

Equality Impact Assessment (EIA)

Free Swimming Programme

Equality impact, needs and requirements assessment form

Please use this form to record your findings, proposed actions, equality objectives and targets. Use the guidance notes to help you do the assessment or contact the Equality Standard Project Manager if you need some advice

About the policy, practice, service or function you are assessing

Name of policy, practice, service or function: Free Swimming Programme

Assessment team leader name: Amanda Sharman

Date of assessment: May 2010

Department responsible: Neighbourhoods

Service Area: Sport and Leisure

Other members of assessment team:

Name	Position	Area of expertise	Comments
Louise Barber	External Funding Officer	External funding and co-ordination of Free Swimming	
Wayne Sills	Principal Sports Centre Manager	Sports Centre Management	
Mark Dolman	Sport and Physical Activity Equity Officer	Equity and disability	
Will Turner	Senior Sport Development Officer	Sport development	
Helen Carpmail	Moorways Swimming Pool Manager	Facility management	
Ida Tate	Assistant Manager – Queen's Leisure Centre	Administration and Finance	
Andrew Beddow	Head of Service - Facilities	Facilities	

Question	Response/ findings
<p>What are the main aims and objectives or purpose of the policy, practice, service or function that you are assessing?</p>	<p>The Government announced the Free Swimming programme in July 2008 as the centrepiece of their plan to make sure there is a lasting sporting legacy for the London 2012 Olympic and Paralympic Games. The Free Swimming programme is part of a £140 million fund to boost sport and fitness for people in their local communities. The Government's overall aim for the Free Swimming Programme is to encourage more people aged 60 or over and young people aged 16 and under to participate in sport and fitness to get more active and improve their health. Swimming is also a great way for older people to boost their fitness and mobility levels. The General Household Survey 2002 highlighted swimming is the most popular choice of activity for adults and is the most popular sporting activity for people aged over 60.</p> <p>Derby's involvement in the Free Swimming programme was approved by the Council Cabinet in September 2008.</p>
<p>Who implements, carries out or delivers the policy, practice, service or function? Please state where this is more than one person, team, department, or body – and include any outside organisations who deliver under procurement arrangements</p>	<p>The Free Swimming programme is operating at both Moorways Swimming Pool and Queen's Leisure Centre. The Free Swimming programme is co-ordinated and supported by the Marketing and Performance Team in Sport and Leisure.</p>

Who is affected by the policy, practice, service or function, or by how it is delivered? Such as, who are the external and internal customers, groups, or communities?

Any adult aged 60 or over or children and young people aged 16 years and under can swim for free during any casual swimming sessions at Moorways Swimming Pool and Queen's Leisure Centre.

Free swimming applies to all casual, laned, family, women only, over 60s and adult only swimming sessions and during all adult and toddler and adult and child sessions at either swimming pool. 16 year olds and under can take part in Splashout Fun sessions during term time and school holidays for free.

21 other swimming pools across Derbyshire are also taking part in the Free Swimming programme. Nationally, almost 300 Local Authorities are providing swimming free of charge for people aged 60 or over and more than 200 are offering free swimming to children and young people aged 16 and under.

What outcomes do we want to achieve, why and for whom?
For example, what do you want to be providing, how well,
what changes or improvements, and what should the
benefits be for customers, groups or communities?

The Free Swimming programme is contributing to the following targets that Sport and Leisure is involved in contributing:

LPSA2 - To increase children and young people's participation in moderate intensity physical activity by 13.5% by June 2009 followed by a 3% rise year on year by 2011.

Sport and Leisure has the lead responsibility for the following Local Area Agreement indicator for 2008/2011:
NI8 Adult participation in sport - to increase adult participation from a baseline of 21.1% (3 x 30 minutes a week as measured by Active People) to 25.1% by 2010/11.

Sport and Leisure is also playing a lead role with the following Local Area Agreement indicators:
NI57 Children and young people participation in high quality PE and sport – baseline and targets to be decided in 2009
NI110 Young people's participation in positive activities
NI121 Mortality rate from all circulatory diseases at ages under 75
NI122 Mortality rate from all cancers at ages under 75

Sport and Leisure has developed a new vision to make Derby – the most active city in the UK by 2015. Swimming and aquatics activities are a core part of the delivery of the vision as a golden thread.

<p>What existing or previous inspections of the policy, practice, service or function are there? For example, Best Value Inspections, policy reviews, research into the effects of a policy or practice.</p> <p>What did they tell you?</p>	<p>Towards an Excellent Service Self Assessment Validation – February 2008. The Service Management Team is implementing the suggested improvements following a good validation result.</p> <p>Quest Maintenance Assessments and Mystery Visits at:</p> <ul style="list-style-type: none"> • Moorways Sports Complex • Queen’s Leisure Centre • Springwood Leisure Centre <p>Institute of Qualified Lifeguards Assessment</p> <ul style="list-style-type: none"> • Queen’s Leisure Centre and Moorways Swimming Pool <p>Both Moorways Swimming Pool and Queen’s Leisure Centre have achieved Aqua Mark for their Learn to Swim scheme.</p> <p>Sport and Leisure has signed up to the Equality Standard for Sport.</p> <p>The last Best Value Review was undertaken in July 2004 and an Improvement Plan was implemented.</p>
<p>Identifying potential equality issues and factors</p>	
<p>Question</p>	<p>Response/ findings</p>

What do you already know about the equality impact or need? For example, from research, feedback, consultation or any performance monitoring

National surveys commissioned by DCMS and Sport England measure adult participation in sport and active recreation. The Active People Survey 2, conducted over a twelve month period, revealed 21.58% of the adult population in Derby participate in at least 3 x 30 minutes moderate intensity sport or active recreation each week. The national figure is 21.1%. This places Derby in the middle 50% nationally and in the lower quartile regionally. Other key indicators from this survey include:

- 4% of the adult population in Derby contribute at least one hour a week volunteering to sport. The national figure is 4.6%.
- 13.8% of the adult population in Derby have taken part in organised competitive sport in last 12 months – the national figure is 14.3%.
- 70.2% of the adult population in Derby are fairly or very satisfied with sports provision in their local area – the national figure is 67.1%.

The information from the Active People survey is broken down by age, gender and ethnicity. The Active People survey is updated on a yearly basis.

From the national Active People survey conducted by Sport England, we know there are certain groups of people who have low participation rates in sport and physical activity, in particular Asian women who were shown to be low participants in sport and physical activity. Sport and Leisure has funding from Sport England for the Hard to Reach project and has now established weekly swimming sessions at Lonsdale Swimming Pool for Asian women in response.

In 2006, Derby commissioned the Leeds Metropolitan University to carry out research into children and young people's participation in sport and physical activity. 57% of children and young people in the city indicated they did not achieve the recommended 7 hours of moderate physical

activity each week. On average, children undertook only 16 minutes of moderate intensity activity on weekdays and only 7 minutes at weekends.

According to the 2002 General Household Survey, swimming is the most popular choice of activity for those who want to take part in sport but don't. In designing the Free Swimming programme, the government has closely analysed many existing schemes across England, as well as the Welsh Free Swimming Initiative.

Swimming is the most popular physical recreation activity for adults with around 17% of females and 10% of males swimming at least once a month.

Swimming has universal appeal as it has low barriers to participation and there are well documented health benefits including strengthening muscles, improving circulation and flexibility.

Swimming is also beneficial to those people recovering from injury and older people for improving cardiovascular performance and maintaining flexibility in joints.

The Council carried out consultation with non-swimmers aged 60 or over in December 2008. Many respondents stated they wanted to swim but either lacked the confidence to go swimming or are unsure about the health benefits.

Is there any evidence of higher or lower take up under the policy or practice, or of the service or function for any particular groups? For example, who uses the service, who doesn't and why not?

The Council carried out consultation with non-swimming people aged 60 or over. Many respondents stated they wanted to swim but either lacked confidence to go swimming or are unsure about the health benefits they may get from taking part. As a result of this research, both Moorways Swimming Pool and Queen's Leisure Centre introduced new weekly Water Confidence sessions in their pool programmes and promoted half price swimming lessons from April to July 2009. Half price swimming lessons are planned to be offered in the future for people aged 60 or over to encourage them to take up the free swimming opportunities.

The Council along with the rest of Derbyshire introduced a Swim4Life membership card in April 2009 and all people aged 60 or over and young people aged 16 and under are asked to complete an application form. This form records their age, sex, ethnicity, gender and disability information as well as their current physical activity levels. The Swim4Life membership card enables people to gain entry to the swimming pool without the need to continually prove their age. Proof of age is only required when the membership card is being issued at the Centres.

A social marketing and promotion strategy is in place and being used to promote the free swimming opportunities in the city. Analysis of the data collected through the application forms is used in the delivery of the marketing and promotion strategy for Free Swimming to target specific groups. Derbyshire Sport has also plotted the spread of the Swim4Life membership cards across the city using post codes. For both age groups, people in all areas of the city have been issued with Swim4Life cards.

Have there been any important demographic changes or trends locally? For example is the population changing, and if so, how and what might that mean for the service or function?

There has been an increase in the diversity of communities in the city since the 2001 census. This is likely to impact on the languages used in marketing and promotional materials for the Free Swimming programme. A Polish translation message is now used on all printed materials.

Nationally, there are an increasing number of people aged over 60 in the population who are living longer. One of the aims of the Free Swimming programme is to increase the participation of older people in sport and physical activity through swimming. Swimming is a great way for older people to boost their fitness and mobility levels to improve their health. Pool programmes for both centres are used in the main Free Swimming leaflet for the city and highlight daytime sessions for people aged 60 or over.

Is there an indication that any of the policies or practices involved with the service or function creates particular problems or difficulties for any groups of customers or communities?

All Sport and Leisure facilities follow a series of guidelines that exist to make sure that all facilities are operated in safe and hygienic ways for both staff and customers who use them. Sport and Leisure has begun a review of several of the policies which the service recognises may create particular problems or difficulties to some people in accessing some of the facilities. These policies include:

- Swimwear Policy – being reviewed in light of cultural needs, body awareness issues of customers and wearing of jewellery for religious reasons
- A proposed Transgender Policy

All swimming pools at both Moorways Swimming Pool and Queen's Leisure Centre have a pool hoist available to use at all times for disabled people and people with mobility issues. Other access options for people with mobility impairments into both centres are being reviewed.

Following consultation with non-swimming people aged over 60 earlier this year, the Council introduced water confidence sessions at both pools to encourage those people who have never learnt to swim or not been swimming for a number of years. In addition, through the Free Swimming programme grant, the Council was able to offer subsidised swimming lessons to this age group.

<p>What information or data exists? For example, statistics, customer feedback, complaints, research, monitoring – who keeps it and can you get hold of it?</p>	<p>Sport and Leisure uses a number of methods to gather information and data from customers for the Free Swimming programme. These methods include:</p> <ul style="list-style-type: none"> • A customer comment system for users of all facilities is available for feedback on all aspects of the service. Comments can be made both verbally and written. • Torex system records information on customers and data on swimming attendances at the facilities • Customers complete feedback forms at the end of all holiday activities • The Active People Survey data is available online and the data can be analysed further • Activity Guide Interest forms • Swim Derby questionnaires • Free Swimming secure database of details of all Swim4Life registered members • Feedback reports from the consultation with people aged 60 or over • Surveys of Free Swimming participants
<p>Does any equality or diversity objectives already exist? If so, what are they and what is current performance like against them?</p>	<p>Sport and Leisure adopts the Council's corporate policies and procedures in all equality and diversity issues. The Free Swimming leaflet can be made available in different formats and languages on request. A Free Swimming page is included on the Council's website which includes swimming times, Swim4Life application forms and other information including swimming policies.</p> <p>The Swimming Admission policy at both centres is displayed in a picture format at receptions. The pool programmes are also displayed prominently in reception areas in a diagram format.</p> <p>Sport and Leisure follows the Council's corporate guidelines in all printed materials and the web.</p>

Is the service having a positive or negative effect on particular people in the community, or particular groups or communities?

All marketing and communication in Sport and Leisure aims to have a positive impact on all communities as we aim to increase participation of adults and children in sport and physical activity, particularly through the Free Swimming programme. Information about free swimming is available on the Council's website, facility activity guides, a free swimming leaflet and smaller targeted leaflets. T-shirts to promote free swimming are worn at various times by facility staff members.

A new marketing and promotion plan for people aged 60 or over is being implemented over the next six months. Sport and Leisure is also working with the Movement project to promote free swimming to young people aged 11 – 16 years. New equipment was purchased at both centres with the Free Swimming reward money to provide more fun opportunities for this age group.

From swimming attendance figures up to the end of October, swimming has increased by 15% against the same period last year. This includes an increase in both over 60s and under 16s. Further analysis will be carried out in December following a survey of both age groups to find out the effect of swimming on people's lives.

Collecting the information and data about how the policy, practice, service or function, impacts on communities

Please record your information and data in this table and think about:

- what information or data you will need
- using both quantitative and qualitative data
- making sure that where possible there is information that allows all perspectives to be considered
- identifying any gaps in the information/ data and what it can tell you

Data or information	When and how was it collected?	Where is it from?	What does it tell you? You need to consider all six equality strands where you can	Gaps in information
Customer feedback and complaints	Customer comments – written and verbal	Direct from customers	Comment forms are available at the leisure and sports centres for customers. Customers can also write to the centre manager or speak to a member of staff.	Equality information on forms

<p>Consultation and community involvement</p>	<p>Free Swimming for people aged 60 or over</p>	<p>Direct from customers aged 60 or over</p>	<p>Customers were asked to comment on what would make their visit more enjoyable at both Queen's Leisure Centre and Moorways Swimming Pool. They suggested a number of improvements to the changing rooms.</p>	
		<p>Direct from people who do not currently use the sports facilities</p>	<p>People aged 60 or over were asked to comment on what physical activity they currently take part in and what would encourage them to take up swimming. Suggestions included water confidence, aquafit session during the day and promoting health benefits of swimming.</p>	
	<p>Pool programme changes</p>	<p>Direct with Customers</p>	<p>Proposed amendments to pool programmes are explained to customers and comments are welcome. The amendments are displayed in reception areas and in the swimming pool halls.</p>	
	<p>Survey on physical activity levels of people aged 60 or over and children and young people aged 16 and under</p>	<p>Direct with customers and parents/carers of children and young people aged 16 and under</p>	<p>People aged 60 or over and parents/carers were asked if free swimming had increased their physical activity levels and the benefits of swimming to them. Nearly 50% of people said that they felt fitter than before the programme began.</p>	

Performance information including Best Value	Torex – leisure management information system	Used at each leisure centre	Records the number of swimming attendances by people aged 60 or over and people aged 16 and under	User errors can occur or IT system breaks down
Take up and usage data	Torex – a leisure management information system	Used at each leisure centre except Derby College Sports Centre	Records the number of swimming attendances at both centres and their contact details Attendances for both groups are reported monthly to DCMS. The DCMS also produce a quarterly data report for all authorities taking part in the Free Swimming programme.	User errors can occur or IT system breaks down System at each centre is not linked for reporting of information
Comparative information or data where no local information				
Census, national or regional statistics	10 yearly by the national government Active People Survey – repeated yearly	National Government Sport England	Comprehensive breakdown across the six equality standards Provides comprehensive information on the level of participation in physical activity and sport broken down by geographical area, gender, age, ethnicity, disability and activity	Information does not reflect the new minority ethnic groups in the city or sexuality Does not report on sexuality

Access audits or assessments such as DDA assessments	Access audits were carried out on all leisure centres in 2001	Council's Access Officer	A range of access issues were addressed at both Moorways Swimming Pool and Queen's Leisure Centre in 2001/02. Both centres have pool hoists for disabled customers or customers with mobility impairments and evacuation chairs. There are disabled changing areas at both centres.	
Workforce profile	Annually from department HR			
Where service delivered under procurement arrangements – workforce profile for deliverers	Not applicable			
Monitoring and scrutiny outcomes				

Analysing the information and data and setting equality objectives and targets

Please give your detailed findings in this table

Service or function	Policy or practice	Findings	Which groups are affected and how	Whose needs are not being met and how?
Sport and leisure facilities in Derby	Make sure the facilities are accessible to all residents and visitors in Derby	<p>Both Moorways Swimming Pool and Queen's Leisure Centre are fully accessible to disabled people. Each pool has a hoist for disabled people with staff trained to assist customers into the pool.</p> <p>All staff at both centres will attend a disability equality course during 2010/11.</p>	Groups within the six equality strands and those people from low participation groups in sport and physical activity	
Free swimming	Actively promote the free swimming programme to all residents and visitors in Derby through several marketing tools	Sport and Leisure tries to make sure all its marketing reaches all sections of the community through written materials and electronic methods including the website.	Groups within the six equality strands and those people from low participation groups in sport and physical activity	

Objectives - process, impact or outcome based

Please give your proposed objectives/ targets in this table

Objective/Target:	To promote the Free Swimming programme to people aged 60 or over
Specific	A robust marketing plan will be implemented to raise awareness of the benefits of swimming to health and well-being for people aged 60 or over
Measurable	Increase attendances of people aged 60 or over at Moorways Swimming Pool and Queen's Leisure Centre
Achievable	The free swimming programme is funded up to end of March 2011. The free swimming programme will encourage more people aged 60 or over to participate in regular swimming by removing the cost.
Relevant	A variety of formats and media will be used to promote the free swimming opportunities which are more appropriate for this target age group and will include Derbyshire Association for the Blind People newsletter and the radio and also visits to Derby Deaf Club to target their older members
Timed	Ongoing promotion of the free swimming opportunities in a variety of formats and media up to the end of March 2011

Objective/Target:	To promote the Free Swimming programme to people aged 16 and under
Specific	A robust marketing plan will be implemented to raise awareness of the benefits of swimming to parents and carers of children and young people under 16 years and will include Derbyshire Association for the Blind People newsletter and the radio and also visits to Derby Deaf Club to target Deaf parents
Measurable	Increase attendances of children and young people aged 16 and under. Also, in the longer term, to contribute to increasing the physical activity levels of children and young people in the city.
Achievable	The free swimming programme is funded up to end of March 2011. The free swimming programme aims to encourage more people aged 16 and under to participate in regular swimming by removing the cost.
Relevant	A variety of formats and media will be used to promote the free swimming opportunities which are more appropriate for families
Timed	Ongoing promotion of the free swimming opportunities in a variety of formats and media up to 31 March 2011

Monitoring and reviewing - incorporating into performance management

Please summarise your objectives and targets in this table with your proposed monitoring and reporting arrangements

Objective	Planned action	Target performance			Responsible lead officer	Reporting cycle, for example, quarterly
		2009/10	2010/11			
To promote the Free Swimming programme to people aged 60 or over	Implement marketing plan to increase swimming attendances of people aged 60 or over	Yes	Yes		Sarah Langham / Louise Barber	Quarterly
To promote the Free Swimming programme to children and young people aged 16 and under	Implement marketing plan to increase swimming attendances of people aged 16 and under	Yes	Yes		Sarah Langham / Louise Barber	Quarterly