

Equality Impact Assessment Report

Name of policy, procedure or function: Wild Card		
Service Area: Recreational Services	Team Members: Zoë Griffiths, Will Blanche and Sarah Cromie	Date: 15th November 2006

Findings

The purpose of the Wild Card scheme is to:

- Provide discounts on activities, shops, local sports clubs, regional attractions etc.
- All CBC's holiday activity programmes including LLC and SVLC and junior swimming at LLC, SVLC and South Charnwood Swimming Pool.

The desired outcomes are to:

- Increase access to leisure and sport opportunities for 5-16 and people with disabilities of all ages
- Improve health
- Make activities affordable to young people who may not necessarily be able to afford them.
- Encourages young people to participate in sport and recreation rather than crime and ASB.
- Ensure young people make positive use of their leisure time through sport/recreational opportunities.

The main equality issues are around raising awareness of the service particularly with people with disabilities who are also eligible to use the card. There is also a gap on consultation and involvement of users but particularly non-users.

Further Actions

Problem/barrier identified	Actions to overcome problem/barrier	Resources required	Responsibility	Target date
Consultation work	Look at reasons behind non-use, non user questionnaire to service users that do not currently have a wild card.	Officer time	Will Blanche	March 2007
Staff proactively promoting the card	At point of Sale. Offer training to point of sale staff.	Officer time	Will Blanche	March 2007

Disability	<p>Target disabilities groups through Charnwood Action Group/existing disability database.</p> <p>Promote Wild Card and disability information day to be held in March 2006.</p>	Officer Time	Will Blanche	March 2007/ ongoing
Young People	<ul style="list-style-type: none"> • Working with the Youth Service to consult with young people • Work on joint youth engagement in new year 	Officer time	Will Blanche/Cath Morton	March 2007/ ongoing
Monitoring	Ethnicity, disability and age categories updated	Officer Time	Will Blanche	January 2007