

Fusion Lifestyle's 2012/13 Annual Service Plan for the management of the Council's leisure facilities.

Appendix Three – Initial Equalities Impact Assessment



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| Service Area: City Leisure | Section: Leisure management contract | Key person responsible for the assessment: L. Cherry (Leisure Manager) | Date of Assessment: 28 th February 2012 |
| Is this assessment in the Corporate Equality Impact assessment Timetable for 2008-11? | | Yes | No |
| Name of the Policy to be assessed: <ul style="list-style-type: none"> • Leisure Facility Review 2009/2013 • Sport & Physical Activity Strategy 2009/2014. Fusion Lifestyle's 2012/13 Annual Service Plan for the management of the Council's leisure facilities. | | Is this a new or existing policy Existing | |

1. Briefly describe the aims, objectives and purpose of the policy

The overriding objectives of the leisure management contract are:

- To develop world-class leisure facilities and to improve the value for money they offer;
- To reduce the overall subsidy for leisure services, prior to 2009 the subsidy per user was one of the most expensive in the country;
- The leisure management contract with Fusion Lifestyle will save the Council and local tax payers over £7m throughout the ten years of the contract and delivered a minimum £2.2m invested within the first three years of the contract;
- Alongside the benefits of a successful contract such as increased participation, an upward cycle of continued improvement, and an improved public realm, there is also a surplus share arrangement that encourages the Council to support Fusion Lifestyle to exceed their contractual financial targets and provide further leisure investment.

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The quality and service standards are high and facilities will be accessible with diverse and with inclusive programmes.

- Charging at market rate for those that can afford and running a highly cost effective service so that a surplus is created to fund a progressive concessions programme.
- Central part of the Corporate Plan for 2012-2017

The vision for delivery of leisure facility provision is to:

- Continuously improve the service for all users
- Reduce the subsidy per user
- Have greater energy efficiency from the leisure facilities
- Provide modern world-class leisure facilities to enhance the quality of life for everyone.

It is Officers view that there is no significant impact to citizens, or group(s) of people disadvantaged by the leisure management providers' proposals for the 2012/2013 fees and charges.

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| <p>2. Are there any associated objectives of the policy, please explain</p> | <p>The Leisure Facility Review (May 2009) detailed the Councils strategic approach to developing a city wide leisure offer that includes all facilities irrespective of ownership across the city. The review detailed a sustainable way forward for our leisure facilities, of which two are in poor condition.</p> |
| <p>3. Who is intended to benefit from the policy and in what way</p> | <ul style="list-style-type: none"> • Users of all leisure facilities in Oxford; • Local tax payers; • Target Groups: Those under the age of 16 and over the age of 50 years; Black, Minority and Ethnic groups; those with disability; Women and girls; Those resident in the most deprived areas of the City; those on a low income (and their dependants). • City communities. |
| <p>4. What outcomes are wanted from this policy?</p> | <p>The policy is intrinsically linked to enabling the delivery of the Council's Corporate Plan, and has been developed to clearly set the objectives and targets in respect of achieving the council's aspirations and vision for delivering modern world-class leisure services.</p> <p>1 The vision for delivery of leisure facility provision is to:</p> <ul style="list-style-type: none"> • Continuously improve the service for all users • Reduce the subsidy per user • Provide greater energy efficiency from the leisure facilities • Offer modern world-class leisure facilities to enhance the quality of life for everyone. • Targeted improvements in use by under-represented groups, women, older people, BME. |
| <p>5. What factors/forces could contribute/detract from the</p> | <ul style="list-style-type: none"> • The general economic climate. |
| <p>6. Who are the main stakeholders in relation to the policy</p> | <ul style="list-style-type: none"> - Oxford City Council; - Councillors; - Fusion Lifestyle; - Facility users; - Residents; - Partners |
| <p>7. Who implements the policy and who is responsible for the policy?</p> | <p>City Leisure; Director City Services</p> |

| 8. Are there concerns that the policy <u>could</u> have a differential impact on racial groups? | Yes | No |
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| <p>What existing evidence (either presumed or otherwise) do you have for this?</p> | <p>A wide offer of inclusive membership options and concessionary prices are available supporting affordability and participation opportunity.</p> <p>Fusion Lifestyle shares the Council’s commitment to equality and diversity ensuring that services are reflective and responsive to local need. Their core charitable objectives focus on the provision of recreational and sporting services in the interests of social welfare; special facilities for target groups; and promoting community participation.</p> <p>Key elements of Fusions sports and community development plan are:</p> <ul style="list-style-type: none"> • Research; Consultation; Programming; Pricing; Promotion; Partnerships. <p>There is no pricing differentiation due to racial group.</p> <p>In 2011/12 participation by BME groups is expected to exceed the annual target with an anticipated 59,000 visits to leisure facilities.</p> <p>Fusion maintains association with “community ambassadors” with whom to work to promote accessibility to the leisure facilities for BME groups.</p> | |

| 9. Are there concerns that the policy <u>could</u> have a differential impact due to gender? | Yes | No |
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| <p>What existing evidence (either presumed or otherwise) do you have for this?</p> | <p>A wide offer of inclusive membership options and concessionary prices are available supporting affordability and participation opportunity.</p> <p>Fusion Lifestyle shares the Council's commitment to equality and diversity ensuring that services are reflective and responsive to local need. Their core charitable objectives focus on the provision of recreational and sporting services in the interests of social welfare; special facilities for target groups; and promoting community participation.</p> <p>Key elements of Fusions sports and community development plan are:</p> <ul style="list-style-type: none"> • Research; Consultation; Programming; Pricing; Promotion; Partnerships. <p>There is no pricing differentiation due to gender.</p> <p>In 2011/12 participation by this user group is expected to exceed the annual target with more than 300,000 visits anticipated to leisure facilities by Women and Girls.</p> <p>Fusion Lifestyle has secured funding to employ an Oxford City Active Women coordinator. Active Women is a new three year project being driven by Sport England to get more women from disadvantaged communities, and more women caring for children, playing sport. The sessions are specifically designed for local women and aim to make it as easy as possible to participate. Since commencement of the city programme three new sessions of Badminton, netball and football have been introduced in city leisure facilities with a throughput of 51 women participants.</p> | |

| 10. Are there concerns that the policy could have a differential impact due to disability? | Yes | No |
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| <p>What existing evidence (either presumed or otherwise) do you have for this?</p> | <p>A wide offer of inclusive membership options and concessionary prices are available supporting affordability and participation opportunity.</p> <p>Fusion Lifestyle shares the Council's commitment to equality and diversity ensuring that services are reflective and responsive to local need. Their core charitable objectives focus on the provision of recreational and sporting services in the interests of social welfare; special facilities for target groups; and promoting community participation.</p> <p>Key elements of Fusions sports and community development plan are:</p> <ul style="list-style-type: none"> • Research; Consultation; Programming; Pricing; Promotion; Partnerships. <p>In 2011/12 participation by this user group is expected to exceed the annual target with more than 13,000 visits anticipated to leisure facilities by this target group.</p> <p>Those entitled to disability benefits, and their dependants are entitled to excellent discounts through the Bonus concessionary membership scheme.</p> <p>Fusion Lifestyle has an active partnership with disability swimming group 'Oxford Swans' who hold sessions at Ferry Leisure Centre and Temple Cowley Pools.</p> <p>Facilities comply with DDA legislation and development schemes progressed in partnership with Fusion Lifestyle give full consideration to needs of this target group.</p> <p>In partnership with Oxford United Football Club and MIND, Fusion Lifestyle is running a mental health awareness and fitness project in the local community. MIND is the leading mental health charity for England and Wales that promotes and protects good mental health for all.</p> | |

| 11. Are there concerns that the policy <u>could</u> have a differential impact on people due to sexual orientation? | Yes | No |
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| <p>What existing evidence (either presumed or otherwise) do you have for this?</p> | <p>A wide offer of inclusive membership options and concessionary prices are available supporting affordability and participation opportunity.</p> <p>Fusion Lifestyle shares the Council's commitment to equality and diversity ensuring that services are reflective and responsive to local need. Their core charitable objectives focus on the provision of recreational and sporting services in the interests of social welfare; special facilities for target groups; and promoting community participation.</p> <p>Key elements of Fusions sports and community development plan are:</p> <ul style="list-style-type: none"> • Research; Consultation; Programming; Pricing; Promotion; Partnerships. <p>There is no pricing differentiation due to sexual orientation.</p> | |

| 12. Are there concerns that the policy could have a differential impact on people due to their age? | ¥ | No |
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| <p>What existing evidence (either presumed or otherwise) do you have for this?</p> | <p>A wide offer of inclusive membership options and concessionary prices are available supporting affordability and participation opportunity.</p> <p>Fusion Lifestyle shares the Council's commitment to equality and diversity ensuring that services are reflective and responsive to local need. Their core charitable objectives focus on the provision of recreational and sporting services in the interests of social welfare; special facilities for target groups; and promoting community participation.</p> <p>Key elements of Fusions sports and community development plan are:</p> <ul style="list-style-type: none"> • Research; Consultation; Programming; Pricing; Promotion; Partnerships. <p>In 2011/12 participation by this user group is expected to exceed the annual target with more than 130,000 visits anticipated to leisure facilities by those aged under 17 years of age; and 75,000 visits anticipated by those aged 60 years and over.</p> <p>Concessionary fees and charges are available to these targeted groups. Additionally the Council continues to provide targeted free swimming for those aged under 17 years of age and resident in the City.</p> <p>Fusion offer Primetime sessions for those aged 50 years and over. Additionally, Fusion Lifestyle secured funding from the Fit as a Fiddle initiative resulting in additional 50 plus sessions being introduced in Badminton, Zumba Gold dance, seated activities and learn to swim activities. Fit as a Fiddle is a nationwide programme, supporting people aged of 50 plus with physical activity, healthy eating and mental well-being.</p> | |

| 13. Are there concerns that the policy could have a differential impact on people due to their religious belief? | ¥ | No |
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| <p>What existing evidence (either presumed or otherwise) do you have for this?</p> | <p>A wide offer of inclusive membership options and concessionary prices are available supporting affordability and participation opportunity.</p> <p>Fusion Lifestyle shares the Council's commitment to equality and diversity ensuring that services are reflective and responsive to local need. Their core charitable objectives focus on the provision of recreational and sporting services in the interests of social welfare; special facilities for target groups; and promoting community participation.</p> <p>Key elements of Fusions sports and community development plan are:</p> <ul style="list-style-type: none"> • Research; Consultation; Programming; Pricing; Promotion; Partnerships. <p>There is no pricing differentiation due to religious belief.</p> <p>Fusion activity programming has included Ladies only sessions and swimming lessons (i.e. Temple Cowley Pool and Ferry Leisure Centre).</p> | |

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| 17. Are there implications for the Service Plans? | | YES | No | 18. Date the Service Plan will be updated | April 2012 | 19. Date copy sent to Equalities Officer | 28.02.12 |
| 20. Date reported to Equalities Board: | | n/a | | Date to Scrutiny and CEB | n/a | 21. Date published | 04.04.12 |
| 14. Could the differential impact identified in 8-13 amount to there being the potential for adverse impact in this policy? | Yes | No | 15. Can this adverse impact be justified on the grounds of promoting equality of opportunity for one group? Or any other reason | | | | |
| 16. Should the policy proceed to a partial impact assessment? | Yes | No | If Yes, is there enough evidence to proceed to a full EIA: | | | | |
| | | | | Date on which Partial or Full impact assessment to be completed by | | | |
| | | | | n/a | | | |

Signed (completing officer): _Lucy Cherry__ Signed (Lead Officer) __Ian Brooke__

Team members and service areas that were involved in this process:

City Leisure:

Leisure Manager

Head of Service, City Leisure

People & Equalities:

Equalities & Diversity Business Partner