

Huntingdonshire District Council Equality Impact Assessment (EIA)



Service area	Leisure & Health
Date of assessment	18/12/24
Name of policy/service to be assessed	One Leisure Programme – Membership Architecture
Is this a new or existing policy/service?	Existing Service
Name of manager responsible for new or amended policy/service	Gregg Holland – Head of Leisure & Health
Names of people conducting the assessment	Leigh Allaker – Business and Operations Manager Paul Howard – Activities Manager Karen Martin-Peters – Implementation Manager Michelle Freeman – Programme Manager
Step 1 – Description of new or amended policy/service	
Describe the aims; objectives and purpose of the new or amended policy/service (include how it fits into wider aims or strategic objectives).	<p>The aims and objectives for the Membership Architecture workstream within the One Leisure Programme are to:</p> <ul style="list-style-type: none"> • Complete a Membership review of current memberships. There are currently over 80 Direct Debit memberships on the system which we are looking to reduce to 35 and 65 Annual memberships which we are looking to reduce to 28. This will be done by migrating customers who are on legacy memberships into the current membership packages and maintaining their current terms and conditions • Increase membership yield – (average membership payment), by introducing new memberships at a higher price with more customer benefits increases the membership yield. This ties in with the strategic objectives of the service plan and programme plan objectives to make One Leisure self-sustainable moving forward.



	<ul style="list-style-type: none"> • Additional value for money for customers – Customers will have a wider choice of memberships with additional added benefits if they choose a higher priced membership. <p>The Equality Impact Assessments aims to: -</p> <ul style="list-style-type: none"> • Understand the potential impact on customers with the changes to membership packages • Ensure that appropriate membership packages are available to customers giving the customer choice and control over their membership. • Engages, supports and informs customers with regards to membership changes.
<p>The Equality Act 2010 requires the Council to have due regard to the need to eliminate discrimination, advance equality of opportunity and foster good relations, the Council also needs to demonstrate its compliance with the Equality Duty. The Council therefore needs to understand how its decisions and activities impact on different people. An Equality Impact Assessment is the current method by which the Council can assess and keep a record of the impact of new or amended strategies, policies, functions or services.</p> <p>The council retains these duties even when outsourcing services or providing shared services.</p> <p><i>Definition of Adverse Impact - occurs when a decision, practice, or Policy has a disproportionately negative effect on a protected group. Adverse Impact may be unintentional.</i></p>	
<p>Are there any (existing) equality objectives of the new/amended policy/service</p>	<p>There are no specific equality objectives however the workstream involves the improvement of current memberships available with the aim of improving user experience for all members.</p>
<p>Who is intended to benefit from the new/amended policy/service and in what way?</p>	<p>Local Residents: -</p> <ul style="list-style-type: none"> • Greater choice of membership packages to suit individual needs

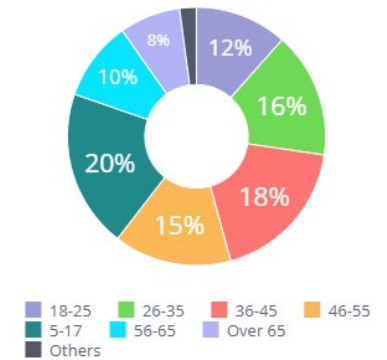


	<ul style="list-style-type: none"> • Enhanced membership packages giving access to additional activities included in the new membership packages. • Ability to choose a 'pay and play' option for activities that are not included in memberships. (Available for all to use)
<p>What are the intended outcomes of this new/amended policy/service?</p>	<p>More choice for customers, increase customer satisfaction.</p> <p>Increase yield on memberships to assist with becoming a sustainable service in HDC.</p> <p>Comply with new VAT ruling on sporting activities without being penalised for the addition activities that are still subject to VAT so clear payments on each element are shown and paid accordingly</p>
<p>Step 2 – Data</p>	
<p>What baseline quantitative data (statistics) do you have about the function relating to equalities groups (e.g. monitoring data on proportions of service users compared to proportions in the population), relevant to this new/amended policy/service? Huntingdonshire Statistics</p>	<p>Gladstone membership can be broken down by age group and gender. The membership base currently includes more female members than male, with most members falling in the 5-17 group (swimming lessons and junior memberships) and 26 – 45 age groups:</p>



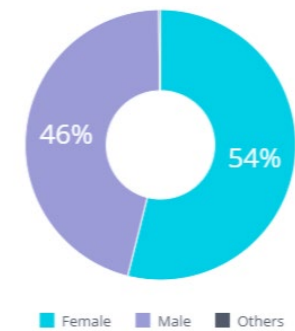
Age	Number of people
N/A	90
5 – 17	27,680
18 – 25	16,780
26 – 35	22,990
36 – 45	25,700
46 – 55	20,580
56 – 65	14,600
65+	11,150

Contacts by Age Group



Gender	Number of people
Male	64,060
Female	75,240
Unknown	270

Contacts by Gender





<p>What qualitative data (opinions etc) do you have on different groups (e.g. comments from previous consumer satisfaction surveys/consultation, feedback exercises, or evidence from other authorities undertaking similar work), relevant to this new/amended policy/service?</p>	<p>There hasn't been a consultation or survey on this work as it was done out of necessity for the new VAT ruling where we no longer need to pay VAT on sporting activities. However it has given us an opportunity to add value and additional benefits to new memberships. This has no effect on current members memberships unless they cancel their current one and rejoin at a later date where terms and conditions will be those of the new membership packages.</p>
<p>Age – this refers to the protected characteristic of age. A person belonging to a particular age (for example 32-year-olds) or range of ages (for example 18- to 30-year-olds).</p> <p>Are there concerns that the new policy/service could have a differential impact on individuals with this protected characteristic?</p> <p>Are there any concerns that the policy/service amendments could have differential impact on individuals with this protected characteristic?</p> <p>For some services this should include consideration of impact in terms of safeguarding young people.</p> <p>What evidence do you have for your answer?</p>	<p>The proposed changes will have no differential impact due to age.</p> <p>Current restrictions apply to Gym membership age and spa membership age in line with Health & Safety guidelines and will remain as in previous memberships.</p>

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<p>Disability – this refers the protected characteristic of disability. A person has a disability if they have a physical or mental impairment which has a substantial and long-term adverse effect on that person's ability to carry out normal day-to-day activities.</p> <p>Are there concerns that the new policy/service could have a differential impact on individuals with this protected characteristic.</p> <p>Are there any concerns that the policy/service amendments could have differential impact on individuals with this protected characteristic?</p> <p>What evidence do you have for your answer?</p>	<p>One Leisure Currently have concessionary memberships for people with disabilities and low income. These memberships will remain untouched in the new membership architecture.</p> <p>It is possible that in the future further initiatives maybe introduced which will enhance the packages rather than be detrimental</p>
<p>Gender reassignment – gender reassignment discrimination occurs when a person is treated differently because they are trans*.</p> <p>Are there concerns that the new policy/service could have a differential impact on individuals with this protected characteristic.</p> <p>Are there any concerns that the policy/service amendments could have differential impact on individuals with this protected characteristic? What evidence do you have for your answer?</p> <p>*although the term gender reassignment and transsexual is in the Equality Act 2010, it is accepted that the preferred term is trans.</p>	<p>The proposed changes will have no differential impact due to gender reassignment.</p>
<p>Marriage and civil partnership in the workplace; this refers the protected characteristic of marriage and civil partnership which is a union between a man and a woman or between a same-sex couple. Civil partnership is between partners of the same sex. Discrimination is</p>	<p>The proposed changes will have no differential impact due to marriage and civil partnership.</p>

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<p>when a person is treated differently at work because a person is married or in a civil partnership.</p> <p>Are there concerns that the new policy/service could have a differential impact on individuals with this protected characteristic.</p> <p>Are there any concerns that the policy/service amendments could have differential impact on individuals with this protected characteristic?</p> <p>What evidence do you have for your answer?</p>	
<p>Are there concerns that the function could have a differential impact in terms of pregnancy and maternity in the workplace (e.g. pregnant or breast-feeding women). Pregnancy is the condition of being pregnant or expecting a baby. Maternity refers to the period after the birth and is linked to maternity leave in the employment context. In the non-work context, protection against maternity discrimination is for 26 weeks after giving birth, and this includes treating a woman unfavourably because she is breastfeeding.</p> <p>Are there concerns that the new policy/service could have a differential impact on individuals with this protected characteristic.</p> <p>Are there any concerns that the policy/service amendments could have differential impact on individuals with this protected characteristic?</p> <p>What evidence do you have for your answer?</p>	<p>The proposed changes will have no differential impact due to pregnancy and maternity.</p>

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<p>Race – this refers to the protected characteristic of race. It refers to a group of people defined by their race, colour, and nationality (including citizenship) ethnic or national origins. Gypsy/Travellers are distinct group within this category</p> <p>Are there concerns that the new policy/service could have a differential impact on individuals with this protected characteristic.</p> <p>Are there any concerns that the policy/service amendments could have differential impact on individuals with this protected characteristic?</p> <p>What evidence do you have for your answer?</p>	<p>The proposed changes will have no differential impact due to race.</p>
<p>Religion and Belief in the workplace - refers to any religion, including a lack of religion. Belief refers to any religious or philosophical belief and includes a lack of belief.</p> <p>Are there concerns that the new policy/service could have a differential impact on individuals with this protected characteristic.</p> <p>Are there any concerns that the policy/service amendments could have differential impact on individuals with this protected characteristic?</p> <p>What evidence do you have for your answer?</p>	<p>The proposed changes will have no differential impact due to religion and belief.</p>
<p>Sex - this refers to the protected characteristic of sex which can mean either male or female, or a group of people like men or boys, or women or girls.</p> <p>Are there concerns that the new policy/service could have a differential impact on individuals with this protected characteristic.</p>	<p>The proposed changes will have no differential impact due to sex</p>

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<p>Are there any concerns that the policy/service amendments could have differential impact on individuals with this protected characteristic?</p> <p>What evidence do you have for your answer?</p>	
<p>Sexual orientation – this relates to whether a person's sexual attraction is towards their own sex, the opposite sex or to both sexes.</p> <p>Are there concerns that the new policy/service could have a differential impact on individuals with this protected characteristic.</p> <p>Are there any concerns that the policy/service amendments could have differential impact on individuals with this protected characteristic?</p> <p>What evidence do you have for your answer?</p>	<p>The proposed changes will have no differential impact due to sexual orientation</p>
<p>Are there concerns that the function could have a differential impact on part time/full time employees?</p> <p>What evidence do you have for your answer?</p>	<p>The proposed changes will have no differential impact due to part time/full time employee status.</p>
<p>Are there concerns that the function could have a differential impact in terms of specific characteristics of Huntingdonshire e.g. Rural isolation</p>	<p>The proposed changes will have no differential impact due to rural isolation.</p>

Findings

The proposals for the new membership architecture are designed to improve current membership options for our customers with added choice and benefits rather than impact anyone on current memberships.

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One Leisure will review the impact of the changes and assessed on how it impacts customers post-delivery of the membership architecture and will reassess this EIA to ensure there is no unnecessary impact.

Recommendations

A communications plan will be set out to provide timely updates to centre users and staff in advance of any changes as well as customer support and guidance for the transition.

It is recommended that the EIA is approved.