

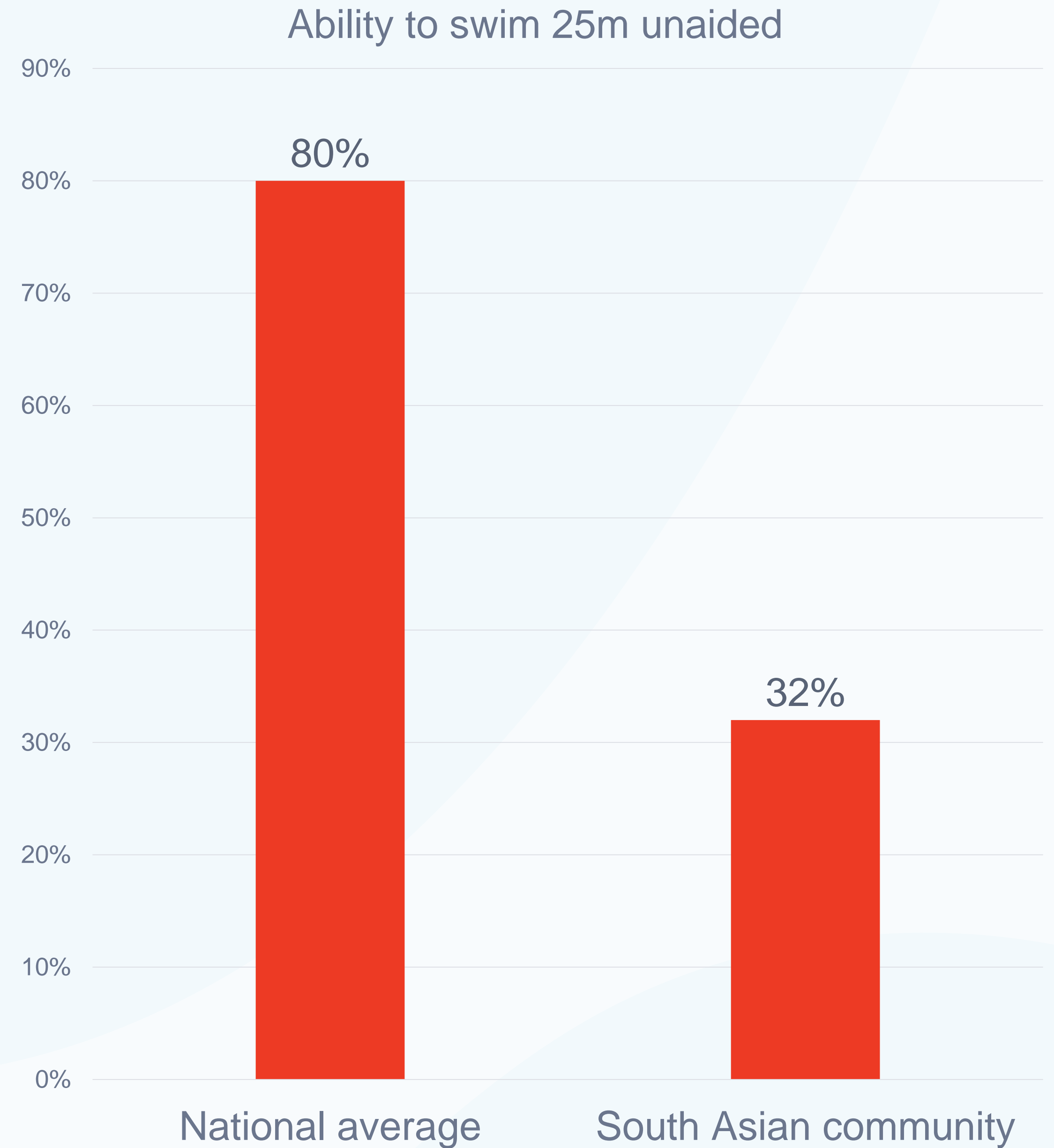
# England Swims

Spotlight on South Asian Communities

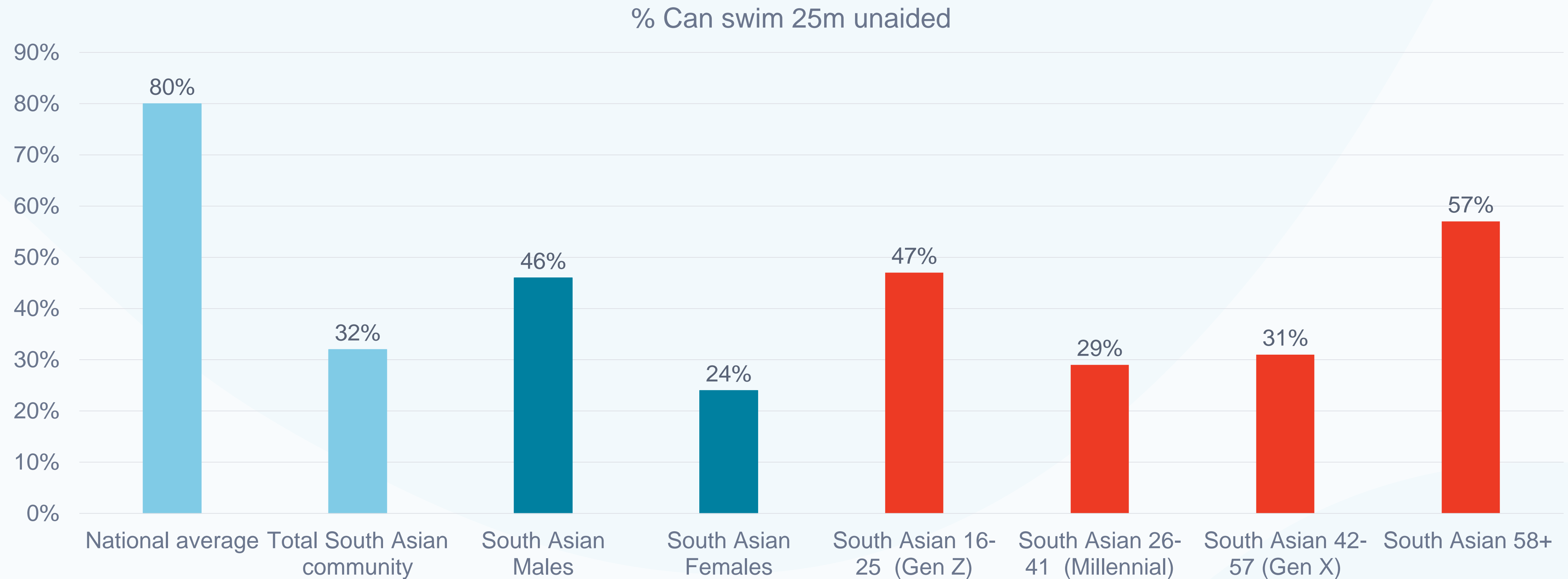
If using data from this presentation, please reference the source as:  
Swim England, England Swims: Spotlight on South Asian Communities, 2022

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

# Ability

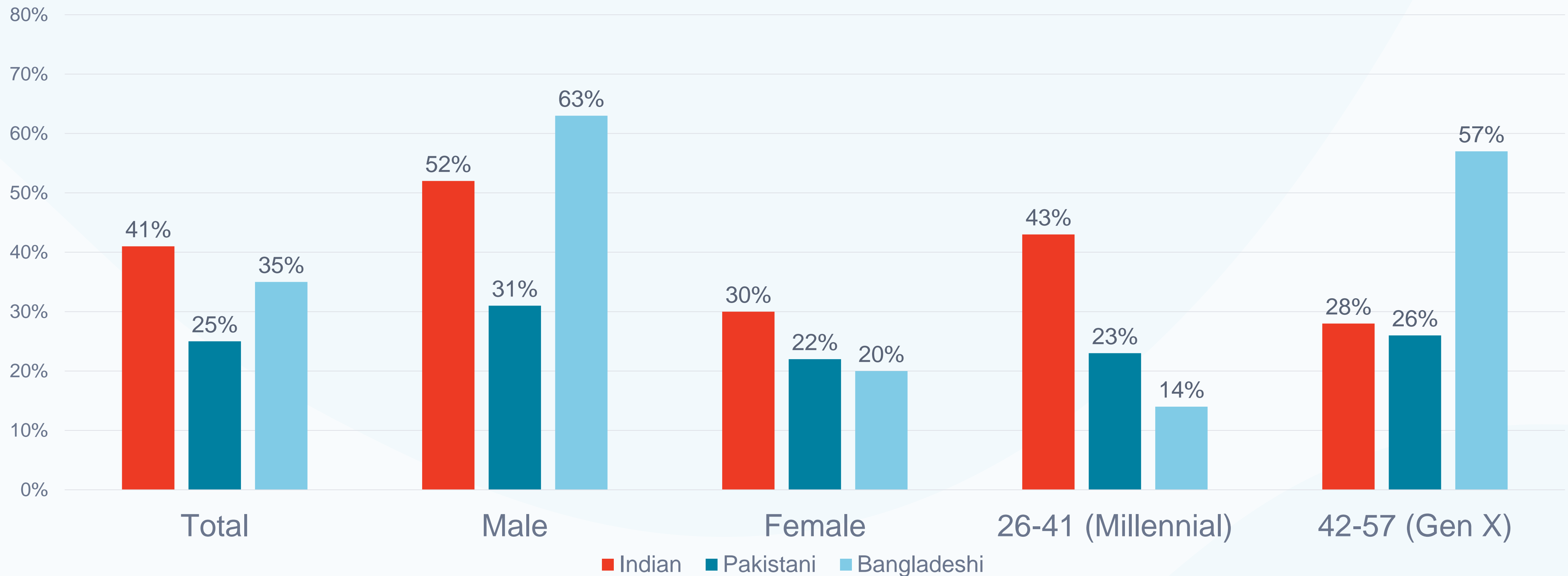


## Females, and those aged 26-57 have the lowest swim ability from within the South Asian community, however all genders and ages are far lower than the national average



**The Pakistani community is less able to swim 25m than Indian and Bangladeshi communities. The national trend of males more likely to be able to swim stay true for all South Asian communities.**

Ability to swim 25m unaided

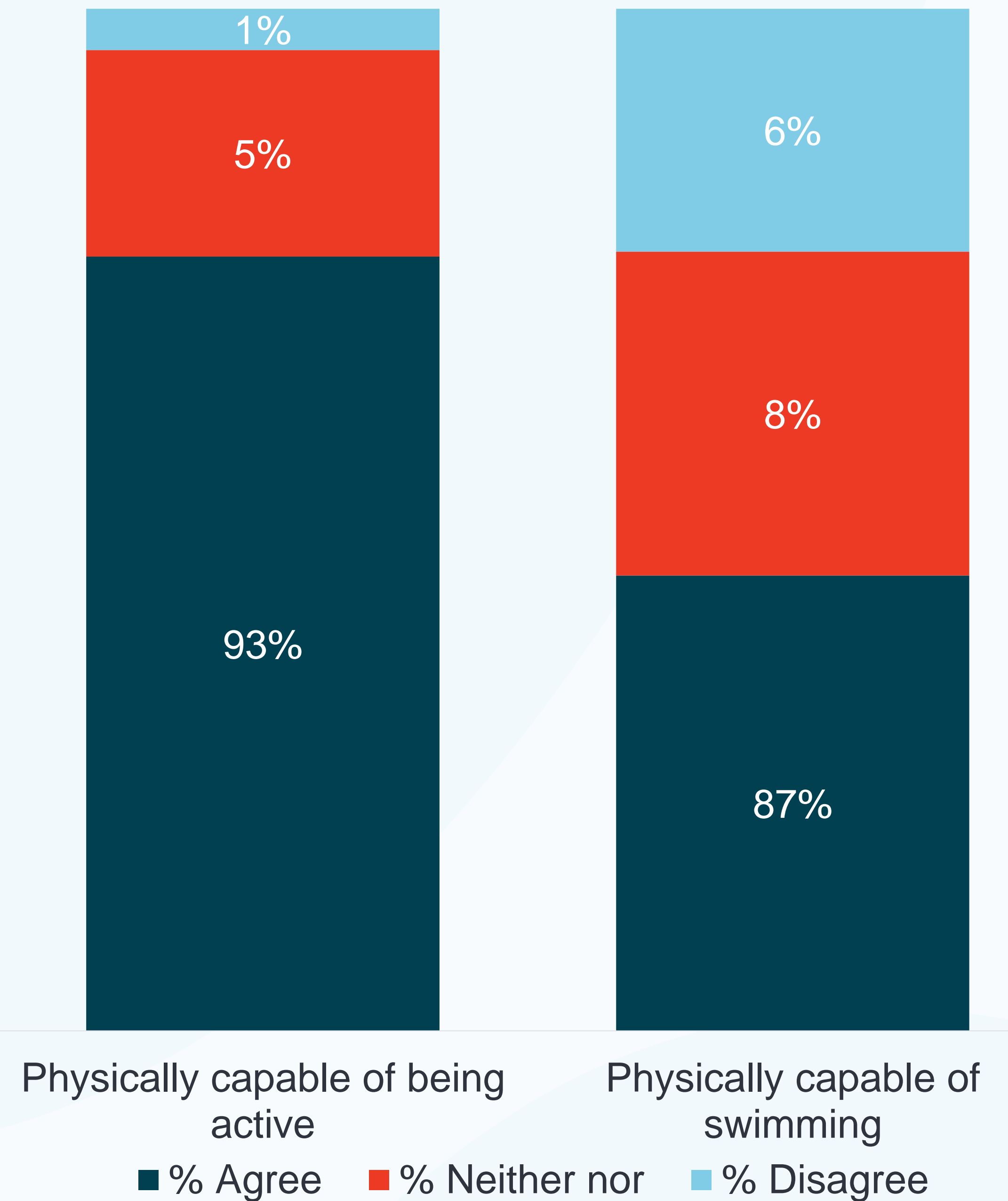


**The South Asian community who do not go swimming feel they are more physically capable of being active generally than swimming.**

Males are more likely to believe they are capable of swimming than females.

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.

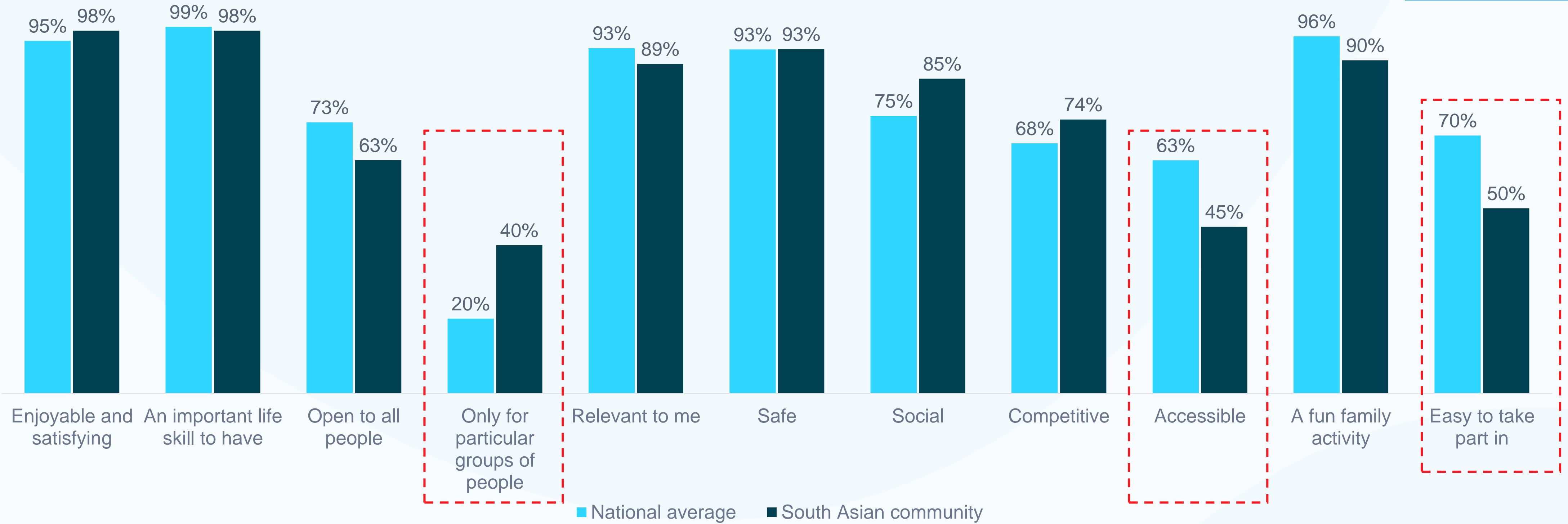
# Capability



**Overall, perceptions of swimming tend to be positive, with high scores for enjoyable and important life skill. However, it is seen to be an activity for only particular groups of people, which isn't accessible or easy to take part in.**

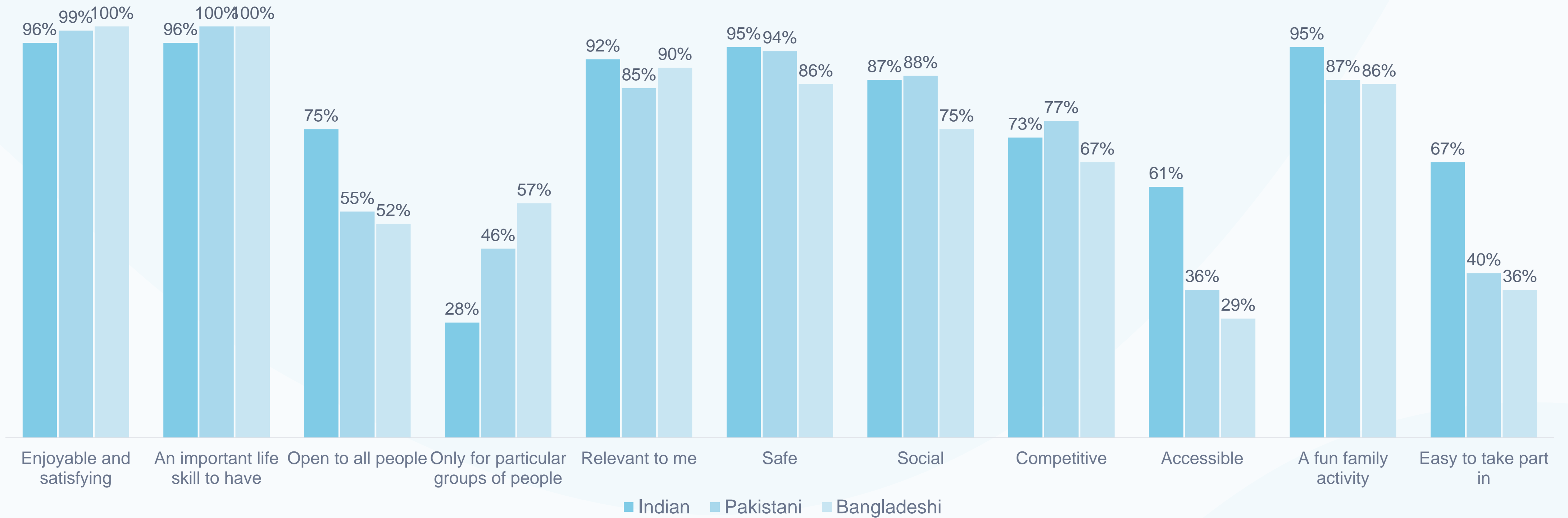
Females are less likely to agree that swimming is accessible and easy to take part in.

% agree that swimming is ...



# There are clear disparities within the South Asian community, with the Bangladeshi community least likely to agree that swimming is inclusive, accessible and easy to take part in.

% agree that swimming is ...





“I am only willing to swim privately with ladies in presence of female lifeguards which is very difficult to access such sessions”



“As a Muslim male, I don't find any opportunities open to me. As part of my faith, I require Men only lessons but I have not seen any available.”



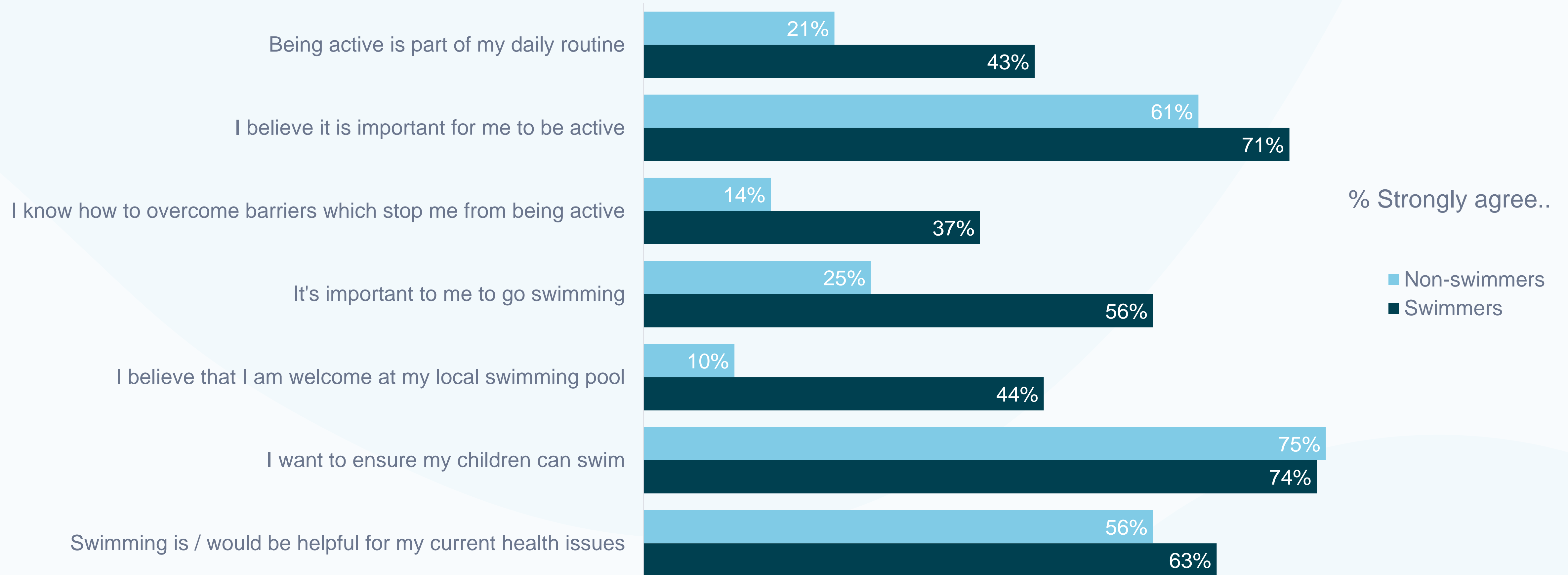
“Some segments of the community are being left behind due to limited opportunities for swimming whether due to cost, ethnicity, locality or other difference.”



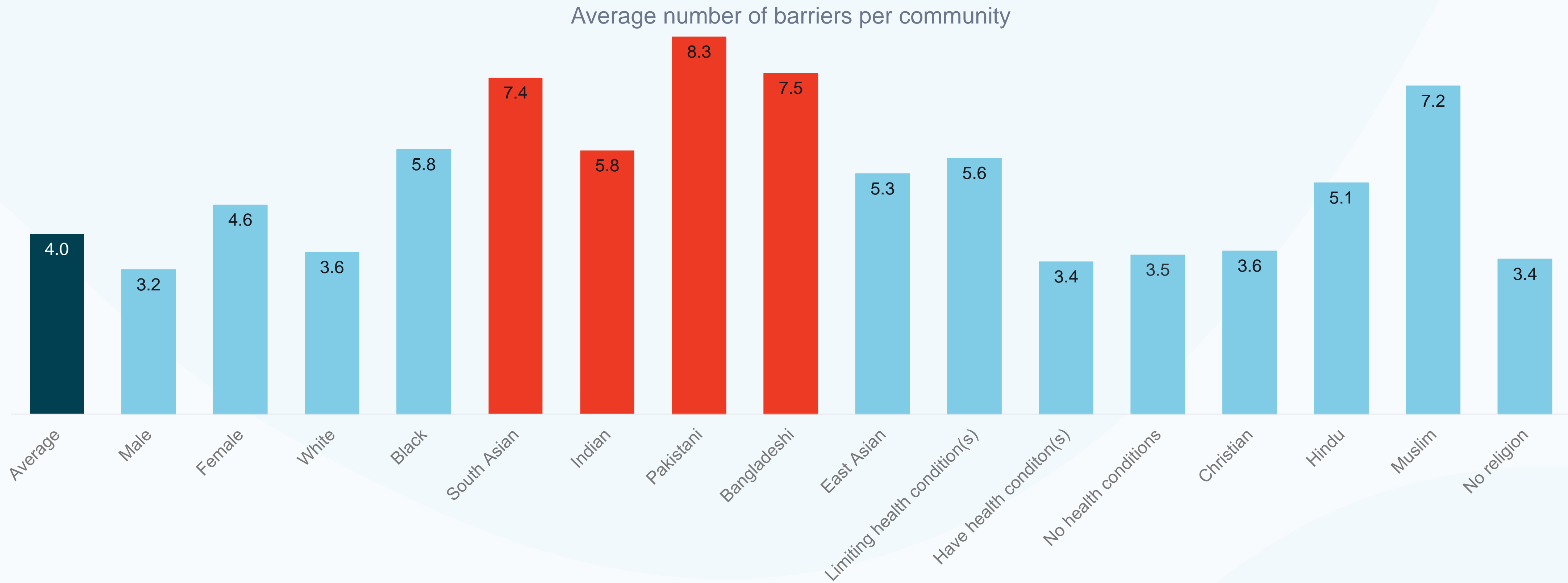
“Massive shortage of facilities in my local area”



## Regardless of their swimming frequency, three quarters of the South Asian community strongly agree that they want to ensure their children can swim.

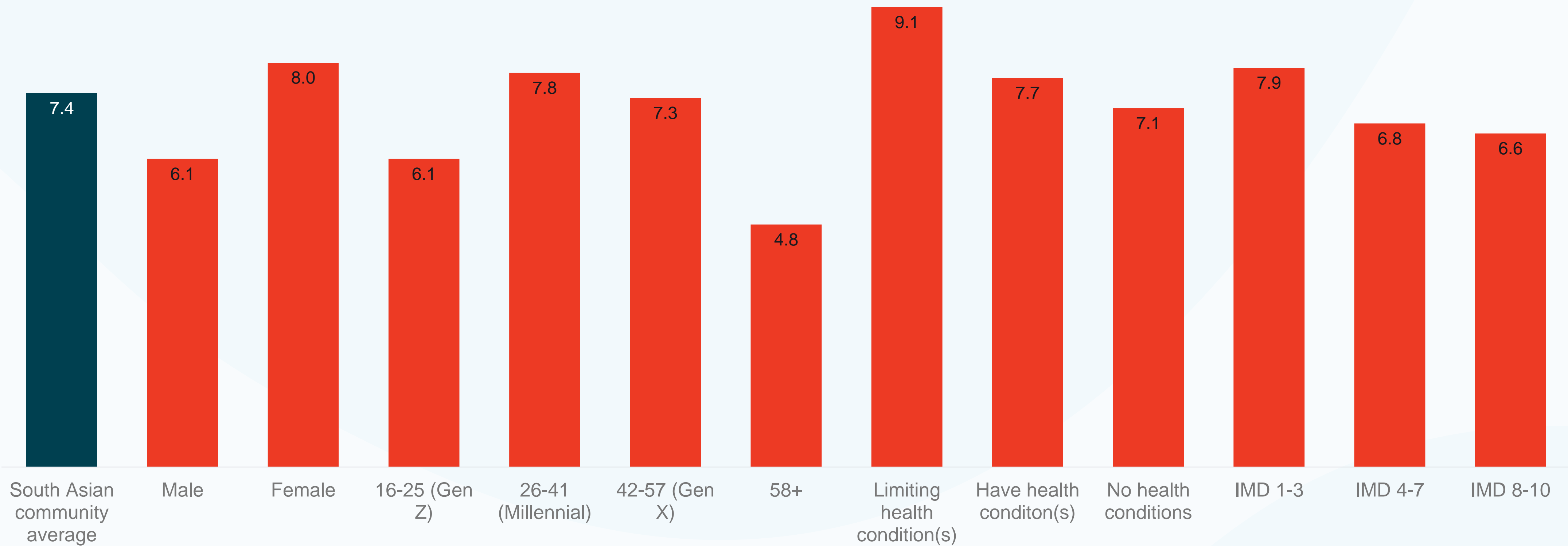


**Before we delve into the barriers for each demographic, we wanted to explore the average number of barriers facing the population when considering going swimming.**



# Amongst the South Asian community, some cohorts face more barriers to swimming than others: Females, Gen Z, 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

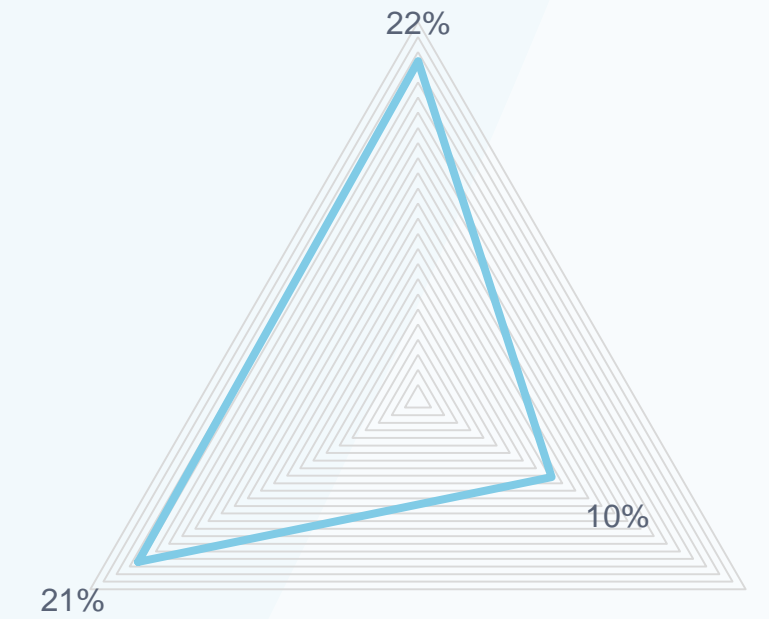
## The COM-B model:

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 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 South Asian community



↑**21.4%** up 11.6% on national average

## Capability

Capability to swim 25m being very low compared to the national average, the knock on effect to capability is very obvious:

	National average	South Asian Community	% variance
I don't know how to swim	12.5%	38.4%	208.0%
I don't feel confident in or around water	20.0%	30.3%	51.8%
I have forgotten how to swim	7.2%	21.7%	203.7%
I have a fear of drowning	11.3%	20.8%	84.1%

33% of those from the South Asian community feel they cannot wear what they want to so swimming. This is not exclusive across all individual groups however.

↑**22.4%** up 7.2% on national average

## Opportunity

Religious and gender requirements as well as privacy are key barriers among South Asian Community:

	National average	South Asian Community	% variance
The pool does not have gender specific swim sessions	9.7%	40.7%	320.5%
I require lifeguards/ swimming teachers to be of the same gender as me	5.2%	30.8%	494.5%
The pool can be viewed by others who are not taking part in the session	12.4%	28.8%	132.6%
The pool does not have gender segregated changing rooms	8.2%	22.7%	176.4%
The pool timetable clashes with my religious practices	3.2%	22.2%	591.9%

↑**10.2%** up 1.1% on national average

## Motivation

31% of those from South Asian communities state not wanting people to see them in their swimwear as a barrier.

19% state swimming doesn't feel a place for them.

	National average	South Asian Community	% variance
I don't want people to see me in swim wear	22.1%	30.8%	39.1%
Swimming pools don't feel like a place for someone like me	12.1%	19.1%	57.6%



“I would like to learn swimming but finding a women only pool or timings that doesn't conflict with my work has been difficult.”



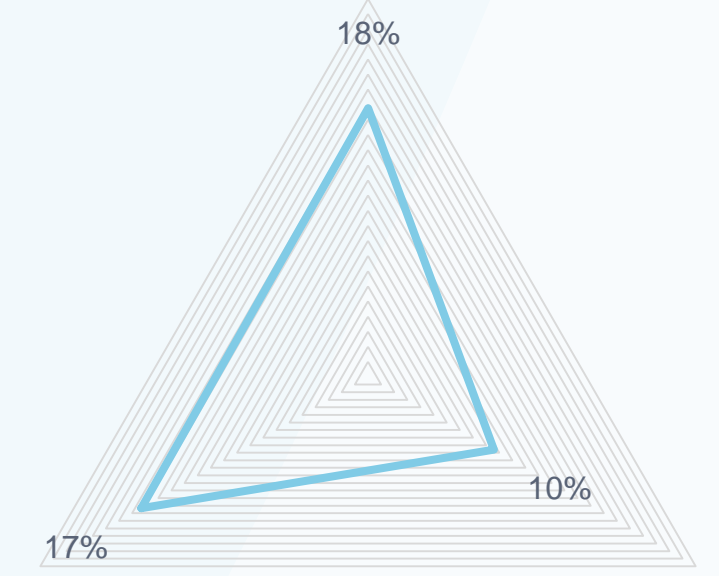
“The individuals who cannot wear swim suits due to cultural or religious reasons should be allowed to swim in the suits that are appropriate to them. Full swimsuits should also be more available and accessible.”



“No completely safe women only swimming sessions. Chances of a male lifeguard or CCTV has prevented me from swimming for over 8 years in a public leisure centre.”



“Not a confident swimmer but don't know where to start”



# Barriers facing the Indian community

↓17.3% down 4.1% on South Asian community avg.

## Capability

Overall those from the Indian community have much lower rates when looking at capability barriers when compared to the South Asian community as a whole.

The key difference is that the ability to be able to wear what they want to go swimming is not as prevalent as a barrier:

	South Asian	Indian	Variance on South Asian av.
I cannot wear what I want to go swimming/ am not sure what I am allowed to wear	32.8%	15.2%	-53.8%

This score is still higher than the national average however.

↓17.8% down 4.6% on South Asian community avg.

## Opportunity

For the Indian community, 'opportunity' is less of a barrier than for the South Asian community as a whole.

Almost every single barrier falls below the South Asian community average, with the only significant difference being the Indian community stating they do other things with their free time.

24% of Indians state this is a barrier compared to 19% of the South Asian community as a whole.

↓9.6% down 0.6% on South Asian community avg.

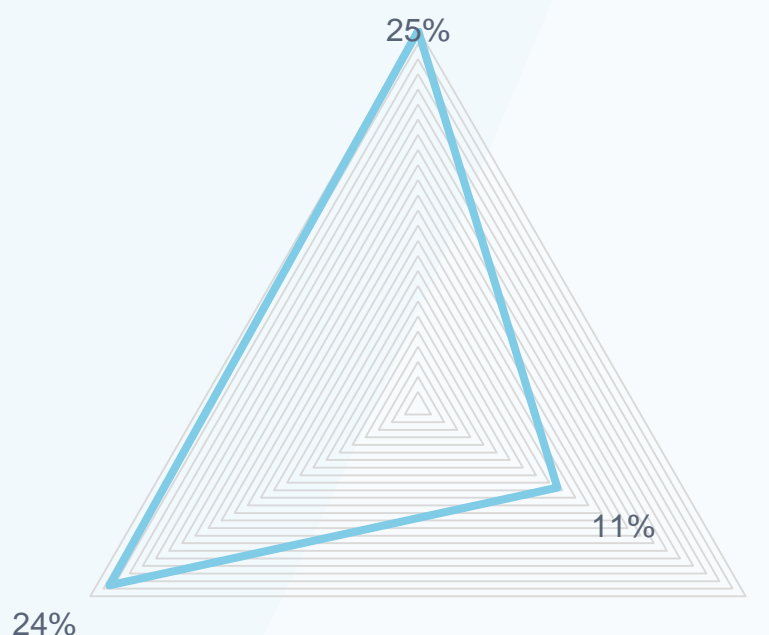
## Motivation

Top motivational barriers do not differ too much for the Indian community when compared to South Asian community averages.

It would seem some more unique barriers to the community are driving up the average for motivation:

	South Asian	Indian	% variance
I have had a negative swimming experience in the past	13.6%	18.2%	34.0%
The pool water would damage my hair	8.1%	9.1%	12.5%
The pool water would damage my skin	7.1%	9.1%	28.6%
I don't want to get my hair wet	6.5%	7.6%	16.6%
It just doesn't interest me	3.0%	6.1%	99.0%

# Barriers facing the Pakistani community



↑**23.5%** up 2.2% on South Asian Comm. Av.

## Capability

Those from the Pakistani community have high rates of capability barriers; in particular two barriers have very high rates:

	South Asian Comm.	Pakistani	Variance on national av.	Variance on South Asian av.
I don't know how to swim	38.4%	46.1%	269.7%	20.0%
I cannot wear what I want to go swimming/ am not sure what I am allowed to wear	32.8%	40.2%	313.5%	22.4%

↑**24.9%** up 2.3% on South Asian Comm. Av.

## Opportunity

The barriers surrounding religious and gender requirements are being driven by the Pakistani community:

	South Asian Comm.	Pakistani	Variance on South Asian av.
The pool does not have gender specific swim sessions	40.7%	52.9%	30.1%
I require lifeguards/swimming teachers to be of the same gender as me	30.8%	41.2%	33.7%
The pool can be viewed by others who are not taking part in the session (I.e. no blinds covering windows)	28.8%	38.2%	32.8%
The pool does not have gender segregated changing rooms	22.7%	28.4%	25.1%
The pool timetable clashes with my religious practices	22.2%	26.5%	19.1%

↑**10.8%** up 0.5% on South Asian Comm. Av.

## Motivation

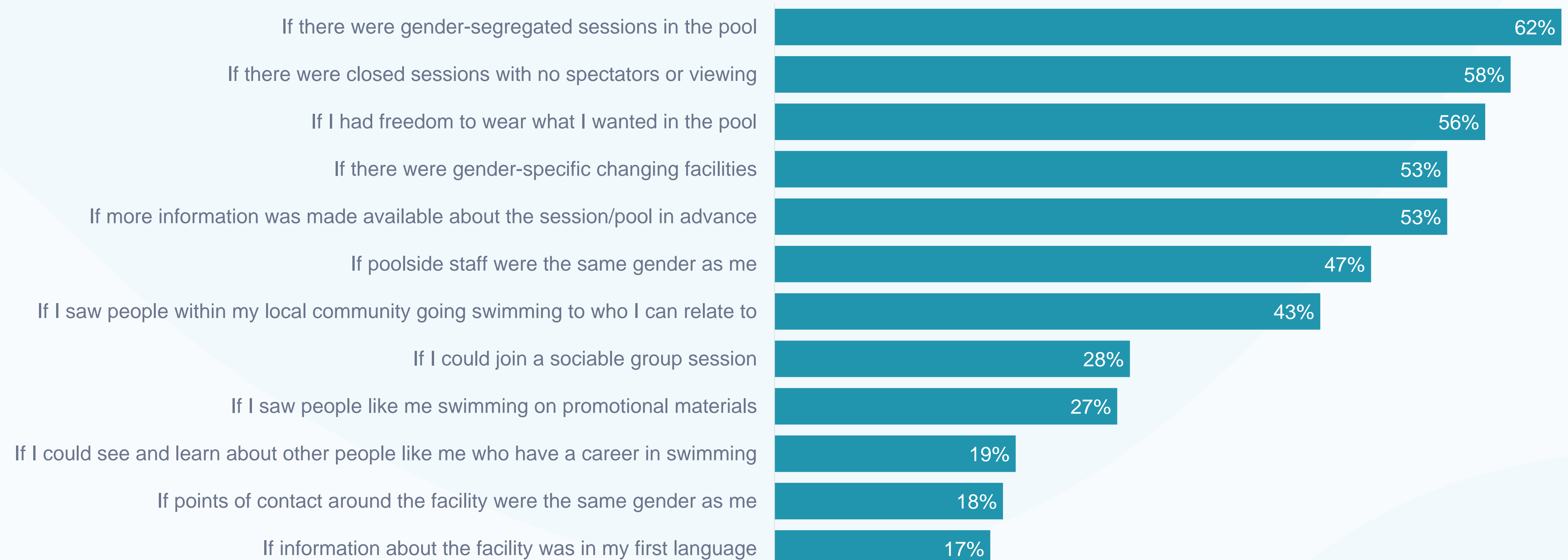
While motivation barriers do not on average score significantly higher than the South Asian community average, the Pakistani community do over index on these barriers:

	South Asian Comm.	Pakistani	Variance on South Asian av.
I don't want people to see me in swim wear	30.8%	34.3%	11.4%
Swimming pools don't feel like a place for someone like me	19.1%	22.5%	18.1%

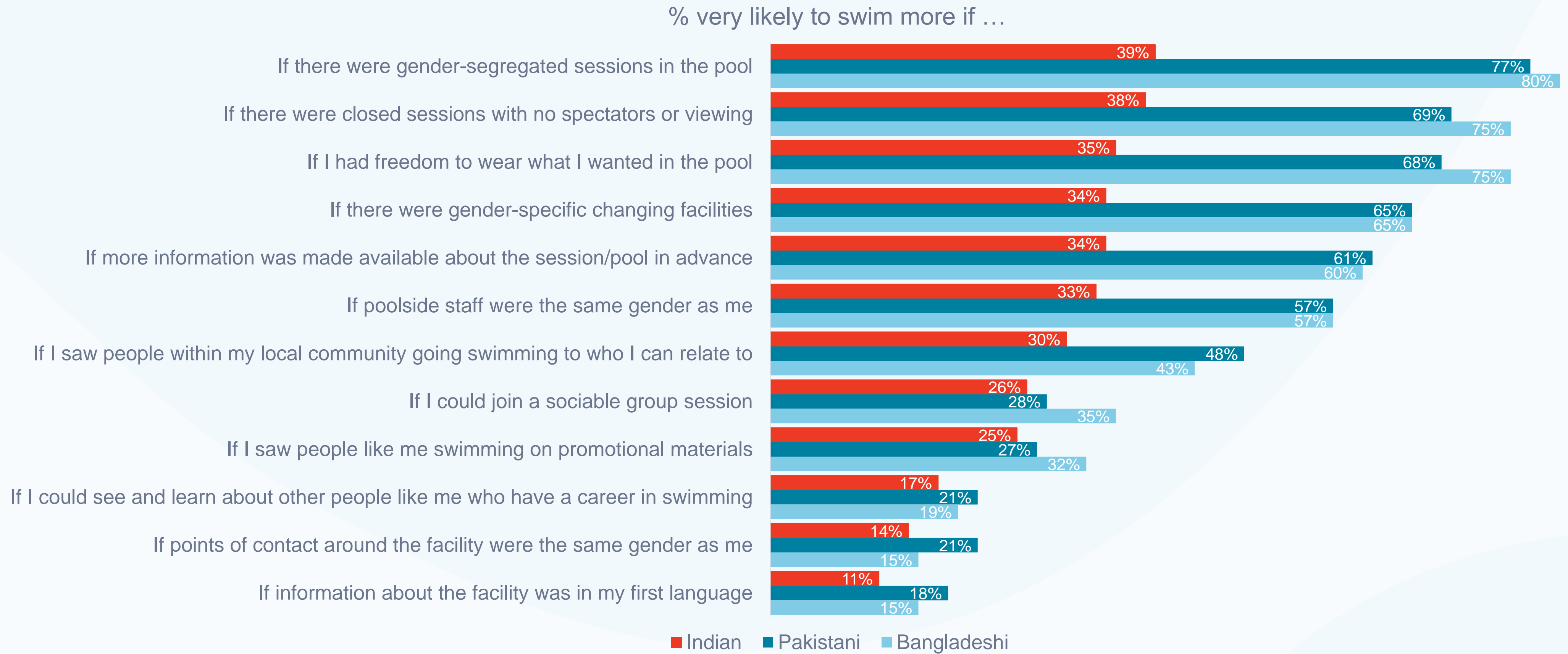


## The South Asian community state they would be very likely to swim more if gender-specific sessions were ran, with privacy, and they had the ability to wear what they wanted in the pool

% very likely to swim more if ...



**It is clear that by having gender-specific sessions with privacy, and the ability to wear what an individual wants, would encourage Pakistani and Bangladeshi communities to swim more than the Indian community.**



# 63% of South Asian adults who do not currently swim ‘strongly agree’ that they want to swim more in the next 12 months, roughly equating to 918,000 adults

Indian latent demand – 286,000  
 Pakistani latent demand – 493,000  
 Bangladeshi latent demand – 99,000  
 (non-swimmers who want to swim more in the next 12 months)

Of the 63%..

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.

