

Equality Impact Assessment Form (Page 1 of 2)

Title of EIA/ DDM: 'This Girl Can' Campaign
Department: Commercial and Operations
Service Area: Sport & Culture
Author (assigned to Covalent): Nikki Lawson

Name of Author: Nikki Lawson
Director: Hugh White
Strategic Budget EIA Y/N (please underline)

Brief description of proposal / policy / service being assessed:

Sport England's new This Girl Can capacity funding will allow Nottingham City Council to expand and develop various aspects of the existing successful campaign and build on the hugely important and effective engagement and promotion of sport and physical activity to females aged 14+ throughout Nottingham City. The funding will see Sport and Leisure expand the Notts Girls Can websites capability, specifically with the activity search function to enable women and girls across the city to have much easier access to information on where and how they can become physically active.

The capacity funding will allow us to develop an 'activate a mate' campaign, drawing on the importance of friends and social groups in encouraging women to become active and will also see the introduction of free access leisure centre events for females across Nottingham, helping those women where income is a barrier to participation.

Lastly, the bid will build on existing elements of the Notts Girls Can campaign with the creation of a follow up documentary to expand on the journey's and experiences of the local women who featured in our first feature documentary to tell their stories and help encourage more local Nottingham women and girls into sport. The documentary will feature as part of our wider marketing and promotion of this new capacity funding to ensure as many women as possible have the opportunity to see it.

Information used to analyse the effects on equality:

Nottingham's population is 314,000, with 49.5% of these being females. 65% of the female population falls within the 14 – 60 (103,875) age bracket. 26% females, are currently doing no sport at all (compared with 23.4% males, highlighting the need for developing sport and physical activity amongst females in Nottingham. With regards to females who are active, Nottingham stands at 62.2% compared to 68.5% of males.

Nottingham City have already recognised and acknowledged this inequality and increasing women and girls participation was a strategic priority within their Sport and Physical Activity strategy "Setting the Pace and Building on Success" and will continue into a new strategy.

	Could particularly benefit X	May adversely impact X	How different groups could be affected (Summary of impacts)	Details of actions to reduce negative or increase positive impact (or why action isn't possible)
People from different ethnic groups.	<input type="checkbox"/>	<input type="checkbox"/>	Provide details for impacts / benefits on people in different protected groups. Women in Nottingham still participate in less sport and physical activity than	Through previous Sport England funded
Men	<input type="checkbox"/>	<input type="checkbox"/>		
Women	X	<input type="checkbox"/>		
Trans	<input type="checkbox"/>	<input type="checkbox"/>		
Disabled people or carers.	<input type="checkbox"/>	<input type="checkbox"/>		

Pregnancy/ Maternity	<input type="checkbox"/>	<input type="checkbox"/>
People of different faiths/ beliefs and those with none.	<input type="checkbox"/>	<input type="checkbox"/>
Lesbian, gay or bisexual people.	<input type="checkbox"/>	<input type="checkbox"/>
Older	<input type="checkbox"/>	<input type="checkbox"/>
Younger	<input type="checkbox"/>	<input type="checkbox"/>
Other (e.g. marriage/ civil partnership, looked after children, cohesion/ good relations, vulnerable children/ adults). <i>Please underline the group(s) /issue more adversely affected or which benefits.</i>		

men across all age groups –see stats above

In particular:

- BME
- Disabled
- Lower Socio Economic Groups

This Girl Can activation in Nottingham City, we have seen a reduction in female inactivity from 28.9% to 25.9%.

Key activities that have contributed to this are

- An amended activity search facility on the Notts Girls Can website including information on sports and activities will be appropriate for BME women, older women as well as the disabled and those from the LGBT community. This saw a substantial increase in engagement from the previous facility.
- Working with a number of trusted ambassadors who delivered over 20 different sport and activity sessions from cycling to zumba and nordic walking to hot pod yoga. These sessions and events saw over 500 women participate and over 300 consulted with, many of which indicated that they were inactive or had not participated in sport or physical activity over the last month. Majority of these sessions were free or low cost allowing women who would have been unable to participate, the chance to get active with some of the sessions continuing.
- Ladies night leisure centre events attracting 580 women across the seven events, with over 300 of those women being non-members, many of which were currently inactive and were brought along by a friend.
- The production of 2 documentary style films feature women from a range of representative women including the BME community as well as a lady with a disability.
- We recruited a cohort of female mentors to support women who

			<p>Although women have engaged with social media, we do not have the evidence that they have translated that interest into actual activity.</p>	<p>were looking to start their coaching and delivery journey and to deliver sport and activity sessions to encourage more participants into their sessions, particularly those women who would typically not engage or think that sport is for them, e.g Older women and those from a BME background. Many of these now deliver sustained activity sessions</p> <ul style="list-style-type: none"> • Sport and Leisure have worked with Sport England to create a programme of opportunities for people with a disability in Nottingham to take part in sport and physical activity, one element of this included free access to our leisure centres in return for feedback on their experience which will help the service improve. Over 400 disabled participants took up this opportunity and allowed us to produce a specific action plan in order to ensure our products and services were fully inclusive and accessible to disabled people. • Get Out Get Active has engaged 4239 people into activity through a range of activities and events. 58% of these stated they had a disability or long term condition and • Developed a TGC Nottingham Facebook page which now has 5000 likes <p>The current Facebook page shows good engagement from a perspective of “likes” but the conversation is minimal. To help to combat this we are looking to invite those who are engaged with the page into a closed group, as feedback</p>
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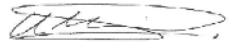
			<p>Women from particular communities are not getting involved in promoting and delivering sport and physical activity.</p>	<p>and research has shown that women will engage better in more of a closed forum. We aim to get 4500 members to the group and to engage 15 partner organisations to administer the group and keep content fresh and engaging and encourage women to share their stories and journeys into activity to promote a “person like me” culture.</p> <p>Despite all of the previous successes we have found that inactivity is still highest in our most disadvantaged communities and that women from these communities were not necessarily engaging with the campaign.</p> <p>In order to combat this we are looking to work differently within this funding stream, to integrate directly with the current “place-based” approach to system change in order to influence sustainable long term behaviour change in the communities of most need.</p> <p>We will be focussing our engagement with those organisations who link directly with women from these communities, working with them to proactively advocate physical activity on our behalf</p> <p>We will be working with delivery partners to ensure that they are fully equipped to deliver sessions that are fun and engaging and help them to understand their target audience better. Through this partnership approach we are looking to work with 1000 women, through partners to help them become active or more active</p> <p>We will be taking a “whole system” approach specifically in Bulwell, where our target focus will be those women who fall into LSEG 6-8, trying to gain a better understanding of their barriers</p>
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•Stop and remove the policy/proposal

Arrangements for future monitoring of equality impact of this proposal / policy / service:

Review assessment every six months to analyse the impact in the local communities

Approved by (manager signature):



Nikki Lawson

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Date sent to equality team for publishing:

Send document or link to:

equalityanddiversityteam@nottinghamcity.gov.uk

Date sent: 28.1.20

Before you send your EIA to the Equality and Community Relations Team for scrutiny, have you:

1. Read the guidance and good practice EIA's
<http://www.nottinghamcity.gov.uk/article/25573/Equality-Impact-Assessment>
2. Clearly summarised your proposal/ policy/ service to be assessed.
3. Hyperlinked to the appropriate documents.
4. Written in clear user friendly language, free from all jargon (spelling out acronyms).
5. Included appropriate data.
6. Consulted the relevant groups or citizens or stated clearly when this is going to happen.
7. Clearly cross referenced your impacts with SMART actions.