



CABINET – 16TH OCTOBER 2019

SUBJECT: APPROACH TO THE DELIVERY OF THE WELSH GOVERNMENT FUNDED FREE SWIMMING INITIATIVE FOR OLDER ADULTS

REPORT BY: INTERIM CORPORATE DIRECTOR - COMMUNITIES

1. PURPOSE OF REPORT

- 1.1 To advise Cabinet of forthcoming changes that will be introduced as part of the Welsh Government funded Free Swimming Initiative that is delivered across the Council's portfolio of leisure centres.
- 1.2 To seek Cabinet approval for the introduction of a pricing structure for older adults (60+) that off - sets the reduction in Welsh Government funding applied to the Council as part of the changes to the delivery of the Free Swim Initiative.

2. SUMMARY

- 2.1 Following an independent review of the Welsh Government funded Free Swimming Initiative (FSI), a new scheme has been developed that changes the focus of the existing scheme and places a new emphasis upon the provision of free swimming for children aged under 16 from areas of deprivation and away from the provision of free swimming for older adults, classified through the current scheme as those aged over sixty (60).
- 2.2 The new scheme has been introduced with a significant reduction and amendment in the way funding allocation is provided in support of the scheme's delivery.
- 2.3 The total funding previously allocated to Caerphilly to deliver the FSI was £213,300. Under the provisions of the new scheme, each local authority was provided with 100% funding for the period April to September 2019, with 50% allocation applied for the period October 2019 – March 2020. This change equates to funding reduction of circa £53,325.
- 2.4 From April 2020 the total budget allocation to support the delivery of the new FSI scheme will be £106,650, a budget reduction of 50%.
- 2.4 A further change to the funding allocation has been introduced to support each local authority deliver the new scheme through the provision of a capital budget for a period of 18 months from October 2019. The one off capital allocation to CCBC is circa £71,100. This funding is to support facility improvements, developments and the purchase of appropriate equipment.
- 2.5 The change in focus of the new scheme, along with the reduction in funding to support the scheme delivery requires Sport & Leisure Services to develop a new pricing structure that supports continued subsidised access to swimming for older adults (60+).
- 2.6 In support of the change in focus of the new scheme, each local authority was required to submit a delivery proposal that outlined how the scheme would be delivered, what provision would be in place to support the schemes key objectives and how this would be

communicated to each stakeholder. The delivery plan for Caerphilly is attached at Appendix 1.

3. RECOMMENDATIONS

- 3.1 That Cabinet notes the changes to delivery of the Welsh Government funded Free Swimming Initiative across the portfolio of swimming pools in the county borough.
- 3.2 That Cabinet approves the introduction of a new pricing structure that continues to support subsidised access to swimming for older adults (60+) and address the funding gap associated with the continued delivery of the free swimming initiative scheme.
- 3.3 That the corporate Director Social services and Housing and the Cabinet Member for Social Care and Wellbeing liaise with Public Health Wales regarding additional opportunities for promoting physical activity amongst older people

4. REASONS FOR THE RECOMMENDATIONS

- 4.1 To ensure that older adults (60+) continue to enjoy subsidised access to swimming and aquatic based activity across the portfolio of swimming pools in the county borough.
- 4.2 That the reduction in funding received from Welsh Government, through Sport Wales, to deliver the FSI is addressed.
- 4.3 To explore with Public Health Wales opportunities for mitigating the impact upon participation in physical activity.

5. THE REPORT

- 5.1 Since 2003, Local Authorities across Wales have been delivering the Welsh Government funded Free Swimming Initiative (FSI). The FSI was established as to support the core objective of *'aiming to increase participation in physical activity and improve the health and well-being of the nation'*.
- 5.2 The FSI was initially targeted at children aged under 16 during school holiday periods and weekends and in 2004 was developed to include older adults (aged 60+) outside of the school holiday periods. Caerphilly fully endorsed this approach and in support of the overriding objectives of the FSI provided a level of access over above the scheme's outline requirements as set out below:

For young people (aged 16 and under)

14 hours of free swimming per week per local authority area during all school holidays, of which a minimum of seven hours to be structured aquatic activities;
One dedicated structured session for disabled children per week per Local Authority area during all school holidays; and
Two hours of free swimming or a dry side activity per weekend per Local Authority area throughout the year.

For older people (aged 60+)

As a minimum, free swimming for adults aged 60 and over during all public swimming sessions outside school holidays - local authorities encouraged to extend to all public sessions throughout the year where possible; and
A minimum of one hour per day per local authority of unstructured swimming, and a minimum of one hour per week per pool, dedicated to a free structured activity session targeted as inclusive provision for older people with protected characteristics.

- 5.3 The total fund allocated across Wales by Welsh Government through Sport Wales for the delivery of the FSI is circa £3m with funds allocated to each local authority based upon a formula linked to deprivation. For Caerphilly the total grant allocated per annum has been circa £213,300.
- 5.4 The FSI enjoyed a significant proportion of early success with a high number of both young people (under 16) and older people (60+) accessing the scheme. The adopted delivery plan included a programme of ‘free splash’, alongside a menu of structured activities aimed at broadening both the access and provision of aquatic based activity and the aim of creating pathways into more formal settings such as competitive swimming clubs, canoe clubs, Aqua-Fit for example.
- 5.5 Over the years the FSI has witnessed a decline in uptake for young people - not declining popularity of swimming but to a significant reduction in the availability of free swimming sessions due to increased pressure on local authority mainstream leisure budgets, changes in the free swimming minimum criteria, a shift in emphasis towards free swimming for older people, reductions in overall funding and changes to the funding formula.

Free Swimming Initiative Review

- 5.6 The changes identified above in the context of FSI delivery in Wales, linked to the reduction in participation, particularly amongst young people (under 16) Welsh Government and Sport Wales identified that it was the appropriate time to review the FSI and its continued impact. The review was tasked with exploring the contribution the FSI has made to engagement in physical activity and if stated objectives had been achieved, and if not, what could be done to address this. The review was set against the understanding and emphasis that has been placed upon the positive role that sport and physical activity can have on broader health and wellbeing objectives for all.
- 5.7 The overall conclusion of the Independent Review of the Free-Swimming Initiative is that there are now increasing misalignments between its objectives, the grant conditions, and the management arrangements. The current approach is not cost-effective, nor does it make the biggest contribution to increasing levels of activity.
- 5.8 With particular reference to older adults (60+), the research identified that only 6% of the population continue to access FSI across Wales. Across Caerphilly, data indicates that there are currently 591 older adults who are regularly accessing the FSI which equates to 1.4% of the population based on the 2018 mid - year census estimates.
- 5.9 **New Delivery Model**
The revised delivery model maintains the Welsh Government manifesto commitment to Free Swimming, although it will be delivered in a more targeted way and provide more flexibility to better meet the needs of local communities. The scheme will continue to provide opportunities for all young people under 16-years of age and every person aged over 60, who wishes to access free swimming.
- 5.10 The priority will be to ensure young people from deprived communities have access to “free splash” sessions during summer holidays and weekends, at times most suitable to their needs. The opportunity will vary based on the model applied by the Local Authority, but all models will align with the objectives set out and the new performance measures highlighted below. All models will provide a minimum offer for both U16 and Over 60 swimming this will be set by local need and intelligence on demand.
- 5.12 Sport Wales will also expect the balance between the provision for U16 and Over 60s to be addressed with **clear prioritisation being given to U16s**. Sport Wales will expect there to be free provision for over 60s but this may be alongside a subsidised offer for those who wish to access the scheme on a more frequent or regular basis. Caerphilly’s approach in this regard has been referenced in the development plan submitted to Sport Wales.

What Does this Mean For Caerphilly

- 5.13 In support of the change in focus of the new scheme, each local authority was required to submit a delivery proposal that outlined how the scheme would be delivered, what provision would be in place to support the schemes key objectives and how this would be communicated to each stakeholder. The delivery plan for Caerphilly is attached at Appendix 1.
- 5.14 As stated earlier Caerphilly has always provided over and above the minimum requirements of the FSI by providing free access at all times to all public swimming sessions for older adults, along with a number of dedicated structured sessions (Aqua – Fit). The changes to the funding provision in support of the FSI mean that only the minimum requirement can now be provided. For Caerphilly this will mean free swimming for older adults being provided in public sessions on weekends only.
- 5.15 The recent review of FSI also resulted in a significant funding reduction to what has previously been provided to deliver the scheme. The budget provided by Welsh Government through Sport Wales for the delivery of the Free Swim Initiative in Caerphilly has been £213, 330. The new offer from Welsh Government / Sport Wales is set out below;

Financial Year	Budget	Notes
2019-20 Apr – March 2020	£106,650	Full revenue funding to deliver under existing FSI criteria through to 30 September 2019. Flexibility to deploy some of this budget as part of the 18-month plan being implemented from 1 October 2019.
	£53,325	Revenue funding to support the 18-month plan being implemented from 1 October 2019.
	£71,100	Transitional one off Capital funding: minor capital works funding to support the 18-month plan being implemented from 1 October 2019.
	Total = £231,075	

For the financial year 2020/ 21 the budgeted allocation to deliver the FSI in accordance with the criteria set out above will be;

April 20 - Mar21	£106,650	Revenue funding to support April 2020 -March 2021
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- 5.15 To address the above position and continue with providing a subsidised offer that encourages older adults to engage in and benefit from the positive impacts associated with aquatic based activity the following options have been developed for consideration:

OPTION 1;

Older adults are charged the concessionary price of £2.25 for each swim Monday to Friday with no charge being applied for weekend access. Aquatic based activities such as aqua – fit will be charged at the standard concessionary rate of £3:25 per class. Based upon current usage data this option could generate £109,935 from swimming and £11,242 from aquatic based classes, resulting in a budget surplus of £14,527 per annum.

OPTION 2;

A new membership price of £10 per month is applied for older adults. This membership would provide access to all public swimming sessions Monday to Friday with no charge being applied for weekend usage. Based upon an average of 20 weekdays per month this option would provide subsidised provision of £35 per month. Aquatic based activities such as aqua – fit will be charged at the standard concessionary rate of £3:25 per class. Based upon current usage data this option could generate £71,920 from swimming and £11,242 from aquatic based classes, resulting in a potential additional income of £23,488 per annum.

OPTION 3;

A new membership price of £12 per month is applied for older adults. This membership would allow for subsidised access Monday to Friday with no charge being applied for weekend usage. Based upon an average of 20 weekdays per month this option would provide subsidised provision of £33 per month Aquatic based activities such as aqua – fit will be charged at the standard concessionary rate of £3:25 per class. Based upon current usage data this option could generate £85,104 from swimming and £11,242 from aquatic based classes, resulting in a reduction in income of £10,304 per annum.

OPTION 4;

A new membership price of £15 per month is applied for older adults. This membership would allow for subsidised access Monday to Friday with no charge being applied for weekend usage and access to structured aquatic based classes such as Aqua fit which is currently priced at £3.25 per class also being included. Based upon an average of 20 weekdays per month this option would provide subsidised provision of £30 per month for swimming and £26 per month for class based activity (estimated attending two classes per week {6 available per week}). Based upon current usage data this option could generate £106,380 resulting in a small reduction in income of £270.

Option 4 is the preferred option on the basis that it continues to provide a high level of subsidy to older adults, continues to meet the requirements and objectives set out within the new FSI programme, whilst providing the best option to address the funding gap associated with the reduction in grant, albeit with a small deficit.

- 5.16 It should be noted that strong representations have been made to Welsh Government and Sport Wales on behalf of stakeholders through the Welsh Sports Association (WSA), concerning both the approach undertaken to the research and the implementation of the findings, as not being consistent with the views of those involved in delivering the FSI.

6. ASSUMPTIONS

- 6.1 The report assumes that following the delivery of the communication plan developed by Sport & Leisure Services to inform residents of the change of delivery focus and the change of provision, that those who currently and regularly access the FSI will continue to do so.

7. LINKS TO RELEVANT COUNCIL POLICIES

- 7.1 The Sport and Active Recreation Strategy (SARS) 2019-2029 was approved by Cabinet on 14th November 2018. The Strategy sets out a future purpose and direction for the provision of sport and active recreation in Caerphilly County Borough
- it establishes the key principles and vision which will inform future decisions and actions. The Strategy encompasses the wide range of opportunities that exist across the county borough for sport and active recreation. The proposals in this report will enable Caerphilly Sport & Leisure Services to meet the aspirations set out in the SARS of ‘more people, more

active, more often' through high quality provision and increasing opportunity across Caerphilly County Borough.

7.2 Corporate Plan 2018-2023.

The effective delivery of the Welsh Government funded Free Swimming Initiative in its new format would contribute towards the following Corporate Well-being Objectives:

Objective 1 - Improve education opportunities for all

Objective 5 - Creating a county borough that supports a healthy lifestyle in accordance with the sustainable Development Principle within the Wellbeing of Future Generations (Wales) Act 2015

Objective 6 - Support citizens to remain independent and improve their well-being.

8. WELL-BEING OF FUTURE GENERATIONS

8.1 The Well-being of Future Generation (Wales) Act 2015 is about improving the social, economic, environmental and cultural wellbeing of Wales. It requires public bodies to think more about the long-term, working with people and communities, looking to prevent problems and take a more joined up approach. This will create a Wales that we all want to live in, now and in the future. The Act puts in place seven well-being goals:

- A prosperous Wales.
- A resilient Wales.
- A healthier Wales.
- A more equal Wales.
- A Wales of cohesive communities.
- A Wales of vibrant culture and thriving Welsh Language.
- A globally responsible Wales.

8.2 The Council's adopted Sport and Active Recreation Strategy 2019-2029 is designed to help deliver the goals of the Well-being of Future Generations (Wales) Act 2015. The Strategy sets out the future purpose and direction for the provision of sport and active recreation in Caerphilly County Borough - it establishes the key principles and vision which will inform future decisions and actions over the next 10 years. The Strategy includes the following in relation to implementing the Act:

We will need to be bold - not holding on to what we have done in the past, but looking forward to ensure that the decisions we make and opportunities we provide are fit for future generations - responding to the emerging needs of our young people, the adults of tomorrow, and of course looking after the different needs of a growing older population.

We must also make sure what we provide is going to be sustainable i.e. we can all afford to maintain service provision into the future.

Future approaches will demand that people take greater responsibility for their own health and levels of physical activity. It is the role of the Council to support them to do this for themselves.

To deliver a 'change agenda' the Council will also have to make a number of critical decisions. It is vital therefore, that this strategy provides a clear rationale and priorities for action. It must provide a vision for where we are going and how we are going to get there, so that everyone

understands what we can achieve, what to expect of us, as well as the roles that others have to play.

- 8.3 The proposals outlined in this report make a contribution across the seven well-being goals, but in particular to the following areas:

A healthier Wales: Undertaking an active lifestyle has significant benefits in terms of reducing the risk of cardiovascular disease along with positive impacts upon mental health and body weight control.

A Wales of cohesive communities: Caerphilly County Borough Council have communicated a vision to deliver and support sport and active recreation across communities, ensuring it is effectively placed to play a well-connected, socially inclusive role.

A globally responsible Wales: Leading a healthy, physically active lifestyle has a positive impact upon the economic, social and cultural well-being of Welsh residents.

A more equal Wales: Engaging in community activity supports people to fulfil their potential from both an educational and socio economic perspective.

A resilient Wales: Taking part in sport and active recreation can help people to increasingly access and value the great outdoors and support protection and enhancement of the biodiverse natural environment.

A Wales of vibrant culture and thriving Welsh language: encouraging people to participate in sport and recreation helps to promote and protect culture, heritage and the Welsh language.

- 8.4 The Act sets out the sustainable development principle against which all public bodies in Wales should assess their decision-making. The aim of the legislation is to ensure the well-being of future generations through maximising the contribution public bodies make towards the well-being goals. In using the sustainable development principle it is incumbent that the authority considers the whole of the population it serves and considers the effect of its actions on future generations. The principle, also known as the five ways of working is assessed below:

LONG TERM - The view of Welsh Government and Sport Wales is that the FSI in its current format is no longer sustainable or achieving its initial aims and objectives. The new programme aims to address this through the continuation of a subsidised programme for older adults and a more targeted approach to younger people. The benefits of swimming within the context of physical activity are well established and provide the basis for a long term approach to addressing the wellbeing of the residents of the county borough.

INVOLVEMENT- An extensive communication developed initially by Sport Wales and amended to reflect the position in Caerphilly has been developed. This included writing to all of the older adults currently accessing the FSI along with preparing FAQ briefing notes for each leisure centre.

PREVENTION - The promotion of well-being now prevents need in the future and reduces demand on public services. In continuing to provide the Free Swim initiative and develop a product and associated pricing structure we have sought to maintain sports and leisure services accessibility for the community as far as is practicable. The Council will continue to support people to take responsibility for their own health and levels of physical activity.

COLLABORATION - We will continue to work with a full range of partners to deliver the FSI requirements, aims and objectives.

INTEGRATION - The Sport and Active Recreation Strategy 2019–2029 sets out the mission of ‘more people, more active, more often’. The role of Aquatics is essential in providing a broad range of activities and opportunities that cater for all sectors of the community. It should also be noted that swimming has been designated as a ‘life skill’ positively impacting from both a wellbeing and safety perspective. Sport and active recreation has a positive and significant impact across the Wellbeing Goals.

9. EQUALITIES IMPLICATIONS

- 9.1 An Equalities Impact Assessment has been carried out and is attached as Appendix 2 to this report.

10. FINANCIAL IMPLICATIONS

- 10.1 The financial implications associated with the grant funding reduction from Welsh Government/Sport Wales have been set out earlier in this report. The budget provided by Welsh Government through Sport Wales for the delivery of the Free Swim Initiative in Caerphilly has been £213, 330. For the financial year 2019/ 20 in accordance with the changes outlined earlier in the report the budget allocation provided to Caerphilly results in a 25% reduction, albeit supported by a one off capital allocation to support facility improvements. For the financial year 2020/21 there is a 50% grant fund reduction.
- 10.2 The options set out above have been developed to assist in mitigating the funding reduction and supporting the continued access to physical activity opportunities for older adults.
- 10.3 The FSI budget allocation is located as an income line within the Sport & Leisure Services, leisure centre revenue budget and as such the reduction in funding generates a significant budget pressure for the service.

11. PERSONNEL IMPLICATIONS

- 11.1 There are no personnel implications associated with the report

12. CONSULTATIONS

- 12.1 This report has been sent to the consultees listed below and all comments received are reflected in this report.

13. STATUTORY POWER

- 13.1 Local Government (Miscellaneous Provisions) Act 1976.

Author: Robert Hartshorn, Head of Public Protection, Community & Leisure Services

Consultees: Mark S. Williams – Interim Corporate Director, Communities
Cllr Nigel George – Cabinet Member for Neighbourhood Services
Jeff Reynolds – Sport & Leisure Services Facilities Manager
Jared Lougher, Sport & Leisure Development Manager
Sian Jones, Area Team Leader, Sport & Leisure Services
Sean Spooner, Area Team Leader, Sport & Leisure Services
Steve Harris - Interim Head of Business Improvement Services & Acting Officer S151

Anwen Cullinane - Senior Policy Officer (Equalities, Welsh Language and Consultation)

Mike Eedy - Finance Manager

Hayley Lancaster – Senior Communications Manager

Appendices:

Appendix 1 CCBC Free Swimming Delivery Plan

Appendix 2 Equality Impact Assessment

Free Swimming Partner Submission

Free Swimming National Objective:

To improve people's health and wellbeing by increasing the number of people enjoying swimming or aquatic related activities.

Beneficiaries

The primary beneficiaries are young people (16 and under) and older people (over 60's).

Investment Priorities

The investment should focus on 3 areas: -

1. **Positive Action** – Priority to be given to those who wish to take part in swimming but face the greatest barriers to being active on a regular basis
2. **Life Skill** – Promote swimming as a life skill through targeted support for young people 16 years and under
3. **Active Lifestyles** – Improve mental and physical health and wellbeing by enabling young people (16 years and under) and older adults (60+) to lead active lifestyles through

What would we want to see in each Section?

General	Organisation details and contact details for the point of contact
Vision	Evidence that this investment is being used strategically and as part of a bigger plan
Learning	What have you learned from investment that is being used in this submission?
Insights	What evidence have you used in determining your priorities, particularly from the customer? What gaps might you have in evidence and how might you address these?
Overview	From the insights what is the overview of your plans and how do you propose to meet the expectations for young people and over 60s?
Next 6 months	An opportunity to provide a little more detail on your first 6 months
Workforce	What is your workforce needs and how do you plan to address them?
Collaboration	Who are you engaging with to deliver this programme and objectives?
Capital	How do you propose to spend the allocation? What is the evidence behind it?
Communication	Evidence how you are going to promote the opportunities locally.
Impact	How will you evidence and report impact and learning?
Timeline	Please outline your transition plan with key milestones and dates

GENERAL

Delivery Partner Name (Organisation):

Caerphilly County Borough Council Sport and Leisure Services Department

Contact Name (Person):

Sian Jones, Area Team Leader (Aquatics)

Contact Details (Email & Phone):

joness@caerphilly.gov.uk**VISION**

How does Free-Swimming link with wider strategic planning and your overall aquatics planning?

The Welsh Government Free Swimming Initiative has clear and evident links to the Caerphilly Sport and Leisure Services, Aquatic Development Plan objectives and also to Caerphilly County Borough Council's wider health and well-being priorities. These priorities are closely aligned to the Well-being Goals within the Well-being of Future Generations Act (Wales) 2015, and Caerphilly's aims under this Act are to promote :

- A prosperous Wales.
- A resilient Wales.
- A healthier Wales.
- A more equal Wales.
- A Wales of cohesive communities.
- A Wales of vibrant culture and thriving Welsh Language.
- A globally responsible Wales

Swimming is a core life skill and to ensure that Caerphilly County Sport and Leisure Services are able to deliver broad approach to Aquatic Development in Caerphilly County Borough, our aim is to offer the residents of Caerphilly, an innovative, customer focused, high quality service with an excellent professional reputation, that is able to promote our core aim of ensuring that every child in Caerphilly County, should be taught the vital life skill of swimming and to further help us in delivering our mission of More People, More Active, More Often.

The benefits of taking part in regular sport and active recreation are well documented, and the evidence is clear that investment in prevention can impact significantly on health and wellbeing. This plan has been produced in order to provide a framework for the strategic delivery of Aquatic based activities in Caerphilly County Borough Council's Sport and Leisure Service, and the actions contained within it are intended to play a key supporting role in achieving the services' strategic priorities.

In November 2018, Caerphilly County Borough Council adopted the Sport and Active Recreation Strategy 2019 -2029, a ten year blueprint that established the key principles and vision that will inform future decisions and actions. This strategy provides a holistic approach to the delivery of Sport and Active recreation in Caerphilly and will ensure a sustainable future for the service.

This strategy proposes a rationalisation of facilities to achieve a sustainable future service alongside investment of some savings to enhance the quality and customer offer at

strategic sites. All future provision will so far as reasonably practicable ensure geographic coverage across the county borough. Implementation ensures a fair and just allocation of resources that will provide for continued sport and active recreation provision into the future for the benefit of all.

New and refurbished facilities will be more attractive and accessible to families and people with carers. An ongoing investment strategy will ensure that our leisure facilities are maintained and that equipment is replaced, making them more attractive to all users and improving access equally.

A collaborative approach aims to motivate children and young people to adopt and continue healthy active lifestyles through inspirational physical activity experiences whilst they are in education, whilst also ensuring the learning environments are maximised for community use out of school hours.

LEARNING

What have you learned from previous plans, customers and interventions that is being used in this submission?

Research and evidence have highlighted the positive impact that active lifestyles can and do have, not only in term of health benefits, but also on education, the economy and community regeneration in particular. For example, statistics show us that only 29% of adults in 2017, in Caerphilly County Borough are achieving the recommended minimum guidelines for physical activity, and over half of adults in the county borough are being treated for a chronic illness. The number of deaths from cardiovascular disease per 100,000 residents within Caerphilly county borough (307.8 in 2015) is higher than the Welsh average (289.2) and the third highest in Gwent.

This plan aims to build upon the progressive work achieved by the service to date, and help inform, educate, increase awareness and understanding and to ultimately encourage individuals of all ages and abilities to commit to take part in regular physical activity through the medium of aquatics as a means of improving their health.

Over a number of years Caerphilly Sport and Leisure Services approach has been to continually develop and review its approach to Aquatic delivery, and this has been done by focusing in a number of key areas:

Overview of Key Aquatic Areas

To ensure that Caerphilly County Borough Council Sport and Leisure Services are able to deliver a broad approach to Aquatic Development in Caerphilly County Borough, there is a focus on keys areas within the Aquatic plan:

1. Welsh Governments Free Swim Initiative

Launched in 2003, the Welsh Governments Free Swim initiative, promotes physical activity by utilising swimming participation as a vehicle for taking part in exercise. The case for free swimming was "compelling" because it was a popular activity, which enabled people to enjoy other aquatic activities and was an especially valuable form of exercise for disabled and ageing people. There are three main strands to the Free Swim Initiative in Wales and these are:

- Under 16 – this allows all under 16's access to Free Swimming , both structured and unstructured sessions, during school holidays
 - 60 Plus – this allows all customer aged 60 plus, to access Free Swimming during term time in designated swimming sessions
 - Veterans - this allows all Veterans and their families to access Free Swimming
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during public swimming sessions

2. The Aqua Academy

As part of the Free Swim Initiative, local authorities in Wales are able to bid into a dedicated funding stream for projects that will target and tackle health inequalities in deprived areas. Caerphilly Sport and Leisure Series has been successful in obtaining funding to offer free intensive swimming session to target children across the County Borough who are in receipt of Free School Meals, during school holidays. This scheme has been a great success and has enabled over 100 children, who would not normally have the opportunity to swim, to attend swimming lessons during the school holidays to develop their swimming skills.

3. Workforce Development

In partnership with Swim Wales, we have introduced a comprehensive programme of workforce development that takes an employee with an interest in swimming from the beginning of their careers as a volunteer to completing their full Level 2 qualifications and also continuing to support them by providing an innovative and inclusive programme of ongoing CPD opportunities. Examples of this success include over the last two years, Caerphilly County has had 18 new swimming teachers qualify and over 50 qualified swimming teachers attend CPD upskilling opportunities.

INSIGHTS

What have you used as your evidence base to support your proposals?

In order to pull together the relevant information needed to address the requirements of the new Free Swim Scheme, and to write this new plan, our information has been gathered from a variety of sources, both quantitative and qualitative. These sources, such as customer usage data from our management system (Plus2), verbal and written customer feedback, task and finish group information and one off project evaluations, have allowed us to develop a plan that will address the specific issues that are local to Caerphilly County Borough residents.

The last 16 years of the Free Swim scheme has afforded the swimming community, a wealth of data and information that we can utilise to plan our new approach to Aquatic development in Caerphilly and some key headlines and learning include:

Health Benefits of Swimming:

- There is enormous potential for swimming and aquatic activity to support the health of the population due to its popularity and accessibility across the lifetime. (Health and Wellbeing Benefits of Swimming - Swim England, 2017)
- The unique properties of water make swimming perfect for people of all ages to exercise, particularly those with injuries, impairments, long term health conditions or those who struggle to exercise on land.
- Swimmers live longer and regular swimming helps older people stay mentally and physically fit and participation in swimming lessons can help children to develop physical, social and cognitive skills quicker. (Health and Wellbeing Benefits of Swimming - Swim England, 2017)
- Aquatic activity not only helps aerobic fitness, but is also good for the development of strength and balance which are key component of health guidelines. (Health and Wellbeing Benefits of Swimming - Swim England)

Adult Swimming:

- Swimming remains one of the most popular activities for adults
- 15% of adults in Wales participate in swimming (indoor or outdoor) with 14% of males regularly taking part and 17% of women taking part in swimming. (Sport and Active Lifestyles, Sport Wales, 2017)

- 20% of adults have a demand to do more swimming (Sport and Active Lifestyles, Sport Wales, 2017)
- Females are more likely to participate in indoor swimming than males (15% female, 11% male).
- Males are more likely to participate in outdoor swimming than females (5% and 3% respectively).
- In general, participation rates in indoor swimming are highest for younger adults and decline with age (16 to 34: 19%, 35 to 44: 13%, 65+: 5%). (Swimming - National Survey for Wales 2017/18)

School Swimming:

- Two thirds of pupils in Wales have taken part in swimming in the past academic year (2018), and in Caerphilly 5.27% of primary aged pupils have taken part in school swimming – see the data attached below for more information:

Caerphilly Primary Schools Data:

School Year	No. on Role	School Swim No. Attended	Percentage Attended
Year 1	2077	0	0
Year 2	2086	0	0
Year 3	2169	200	9.22%
Year 4	2106	190	9.02%
Year 5	2079	174	8.36%
Year 6	2133	103	4.82%
Total	12650	667	5.27%

- In Wales, 47% of primary and 48% of secondary school pupils participate in sport three or more times a week and in Caerphilly, 44% of pupils participated in school based extra-curricular sport, on three or more occasions per week.
- In Wales 17% of children take part in extracurricular swimming, and in Caerphilly 12% of all children stated they took part in extracurricular swimming, with 12% of males and 11% of females taking part in swimming
- In the School Sport Survey for Caerphilly, Swimming was voted third most popular activity by males (21%) and it as voted the most popular activity by girls (27%)

What are your gaps in evidence and insight?

As with any new plan or scheme, there will obviously some gaps in our knowledge and insights that we are simply not aware of at this current point in time. However, to ensure that we are keeping the key aims and objectives of the new scheme firmly in focus and to ensure that we are updating and implementing any new learning, that may addresses any current gaps in knowledge, we will be undertaking 3 monthly reviews of this new free swimming plan.

As part of the learning process, our 3 monthly review, will scrutinise the following swimming related information:

- Learn 2 Usage figures
- Customer Feedback
- School swimming lesson uptake data
- Aqua Academy session uptake data
- No of swimming teacher training hours completed

These reviews will be under taken by the Aquatics Team Lead and supporting Aquatics staff members.

How are you planning on addressing these gaps?

We plan to address these gaps in our knowledge by a regular 3 month reviewing of the plan including any relevant updates.

As part of the learning process, our 3 monthly review, will scrutinise the following information:

- Learn 2 Usage figures – per quarter
- Customer Feedback – per quarter
- School swimming lesson uptake data per quarter
- Aqua Academy session uptake data per quarter
- Number of swimming teacher training hours completed per quarter

The Aquatics Team will lead on this quarterly review, and provide timely and appropriate feedback to the Senior Management Team.

OVERVIEW

Form your insights and strategic planning, briefly explain the high-level things you will seek to do with the investment and explain how you are going to meet the minimum expectations. If not achieving the minimum expectations, then please outline why and how you will work towards them.

In order to address aims and objectives of the New Free Swimming Scheme, the potential offer in Caerphilly County Borough, will look at offering subsidised free swimming sessions to over 60's age group. The offer to Under 16's, in Caerphilly County Borough, will as a minimum standard offer, one free splash session on weekends, at each of the pools and at least 2 additional sessions per week in addition to the weekend in the summer holidays.

Sessions offered Caerphilly County Borough Swimming pools will include:

1. Over 60s – One weekend session free at all pools at all times (term time and holidays) called “Free Swim Friday” as well as a subsidised offering at other times
2. Under 16 – One weekend session free at all at all times (term time and holidays) called Free Swim Friday, as well as during holiday periods we will offer an additional two Free swimming sessions termed “Terrific Tuesday’s” and “Thrilling Thursday’s.”

It is anticipated that the budget allocation of £106, 650 will be split as 60% of the budget allocated to activities for Under 16 year olds (£63,990) and 40% of the budget allocated to activities for over 60 activities. (£42,660)

In order to target the deprivation element of the new Free Swimming Scheme, Caerphilly County Borough Sport and Leisure Services, will look at supported Aquatic opportunities for those children that do not usually participate in swimming activities.

To ensure that we are supporting the development of our workforce, in relation to Aquatic delivery, we will look at utilising some of the funding to support our swimming teacher workforce development programme including coaching and mentoring opportunities for new and existing swimming teacher staff.

The offers above will be supported by a detailed Aquatic Development plan that will clearly illustrate the aims and objectives of the new Free Swimming scheme.

NEXT 6 MONTHS

Please provide a little more detail on your plans for the next 6 months.

The next 6 months will see the initial implementation phase of the new free swim plan and outlined below are the key dates:

Sept – Communications commence to customers and wider public that new Free Swimming Scheme is being launched in Wales

Oct – Exploration of capital funding opportunities and potential schemes

Nov – Sport and Leisure Services write to customers information them of the changes and new programme design / offer

Dec – Implementation of new scheme

Feb – First Aqua Academy sessions take place

Mar - Workforce development programme to commence

TIMELINE

Please outline your transition timeline, with key milestones and dates

In order to implement the new Free Swimming Scheme in Caerphilly, there will be a number of key dates and actions required as outlined below:

No.	Key Date:	Action Required:
1.	Sept 19	Communications process commences to customers and wider public, that new Free Swimming Scheme is being launched in Wales
2.	Oct 19	Exploration of capital funding opportunities and potential schemes
3.	Nov 19	Sport and Leisure Services write to customer to inform them of the changes and new programme design
4.	Dec 19	Implementation of new scheme takes place
5.	Jan 20	Capital Funding projects submission to take place
6.	Feb 20	First Aqua Academy sessions take place
7.	Mar 20	Capital Funding allocation to have been spent

Please note these dates are only are initial timeline and may vary in the first 6 months by a few weeks

COLLABORATION

Who will you be collaborating with, and why, in delivering your proposal, new and old?

In order to deliver the Caerphilly Aquatics plan, we will be working with a number of key Partners over the coming month and these will include:

- Swim Wales
- Caerphilly Primary and Secondary Schools
- Near neighbour local authorities (Active Gwent)
- Local ward members
- NERS scheme
- Local Health Boards
- Local GP surgeries
- Disability groups
- Social Care Partners
- Coleg Gwent
- Coleg y Cymoed

- Secondary Schools
- GAVO
- Training providers eg: ICON Training

CAPITAL

Please outline how you plan to use the capital investment and the reasoning behind it

Dragon's Den Style Bidding Process:

In order to spend the capital project allocation, each of the swimming pools with the service portfolio will have to develop and present a swimming business plan to the Senior Management Team. The winning bid will aim to identify one large project or various smaller projects that would utilise the capital expenditure to improve the customer offer and experience.

For example:

- Refresh wet side changing rooms
- New pool equipment – slides, cannons, water features etc.
- Refresh the reception area to make the experience more customer friendly
- Large equipment items – boats and inflatables
- New machines to keep wet side clean
- Improvements to pool access for those with additional needs

To ensure that the capital funding element of the FSI grant is spent by March 2020, all bids will be submitted by 1st November 2019 and the Dragon's Den panel will meet in early December to decide on the winning bid or bids, which will be announced in mid-December at the very latest.

COMMUNICATION

How are you going to communicate and market the opportunities available?

In order to successfully market the new Free Swimming Scheme, there are a number of opportunities available to us including:

- Sport and Leisure Services own dedicated Marketing, Communications & Engagement Officer to support in our initial and ongoing customer engagement process
- Additional support, if required, from Caerphilly County Borough Council Corporate Marketing and Communications Team
- A separate Swimming & Communications plan has been developed, which outlines key swimming promotions, including the communication channels, that will be utilised in each marketing promotion
- Information based at each Leisure Centre to include a F.A.Q.sheet
- Dedicated information provided to key stakeholders
- Proactive engagement through Social Media channels

IMPACT

What are your measures of success and how will you measure the impact?

Note: You will be asked to report at 6 month intervals.

In order to clearly demonstrate how the Free Swimming Grant is being utilised in Caerphilly, the following quantitative and qualitative information will be measured:

Quantitative :

1. Total number of 60 plus swims per year - broken down into 3 month periods of for male and female swimmers
2. Number of individual attendances for 60 plus swims per year - broken down into 3 month periods for male and female swimmers
3. Total number of Under 16 swims per year - broken down into 3 month periods , for male and female swimmers
4. Number of Staff attending CPD opportunities - broken down into 6 month periods of Oct to Mar and April to Sept
5. Number of children including the % uptake of children, attending Aqua Academy sessions, in each of the outlined holidays periods
6. Number of children in Learn to Swim programme
7. Number of children achieving national target of 25m by age 11
8. Number of new swimming teachers qualified to Level 2

Qualitative Feedback:

1. Verbal Customer Feedback from customers
2. Survey Monkey Customer Questionnaires
3. Project Reviews/Evaluations
4. Net Promotor Score

ADDITIONAL INFORMATION

Please use the remaining space to add any further information that you feel is relevant.

Caerphilly County Borough Sport and Leisure Services Department clearly recognise the importance of providing Free Swimming opportunities to residents of the County Borough, and this plan is supported by the long term strategic vision, that will deliver the aims and objectives of the Sport and Active Recreation Strategy 2019 -2029.

This ambitious strategy will shape the delivery of service provision, including swimming and other Aquatic participation opportunities, for the next generation of Caerphilly residents and this strategy promises to ensure that the key objective of Every Child A Swimmer will be an essential tenet of this strategy and its subsequent delivery.

Please send the completed form to Gordon.Clark@sport.wales by Friday 6 September 2019

References:

- SSS2018, The Fingerprint of Swimming in Wales (Sport Wales)
- Overview of swimming from the National survey for Wales 2017/18 (Sport Wales)
- Health and Wellbeing Benefits of Swimming (Swim England)
- Sport and Active Lifestyles, State of the Nation, Sport Wales, 2017

EQUALITY IMPACT ASSESSMENT FORM

THE COUNCIL'S EQUALITIES STATEMENT

This Council recognises that people have different needs, requirements and goals and we will work actively against all forms of discrimination by promoting good relations and mutual respect within and between our communities, residents, elected members, job applicants and workforce.

We will also work to create equal access for everyone to our services, irrespective of ethnic origin, sex, age, marital status, sexual orientation, disability, gender reassignment, religious beliefs or non-belief, use of Welsh language, BSL or other languages, nationality, responsibility for any dependents or any other reason which cannot be shown to be justified.

The Council is required to have due regard to the need to:

- eliminate unlawful discrimination, harassment and victimisation and other conduct that is prohibited by the Equality Act 2010
- advance equality of opportunity between people who share a relevant protected characteristic and those who do not
- foster good relations between people who share a protected characteristic and those who do not.

The Act explains that having due regard for advancing equality involves:

- removing or minimising disadvantages experienced by people due to their protected characteristics
- taking steps to meet the needs of people from protected groups where these are different from the needs of other people
- encouraging people with protected characteristics to participate in public life or in other activities where their participation is disproportionately low.

The protected characteristics are:

- | | |
|----------------------------------|----------------------------------|
| • Age | • Race |
| • Disability | • Religion, Belief or Non-Belief |
| • Gender Re-assignment | • Sex |
| • Marriage and Civil Partnership | • Sexual Orientation |
| • Pregnancy and Maternity | • Welsh Language* |

* The Welsh language is not identified as a protected characteristic under the Equality Act 2010, however in Wales we also have to treat Welsh and English on an equal basis as well as promoting and facilitating the use of the Welsh language.

Further advice on completing impact assessments can be found on the equalities pages of

THE EQUALITY IMPACT ASSESSMENT

NAME OF NEW OR REVISED PROPOSAL*	Changes to delivery of Welsh Government Free Swimming Initiative for Older Adults
DIRECTORATE	Communities
SERVICE AREA	Community and Leisure Services
CONTACT OFFICER	Rob Hartshorn, Head of Public Protection Community and Leisure Services
DATE FOR NEXT REVIEW OR REVISION	Equalities Implications will be regularly reviewed throughout the introduction of the new scheme

***Throughout this Equalities Impact Assessment Form, 'proposal' is used to refer to what is being assessed, and therefore includes policies, strategies, functions, procedures, practices, initiatives, projects and savings proposals.**

The aim of an Equality Impact Assessment (EIA) is to ensure that Equalities and Welsh Language issues have been proactively considered throughout the decision making processes governing work undertaken by every service area in the Council as well as work done at a corporate level.

It also helps the Council to meet its legal responsibilities under the Equality Act 2010 (Statutory Duties) (Wales) Regulations 2011, the Welsh Language (Wales) Measure 2011 and supports the wider aims of the Well-being of Future Generations (Wales) Act 2015. There is also a requirement under Human Rights legislation for Local Authorities to consider Human Rights in developing proposals.

Specifically, Section 147 of the Equality Act 2010 is the provision that requires decision-makers to have 'due regard' to the equality implications of their decisions and Welsh Language Standards 88-97 require specific consideration of Welsh speakers under the Welsh Language Standards (No.1) Regulations 2015.

The Council's work across Equalities, Welsh Language and Human Rights is covered in more detail through the [Equalities and Welsh Language Objectives and Action Plan 2016-2020](#).

When carrying out an EIA you should consider both the positive and negative consequences of your proposals. If a project is designed for a specific group e.g. disabled people, you also need to think about what potential effects it could have on other areas e.g. young people with a disability, BME people with a disability.

There are a number of supporting guidance documents available on the [Corporate Policy and Business Support Portal](#) and the Council's Equalities and Welsh Language team can provide advice as the EIA is being developed. Please note that the team does not write EIAs on behalf of service areas, the support offered is in the form of advice, suggestions and in effect, quality control.

Contact equalities@caerphilly.gov.uk for assistance.

PURPOSE OF THE PROPOSAL

1	What is the proposal intended to achieve? Following a recent external review of the Free Swimming Initiative funded by Welsh Government, managed by Sport Wales and delivered by local authorities across Wales, a new programme has been developed with a revised focus upon young people.
2	Who are the service users affected by the proposal? Older adults (classified as 60+) who are current and potential users of the Free Swimming Initiative

IMPACT ON THE PUBLIC AND STAFF

3	Does the proposal ensure that everyone has an equal access to all the services available or proposed, or benefits equally from the proposed changes, or does not lose out in greater or more severe ways due to the proposals? Following an independent review of the Welsh Government funded Free Swim Initiative which is managed by Sport Wales and delivered by local authorities across Wales, a new scheme has been developed with a revised focus upon young people aged under 16 and away from older adults, classified as those aged over sixty. The Free Swim Initiative was introduced in 2003 and was the first of its kind in Europe. With the aim of encouraging young people to engage in active lifestyles through the medium of aquatics. In 2004 the scheme was further developed to include older adults (60+) through the provision of free swimming access during school term time. As part of its drive to encourage its residents to actively engage in physical activity both for physical and broader benefits, Caerphilly Sport & Leisure Services extended the provision of older adults to all swimming sessions regardless of date. The Free Swimming Initiative in Caerphilly was delivered through the provision of Welsh Government funding totalling £213, 300. The introduction of the new scheme has resulted in 25% funding reduction for the period October 2019 to March 2020, followed by a 50% reduction from the 1 st April 2020 onwards. The new Welsh Government funded total to deliver the Free Swim Initiative will be £106,650. The reduction in grant funding, along with the change in focus and emphasis on the schemes aims and objectives towards the provision of aquatic based activity to young people, will require Sport & Leisure Services to introduce a new pricing structure that continues to provide subsidised access to aquatic based provision for older adults. The new pricing policy will however be supported through the provision of identified times where access will continue to be free of charge in accordance with the aims and objectives of the new scheme. This will be actively promoted and communicated utilising a variety of media and communication channels. In November 2018 the Council adopted a 10-year Sport and Active Recreation Strategy. The Strategy sets out the future purpose and direction for the provision of sport and active recreation in Caerphilly County Borough. It establishes the key principles and vision which will inform future decisions and actions in respect of the
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Council's provision of leisure services over the next 10 years.

The Strategy aims to ensure that the Council recognises and promotes the benefits of leading a physically active lifestyle for all our residents.

4	Is your proposal going to affect any people or groups of people with protected characteristics? <i>(Has the service delivery been examined to assess if there is any indirect effect on any groups? Could the consequences of the policy or savings proposal differ dependent upon people's protected characteristics?)</i>	
Protected Characteristic	Positive, Negative, Neutral	What will the impact be? If the impact is negative how can it be mitigated?
Age	Positive and Negative	<p>The introduction of a new pricing policy will have a greater impact on older adults (60+) due to this being a free provision for the past 15 years. It should however be noted that the decision to reduce the grant funding and associated free access has been made by an external organisation (Welsh Government & Sport Wales) and not Caerphilly County Borough Council.</p> <p>The new pricing structure for older adults (60+) has been developed to ensure that aquatic based activity remains heavily subsidised and that there remains the opportunity of access through the continued provision of identified 'free' sessions. The free sessions will be proactively promoted through existing channels and utilising current knowledge and insights.</p> <p>The Council's sport and active recreation outreach and intervention services provide targeted support to help keep older people involved and active</p> <p>Analysis of Smartcard user data over 2018/19 outlines that there are 591 regular older adults who access the Free Swimming Initiative. Based on the 2018 mid - year estimates this equates to 1.4% of the population of older adults across the county borough.</p> <p>The change of focus within the FSI des however not only retains provision but also supports the ambition of improving and increasing access for young people to become more active, more often.</p>
Disability	Neutral	<p>There is no evidence available to the council to suggest a negative impact due to disability. The service provides a high level of access to those with disabilities and will continue to invest in facilities and programmes in this regard</p>
Gender Reassignment	Neutral	<p>There is no evidence available to the Council to suggest a negative impact due to gender reassignment. The service aims to provide gender neutral facilities through supported investment to ensure that access is available regardless of gender</p>
Marriage & Civil Partnership	Neutral	<p>There is no evidence available to the Council to suggest a negative impact due to marriage or civil partnership.</p>

Pregnancy and Maternity	Neutral	There is no evidence available to the Council to suggest a negative impact due to pregnancy or maternity.
Race	Neutral	There is no evidence available to the Council to suggest a negative impact due to race.
Religion & Belief	Neutral	There is no evidence available to the Council to suggest a negative impact due to religion or belief.
Sex	Neutral	There is no evidence available to the Council to suggest a negative impact due to gender. The service aims to provide gender neutral facilities through supported investment to ensure that access is available regardless of gender
Sexual Orientation	Neutral	There is no evidence available to the Council to suggest a negative impact due to sexual orientation.

5	<p>In line with the requirements of the Welsh Language Standards. (No.1) Regulations 2015, please note below what effects, if any (whether positive or adverse), the proposal would have on opportunities for persons to use the Welsh language, and treating the Welsh language no less favourably than the English language.</p> <p>The proposal has a positive effect in this regard. The leisure centre's with swimming pools are able to provide a Welsh language reception service as required by the Welsh language standards, 65 and 65a.</p>
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INFORMATION COLLECTION

6

Please outline any evidence and / or research you have collected which supports the proposal? This can include an analysis of service users.

Current data collected through the Smartcard management information system outlines that there are currently 591 users who are accessing the Free Swimming initiative in its current format which equates to 1.4% of the population across the county borough. The research undertaken as part of the development of the new scheme suggests that across Wales only 6% of the population aged over 60 are accessing the programme.

In terms of usage the following has been collected for the period February to August 2019 (the reporting time period available through the Smartcard system) and is broken down into age categories and individual leisure centres;

<65	Feb	March	APRIL	MAY	JUNE	JULY	AUGUST
Risca Male	79	82	110	125	86	139	114
Risca Female	57	46	31	33	28	47	40
Heolddu	36	61	55	33	61	43	34
Heolddu	38	39	42	45	52	60	45
Cefn Forest	152	155	147	131	145	187	124
Cefn Forest	101	98	95	89	96	147	112
Caerphilly	108	114	101	123	97	94	88
Caerphilly	118	142	130	123	131	138	160
Newbridge	84	117	87	98	97	108	91
Newbridge	83	119	118	80	95	109	123
Bedwas	11	9	15	8	8	16	7
Bedwas	21	15	17	14	17	26	27
	888	997	948	902	913	1114	965

65-69	Feb	March	APRIL	MAY	JUNE	JULY	AUGUST
Risca	94	78	84	91	65	64	80
Risca	61	82	80	75	69	98	84
Heolddu	137	143	137	141	153	152	115
Heolddu	79	92	72	55	68	77	61
Cefn Forest	133	128	90	122	116	142	124
Cefn Forest	102	122	153	146	131	146	95
Caerphilly	164	190	158	159	146	124	141
Caerphilly	169	156	131	140	135	145	139
Newbridge	109	87	99	97	79	101	56
Newbridge	86	82	89	111	110	103	97
Bedwas	13	16	37	22	16	23	27
Bedwas	45	40	39	29	32	29	28
	1192	1216	1169	1188	1120	1204	1047

70-74	Feb	March	APRIL	MAY	JUNE	JULY	AUGUST
Risca	54	78	84	91	65	64	80
Risca	61	82	80	75	69	98	84

Heolddu	57	143	137	141	153	152	115
Heolddu	45	92	72	141	68	77	61
Cefn Forest	119	128	90	122	116	142	124
Cefn Forest	112	122	153	146	131	146	95
Caerphilly	76	190	158	159	146	124	141
Caerphilly	186	156	131	140	135	145	139
Newbridge	152	87	99	97	79	101	56
Newbridge	76	128	89	111	110	103	97
Bedwas	17	16	37	22	16	23	27
Bedwas	16	40	39	29	32	29	28
	971	1262	1169	1274	1120	1204	1047
75+	Feb	March	APRIL	MAY	JUNE	JULY	AUGUST
Risca	100	94	87	85	66	92	67
Risca	17	28	27	49	29	40	29
Heolddu	70	97	94	91	85	100	82
Heolddu	40	66	50	55	57	61	45
Cefn Forest	53	70	50	56	43	73	36
Cefn Forest	69	70	66	45	56	64	61
Caerphilly	110	98	108	121	126	116	87
Caerphilly	111	144	122	169	151	142	115
Newbridge	124	118	172	102	74	80	130
Newbridge	31	33	46	31	18	21	22
Bedwas	33	21	35	34	19	29	27
Bedwas	3	4	6	3	3	9	3
	761	843	863	841	727	827	704

CONSULTATION

7 Please outline the consultation / engagement process and outline any key findings.

The Welsh Government and Sport Wales have provided each local authority with a communication toolkit to support the rollout of the new programme.

Sport & Leisure Services have supplemented this by writing to each individual currently accessing the Free Swimming initiative and advising of the programme changes along with providing a 'frequently asked questions' briefing note. This approach has been supplemented by providing the information provided through the Sport Wales communication toolkit, along with approach to be adopted within Caerphilly county Borough at each leisure centre.

Further direct communication will be provided following the outcome of the Cabinet report and the approval of the recommendation to develop a new subsidised pricing policy to support the implementation of the new scheme. Ongoing communication will

	<p>also be provided utilising all available channels to promote the available opportunities presented through the new scheme.</p> <p>Welsh Government and Sport Wales will also be undertaking a programme of nationwide communication to inform people of the changes to the Free Swimming Initiative and the supported rationale for the change in focus.</p>
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MONITORING AND REVIEW

8	<p>How will the proposal be monitored?</p> <p>The Sport & Leisure Service will continue to review customer feedback via established systems, including Smartcard user data and Net Promotor Score.</p>
9	<p>How will the monitoring be evaluated?</p> <p>Sport and Leisure Services operate a robust, systematic Customer Comments process that is regularly reviewed for trend data. This data is used to monitor trends in relation to customer comments, complaints and identify any themes or insights that can be utilised to improve delivery and provision.</p> <p>The service regularly reports on customer usage across the full range of activities and facilities to establish trends and changes in customer behaviours and expectations.</p> <p>Regular engagement with groups, clubs and organisations is an established process across Sport & Leisure Services and this will continue to assist in programme development.</p> <p>Customer Satisfaction survey and Net Promotor Score process. This data will be used to identify themes and monitor customer insights and monitor implementation of any improvements.</p>
10	<p>Have any support / guidance / training requirements been identified?</p> <p>Not at present, but subject to ongoing review.</p>
11	<p>If any adverse impact has been identified, please outline any mitigation action.</p> <p>Age</p> <p>The proposal presented to cabinet recommends a highly subsidised pricing structure that aims to provide the broadest opportunity for older adults to engage in aquatic based activity. This will be supported by the development of a programme that continues to offer a programme of free access that supports the objectives associated with the development of the new programme and scheme.</p>

The free sessions will be proactively promoted through existing channels and utilising current knowledge and insights.

All of the leisure centres with swimming pool facilities are fully accessible and accessible by public transport. New and refurbished facilities with modern equipment will be particularly attractive to new users and should encourage participation by older people. This aspect is supported through the capital budget allocated as part of the new FSI grant to CCBC.

12 What wider use will you make of this Equality Impact Assessment?

This Equality Impact Assessment will be used to assist in the decision making process regarding the changes associated with newly developed Free Swim Initiative and the introduction of a subsidised pricing structure for older adults (60+) and to ensure that due regard is given to the requirements of the Public Sector Equality Duty.

13	<p>An equality impact assessment may have four possible outcomes, through more than one may apply to a single proposal. Please indicate the relevant outcome(s) of the impact assessment below.</p> <p style="text-align: right;">Please tick as appropriate:</p> <p>No major change – the impact assessment demonstrated that the proposal was robust; there was no potential for discrimination or adverse impact. All opportunities to promote equality have been taken. <input type="checkbox"/></p> <p>Adjust the proposal – the impact assessment identified potential problems or missed opportunities. The proposal was adjusted to remove barriers or better promote equality. <input type="checkbox"/></p> <p>Continue the proposal – the impact assessment identified the potential problems or missed opportunities to promote equality. The justification(s) for continuing with it have been clearly set out. (The justification must be included in the impact assessment and must be in line with the duty to have due regard. Compelling reasons will be needed for the most important relevant proposals.) <input checked="" type="checkbox"/></p> <p>Stop and remove the proposal – the impact assessment identified actual or potential unlawful discrimination. The proposal was stopped and removed, or changed. <input type="checkbox"/></p>
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Completed by:	Jeff Reynolds
Date:	30/09/2019
Position:	Sport & Leisure Services Facilities Manager
Name of Head of Service:	Rob Hartshorn