

## Equality Impact Assessment Form (Page 1 of 2)

**Title of EIA/ DDM: 'This Girl Can' Campaign**  
**Department: Communities**  
**Service Area: Sport, Culture and Parks**  
**Author (assigned to Covalent): Sarah Retzlaff**

**Name of Author: Francesca Barney**  
**Director: Hugh White**  
**Strategic Budget EIA Y/N (please underline)**

**Brief description of proposal / policy / service being assessed:**

The new continuation funding from Sport England will allow us to further develop the hugely successful work that has been undertaken since January 2015 which has recruited over 120 female Ambassadors who are promoting the campaign within local communities and seen over 3,700 'likes' on our Facebook page. The funding will specifically build on this successful Ambassador programme and develop a range of sport and activities delivered by our Ambassadors to local women and girls in order to increase participation. The funding will also be used to develop our current website as this does not provide the functionality we need to allow women to search for sport and physical activity sessions to take part in that will again, result in increased physical activity participation.

This Girl Can aims to raise the profile of sport and physical activity for women and girls which will have significant health benefits for people of different communities of preventing and reducing the impact of various health conditions such as CHD, Obesity, Hypertension, some cancers, Osteoporosis

**Information used to analyse the effects on equality:**

Nottingham's population is 308,700, with 151,903 being females. 44% of the female population (67,236) falls within the 14 – 40 age bracket. 81,900 females, are currently doing no sport at all (compared with 67236 males). 31,800 females are taking part in 1 x 30 mins per week (compared with 56,100 males). Nottingham City have already recognised and acknowledged this inequality and increasing women and girls participation is a strategic priority within their Sport and Physical Activity strategy "Setting the Pace and Building on Success"

Of all the known bookings at Nottingham City Council Leisure Centres in April 2015 – February 2016, 55% of these were made by females. Of these females, 23% were from a BME background. Only 20.3% of those aged 55+ in Nottingham (males and females) take part in 1 x 30minutes of sport and physical activity a week. Data on female only participation in Nottingham for those aged 55+ does not exist for the city, however, we know from working with partners that older people are not engaging in sport compared to the young population.

	<b>Could particularly benefit X</b>	<b>May adversely impact X</b>	<b>How different groups could be affected (Summary of impacts)</b>	<b>Details of actions to reduce negative or increase positive impact (or why action isn't possible)</b>
People from different ethnic groups.	<input type="checkbox"/>	<input type="checkbox"/>	Provide details for impacts / benefits on people in different protected groups.	What will be done to reduce negative or increase positive impact. Actions should be SMART (Specific, Measurable, Achievable, Realistic, Timebound) and correspond to identified impacts.  <b>Actions will need to be uploaded on Covalent.</b>
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).  <b><i>Please underline the group(s) /issue more adversely affected or which benefits.</i></b>		

<p>Women in Nottingham take part in less sport and physical activity than men</p> <p>across all age groups –see stats above</p> <p>In particular:</p> <ul style="list-style-type: none"> <li>○ BME</li> <li>○ Disabled</li> <li>○ LGBT</li> <li>○ Older People</li> </ul>	<p>A full audit of sport and physical activity opportunities for women and girls is being undertaken to enable us to have</p> <p>an increased understanding of the activities available for women in Nottingham. This will be made available online via the newly developed website and will ultimately provide a one stop shop for women and girls to find out what is taking place in their community and consequently increase their activity levels. It is an ongoing task as we are constantly leaning about new activities. Activities included within the audit include older people specific and BME only sessions. We are working with the city wide LGBT forum to ensure activity sessions for LGBT individuals are represented within the audit appropriately.</p> <p>The new continuation funding will include the development of 20 additional new sport and physical activity events / sessions being set up by our Ambassadors that will be open for females from across the city to participate in and ultimately increase their physical activity participation levels. These sessions will be located across Nottingham further breaking down the access barriers that may be faced by some women within Nottingham</p> <p>Consultation is being undertaken with women and girls from different communities (include BME, LGBT and disabled women) through websites, survey monkey, workplaces, community groups to find out what activities women and girls want which will give a greater understanding of what, when, and where for new activities to be delivered and will aid overall engagement. Our workplace consultation to date with Boots, Capital One, Nottingham University Hospitals has resulted in them the workplaces adapt their workforce health policies in order to</p>
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			<p>Women from particular communities are not getting involved in promoting and delivering sport and physical activity.</p>	<p>encourage more women to get active. We are aiming to have 1,000 women consulted with in 2016.</p> <p>This Girl Can Nottingham have produced a 24 minute documentary that discusses the significant benefits of physical activity and talks about why women have got involved with their chosen sport or activity. Of the 5 women featured, 2 are from a BME background and one has a disability.</p> <p>We have contacted the Nottinghamshire LGBT Switchboard, The Women's Centre and The Trans Hub to access a list of sport sessions available for the LGBT community, these will be now be featured on the activity search function of the TGC website to ensure more ladies are aware of activities which will help to increase participation.</p> <p>This Girl Can has currently trained 12 ladies in a number of activity and social development courses to provide them with the skills and knowledge to lead activity within their local communities. This continuation funding will allow us to provide more opportunities for women in Nottingham to train in a variety of sessions.</p> <p>We have recruited over 120 local women as This Girl Can Ambassadors who go out in their communities to promote and deliver the messages of This Girl Can. These women come from all areas of Nottingham and a number of these are from a BME background.</p> <p>The funding will enable us to develop our existing website making it more functional and user friendly for women. Searching for activity sessions and finding out about new events and news will be much easier hopefully leading to more women taking part in sessions.</p>
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	<p>Nottingham City Homes Independent Living Schemes.          Considerable work has been undertaken through these schemes by Sport and Leisure, running consultation groups and delivering activities based on consultation</p> <p>Information targeted at older adults on how to be more physically active in their community which will signpost to the 'This Girl Can' campaign as well as to their nearest provision for sport and physical activity opportunities will be displayed in GP Surgeries, Libraries and Community Centres.</p> <p>All groups will be advised that all new activity sessions will be risk assessed appropriately and therefore will be safe and fully inclusive for all.</p>
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**Outcome(s) of equality impact assessment:**

- No major change needed  •Adjust the policy/proposal  •Adverse impact but continue
- 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):**



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**Date sent to equality team for publishing:**

Send document or link to:  
[equalityanddiversityteam@nottinghamcity.gov.uk](mailto:equalityanddiversityteam@nottinghamcity.gov.uk)

Date sent: 15<sup>th</sup> March 2016

**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.