

Equalities Monitoring Leisure Services

Annual Report – April 2023 to March 2024

Published:

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1 Introduction

The purpose of equalities monitoring is to ensure the Council is providing a fair and equitable leisure service to all residents. The council has a general duty under the Equalities Act 2010 to pay due regard to three key equality aims:

- 1. Eliminate unlawful discrimination, harassment and victimisation,
- 2. Advance equality of opportunity between those who share a relevant <u>protected characteristic</u> and those who do not,
- 3. Foster good relations between those who share a relevant protected characteristic and those who do not.

The Equality Act 2010 protects people against discrimination because of certain personal attributes and lists these as nine 'protected characteristics'. It's illegal for anyone be treated unfairly for reasons that relate to one of these characteristics.

The Bracknell Forest 'All of Us' Equality Scheme sets out what the council intends to achieve in terms of equality and diversity and includes the council's equality objectives. The scheme outlines the council's equality objectives for the period 2022 to 2025.

The scheme has 5 core objectives:

1. Inclusive in all we do

Continue to make our services more inclusive and culturally competent in a borough where everyone is made to feel included and valued.

2. Accessible for all

Ensure that we provide information, engage and communicate in ways that are easy to understand for all.

3. Accountable and Fair

We will treat all people fairly without favouritism or discrimination while recognising some people will need additional support.

4. Diverse and inclusive workforce

We will strive to have a workforce who have the right skills, behaviours and mindsets supported by high quality people managers and inspiring leaders.

5. Recovering from the Covid-19 pandemic

Address the increased inequalities and disproportionate impact of the pandemic on people and communities.

2 Equalities monitoring in Leisure

Everyone Active is the Councils leisure partner contracted until 2033 and responsible for the operation and delivery of a wide range of leisure activities and service offerings across 3 sites. Bracknell Leisure Centre (BLC) which is a sport and leisure centre, Coral Reef Waterworld (CRW) which is a leisure pool and a Downshire Golf Club (DGC) which is a golf complex.

Nationally the leisure industry was significantly affected during the covid period and was actively recovering during the first two years thereafter. As services were allowed to return as covid restrictions lifted many operated via digital booking platforms and this is now the industry norm. Online bookings are encouraged and preferred but walk-in sessions are available to those without digital means subject to session availability. Customer feedback indicates that digitalisation alienates some customers, particularly the older generation. This is not a contract specific issue local

to Bracknell but recognised as a national issue, Everyone Active welcomes all customers and tries to support where possible. As an example, 'Tea & Teach' sessions are offered to encourage customers to participate with online bookings. Customers are also able to pay by cash at all sites.

To ensure any service is fair and equitable, customer satisfaction monitoring questions are normally aligned relevant to the nine protected characteristics:

- Age
- Disability
- Sex
- Gender reassignment
- Race
- Religion or belief
- Sexual orientation
- Marriage and civil partnership
- Pregnancy and maternity

In addition to the above protected characteristic there are also some groups who may use our leisure facilities and may need special consideration e.g., carers (for which a specific carers policy is in place), those on low incomes and Armed Forces personnel/veterans. The Leisure Saver Scheme supports these groups.

The 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.

Leisure Saver Scheme | Bracknell Forest Council (bracknell-forest.gov.uk)

In order to qualify for the Leisure Saver Scheme applicants must live in the borough and be in receipt of one or more of a number of benefits.

Customer satisfaction pods were also installed in each reception area during the early part of 2022. These prompt the customer to answer a range of both customer satisfaction and equalities monitoring questions. Data is analysed monthly and sent to the General Managers of each site asking them to contact the customer where specific feedback is requested.

Additional data is also available from E+ card (BFC residents eligible) and via direct EA membership cards/turnstile data as well as from the Quarterly Service Report which provides an overview of data relative to target groups.

Summary data/analysis is detailed in section 5 at the end of this document.

3 Key achievements

Building on the work undertaken in 2022-2023 there has been a desire to continue to increase the local offer and to focus the services to increase participation in the harder to reach groups. This has been achieved primarily through the appointment and establishment the Activity & Wellbeing Manager and the Wellbeing coach (appointed in April 2022). Many of the programmes have been delivered free initially through a variety of funding sources including Public Health.

Key achievements over the course of the year are detailed below:

Children & Young People

- Continuation of the monthly Adopt a school programme which has been expanded to include Coral Reef. The programme has also been expanded to now enable PTAs to generate up to £1500 funding as a result of the school communities purchasing fitness or swim memberships.
- Holiday Activity Fund with the Junior Adventures Group.
- Delivery of the successful 'Active Antz' programme for under 5's.
- Swim school with over 1700 children enrolled.
- Everyone is Family campaign.
- Continuation of support to the borough foster carers with free access to CRW and BLC (costs recharges back to BFC).
- Annual Brownlee Brothers school's triathlon event,

Over 55's

- Relaunch and increase of the senior health and wellbeing programme including 7 new classes and the Good Boost programme which include land and water based activities. Supported by senior open day in Q3 to launch.
- Discounted cost on programmes to reduce barriers to participation.



• Monthly menopause meet up evenings established at DGC to allow likeminded individuals to meet up and discuss issues in a safe space.

Disability groups

- 708 SEN sessions delivered.
- Continued support to Red Diamonds who use BLC every Sunday.
- Disability programme, including disability/quiet swim and supported gym sessions.
- Energise and relax sessions for Serious Mental Illness (SMI) 2 x 12 weeks courses to encourage those on the SMI register in primary care to access physical activity, partnered with Sport in Mind.
- Partnered with Promise Inclusion which support children and adults with learning disabilities and autism (formerly known as Mencap).
- DGC charity day for Parkinson's raised £3,000 for Dementia UK.

Community memberships and support

- An increased engagement with specific groups to expand the number and frequency of [participation in sport and physical activity. This includes a strong and positive engagement with an increasing number of partners.
- Impact report published for the Together Fund from Get Berkshire Active (disability, pre & post-natal).
- 2 x weekly community café sessions held at BLC.

- Free community membership numbers to date include Parkinson's (55), 129 care experienced and cared for children.
- Wellness exchange open day delivered in partnership with Public Health in Q3.

Health and wellbeing service – exercise referral

- The scheme was launched on 1st November 2022. This is funded by Public Health and supersedes the pre-existing GP exercise referral scheme supporting residents who are living with one or more long term health conditions. Referrals can be made via a variety of teams including social prescribers, health-based teams such as the community physio team and even via the self-referral route.
- The service aims to address health inequalities through increasing physical activity and provides autonomy for the individual to shape their own activity based on preference. Delivery options can be individually, small group, family etc.
- It is a 6-month programme rather than 12 weeks and is free to those most in need and with very little exclusion criteria.
- In 23/24 there were 168 active members with 129 receiving the service for free to support those most in need.

Bracknell 2023 half marathon

• Delivery of a truly inclusive 'walk, push, stroll' event to support the Lexicon half marathon took place on 13th May 2023 and saw circa 50 children and adults participating. The event encouraged all to take part with no barriers to entry and a medal was awarded at the entry point for participation rather than at the traditional completion of an event.

4 Forward Look

Traditionally leisure-based engagement tends to be most popular in the middle age range demographics however the data shows that participation levels in under 18's and over 50's is considerable and numbers are doing well and steadily increasing (as reported in the quarterly service report figures). The majority of participants do not consider themselves to have any health limiting issue.

It is apparent from the range of data sets that a large proportion of individuals use the 'prefer not to say' category when disclosing information about themselves. This pattern continues and is unlikely to change, potentially this therefore makes it difficult to draw accurate and representative conclusions on the true demographics of the users.

A clear ambition is to continue to increase participation levels under the health and wellbeing service through the programme offering and to encourage increased participation levels in the younger, older and disability group category. Consideration also to be given to programmes that could specifically target and support attendance from the LGBTQ+ and minority ethnic groups which are underrepresented.

In advance of the April 24 to March 25 return, additional data will be collected via the in-person publicity and marketing equal opportunities equalities canvassing which will be scheduled to take place at sites in early summer 2024, dates tbc.

Following the success of the inclusive event at the half marathon in May 2023 the Bracknell Games will be held at Bracknell Leisure Centre on the 2nd May 2024. This is an inclusive event aimed at primary aged school children who ordinarily would not be chosen to participate in school sports based events. The aim is to allow all children regardless of ability to join in and have fun.

Whilst there continues to be a focus to increase participation levels and focus the local offer to targeted demographics these programmes always need to be supported

and promoted with advertising via a range of communication channels. There are 'myths' that the offer for the over 50's has been removed or reduced. Whilst this is clearly not the case it is apparent that promotions and marketing of these events is equally as important as the delivery of them. Currently programmes are advertised in house, through social prescribers and via a range of social media channels. Over the last year there has been a lot of coordination to ensure that these services are also promoted via electric newsletters. It is a challenge to deliver these messages via traditional paper based print medium. Focus in 24/25 will be to use the relevant portfolio holder and lead service to support the dissemination of information.

During 24/25 a quarterly networking forum will also be established to bring all likeminded partners together.

- Bracknell Forest Council, Public Health
- Social Prescribers/Local GP Practices Health and wellbeing programme
- Bracknell Open Learning Centre
- New Hope Drug & Alcohol Service
- Homestart / Family Hubs
- Silva Homes
- Parkinsons UK Bracknell Branch
- Sport in Mind
- Younger people with Dementia
- Promise Inclusion
- Red Diamonds
- Age Concern Bracknell
- Local Schools/School Games Organiser Partnership Development Manager

5 Data sources/analysis

Data has been drawn from a variety of sources as detailed below.

Publicity and marketing equalities research survey

A customer satisfaction and equalities monitoring survey was commissioned and undertaken in August and September 2023. Researchers attended the three locations to actively interview a cross section of customers at each facility. 182 people were surveyed across the 3 sites.

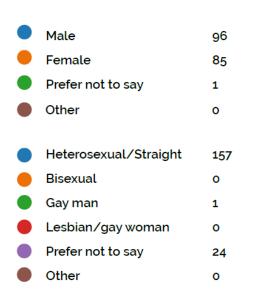
Health Problem or Disability

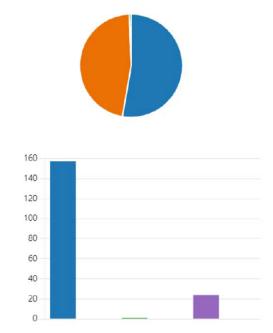
Do you consider yourself to have a health problem or disability which has lasted, or is expected to last, at least 12 months?

Yes	24
No	150
Prefer not to say	8



Equalities

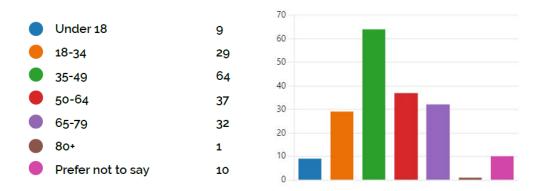




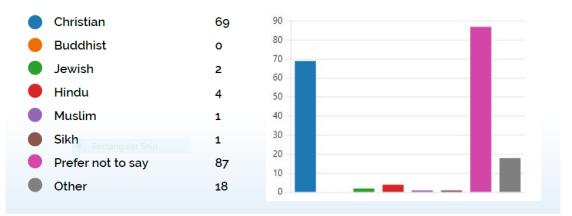
Are you married or in a civil partnership?

Yes	77
No	55
Prefer not to say	46
Other	4

Age Range



To which of these groups do you consider you belong?



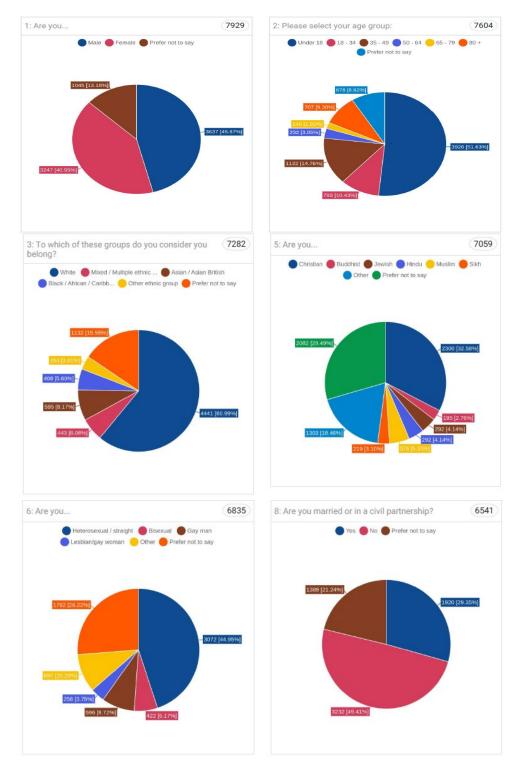
The data above shows that 150 people identified as not having a health problem or disability which 24 did and 8 preferred not to answer. 96 respondents were male and 85 female. 157 people identified as heterosexual, 1 gay and 24 preferred not to say. Of those who responded 77 were in a marriage or civil partnership, 46 preferred not say, 55 responded to no and 4 to other. Of the age ranges 64 belonged to the most popular category which was 35-49yrs with 9 being under 18yrs and 1 over 80yrs. 69 people identified as Christian and 87 people preferred not to identify their religion.

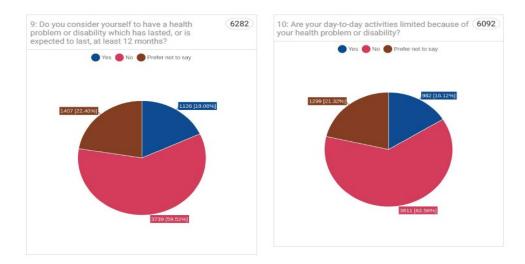
Customer Feedback Pods

Customer feedback pods were installed at all 3 sites during the early part of 2022. Summary data is provided for 23/24 and can also be compared against 22/23 data.

Customers are asked a range of customer satisfaction questions including which facilities that they have used at each site along with the equalities monitoring questions, the results of which are displayed below.

Coral Reef 23/24 – 7929 respondents



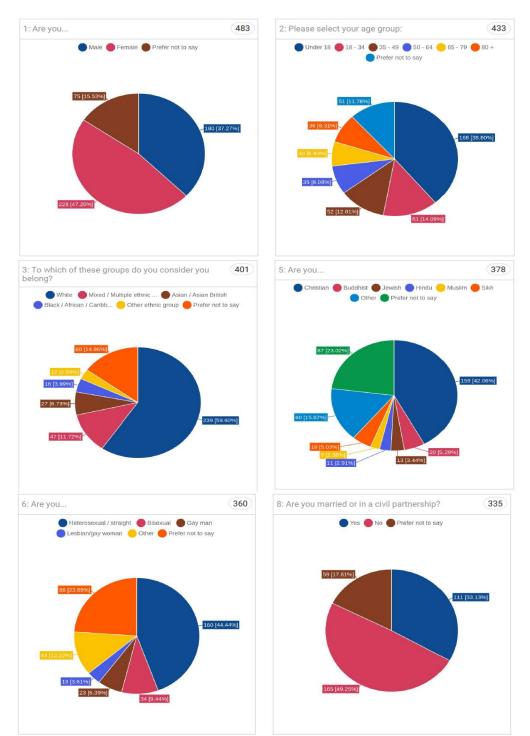


Key headlines: 22/23 (2625 respondents)

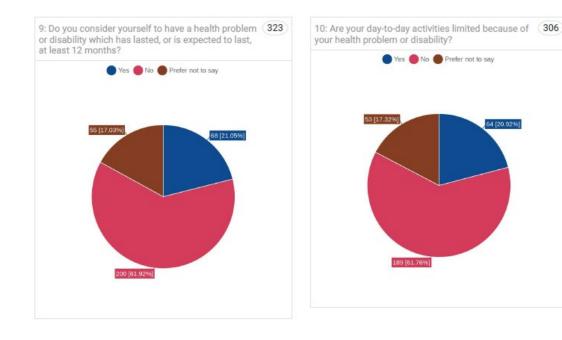
41% male
41.4% under 18
54.6% white
32.4% Christian
44.3% heterosexual
46% not married
62.8% no health issue

23/24 (7929 respondents)

51.6% under 18 60.9% white 32.5% Christian 44.9% heterosexual 49.4% not married 59.5% no health issue



BLC 23/24 - 483 respondents

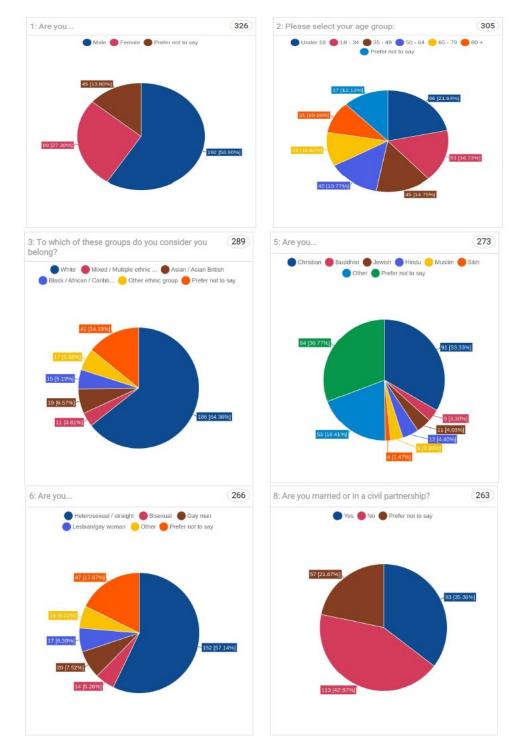


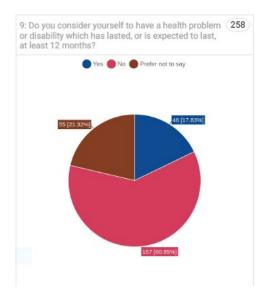
Key headlines: 22/23 (615 respondents) 23/24 (483 respondents)

37.7% male 34.6% under 18 59% white 32.8% christian 46% heterosexual 46.5% not married 61% no health issue

37.2% male 38.8% under 18 59.6% white 42% Christian 44.4% hetrosexual 49.2% not married 61.9% no health issue

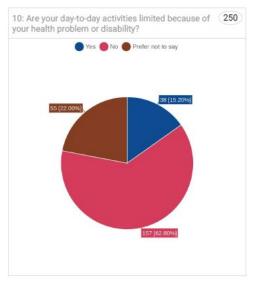
DGC 23-24 - 326 respondents





Key headlines: 23/23 (183 respondents) 61.7% male

61.7% male
16.1% under 18
79.3% white
38.7% christian
63.3% heterosexual
54.1% married
64.8% no health issue



23/24 (183 respondents)

58.9% male 21.6% under 18 64.3% white 33.3% Christian 57.1% hetrosexual 35.3% married 60.8% no health issue

E+ card transactional data 01/04/23 to 31/03/24 for Bracknell Leisure Centre (compared to 22-23)

Figures are provided by Smartcitizen and relate to the number of E+ card transactions only. (Enrolment data not analysed). Some of the data is difficult to compare year on year due to different reporting parameters so not overly useful to asses trend but provides a snapshot and shows participation increase in 23-24 from previous year. A large proportion prefer not to say in response to the question set.

Gender	Male	Female	PNTS				
	3896 (22-23) 41.3%	5477 (22-23) 58%	65 (22-23) 0.7%				
	5249 (23-24) 38.2%	7405 (23-24) 53.9%	1074 (23-2 7.9%	24)			
Sexuality	Hetrosexual	Bisexual	Lesbian/ Gay	PNTS			
	1193 (22-23) 13.9%	N/A (22-23)	N/A	7386 (22 86.1%	-23)		
	1287 (23-24) 9.3%	N/A (23-24)	1 (23-24)	12441 (23-24) 90.7%			
Age	Under 18	18-34	35-49	50-64	65-79	80+	PNTS
	860 (22-23) 8.4%	3428 (22-23) for 18-49 33.5%	N/A	2290 (22-23) 22.4%	2800 (22-23) 27.4%	855 (22-23) 8.4%	N/A
	900 (23-24) 6.5%	4481 (23-24) for 18-49 32.7%	N/A	2643 (23-24) 19.6%	4207 (23-24) 30.7%	1445 (23-24) 10.5%	N/A
Ethnicity	Asian/Asian British	Black/African/ Caribbean/ Black British	Mixed/ Multiple Ethnic	White	White other	PNTS	
	189 (22-23) 2.0%	21 (22-23) 0.2%	N/A	3048 (22-23) 32.5%	145 (22-23) 1.5%	5983 (22 63.7%	-23)
	106 (23-24) 0.7%	14 (23-24) 0.1%	53 (23-24) 0.8%	3728 (23-24) 27.3%	243 (23-24) 1.7%	9474 (23 69.4%	-24)
Religion	Christian	Other	PNTS			_	
	689 (22-23) 6.8%	25 (22-23) 0.2%	9395 (22-2 93%	23)			
	834 (23-24) 40%	59 (23-24) 2.8%	1192 (23-2 57.2%	24)			
Do you	Yes	No	Prefer not	t to say			
consider yourself to have a health	114 (22-23) 1.9%	2172 (22-23) 37.1%	3571 (22-2 61.0%	23)			
problem or disability?	210 (23-24) 1.5%	2906 (23-24) 20.9%	10755 (23 77.6%	-24)			

EA membership MRM (turnstile) data 01/04/23 to 31/03/24

Data is available via the MRM reports from EA which equates to EA memberships and access via the turnstiles. However, there is a large majority of usage that is not captured through this method including athletic, outdoor events, 3G pitches and functions at BLC.

For Coral Reef most of the bookings are via the digi tickets platform.

The data for Downshire Golf Cub has changed mid year due to a change in booking systems.

For this purpose it is therefore more useful to look at the QSR reports below which capture al overall data.

Usage by age					
	Q1	Q2	Q3	Q4	Total
BLC Under 16 (22-23)	29314	29188	25880	60684	145066
	20.2%	20.1%	17.8%	41.8%	
BLC under 16 (23-24)	28975	28307	24787	28785	110854
()	26.2%	25.6%	22.3%	25.9%	
BLC 17-24 (22-23)	8539	7053	6164	7995	29751
,	28.7%	23.7%	20.7%	26.9%	20101
BLC 17-24 (23-24)	8605	8412	6802	8179	31698
	27.1%	26.5%	21.4%	25%	01000
BLC 25-64 (22-23)	73104	67995	65621	76023	282743
BEC 23-04 (22-23)	25.9%	24%	23.2%	26.9%	202745
	20.070	2470	20.270	20.370	
BLC 25-64 (23-24)	72851	76171	68403	77963	295388
DEC 23-04 (23-24)	24.6%	25.7%	23.1%	26.6%	230000
BLC 65+ (22-23)	9019	9434	9432	10980	49845
BLC 05+ (22-23)					49040
	23.2%	24.3%	24.3%	28.3%	
	11101	11050	11160	10400	47004
BLC 65+ (23-24)	11401	11858	11463	12499	47221
	24.1%	25.1%	24.2%	26.6%	
BLC Undisclosed	893	1250	1271	2485	5899
(22-23)	15.1%	21.2%	21.5%	42.1%	
BLC Undisclosed	752	1039	1203	1150	4144
(23-24)	18.2%	25%	29%	27.8%	

Usage by age

BLC members by age and gender

	<u> </u>	
Under 16	3361	18.1%
17-24	1698	9.2%
25-64	12151	65.8%
65+	1148	6.3%
Undisclosed	114	0.6%
Male	8511	46.5%
Female	9759	52.8%
PNTS	202	1.2%

QSR targets to be taken from the service plan

1.4.1.PI	4	Total number of visits to leisure facilities managed by Everyone Active	1,300,000	1,365,000	1,433,250	1,504,912	Assistant Director: Contract Services
1.4.2.PI	4	Number of children and young people visits to leisure facilities managed by Everyone Active (under 16yrs)	370,000	380,850	400,792	420,831	Assistant Director: Contract Services
1.4.3.PI	4	Number of older people visits to leisure facilities managed by Everyone Active (64yrs plus)	83,000	87,150	91,507	96,082	Assistant Director: Contract Services
1.4.4.PI	4	Number of visits by customers with a disability to leisure facilities managed by Everyone Active	3,500	3,675	3,858	4,050	Assistant Director: Contract Services

Section one: Our Directorate

Communities Directorate Service Plan 2024-25

14

Priority one: Engaged and healthy communities

 Engaged and healthy communities
 Thriving and connected economy
 Green and sustainable environment
 Ambitious and resilient organisation

 Key results are identified in the Council Plan to measure progress being made towards our goals. They are outcome focused for residents and will often require many partners, organisations and the community to influence the outcome.
 Performance indicators are specific metrics that have a performance related target. These provides information to review service performance in the context of the Council Plan goals.

Ref.	Goal	Indicators (performance targets)	Baseline	Year 1 2024/25	Year 2 2025/26	Year 3 2026/27	Lead officer
1.4.5.PI	4	Number of visits by customers under the active communities or health and wellbeing programme to leisure facilities managed by Everyone Active	2,500	2,625	2,756	2,893	Assistant Director: Contract Services

	23/24	24/25	25/26	26/27
L003	1,300,000	1,365,000	1,433,250	1,540,912
L404	370,000	380,850	400,792	420,831
L405	83,000	87,150	91,507	96,082
L436	3,500	3,675	3,858	4,050
L005	2,500	2,625	2,756	2,893

22/23

L003 – Number of visits to Leisure facilities managed by Everyone Active

Target 22/23Q1 to Q4 – 1,520,000 (380,000 per quarter) L404 – Number of children and young people visits managed by Everyone Active (16yrs and under)Target 22/23Q1 to Q4 – 440,800 (110,200 per quarter)

L405 - Number of older people visits managed by Everyone Active (64yrs plus)

Target 22/23Q1 to Q4 – 193,648 (48,412 per quarter) L436 – Number of visits by customers with a disability to sites managed by Everyone Active Target 22/23Q1 to Q4 – 106,400 (26,600 per quarter)

April to June 2	022 Q1	BLC	CRF	DGC	TOTAL
L003	Leisure facilities managed by EA	175939	121192	28756	325887
L404	Young people	40970	13822	335	55127
L405	Older people	12839	1778	3643	18270
L436	People with disability	565	211	21	797

July to Sept 2	022 Q2	BLC	CRF	DGC	TOTAL
L003	Leisure facilities managed by EA	196367	136613	29272	362252
L404	Young people	53019	73785	2700	129504
L405	Older people	17673	1922	6568	26163
L436	People with disability	611	185	17	813

Oct to Dec 202	Oct to Dec 2022 Q3		CRF	DGC	TOTAL
L003	Leisure facilities managed by EA	181937	86025	18729	286691
L404	Young people	45570	41395	2100	89065
L405	Older people	12390	1483	3475	17348
L436	People with disability	524	86	55	665

Jan to March	Jan to March 2023 Q4		CRF	DGC	TOTAL
L003	Leisure facilities managed by EA	213240	97645	18045	346930
L404	Young people	82007	46949	2750	131706
L405	Older people	13004	2425	4100	19529
L436	People with disability	944	1501	62	2507

Total	BLC	CR	DGC	Total
L003	785,483	441,475	94,802	1,321,760
L404	221,566	175,951	7,885	405,402
L405	55,906	7,618	17,786	81,310
L436	2,644	1,983	155	4,782

Total	Q1	Q2	Q3	Q4	Total	Target from service plan
L003	325887	362252	286691	346930	1321760	1520000
L404	55127	129504	89065	131706	405402	440800
L405	18270	26163	17348	19529	81310	193648
L436	797	813	665	2507	4782	106400
Total	400081	518732	393769	500627		

23/24

L003 - Number of visits to Leisure facilities managed by Everyone Active

Target 23/24Q1 to Q4 - 1,300,000 (325,000 per quarter)

L404 – Number of children and young people visits managed by Everyone Active (16yrs and under)

Target 23/24Q1 to Q4 – 370,000 (92,500 per quarter)

L405 - Number of older people visits managed by Everyone Active (64yrs plus)

Target 23/24Q1 to Q4 - 83,000 (20,750 per quarter)

L436 – Number of visits by customers with a disability to sites managed by Everyone Active Target 23/24Q1 to Q4 – 3500 (875 per quarter)

L005 – Number of visits by customers under the active communities or health and wellbeing programme

Target 23/24Q1 to Q 4 – 2,500 (625 per quarter)

April to	June 2023 Q1	BLC	CRF	DGC	TOTAL
L003	Leisure facilities	181922	124870	27450	334424
	managed by EA				
L404	Young people	43280	54572	4329	102181
L405	Older people	13706	2645	4805	21156
L436	People with disability	1063	2913	80	4056
L005	Active	877	890	450	2217
	communities/health &				
	wellbeing				

July to	July to Sept 2023 Q2		CRF	DGC	TOTAL
L003	Leisure facilities	198932	151187	28598	378717
	managed by EA				
L404	Young people	52548	84529	4570	141647
L405	Older people	18147	1311	3805	23263
L436	People with disability	904	4793	85	5782
L005	Active	1072	210	15	1297
	communities/health &				
	wellbeing				

Oct to D	Oct to Dec 2023 Q3		CRF	DGC	TOTAL
L003	Leisure facilities	180875	82919	14973	278767
	managed by EA				
L404	Young people	32249	48717	2288	85254
L405	Older people	14932	678	2786	18396
L436	People with disability	741	2312	75	3128
L005	Active	999	2380	14	3393
	communities/health &				
	wellbeing				

Jan to I	Jan to March 2024 Q4		CRF	DGC	TOTAL
L003	Leisure facilities	232506	94158	17557	344221
	managed by EA				
L404	Young people	84259	50084	2300	136643
L405	Older people	17561	868	2415	20844
L436	People with disability	1065	3909	80	5054
L005	Active	1493	4914	27	6434
	communities/health & wellbeing				

Total	BLC	CR	DGC	Total
L003	794,235	453,134	88,578	1,335,947
L404	212,336	237,902	13,487	463,725
L405	64,346	5,502	12,811	82,659
L436	11,912	13,927	320	26,159
L005	4,441	8,394	506	13,341

Total	Q1	Q2	Q3	Q4	Total	Target from service plan
L003	334,424	378,717	278,767	3442,21	1,336,129	1,300,000
L404	102,181	141,647	85,254	136,643	465,725	370,000
L405	21,156	232,63	18,396	20,844	83,359	83,000
L436	4,056	5,782	3,128	5,054	18,020	3,500
L005	2,217	1,297	3,393	6,434	13,341	2,500
Total	464,034	550,706	388,938	513,196		