

Appendix 2 PART B – Equality Analysis Form

As a public authority we need to ensure that all our strategies, policies, service and functions, both current and proposed have given proper consideration to equality and diversity.

This form:

- Can be used to prompt discussions, ensure that due regard has been given and remove or minimise disadvantage for an individual or group with a protected characteristic
- Involves looking at what steps can be taken to advance and maximise equality as well as eliminate discrimination and negative consequences
- Should be completed before decisions are made, this will remove the need for remedial actions.

Note – An Initial Equality Screening Assessment (Part A) should be completed prior to this form.

When completing this form consider the Equality Act 2010 protected characteristics Age, Disability, Sex, Gender Reassignment, Race, Religion or Belief, Sexual Orientation, Civil Partnerships and Marriage, Pregnancy and Maternity and other socio-economic groups e.g. parents, single parents and guardians, carers, looked after children, unemployed and people on low incomes, ex-offenders, victims of domestic violence, homeless people etc. – see page 11 of Equality Screening and Analysis Guidance.

1. Title	
Equality Analysis title: Moving Rotherham Partnership delivery of the Sport England place expansion grant	
Date of Equality Analysis (EA): 31/01/25	
Directorate: Adult Care, Housing and Public Health	Service area: Public Health
Lead Manager: Gilly Brenner	Contact number:
Is this a:	
<input type="checkbox"/> Strategy / Policy	<input type="checkbox"/> Service / Function
	<input checked="" type="checkbox"/> Other
If other, please specify Partnership delivery of a Council-hosted grant. Includes services / functions (eg Active Hub and active outdoors engagement project), but also includes strategic development of action plans, wider system-based working and evaluation.	

2. Names of those involved in the Equality Analysis (Should include minimum of three people) - see page 7 of Equality Screening and Analysis Guidance

Name	Organisation	Role (eg service user, managers, service specialist)
Gilly Brenner	RMBC	Public health consultant
Kate Green	RMBC	Public health specialist
Nick Wilson	Yorkshire Sport Foundation	Development manager

3. What is already known? - see page 10 of Equality Screening and Analysis Guidance

Aim/Scope (who the Policy/Service affects and intended outcomes if known)

This may include a group/s identified by a protected characteristic, others groups or stakeholder/s e.g. service users, employees, partners, members, suppliers etc.)

It is well evidenced that increasing physical activity is essential for improving the overall health of the population. Regular activity can significantly reduce the risk and impact of long-term health conditions, enhance social engagement, and support positive mental health for people of all ages in Rotherham.

Despite this, inactivity (doing less than 30 minutes of activity per week) is distributed unequally with higher rates of inactivity in areas of deprivation, across certain demographic groups and in those with long-term health conditions and disabilities. Inactivity in Rotherham is greater than the national average, with almost 32% of Rotherham's adults classed as inactive. That national average for inactive adults is 26%.

The Sport England investment will be used to help the Moving Rotherham Partnership gain a deeper understanding of local communities and the factors driving or hindering physical activity in different neighbourhoods or demographics, with a particular focus on Middle Super Output Area neighbourhoods identified by Sport England as priorities due to greater levels of inactivity.

Rotherham are receiving investment as part of a development award at this stage, there will be an opportunity to bid for a main award in 12 months, which will enable us to implement specific actions to address the challenges raised.

What equality information is available? (Include any engagement undertaken)

There is a range of information available that has been and can continue to be used to inform the work. We will also be collecting more data around this as we move to complete our full awards plan for Sport England.

<https://www.rotherham.gov.uk/data/health-behaviours/physical-activity>

<https://www.yorkshiresport.org/data-hub>

<https://www.yorkshiresport.org/what-we-do/data-and-insight/sport-and-physical-activity-matters-in-south-yorkshire>

The Active Lives Children and Young People Survey by Sport England is the most comprehensive study of activity levels among 5-16-year-olds in England. It provides annual insights into their sport and physical activity habits.

Key Findings from the 2023-24 Report:

Activity levels remain stable, with 3.3 million (47.8%) children meeting the Chief Medical Officer's (CMO) guideline of 60+ minutes of activity per day. This is unchanged from last year but up 4.5% since 2017-18.

2.1 million (29.6%) children are less active, averaging under 30 minutes per day. This figure is also stable from last year but has improved by 3.3% (250,000 fewer inactive children) since 2017-18.

Attitudes towards sport and physical activity have remained largely unchanged over the last two years.

The full report provides further insights into trends and participation levels.

Whilst this is the national overview this can be coupled with additional data sources (see above) to help give a richer picture.

Are there any gaps in the information that you are aware of?

Inequality in access and uptake of physical activity and sport is well evidenced
[Understanding and addressing inequalities in physical activity](#)

We know people with disabilities or health conditions and individuals living in more deprived areas, females and certain ethnic groups are more likely to be less active. What we want to better understand, and what the development award will be used for, is what this looks like in Rotherham. We want to engage local communities to understand what the barriers and enablers are to being physically active, particularly in deprived areas and those who are least active. Outcomes from this engagement will inform a further bid to Sport England for additional investment, and the ongoing development of the Moving Rotherham plan including actions which address inequalities and make physical activity more accessible to everyone.

What monitoring arrangements have you made to monitor the impact of the policy or service on communities/groups according to their protected characteristics? /

As part of our investment we will be recruiting a dedicated officer to lead the work around data and insight on physical activity.

We will also have the following in place:

- Theory of Change

Where needed, we will also develop additional Theories of Change to better understand and address specific local needs, ensuring interventions are targeted and impactful. This work will be supported by Yorkshire Sport Foundation (YSF) and Rotherham's Public Health Intelligence Team, who will provide additional expertise and data to guide decision making. This also includes working closely with community leaders to identify specific barriers, co-produce solutions, and test interventions that support behaviour change.

- 6 Monthly Evaluation and Learning Reporting

We have defined progress measures, such as collaborative activities, participation growth, and insights gathering, which will contribute to the required 6 monthly reporting cycle. These measures will ensure progress is tracked, learning is captured, and approaches can be adapted based on insights and evidence.

- Insights and Data Infrastructure

The development of the Physical Activity dashboard and the gathering of data on activity levels, barriers, and local insights will form the evaluation infrastructure. This work will be further supported by the YSF (Yorkshire Sport Foundation) and the Public Health Intelligence Team, ensuring we generate high-quality, evidence-based insights to inform our plans.

- Learning Through the Place Expansion NELP Programme

Rotherham's representation on Cohort One of the Place Expansion NELP sessions has provided valuable opportunities to share learning, reflect on emerging challenges, and build capacity. This experience will further inform and enhance our evaluation and learning approach during this phase.

By combining collaborative approaches, data-driven insights, and flexibility to respond to emerging needs, our methods align fully with the Development Award requirements. The support from partners like YSF, the Public Health Intelligence Team, and learnings from the NELP programme will ensure Rotherham's evaluation and learning goals are well-supported and ready for deeper impact in future phases. The ongoing work around systems maturity will also be beneficial here.

Engagement undertaken with customers. (date and group(s) consulted and key findings)

A survey of patients with long term health conditions registered at practices in selected areas of high deprivation (Maltby and Dinnington) was undertaken in December 2023 to better understand their preferences and experiences in relation to managing their condition. The survey demonstrated that physical activity helps people with long term conditions look after their health, this insight contributed to development of the bid proposals.

	<p>Insight from Children’s Capital of Culture engagement projects, mental health consultation work, engagement at Rotherham Show and other neighbourhood feedback has also informed the development bid.</p> <p>We have used recent insight around mental health and loneliness and the Uplift evaluation reports also give additional insight that can be utilised.</p> <p>One of the central themes of this work is to undertake a wide range of community engagement and it is expected that this will increase our understanding in this area.</p>
<p>Engagement undertaken with staff (date and group(s)consulted and key findings)</p>	<p>Yorkshire Sport Foundation were commissioned to undertake a strategic review of physical activity in Rotherham in 2021, which engaged a broad range of stakeholders including the Council, partner organisations, voluntary sector, and local providers. This led into the Big Active Conversation workshop in January 2023 which set the direction for physical activity in Rotherham.</p> <p>A series of stakeholder workshops took place in 2024 to develop a model to put exercise into clinical pathways for people with long term health conditions. One of the elements of this model (developing a referral hub) forms part of the develop bid proposals.</p> <p>Internal and external partners have also widely been engaged in the development bid proposal through consultations and presentations to key groups, including:</p> <ul style="list-style-type: none"> • Public Health Senior Management Team • Moving Rotherham Board • Culture, Sport and Tourism Senior Management Team • Prevention and Health Inequalities Board • Cultural Partnership • Health and Wellbeing Board • Moving Rotherham – Wider physical activity and health sub-group <p>Leadership training for system partners also took place in July 2024 and will continue as an ongoing program as part of the place expansion work. This was attended by a range of partners and helped demonstrate the importance of system wide work in developing physical activity opportunities. This will be followed up in</p>

	<p>February 2025 with further sessions due to be planned to keep the momentum.</p> <p>A chronic pain workshop was held on 13th February 2024 which covered a number of topics and highlighted the importance of physical activity in supporting this work.</p>
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4. The Analysis - of the actual or likely effect of the Policy or Service (Identify by protected characteristics)

How does the Policy/Service meet the needs of different communities and groups?

(Protected characteristics of Age, Disability, Sex, Gender Reassignment, Race, Religion or Belief, Sexual Orientation, Civil Partnerships and Marriage, Pregnancy and Maternity) - see glossary on page 14 of the Equality Screening and Analysis Guidance)

This is to be built on a community led approach, ensuring that the needs and priorities of the community shape its development. This means actively engaging with individuals and groups to gather insights, listen to their experiences, and identify the specific challenges they face. As we continue to learn more through ongoing dialogue and engagement, the approach will evolve to better meet the needs of the people it aims to support.

A key focus is on understanding the barriers that different groups experience, whether these are physical, social, financial, or psychological. By identifying these challenges, the initiative can work towards removing obstacles and creating more inclusive opportunities.

At its core, this approach promotes a ‘physical activity for all’ ethos, ensuring that everyone—regardless of age, ability, background, or circumstances—has the opportunity to participate in and benefit from physical activity. By prioritising inclusivity and continuous learning, we should see a stronger, healthier, and more engaged community.

Does your Policy/Service present any problems or barriers to communities or Groups?

The work of the Moving Rotherham Partnership should not create any problems or barriers. It seeks to remove and tackle those that already exist.

Does the Service/Policy provide any positive impact/s including improvements or remove barriers?

The aim is to create a positive impact by actively identifying and removing barriers that may prevent individuals or groups from accessing opportunities. These barriers can take various forms, including physical, social, financial, or perceived obstacles. By gaining a deeper understanding of how these challenges affect different members of the community, the initiative can implement targeted solutions to improve accessibility and inclusivity.

A key component of this effort is the development of an Active Hub, which will serve as a central resource for understanding community needs, signposting individuals to relevant opportunities, and creating new initiatives where gaps exist. The Hub will work to ensure that people from all backgrounds can participate fully, whether by addressing physical

access issues, tackling social barriers such as lack of awareness or confidence, or challenging perceptions that may discourage engagement.

What affect will the Policy/Service have on community relations? (may also need to consider activity which may be perceived as benefiting one group at the expense of another)

It is expected to have a positive impact on community relations by promoting inclusive benefits for all. However, there may be a perception that certain groups gain more than others, particularly based on funding distribution. To address this, clear and transparent communication will be key in demonstrating that the initiative is designed to bring advantages to the entire community.

Efforts will focus on building on existing communications, such as active travel campaigns, while developing a structured marketing and communications plan. This will include sharing case studies, showcasing role models, and ensuring consistent messaging that highlights the broader benefits. Additionally, alternative funding sources may be explored to support groups that may not be central to the main funding bid, ensuring that no one feels excluded or disadvantaged.

By proactively addressing concerns and maintaining open dialogue, we hope to build on positive community relations and a sense of shared benefit.

Please list any **actions and targets** that need to be taken as a consequence of this assessment on the action plan below and ensure that they are added into your service plan for monitoring purposes – see page 12 of the Equality Screening and Analysis Guidance.

5. Summary of findings and Equality Analysis Action Plan

If the analysis is done at the right time, i.e. early before decisions are made, changes should be built in before the policy or change is signed off. This will remove the need for remedial actions. Where this is achieved, the only action required will be to monitor the impact of the policy/service/change on communities or groups according to their protected characteristic - See page 11 of the Equality Screening and Analysis guidance

Title of analysis: Moving Rotherham Partnership delivery of Sport England place expansion grant
Directorate and service area: Adult Care, Housing and Public Health. Service: public health
Lead Manager: Gilly Brenner
Summary of findings:
<p>Consideration of equality and diversity is inherent in Rotherham’s grant proposal as a criterion of the bid outcomes is “tackle inequalities”.</p> <p>The equality analysis assures that in developing the proposal equality and diversity issues have widely been considered, and demonstrates how these will be addressed through key actions.</p>

Action/Target	State Protected Characteristics as listed below	Target date (MM/YY)
Recruitment of lead roles (Programme Manager, CYP lead & research and evaluation lead) – will support increased capacity to tackle inequalities in delivery of the Moving Rotherham Partnership. The CYP Officer post will specifically focus on equality and uptake of physical activity for children and young people. For young people the drop off in physical activity in girls as they age will be a focus.	O (CYP), S	April 2025

Identification of focus MSOAs – using data to identify neighbourhoods with lower uptake of physical activity will help us target and then work with communities of inequality.	O (areas of deprivation)	March 2025
Commission the Active Hub (in partnership with Connect Healthcare) – this service will specifically work with people with long-term health conditions who are less physically active. These conditions are over-represented in older people and people with disabilities. This focus should also support carers.	A,D,C	April 2025
Gathering of evidence of need through community, partner and stakeholder consultation in order to submit the full award bid to Sport England – community insight is a significant part of this work, identifying barriers and enabling more equal access. This will contribute to a further main award submission to support these findings with greater investment.	This will identify key groups that need additional support	January 2026

***A = Age, D= Disability, S = Sex, GR Gender Reassignment, RE= Race/ Ethnicity, RoB= Religion or Belief, SO= Sexual Orientation, PM= Pregnancy/Maternity, CPM = Civil Partnership or Marriage. C= Carers, O= other groups**

6. Governance, ownership and approval

Please state those that have approved the Equality Analysis. Approval should be obtained by the Director and approval sought from DLT and the relevant Cabinet Member.

Name	Job title	Date
Ben Anderson	Director of Public Health	03/02/25
Cllr Baker-Rogers	Cabinet Member for Adult, Care and Housing	03/02/25

7. Publishing

The Equality Analysis will act as evidence that due regard to equality and diversity has been given.

If this Equality Analysis relates to a **Cabinet, key delegated officer decision, Council, other committee or a significant operational decision** a copy of the completed document should be attached as an appendix and published alongside the relevant report.

A copy should also be sent to equality@rotherham.gov.uk For record keeping purposes it will be kept on file and also published on the Council's Equality and Diversity Internet page.

Date Equality Analysis completed	31 January 2025
Report title and date	Moving Rotherham Partnership delivery of the Sport England Place Expansion grant – Cabinet report 17 March 2025
Date report sent for publication	
Date Equality Analysis sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	3 rd February 2025