Satellite Clubs

2017-18 Case Study

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| GuidanceThe purpose of this case study is to demonstrate the impact that CSP satellite club investment is having on influencing the community sport sector to provide opportunities that better meet the needs of young people, provide positive experiences and result in young people getting and staying active. This could be:* An example of how you have influenced or facilitated change in a specific satellite club; or,
* An approach that you have taken across a number of satellite clubs.

When completing this case study, please describe;* What it was you were trying to achieve;
* What was achieved and the timescales involved;
* How your approach has contributed to the success of the satellite club or approach, and;
* The partners involved, their role and influence on outcomes.

Your case study should examine the satellite club example or approach taken, reflecting on cause and effect and describing both positive and negative influences and outcomes. The satellite club or approach selected may have started at any time, but must be currently active and should reflect the impact of your work during the 2017-18 delivery year. Support the case study with names, quotes, data, charts, tables and figures where applicable to demonstrate impact. However, this is a qualitative study, so please avoid overloading the narrative with lots of quantitative data. Whilst there aren’t any specific word counts for each section, please be succinct. Also, a reminder that submitting this case study is a 2017-18 satellite club reporting requirement.Please return your completed case study to satellite.clubs@sportengland.org by 5pm on **Friday 16th March.** |

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| Case Study Title |
| Culturally Sensitive Ladies Swimming |

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| Project Summary |
| CSW Sport engaged with Eden Girls Islamic Faith School in Coventry as part of the satellite club initiative. Eden Girls is located within one of the 10% most deprived wards Nationally. Consultation with the PE teacher indicated that very few of the girls were taking part in any sport other than compulsory PE lessons. Students identified the need for girls-only activities, held after school at a time that did not clash with prayers, school and home commitments. Swimming came out as the most popular activity in surveys undertaken.CSW Sport therefore instigated the establishment of a Swimming satellite club aimed at these female students. |
| Who is the lead organisation and partners involved? | CSW Sport, Coventry Swimming Club, Eden School, Lyng Hall, Coventry Sports Foundation, Sydney Stringer Academy |
| Where is the satellite club/project based? | Lyng Hall School swimming pool, CV2 3JS |
| What is the sport/activity being delivered? | Swimming |
| How much investment has been provided? | £850 (2016-17) & £2960 (2017-18) = £3810 |
| What date did the satellite club/approach start? | March 2017 |

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| IntroductionSet the scene and the context for the satellite club/approach. Provide any other local or demographic context. |
| Coventry has significant areas of deprivation. It also has a young population with a high proportion of 16-24 year olds (16%). Unemployment rates amongst residents aged 16 -24 is estimated to be 24%. This is significantly higher than the Coventry average of 9%. Coventry also has a significantly high proportion of residents from a BAME community, with 27% of residents born overseas (compared with 13% of the UK population). Many of these BAME communities reside in the deprived wards of the city.Coventry has some of the highest levels of deprivation and health inequalities and the largest inactive populations in the sub region.Women’s participation rates across CSW are 5% lower than the national average. Within CSW they are 8% lower than men’s participation rates, compared to 4% nationally. This gap between male and female participation is greatest in 16 – 34 year olds and 75 – 84 year olds. CSW Sport has therefore prioritised (as identified in 2017-19 Sport England Application form and funding templates) satellite clubs that create opportunities in Coventry for Women and Girls, BAME residents and young people from deprived areas.As a result of this insight, CSW Sport engaged with Eden Girls Islamic Faith School in Coventry as part of the satellite club initiative. Eden Girls is located within one of the 10% most deprived wards Nationally. Consultation with the PE teacher indicated that very few of the girls were taking part in any sport other than compulsory PE lessons. Research from Sport England shows that, whilst the rates of participation in sport amongst men remain fairly fixed across all ethnicities there is much more variation amongst women, with the least active being Black and Asian women. Muslim women were the least active with only just over 20% doing 30 minutes of activity every week.CSW Sport carried out a tailored survey with nearly 200 girls at Eden Girls School to understand their motivations, barriers and interests in sport. The same survey was also carried out with 80 female students at Sidney Stringer Sixth Form, which is located close to Eden Girls School. The majority of the students were from a BAME background. Students from both schools identified the need for girls-only activities, held after school at a time that did not clash with prayers, school and home commitments. Swimming came out as the most popular activity in the surveys undertaken at both schools. CSW Sport therefore instigated the establishment of a Swimming satellite club aimed at these female students.  |

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| What was the issue/challenge being addressed? Outline who the target audience is and why, any key insights into their behaviours, motivations and barriers. Add any relevant local context. |
| Analysis of the survey carried out with nearly 200 Muslim girls aged 11-15 years old from Eden School found; When asked what stops them from participating the top results were: ‘School work more important’; ‘No-one to be active with’; ‘Don’t like the activities offered at school’. Others barriers included:* Establishing a time/day when there were no clashes with afterschool lessons, homework, prayers or home commitments
* Gaining support from parents to prioritise physical activity over academic studies
* Access to a private pool with private changing cubicles in the locality
* Affordability and sustainability
* Female instructors and life-guards
* Appropriate exit routes
* How to promote sessions to the community-best terminology to reach target group
* Access to appropriate equipment and swim wear
* Retention of participants during academic pressure points (ie exams)
* Opening satellite club up to community use

Despite best efforts there was much concern that the girls would not attend. An offsite venue and a session time scheduled much later than the end of school (the girls finish at lunch time on a Friday and the session doesn’t start till 4.00pm) were all potential barriers. |

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| What action was taken to overcome the issue/challenge? What approach did you take and why? What steps were involved and what role did the CSP play in this? Include both successful and unsuccessful interventions.   |
| Eden School only has one member of sports staff so they were unable to take ownership of the satellite club. CSW Sport therefore decided to manage the initial set up of the club. A number of solutions were achieved. CSW Sport:* Consulted with the school, staff, parents & students and identified after school on Fridays, when there were no clashes with afterschool lessons or prayers as most appropriate time for delivery
* Worked with the school to educate parents on the benefits of physical activity and learning a new, life-saving skill such as swimming.
* Letters were sent and a parents evening held.
* Identified a swimming pool based in another local school, and negotiated an affordable hire charge, providing the best chance for sustaining the club.
* The facility provides privacy both in the pool and in the changing rooms, in order to meet some of the girls’ cultural needs.
* Worked in partnership with City of Coventry Swimming Club who provide female lifeguards, female swimming instructors and an offer of further female only exit routes.
* Initially organised for a mini bus to transport the girls from school to the pool. This was to encourage attendance but phased out to ensure sustainability. Participants were then provided with bus route information and the girls now make their own way to the pool or rely on parents for transport.
* Attended the first few sessions along with the girl’s teacher which helped to drive attendance.
* Introduced £1 minimal fee to help with sustainability when funding comes to an end in the Summer
* Provided additional funding for 2017-18 so satellite club can continue to grow and become sustainable.
* Provided certificates to award participant achievements. These were presented at assembly to reward and incentivise current participants as well as promoting the satellite club to other young people.
* Liaise with other local schools and groups to encourage local females to access the opportunity
* Share learning’s from this project to help inform the work of the Coventry Swim Pilot.

CSW Sport also: * Provided modesty swim suits, hats and goggles for new participants.
* Created marketing materials to promote the sessions:

CSW Sport identified a range of motivators to taking part in sport as part of the aforementioned survey. ‘Having fun’ was identified as the greatest motivator. These findings marry with another of our surveys of 60 Asian females aged 16-18 years olds. Further analysis confirmed use of our This Girl Can branding as best placed for this satellite club. This is because attitudes and beliefs such as “I don’t feel confident to attend” were disproportionately reported by females in our survey.Additional support:* Our online shop supports Satellite clubs with retention of participants. Rewards and incentives can be individualised to represent their sport in line with feedback collated.
* Our online marketing toolkit enabled this satellite club to produce tailored resources, to help them reach their targeted audience and become sustainable. The toolkit is based on the Sport England Youth Insight and allowed the satellite clubs to pick an audience based on their relationship to sport/physical activity (positive/functional/uninterested) and tailor the key message & slogan appropriately.
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| What was the impact on the young people and/or partners involved? What outcomes, evidence and learning has emerged from this project and what are you now doing differently as a result?  |
| * Over 35 Muslim girls aged 13-16 years, the majority of whom were not participating in any sport outside school, have attended a sports session in the community.
* The girls have made their own arrangements to get themselves to and from the sessions.
* The sessions have a regular weekly attendance of 20 Asian females. The pool has a maximum of 24 swimmers.
* The majority of the girls attending were complete beginner swimmers and have learnt to swim through the satellite club sessions.
* Participants regularly wear their modesty swim suits provided by CSW Sport
* The session now has a minimal fee of £1 a week and due to the overall costs of this club, it is well on its way to being financially self-sustaining.
* As parents bring their girls to the sessions there has been as added impact with some mum’s staying on afterwards to join the women’s only adults learn to swim class that Coventry Swimming School deliver.
* Greater social integration between year groups
* Increased self-confidence

We have learnt that understanding the cultural and religious barriers to participation are paramount. Both the girls and their families had to be confident that their cultural and religious requirements had been accommodated in order to enable the girls to participate.2 female coaches have consistently overseen the sessions and got to know the girls. They originally started in the pool but the vast improvement in the girls swimming abilities now mean they coach from poolside. One volunteer is also in the pool to help if there’s a new participant. Head coach Sheryl is very proud of the satellite club. ‘There’s nothing out there for these girls. This is the only place they can learn to swim in a safe environment. It’s been amazing to be part of it.’ The relationship that has emerged between CSW Sport and Coventry Swimming Club has been a bonus to this venture. The Swimming Club has been fundamental to ensuring success, applying their swimming expertise to many of the challenges. The Club are now taking ownership of the satellite club.The Head of Sport at Eden Girls Islamic Faith School said “The swimming satellite club is having an incredible impact on our students. The club has given students the opportunity to learn a fundamental skill that will stay with them for life. Students have progressed from never stepping foot into a swimming pool to having the confidence to perform handstands in the water and swim confidently. It’s so nice to see at our awards assembly when students receive certificates for their accomplishments in swimming; this is something that wouldn’t be able to happen if we weren’t lucky enough to have the satellite club in place.”Saniyah (participant, aged 15) believes ‘every girl who goes to the club has improved. Girls who were once scared of water now swim in the deep end. I’ve come from the start and now catch the bus from school. This is the only option I know of, where there’s real privacy, for us girls to swim. I love it.’Other Learning’s:* Factor in additional costs such as training up extra female lifeguards to ensure adequate staffing.
* Consult with peer groups and how best to engage/motivate whole peer groups
* Anticipate ‘quiet’ periods linked to school/religious/family pressures
* Visited the venue to combat concerns ie parents questioning access to safety cameras onsite
* Keep communication channels open between all parties ie school/parents/venue/exit route etc
* How to combat closed group-link to exit route
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| What are the next steps for this satellite club/approach? |
| The Eden Swimming Satellite Club is now linked to Sport England’s ‘Go Swim’ pilot delivered by Coventry Sports Foundation at their AT7 centre. Girls from the satellite club have been signposted to the Go Swim sessions along with their sisters, friends and mothers. There’s been a strong transition from the satellite club.CSW Sport is now working with Coventry Swimming School and Coventry Sports Foundation to support participants who volunteer at the satellite club helping to grow a more diverse workforce, encapsulating the principles of ‘Coaching An Active Nation’.One individual intends to access the satellite club coaching bursary and hopes to complete their Level 1 Swimming Assistant Teacher qualification once they turn 16 (April 2018). One volunteer has already transitioned to the Go Swim sessions and has been offered work experience/paid work as part of the Coventry Sports Foundation’s Leadership Academy. CSW Sport is also working with Eden School to help establish their in-house Leadership Academy.CSW Sport continue to work with Coventry Swimming Club to encourage community access including contacting other secondary schools in the locality to bolster numbers and help with sustainability. We hope to open the sessions up to mums and siblings to encourage even greater impact (many of the current participants rely on mothers to transport to the sessions). Before we are in a position to do this we need to consult with current girls/parents/school as there’s a potential issue with ladies and younger girls all changing in the same vicinity (although there are private cubicles).Risk Factors: Lyng Hall school Pool is closing for a term due to refurbishments. We have secured pool time at Foxford School which we hope will enable continuity through the Summer term. The Satellite Club then plan to return to Lyng Hall School for the Autumn term.Another possible risk is Ramadan which falls just after the Easter break this year. The satellite club breaks over the Easter period as the school is shut but participants may not return for the few sessions between this break and the start of Ramadan. Ramadan itself may also pose problems as the sessions are late on in the day when the girls are at their weakest. |

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| Please select one outcome that this case study primarily aligns to:  |
| Mental Wellbeing |  |
| Physical Wellbeing | C:\Users\cvhan683\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\WBTFA52W\Check_mark_23x20_02.svg[1].png |
| Individual Development | C:\Users\cvhan683\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\WBTFA52W\Check_mark_23x20_02.svg[1].png |
| Economic Development |  |
| Social and Community Development | C:\Users\cvhan683\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\WBTFA52W\Check_mark_23x20_02.svg[1].png |

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| Please add any other relevant information |
| We are unable to provide full names, photographs and video footage due to the sensitive nature of this Satellite Club. |

Please return your completed case study to satellite.clubs@sportengland.org by 5pm on **Friday 16th March.**