

Equalities Monitoring – Services

G – Leisure

Annual Report 2018/19



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1. Introduction

The council's leisure facilities provide a wide range of leisure activities and include one sport and leisure centre with both wet and dry facilities, a leisure pool visitor attraction and a golf complex.

To access two of these sites, Bracknell Leisure Centre and 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 or Belief

When enough 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 (1/04/18 to 31/03/19).

Survey data – undertaken by Everyone Active at two leisure sites (Bracknell Leisure Centre and Downshire Golf Complex) from April 2018 onwards.

Office for National Statistics (ONS) population estimates unit published tables mid 2018. Crown copyright.

Office for National Statistics (ONS) - Census 2011.

2. Equality Objectives & Planning

The council has a general duty under the Equality Act to pay due regard to three key equality objectives:

1. Eliminate discrimination, harassment and victimisation
2. Advance equality of opportunity between those who share relevant protected characteristics and those who do not
3. Foster good relations between those who share a relevant protected characteristic and those who do not

As of 1st March 2018, the council's key leisure sites, Bracknell Leisure Centre, Coral Reef Waterworld and Downshire Golf Complex are operated by the council's leisure partner, Everyone Active.

The leisure management contract in place between the council and Everyone Active requires Everyone Active to adopt a pro-active approach to managing Equalities, ensuring that facilities and services are accessible to as wide a range of the population as possible.

Everyone Active are a nationwide leisure management company, currently operating in the region of 200 leisure sites for mainly local authority clients. As such they have developed a pro-active approach to ensuring that they meet the equality requirements that each client has:

Everyone Active - Diversity and Inclusivity Report

Everyone Active believe that opportunities should be open to all and is committed to providing services which embrace inclusivity, diversity and promote equality of opportunity. Our goal is to ensure that these commitments, reinforced by our values are embedded into our day to day working practices with all our customers, colleagues and partners.

Everyone Active aims to...

- Provide equality of opportunity to all customers to participate in sport and leisure activities at all levels whether as a customer using our services for the first time, or as a member or club member who use our centre facilities on a regular basis. We do not discriminate on the grounds of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex or sexual orientation.
- Develop a culture that enables and values involvement of all, embedding and promoting the principles of equality and fairness through delivery of inclusive sport and leisure programmes.
- Create an environment in which all have equal opportunities to learn or participate in sport or leisure activities.
- Provide services in a way that is fair to everyone and ensures that all customers and colleagues are not disadvantaged by imposing any unreasonable conditions.

Everyone Active will achieve this by...

- Promoting equality of opportunity and diversity within the communities in which we work by facilitating local authorities' leisure strategy and sport development aims.

- Ensuring our activity programmes reflect the diversity and needs of the community which is served.
- Provide value for money activities to ensure equality of opportunity as far as possible.
- Implement and develop in partnership with our local authority clients, concessionary pricing and membership for socio-economic target groups.
- Create an environment which is both safe and fun for all ages, where participants are supported and talent can grow.
- Providing where reasonably practicable building access and equipment.
- Communicate effectively with underrepresented groups using website and promotional material that reflects target groups and local diversity.
- Monitoring customer participation and feedback to identify and develop opportunities for continuous improvement.
- Uphold our Equal Opportunities Policy, supported by equality and diversity awareness training for our managers and colleagues.
- Developing a workforce which reflects our customer base within the diverse communities in which we work.
- Train colleagues on etiquette and awareness in dealing with customers.
- Providing training in audit accessibility for key regional managers to ensure delivery of reasonable adjustments to buildings and services we manage and provide.

Everyone Active works in a variety of communities and with diverse demographics, from rural Suffolk to central London.

We collect data from our users on an annual basis to ensure that we remain inclusive and accessible to all and that we are also promoting the relevant services to our community.

Our communications activity in each area reflects what is important to people in that community. It is important that the services we offer and promote are relevant to our customers.

We also work with the English Federation of Disability Sport/ Activity Alliance to ensure all our communications use language that is inclusive and accessible.

3. Monitoring

Access to Services

Access to the leisure service can be measured by enrolments and transactions using the e+ smartcard at two 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 below is for residents of Bracknell Forest only. Enrolments for access to leisure facilities by non-residents were 1188 over the year; transactions were 16,603 over the year.

Table 1 – Enrolments by age

Enrolments in e+ card - Leisure 01/04/2018 - 31/03/2019 (Bracknell Forest residents only)					
Age Range	Enrolments in e+ card	E+ card %	Bracknell Forest population Mid-2018	Bracknell Forest population Mid-2018%	Variance
Under 18	687	30%	28336	23%	7%
18 to 34	698	30.5%	24855	20.5%	10%
35 to 49	504	22%	27213	22%	0%
50 to 64	302	13%	23680	19.5%	-6.5%
65 to 79	89	4%	12980	11%	-7%
over 80	7	0.5%	4612	4%	-3.5%
Total	2,287	100%	121676	100%	

N.B Percentages may not sum due to rounding

Table 2 – Transactions by age

Transactions - Leisure 01/04/2018 - 31/03/2019 (Bracknell Forest residents only)					
Age Range	Leisure transactions	Leisure transactions %	Bracknell Forest population Mid-2018	Bracknell Forest population Mid-2018%	Variance
Under 18	7,579	9.5%	28336	23%	-13.5%
18 to 34	9,236	11%	24855	20.5%	-10.6%
35 to 49	19,009	23%	27213	22%	1%
50 to 64	21,615	26.5%	23680	19.5%	7%
65 to 79	22,017	27%	12980	11%	16%
over 80	2,664	3%	4612	4%	-1%
Total	82,120	100%	121676	100%	

N.B Percentages may not sum due to rounding

Comments

It is worth noting that e+ transactions recorded during the year are lower than in previous years. From March 2018 management of the leisure sites was transferred to the council's new leisure partner, Everyone Active. This transfer meant that the leisure management software systems were changed to Everyone Active's system, to which the e+ functionality needed to be integrated. Bracknell Leisure Centre received £2.8 million of investment to improve a range of facilities on site. This work commenced in Summer 2018 and was significant in nature. This had the effect of transactions not being as robustly recorded as previously, as emphasis was on ensuring access to facilities while the works were ongoing. Since the works have concluded the e+ transaction numbers are recovering as systems returned to normal.

The proportion of enrolments in comparison to population is notably higher in the under 18 and 18-34 age groups. As with previous years it is felt this is most likely the result of those residents e+ card as a proof of age card.

Transactions are considerably reduced in the under 18 age group in comparison to the population, whilst groups 35-79 are 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

Enrolments in e+ card for Leisure - Race 01/04/2018 - 31/03/2019 (Residents of Bracknell Forest only)					
	Resident	% (exc. 'unknown')	BF pop. Census 2011	BF pop. Census 2011 %	Variance
White	606	85.6%	102,554	90.5%	-4.5%
Mixed	15	2%	2303	2%	0%
Dual Heritage	0	0%	0	0%	0%
Asian	63	9%	5664	5%	4%
Black	16	2%	2189	2%	0%
Other	2	0%	495	0.5%	-0.5%
Not known/Prefer not to say	1585				
Total (exc. not known)	702	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

Transactions for Leisure using e+ card - Race 01/04/2018 - 31/03/2019 (Residents of Bracknell Forest only)					
	Leisure transactions	Leisure transactions % (exc. unknown)	BF pop. Census 2011	BF pop. Census 2011 %	Variance
White	29516	93%	102,554	91%	2%
Mixed	242	1%	2303	2%	-1%
Dual Heritage	136	0.5%	0	0%	0.5%
Asian	1256	4%	5664	5%	-1%
Black	305	1%	2189	2%	-1%
Other	137	0.5%	495	1%	-0.5%
Not known/Prefer not to say	50524				
Total (exc. not known)	31592	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 split.

The number of people choosing not to state their race is notably high. With such a low proportion of card holders choosing to state their race, it is difficult to draw many conclusions in this area.

Table 5 – Enrolments by Sex

Total enrolments by Gender for Leisure Service 01/04/2018 - 31/03/2019 (Bracknell Forest Residents only)					
Gender	Resident	Leisure transactions % (exc. unknown)	Bracknell Forest population Mid-2018	Bracknell Forest %	Variance
Female	1,147	50.25%	61,251	50%	0.25%
Male	1,135	49.75%	60,425	50%	-0.25%
Unknown	5				
Total	2282	100%	121,676	100%	

N.B Percentages may not sum due to rounding

Table 6 – Transactions by Sex

Transactions - Leisure 01/04/2018 - 31/03/2019 (Bracknell Forest residents only)					
Gender	Leisure transactions	Leisure transactions % (exc. unknown)	Bracknell Forest population Mid-2018	Bracknell Forest %	Variance
Female	38,457	53%	61,251	50%	3%
Male	34,142	47%	60,425	50%	-3%
Unknown	9,520				
Total	72,599	100%	121,676	100%	

N.B Percentages may not sum due to rounding

Comments

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

Table 7 – Enrolments by Religion

Enrolments in e+ card - Leisure 01/04/2018 - 31/03/2019 (Bracknell Forest residents only)					
Religion	Enrolments in e+ card	E+ card %	Bracknell Forest population Census 2011	Bracknell Forest population Census 2011 %	Variance
Christian	22	30%	68,524	65%	-35%
Buddhist	2	2.75%	825	1%	1.75%
Hindu	5	7%	1,824	2%	5%
Jewish	0	0%	176	0%	0%
Muslim	4	5.5%	1276	1%	4.5%
Sikh	1	1.25%	455	0%	1.25%
Other religion	0	0%	490	0%	0%
No religion	39	53.5%	32184	30%	23.5%
Prefer not to say	1,970		7451		
Total	73	100%	105,754	100%	

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

Table 8 – Transactions by Religion

Transactions - Leisure 01/04/2018 - 31/03/2019 (Bracknell Forest residents only)					
Religion	Leisure transactions	E+ card %	Bracknell Forest population Census 2011	Bracknell Forest population Census 2011 %	Variance
Christian	5,489	53.5%	68,524	65%	-11.5%
Buddhist	28	0.25%	825	1%	-0.75%
Hindu	173	1.75%	1,824	2%	-0.25%
Jewish	56	0.5%	176	0%	0.5%
Muslim	17	0%	1276	1%	-1%
Sikh	42	0.5%	455	0%	0.5%
Other religion	18	0%	490	0%	0%
No religion	4,428	43%	32184	30%	13%
Prefer not to say	60,043		7451		0%
Total	10,251	100%	105,754	100%	0%

*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 the key negative variation relating to the Christian population, and conversely a positive variation for those with no religion.

As with the statistics for Race, it is worth noting that increased numbers are choosing not to state their religion. Most enrollers have chosen not to reveal this information.

With such a low proportion of card holders choosing to state their religion, it is difficult to draw many conclusions in this area.

Satisfaction Survey Results

The council's key leisure sites (Bracknell Leisure Centre, Coral Reef Waterworld and Downshire Golf Complex) were transferred to the council's new leisure partner, Everyone Active, from March 2018.

As part of the leisure management contract Everyone Active are required to ensure equal opportunity for all, and to collate data in respect of equality monitoring.

Their methods of data collection differ from that which was primarily used when the facilities were directly managed by the council. Everyone Active gather the data from customer contacts, whether signed up to newsletters, or are members. At this stage they have not gathered data from Coral Reef, as the make-up of Coral Reef's customer base is generally more casual, and without member contacts. This is something that Everyone Active are looking into for future years.

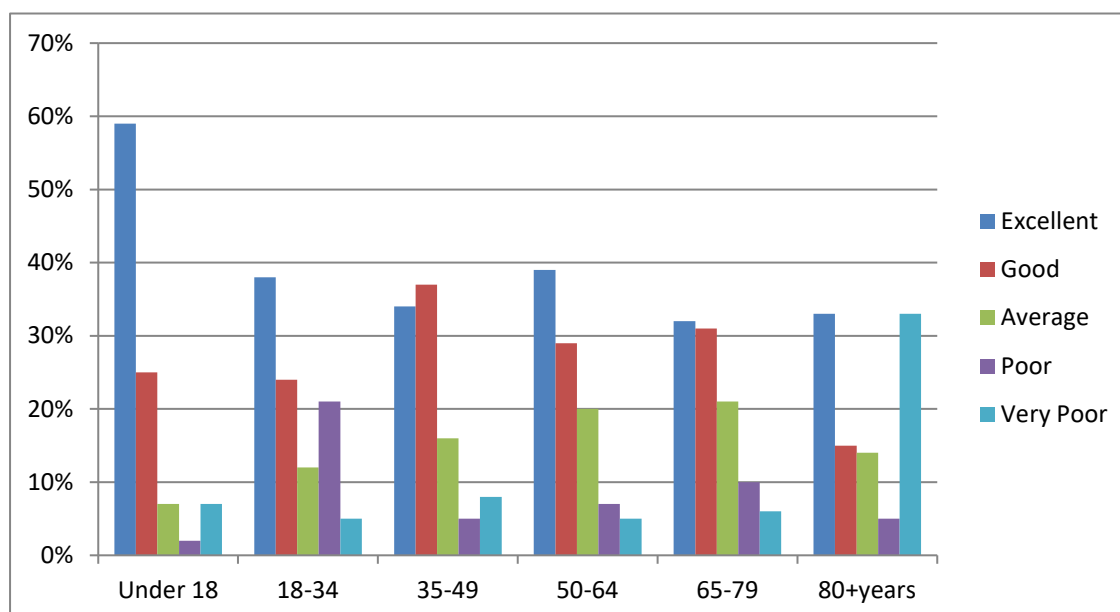
Consequently, the following data is sourced from customers at Bracknell Leisure Centre and Downshire Golf Complex.

Satisfaction by demographic Survey Results

This year's data source included the survey results from two of Bracknell Forest Council's leisure sites; Bracknell Leisure Centre and Downshire Golf Complex. A total of 2,355 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 regarding "overall level of satisfaction."

Satisfaction by age.

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



Satisfaction	Under 18	18-34	35-49	50-64	65-79	80+years
Excellent	59%	38%	34%	39%	32%	33%
Good	25%	24%	37%	29%	31%	15%
Average	7%	12%	16%	20%	21%	14%
Poor	2%	21%	5%	7%	10%	5%
Very Poor	7%	5%	8%	5%	6%	33%

N.B Percentages may not sum due to rounding

The chart and table represent a total of 2,355 respondents' answers. The most significant observations from the data shows that the "excellent" rating is fairly consistent across all categories, with the exception of the under 18 category which similarly to previously years remains notably higher than the other categories.

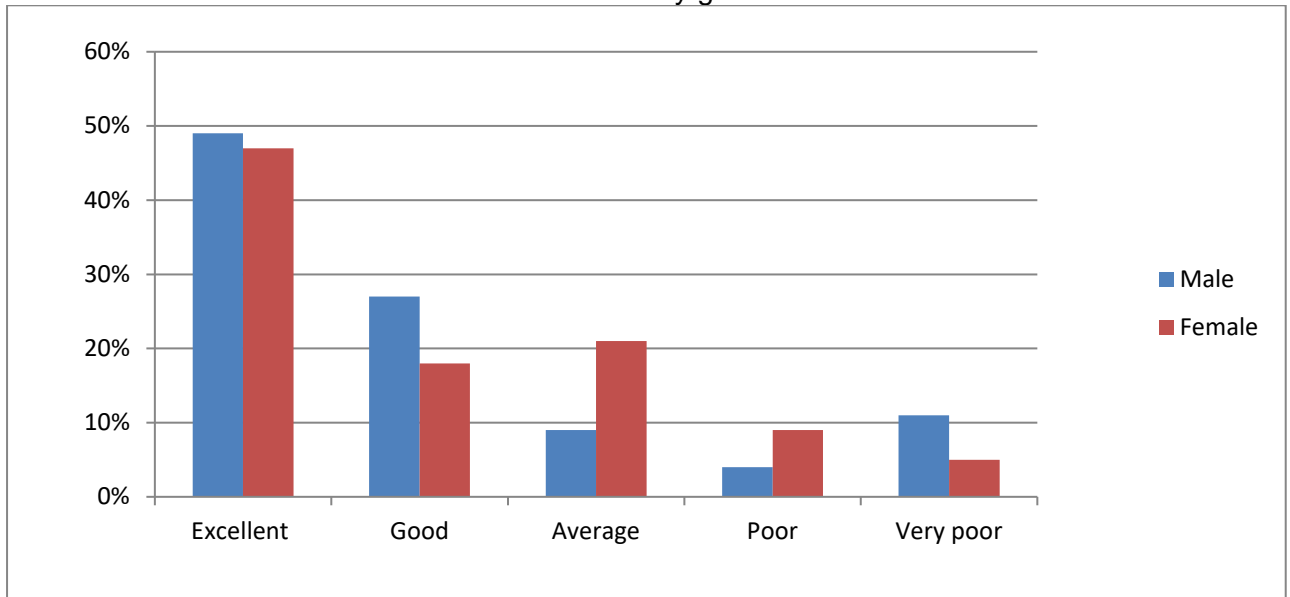
From 80+ years there is a split between the ratings at opposite ends of the scale with 33% (10% higher than last year) saying excellent and 33% saying very poor (an improvement of 16% on last year).

The breakdown of total replies by age group is shown in the table below. The biggest percentage of replies came from the "under 18's". The pattern is similar to previous years for all the age groups and further information on these results can be found below – see Reasons for Dissatisfaction.

Age - Results Breakdown	
Under 18	1055
18-34	337
35-49	378
50-64	211
65-79	116
80+ years	258

Satisfaction by gender.

The table and chart below show satisfaction rates by gender.



Satisfaction	Male	Female
Excellent	49%	47%
Good	27%	18%
Average	9%	21%
Poor	4%	9%
Very poor	11%	5%

N.B Percentages may not sum due to rounding.

A total of 2,204 respondents chose to answer this question. As can be seen on the chart the major satisfaction rating for both males & females was 'excellent' with men just slightly more satisfied than women.

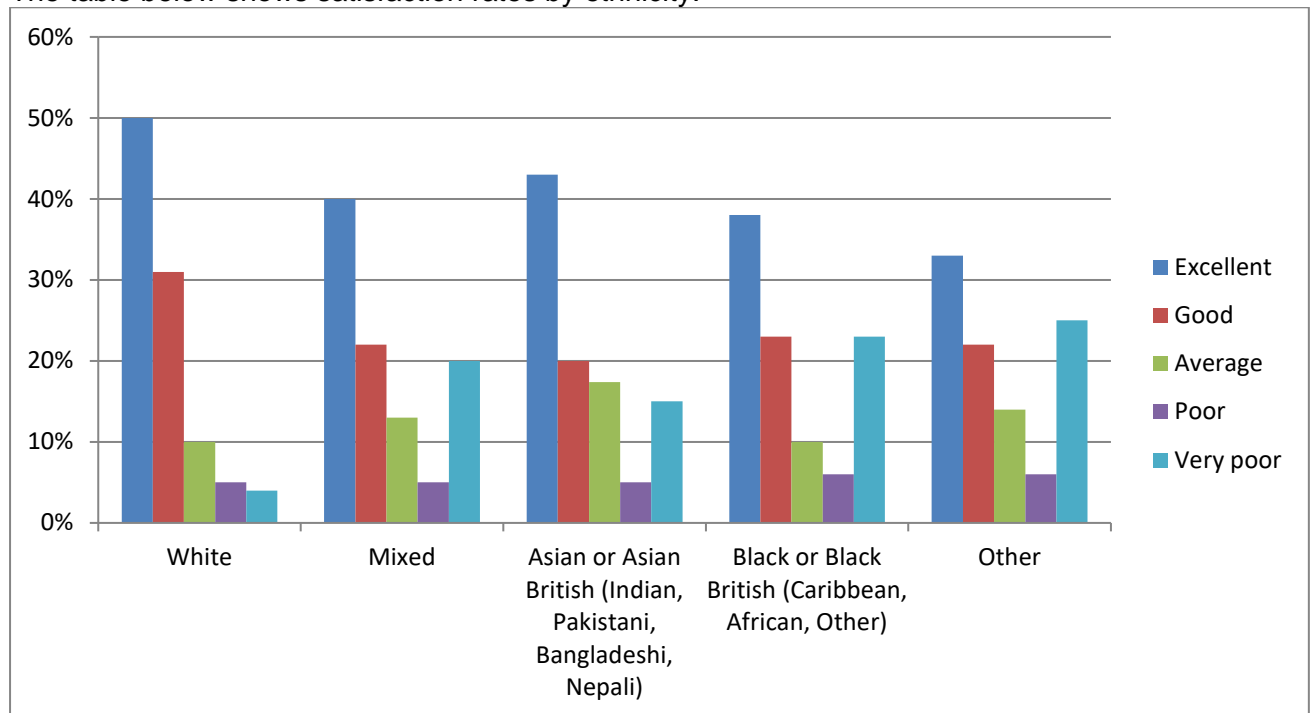
There has been a slight shift in in the level of female satisfaction compared to last year with 18% voting good (12% lower than last year) and 21% voting average (a change on last year's 15%). We can also see an improvement of 6% on last year against females who felt the overall service was very poor.

The breakdown of total replies by age group is shown in the table below.

Gender - Results Breakdown	
Male	1182
Female	1022

Satisfaction by ethnicity

The table below shows satisfaction rates by ethnicity.



Satisfaction	White	Mixed	Asian or Asian British (Indian, Pakistani, Bangladeshi, Nepali)	Black or Black British (Caribbean, African, Other)	Other
Excellent	50%	40%	43%	38%	33%
Good	31%	22%	20%	23%	22%
Average	10%	13%	17%	10%	14%
Poor	5%	5%	5%	6%	6%
Very poor	4%	20%	15%	23%	25%

N.B Percentages may not sum due to rounding

A total of 2,263 respondents chose to answer our question based on ethnicity.

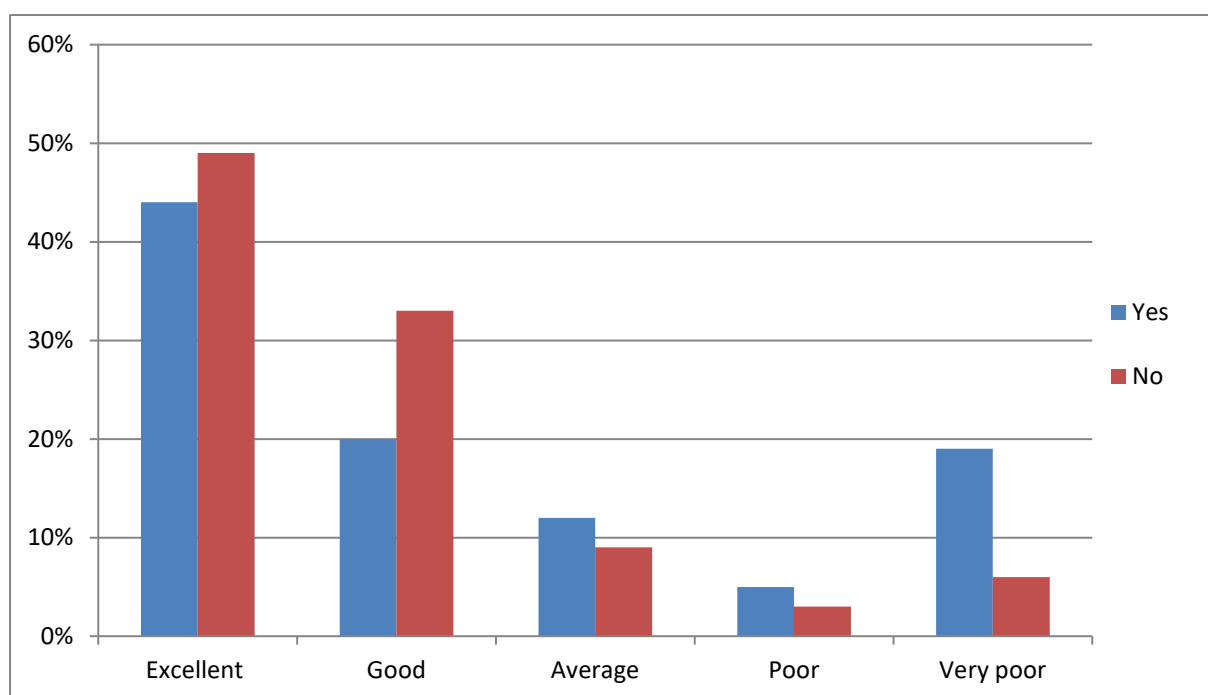
From an ethnicity perspective, customers rate their highest level of satisfaction as “excellent” across nearly all groups, with the Asian and Black groups achieving notable improvements in comparison to last year. There has also been an improvement in the “very poor” responses across all groups since last year.

The breakdown of total replies is shown below. As with last year White British respondents represented the clear majority (50%).

Ethnicity - Results Breakdown	
White – British	1538
Mixed	194
Asian or Asian British (Indian, Pakistani, Bangladeshi, Nepali)	365
Black or Black British (Caribbean, African, other)	67
Other ethnic groups	99

Satisfaction by Disability

The table and chart below show satisfaction rates by those who considered themselves to have a disability or long-term condition.



Satisfaction	Yes	No
Excellent	44%	49%
Good	20%	33%
Average	12%	9%
Poor	5%	3%
Very poor	19%	6%

N.B Percentages may not sum due to rounding

A total of 2,199 respondents answered the question “do you consider yourself to have any impaired ability or long term physical or mental health issues?” 589 people declared themselves as having impaired ability or a long-term health issue. Regardless of ability, most people rated their satisfaction as either “excellent” or “good” which represented a continued year on year improvement.

The breakdown of total replies is shown below.

Disability - Results Breakdown	
Yes	589
No	1610

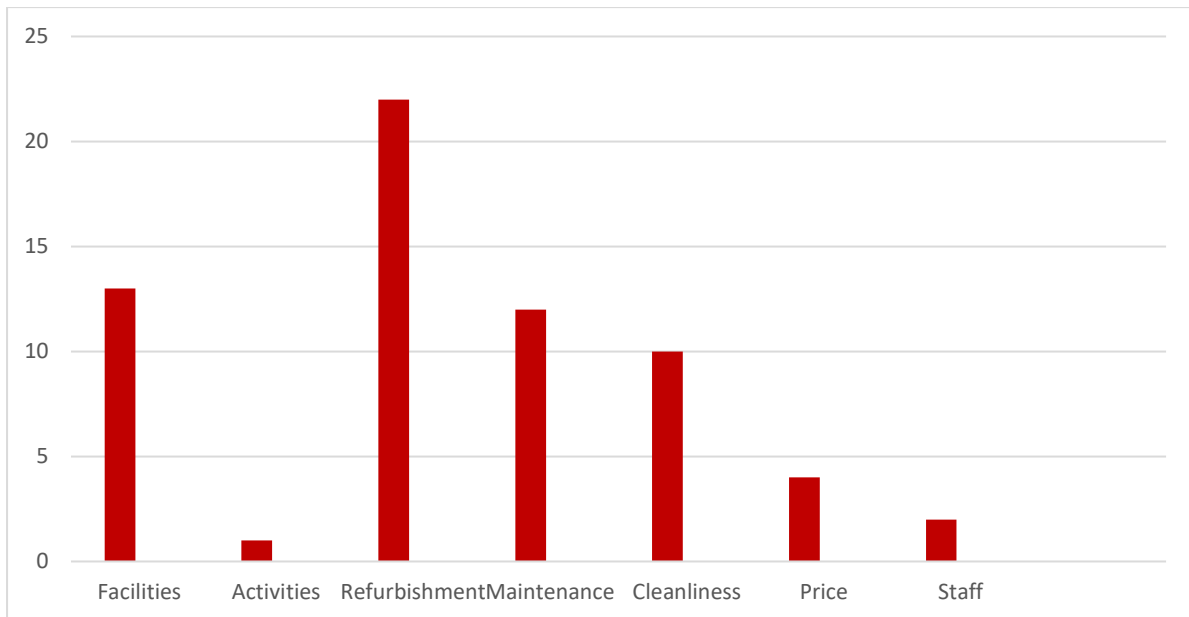
Reasons for level of satisfaction

The data collection process for this year's report also allowed customers who indicated their level of satisfaction as Poor or Very Poor the opportunity to tell us why.

This feedback is then used to inform decisions, identify any areas of concern and let customers know that we are paying due regard to our equality duty.

Although this feedback was asked to all respondents who indicated that their satisfaction of the facilities was Poor or Very Poor, only 64 choose to provide feedback on why they felt this way.

The respondent's feedback was then collated and categorised into the relevant sub categories.



Facilities	13
Activities	1
Refurbishment	22
Maintenance	12
Cleanliness	10
Price	4
Staff	2

20% of respondents were dissatisfied with the facilities offered, with the vast majority of these being in relation to the golf course conditions at Downshire Golf Complex and an

outbreak of fusarium on the course creating unsightly conditions during play. A significant number of respondents (34%) were also dissatisfied with the disruption caused during refurbishment works at Bracknell Leisure Centre.

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 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)

Since transferring management of the leisure sites, Everyone Active are required to continue offering this specific service. At the end of the 2018/19 period there were 401 people with registered access to this scheme.

4. Actions from last year's report

Following last year's report an action was brought forward to ensure that respondents that recorded their level of satisfaction as Poor or Very Poor, were asked to give a reason for their score. Results can be seen at the end of Section 3 of this report. While only a small proportion of customers chose to give this more specific feedback, the main reasons given for Poor or Very Poor ratings were disruption caused by the refurbishment works at Bracknell Leisure Centre, Facilities on offer, Cleanliness and Maintenance issues. No feedback was received that related directly to an equality issue.