

As a public authority we need to ensure that all our strategies, policies, service and functions, both current and proposed have given proper consideration to equality, diversity, cohesion and integration. In all appropriate instances we will need to carry out an equality, diversity, cohesion and integration impact assessment.

This form:

- can be used to prompt discussion when carrying out your impact assessment
- should be completed either during the assessment process or following completion of the assessment
- should include a brief explanation where a section is not applicable

<b>Directorate: City Development</b>	<b>Service area: Sport &amp; Active Lifestyles</b>
<b>Lead person: Katy Bowden</b>	<b>Contact number: 3950161</b>
<b>Date of the equality, diversity, cohesion and integration impact assessment: 29/8/13</b>	

<b>1. Title: NGB Place Pilot</b>
Is this a:
<input type="checkbox"/> <b>Strategy /Policy</b> <input type="checkbox"/> <b>Service / Function</b> <input checked="" type="checkbox"/> <b>Other</b>
<b>If other, please specify</b> <b>Pilot scheme for delivery of activities in partnership with National Governing Bodies of Sport</b>

## 2. Members of the assessment team:

<b>Name</b>	<b>Organisation</b>	<b>Role on assessment team e.g. service user, manager of service, specialist</b>
Katy Bowden	LCC	Lead
Mark Allman	LCC	Head of service
David O'Loan	LCC	Business Manager
Helen Evans	LCC	Service Improvement Manager
Jill Keddie	Sport England	Relationship Manager
Vicky Joel	West Yorkshire Sport	Director of Operations

### **3. Summary of strategy, policy, service or function that was assessed:**

The Leeds NGB Place Pilot aims to develop a single process and plan for the city that will ensure National Governing Body (NGB) Whole Sport Plans are delivered in a co-ordinated way making best use of local and national resources. This will help to increase participation amongst priority groups within the city, contributing towards reducing health inequalities, and supporting the overall ambition for Leeds to be the most active big city in England.

#### **Needs and Evidence**

There is an increasing awareness that NGB delivery of products and services will only be successful if the local sporting environment is of a high quality. Leeds is like many local authorities across the country with facilities and local development workers under threat through further rounds of funding cuts; a pressure which is unlikely to reduce beyond the next Comprehensive Spending Review. There is a real risk of NGB plans not being delivered effectively through the demise of local authority community sports provision, especially those NGBs reliant on local authority support.

The Place Pilot features strongly within the emerging Sport and Active Lifestyles Strategy 2013-18 for the city led by Sport Leeds, the sport and active recreation network. This strategy is strongly positioned to contribute towards wider city priorities such as the reduction of health inequalities.

Leeds is a tale of two cities. People living in inner city areas of Leeds have a shorter life expectancy, lower income, higher unemployment and more health issues whilst in terms of life expectancy for males the gap between highest and lowest areas in the city is 12.4 years and 8.4 years for women. Furthermore the estimated health cost of inactivity to the city is £10.1m per annum with particular geographical correlations between levels of inactivity and obesity for example.

Participation trends in sport and active recreation present a similar dichotomy. 39.9% of adults in Leeds participate once a week for 30 minutes, ranking the city 39th of all local authorities in England. There are however major geographical inequalities in participation levels between the north and south of the city.

The Pilot therefore aims to address both the nationally identified risks with NGB delivery, and local challenges with regards to participation inequalities, by:

- developing a system that better connects NGB national programmes within localities, helping simplify the collective offer;
- implementing a range of interventions related to NGB Whole Sport plans in an integrated way across the city.

#### **Contribution to growing participation**

One of the primary aims of the Pilot is to get the inactive, active (focussed on participation once a week for 30 minutes). Targets are being agreed with the respective NGBs participating in the Pilot. However given the innovative nature of the approach and different degrees of readiness from the

NGBs an overall target for increasing participation cannot be identified at this stage.

The Pilot also aims to contribute to reducing health inequalities in Leeds by targeting interventions in geographical areas and at specific target groups in need. In doing so the reduction of inactivity levels across key target groups will be measured as this helps to demonstrate the pathway towards getting more people more active. The project will aim to target inactive people who have contemplated the prospect of becoming active as opposed to those who are inactive and are not at a stage of considering physical activity. This acknowledges the scale of the challenge in supporting behavioural change for many inactive people and it is therefore proposed to measure the change in attitudes towards sport and active recreation within the evaluation of the project.

**Partnerships**

The Pilot will be overseen by a Project Steering Group involving representatives from Leeds City Council, West Yorkshire Sport, Sport England, and NGBs. This will also ensure a reporting link is in place to Sport Leeds, which offers strategic oversight to sport and active lifestyles provision across the city. On a day-to-day basis the project will be managed by a Project Lead Officer (post to be recruited), supported by additional capacity for marketing and communications, and the recruitment of Activators who will help facilitate delivery for specific target groups/areas. There will be considerable in kind support from both Leeds City Council and West Yorkshire Sport.

**4. Scope of the equality, diversity, cohesion and integration impact assessment**  
(complete - 4a. if you are assessing a strategy, policy or plan and 4b. if you are assessing a service, function or event)

**4a. Strategy, policy or plan**

(please tick the appropriate box below)

The vision and themes, objectives or outcomes	<input type="checkbox"/>
The vision and themes, objectives or outcomes and the supporting guidance	<input type="checkbox"/>
A specific section within the strategy, policy or plan	<input type="checkbox"/>

**Please provide detail:**

**4b. Service, function, event**

please tick the appropriate box below

The whole service (including service provision and employment)	<input type="checkbox"/>
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A specific part of the service (including service provision or employment or a specific section of the service)	<input checked="" type="checkbox"/>
Procuring of a service (by contract or grant) (please see equality assurance in procurement)	<input type="checkbox"/>
<p><b>Please provide detail:</b> The development of a partnership to improve sport provision in the city, with a particular emphasis on getting the inactive active</p>	

**5. Fact finding – what do we already know**  
Make a note here of all information you will be using to carry out this assessment. This could include: previous consultation, involvement, research, results from perception surveys, equality monitoring and customer/ staff feedback.

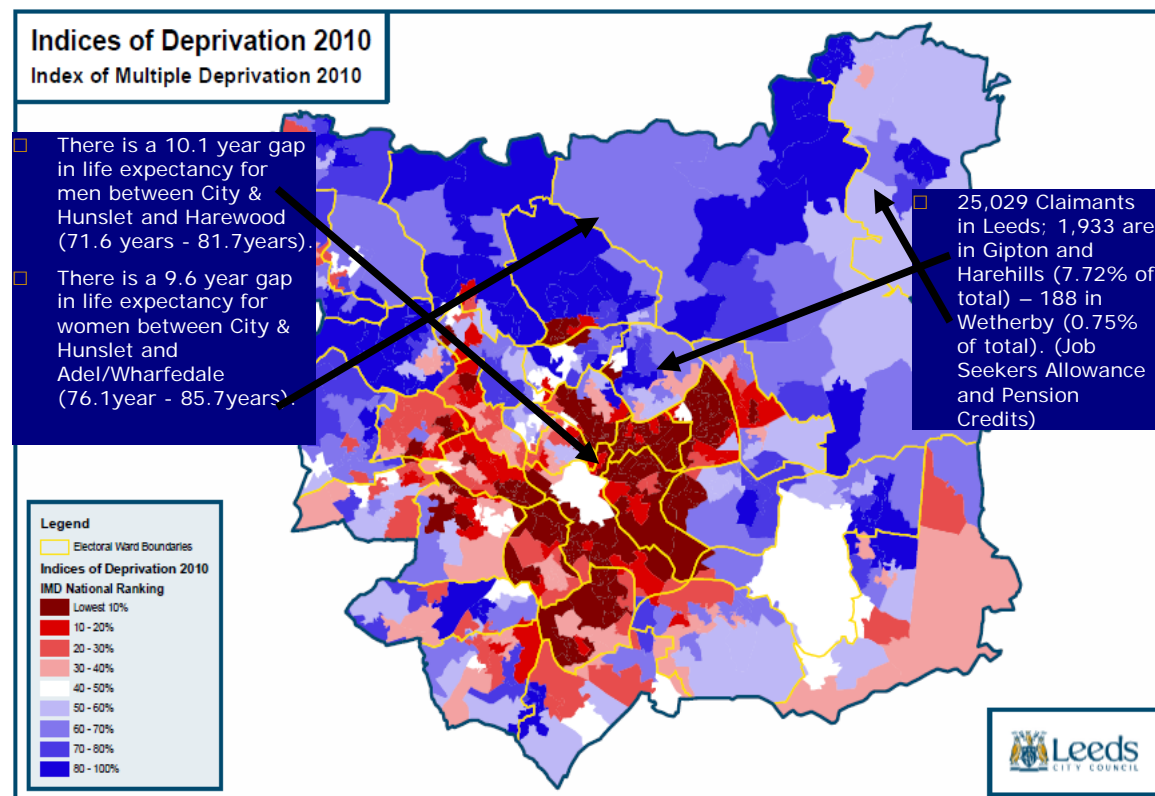
(priority should be given to equality, diversity, cohesion and integration related information)

The following summarises the socio-demographic and sport and active lifestyles profile of Leeds to help set the context for some of the issues that the Place Pilot will need to address, most particularly with regards to health indicators and participation levels which clearly show a tale of two cities.

**Socio-Demographic:**

- The population of Leeds according to the 2011 census is 751,500; this constitutes a 5% growth since 2001 and is expected to continue growing over coming years.
- The estimated BME population in Leeds is 17.4% (ONS 2009)
- There are in the region of 75,000 Higher Education students within the city across its three Universities.
- Leeds has major challenges with health inequalities increasing. In terms of life expectancy for males the gap between highest and lowest areas in the city is 12.4 years and 8.4 years for women. People living in inner city areas of Leeds have a shorter life expectancy, lower income, higher unemployment and more health issues (see below).
- Adult smoking, healthy eating and obesity levels significantly worse than England average – with a particular focus on the inner city areas.

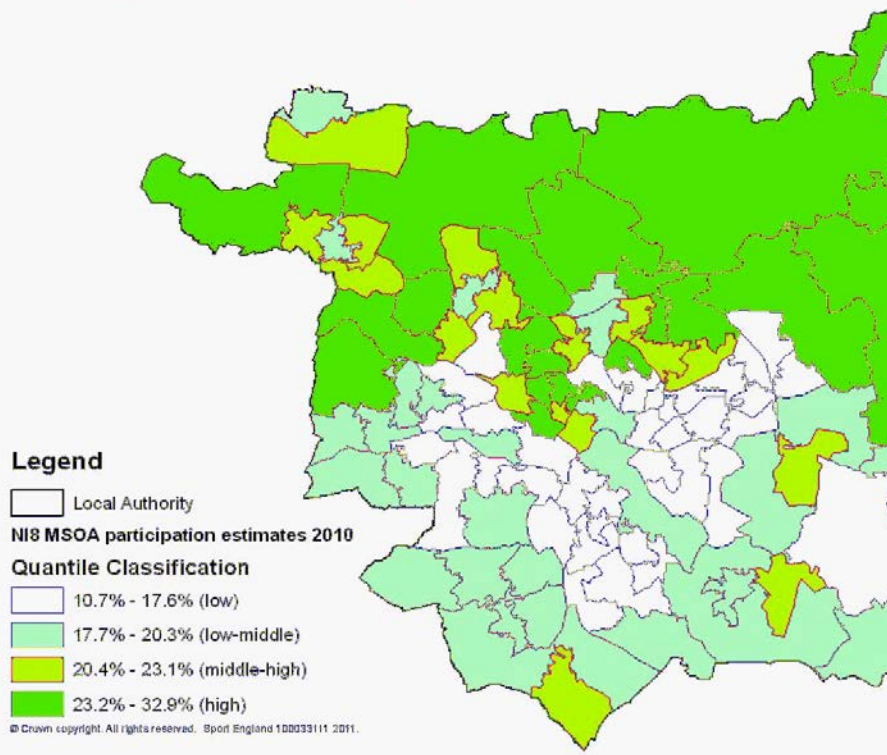
# Leeds a Tale of 2 Cities



## Sport and Active Lifestyles:

- Based on adult (16+) participation 3 x 30 minutes per week Leeds ranks 7th of all local authorities in the county (29.6%).
- When looking at the number of inactive adults (16+) a marked improvement can be seen across over the last 6 years all target groups, with the exception of 16 – 25yrs.
- There are nearly 900 sports clubs in Leeds with c130 Clubmark accredited. Club membership levels and the numbers taking part in competitive sport are above the national average.
- Against Sport England's primary outcome measure, 39.9% of adults in Leeds participate once a week for 30 minutes, ranking the city 39th of all local authorities in England. There are however major geographical inequalities in participation levels between the north and south of the city as evidenced below (against NI8).
- The health cost of inactivity estimated to cost the city £10.1m per annum. There are particular geographical correlations between levels of inactivity and obesity for example.
- Reducing these health inequalities is a major priority within the city.

## Adult participation in sport and active recreation\*



### The Strategic Context

#### A new Sport and Active Lifestyles Strategy for Leeds

Sport Leeds is currently finalising a new Sport and Active Lifestyles Strategy for the city through to 2018. As of July 2013 the final draft of this strategy has been endorsed by the Sport Leeds Board. Sport England has been fully consulted through its development. The strategy builds from the previous sport and active recreation strategy for the city 'Taking the Lead 2006-12' aiming to ensure that the city continues to maximise the benefits from London 2012 and build from the positive progress over the last six years. It also acknowledges that the significant challenges faced by the city which need to be addressed going forwards, particularly regarding increasing health inequalities. A summary of the strategy is included over page.

The initial 'Hub Site' of the project will take place in Middleton Park ward and it has been selected based on demographic information and suitable, available facility space.

Targeted approaches to engagement with BME, Women and other groups underrepresented in sports participation. The rationale for this approach is based on the evaluation of other similar projects delivered by the service such as the Women and Girl's project and BME specific work.

### Are there any gaps in equality and diversity information

#### Please provide detail:

- Making use of appropriate intelligence gathered through the Leeds Let's Get Active development work, such as mapping and market segmentation information.
- Assimilating an understanding of best practice in delivery of social marketing interventions

- Working with the NGBs to understand the targeting and marketing collateral in place to promote products within the remit of the Pilot. From this to develop an agreement with NGBs for options to consider alternative approaches to marketing these products as required.
- Delivery of a coordinated marketing and communications plan for the Pilot programmes taking place in the Middleton Hub
- Supporting the Activators in the marketing and communications activity to their respective target audiences.

**Action required:**

These areas will be addressed through the marketing function within the project

**6. Wider involvement – have you involved groups of people who are most likely to be affected or interested**

Yes

No

**Please provide detail:**

Other projects undertaken by the service, with similar objectives have included detailed consultation with user groups particularly around Women and Girls, disabled people, young people and BME people. Knowledge derived from such projects has assisted in the development of this project.

**Action required:**

**7. Who may be affected by this activity?**

please tick all relevant and significant equality characteristics, stakeholders and barriers that apply to your strategy, policy, service or function

**Equality characteristics**

Age

Carers

Disability

Gender reassignment

Race

Religion

or Belief

Sex (male or female)

Sexual orientation

Other

(for example – marriage and civil partnership, pregnancy and maternity, social class, income, unemployment, residential location or family background, education or skills level)

Please specify:

### Stakeholders

Services users

Employees

Trade Unions

Partners

Members

Suppliers

Other please specify

### Potential barriers.

Built environment

Location of premises and services

Information and communication

Customer care

Timing

Stereotypes and assumptions

Cost

Consultation and involvement

specific barriers to the strategy, policy, services or function

Please specify

- Design of facilities (disabled access / suitability for certain user groups e.g. women / disabled)
- Communication to be appropriate for the target user groups
- Time of day for delivery of activity to reflect needs of the target user groups
- Cost to be considered to include those on low incomes
- Location of activity beneficial in local area
- Differing expectations of customer care between age groups and people of differing backgrounds
- Avoid stereotypes and consult regards people's requirements
- Communications and marketing



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**8. Positive and negative impact**

Think about what you are assessing (scope), the fact finding information, the potential positive and negative impact on equality characteristics, stakeholders and the effect of the barriers.

Contribution to reducing health inequalities and obesity, diversionary activity, improving mental wellbeing.

**8a. Positive impact:**

Creating activity to introduce sport to the inactive  
Creating new partnerships to deliver activity  
Impact of training delivered to staff on the Leeds Let's Get Active project will have a shared benefit to this project.

**Action required:**

Appoint activators and lead for the project

**8b. Negative impact:**

Perception that the programme is wholly for the inactive

**Action required:**

Marketing plan to target specific groups  
Staff training/briefing

**9. Will this activity promote strong and positive relationships between the groups/communities identified?**

Yes

No

**Please provide detail:**

New partnerships to deliver activity  
Bringing together people who are inactive so they can share their experiences and support one another

**Action required:**



**12. Equality, diversity, cohesion and integration action plan**

(insert all your actions from your assessment here, set timescales, measures and identify a lead person for each action)

<b>Action</b>	<b>Timescale</b>	<b>Measure</b>	<b>Lead person</b>
Appoint staff	Prior to start	Staff in post	Katy Bowden
Develop marketing plan to include target marketing to specified groups	Year 1	Plan developed	Katy Bowden / Tim Quirke

**13. Governance, ownership and approval**

State here who has approved the actions and outcomes from the equality, diversity, cohesion and integration impact assessment

Name	Job Title	Date
Mark Allman	Head of Service	29/8/13

**14. Monitoring progress for equality, diversity, cohesion and integration actions** (please tick)

- As part of Service Planning performance monitoring
- As part of Project monitoring
- Update report will be agreed and provided to the appropriate board  
Please specify which board
- Other (please specify)

**15. Publishing**

This Equality, Diversity, Cohesion and Integration impact assessment will act as evidence that due regard to equality and diversity has been given.

If this impact assessment relates to a **Key Delegated Decision, Executive Board, full Council** or a **Significant Operational Decision** a copy should be emailed to Corporate Governance and will be published along with the relevant report.

A copy of **all other** Equality and Diversity, Cohesion and Integration impact assessment's should be sent to [equalityteam@leeds.gov.uk](mailto:equalityteam@leeds.gov.uk). For record keeping purposes it will be kept on file (but not published).

**Date screening completed**

If relates to a Key Decision – **date sent to Corporate Governance**

Any other decision – **date sent to Equality Team (equalityteam@leeds.gov.uk)**