

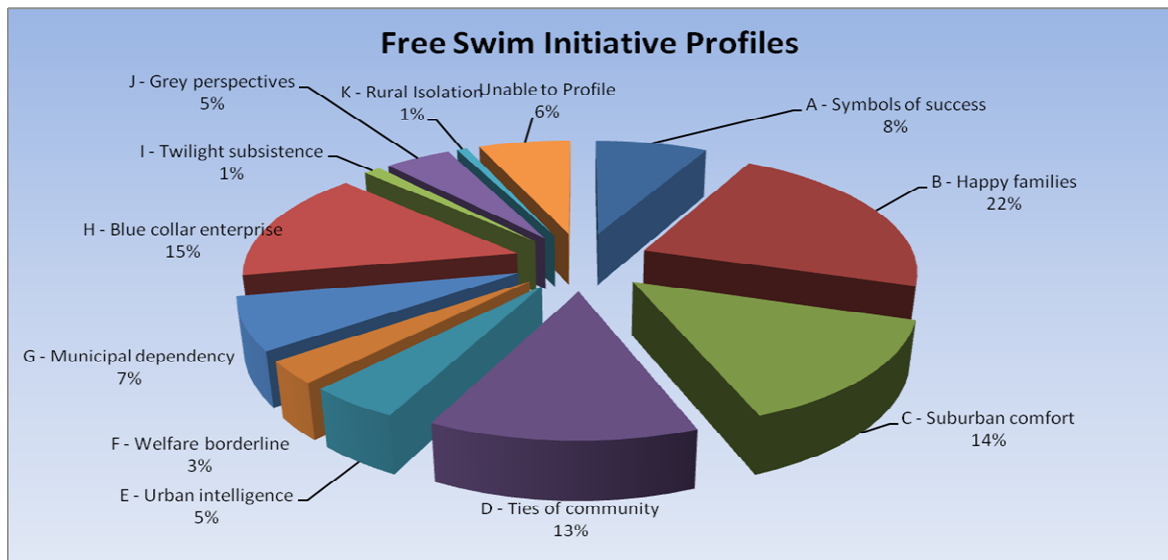
Appendix 3 – FREE SWIMMING – ONE YEAR ON

Health Rankings

- 1 = Group A (Symbols of success)
- 2 = Group B (Happy Families)
- 3 = Group E (Urban Intelligence)
- 4 = Group K (Rural Isolation)
- 5 = Group C (Suburban Comfort)
- 6 = Group D (Ties of Community)
- 7 = Group H (Blue Collar enterprise)
- 8 = Group J (Grey Perspectives)**
- 9 = Group G (Municipal Dependency)
- 10 = Group F (Welfare Borderline)
- 11 = Group I (Twilight subsistence)**

**The table on the left shows profile groups in order of health, with 1 being the healthiest. Group J represents pensioners with relatively active lifestyles and a good diet, and rank number 8 due to their age only.

Group I, have the worst health due to age along with low incomes. They spend much time in hospital with a range of serious conditions, with influenza and pneumonia most common.

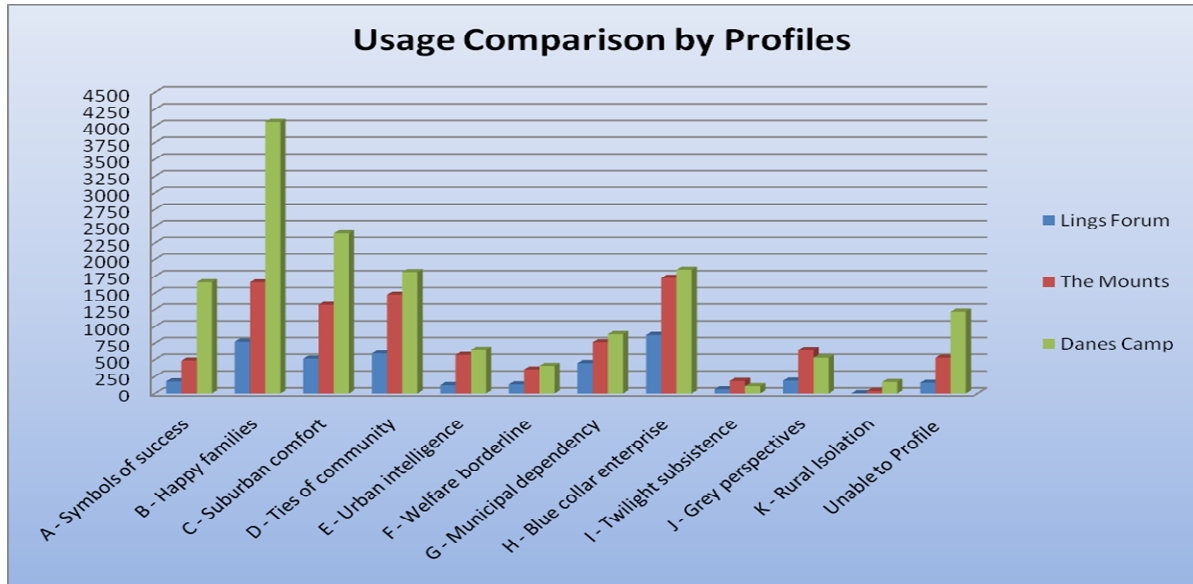


The health ranking results above indicate that those more likely to have poor health are Groups H, G, F and I. Groups F G & H, share similar characteristics (Heavy Smokers/ Drinkers, Low incomes and heavy watchers of TV) and in total make up 21,260 households (22.78%) in Northampton, and 57,866 over the whole of Northamptonshire (19.46%). Northampton has a slightly higher percentage than the County figure.

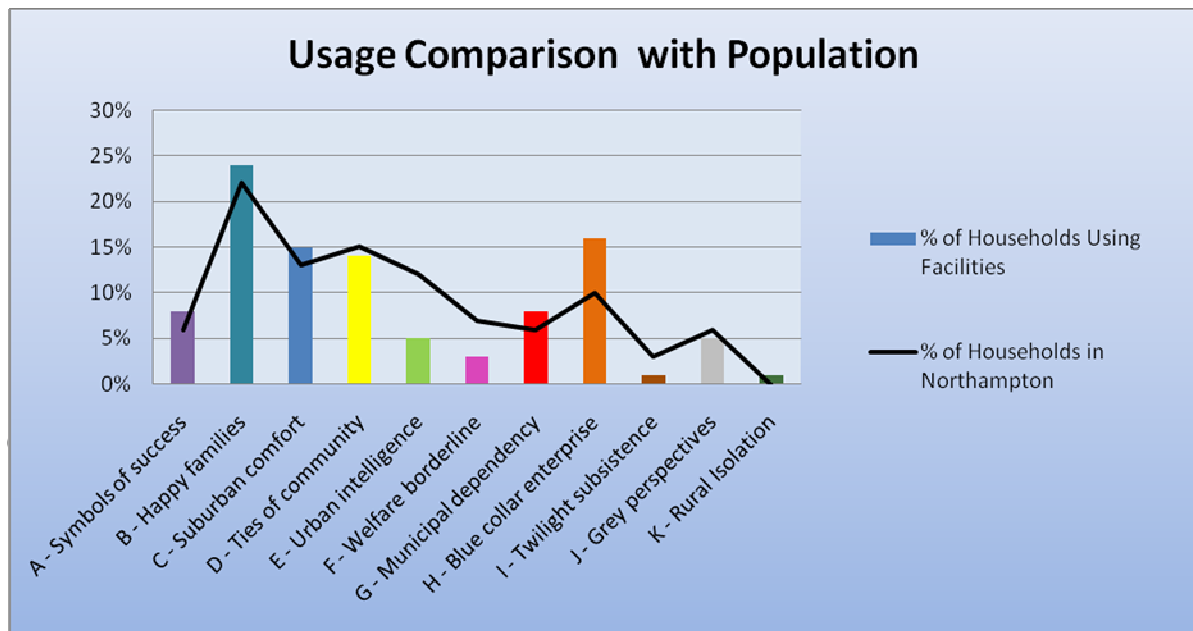
These groups make up 25% of the overall users of the free swim initiative during the first year of implementation.

Many people using our Leisure centre, travelled from outside the Northampton catchment area, and although Experian data was gathered from South Northants,

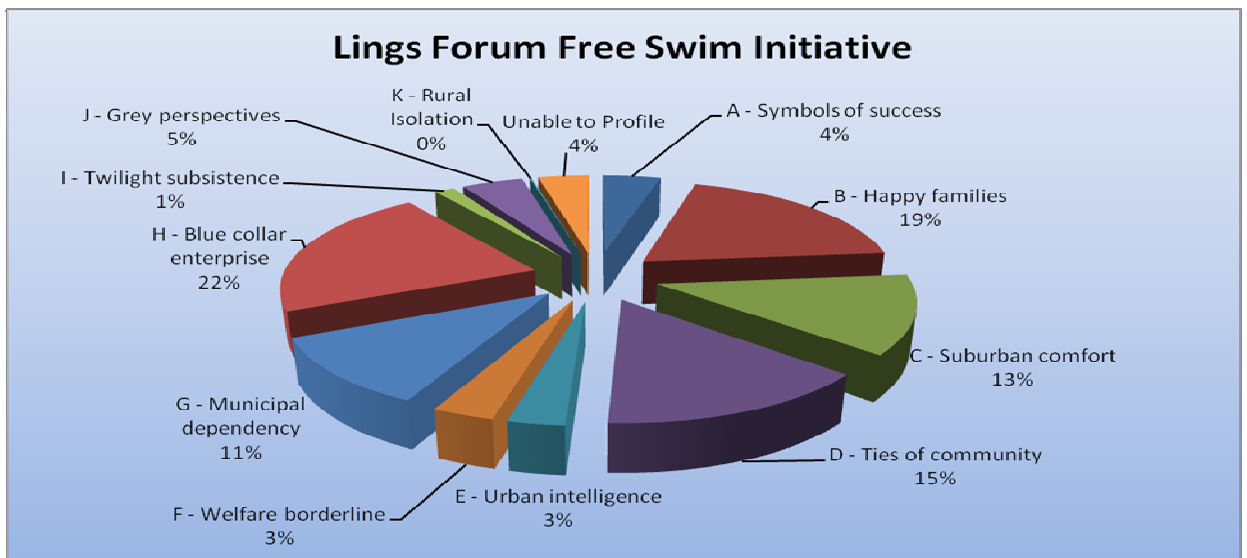
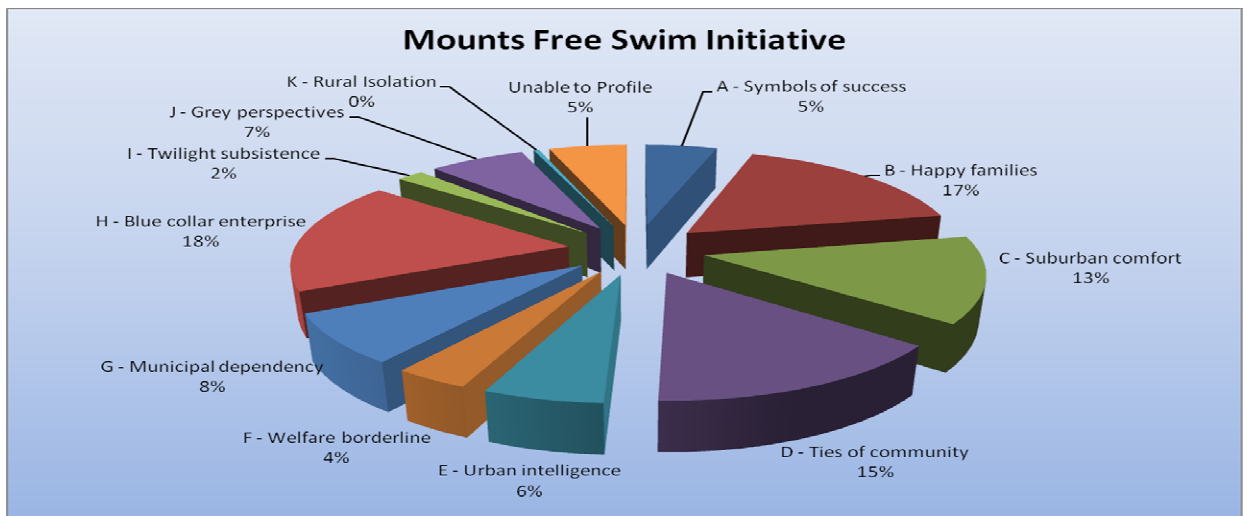
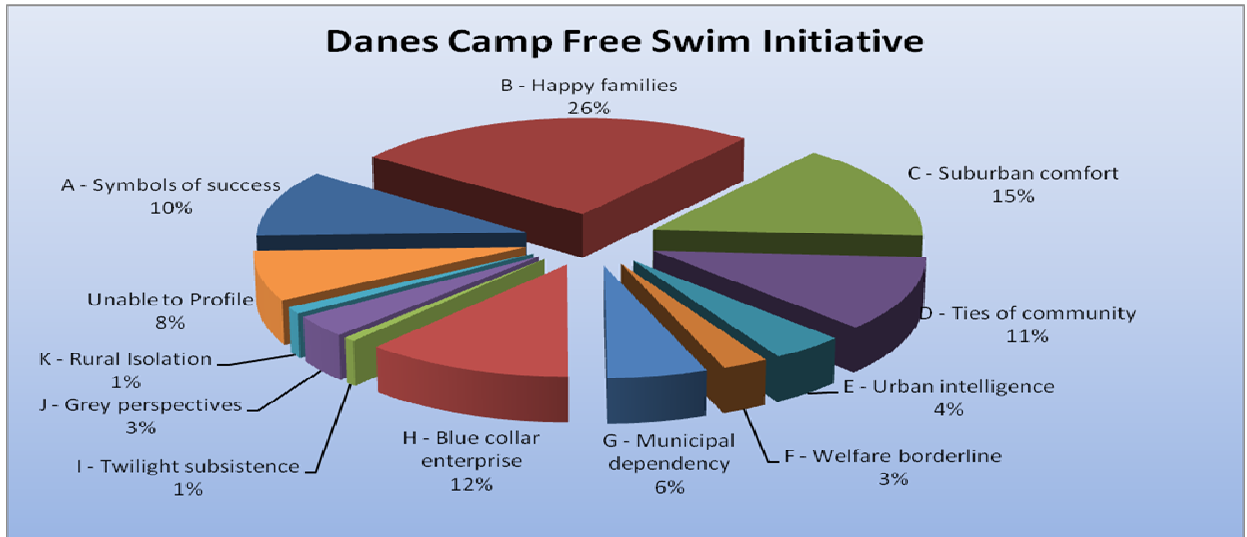
Daventry, Kettering, Corby and Wellingborough Councils, 6% of users could not be profiled, as they had travelled further than the Northamptonshire Boundary. . Those customers coming from other towns tended to opt use the facilities at Danes Camp, which suggest that the facilities offered there, differed from what was available to them locally.



Using only the data that could be profiled, the chart below shows which groups over or underused the free swim initiative when compared to the size of the population. Of all the groups, Group F does not appear to have made full use of the free swim initiative, although they have the worse financial and health situation in Northampton, when the age factor has been removed.



The Charts below provide a breakdown of profile Groups for each of the Leisure Centers



Recommendation

If looking to promote this service, group F could be targeted, but due to their circumstances they would need to be reached through media such as Radio or TV. This group is normally digitally excluded, as many households cannot afford digital TV or Internet.

Other Key features of this group are:

- Families
- Many young children
- Low Incomes
- Free School meals
- High deprivation
- Council Housing
- Public Transport
- Heavy Drinkers/Smokers

This group also has both, a high expectation and realization of all types of crime and anti-social behaviour, and most are likely to experience crime within or immediately outside their own home. Offenders are often under the influence of drink and drugs.

The lack of stability in many family formations undermines social networks and leads to high levels of antisocial behaviour among young children. Therefore it might be safe to say that an increase in uptake could improve their lives in more ways than one.

When looking at promoting this services, public transport such as Buses or Bus stops should be considered, if a cheaper alternative to Media.

Those households that currently are not actively using this initiative could be identified, and communicated to alongside current council procedures (such as annual rent increase notification, etc).