

Appendix 6 - Re-development of Prestatyn
Nova Centre
September 2014

Equality Impact Assessment

Relocation of Prestatyn Library

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Communications, Marketing & Leisure
Updated: 18.09.14

1. What type of proposal is being assessed?

A project proposal

2. Please describe the purpose of this proposal

In January 2014, Cabinet considered the findings of a due diligence review into Clwyd Leisure Ltd (CLL) and concluded that it was too great a risk for the Council to take over the company. Cabinet also decided to cease funding CLL from 1 April 2014 onwards due to concerns over the quality and level of service provision. Following this CLL ceased trading and closed their facilities in Rhyl and Prestatyn with immediate effect.

In March 2014, a report was presented to Cabinet by Communications, Marketing and Leisure (CML) outlining the recommendations arising from a detailed appraisal of the building conditions and the cost benefit analysis in respect of the different interim management options for the facilities, whilst the business case for a much improved leisure offer on the coast was developed. Cabinet agreed that the Nova Centre would remain closed pending agreement of the Alliance Leisure Services Ltd (ALS) redevelopment proposals.

In March 2014 Cabinet approved the development of a business case for the £3.66 million development of Prestatyn Nova Centre which included the appointment of ALS to carry out a feasibility exercise which would form the basis of this business case. The business case would be based on the following facility mix and include the:

- > Reduction of overall footprint of the property by up to 20%
- > Retention of the 25m 4 lane swimming pool and small splash pool.
- > Creation of a village changing area to serve the swimming pool.
- > Creation an improved fitness offer to the same quality delivered at Ruthin Leisure Centre with separate fitness changing.
- > Creation of a multi-use space to accommodate current community events and a range of exercise classes / sports clubs.
- > Creation of a large soft play facility with new entrance, reception and café area overlooking the sea.
- > Creation of two or three promenade side retail units.
- > Introduction of energy efficient mechanical / electrical services and re – enveloping of the property in order to reduce carbon footprint.

In May 2014, CML presented a business case to Strategic Investment Group (SIG) seeking approval to progress to detailed design for the £3.6 million redevelopment of Prestatyn Nova Centre. SIG approved this and their decision was ratified by Cabinet in June 2014.

In June, Communications, Marketing and Leisure (CML) commissioned ALS to carry out this work with the intention of providing the Council with more assured plans and costs which would be reported back to both SIG in September and full Council in October for consideration.

There are huge social and economic benefits associated with this development. A new visitor destination will be re-created on the Prestatyn Coast which will ultimately increase visitor numbers and benefit the other businesses in the area through increased footfall. The site itself will offer three small retail units to complement the offer. This will be supported by 14 full time equivalent staff to operate the new centre. The development of an improved leisure offer along the coast is a major strand of the corporate priority 'Developing the Local Economy' set out in the Economic Ambition Strategy

The new facility will also encourage a more inclusive, healthier, more active lifestyle by offering a range of sports and recreational activities that were lost when the Nova Centre closed in March 2014.

3. Does this proposal require a full equality impact assessment?

(Please refer to section 1 in the toolkit above for guidance)

No	At this stage, I believe a full equality impact assessment is not necessary. This stage of the project relates to the physical design of the centre and the capital required for the construction / refurbishment but does not go into the detail of the range of activities, programming, staffing arrangements etc. This will be reviewed as the project progresses.
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4. Please provide a summary of the steps taken, and the information used, to carry out this assessment, including any engagement undertaken

(Please refer to section 1 in the toolkit for guidance)

ALS commissioned a feasibility study in April 2014 which identified the potential demand for the facilities and how they fit within the current strategic context for Denbighshire and the wider region. This was approached by reviewing strategic documents, identifying an overview of the current market and catchment and reviewing the demand for key facilities through comparing existing provision in the market.

A key part of the brief from the Council is that whilst the Council faces increasing financial pressures, there is still a strong commitment for the delivery of high quality leisure provision. It should also be recognised that there are a number of

different organisations and strategies at a national, regional and local level which impact on the facility, including:-

- > Climb Higher – Creating an Active Wales
- > A Vision for Sport in Wales (Sport Wales)
- > Turning the tide of inactivity
- > Start Active, Stay Active
- > The BIG plan – which includes the community strategy, health social care and wellbeing strategy, children and young people plan, community safety plan for Denbighshire. The BIG plan outcomes are for the residents of Denbighshire are:-

- Be healthy and have a sense of wellbeing
- Live in a safe place
- Be able to afford to meet their needs
- Live in Denbighshire because it's a great place to live, work and learn

The DCC Leisure Strategy has vision that “By 2020 Denbighshire will be renowned for high quality, accessible leisure opportunities attracting high levels of participation and improving the wellbeing of its residents and visitors.” It seeks to deliver this vision by:

- Increasing the number of people participating in a range of leisure opportunities
- Increasing the number of people involved in helping to deliver leisure opportunities
- Increasing the profile and importance of leisure for all

DCC has a total population of circa 93,734 people (2011 Census) which is summarised by age breakdown in the table below, comparing it with Wales as a whole, and with the age breakdown for the more immediate drivetimes.

Table 2.1 – Population Age Profile

Total Population	6,639	14,306
Ages		
0-14	16.4%	17.9%
15-19	5.5%	5.6%
20-44	26.1%	27.1%
45-64	24.4%	24.8%
65-74	13.2%	12.0%
75 & over	14.4%	12.7%

(Source: 2011 Census)

Of particular interest the table demonstrates:

- A higher proportion of the older population, particularly in the 65 years plus and older category. This would support the need to retain community space for groups and informs that when developing programmes and future marketing opportunities, consideration of activities for older people will be important.
- A higher proportion of the younger age group in the 10 and 12 minute drive time with 0-14 year olds being higher than both Denbighshire and Wales, illustrating

support for soft play and retention of the pool.

The Sports Council of Wales (SCW) have identified a number of market segments that categorise the market into different profiles, which implies how the segments will participate in sport and leisure activities and physical activities. Denbighshire has a higher than normal proportion of the following segmentation types in comparison to the rest of North Wales and Wales overall:

- Sian – 18-45 years old, middle management, aspiring middle class
- John & Ann – 46-65 years old, married, likely to participate in sport and recreation
- Bob & Betty – over 66 years old, retired, comfortable, live modestly and are active

Conversely there are a lower proportion of the following types:

- Steve – 26-45 young family, reasonable participation
- Christine – 36-55 years, low income, part time, lower participation
- Tony – 46-65 years old, manual skilled, low income, not very active

The market segmentation presents an overview of a population that has a higher proportion of people likely to be more active (despite the older age profile), which supports the fitness expansion and requirement of flexible space to support a strong group exercise programme.

The use of market segmentation is important in considering marketing strategies and the development of new facilities. For example the current profile within Denbighshire suggests higher proportions of groups which are likely to be more active.

However in order to attract participation from other groups it is important to design facilities that remove barriers to entry to ensure the provision of facilities encourages and supports all potential customers. This would suggest that the provision of facilities which encourage or support use through effective pricing, accessible fitness for deconditioned (such as toning), enhancement of National Exercise Referral Scheme (NERS), would support the more broadly active population.

The design of the facilities will also ensure a welcoming environment which provides equipment that is easy to use and enables use by low levels of fitness. These facilities can be supported by social areas (such as café) to encourage a social and supportive network for people to participate together, as well as a welcoming reception and attractive entrance.

From the 2011 Census data, Denbighshire has a population of 93,734, of which 96.1% describes themselves as having a White ethnic background, 1.2% other white, 0.8% mixed ethnic group, and 1.8% as other ethnic group. or other. The population is 45,987 male and 47,747 female.

64.1% are Christian and 26.8% have no religion.

65.6% of those aged between 16 - 74 are economically active. 6.4% are unemployed. 34.4% are economically inactive and 17.6% are long term sick or

disabled.

5. Will this proposal have a positive impact on any of the protected characteristics?

(Please refer to section 1 in the toolkit for a description of the protected characteristics)

The Nova Centre closed in February 2014 and the town lost a valuable social, sporting and visitor attraction. By refurbishing and re - opening the centre, the local community will once again have access to quality facilities available to all. Primary schools will be able to use the centre again for their swimming lessons, sports clubs who will grow in numbers, voluntary groups will be able to hire any of the facilities, GP referral / cardiac rehabilitation will resume and the facilities will be clean, modern, accessible and meet the end user needs.

High quality facilities for disabled people is part of the design and will include:-

- Parking bays for disabled users.
- Automatic entrance doors
- Reduced height section of reception desk for wheelchair users.
- Induction hearing loop at reception
- Double width doors and corridors
- Ample toilets for disabled customers, shower and changing facilities
- Facilities all on one floor, no stairs.
- Special lockers to accommodate artificial limbs and other equipment
- Pool hoist
- Gym equipment adapted for wheelchair use
- High visibility signs
- Best practice design using DDA and Sport England Disability guidelines

The cost of activities in all the Council's leisure centres is affordable and lower than comparable private leisure facilities. The cost is sufficiently low to ensure it does not represent a barrier to people on low income.

The Centre will have ample car parking and secure cycle storage.

The location is on the Prestatyn Coast. The centre is not on bus routes but is within walking distance of the train station and town centre.

6. Will this proposal have a disproportionate negative impact on any of the protected characteristics?

No

7. Has the proposal been amended to eliminate or reduce any potential negative impact?

<Please Select>

Yes, further work has been carried out on the specification of the disabled changing rooms and design of access control systems to ensure they are practicable for wheel chair users and not just meet the requirements for Building Regulations.

	Colours still need to be agreed but will be contrasting We also considered customer feedback regarding accessible changing facilities for parent and toddler groups ensuring we include the appropriate equipment for baby changing facilities.
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8. Have you identified any further actions to address and / or monitor any potential negative impact(s)?

No	Not identified anything further at this point of the project.
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Action(s)	Owner	Date

9. Declaration

Every reasonable effort has been made to eliminate or reduce any potential disproportionate impact on people sharing protected characteristics. The actual impact of the proposal will be reviewed at the appropriate stage.

Review Date:	30.01.15
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Name of Lead Officer for Equality Impact Assessment	Date
Sion Goldsmith	18.09.2014

Please note you will be required to publish the outcome of the equality impact assessment if you identify a substantial likely impact.
