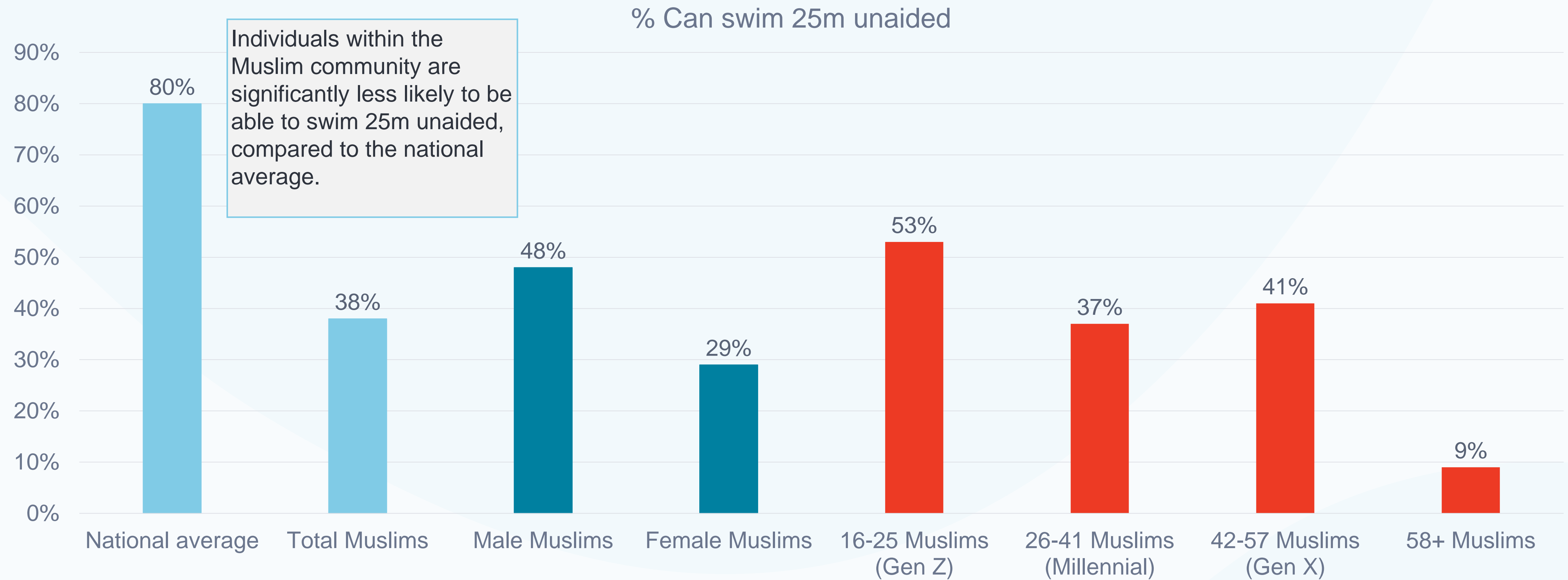


# England Swims

Spotlight on Muslim communities

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

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

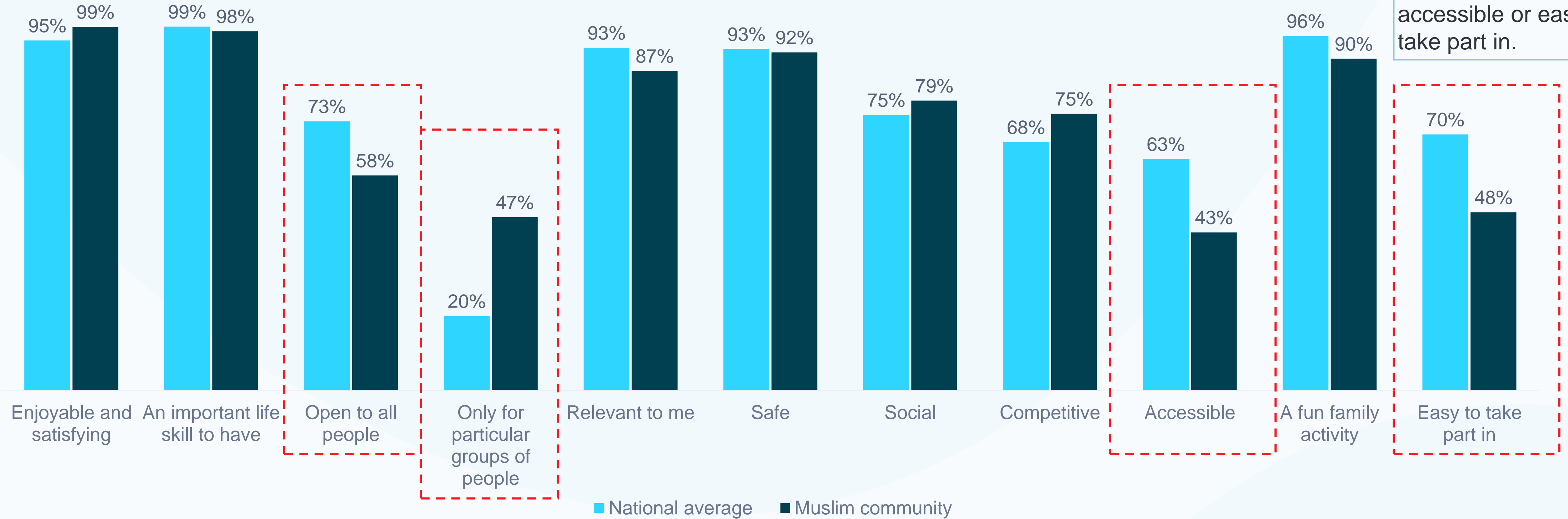


# Perceptions of swimming vary most from national average for inclusive, accessible and 'easy to take part' in perceptions

More likely to be Muslim men that feel swimming is only for particular groups of people.

More likely to be Muslim women that feel swimming is not accessible or easy to take part in.

% agree that swimming is ...





“Swimwear is dictated and I was not comfortable to expose my body.”



“for Muslim women we need pools that accommodate with female lifeguards and privacy but this is very difficult to come by.”



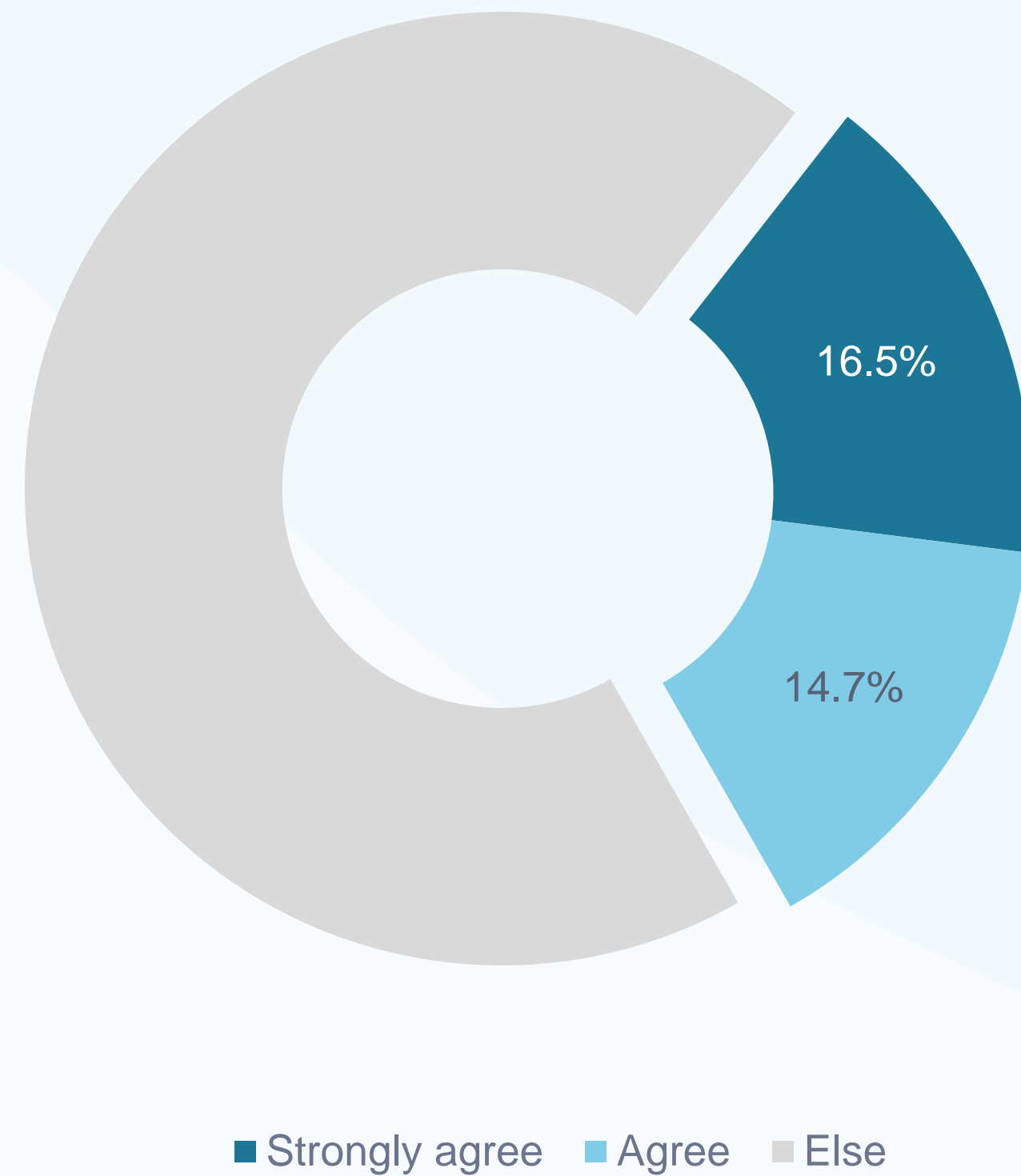
“I can't swim properly but I went to the pool with my children once. It was fantastic experience for me. I wish I knew how to swim”



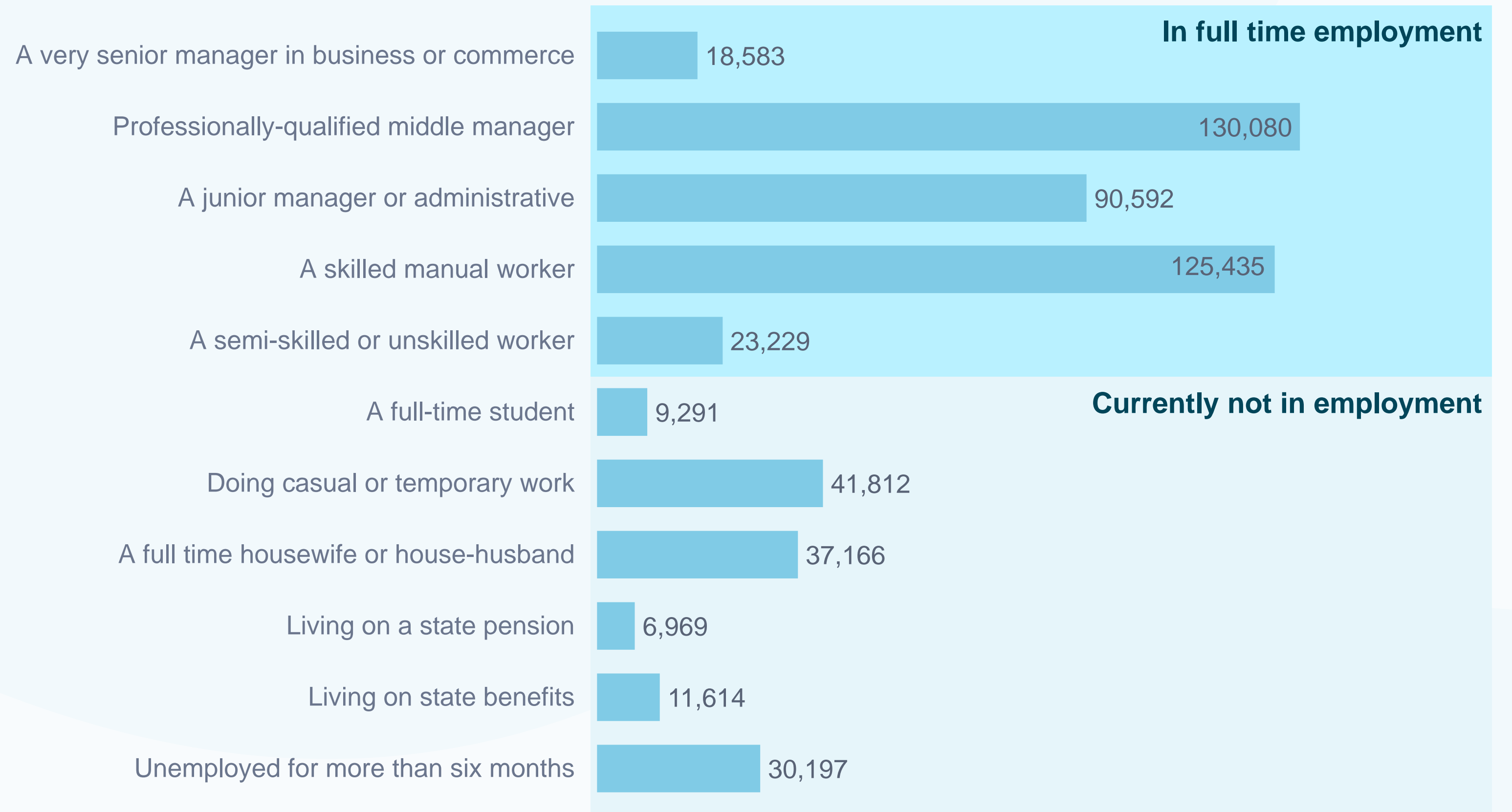
“There is insufficient access to suitable ladies only swimming and no men only swimming for Muslim Men so my husband and sons can not go swimming at all.”

# 31% of the Muslim community agree that swimming teaching is a credible career option, roughly equating to 590,000 individuals

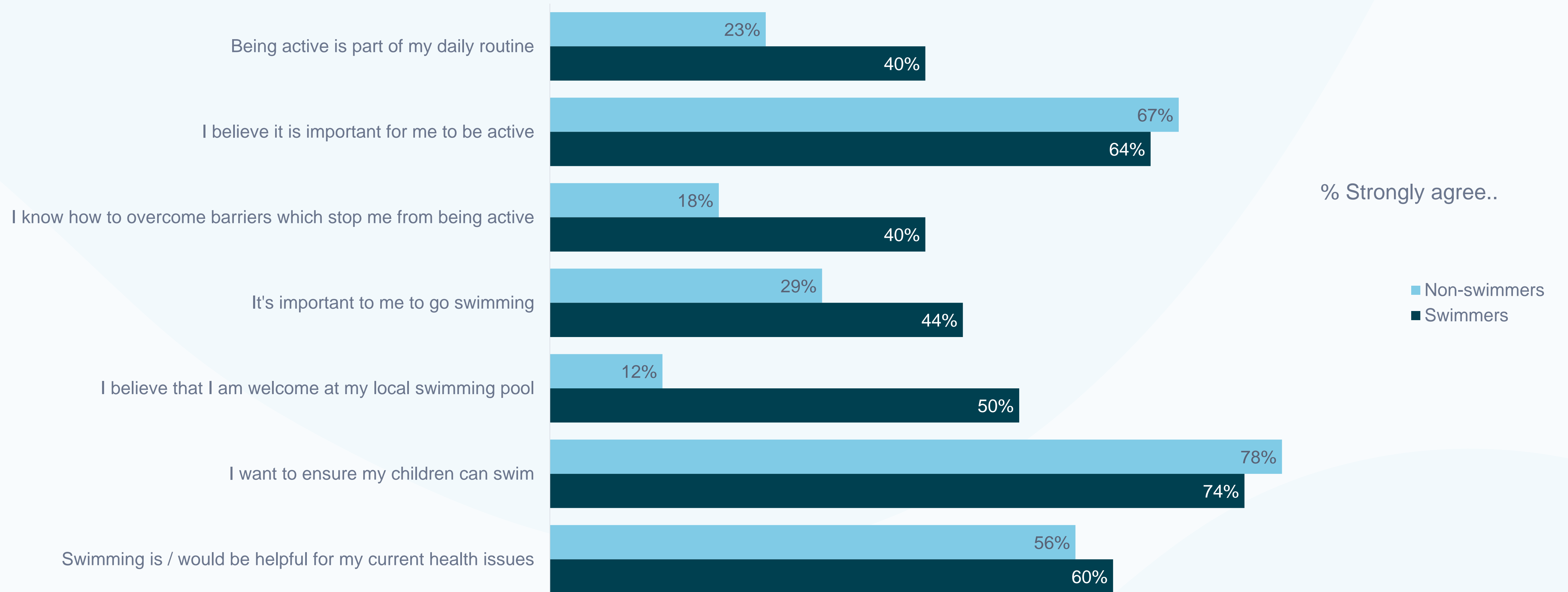
“Being a swimming teacher is a credible career option for someone like me”



Of the 590,000 (those who strongly agree or agree), the population estimate broken down by the households chief income earner

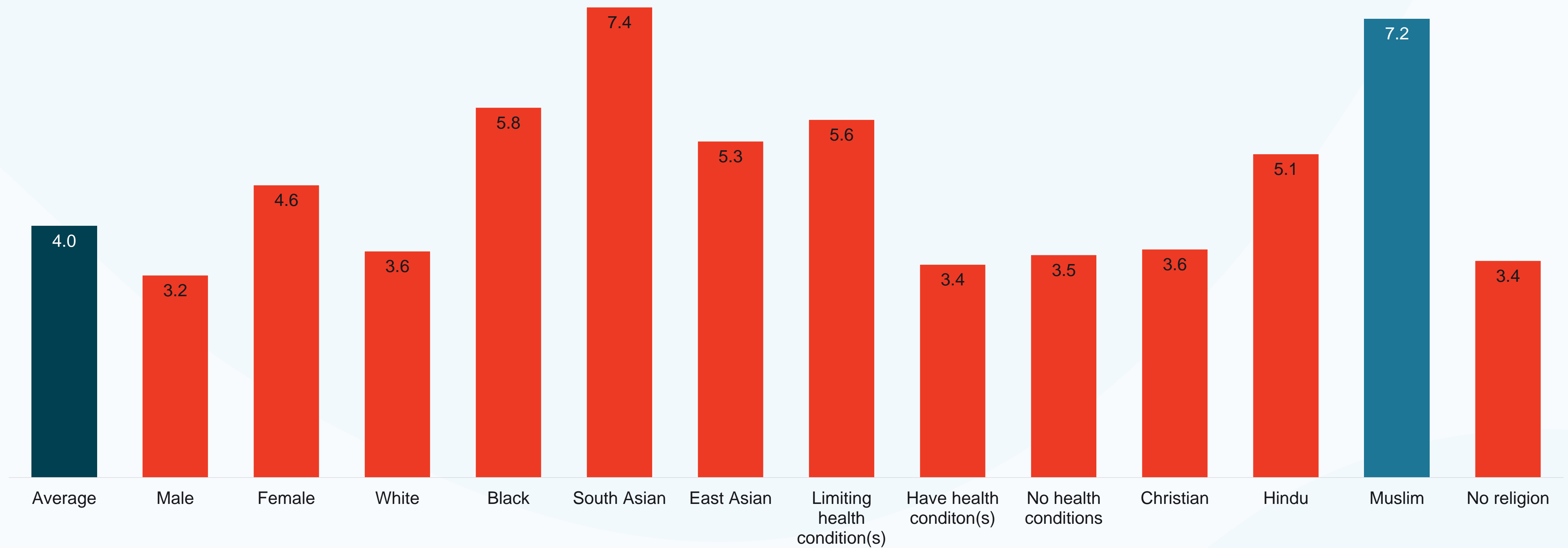


## Regardless of their swimming frequency, many in the Muslim community see the benefits of their children learning to swim, as well as swimming's ability support health issues



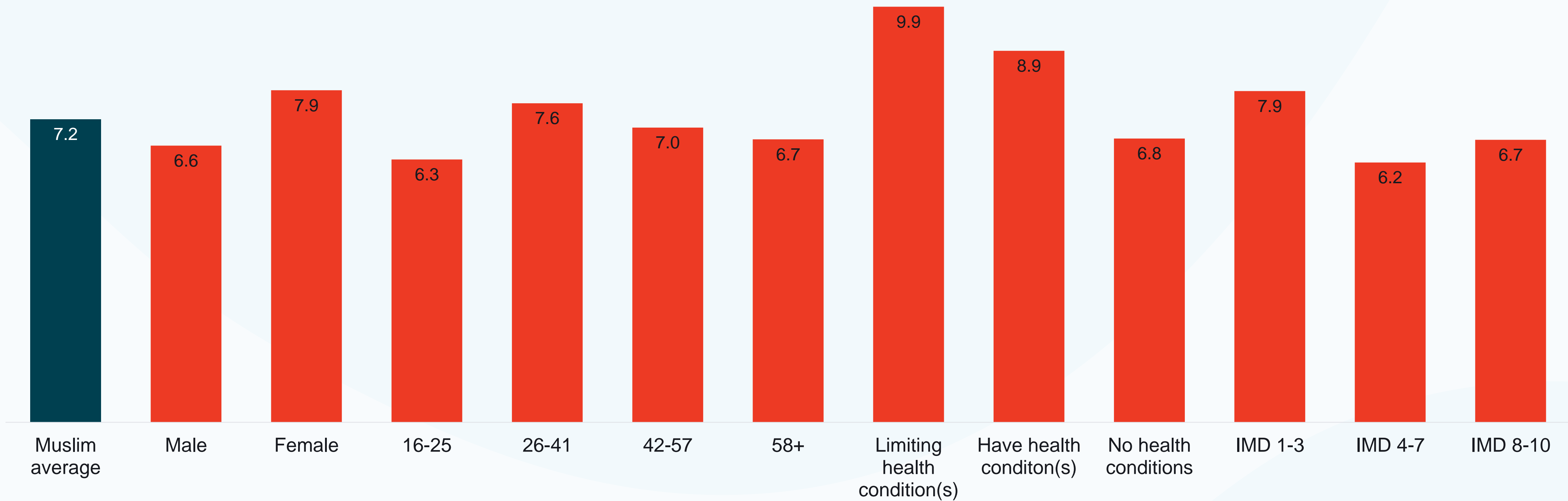
**Before we delve into the barriers for each demographic, we wanted to explore the average number of barriers facing the population when considering going swimming. It is clear that the Muslim community face more barriers than other communities**

Average number of barriers per community



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

Average number of barriers by demographic





# A model for changing behaviour

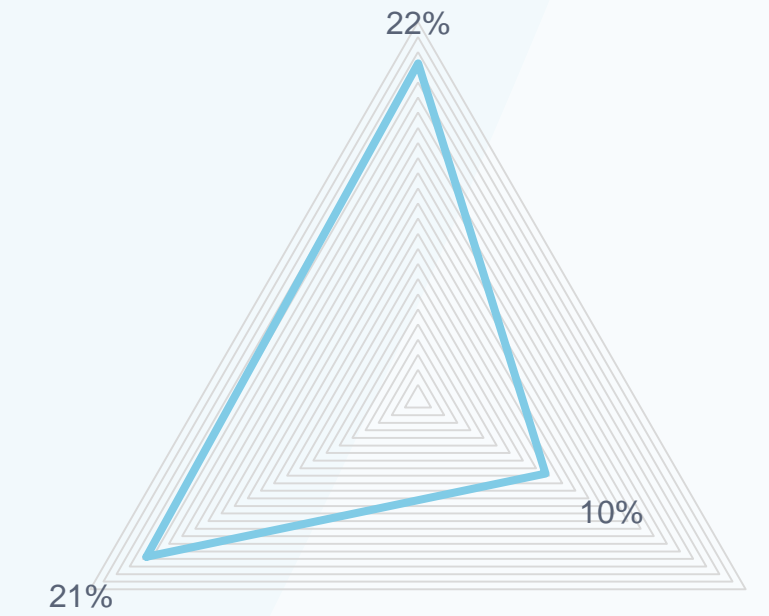
## The COM-B model:

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 as 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 Muslim community



↑ **20.7%** up 11.0% on national average

## Capability

Average capability barrier score much higher than the national average.

The main barrier (37%) is not being able to wear what they want/ not knowing what they can wear to go swimming.

31% of people of the Muslim community state not knowing how to swim as a key barrier to not swimming more.

↑ **22.3%** up 7.1% on national average

## Opportunity

Average opportunity barrier score much higher than the national average.

The key opportunity barriers, largely unique to the Muslim community, are barriers around gender and faith requirements:

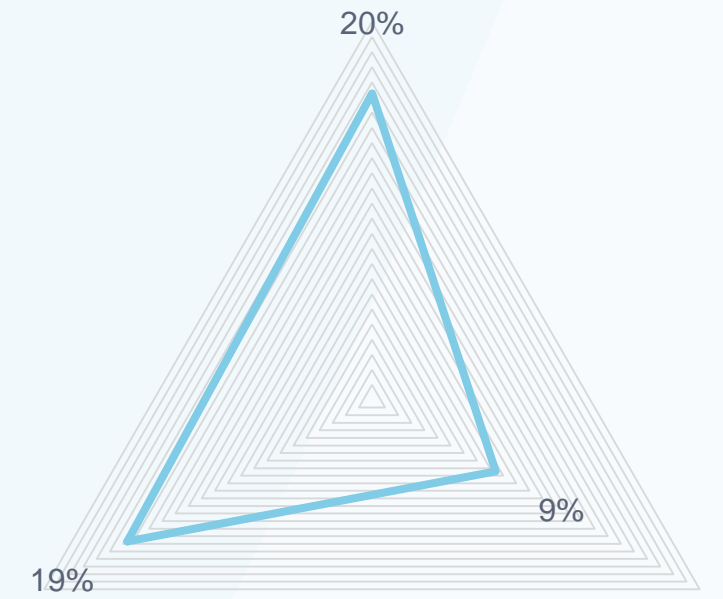
	National average	Muslim community
The pool does not have gender specific swim sessions	9.7%	44.0%
The pool does not have gender segregated changing rooms	8.2%	23.5%
I require lifeguards/swimming teachers to be of the same gender as me	5.2%	31.5%
The pool timetable clashes with my religious practices	3.2%	26.7%

↑ **9.7%** up 0.7% on national average

## Motivation

Motivation is not the key barrier for swimming facing the Muslim community. Effort instead should be focused on reducing capability and opportunity barriers.

One motivation barrier facing the community (that does not differ significantly from the national view) however is people from the Muslim community feeling swimming pools are not for “someone like me”.



## Barriers facing Muslim males

↓ **18.7%** down -2.0% on Muslim average

### Capability

Muslim males are more likely to the state barriers around water confidence when compared to females.

31% of males state they do not feel confident around water.

25% of males state they have a fear of drowning, much higher than the number of females stating this barrier (18%).

↓ **20.3%** down -2.0% on Muslim average

### Opportunity

51% of males from the Muslim community state swimming is too expensive.

30% state they have a lack of disposable income.

While other barriers stating such as sessions not being at convenient times (41% of males) and the sessions not being gender-specific (31% of males) do score highly, monetary barriers score higher than the average and are perceived to be more of a barrier for males.

Potentially a more social element may be coming out for males as they over index on “I have no one to go swimming with” when compared to females.

↓ **9.4%** down -0.3% on Muslim average

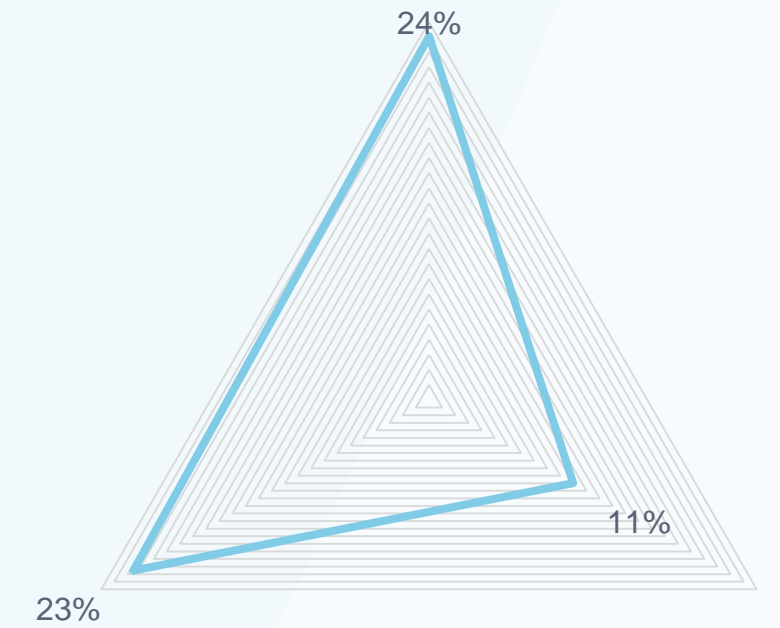
### Motivation

24% of males from the Muslim community feel swimming pools is not a not a place “someone like me”. This high score is shared with females (21%).

However, a seemingly more influential barrier for males from the community, is that they lack motivation to go swimming because they feel lonely and isolated:

	Muslim average	Muslim males	Muslim females
I lack motivation as I feel lonely or isolated most of the time	15.9%	21.4%	10.9%

Males significantly over index when stating loneliness/isolation as a barrier.



# Barriers facing Muslim females

↑ **22.5%** up 3.9% on Muslim average

## Capability

Muslim females key capability barrier is not being able to wear what they want or not knowing what they can wear when going swimming:

	Muslim average	Muslim males	Muslim females
I cannot wear what I want to go swimming/ am not sure what I am allowed to wear	37%	25%	49%

38% of females state that not knowing how to swim is a barrier.

↑ **24.1%** up 3.8% on Muslim average

## Opportunity

Females are the key drivers for all or most gender related barriers:

	Muslim average	Muslim males	Muslim females
The pool does not have gender specific swim sessions	44.0%	30.6%	55.9%
I require lifeguards/ swimming teachers to be of the same gender as me	31.5%	12.7%	48.3%
The pool can be viewed by others who are not taking part in the session (i.e. no blinds covering windows)	29.4%	15.4%	41.9%
My local pool does not have the sessions I would like	31.1%	20.1%	40.9%
The pool does not have gender segregated changing rooms	23.5%	16.5%	29.8%

↑ **10.9%** up 0.6% on Muslim average

## Motivation

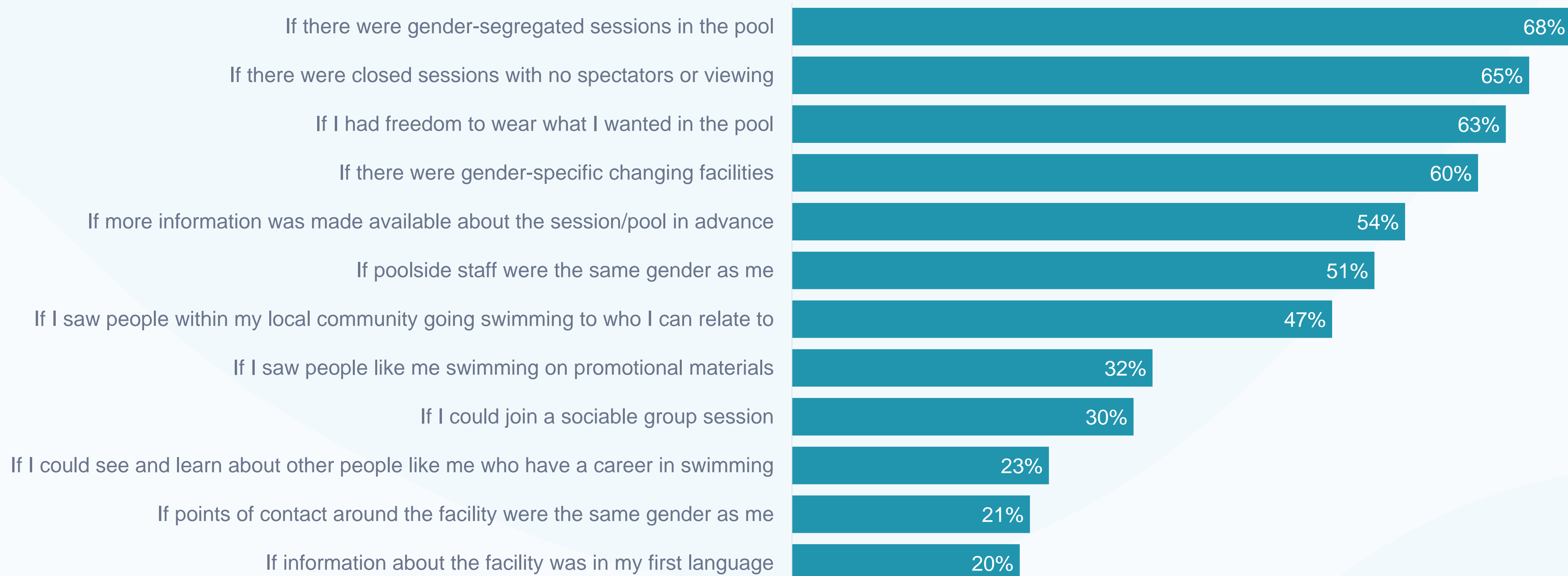
Key motivational barrier for Muslim females is not wanting people to see them in their swim wear, 41% state this is a barrier:

	Muslim average	Muslim males	Muslim females
I don't want people to see me in swim wear	26.5%	9.8%	41.4%

Females score significantly higher for this barrier when compared to males.

## Members of the Muslim community state they would be very likely to swim more if gender-specific sessions were ran, with privacy, and they had the ability to wear what they wanted in the pool

% very likely to swim more ...



# 1.17 million Muslim adults strongly agree that they want to swim more in the next 12 months, 64% of which have not gone swimming in the last year, roughly equating to 750,000 adults

Of the 64%..

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.

There is equal demand from males and females.

