

Equalities Monitoring – Services

Appendix H – Leisure

Annual Report - 2014-15



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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 (1/04/14 to 31/03/15)

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

- Bracknell Leisure Centre general survey (conducted 1st March to 23rd March 2015)
- Coral Reef general survey (conducted 22nd October to 18th November 2014)
- The Look Out general survey (conducted 30th March to 30th April 2015)

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 702 in the year; transactions were 20,282 in the year.

Table 1 – Enrolments by age

Enrolments in e+ card - Leisure 01/04/2014 - 31/03/2015 (Bracknell Forest residents only)					
Age Range	Enrolments in e+ card	E+ card %	Bracknell Forest population Mid-2014	Bracknell Forest population Mid-2014 %	Variance
Under 18	595	23%	27823	24%	0%
18 to 34	824	32%	25240	21%	11%
35 to 49	615	24%	27316	23%	1%
50 to 64	402	16%	21646	18%	-3%
65 to 79	120	5%	11855	10%	-5%
over 80	15	1%	4145	4%	-3%
Total	2,571	100%	118025	100%	

N.B Percentages may not sum due to rounding

Table 2 – Transactions by age

Transactions - Leisure 01/04/2014 - 31/03/2015 (Bracknell Forest residents only)					
Age Range	Leisure transactions	Leisure transactions %	Bracknell Forest population Mid-2014	Bracknell Forest population Mid-2014 %	Variance
Under 18	5,535	4%	27823	24%	-19%
18 to 34	34,424	27%	25240	21%	5%
35 to 49	34,846	27%	27316	23%	4%
50 to 64	29,529	23%	21646	18%	5%
65 to 79	22,380	17%	11855	10%	7%
over 80	1,362	1%	4145	4%	-2%
Total	128,076	100%	118025	100%	

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

Enrolments in e+ card for Leisure - Race 01/04/2014 - 31/03/2015 <i>(Residents of Bracknell Forest only)</i>					
	Resident	Leisure transactions % (exc. 'unknown')	Bracknell Forest population Census 2011	Bracknell Forest population Census 2011 %	Variance
White	1459	87%	102,554	91%	-4%
Mixed	35	2%	2303	2%	0%
Dual Heritage	0	0%	0	0%	0%
Asian	136	8%	5664	5%	3%
Black	49	3%	2189	2%	1%
Other	0	0%	495	1%	-1%
Not known	892				
Total (exc. not known)	1679	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 01/04/2014 - 31/03/2015 <i>(Residents of Bracknell Forest only)</i>					
	Leisure transactions	Leisure transactions % (exc. unknown)	Bracknell Forest population Census 2011	Bracknell Forest population Census 2011 %	Variance
White	67590	92%	102,554	91%	2%
Mixed	425	1%	2303	2%	-1%
Dual Heritage	402	1%	0	0%	1%
Asian	3613	5%	5664	5%	0%
Black	1183	2%	2189	2%	0%
Other	37	0%	495	1%	0%
Not known	54826				
Total (exc. not known)	73250	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.

Table 5 – Enrolments by Sex

Total enrolments by Sex for Leisure Service 01/04/2014 - 31/03/2015 (Bracknell Forest Residents only)					
Sex	Resident	Leisure transactions % (exc. unknown)	Bracknell Forest population Mid-2014	Bracknell Forest population Mid-2014 %	Variance
Female	1,050	54%	59,404	50%	4%
Male	880	46%	58,621	50%	-4%
Unknown	641				
Total	2,571	100%	118,025	100%	

N.B Percentages may not sum due to rounding

Table 6 – Transactions by Sex

Transactions - Leisure 01/04/2014 - 31/03/2015 (Bracknell Forest residents only)					
Sex	Leisure transactions	Leisure transactions % (exc. unknown)	Bracknell Forest population Mid-2014	Bracknell Forest %	Variance
Female	53,375	54%	59,404	50%	4%
Male	44,984	46%	58,621	50%	-4%
Unknown	29,699				
Total	128,058	100%	118,025	100%	

N.B Percentages may not sum due to rounding

Comments

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

Table 7 – Enrolments by Religion

Enrolments in e+ card - Leisure 01/04/2014 - 31/03/2015 (Bracknell Forest residents only)					
Religion	Enrolments in e+ card	e+ card %	Bracknell Forest population Census 2011	Bracknell Forest population Census 2011 %	Variance
Christian	659	50%	68,524	65%	-15%
Buddhist	19	1%	825	1%	1%
Hindu	40	3%	1,824	2%	1%
Jewish	7	1%	176	0%	0%
Muslim	29	2%	1276	1%	1%
Sikh	12	1%	455	0%	0%
Other religion	12	1%	490	0%	0%
No religion	541	41%	32184	30%	11%
Prefer not to say	1,252		7451		
Total (exc. prefer not to say)	1,319	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 01/04/2014 - 31/03/2015 (Bracknell Forest residents only)					
Religion	Leisure transactions	e+ card %	Bracknell Forest population Census 2011	Bracknell Forest population Census 2011 %	Variance
Christian	11,616	50%	68,524	65%	-15%
Buddhist	119	1%	825	1%	0%
Hindu	567	2%	1,824	2%	1%
Jewish	199	1%	176	0%	1%
Muslim	262	1%	1276	1%	0%
Sikh	7	0%	455	0%	0%
Other religion	145	1%	490	0%	0%
No religion	10,181	44%	32184	30%	14%
Prefer not to say	104,980		7451		
Total (exc. prefer not to say)	23,096	100%	105,754	100%	

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

Comments

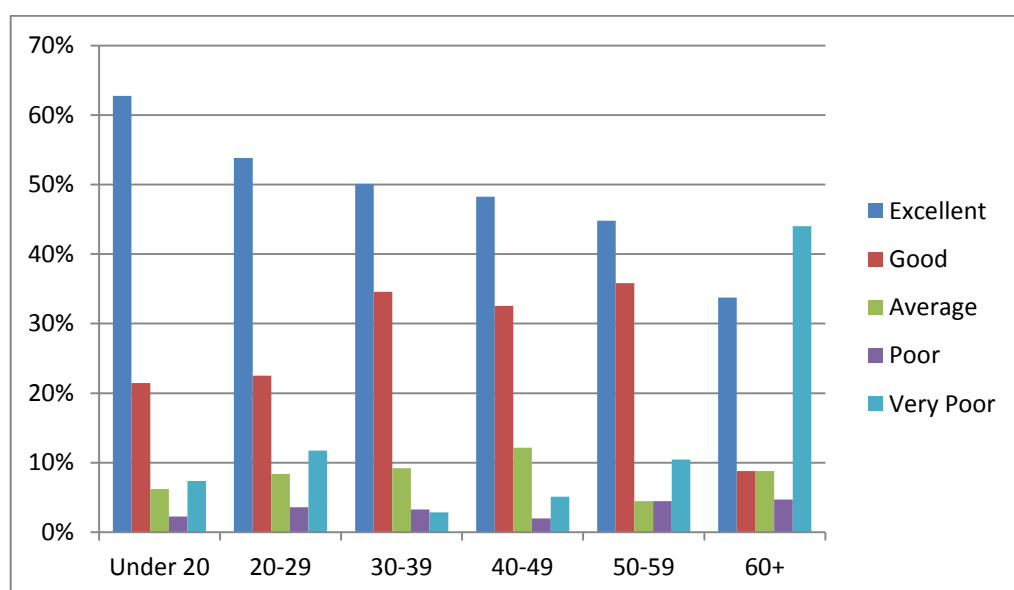
Religious group enrolments and transactions using the e+ card are broadly in line with the population, with only a negative variation with regards to the Christian population and conversely a positive variation for those with no religion. However it should be noted that in comparison with other data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

3. Satisfaction Survey Results

This year we have expanded our data source to include survey results from three of Bracknell Forest Council’s leisure sites as it was felt that it would provide a more representative view about customer satisfaction ratings rather than being solely from one leisure centre. All three sites were asked to include a specific question about “overall level of satisfaction” in their respective annual general surveys. In total there were 3419 responses to “customers’ overall level of satisfaction” with 2630 people going on to answer the questions about equalities monitoring.

Satisfaction – by age

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



	Under 20	20-29	30-39	40-49	50-59	60+
Excellent	63%	54%	50%	48%	45%	34%
Good	21%	22%	35%	33%	36%	9%
Average	6%	8%	9%	12%	4%	9%
Poor	2%	4%	3%	2%	4%	5%
Very Poor	7%	12%	3%	5%	10%	44%

N.B Percentages may not sum due to rounding

Comment

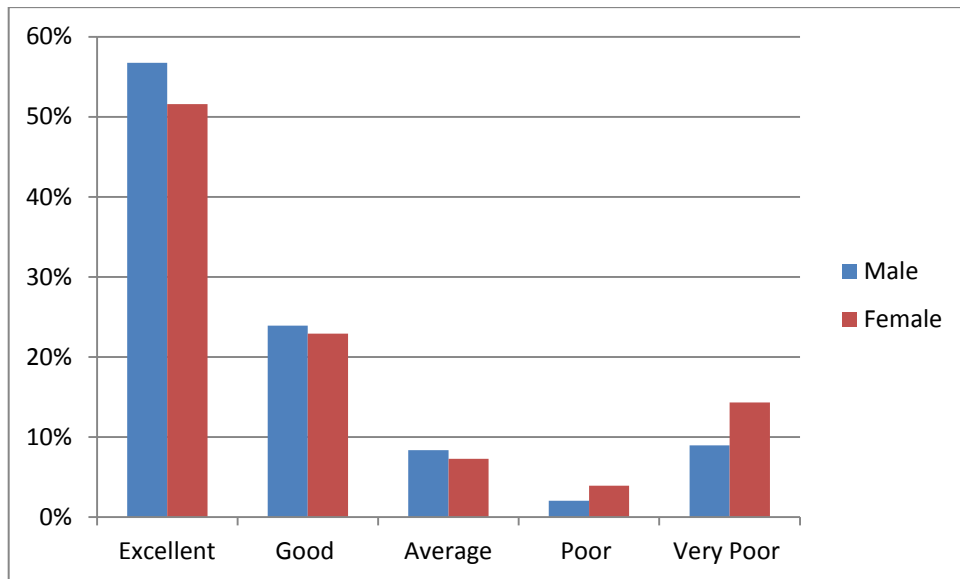
The most significant observations from the data show that the “excellent” rating decreases with age and yet, by contrast, the “good” rating increases. However, this is only until the 50-59 year age category. After that the pattern changes. From 60+ years there is a split between the ratings at opposite ends of the scale with 34% saying excellent and 44% saying very poor.

Further analysis shows that the aged 60+ very dissatisfied figure is made up of 149 individual responses out of a total of 2781 (4%). The majority of these numbers (131 – 88%) were from Coral Reef which is certainly a more family-based attraction and therefore might be of less appeal to 60+ due to noise and how busy the facility can be during holiday periods.

Age - Results Breakdown	
Under 20	1211
20-29	418
30-39	489
40-49	255
50-59	67
60+	341

Satisfaction rates – by Sex

The table and chart below show satisfaction rates by sex.



Satisfaction	Male	Female
Excellent	57%	52%
Good	24%	23%
Average	8%	7%
Poor	2%	4%
Very Poor	9%	14%

N.B Percentages may not sum due to rounding

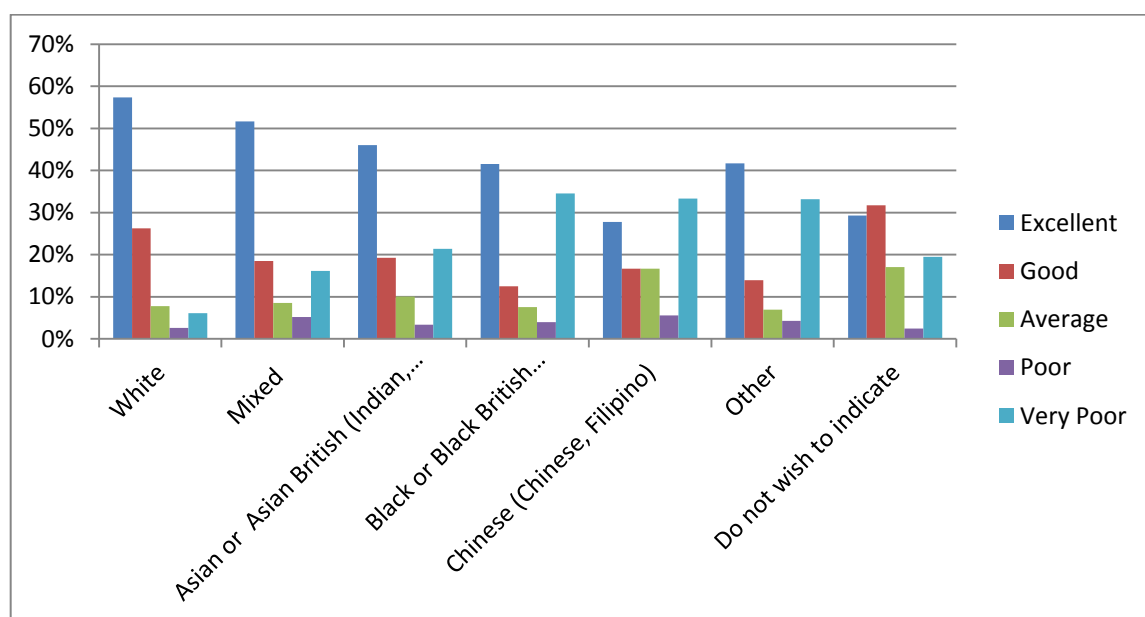
Comment

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. Compared to last year the ratings have improved which is very pleasing to see. It might also be attributed to the combination of facilities as two of them are "leisure attractions" as opposed to regular sports facilities.

Sex - Results Breakdown	
Male	1484
Female	1322

Satisfaction rates – by ethnicity

The table below shows satisfaction rates by ethnicity.



	White	Mixed	Asian or Asian British (Indian, Pakistani, Bangladeshi, Nepali)	Black Or Black British (Caribbean, African, other)	Chinese (Chinese, Filipino)	Other	Do not wish to indicate
Satisfaction	White	Mixed	Asian or Asian British (Indian, Pakistani, Bangladeshi, Nepali)	Black Or Black British (Caribbean, African, other)	Chinese (Chinese, Filipino)	Other	Do not wish to indicate
Excellent	57%	52%	46%	42%	28%	42%	29%
Good	26%	18%	19%	13%	17%	14%	32%
Average	8%	9%	10%	8%	17%	7%	17%
Poor	3%	5%	3%	4%	6%	4%	2%
Very poor	6%	16%	21%	35%	33%	33%	20%

N.B Percentages may not sum due to rounding

Comment

When satisfaction is examined by ethnicity “excellent” is the main response across all groups (except Chinese). It would appear that the largest population (White British) with 2458 responses were generally more satisfied than the other ethnic groups.

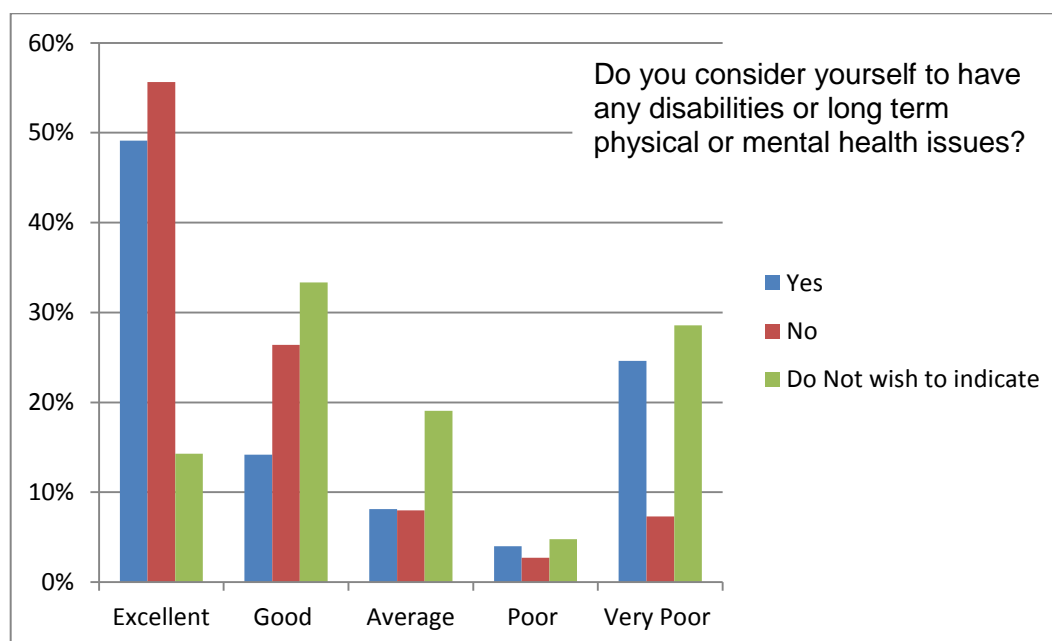
Both “Black” (Caribbean, African & Other) from a total of 200 responses (6% of the sample) and “Other” from a total of 187 responses (5.5% of the sample) displayed a split with responses at opposite ends of the scale between excellent and poor. The “Chinese” respondents (18 out of 3354 responses) represented approximately 0.5% of the entire sample.

Further analysis of the figures show that number of Black and Minority (BME) very poor ratings equates to 222 responses out of a total of 3354 (7%). The majority of these numbers (206 – 93%) were from Coral Reef.

Ethnicity - Results Breakdown	
White - British	2458
Mixed	211
Asian or Asian British (Indian, Pakistani, Bangladeshi, Nepali)	239
Black or Black British (Caribbean, African, other)	200
Chinese (Chinese, Filipino)	18
Other	187
Do not wish to indicate	41

Satisfaction rates – by disability

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



Satisfaction	Yes	No	Do Not wish to indicate
Excellent	49%	56%	14%
Good	14%	26%	33%
Average	8%	8%	19%
Poor	4%	3%	5%
Very Poor	25%	7%	29%

N.B Percentages may not sum due to rounding

Comment

There were 727 respondents who stated yes to the statement about having a disability or long term health issue which represents approximately 22% of all responses. Regardless of whether customers stated they had a disability or not, the main satisfaction rating was 'Excellent'.

However, there were also 25% who responded with 'Very Poor' ratings which is disappointing and this pattern is reflected for all sites and is a continuing trend from last year.

Further analysis shows that the figure for those who stated they had a disability and responded 'Very Poor' is made up of 179 individual responses out of a total of 727 (23%). The majority of these numbers (168 – 94%) were from Coral Reef.

Leisure services implement high levels of Disability Discrimination Act (DDA) compliancy across all sites and continued to deliver several access improvements during 2014/15. This result can only be explained by how busy the facilities get during holiday periods.

Disability - Results Breakdown	
Yes	727
No	2580
Do not wish to indicate	21

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	2012/13	2013/14	2014/15	Target 2015/16
L020	Number of people enrolled in the Leisure Saver Scheme (Quarterly)	569	564	544	520

Whilst the total number of enrolments fell by 20 compared to the previous year, this represented a 3.5% change year-on-year and still bettered the annual target of 520. No firm conclusions can really be drawn to explain the percentage change.

Coral Reef Enhancement Project

Coral Reef will close for twelve months from early 2016 to enable significant improvement works to be undertaken. These works will predominately involve the replacement of the roof, flume tower and flumes. Once reopened in 2017 the site will offer five new flumes including two new iconic rides with a range of special effects some of which can be chosen by visitors before riding.

As part of the preparation for reopening staff will be given a range of training which will include customer service and equalities.

5. Actions from last year's report

Leisure continued to achieve higher than expected consultation replies from the combined set of BME respondents.

Following last year's report discussions were held about making the data more representative across the leisure services department so that more than one site was analysed. Therefore our data source for this year's report includes survey results from three of Bracknell Forest Council's leisure sites (Coral Reef Water World, The Look Out Discovery Centre and Bracknell Leisure Centre) which enabled us to analyse a much greater sample regarding the delivery of our leisure services.

Although the three sites are quite different in their range of services and facilities it is felt that we gained broader perspective about levels of satisfaction as they serve a wider spectrum of users.

The Coral Reef enhancement scheme reviewed the possibility of installing a lift in the flume tower as part of the construction project. However the operational difficulties and experiences from other similar centres have demonstrated that this would not be practical for the foreseeable future.