

**REPORT TO:** POLICY AND RESOURCES COMMITTEE - 11 JUNE 2012  
**REPORT ON:** SUMMER SWIMMING PILOT - LOCHEE PATHFINDER  
**REPORT BY:** CHIEF EXECUTIVE  
**REPORT NO:** 237-2012

## 1. PURPOSE OF REPORT

This report provides a number of promotional swimming opportunities for families and young people who attend primary school in the Lochee Ward during the 2012 School Summer Holidays.

## 2. RECOMMENDATIONS

The Committee is asked to consider and approve the summer swimming pilot project for families and young people in the Lochee Ward.

## 3. FINANCIAL IMPLICATIONS

The total estimated cost for the 2 promotional activities is **£14,632**. The cost of this would be met from the 2012/13 General Contingencies provision.

Full details are attached at Appendix 1.

## 4. BACKGROUND

4.1. The work of the Lochee Pathfinder, and consultations with the community through the Lochee Community Planning Process, has provided the evidence that many families and other residents in the Lochee Ward do not regularly use the local leisure facility, namely the Lochee Swimming Pool. There are a number of barriers to their participation, with cost being a significant consideration. In order to gather information on how best to tackle the barriers to participation, two swimming proposals have been developed. The aim of both proposals is to provide additional healthy activities during the summer for people living in the Lochee Ward.

### 4.2. Proposal 1 - "*Splash in the City*"

A "*Splash in the City*" Card is distributed to every child attending a primary school in the Ward.

The "*Splash in the City*" card will entitle every card-holder to:

- access public swimming times at Lochee Swimming Pool (Monday to Sunday) for £1.00.
- access programmed slots in the Lochee Swimming Pool "*Splash in the City*" sessions free of charge.

### 4.3. Proposal 2 - "*Family Splash*"

"*Family Splash*" is for families who are currently supported by a range of agencies through the Lochee Pathfinder to be provided with "*Family Splash*" cards. Additional support will be provided to these families to help them access this service.

The "*Family Splash*" card will entitle targeted families with Early Years children and their siblings the opportunity to:

- access public swimming times at Lochee Swimming Pool (Monday to Sunday) for £1 for the family

- access programmed slots in the pool for "Family Fun Session" for £1 for the family
- 4.4. Consultations with families and children will take place in the Library Lounge during the "Family Fun" programmed sessions in the Lochee Pool to evaluate their experience, identify solutions to barriers and to gather information on how this initiative can be provided all year round in Lochee. A full evaluation of the initiative will be undertaken to explore how it can be rolled out across the City. All families who engage in the consultations will be given a free family swim ticket to the Olympia.
- 4.5. In the longer term, it is envisaged that the use of the electronic smart card will assist to better target the families and implement the scheme across the entire City.
- 4.6. These proposals, if approved, will commence on Saturday 30 June 2012 and end on Sunday 12 August.
- 4.7. For Health and Safety reasons the **"Family Splash"** proposal will only apply to children who are over 6 months old.

## 5. **POLICY IMPLICATIONS**

This report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management. No major issues have been identified.

An Equality Impact Assessment has been carried out and will be made available on the Council website <http://www.dundee.gov.uk/equanddiv/equimpact/>

## 6. **CONSULTATION**

The Chief Executive, Head of Democratic and Legal Services and Director of Corporate Services have been consulted on this report.

## 7. **BACKGROUND PAPERS**

Equality Impact Assessment

David Dorward  
Chief Executive  
8 June 2012

## APPENDIX 1

The Council will reimburse Leisure & Culture Dundee, which provides the Council's library, cultural and sports services, 75% of the difference between the cost of a **"Splash in the City"** swim and a regular child concession swim:

Lochee Swimming Pool child concession swim:	£2.30
<b>"Splash in the City"</b> swim:	£1.00
Unit cost to DCC:	98p
Cost to DCC for an estimated usage 300 per week @ 98p:	£294
Total cost for period:	£1,764

Lochee Swimming Pool child concession swim:	£2.30
<b>"Splash in the City"</b> session swim:	£0.00
Unit cost to DCC:	£1.73
Cost to DCC for an estimated usage 100 per week @ £1.73:	£173
Total cost for period:	£1,038

Olympia reward for participation (family swim):	£10.00
Unit cost to DCC:	£7.50
Cost to DCC for an estimated uptake 500 @ £7.50:	£3,750

**TOTAL COST** **£6,552**

The Council will reimburse Leisure & Culture Dundee 75% of the difference between the cost of a **"Family Splash"** swim and a regular family swim (based on 1 adult and 2 children, with one child being under 3):

Lochee Swimming Pool family swim:	£6.40
<b>"Family Splash"</b> swim:	£1.00
Unit cost to DCC:	£4.00
Cost to DCC for an estimated usage 30 per week @ £4.00:	£120
Total cost for period:	£720

Lochee Swimming Pool family swim:	£6.40
<b>"Family Splash"</b> session swim:	£1.00
Unit cost to DCC:	£4.00
Cost to DCC for an estimated usage 15 per week @ £4.00:	£60
Total cost for period:	£360

**TOTAL COST** **£1,080**

The actual cost will depend on the uptake and as a pilot will allow the Council and Leisure & Culture Dundee to learn from the initiatives. An open book accounting approach will be taken to allow the City Council and Leisure & Culture Dundee to jointly assess the actual additional cost of the pilot.

Leisure and Culture Dundee will incur additional expenditure to effectively deliver the proposals by creating an appropriate environment through which as many barriers to participation are removed. Additional staff, marketing, swimming costumes, swim nappies, towels, inflatables and pool equipment will be required at an estimated cost of **£7,000**.

The total estimated cost for the 2 promotional activities is: **£14,632**.