

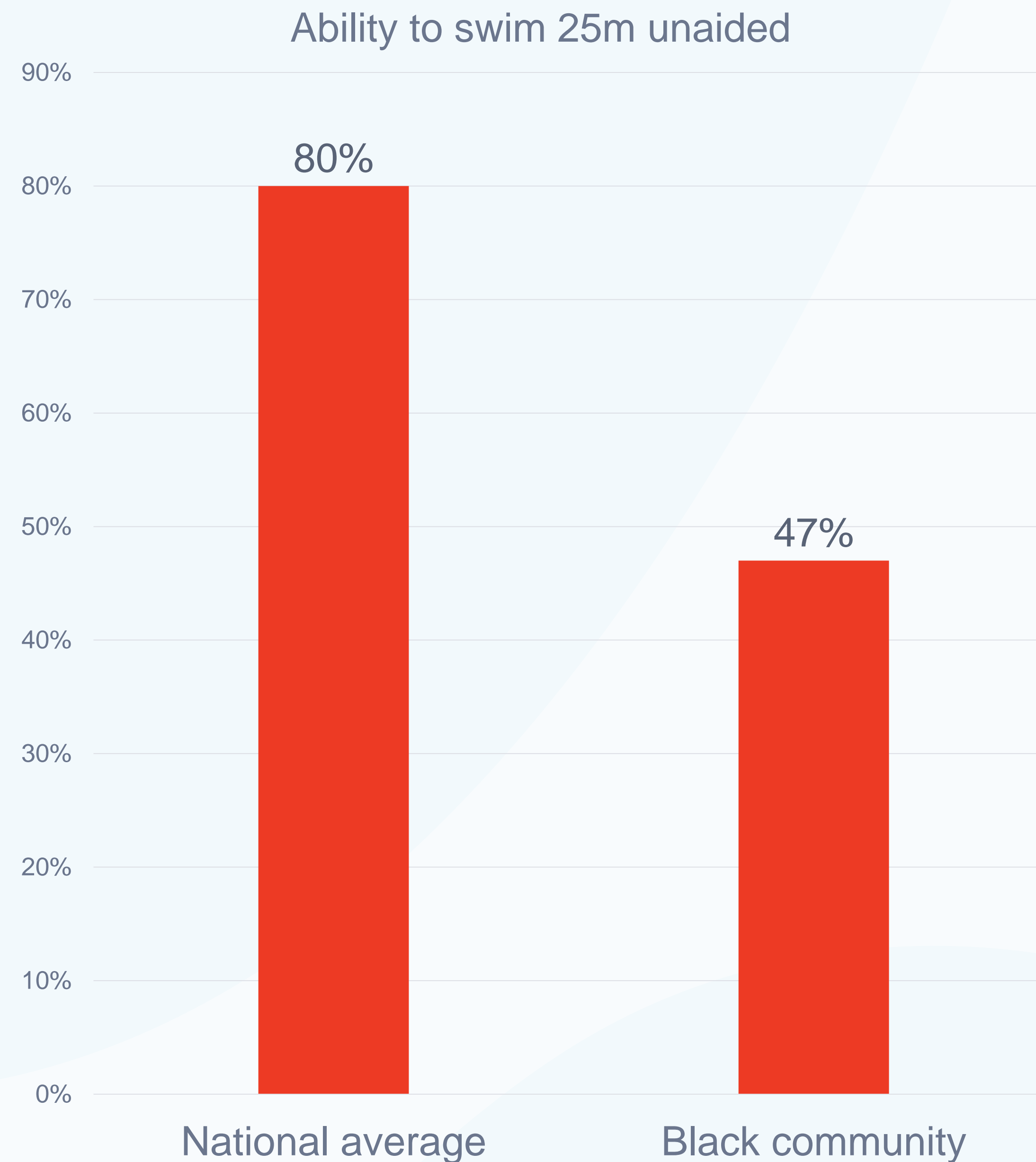
# England Swims

## Spotlight on Black Communities

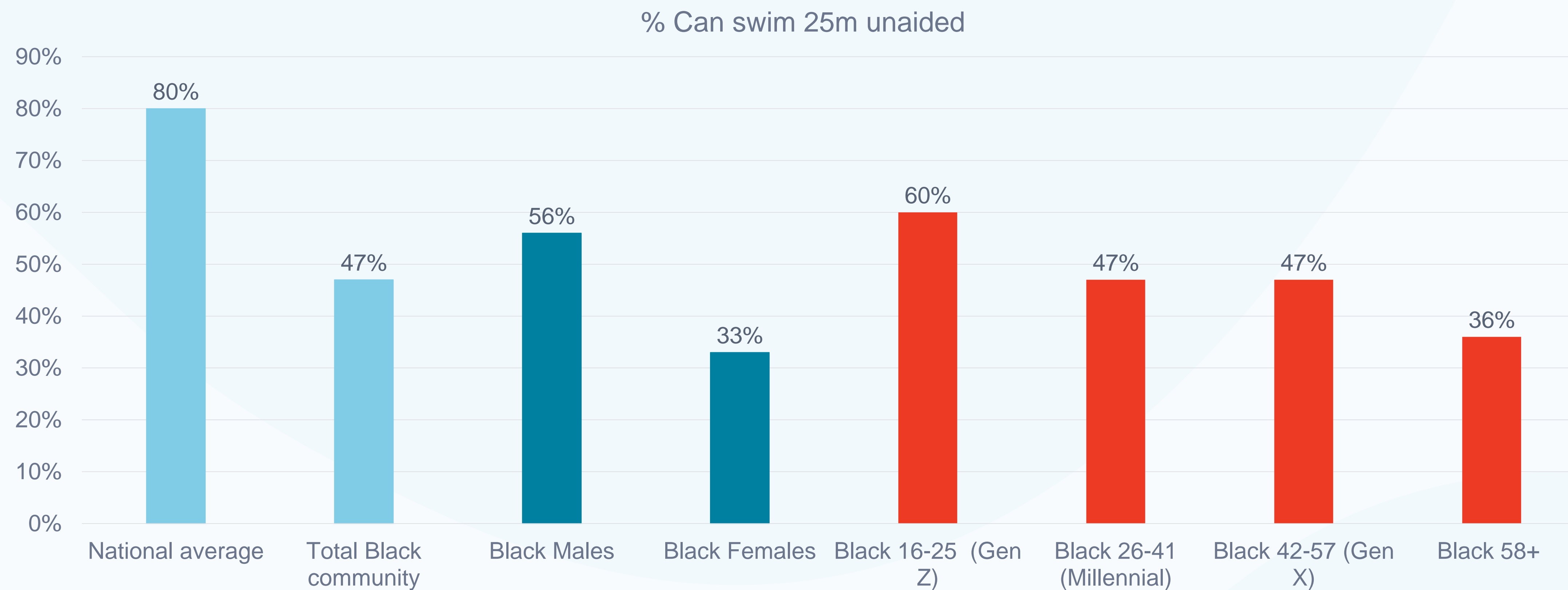
If using data from this presentation, please reference the source as:  
Swim England, England Swims: Spotlight on Black Communities, 2022

**Individuals within the Black community are significantly less likely to be able to swim 25m unaided, compared to the national average.**

# Ability

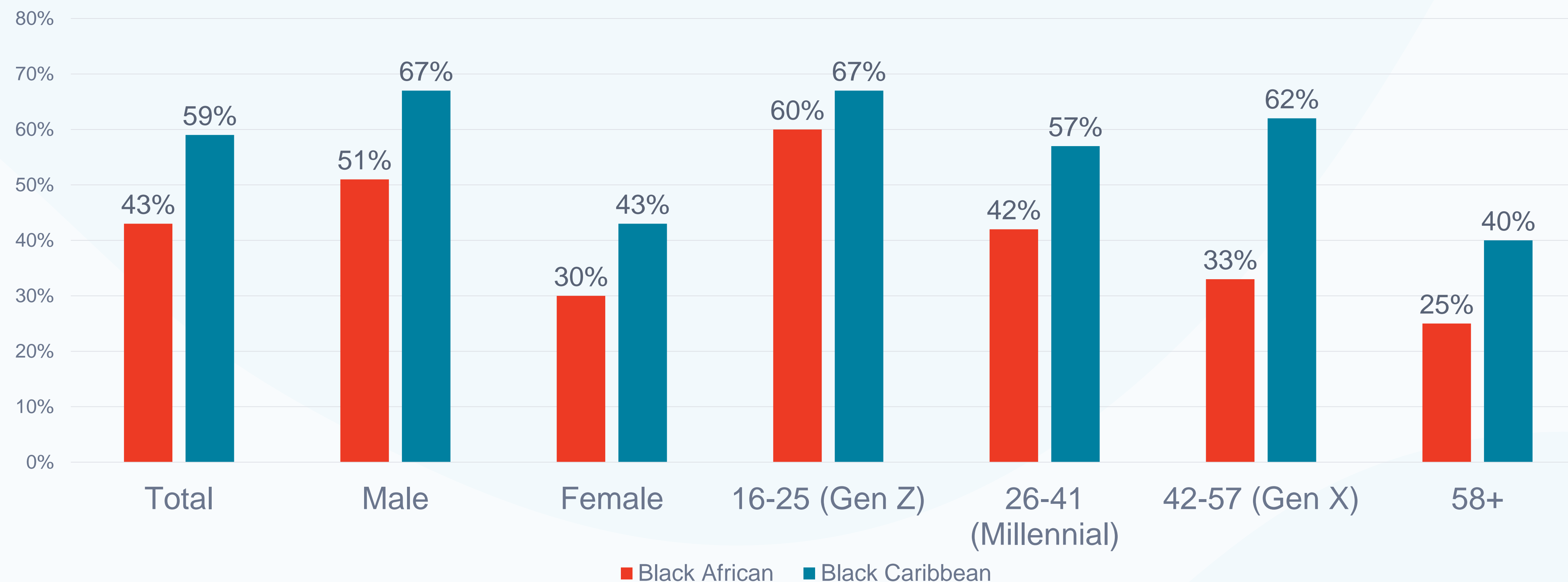


**Females, and those aged 58+ have the lowest swim ability from within the Black community, however all genders and ages are far lower than the national average**



**The Black African community are less able to swim 25m than the Black Caribbean community. The national trend of males and younger audiences more likely to be able to swim stay true for both ethnic groups.**

Ability to swim 25m unaided

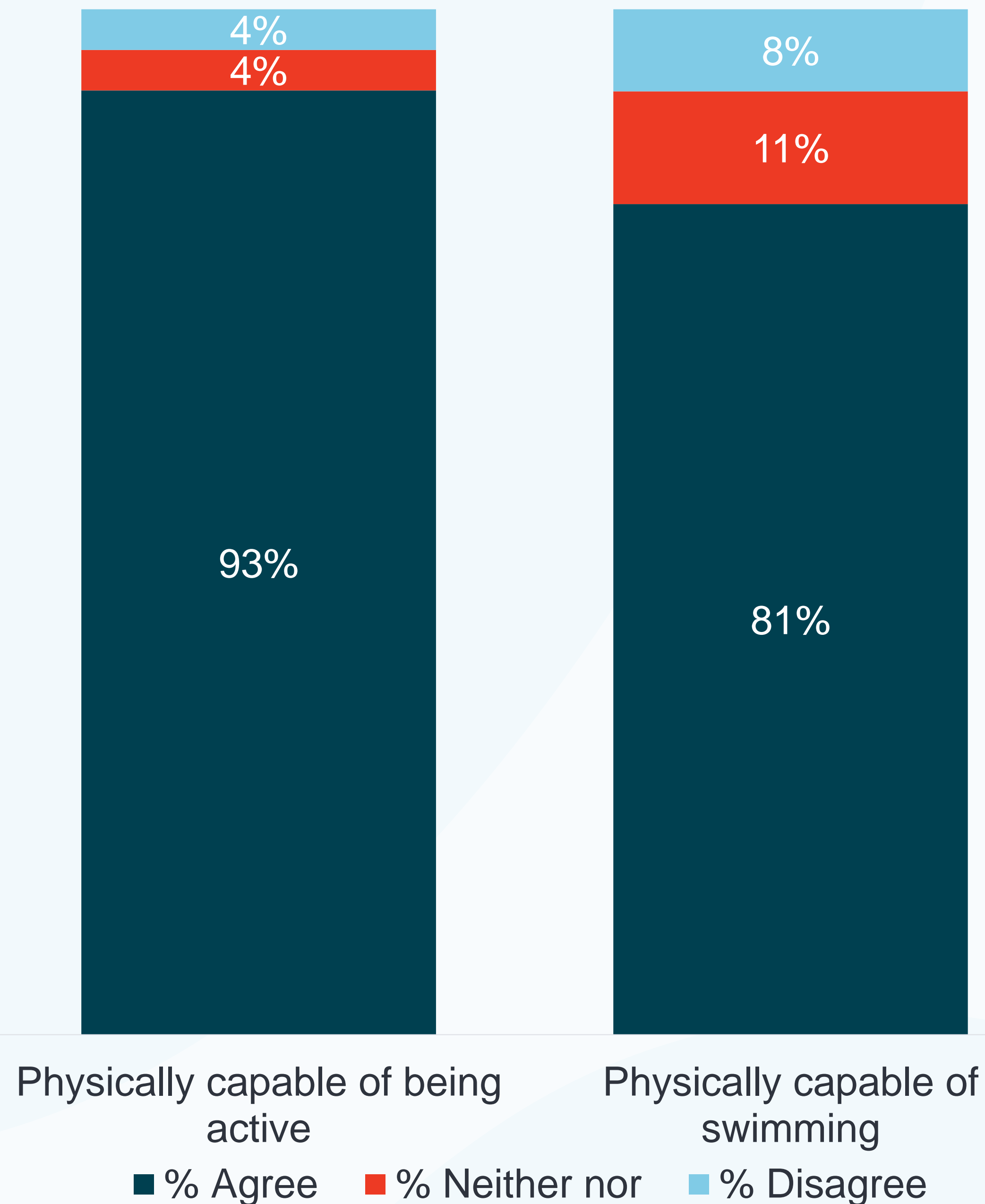


**The Black community who do not go swimming feel they are more physically capable of being active generally than swimming.**

Women are more likely to believe they are less capable of swimming than men.

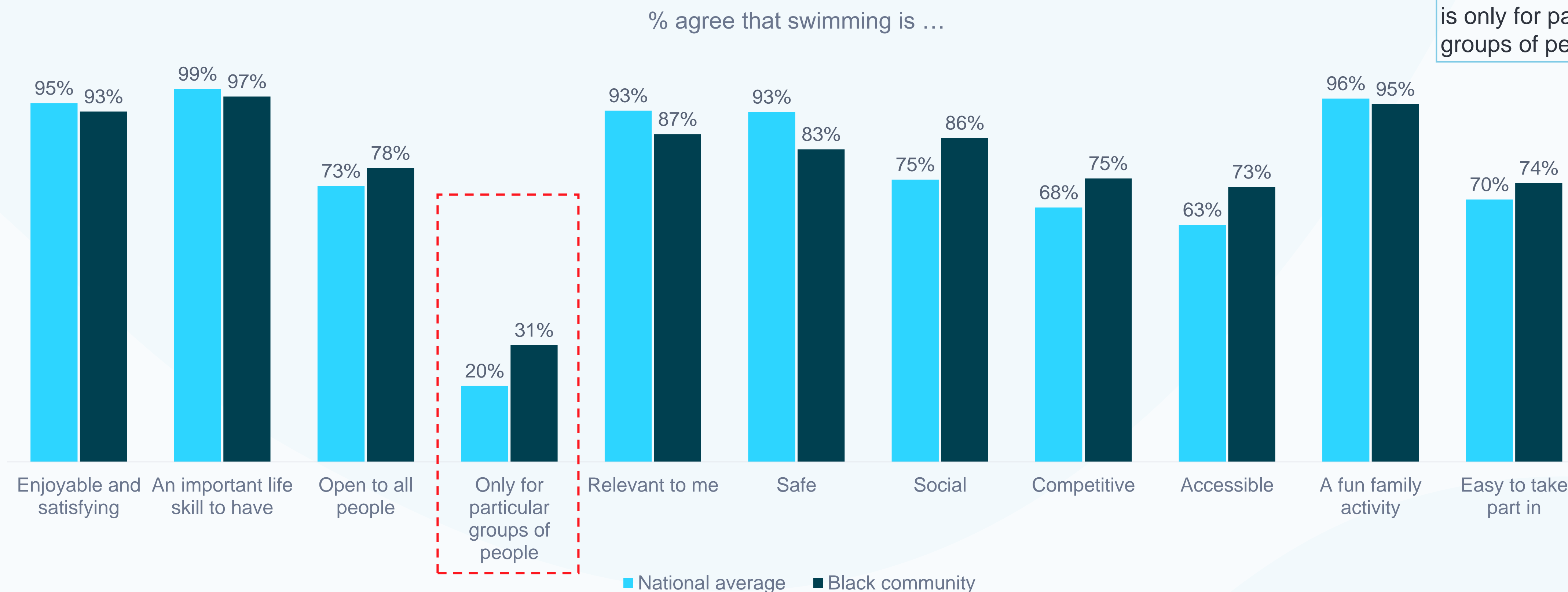
Those over the age of 58+ differ to the overall trend, as they are more likely to see themselves as physically capable of swimming as opposed to being active.

# Capability



**Overall, perceptions of swimming tend to be positive, with high scores for enjoyable, important life skill and fun family activity. However, it is seen to be an activity for only particular groups of people.**

More likely to be Black males that feel swimming is only for particular groups of people.







“Swimming is a sport that is not well tailored towards ethnic minorities particularly, Afro-Caribbean especially when it comes to their hair. There are hardly, if any, swimming hats out there that is good for Afro hair which then makes it a turn-off for most ladies.”



“I can't float even with the floats, I sink so very hard to be able to swim. Also it is not popular for people in my community”



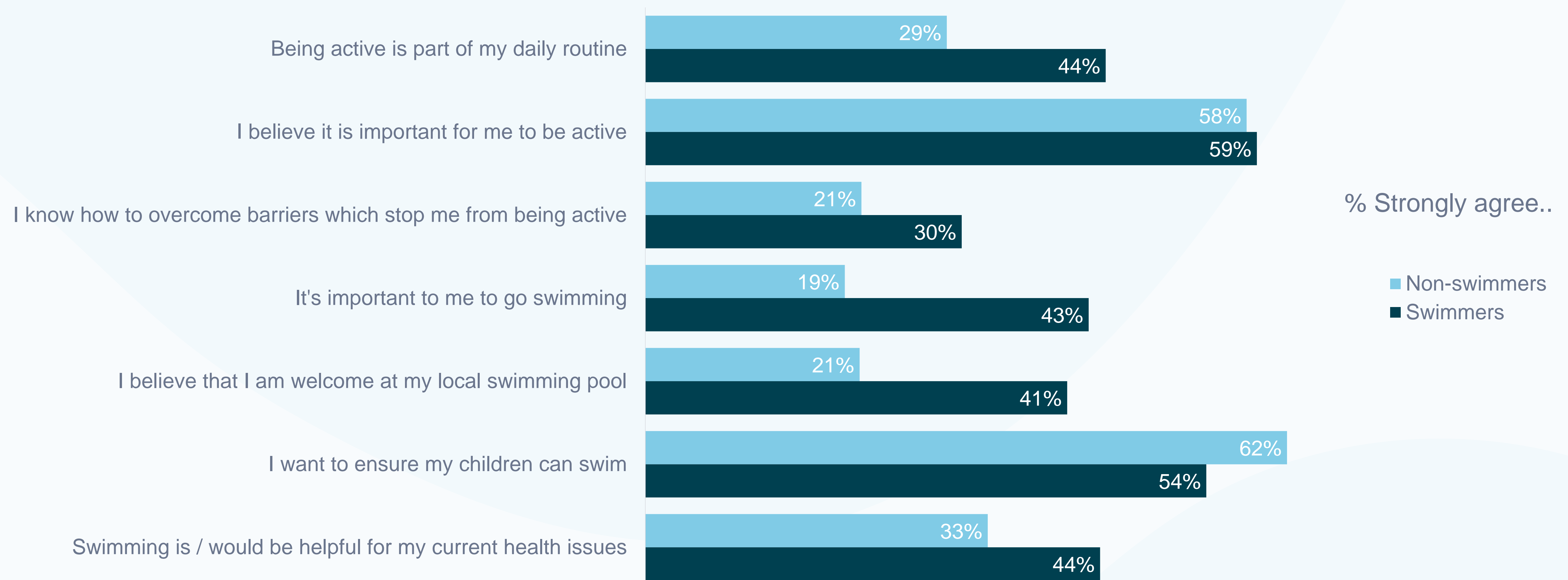
“There are not enough people of colour at the elite level of swimming. This has the effect that there are a lack of role models. I feel this needs to be addressed.”



“It's accessible to us but there has been so much stigma around swimming for our communities. We need to be encouraged, we need to understand that swimming is for us just as it is for anyone else.”



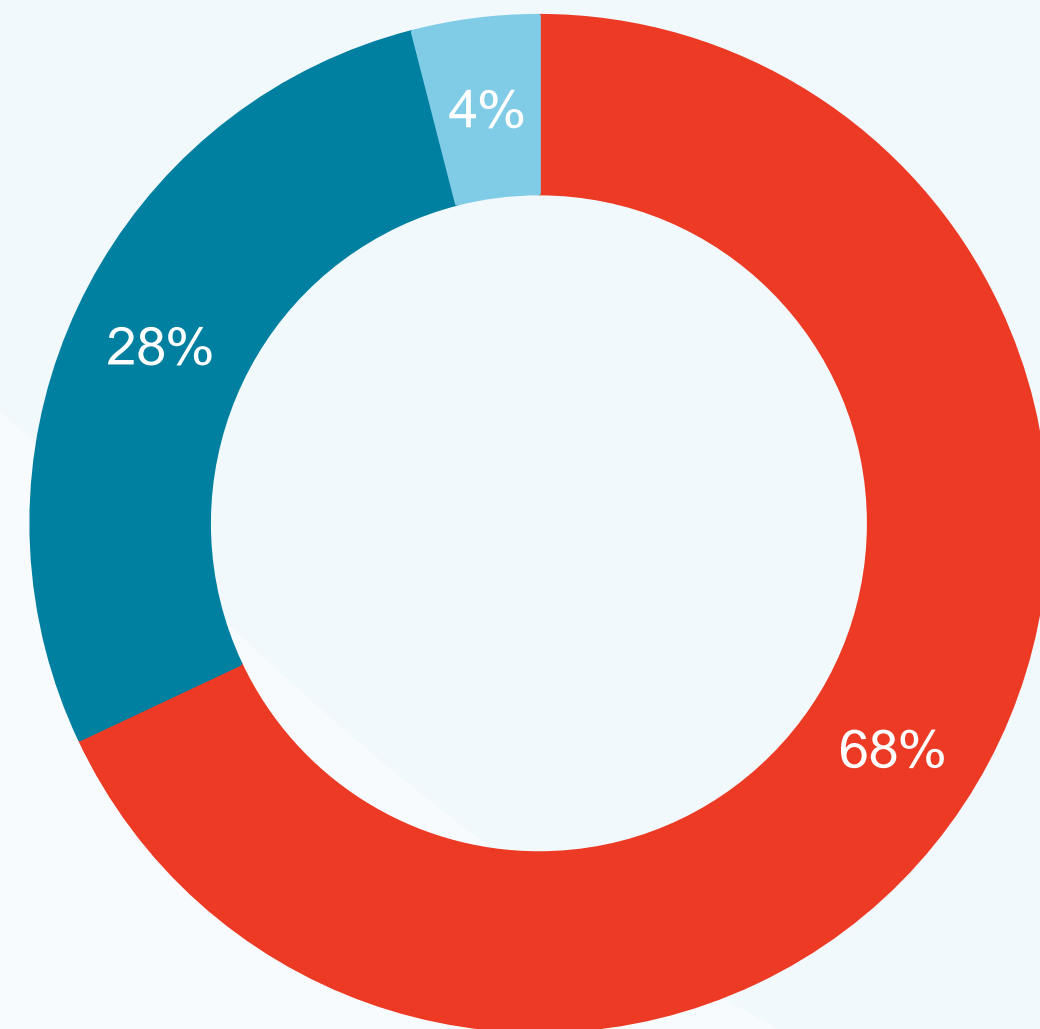
## Regardless of their swimming frequency, many in the Black community see the benefits of their children learning to swim, as well as swimming's ability support health issues





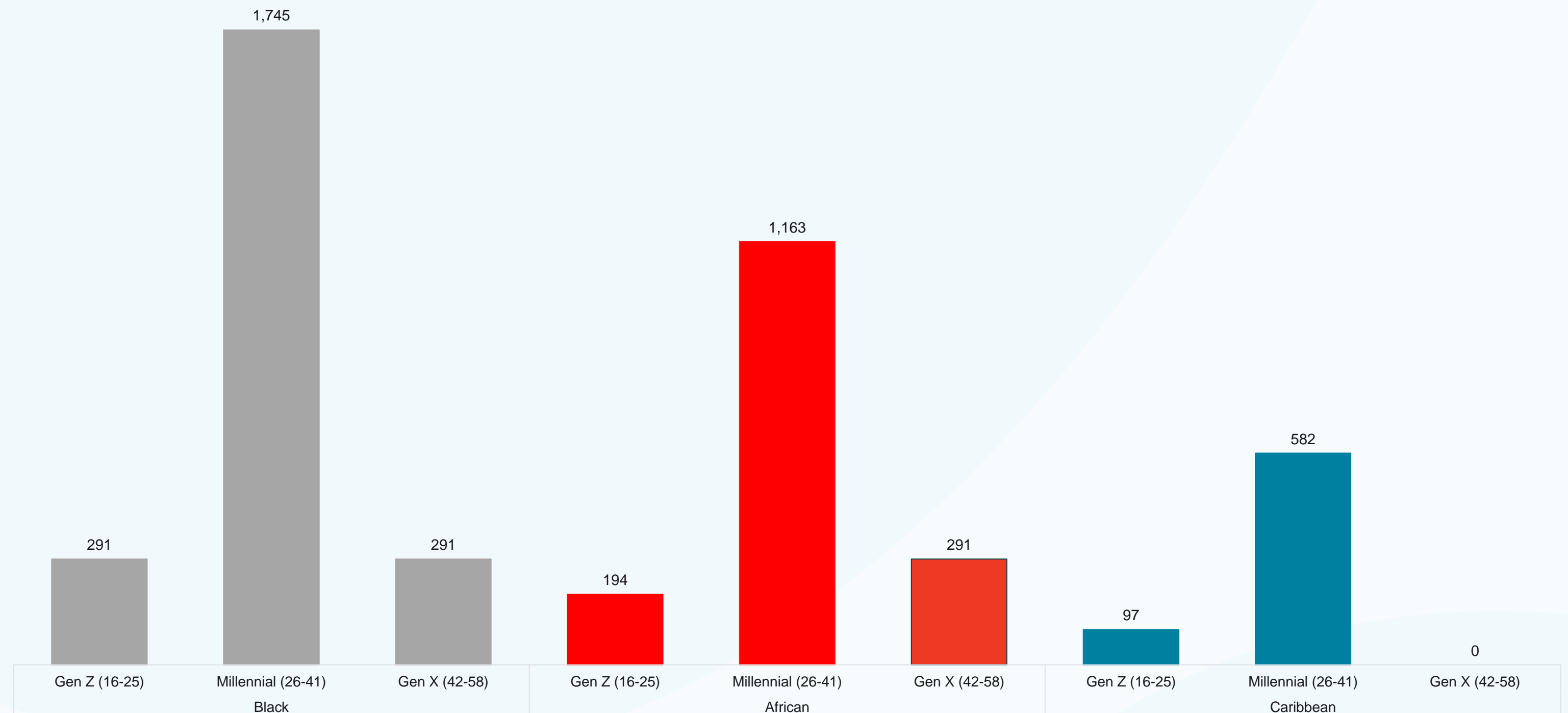
# Black African millennials (26-41 years) should be a particular focus of swimming teacher career marketing.

% of Black community who strongly agree that being a swimming teacher is credible career



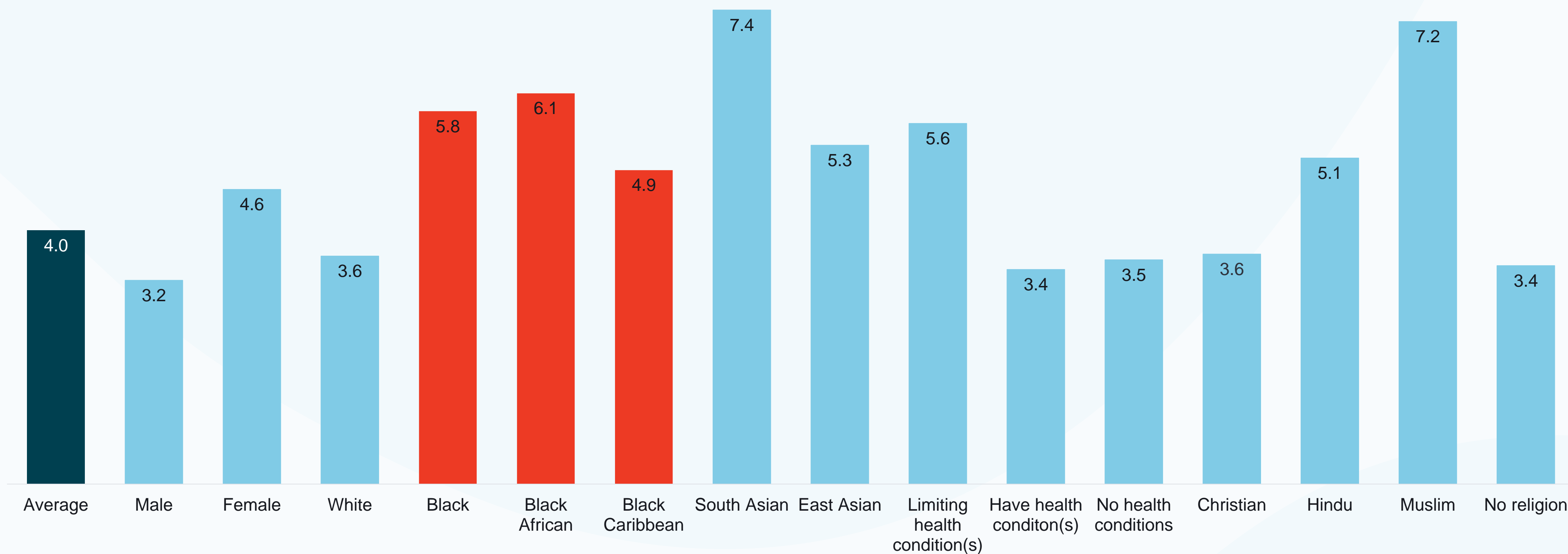
■ African  
■ Caribbean  
■ Any other Black background

Focused on those who strongly agree, looking at a 1% conversion rate into a swimming teaching career



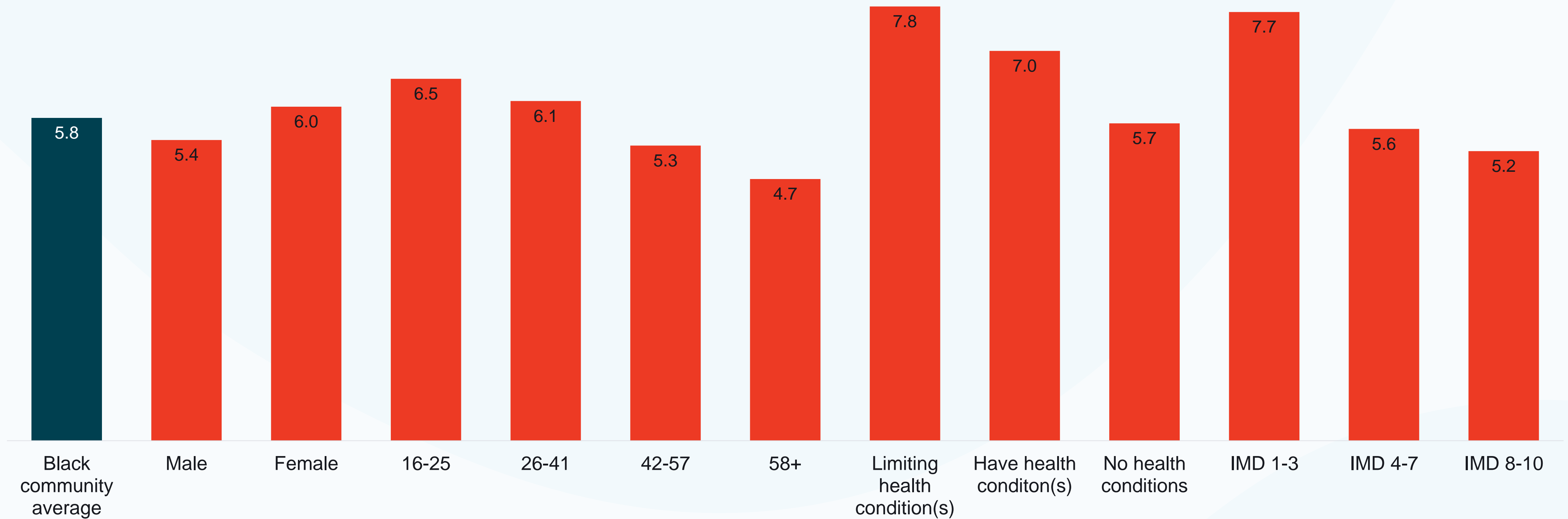
**Before we delve into the barriers for each demographic, we wanted to explore the average number of barriers facing the population when considering going swimming.**

Average number of barriers per community



## Amongst the Black community, some cohorts face more barriers to swimming than others: Females, younger generations, those with long term health conditions, and those living in the most deprived areas

Average number of barriers by demographic





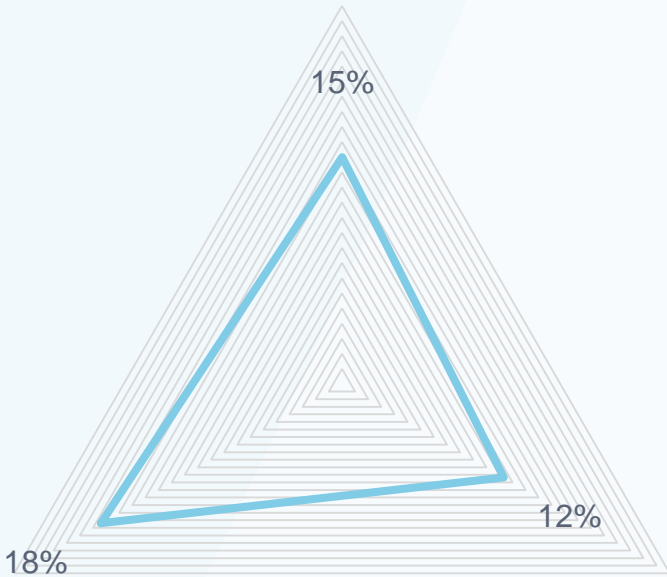
# A model for changing behaviour

## The COM-B model:

Behaviour = Capability +  
Opportunity + Motivation

- **Capability:** Does an individual has the necessary skills and mental ability to do the desired behaviour?
- **Opportunity:** Factors that lie beyond the individual that might help enable a behaviour, or make it possible, such an the environment
- **Motivation:** What might energise and direct their behaviour?

- The COM-B model, developed by University College London, is used to firstly analyse and then ultimately tackle behavioural challenges – in this case, barriers to going swimming.
- The COM-B model suggests that people need sufficient levels of three interacting elements - capability (C), opportunity (O) and motivation (M) – in order to perform a behaviour (B). The three elements are interlinked and can feed into each other. For example, increased opportunity or higher capability might increase motivation.
- COM-B provides a structured framework and a common reference point for us to think about the behaviour we want to change (going swimming).



# Barriers facing the Black community

↑18.4% up 8.6% on national average

## Capability

Of the three sets of barriers, Capability has the highest score, significantly higher than national average.

|   | National average | Black community | % variance |
|---|------------------|-----------------|------------|
| I don't feel confident in or around water | 20.0%            | 32.4%           | 62.1%      |
| I don't know how to swim                  | 12.5%            | 31.4%           | 151.7%     |
| I have a fear of drowning                 | 11.3%            | 24.8%           | 118.9%     |
| I have forgotten how to swim              | 7.2%             | 17.8%           | 149.2%     |

↓15.0% down 0.2% on national average

## Opportunity

Largely, opportunity barriers fall below the national average for Black communities.

38% of those from Black groups state: 'I do other things with my free time'.

Other than those with limiting health conditions, Black groups have one of the highest rates of stating they have no-one to swim with.

↑12.3% up 3.3% on national average

## Motivation

The Black community lack motivation to swim, with higher than average barriers in this category.

The motivation barriers are distinct to this community, as they do not share any of the top barriers nationally and among other ethnic groups.

Instead, those from the Black community are most likely to have barriers around their hair and skin:

|                                     | National average | Black community | % variance |
|-------------------------------------|------------------|-----------------|------------|
| The pool water would damage my hair | 5.2%             | 23.5%           | 350.3%     |
| I don't want to get my hair wet     | 5.8%             | 22.5%           | 290.0%     |
| The pool water would damage my skin | 4.7%             | 10.9%           | 131.2%     |





“Black people have an inability to swim. It is really funny in fact. Whites are far stronger swimmers than black people as well as any other race.”



“Washing/maintaining Afro natural long hair requires high maintenance especially after swimming so this would limit how often I go swimming.”

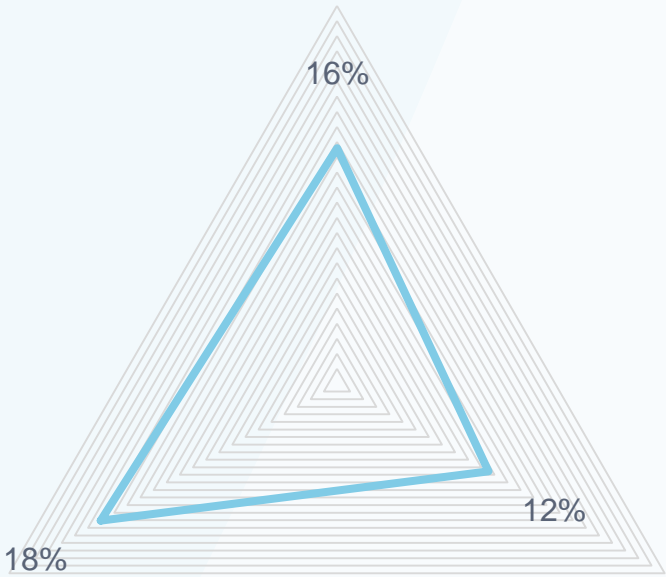


“Swimming could be dangerous if not properly safeguarded and if participants are not very skilled”



“No hairdryer powerful enough for afro hair”





# Barriers facing the Black African community

↓18.0% down 0.4% on Black community average

## Capability

Capability barriers are the most prevalent, and most significantly higher than national average scores.  
Not knowing how to swim is key barrier.

|   | National average | Black African | % variance on national average | % variance on Black community average |
|---|------------------|---------------|--------------------------------|---------------------------------------|
| I don't feel confident in or around water | 20.0%            | 30.4%         | 52.1%                          | -6.2%                                 |
| I don't know how to swim                  | 12.5%            | 35.7%         | 186.6%                         | 13.8%                                 |
| I have a fear of drowning                 | 11.3%            | 25.0%         | 121.1%                         | 1.0%                                  |
| I have forgotten how to swim              | 7.2%             | 14.0%         | 96.2%                          | -21.2%                                |

↑15.6% up 0.6% on Black community average

## Opportunity

Opportunity barriers as a whole are only slightly up from the national average.  
36% of those from the African community state: 'I do other things with my free time'.

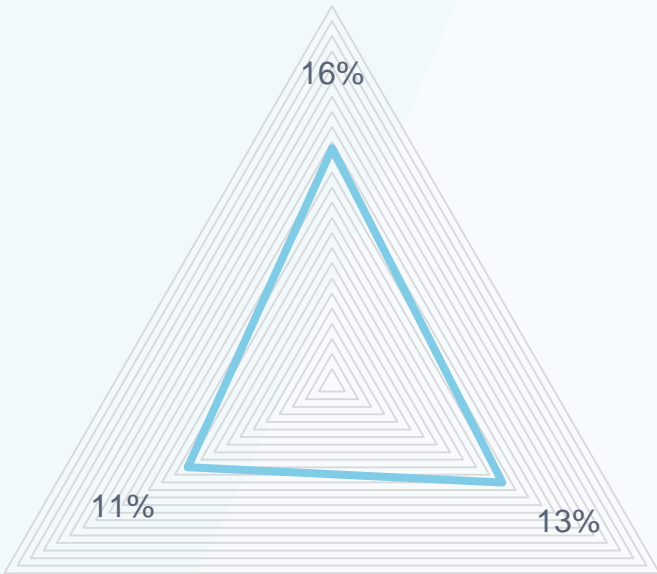
19% of those from Black African communities state knowing where their local pool is as a barrier.  
While those from Black communities state not knowing where their local pool is a barrier with high variances on the national average, it is those from the African community that are the main drivers for the barrier.

↓11.5% down 0.8% on Black community average

## Motivation

The Black African community lack motivation to swim.  
Those from the African community do share the same barriers as the Black community, with higher than normal scores compared to the national average, but do fall the average compared to Black communities.  
The highest motivational barrier for those from African communities surrounds the safety of swimming:

|   | National average | Black African | % variance on national average | % variance on Black community average |
|---|------------------|---------------|--------------------------------|---------------------------------------|
| I am worried about the safety of swimming | 6.3%             | 21.4%         | 242.7%                         | 20.2%                                 |



# Barriers facing the Black Caribbean community

↓15.5% down 2.9% on Black community average

## Capability

Although lower than the Black community average, Capability barriers are above the national average scores. Lack of confidence is a key barrier.

|   | National average | Black Caribbean | % variance on national average | % variance on Black community average |
|---|------------------|-----------------|--------------------------------|---------------------------------------|
| I don't feel confident in or around water | 20.0%            | 34.5%           | 72.8%                          | 6.6%                                  |
| I don't know how to swim                  | 12.5%            | 20.7%           | 66.0%                          | -34.1%                                |
| I have a fear of drowning                 | 11.3%            | 21.4%           | 89.5%                          | -13.4%                                |
| I have forgotten how to swim              | 7.2%             | 21.4%           | 199.6%                         | 20.2%                                 |

↓12.7% down 2.3% on Black community average

## Opportunity

With a lower overall score of 12.7%, almost all opportunity barriers fall below the respective national average as well as the Black community average.

Again, scoring highly, 39% of those from the Caribbean community state: 'I do other things with my free time'.

↓11.4% down 0.9% on Black community average

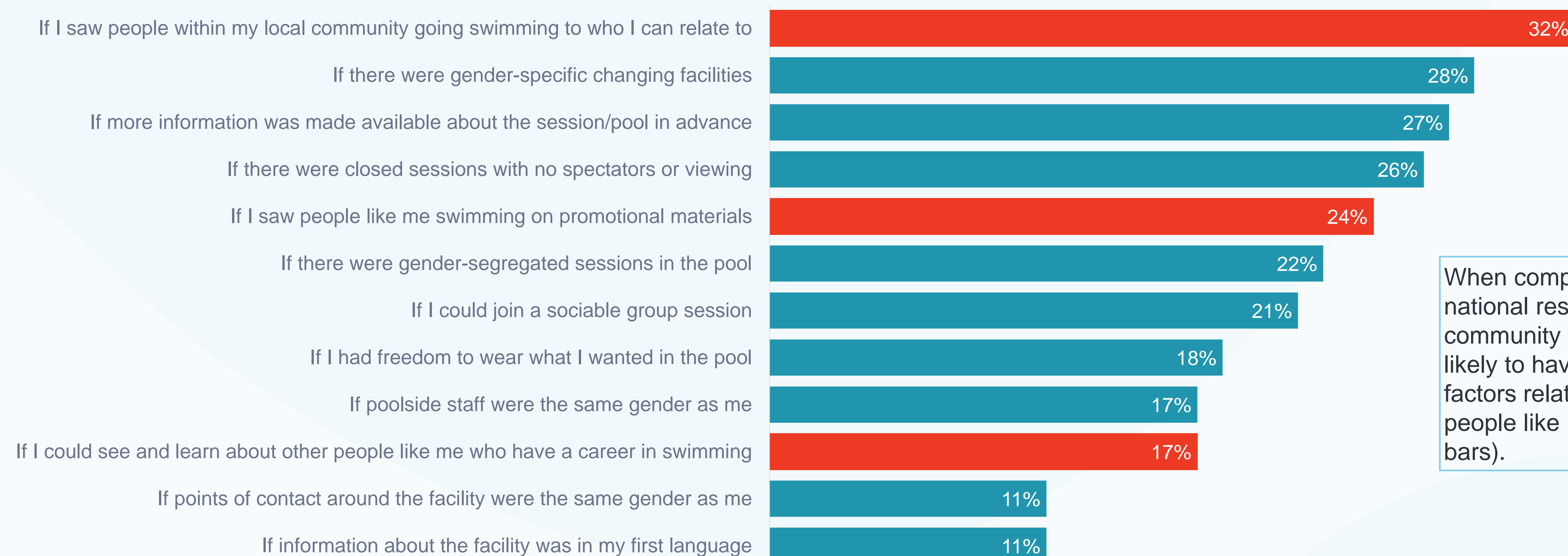
## Motivation

It is the physical barriers affecting hair and skin that are the biggest motivational barriers for this community.

|                                     | National average | Black Caribbean | % variance on national average | % variance on Black community average |
|-------------------------------------|------------------|-----------------|--------------------------------|---------------------------------------|
| The pool water would damage my hair | 5.2%             | 25.0%           | 378.5%                         | 6.3%                                  |
| I don't want to get my hair wet     | 5.8%             | 25.0%           | 332.4%                         | 10.9%                                 |
| The pool water would damage my skin | 4.7%             | 10.7%           | 127.4%                         | -1.6%                                 |

## Members of the Black community state they would be very likely to swim more if they saw relatable people in their local community going swimming

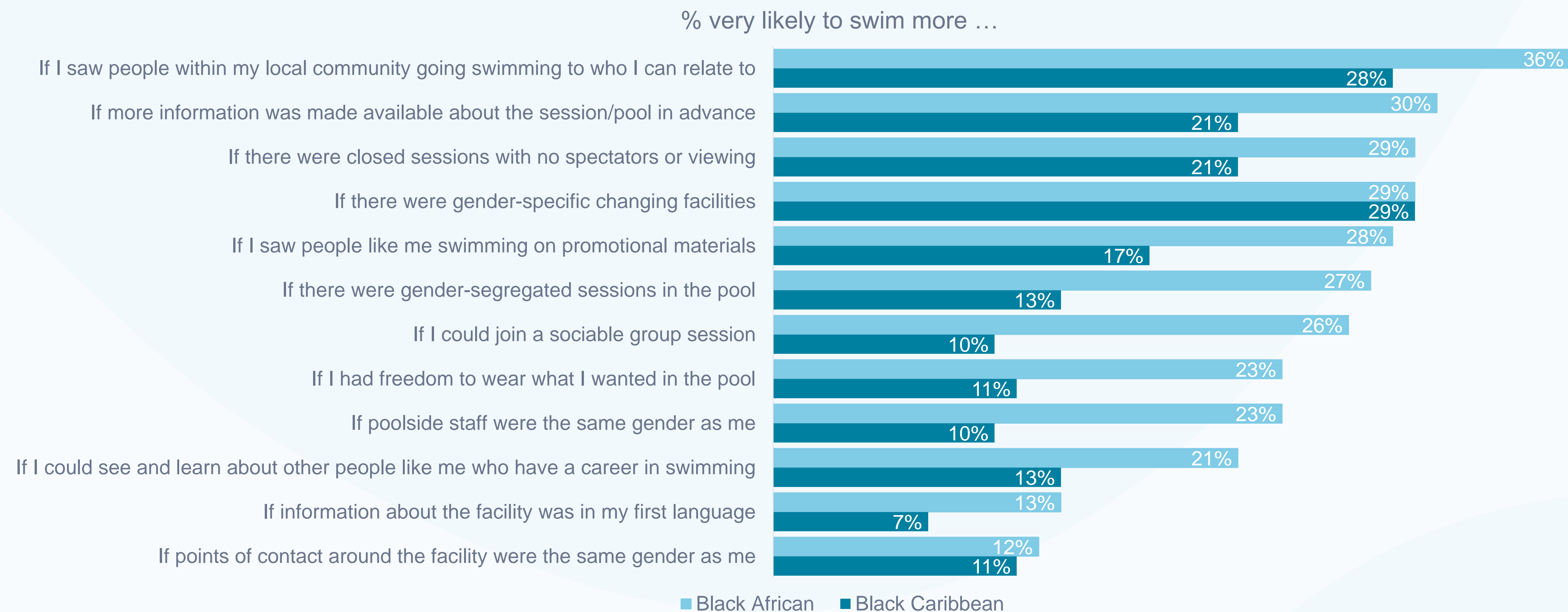
% very likely to swim more ...



When comparing to the national results, the Black community are far more likely to have selected factors related to 'seeing people like me' (orange bars).



## There are clear differences in which factors would encourage communities to swim more; and its more likely that these changes would encourage the Black African community to swim.



# 44% of Black adults who have not been swimming in the last year state that they ‘strongly agree’ they want to swim more in the next 12 months, roughly equating to 315,000 individuals

Black African latent demand – 167,000  
Black Caribbean latent demand – 99,000  
(non-swimmers who want to swim more in the next 12 months)

Of the 44%..

Of those who currently do not swim, the demand is predominantly from those living within the most deprived areas of the country, aged 26-57 years, and female.

