

Nottingham City Council Delegated Decision



Nottingham
City Council

Reference Number:

2754

Author:

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Department:

Communities

Contact:

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Subject:

This Girl Can Swim project

Total Value:

£103,810.00 (Type: Revenue)

Decision Being Taken:

- 1.) To approve an additional sum of funding (£103,810) to continue to deliver the This Girl Can Swim project across all 7 Nottingham City Council pool facilities until the 31st August 2017.
- 2.) To accept the additional grant awarded to Nottingham City Council by Sport England to the value of £103,810 (across 2 financial years as detailed above) which will take the total value of funding including the previously granted amount to £215,778 for the This Girl Can Swim project from Sport England since the start of the project in the 9th November 2015
- 3.) To delegate the authority to the Director of Sport and Culture to award any contracts entered into to ensure delivery of this project in accordance with the grant conditions

Reasons for the Decision(s)

This decision relates to previous decision ref no.'s 2225 and 2526 which funded the This Girl Can Swim project from the 9th November 2015. This will total £215,778 of total funding for this project to date. The additional funding that has just been awarded to continue to deliver the This Girl Can Swim project is a total of £103,810 paid as two payments as follows - 1st September 2016 -31st March 2017 £62,810 and then the 1st April 2017- 31st August 2017 a funding amount of £41,000.

Swimming is in decline nationally and this project seeks to address some of the barriers to swimming participation amongst women and girls aged 14+. The swimming project provides a minimum of two This Girl Can Swim sessions at each Nottingham City Council pool facility and a total of 16 This Girl Can Swim sessions across the City per week. The sessions provide dedicated women and girls swim time with guaranteed female lifeguards and female pool side helpers who will meet and greet customers into the facility, show them around and then be available on pool side to help and offer support to improve the swimming experience. Free access to the health suites during these sessions has been provided with the aim of delivering a swimming offer that is more appealing to women and girls. Capital works have already taken place across Nottingham City Council pool facilities as part of the first grant awarded from Sport England to install hair straightening facilities, new hair dryers, robe hooks for pool side and the installation of mood lighting at Victoria Leisure Centre to trial the impact this makes.

The initial funding for the This Girl Can Swim project started on the 9th November 2015 and ran until the 8th May 2016, weekly swim attendances ranged from 300- 414 swim attendances per week across all of the sessions. Sport England then agreed to award Nottingham City Council with an additional grant of £29,612 to continue to run this project until the 31st August 2016. This report confirms that additional funding of £103,810 has been agreed following a successful funding application by NCC to continue to deliver the project from 1st September 2016-31st August 2017. The focus of the project in this period will be to increase weekly swim attendances to 600. This will be done through continuing to offer 16 weekly This Girl Can Swim sessions and a team of pool helpers will be working in the local community to raise awareness of the sessions and encourage women and girls to attend. Talking through any barriers or concerns. During this period NCC will also run a loyalty and recognition scheme rewarding participants for continued and regular participation.

The funding for this period will cover:

£11,000 for marketing - to re energise the This Girl Can Swim project, raise awareness and increase the numbers attending the 16 sessions across the City.

£29,120 to pay for the pool helper role for the 16 weekly This Girl Can Swim sessions to carry out weekly outreach community work, to be speaking to local citizens in groups, public places around the NCC City pool facilities, raising awareness of the sessions and encouraging women and girls to attend the swim sessions

£29,120 to continue to pay for the pool helper role during the swim session, to meet and greet people to the facility and be on hand on pool side to talk, motivate and help with swimmers technique

£11,600 to run a loyalty and retention scheme for all women and girls attending This Girl Can Swim sessions, to promote continued and regular participation in swimming. There will be a number of swimming merchandise issued as rewards. Customers will also be rewarded with rewards and goodies for bringing new friends to the This Girl Can Swim sessions

£19,524.94 - to ensure that all 16 This Girl Can Swim sessions have guaranteed female lifeguards working on the session and that cleaning is happening before and after the session to ensure an environment that is clean and to a high standard

£2,570.06 - to cover music license costs to enable music to be played within all This Girl Can Swim sessions

Total funding: £103,810 (1st September 2016- 31st August 2017 - paid in 2 financial years and 2 payment's 1st September - 31st March 2017 £62,810 and 1st April 2017-31st August 2017 £41,000)

The project will provide the opportunity to drive business performance, encouraging longer term participation in swimming improved sustainability and supporting delivery of the MTFP.

Briefing notes documents: This Girl Can Swim November 2016 update CS.docx, This Girl Can Swim promotional leaflet.pdf, TGC Swim Notts CC Grant Award letter.pdf

Other Options Considered: If we choose to not receive this further funding, we will have to stop delivering the This Girl Can Swim Project across the City Council 7 Leisure centre pools. This project is aimed at directly increasing participation rates and improving health for women and girls aged 14+ and we currently have over 400 women participating per week, we are aiming with the additional funding to increase this to 600 women and girls swimming per week. The funding that we will be receiving pays for the pool helper role as part of the sessions and allows us to market the session to engage new women and to raise awareness of the project and of our City leisure centres

Background Papers: None.

Published Works:

Affected Wards: Citywide

Colleague / Councillor Interests: None.

Consultations: Those not consulted are not directly affected by the decision.

Crime and Disorder Implications: This project aims to provide 16 weekly This Girl Can Swim sessions totalling 17.5 hours of dedicated women and girl swim time for people aged 14+ to engage in a positive and healthy activity across the City

Equality: Please login to the system to view the EIA document: TGC Equality Impact Assessment - This Girl Can Swim Project updated 23rd Jan.doc

Decision Type: Portfolio Holder

Subject to Call In: Yes

Call In Expiry date: 02/03/2017

Advice Sought: Legal, Finance, Equality and Diversity

Legal Advice:

Provided that the conditions of the proposed grant can be met, and the required outputs/outcomes delivered, then the decisions set out in the report raise no significant legal issues and are supported.

Advice provided by Malcolm Townroe (Legal Services Manager) on 06/02/2017.

Finance Advice:

This decision seeks approval to accept the grant totalling £103,810 from Sport England, and to incur expenditure as a result of this grant. The grant award is as follows:

£ 62,810 - to cover the period 1 September 2016 to 31 March 2017; and
£ 40,000 - in principle award to cover the period 1 April to 31 August 2017
£103,810 Total funding

The project officer will continue to maintain the processes to ensure expenditure incurred is in accordance with the grant funding approval and to meet any grant conditions in terms of performance monitoring etc.

Advice provided by Maria Balchin (Finance Analyst) on 08/02/2017.

Equality and Diversity Advice:

The updated activity builds on the work already initiated. It will be important that the alternative vehicles for community engagement identified in the EIA are enacted in order that the full spectrum of the city's communities are engaged thus enabling Nottingham City Council meet its Public Sector Equality Duty about ensuring equality of opportunity to all its citizens.

Advice provided by Adisa Djan (Equalities and Diversity Consultant) on 23/01/2017.

Signatures

David Trimble (Portfolio Holder for Leisure and Culture)

SIGNED and Dated: 22/02/2017

Andrew Vaughan (Corporate Director Commercial and Operations)

SIGNED and Dated: 22/02/2017