</b>	<b>Bracknell Forest population Mid-2013</b>	<b>Bracknell Forest</b>	<b>Variance %</b>
Female	1,036	54%	58,657	50%	4%
Male	872	46%	57,910	50%	-4%
<b>Total</b>	<b>1908</b>	<b>100%</b>	<b>116,567</b>	<b>100%</b>	

**Table 6 – Transactions by Sex**

<b>Transactions for Leisure using e+ card – sex 01/04/2013 - 31/03/2014</b> <i>(Residents of Bracknell Forest only)</i>					
<b>Sex</b>	<b>Leisure transactions</b>	<b>Leisure transactions %</b>	<b>Bracknell Forest population Mid-2013</b>	<b>Bracknell Forest %</b>	<b>Variance %</b>
Female	49,195	50%	58,657	50%	0%
Male	49,717	50%	57,910	50%	0%
<b>Total</b>	<b>98,912</b>	<b>100%</b>	<b>116,567</b>	<b>100%</b>	

**Comments**

Enrolments and transactions are broadly in line with the population. However, slightly more women than men are enrolling for the e+ card.

**3. Satisfaction Survey Results**

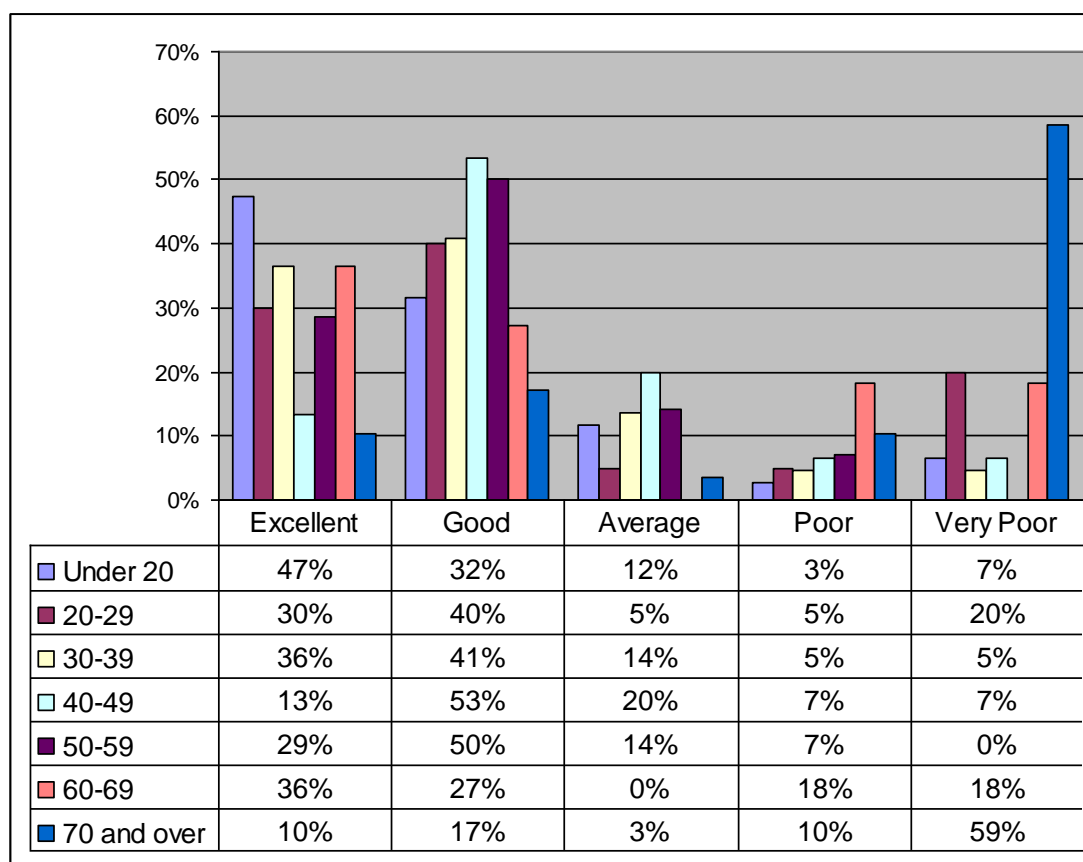
Bracknell Leisure Centre (BLC) has an annual footfall of approximately 650,000 users. The centre conducted their annual general survey between 11<sup>th</sup> February and 4<sup>th</sup> March 2014. This year customers' were asked about their preferred communication methods as well as levels of satisfaction and equalities monitoring.

Sadly, this survey captured only 229 valid responses, with approximately 180 going on to complete the equality monitoring questions, which is a response rate (approx 0.085%) against the total footfall through Bracknell Leisure Centre.

To overcome this we run facility-specific surveys (e.g. gym, spa, crèche, pools and courses) throughout the year to ensure our standards remain as high as possible.

## Satisfaction – by age

The table and chart below show how satisfied people were by age group.



*N.B Percentages do not sum exactly due to rounding*

### Comment

The graph shows the main satisfaction rating was “Good” for all the age categories except the Under 20’s and 60-69’s who gave “Excellent”. The Over 70’s rated their level of satisfaction as “Very Poor”. What is unclear from the statistics is just how many respondents fell inside the 70 and over age category. Of the total 180 respondents only 29 said they were 70 and over, 17 of these rated ‘very poor’.

This could be related to the fact that BLC had started to put up notices at the end of February/early March giving a months notice about the annual price changes (which commenced on 1<sup>st</sup> April) and a change to the purchase options of swim season tickets. The change involved moving from 6 month season tickets to 1 month or 12 months options - albeit with more swimming sessions available for its use. We know that any form of change is initially viewed as unwelcome.

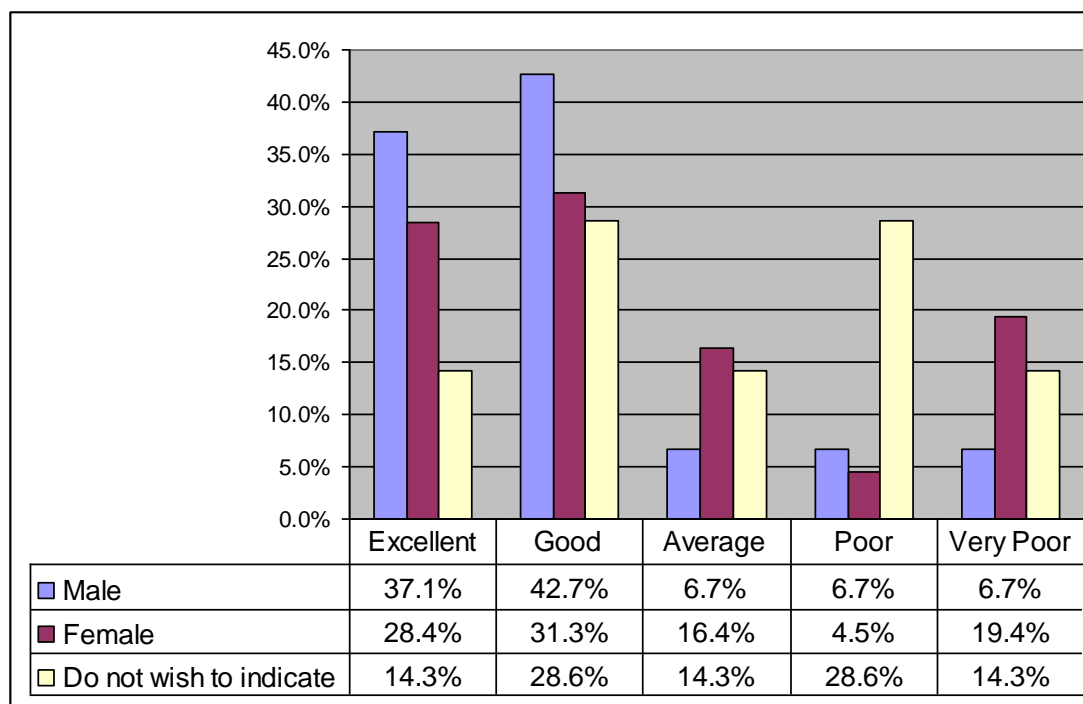
In addition to this the results could be a reflection of the changes to age groups eligible for discounted rates rising in line with government changes to the pension’s scheme. *Increase in State Pension age from 66 to 67 under the Pensions Act 2014.*

### Age – Results Breakdown

Under 20	76
20-29	20
30-39	23
40-49	15
50-59	14
60-69	11
70+	29

## Satisfaction rates – by sex

The table and chart below show satisfaction rates by sex.



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

### Comment

The main rating for overall satisfaction across all categories was 'Good' for both men and women - although men seemed to be slightly more satisfied than women if the score for 'Excellent' and 'Good' are combined. This is a similar finding to the last 2 years. The women had a more even spread across the rating categories.

Compared to last year the values for 'Poor' or 'Very Poor' are slightly higher. This could be connected to some operational emergencies which occurred in February when facilities had to be closed for a few hours due to unexpected flooding, or could also be a reflection of the changes mentioned in the previous section.

### Results Breakdown - sex

Male **89**  
 Female **67**  
 Do not wish to indicate **25**



## Satisfaction – by ethnicity

The table below shows how satisfied people were by ethnicity.

	Excellent	Good	Average	Poor	Very Poor
White - British	35.8%	47.4%	9.5%	3.2%	4.2%
White - Other	33.3%	33.3%	22.2%	0.0%	11.1%
Black - Caribbean	0.0%	0.0%	0.0%	0.0%	0.0%
Black - African	26.1%	26.1%	0.0%	4.3%	43.5%
Black - Other	41.7%	0.0%	8.3%	16.7%	33.3%
Chinese	16.7%	8.3%	25.0%	8.3%	41.7%
Asian	45.5%	9.1%	9.1%	9.1%	27.3%
Other	20.0%	40.0%	40.0%	0.0%	0.0%
Not stated	33.3%	22.2%	0.0%	22.2%	22.2%

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

### Comment

Overall the “White British & White Other” (104 responses, equating to 45%) gave ratings of ‘Average’ or above. In contrast, the BME group as a whole (63 respondents, equating to 27%) gave ratings across all categories and were more polarised. “Other” and “do not wish to indicate” made up 14 respondents.

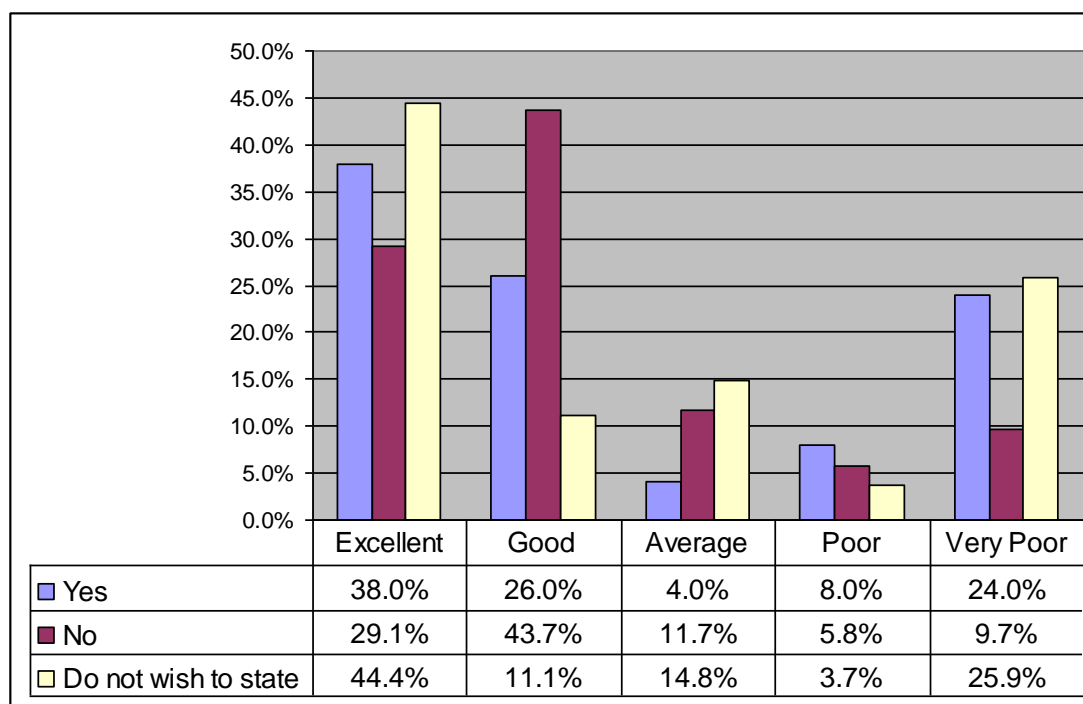
However, it is possible that many of these BME responses were pre-dominantly collected on Friday afternoons when the Forest Suite is used for Jumma prayer meetings and over 120 people attend. As a result the building is temporarily put under strain in terms of car parking, toilets and café queues.

### Ethnicity Results Breakdown

White - British	95
White- Other	9
Black - Caribbean	0
Black - African	23
Black - Other	12
Chinese	12
Asian	11
Other	5
Do not wish to indicate	9

## Satisfaction – by disability

The table and chart below show how satisfied people were by disability.



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

### Comment

There were 50 respondents who stated yes to the statement about having a disability or long term health issue. 50 out of 180 respondents, represents approximately 28% of all responses. Of those 50 respondents 64% of these rated their satisfaction of BLC as 'Good' or 'Excellent'. 24% of those 50 people gave 'Very Poor' ratings which are somewhat disappointing but this could be related to the few outstanding accessibility items we are working hard to improve including heavy entry doors and high reception counter.

Satisfaction ratings seem to have dropped (from 77% to 64%) compared to last year for people who answered 'yes' to the statement about having a disability or long term health issue. Apart from the on-going Centre improvements already mentioned, a factor could be the change in service delivery of the Leisure & Well Being Team who now offers their support services to anyone in the community. The result is that their provision is spread even wider.

### Disability

Yes	50
No	103
Do not wish to indicate	27

## 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
- Job Seeker's Allowance (income based)

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

Ind Ref	Short Description	2011/12	2012/13	2013/14	Target 2014/15
L020	Number of people enrolled in the Leisure Saver Scheme (Quarterly)	501	569	564	520

The slight decrease this year compared to last year may be due to the senior entitlement age going up to 62 this year so fewer people qualifying. However the target for 13/14 was 520.

Thus the actual figure of 564 continues the trend from last year with more school leavers who have yet to find themselves in employment, those who have been made redundant through shop closures/office moves in the town centre as part of the regeneration project, enrolling on the scheme. However we are unable to draw any firm conclusions.

## 5. Actions from last year's equalities monitoring

We are always keen to receive responses from people of BME groups and ensure that our facilities are equally accessible, used and representative of the demographic breakdown of Bracknell Forest Council. Thus, this year's relatively high number of responses 27% from Black & Minority Ethnic groups compared to 13.8% last year is good news.

The report this year does not contain any recommendations since the findings did not support any.