

Equality Impact Assessment Form (Page 1 of 2)

Title of EIA/ DDM: This Girl Can Swim Project

Department: Communities

Service Area: Sport, Leisure & Parks

Author (assigned to Covalent): Claire Sullivan

Name of Author: Claire Sullivan

Director: Hugh White

Strategic Budget EIA N (please underline)

Brief description of proposal / policy / service being assessed:

The This Girl Can Swim project Nottingham has been funded by Sport England with a total grant allocation of £215,778 for this project which started on the 9th November 2015 and will run until the 31st August 2017.

The project will provide:

- 2 sessions per week (minimum of 45 minutes) at differing times at 7 sites across the Nottingham City Council area dedicated Swimming time for Ladies . Sessions will be charged at the normal public swim price. All sessions will be re-named to This Girl Can Swim for the duration of the project.
- Free access to health suites will be provided to try and make a swimming offer which is more appealing to women (Free access will be provided during the This Girl can swim session's and for up to 30 minutes after the Swim session has finished – open/mixed health suite sessions)
- This Girl Can Swim training to improve customer service at each site
- The installation of dimmed lighting at 1 facility to trial the impact this makes (Victoria LC)
- The installation of robe hooks, hair dryers and straighteners at each site
- Female lifeguarded sessions
- Music played within the sessions to improve the swimming experience and atmosphere
- Female pool side helpers to provide advice, support, meet and greet, motivate and encourage the swimmers
- Relaxed dress code in the sessions so women feel more comfortable and happy to swim

The This Girl Swim project aims to increase participation rates by ladies aged 16+ in swimming. Swimming is England's biggest participation sports but is nationally in decline. This project has been developed in partnership with Sport England, the Amateur Swimming Association and Nottingham City Council as a targeted swim project to address swimming participation rates.

This Girl can swim project will provide 16 sessions of dedicated Swim for Ladies time as detailed below across the City.

<u>Leisure Centre</u>
<u>Clifton Leisure Centre</u>
Tuesday 11.30am-12.15pm
Tuesday 6-7pm
<u>Djanogly Community Leisure Centre</u>
Tuesday 5.45-6.45pm
Wednesday 11am-12 noon
Sunday 10.30-11.15am
Sunday 11.15-12 noon
Thursday 3.15-4.45pm
<u>Harvey Hadden Sports Village</u>
Friday 9-10pm
<u>John Carroll Leisure Centre</u>
Friday 1.30-3pm
Saturday 4-5pm
<u>Ken Martin Leisure Centre</u>
Thursday 8-9.30pm
Thursday 3-4pm
<u>Southglade LC</u>
Monday 9-10pm
Thursday 9.30am-10.30am
<u>Victoria Leisure Centre</u>
Thursday 1.30-2.30pm
Friday 6.30-8pm

The following public swimming sessions will also be available at all Nottingham City Council pools for the local community.

- Swim for All
- Swim for Fitness
- Swim for Relaxation
- Paddle for £1
- Nott's Splash Tots
- Swim for Fun
- Swim Inclusive
- Swim for Ladies (Re named This Girl Can Swim)

Definition of public swim sessions:

Paddle for £1 – 30cm water pool depth with water toys. Each adult pays £1 and can be accompanied by up to 4 children for FREE

Nott's Splash Tots (Swim for Under 5's) – A swimming session for under 5's with their parents/carers and includes floats and toys

Swim for All – Open swimming session for everybody, will include lane (s) for lane swimming. Sessions in the main pool will require swimmers to be able to swim 75m

Swim for Fitness- A session for those aged 14+ to swim lengths Lane (s) will be provided for this session

Swim for Fun – A swimming session for children, young people and their families with toys and floats

Swim for Relaxation – A swim session for adults aged 17+ to swim at a relaxed pace. There will be a designated lane (s) area for those wanting to swim lengths of the pool

Swim Inclusive – For swimmers with a disability, life limiting illness or condition. This activity is suitable for all ages.

Swim for Ladies – A general swim for ladies aged 16+

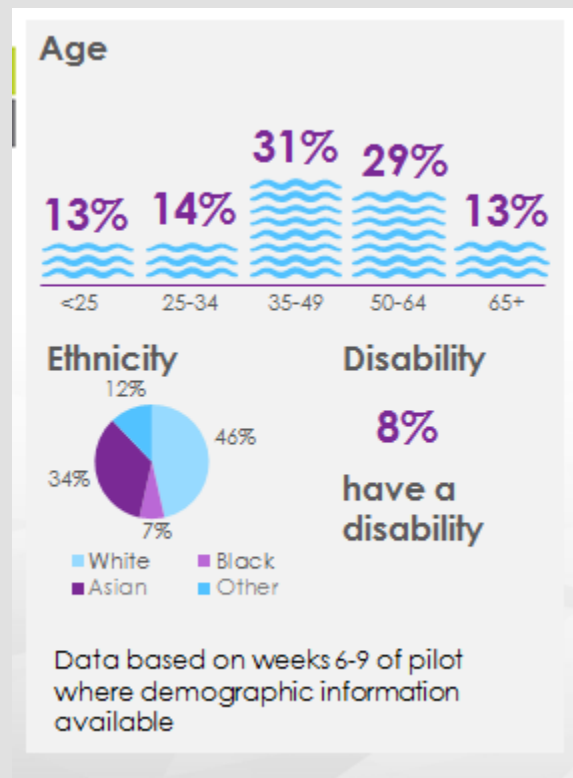
Project Outcome's

Prior to the sessions being rebranded as This Girl Can Swim Sessions and introducing new and additional This Girl Can Swim sessions into the Swim programme across the City, Swim attendances in Swim for Ladies sessions were between 123 - 212 attendances per week. Since the introduction of This Girl Can Swim on the 9th November 2015 Swim attendances have ranged from 323-414 per week. Since November 2015 targeted work has taken place to increase the number of women aged 14+ taking part in swimming, this has involved:

- Delivering a marketing plan that engages and encourages more women and girls to swim with messages across the City in City Information boards, in areas frequently passed and seen – roundabouts etc and on the radio as well as letter box leaflet drops, a short film about This Girl Can Swim sessions shared on social media sites
- Free Bring a friend for free Swim passes issued
- Guaranteed female lifeguards
- Privacy blinds
- Relaxed dress code
- Female pool side helpers (to meet and greet you in the facility and be on pool side)
- Free access to the health suite
- Robe hooks installed on pool side for women and girls to bring and leave towels on poolside

- Sensory lighting installed at Victoria Leisure Centre.
- Music played within the sessions

Please see below some sample demographic information from the project:



The next phase of the project with the additional funding to deliver this project until the end of August 2017 aims to engage with the local community more, spread the word of the This Girl Can Swim sessions and encourage local women and girls to attend and become more active. A large part of this will be to employ the pool helpers to carry out outreach work in the local community to promote their sessions and provide an opportunity for local women and girls to meet the pool helper before they visit a swim session. The pool helpers will be visiting local groups (information and group details provided by the Nottingham CVS) to issue FREE swim passes, local drs surgeries, schools, health centres, sure start groups, super market and local shops as well as talking and forming closer partnerships with the Neighbourhood Development Officers.

Attendances on each of This Girl Can Swim session will be measured weekly across all pool facilities and the overall aim is to;

- provide 2 This Girl Can dedicated swim sessions per week across the 7 sites.
- 15 people who are new to swimming are expected per session, with the total number of participants at each session expected to be 35.
- The forecast is for 11,760 attendances over the life of the project.
- The target for weekly Swim attendance's by the 31st August 2017 is 600 women and girls aged 14+ participating weekly

Public Swimming sessions

In order to deliver the This Girl Can Swim project all current and existing Swim for Ladies sessions have been re-named and additional dedicated ladies swim sessions that have been added into the programme have been put into un- used pool water time. There has been no cancellation of existing swim provision for the delivery of this 6 month project.

Information used to analyse the effects on equality

Insight information for women aged 16+ living in the City was used.(Where they live, number of women, breakdown of ages in the City.

A wide variation in the times/days/venues of the This Girl Can Swim sessions across the 7 pool facilities in order to provide a wide ranging offer of dedicated swim time (day time, evening, weekend) to suit and cater for a high number of women.

On a recent consultation with local citizens on what pool sessions they would like to see programmed in their local pool, there was a high response rate asking for female only swim sessions.

Please delete all other ticks except for women	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"/>	<p><u>People from different ethnic groups</u> Ladies from all ethnic groups may feel more inclined to swim at their local leisure centre as the project will ensure female lifeguards, female poolside helpers and the swimming dress code has been relaxed to enable women to wear what they feel more comfortable in and appropriate for them. We will endeavour where possible to ensure the pool hall area is private whilst the swim sessions are taking place. We have blinds on some of our pool windows to ensure privacy. (Djanogly CLC, John Carroll LC, Southglade LC)</p>	The dedicated ladies only swim sessions will be widely promoted along with the details of enhanced customer experience on offer
Men	<input type="checkbox"/>	<input type="checkbox"/>		Examples of where the Ladies only sessions may be promoted to ensure those currently not participating in sport hear about the sessions include promoting through the Nottingham Community and Voluntary service which has established links with many Nottingham City and Nottinghamshire community groups, forums and clubs including tenant and resident associations and women's groups'.
Women	<input checked="" type="checkbox"/>	<input type="checkbox"/>		We work in partnership with the NCVS, they have informed us that out of 1,000
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	<input type="checkbox"/>	<input type="checkbox"/>		

partnership, looked after children, cohesion/ good relations, vulnerable children/ adults).

Please underline the group(s) /issue more adversely affected or which benefits.

Women

Will be positively affected as this project is aimed at encouraging women to swim and improving the overall swim experience for them. This programme will provide 16.5 hours of dedicated ladies only swim time with the aim of increasing participation in swimming and overall health levels in women in the City.

Older

Older women will be positively affected as they can access the dedicated swim provision and improved customer experience

Disabled people or carers

Disabled women or carers will be positively affected as they can access the dedicated swim provision and improved customer experience and they may feel more supported with the introduction of pool side helpers on pool side to provide support/help and guidance

groups on their database, there are 80 specifically for women. They will be distributing the information directly to these groups on our behalf. NDO's, PublicHealth, Children's Centre's, Notts Arrow, GP's etc.

During the next phase of the project running from the 1st September 2016 - 31st August 2017 the pool helpers will be visiting local City women's group to talk about the This Girl Can Swim sessions, encouraging and selling the benefits of the project and also issuing free swim passes for women and girls to come along and try a swim session for free.

The groups identified to go along too and talk to early January 2017 are:

Mojatu Group African
Second Chance Learning Group (varied background)
Nyasa Daughters of Nottingham Group (Malawian) 15
Chinese Welfare Association 10

We will be doing Radio promotion on local radio stations.

Kemet radio
Capital
Radio Faza with Kemet
Insite Radio
What's Hot Radio

Positive stories of women participating and taking up swimming will be collected and used as case studies to encourage more women to swim. We will be collecting more of these case studies in the next 2 months to share on the Nottingham Girls Can facebook page and on social media.

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	<p>All sessions will be promoted along with the improved customer experience</p> <p>Older women may feel more able/inclined to swim in a female only swim environment which will increase swimming participation rates in the older population and have a positive impact on levels of health</p> <p>Disabled women or carers may feel more able/inclined to swim in a female only swim environment where they are supported by female pool helpers for advice and support.</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:

Attendance reports will be analysed weekly to review the attendances of the weekly sessions
 Any complaints on the pool programming will be collected
 Any compliments will also be collected from leisure centres
 Meetings are booked to take place every 8 weeks with General Managers City wide to review attendances within the programme and review compliments and complaints. (HYS) Any changes will be made to the programmes accordingly

Approved by (manager signature):

Claire Sullivan

Date sent to equality team for publishing:

16th January 2017

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Send document or link to:
equalityanddiversityteam@nottinghamcity.gov.uk

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.