

Customer First Analysis: Sport and Leisure Facilities Strategy

1. Purpose

- What are you trying to achieve?

The report is to draw Cabinet's attention to the draft Sport and Leisure Facilities Strategy for Hyndburn. The Sport and Leisure Facilities Strategy aims to improve the quantity and quality of facilities in the Borough. It addresses gaps in provision identified using Sport England Tools including the Facilities Planning Model. This strategy should be a useful tool in improving sport and leisure facility provision for all in the Borough.

- Who defines and manages it?

The strategy will be adopted by the Council and a number of sport and leisure facility providers in Hyndburn.

- Who do you intend to benefit from it and how?

The strategy makes recommendations for filling gaps across the Borough in terms of facility provision. The strategy may be used by the Council or other organisation/s to prioritise facility development and/or apply for external funding. Therefore, anyone who uses leisure facilities now or may use leisure facilities in the future in Hyndburn has the potential to benefit from this strategy.

- What could prevent people from getting the most out of the strategy?

If the strategy is not adopted by all partners involved with the Leisure Summit (The Leisure Summit is a Strategic Group established by Councillor Ciaran Wells. Membership of this group is made up of the majority of major sport and leisure facility providers in the Borough, as well as representation from Sport England and Lancashire Sport).

- How will you get your customers involved in the analysis and how will you tell people about it?

A key recommendation of the strategy is to carry out further consultation with the public, which was not carried out as part of this strategy. Public consultation should be considered for proposals around any new sports facility. The Strategy will be published on the Council's website.

2. Evidence

- How will you know if the policy delivers its intended outcome / benefits?

If the Council or any other organisation carry out any of the recommendations within the strategy, or if the strategy is used to support bids for external funding by the Council or other organisation.

- How satisfied are your customers and how do you know?

Available data (Active People Survey) suggests satisfaction with sport and leisure facilities in Hyndburn is low. However, it should be noted that this research was carried out prior to extensive refurbishment works at two leisure centres and the building of significant new facilities at two education sites. No customer consultation took place as part of the strategy, however, one of the key recommendations of the strategy is to carry out some in depth consultation with local people.

- What existing data do you have on the people that use the service and the wider population?

There is not much data available collectively on people that use sport and leisure facilities in Hyndburn. Different organisations capture their customer data in different ways. In some cases, in depth information is acquired whereas in others, only the minimum information is available. For example, Hyndburn Leisure Trust capture data on their Members and Leisure Passport Holders, and have recently introduced the “BeActive Card” in order to further capture pay as you go customer data. Information collected includes gender, age, address, employment status, ethnicity, physical activity levels and more.

The level of data collected by other facility providers included in this strategy is unknown. A key recommendation of the strategy is to carry out public consultation.

- What other information would it be useful to have? How could you get this?

Information on demand for facilities taken from a public consultation.

- Are you breaking down data by equality groups where relevant (such as by gender, age, disability, ethnicity, sexual orientation, marital status, religion and belief, pregnancy and maternity)?

This strategy is based on facilities rather than activities. Therefore, a full breakdown of equality groups is not possible as we do not have comprehensive data on the users of leisure facilities. Some consideration has been given to equality groups, notably in section 4 of the strategy. However, equality data was not used to inform the recommendations of the strategy. Recommendations are based on providing a supply of facilities to meet the level of demand.

- Are you using partners, stakeholders, and councillors to get information and feedback?

Several partners who will adopt the strategy have been asked to provide feedback before it is published.

3. Impact

- Are some people benefiting more – or less - than others? If so, why might this be?

Several areas in Hyndburn have more difficulty accessing quality leisure facilities than others. Several of the recommendations of the strategy aim to address this, mainly by increasing the level of quality facilities in areas which are under provided for, or by improving access to current facilities.

4. Actions

- If the evidence suggests that the policy / service / function benefits a particular group – or disadvantages another - is there a justifiable reason for this and if so, what is it?

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The current supply of leisure facilities in Hyndburn could be considered to benefit those who live closer to facilities than those who live further away. Some areas of the borough have no facilities within a reasonable travel distance to them, and poor public transport links to facilities out of their ward/town. Funding is not available to provide quality leisure facilities in all areas of the Borough. However, should funding become available for new facilities (via the Council or external sources) then priority should be given to areas with poor or no facility provision.

- Is it discriminatory in any way?

The Sport and Leisure Facilities Strategy is not discriminatory in any way.

- Is there a possible impact in relationships or perceptions between different parts of the community?

The strategy aims to address gaps in provision identified using Sport England Tools including the Facilities Planning Model. This strategy should only be perceived as a useful tool in improving sport and leisure facility provision for all in the Borough.

- What measures can you put in place to reduce disadvantages?

Some of the recommendations in the strategy aim to reduce disadvantages (e.g. those who live in areas with poor access to facilities).

- Do you need to consult further?

This is a recommendation of the strategy

- Have you identified any potential improvements to customer service?

No

- Who should you tell about the outcomes of this analysis?

The report will go to Cabinet

- Have you built the actions into your Business Plan with a clear timescale?

Not applicable

- When will this assessment need to be repeated?

This Strategy is for 2012 – 2015.