

Equality Impact Assessment

Name of project/proposal Calshot Activities Centre - Pay and Play Development
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Department Culture, Communities and Business Services
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Description of Service / Policy

Calshot Activities Centre provides a wide range of adventure activities, for both residential schools groups and for the residents of Hampshire and beyond, that aims to benefit their physical and mental wellbeing.

Currently, access for those new to adventure sports is via formal courses, booked in advance and there is little or no provision for pay and play i.e. turn up and have a go taster type activities.

Increasing budget pressures being experienced across the whole of the County Council, require the centre to operate in a more commercial manner in order to secure its long term future.

Geographical impact* All Hampshire

Description of proposed change

Introduce an integrated range of pay and play adventure activities, bookable online or on a drop in basis, not requiring membership.

New more dynamic and action based activities aim to reach out to new customers and will be accessible to young people, adults and families alike, including camping pod customers, local community and wider residents of Hampshire.

The facilities will enhance the current offer for existing residential customers and the redevelopment of the existing bouldering facility will help to regenerate the recreational climbing market and provide a springboard to relaunch and rebrand adventure activities and recreational usage at Calshot.

Engagement and consultation

Has engagement or consultation been carried out? Yes

External consultation has been undertaken by Planning Solutions Consultancy, who engaged with centre staff & researched a wide range of internal and external factors which influence the development, throughput and trading performance.

External factors included aspects such as economic and political landscapes, market size and profile & local competition.

Internal factors focussed on the customer service and experience, operational considerations, price / perceived value for money, location and marketing / promotional activities.

Impacts of the proposed change

This impact assessment covers Service users

Statutory considerations**Impact**

Age Impact	Positive The new pay and play facilities would improve access to all age ranges, for those with little or no prior experience in adventure activities
Disability	Neutral
Sexual Orientation	Neutral
Race	Neutral
Religion and Belief	Neutral
Gender Reassignment	Neutral
Gender	Neutral
Marriage and civil partnership	Neutral
Pregnancy and Maternity	Neutral

Other policy considerations

Poverty Impact	Positive The new pay and play (taster) sessions would be offered at a more accessible price point than existing taught courses
Rurality	Neutral

Additional Information

With growing numbers of day visitors and the development of camping Pods at Calshot providing a captive market, it has been identified that this is a new market sector that can be developed to augment existing areas of the business.

The range of activities will suit young people through to family groups or adults and will require no previous experience. There will be a range of levels of challenge to enable varying levels of fitness and ability to be accommodated.

Many of the new facilities will enhance the offer for less able, mobile or those clients with other needs, however they would not be able to accommodate wheel chair users (as is the case now). Some wheel chair friendly options were explored, however they tend to excluded ambulant clients, thus are better placed at specialist outdoor centres dealing with client groups with greater needs.