

Colchester Borough Council

Equality Impact Assessment Form - An Analysis of the Effects on Equality

Section 1: Initial Equality Impact Assessment

Name of policy to be assessed:

- Leisure World Colchester Extension of Activa Gym & Re-location of offices to provide additional Studio space.

NB: 'Policy' is meant broadly to mean policy, strategy, service, function, activity or decision.

1. What is the main purpose of the policy?

- The main reason for this project is to increase income by adding to the range of activities on offer at Leisure World and improving the customer experience

2. What main areas or activities does it cover?

- Sport and Leisure activities

3. Are there changes to an existing policy being considered in this assessment? If so what are they?

- No

4. Who are the main audience, users or customers who will be affected by the policy?

- Sport and Leisure customers
- Sport and Leisure staff

5. What outcomes do you want to achieve from the policy?

- Improve the availability of the gym equipment and classes for our customers
- Generate extra income from lifestyle memberships and pay as you go attendances to classes and Personal training
- The project will allow for a wider range of fitness and aerobic sessions to be provided to the customer.

6. Are other service areas or partner agencies involved in delivery? If so, please give details below:

- Professional Services – assistance with planning permission
- Commercial Services – Procurement for building work and for purchase of equipment
- Colchester Borough Homes – Project management of building works and design

7. Are you aware of any relevant information, data, surveys or consultations¹ which help us to assess the likely or actual impact of the policy upon customers or staff?

- Competitor price analysis from March 2015 shows that although there is a high amount of local competition from both budget and mainstream gyms, Leisure World Colchester has been able to expand on its live memberships from 2868 in March 2013 to an all time high of 3345 in March 2015. From this figure it is known that a total of 3064 (91%) of members have used Activa gym highlighting that the gym has a huge impact on the total number of membership sales.
This comparison shows that Leisure World Colchester is well placed in regards to the price of its memberships compared to the local competition and that the service and the value for money it offers has enabled memberships to grow over the last few years and with this comes a growing reputation which gives it potential to expand membership sales for the future
- **Sport England Active People Survey**
Just over a third (35.2%) of adults in Colchester participated in at least 1 x 30 minutes moderate intensity sport per week. This is very similar to the national average (35.7%) and regional average (35.1%), but means that 64.8% of adults do not participate in any sport.

¹Click on [surveys or consultations](#) for more information. The Council's surveys and consultations include 'equality monitoring information' to help us identify any particular concerns or views expressed by any particular group or 'protected characteristic'. It can also help us to assess how representative of our customers the respondent group is. Local Data on the Protected Characteristics is available [on this page](#) of the Hub.

The most popular sports played by adults (16+) in Colchester:

Sport	Colchester		East of England		England	
	No. (000s)	Rate	No. (000s)	Rate	No. (000s)	Rate
Gym	17.6	11.6%	15.4	10.1%	4,622.7	10.9%
Swimming	15.4	10.1%	16.8	11.1%	4,896.9	11.5%
Cycling	13.9	9.1%	12.7	8.4%	3,458.9	8.1%
Football	8.0	5.3%	8.8	5.8%	2,689.7	6.3%
Athletics	8.0	5.3%	9.4	6.2%	2,778.8	6.5%

(Source: Sport England Local Sport Profile Tool, Active People Survey 7, 2012/2013)

Almost half (48.9%) of adults in Colchester, including 20.3% of those who are currently inactive, say they would like to do more sport, demonstrating an opportunity to increase participation.

8. The 'general duty' states that we must have "due regard" to the need to:

- (a) eliminate unlawful discrimination, harassment and victimisation
- (b) advance equality of opportunity between people who share a 'protected characteristic'² and those who do not³
- (c) foster good relations between people who share a protected characteristic and those who do not⁴

Not all policies help us to meet the 'general duty', but most do.

Where applicable, explain how this policy helps us to meet the 'general duty':

² The Equality Act's 'protected characteristics' include age, disability, gender reassignment, pregnancy and maternity, race, religion or belief and sex and sexual orientation. It also covers marriage and civil partnerships, but not for all aspects of the duty.

³ This involves having due regard, in particular, to the need to: (a) remove or minimise disadvantages suffered by persons who share a protected characteristic that are connected to that characteristic; (b) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it, and (c) encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

⁴ This involves having due regard, in particular, to the need to (a) tackle prejudice, and (b) promote understanding.

The policy helps us to ‘eliminate unlawful discrimination, harassment and victimisation’ in the following way(s):

- Increasing the available space to conduct fitness activities will increase the availability of specific equipment and classes for all groups to attend.

The policy helps us to ‘advance equality of opportunity...’ in the following way(s):

- As above

The policy helps us to ‘foster good relations...’ in the following way(s):

- As above

9. This section helps us to identify any disproportionate impacts. Please indicate in the table below whether the policy is likely to particularly benefit or disadvantage any of the ‘protected characteristics’.

Remember to include reference to any relevant consultation, data or information.

‘Protected characteristic’ group		Positive Impact	Explain how it could particularly benefit the group	Negative Impact	Explain how it could particularly disadvantage the group
Age	Older people (60+)	X	Increased available space to conduct new fitness activities and classes as well as increasing the equipment availability will provide a more efficient and accessible service	X	Potential negative impact that older people will be less likely to use the new equipment.
	Younger people (17-25) and children (0-16)	X	As above		None identified
Disability	Physical	X	As above	X	Potential negative impact that people with disabilities will be less likely to use the new equipment
	Sensory	X	As above	X	As above
	Learning	X	As above	X	As above

'Protected characteristic' group		Positive Impact	Explain how it could particularly benefit the group	Negative Impact	Explain how it could particularly disadvantage the group
	Mental health issues	X	As above	X	As above
	Other – <i>specify</i>				
Ethnicity ⁵	White	X	As above		None identified
	Black	X	As above		None identified
	Chinese	X	As above		None identified
	Mixed Ethnic Origin	X	As above		None identified
	Gypsies/ Travellers	X	As above		None identified
	Other – <i>please state</i>				
Language	English not first language	X	As above		None identified
Pregnancy and Maternity	Women who are pregnant or have given birth in last 26 weeks	X	As above		None identified
Religion or Belief	People with a religious belief (or none)	X	As above		None identified
Sex	Men	X	As above		None identified
	Women	X	As above		None identified
Gender Reassignment ⁶	Transgender/ Transsexual	X	As above		None identified
Sexual Orientation	Bisexual, Heterosexual, Gay or Lesbian	X	As above		None identified

⁵ National Census 2011 categories are: Bangladeshi, Indian, Pakistani, Other Asian (Asian or Asian British), African, Caribbean, Other Black (Black or Black British), White and Black African, White and Asian, White and Black Caribbean (Mixed), British, Irish, Other White (White), Chinese, Other (Other Ethnic Group).

⁶ The protected characteristic of gender reassignment is defined by the Equality Act 2010 as “a person proposing to undergo, is undergoing or has undergone a process (or part of a process) for the purpose of reassigning the person's sex by changing physiological or other attributes of sex.” This is a personal process that may involve medical interventions such as counselling, psychotherapy, hormone therapy or surgery, but does not have to. NB: It is generally held that transgender people disguise their features or clothing to resemble their preferred sex, whereas transsexual people wish to change their body to completely resemble their preferred sex.

'Protected characteristic' group		Positive Impact	Explain how it could particularly benefit the group	Negative Impact	Explain how it could particularly disadvantage the group
Marriage and Civil Partnership	People who are married or in a civil partnership	X	As above		None identified

10. If you have identified any negative impacts (above) how can they be minimised or removed?

- Older people – The preferred equipment provider will be assessed as having the best equipment accessibility for this group so this negative impact is minimised
- People with disabilities – The preferred equipment provider will be assessed as having the best equipment accessibility for this group so this negative impact is minimised

11. Could the policy discriminate⁷ against any 'protected characteristic', either directly or indirectly⁸?

- No

⁷ The Council has a general duty to 'eliminate unlawful discrimination, harassment and victimisation'. Direct discrimination occurs when a person is treated less favourably than another in a comparable situation because of their 'protected characteristic' whether on grounds of age, disability, pregnancy and maternity, ethnicity; religion or belief; sex (gender), sexual orientation, or marriage and civil partnership. Indirect discrimination occurs when an apparently neutral provision or practice would nevertheless disadvantage people on the grounds of their 'protected characteristic'.

⁸ If you answer 'yes' to question 11 (above) you will need to complete this section *and* go on to complete Section 2 in order to conduct a full Equality Impact Assessment.

Summary and findings of Initial Equality Impact Assessment

12. Please put a tick in the relevant box to confirm your findings, and what the next step is:

Findings	Action required
No negative impacts have been identified.	Sign off screening and finish.
Negative impacts have been identified but have been minimised or removed X	Sign off screening and finish.
Negative impacts could not be minimised or removed <input type="checkbox"/>	Sign off screening and complete a full impact assessment – Section 2.
There is insufficient evidence to make a judgement. <input type="checkbox"/>	Sign off screening and complete a full impact assessment – Section 2.

13. Name and job title of person completing this form:

- Brett Gooch. Business Manager Fitness

14. Date of completion:

- March 2016

15. Date for update or review of this screening:

- Not applicable