

# GREATER **LONDON** AUTHORITY

## REQUEST FOR DIRECTOR DECISION – DD1120

**Title:** Mayor's Sports Legacy Programme (Phase II): Make a Splash 2013-2015

### Executive Summary:

The purpose of this DD is to seek approval to commit funds to deliver the Mayor's Sports Legacy Programme (Phase II): Make a Splash 2013-2015, the Mayor's programme of mobile swimming pools, for two years from April 2013. The Make a Splash programme has been running since 2010 and is a central part of the Mayor's commitment to deliver an Olympic and Paralympic legacy of increased participation in sport and physical activity amongst Londoners.

To ensure continuity of the programme, Total Swimming Ltd and the Amateur Swimming Association began delivery of the Make a Splash 2013-2015 programme in May 2013 with GLA funding yet to be secured.

### Decision:

The Director's approval is sought to award grant funding of up to £350,000 (over a two year period – financial years 2013-14 and 2014-15) to the Amateur Swimming Association as a contribution to its costs in the delivery of the Mayor's Sports Legacy Programme (Phase II): Make a Splash programme.

### AUTHORISING DIRECTOR

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

**Name** Jeff Jacobs

**Position** Executive Director for  
Communities and Intelligence

**Signature**



**Date** 19.9.13

## **PART I - NON-CONFIDENTIAL FACTS AND ADVICE**

### **Decision required – supporting report**

#### **1. Introduction and background**

##### **1.1 Background**

In July 2009, a Mayoral Direction was issued (under MD385) to the LDA to transfer £15.5m over three years for investment in programmes associated with the objectives set out in 'A Sporting Future for London'.

These funds have subsequently been allocated and distributed by the GLA as part of the Mayor's Sports Legacy Programme (Phase I).

In December 2012, a Mayoral Direction was issued (under MD1119) to approve the allocation of £7m over two years for investment in programmes associated with the objectives set out in 'A Sporting Future for London'.

In order to maximise the efficiency with which the programmes are delivered, the Mayor (also under MD1119) delegated power to the Executive Director – Communities and Intelligence, to approve all further recommendations relating to and facilitative of the ongoing development, implementation and delivery of programmes promoting participation in sport, physical activity and active recreation on Greater London.

##### **1.2 Playsport London: Make a Splash 2009/10**

The Amateur Swimming Association (ASA) ran the initial Make a Splash programme between September 2009 and December 2010. Through DD190, the GLA granted £325,562 to the Amateur Swimming Association as a contribution to its costs of delivering the programme, in partnership with Total Swimming Ltd (Company Number: #05529904) a commercial mobile pool operator.

The ASA is the national governing body for swimming and is not a commercial organisation. As the National Governing Body for the sport, the Amateur Swimming Association are the only viable partner for this programme – they are responsible for providing the NGB-accredited swimming teachers who staff the pools. As such, an open procurement process is not required for this programme.

The project involved the deployment of two stainless steel temporary mobile swimming pools (12m x 6m) in London. Each pool was deployed in three separate sites for a period of approximately 12 weeks.

Pools were deployed in Ealing, Lambeth, Greenwich, Camden, Brent and Hackney. In total, over 5,000 individuals, mainly children and young people, participated in the programme, with the vast majority receiving a course of swimming lessons – either learning to swim for the first time or significantly improving their swimming skills.

##### **1.3 Mayor's Sports Legacy Programme (Phase I): Make a Splash 2011-2013**

Following the success of the initial Make a Splash programme, the ASA continued to run the Make a Splash programme between April 2011 and March 2013. Through DD424 (see Appendix 1), the GLA granted £700,000 to the ASA as a contribution to its costs of delivering the programme, in partnership with Total Swimming.

In total, 12,790 individuals, mainly children and young people, participated in the programme, exceeding the 12,000 target set at the beginning of the programme by 790 participants.

Of particular significance is the percentage of school programme participants who began the programme as non-swimmers, but who ended the programme able to swim:

School programme participants unable to swim at start of programme	School Programme participants unable to swim at end of programme
4430 (51.5%)	2155 (25%)

Additionally, although the pools were hosted predominantly by primary schools, swimming sessions catered not only for those at Key Stage 2, but for children from Nursery through to Sixth Form. This meant that the programme delivered to children at a very young age, but also ensured participation post age 11, when there is traditionally a significantly high drop in participation levels in aquatic sports.

During the 2011-2013 programme, pools were deployed in Harrow, Harringey, Lewisham, Brent, Merton, Camden, Newham, Croydon, Richmond and Waltham Forest. Each project location was chosen as the host schools were characterised by at least one of the following criteria: significant levels of socio-economic deprivation in the local catchment area; lack of access to other swimming facilities; or high Black and Minority Ethnic (BME) populations locally.

The programme also received highly positive feedback from the host schools which were overwhelmed by the profound impact the programme had made on many of their students.

## **2. Objectives and expected outcomes**

### **2.1 Mayor's Sports Legacy Programme (Phase II): Make a Splash 2013-2015**

Following the success of the previous two rounds of the programme, it is proposed that we continue to support the Make a Splash programme for a further two years.

Given the success of the initial programme and the 2011-13 programme, officers are of the opinion that the continued grant of funding will:

- contribute to the promotion of social development in Greater London, as set out in section 30 of the Greater London Authority Act 1999, by allowing sport to be used as an effective tool for tackling a number of social issues, including youth crime, anti-social behaviour, academic underachievement and the lack of community cohesion; and
- promote improvement in the health of persons in Greater London by increasing levels of sport and physical activity amongst Londoners, thereby reducing the risk of obesity, heart disease, diabetes and many other long-term health problems.

Specific objectives of the project are:

- to support the delivery of 9 mobile pool projects across two years, each being in place for 12 weeks
- to engage with 11,000 unique participants across the 9 projects

### **2.2 Project outline**

The 2013-15 programme will take broadly the same shape as the 2011-2013 programme. However, due to a reduced availability of funding from the Mayor's Sports Legacy Programme (Phase II), it is proposed that delivery for 2013 - 2015 is reduced to a total of nine projects over two years and will include:

- PR/Media launch day to celebrate the opening of each pool attended by an Olympian and to celebrate the project and provide public relations value for all partners.
- Production of report for each project, breaking down key usage statistics for both the school and community swimming programmes.
- Encourage links with local partners to signpost swimming pathways further to completion of each project.

### 2.3 Project costs

- Total project cost: £337,000 per annum
- GLA contribution: up to £175,000 per annum over two years at a total of £350,000
- Public Partnership Contribution (including Local Authorities): £72,000 per annum
- In addition, the Amateur Swimming Association has agreed to provide swimming teachers to deliver the programme, with an estimated value of approx. £135,000 per annum.

It is felt that for the quality of the facility and the intensity of the teaching programme that participants will receive, this represents extremely good value for money at a cost of £61 per head (this figure is £13 per head cheaper than the 2011/13 programme and encompasses the total cost per participant for a prolonged course of swimming lessons).

### 3. Planned Delivery Approach

- Delivery of nine, 12 week mobile pool projects across two years
- A temporary housing structure will be available for eight projects, with the ninth to be located either indoors or delivered as an open air project.
- Specific targeting of locations that are accessible to communities experiencing significant levels of socio-economic deprivation, as measured by the English Indices of Deprivation 2010.
- Provision of disability access solutions for each pool.
- Pools to be located in boroughs where schools and communities encounter barriers in accessing time at permanent local authority swimming pools. The venues chosen to host Make a Splash projects will be a minimum of 0.5 miles from existing facilities.

### 4. Other considerations

#### a) Key risks and issues

#	Risk	Mitigating Action
1	Project may not raise participation in sports and physical activity	<ul style="list-style-type: none"> <li>• The 2011/13 Programme Report highlights the success of previous projects undertaken and the programme is deemed worth extending</li> <li>• 12,790 individuals participated in the 2011/13 programme, exceeding the targets set at the outset of the programme by 790.</li> <li>• Quarterly monitoring meetings with project</li> </ul>



		managers <ul style="list-style-type: none"> <li>Grant instalments only payable upon evidence of milestone completion</li> </ul>
2	Misplaced actions of partner organisations/ their staff may bring GLA into disrepute by association.	<ul style="list-style-type: none"> <li>All project staff working with young people required to have up to date CRB checks</li> <li>Deliverers required to have £5m liability insurance cover</li> <li>All regional press liaison to be done through GLA</li> </ul>
3	GLA funds might be mismanaged or subject to fraud leading to poor value for money and negative impact on reputation	<ul style="list-style-type: none"> <li>Quarterly monitoring meetings with project manager</li> <li>Funding Agreement in place</li> <li>All funds are to be paid in arrears upon production of evidence of spend</li> <li>Sports Unit have followed, and will continue to follow guidance in funding agreement toolkit</li> </ul>

b) Links to Mayoral strategies and priorities

The subject matter of the approval sought will:

- support delivery of Goals 1 and 2 set out in 'A Sporting Future for London', published in April 2009,
- support the aims of 'Inclusive and Active 2', a strategy for increasing participation in sport and physical activity amongst disabled people in London,
- assist in meeting the objectives of the Mayor's Health Inequalities Strategy;
- promote social development
- assist the Mayor in delivering his commitment to a lasting sports legacy following the 2012 Olympic and Paralympic Games, particularly through increased sports participation and access to sports facilities for Londoners

c) Impact assessments and Consultation

Report on Initial Programme & 2011/13 Programme

Full reports have been received for all phases of the project to date. These reports set out the positive impact that the programme has had on all the communities in which it was delivered, and demonstrate that the Make a Splash programme has met all the required project objectives..

Equalities

An equalities impact assessment has been undertaken on the overall Mayor's Sports Legacy Programme.

According to the most recent Sport England Active People survey, levels of participation in sport and physical activity are variable across different socio-demographic groups in London. Across all 33 London Boroughs, average figures indicate that 25% of men participate compared to 18% of women. 18% of Black Asian Minority Ethnic (BME) people participate compared to 23% of people of white origin. 11% of disabled people participate compared to 22% of non-disabled people.

Sports programmes supported by the Mayor's Sports Legacy Programme (Phase I) have achieved a significant increase of women, disabled people and BME people, both in sports participation

programmes and training opportunities. Equally, we are seeking to target these groups through various projects being supported by the Mayor's Sports Legacy Programme (Phase II).

It is expected that projects that receive funding from the GLA will be able to demonstrate the steps that they are taking to ensure equality of access to provision of sport and physical activity. Equally, we will focus resources on those groups in London currently showing low levels of participation with a particular emphasis on encouraging the 'inactives'. These measures will ensure that disparities in participation are reduced.

### Consultation

In writing 'A Sporting Future for London', the GLA Sports Unit consulted extensively with over 400 individuals from over 100 different groups and organisations including national governing bodies of sport, the Pro-Active Partnerships, senior representatives from local authorities and a wide variety of sports clubs and community organisations.

The conclusions reached received broad support from all key stakeholders and reaction to the plan itself has been very positive.

## **5. Financial Comments**

- 5.1 Approval is being sought to award grant funding of up to £350,000, which will span two financial years (£175,000 per year for 2013-14 & 2014-15) to the Amateur Swimming Association as a contribution to its costs in the delivery of the Mayor's Sports Legacy Programme (Phase 2): Make a Splash Programme.
- 5.2 In relation to the budget provision for the proposed grant funding; MD1119 approved the allocation of £7m over two years (from 2013-14 to 2014-15) for investment in programmes associated with the Sports Legacy Programme, including delegation to the Executive Director of Communities & Intelligence to approve all further recommendations associated with the budget provision. It is from within this budget allocation that the proposed grant will be funded.
- 5.3 As detailed within the main body of the report the total project costs are estimated at £337,000 per annum. Partnership contributions are currently being sought by the Amateur Swimming Association and the GLA for the value of up to £162,000, which are to be received and accounted for directly by the Amateur Swimming Association. It should be noted that should some of the partnership funding not materialise, the programme will have to be reduced accordingly.
- 5.4 Any changes to this proposal, including budgetary implications will be subject to further approval via the Authority's decision-making process. All appropriate budget adjustments will be made.
- 5.5 The Sports Team within the Health & Communities Unit (Communities & Intelligence Directorate) will be responsible for managing and monitoring the proposed grant funding and must ensure that the grant funding complies with the Authority's Financial Regulations, Contracts & Funding Code and Funding Agreement Toolkit (wherever applicable).

## **6. Legal Comments**

- 6.1 Sections 1 – 4 of this report indicate that:  
the decisions requested of the director in accordance with his delegated authority granted pursuant to MD1119 fall within the GLA's statutory powers to do such things considered to further or which are facilitative of, conducive or incidental to the promotion of economic development and wealth creation, social development or the promotion of the improvement of the environment in Greater

London; and in formulating the proposals in respect of which a decision is sought officers have complied with the Authority's related statutory duties to:

- pay due regard to the principle that there should be equality of opportunity for all people;
- consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
- consult with appropriate bodies.

6.2 Paragraph 1 to 4 above indicates that the contribution of £350,000 to the Amateur Swimming Association amounts to the provision of grant funding and not payment for services. Officers must ensure that the funding is distributed fairly, transparently, in accordance with the GLA's equalities and in manner which affords value for money in accordance with the Contracts and Funding Code.

6.3 Officers must ensure that an appropriate funding agreement is put in place between and executed by the GLA and recipient before any commitment to fund is made. DD 424 advised that ASA is an unincorporated association, and that their Chief Executive and Chair were empowered by their Constitutional Regulations to act on behalf of the ASA and were indemnified in respect of such acts. Officers are advised to obtain a letter from the ASA confirming the current arrangements and level of insurance held in this regard. Officers are advised that the Funding Agreement should be drafted so that it is entered into between the GLA and "The [Chief Executive]/[Chair] of the Amateur Swimming Association" (delete one set of square brackets as required).

6.4 Officers must ensure (by use of the Authority's standard form funding documentation) that:

- 6.4.1 Authority funding is not used for any activities or overheads incurred in respect of activities for which recipients charge and a clear operational limit is placed on their use of funds for the administration of the project in this regard;
- 6.4.2 recipients are required to have a separate account for the receipt and use of Authority funding, or if this is not possible, that they show the funding and related expenditure as a restricted fund in their accounts under a clear identifier, e.g. "GLA Growing Places Funding"; and;
- 6.4.3 any award by recipients of funding to sub-recipients (if permitted) under the funded projects are made in accordance with EU "de minimis" principles.

## **Appendices and supporting papers**

Appendix 1: DD424

**Public access to information**

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary.

**Note:** This form (Part 1) will either be published within one working day after approval or on the defer date.

**Part 1 Deferral:****Is the publication of this approval to be deferred? NO**

If YES, for what reason:

Until what date: (a date is required if deferring)

**Part 2 Confidentiality:** Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

**Is there a part 2 form – NO**

**ORIGINATING OFFICER DECLARATION:**

Drafting officer to confirm the following (✓)

**Drafting officer:**

Kevin Evans has drafted this report in accordance with GLA procedures and confirms that:

✓

**Assistant Director/Head of Service:**

Amanda Coyle has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

**Financial and Legal advice:**

The Finance and Legal teams have commented on this proposal, and this decision reflects their comments.

✓

**EXECUTIVE DIRECTOR, RESOURCES:**

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature

*M. J. Allge*

Date

*18.9.13*

# GREATER LONDON AUTHORITY

## REQUEST FOR DIRECTOR DECISION – DD1342

**Title:** Make a Splash 2015-2017

### Executive Summary:

This DD seeks approval to commit £430,000 from the Mayor's Sports Legacy Programme towards delivery of the Make a Splash mobile swimming pools programme for 2015-16 & 2016-17. The Make a Splash programme has been running since 2009 and is a central part of the Mayor's Sports Legacy Programme.

### Decision:

That the Executive Director for Communities and Intelligence approves expenditure of up to £430,000 in grant funding to the Amateur Swimming Association as a contribution to its costs of delivering its Make a Splash programme in London for 2015-16 & 2016-17

### AUTHORISING DIRECTOR

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

**Name** Jeff Jacobs

**Position** Executive Director for  
Communities and Intelligence

**Signature**

*pp M.J. Allen*

**Date**

*11.5.15*

## **PART I – NON-CONFIDENTIAL FACTS AND ADVICE**

### **Decision required – supporting report**

#### **1. Introduction and background**

##### 1.1 Background

1.1.1 As part of the UK's bid to host the Olympic and Paralympic Games, the UK made a commitment to establish a sporting legacy. In order to deliver that commitment in London, the Mayor published 'A Sporting Future for London' in 2009 and made £15.5m available (Phase 1) to fund the Mayor's Sports Legacy Programme (MSLP), focussing investment on infrastructure development, skills and capacity building, and initiatives designed to increase participation in grassroots sports (MD385).

1.1.2 Following the success of the Olympic and Paralympic Games, an additional £7m (Phase 2) was made available for the programme to invest to ensure gains made in Phase 1 of the programme are sustained (MD1119).

1.1.3 Investment in the MSLP is focussed on three main categories:

- 'Facilities' – capital funding to support investment in community sports facilities;
- 'Skills and Capacity Building' – revenue funding to build capacity in the sport and active leisure sector, including training for volunteers;
- 'Participation' – revenue funding to support the expansion and growth of projects that provide opportunities for Londoners to take part in sport and stay active (including the 'FreeSport' small grants programme, and the 'Make a Splash' mobile pools initiative).

##### 1.2 Make a Splash – Progress to date

1.2.1 The Make a Splash programme is run by the Amateur Swimming Association (ASA) in partnership with Total Swimming Ltd (Company Number: 05529904), a commercial mobile pool operator.

1.2.2 The ASA is the National Governing Body (NGB) for swimming and is not a commercial organisation. As the NGB for the sport, the ASA are the only viable partner for this programme – they are responsible for providing the NGB-accredited swimming teachers who staff the pools. As such, an open procurement process is not required for this programme.

1.2.3 The project involves the deployment of stainless steel temporary swimming pools (12m x 6m and 18m x 6m) in locations across London for approximately 12 weeks at a time. The project delivers courses of swimming lessons to both school groups and community groups at each deployment location.

1.2.4 Pools are deployed (usually in schools) in areas that satisfy at least one of the following criteria: significant levels of socio-economic deprivation in the local catchment area; lack of access to other swimming facilities; or high Black and Minority Ethnic (BME) populations locally.

1.2.5 The GLA has supported three different phases of the Make a Splash programme to date. The initial programme ran between September 2009 and December 2010. Through DD190, the GLA granted £325,562 to the ASA as a contribution to its costs of delivering the programme.

- 1.2.6 Under cover of DD424 the Executive Director for Communities and Intelligence approved the GLA's grant of £700,000 to the ASA as a contribution to its costs of delivering phase two the programme between April 2011 and March 2013.
- 1.2.7 Under cover of DD1120 the Executive Director for Communities and Intelligence approved the GLA's grant of £350,000 to the ASA as a contribution to its costs to continue delivering the programme between April 2013 and March 2015. DD1273 also approved expenditure of £79,200 as a contribution to its costs associated with a pilot 18 metre pool deployment.
- 1.2.8 To date, mobile pools have been deployed in 27 locations throughout London, in 19 different boroughs. More than 31,000 individuals have received a course of swimming lessons through the project, either learning to swim for the first time or significantly improving their swimming skills.
- 1.2.9 The programme has consistently met or exceeded its targets and receives highly positive feedback from the host schools.

### 1.3 Proposed Extension

- 1.3.1 Following the success of the Make a Splash Programme 2013-15, the Amateur Swimming Association has proposed the extension of the programme for a further two years.
- 1.3.2 The extension will comprise the delivery of nine 12 metre x 6 metre mobile swimming pools across London for 12 weeks each, as well as one 18 metre x 6 metre mobile swimming pool for a period of up to six months.

### 1.4 Project costs –

- Total project cost: £1,110,000
  - GLA contribution: up to £430,000 (39% of the total project cost)
  - Public Partnership Contribution (including Local Authorities): £144,000
  - Amateur Swimming Association swimming teachers: approx. £220,000.
  - Private Sector Sponsorship (including Local Authority Leisure Providers): £300,000
- 1.4.1 The GLA contribution has increased to £430,000 for the 2015-17 programme from £350,000 for delivery of the 2013-15 programme. This is owing to the addition of one larger 18m x 6m pool deployment that will significantly boost participant numbers for the overall programme.
- 1.4.2 It is felt that for the quality of the facility and the intensity of the teaching programme that participants will receive, this represents extremely good value for money at a cost to the GLA of £24.50 on average per head for a course of swimming lessons (usually five or six lessons).

## 2. Objectives and expected outcomes

- 2.1 The Programme will contribute to the delivery of a sporting legacy from the 2012 Olympic and Paralympic Games by supporting the Mayor's grassroots sport strategy, 'A Sporting Future for London'.
- 2.2 The programme is expected to:
- Deliver nine 12 metre x 6 metre mobile swimming pools between April 2015 and March 2017 each being in place for 12 weeks;
  - Deliver one 18 metre x 6 metre mobile swimming pool for a period of up to six months.

- Engage approx. 17,500 unique participants into a course of swimming lessons.

### 3. Equality comments

- 3.1 An equalities impact assessment has previously been undertaken on the overall Mayor's Sports Legacy Programme.
- 3.2 According to the most recent Sport England Active People survey (APS 8 published in January 2015), levels of participation in sport and physical activity are variable across different socio-demographic groups in London. Across all 33 London Boroughs, average figures indicate that 43% of men participate in sport at least once a week compared to 32% of women. 37% of Black Asian Minority Ethnic (BAME) people participate weekly compared to 39% of people of white origin. 19% of disabled people participate weekly compared to 40% of non-disabled people. 17% of people over the age of 65 participate weekly compared to 52% of those between the age of 16 and 25. 41% of people from socio-economic groups 1 to 4 participate weekly compared to 25% from of from socio-economic groups 5-8 (based on the National Statistics Socio-economic classification system).
- 3.3 Sports programmes supported by the Mayor's Sports Legacy Programme engage significant numbers of women, disabled people, BAME people and people from lower socio-economic groups, both via sports participation programmes and training opportunities.
- 3.4 The Make a Splash Programme deploys swimming pools that are accessible to communities experiencing significant levels of socio-economic deprivation, as measured by the English Indices of Deprivation 2010. Pools will be located in boroughs where schools and communities encounter barriers in accessing time at permanent local authority swimming pools. The deployments include provision of disability access solutions.

### 4. Other considerations

#### 4.1 Key Risks and Issues

#	Risk	Mitigating Action
1	Project may not raise participation in sports and physical activity	<ul style="list-style-type: none"> <li>• The reports submitted to the GLA from previous Make a Splash Programmes highlight the success of previous projects undertaken and the programme is deemed worth extending</li> <li>• More than 31,000 individuals have participated in the programme to date, exceeding the targets set at the outset of the programme.</li> <li>• Quarterly monitoring meetings with project managers</li> <li>• Grant instalments only payable upon evidence of milestone completion</li> </ul>
2	Funding is not used for the purpose it is intended (i.e. fraud). Potential result: reputational damage, failure to hit pre-agreed objectives.	<ul style="list-style-type: none"> <li>• Across the breadth of projects commissioned to date there have been no known instances of fraud or misuse of the Mayor's funding.</li> <li>• All projects are subject to performance monitoring and have to provide evidence of</li> </ul>



		<p>delivery and spend before payments can be processed.</p> <ul style="list-style-type: none"> <li>• The internal audit review carried out in December 2014 issued the programme with a 'Substantial Assurance' rating.</li> </ul>
3	Misplaced actions of partner organisations/ their staff may bring GLA into disrepute by association.	<ul style="list-style-type: none"> <li>• All project staff working with young people required to have up to date CRB checks</li> <li>• Deliverers required to have £5m liability insurance cover</li> <li>• All press liaison to be done through GLA.</li> </ul>

#### 4.2 Links to Mayoral Strategies & Priorities

The subject matter of the approval sought will:

- support delivery of Goals 1 and 2 set out in 'A Sporting Future for London', published in April 2009,
- support the aims of 'Inclusive and Active 2', a strategy for increasing participation in sport and physical activity amongst disabled people in London,
- assist in meeting the objectives of the Mayor's Health Inequalities Strategy;
- promote social development
- assist the Mayor in delivering his commitment to a lasting sports legacy following the 2012 Olympic and Paralympic Games, particularly through increased sports participation and access to sports facilities for Londoners

#### 4.3 Impact Assessments and Consultations

- 4.3.1 An equalities impact assessment has previously been undertaken on the overall Mayor's Sports Legacy Programme. Further information is available at Section 3 of this document.
- 4.3.2 In writing 'A Sporting Future for London', the GLA Sports Unit consulted extensively with over 400 individuals from over 100 different groups and organisations including national governing bodies of sport, the Pro-Active Partnerships, senior representatives from local authorities and a wide variety of sports clubs and community organisations.
- 4.3.3 The conclusions reached received broad support from all key stakeholders and reaction to the plan itself has been very positive.

### 5. Financial Comments

- 5.1 Approval is being sought for the award of and entry into a funding agreement of up to £430,000 in grant funding to the Amateur Swimming Association as a contribution to its costs in the delivery of the Make a Splash programme for two years from April 2015.
- 5.2 The indicative profiling over financial years is expected to be £215,000 per financial year (2015-16 & 2016-17) and will be funded from the Sports Legacy Programme budget as approved by MD1119 and forms part of the Phase 2 programme.
- 5.3 Any changes to this proposal including budgetary implications will be subject to further approval via the Authority's decision-making process. All appropriate budget adjustments will be made.

- 5.4 The Sports Unit within the Communities & Intelligence Directorate will be responsible for managing this grant award and ensuring that all activities and expenditure complies with the Authority's Financial Regulations, Contracts & Funding Code and Funding Agreement Toolkit.

## 6. Legal Comments

6.1 Sections 1 – 4 of this report indicate that:

- 6.1.1 the decision requested of the director and which may be made in accordance with his delegated authority granted under cover of MD1119 fall within the GLA's statutory powers to do such things considered to further the promotion, within Greater London, of social development; and
  - 6.1.2 in formulating the proposals in respect of which the decision is sought officers have complied with the Authority's related statutory duties to:
    - a) pay due regard to the principle that there should be equality of opportunity for all people;
    - b) consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
    - c) consult with appropriate bodies;
  - 6.1.3 the contribution of £430,000 to the Amateur Swimming Association ("ASA") amounts to the provision of grant funding and not payment for services. Officers must ensure that the funding is distributed fairly, transparently, in accordance with the GLA's equalities and in manner which affords value for money in accordance with the Contracts and Funding Code.
- 6.2 Officers must ensure that an appropriate funding agreement is put in place between and executed by the GLA and recipient before any commitment to fund is made. The ASA is an unincorporated association and it is understood that their Chief Executive and Chair are empowered by their constitutional regulations to act on behalf of the ASA and were indemnified in respect of such acts. Officers are therefore advised to obtain a letter from the ASA confirming these arrangements and level of insurance held in this regard before execution of the agreement. Officers are advised that the funding agreement should be drafted so that it is entered into between the GLA and "The Chief Executive and/or Chair of the Amateur Swimming Association" (as appropriate).
- 6.3 Officers must ensure (by use of the GLA's standard form funding documentation) that:
- 6.3.1 GLA funding is not used for any activities or overheads incurred in respect of activities for which recipients charge and a clear operational limit is placed on their use of funds for the administration of the project in this regard;
  - 6.3.2 recipients are required to have a separate account for the receipt and use of GLA funding, or if this is not possible, that they show the funding and related expenditure as a restricted fund in their accounts under a clear identifier, e.g. "GLA Make a Splash Funding"; and;
  - 6.3.3 any award by recipients of funding to sub-recipients (if permitted) under the funded projects are made in accordance with EU "de minimis" principles.

## 7. Planned delivery approach and next steps

- 7.1 Delivery of nine 12 metre x 6 metre mobile swimming pools between April 2015 and March 2017 each being in place for 12 weeks;
- 7.2 Delivery of one 18 metre x 6 metre mobile swimming pool for a period of up to six months.
- 7.3 A temporary housing structure will be available for eight projects, with the ninth to be located either indoors or delivered as an open air project.
- 7.4 PR/Media launch day to celebrate the opening of each pool will be available for each pool, attended by an Olympian and to celebrate the project and provide public relations value for all partners.
- 7.5 Production of monitoring report for each project, breaking down key usage statistics for both the school and community swimming programmes.
- 7.6 Local partnerships will be built to signpost swimming pathways for participants following completion of each project.
- 7.7 Given that this project extends into a new Mayoralty, the Funding Agreement will allow for a break clause to be activated following the Mayoral Election in May 2016.

Activity	Timeline
DD Signed	May 2015
Funding Agreement Signed	May 2015
Deployment of Pools 1 & 2	May 2015
Deployment of Pools 3 & 4	September 2015
Deployment of Pools 5	January 2016
Deployment of 18 metre pool	March 2016
Deployment of Pools 6 & 7	April 2016
Deployment of Pools 8 & 9	September 2016
Monitoring of project performance	Ongoing
Submission of programme monitoring report	March 2017

**Public access to information**

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary.

**Note:** This form (Part 1) will either be published within one working day after approval or on the defer date.

**Part 1 Deferral:**

**Is the publication of Part 1 of this approval to be deferred? NO**

**Part 2 Confidentiality:** Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

**Is there a part 2 form – NO**

**ORIGINATING OFFICER DECLARATION:**

Drafting officer to  
confirm the  
following (✓)

**Drafting officer:**

Kevin Evans has drafted this report in accordance with GLA procedures and confirms that:

✓

**Assistant Director/Head of Service:**

Amanda Coyle has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

**Financial and Legal advice:**

The Finance and Legal teams have commented on this proposal, and this decision reflects their comments.

✓

**EXECUTIVE DIRECTOR, RESOURCES:**

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

**Signature**

*M. J. Ollé*

**Date**

*11.5.15*

**Ruth Phillips**

---

**From:** [REDACTED]  
**Sent:** 23 October 2015 14:27  
**To:** [REDACTED]; [REDACTED]  
**Subject:** RE: Make A Splash Jan 2016

Thanks [REDACTED].

I confirm that we are happy for you to proceed with this deployment.

Best Wishes

[REDACTED]

---

**From:** [REDACTED] [mailto:[REDACTED]@totalswimming.co.uk]  
**Sent:** 22 October 2015 14:34  
**To:** [REDACTED]; [REDACTED]  
**Subject:** RE: Make A Splash Jan 2016

Hi [REDACTED], [REDACTED],

Further to previous email, please find below the relevant criteria of the Harefield Academy site.

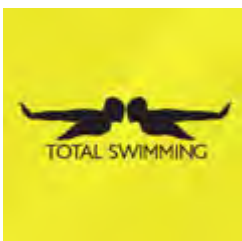
- Hillingdon has a 45% non-White British population.
- When last monitored by ASA/Kellogg's FOI request in 2012 the swimming KS2 attainment showed that 41% of children do NOT reach their 25m target in the borough.
- 138<sup>th</sup> most deprived of 326 authorities. (NB: There are 5 super output areas in the Harefield ward including immediately surrounding the academy.)
- The nearest pool (Highgrove Pool & Fitness Centre) is 4.9miles away from Harefield so travelling to the nearest pool is a barrier to participation.
- There is a strong political will (from local councillors, local authority and host school) to engage with the programme.

The build/derig dates are to be confirmed but it is likely we will build at the end of December to be ready for the new school term in January.

Any other information you would like let me know.

Best,

[REDACTED]



[REDACTED]  
**Revolutionising Swimming, Changing Lives**

Mobile: [REDACTED] | Email: [REDACTED]@totalswimming.co.uk

3 Frecheville Court, Off Knowsley Street, Bury, Greater Manchester BL9 0UF

Telephone: 0161 764 2224 | Fax: 0161 764 1134 |

Web: <http://www.totalswimming.co.uk/> <http://www.makeasplashlondon.org/>



---

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**From:** [REDACTED]  
**Sent:** 20 October 2015 17:52  
**To:** [REDACTED] <[REDACTED]@london.gov.uk>; [REDACTED] <[REDACTED]@swimming.org>  
**Subject:** Make A Splash Jan 2016

[REDACTED], [REDACTED],

Hope you're both well.

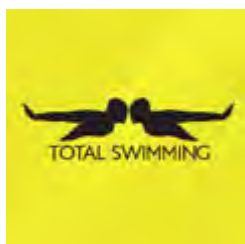
I would like to propose the next location for the Make a Splash programme from January 2016 to be **Harefield Academy, Northwood Way, UB9 6ET** in Hillingdon.

The council are very keen to partner with the programme again and will cover the funding required locally – including making swimming free on Saturdays for all local residents and providing transport for local primaries that would like to use the pool. The school is also particularly keen to engage with the local community through the pool. This is a specialist sports academy and aligns with the Olympic legacy outcomes we are all keen to highlight.

Please let me know if you have any particular objections to the programme visiting this school from January. We were in Hillingdon last January (in a different area of the borough) and it was extremely successful, so I would like to repeat that feat!

Kind regards and many thanks,

[REDACTED]



[REDACTED]

Revolutionising Swimming, Changing Lives

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3 Frecheville Court, Off Knowsley Street, Bury, Greater Manchester BL9 0UF

Telephone: 0161 764 2224 | Fax: 0161 764 1134 |

Web: <http://www.totalswimming.co.uk/> <http://www.makeasplashlondon.org/>

<image002.jpg>

<image003.jpg>  #totalswimming <image005.jpg>  #makeasplash

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## Ruth Phillips

---

**From:** [REDACTED]  
**Sent:** 04 November 2014 20:41  
**To:** [REDACTED]; [REDACTED]; [REDACTED]  
**Subject:** Fw: Hillingdon

[See below.](#)

[Views?](#)

---

**From:** [REDACTED] [mailto:[REDACTED]@totalswimming.co.uk]  
**Sent:** Tuesday, November 04, 2014 07:40 PM  
**To:** [REDACTED]  
**Cc:** Kate <hoeyk@parliament.uk>  
**Subject:** Hillingdon

Hi [REDACTED],

Good news we have a great option in Hillingdon for January MAS.

Further to our catch up call last week please see [REDACTED]'s email below. We have another option at Tower Hamlets but sites could be problematic. Realistically we have 5 weeks till our build date so if you can help with the funding gap with the council that would be great!

Many thanks

[REDACTED]

**From:** [REDACTED]  
**Sent:** 04/11/2014 17:29  
**To:** [REDACTED]  
**Subject:** Hillingdon Make A Splash pool

[REDACTED],

As discussed earlier I have a great school (Belmore Primary UB4 9LF) which is 5.0 miles from the nearest pool, has 600 pupils of its own and four other primaries within walking distance, has a head teacher who would love to host the pool and is in the previously unvisited borough of Hillingdon.

The school really want to have Make a Splash visit them. They can pay £5k towards the pool build costs and will also cover the running costs as per the contract.



This leaves us £11k shy of the local partners contribution and im struggling with the council.... Any and all help from the Mayor would be greatly appreciated.



Sent from my Windows Phone

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---

**Ruth Phillips**

---

**From:** [REDACTED] <[REDACTED]@totalswimming.co.uk>  
**Sent:** 19 November 2014 14:27  
**To:** [REDACTED]  
**Subject:** RE: Hillingdon and 18 metre

[REDACTED]

Hi [REDACTED],

Hillingdon

So we're good to go at Belmore Primary, Hillingdon.

Councillor Mills and the Council's sports development team came through superbly and have put in 11k, whilst the school have put in 5k plus the running costs. The council have also put in an extra 2k to make all lessons on Saturdays free. ASA also very happy with the location.

School Sports Network, Council's Sports Development Team and the school all on board. [REDACTED] working with them now to get the pool fully booked asap.

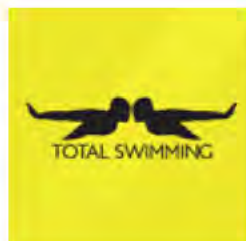
[REDACTED]

[REDACTED]

Any other questions let me know. I'll send across some dates for launch of pool at Hillingdon as soon as I have them. Should be a good one. Do you think Boris would want to come?

Best,

[REDACTED]



[REDACTED]  
**Revolutionising Swimming, Changing Lives**

Mobile: [REDACTED] | Email: [REDACTED]@totalswimming.co.uk

3 Frecheville Court, Off Knowsley Street, Bury, Greater Manchester BL9 0UF

Telephone: 0161 764 2224 | Fax: 0161 764 1134 | Web: <http://www.totalswimming.co.uk/> <http://www.totalswimming.co.uk/>

**facebook**



**#totalswimming**

**Make a Splash**



**#makeasplash**

---

**From:** [REDACTED] [mailto:[REDACTED]@london.gov.uk]  
**Sent:** 19 November 2014 13:20  
**To:** [REDACTED]  
**Subject:** Hillingdon and 18 metre

Hi [REDACTED].

How are things?

It would be good to get an update on both the Hillingdon 12m and potential sites for the 18m.

On the former, have you managed to squeeze the extra cash from the council?

On the latter, are you confident that we'll get it deployed and open before 31 March? The funding agreement is with the ASA's legal team and I'm hoping for some movement on that in the next few days.

Let me know if it'd be easier to catch up on the phone.

Cheers

[REDACTED]

[REDACTED]

[REDACTED]

Greater London Authority  
0207 983 [REDACTED]

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# **Make a Splash Belmore Primary Academy**

January-March 2015

## **Project Report**

**Make a Splash**



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# Background

- The 9<sup>th</sup> of 9 projects in the 2013 – 2015 Make a Splash programme delivered at:  
*Belmore Primary Academy,  
Owen Road, Hayes, Middlesex, UB4 9LF*  
in the Borough of Hillingdon, 12<sup>th</sup> January-26<sup>th</sup> March 2015
- Core funding from the Mayor of London and the ASA
- Local funding the London Borough of Hillingdon
- First time *Make a Splash* has visited this borough
- Delivered in conjunction with the Belmore Primary Academy, Thames Water and Affinity Water, who all contributed locally to enable the project to proceed

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# Project Partners



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# Eligibility Criteria & Transport Links



- Belmore Primary is located in the Barnhill Ward which is in the London Borough of Hillingdon.
- According to the English Index of Deprivation 2010, Hillingdon is 138th among most deprived Local Authorities out of 326
- High level of BAME in Barnhill – 47.8% of Black, Asian and Minority Ethnic origin<sup>1</sup>
- Londonpovertyprofile.org.uk estimates 26% of children in Barnhill live in poverty, Using the HMRC measure (2011)<sup>2</sup>
- Particular focus locally on improving health outcomes by reducing childhood obesity levels by Hillingdon Council<sup>3</sup>
- The school has strong transport links from South Ruislip Train and Underground Station just a short walk from the school.
- The E7 bus forms a direct connection from the station to the school.
- Based in a densely populated residential area (63.5 people per hectare), making it highly accessible to local residents)<sup>4</sup>
- 2.75km away from nearest public pool based in Hayes

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# Make a Splash

## Belmore: Hillingdon Programme



- The Swimming Teachers for the school and community programmes were independent contractors provided by Total Swimming and funded by ASA & Mayor of London.
- The booking system for the community programme was provided directly by Total Swimming, with booking available online or via telephone.
- The Make a Splash programme at Belmore Primary consisted of two contingent parts:
  - The **school swimming programme**, which ran during weekdays throughout the school term.
  - The **community swimming programme**, which was scheduled to deliver activities for the local community on weekday evenings and on Saturdays, as well as during the Half Term holiday.

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# Programme Composition



## 8 Schools Swam

- Belmore Primary Academy
- Belmore Children's Centre
- Yeading Infants
- Highfield Primary
- Oak Farm
- Hayes Park
- Charville Primary
- Lindon Bennett SEN

## Unique Users

- Schools: 831
  - Adult helpers: 10
- 1 to 1 Autism Swim: 1
- Community: 328
  - Non registered/paper bookings: 54
  - 0-3yrs parents: 32

**TOTAL:** 1,256 individual swimmers over entire project

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# School Swimming Programme



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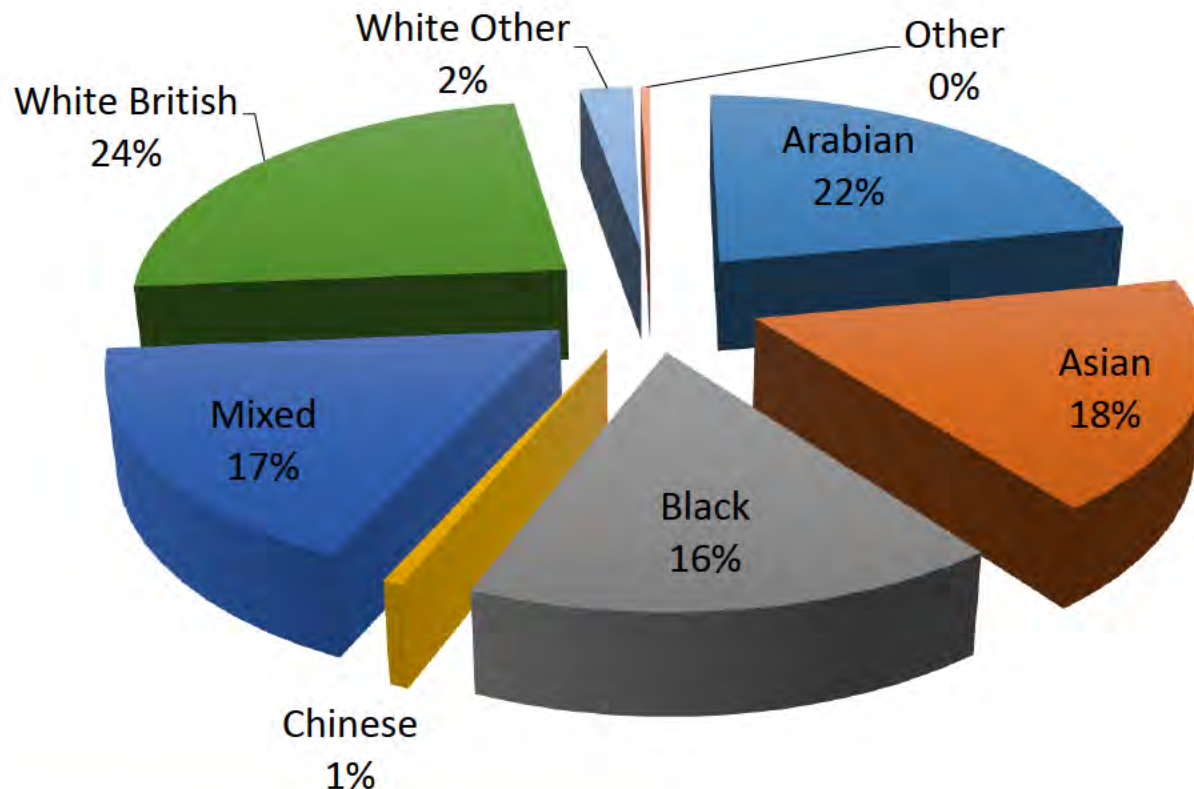


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# School Programme Participant Data



**Figure 1: School Participation by Ethnicity**



The largest group was White British 24%, then Arabian at 22% and Asian at 18%

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# School Swimming Data



**Figure 2: Schools and Year Groups for School Programme**

School Name	Year Groups
Belmore Primary Academy	1, 2, 3, 4, 5 & 6
Yeading Infants	1, 2
Oak Farm	2
Highfield Primary	4
Lindon Bennett	Mixed: 1, 2 & 3
Hayes Park	2 to 6
Belmore Children's Centre	0
Charville Primary	4

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# School Swimming Data



Figure 3: School Swimming Participants by Year Group

Year Group	Number of Students
Year 0	16
Year 1	94
Year 2	254
Year 3	100
Year 4	214
Year 5	53
Year 6	52
Year 7	29
Mixed	19
<b>Total</b>	<b>831</b>

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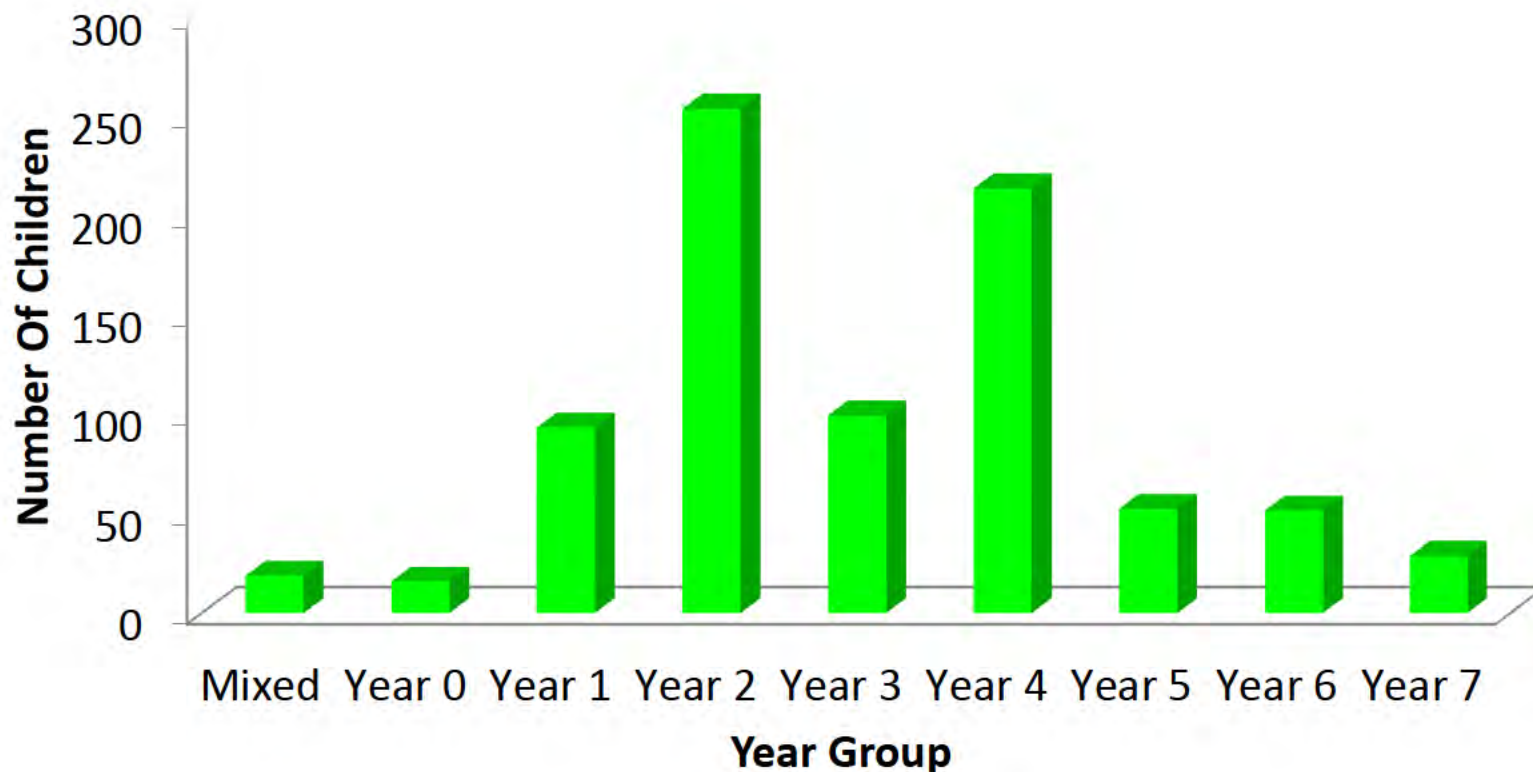


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# School Swimming Data



**Figure 4: School Swimming Participants by Year Group Graph**



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# School Swimming Data



**Figure 5: Percentage of KS2/3 Participants Who Learnt to Swim**

Key Stage 2 & 3 Pupils	Percentage of children able to swim 5m or more at start of programme	Percentage of children able to swim 5m or more at end of programme
Year 3	13 %	53 %
Year 4	41 %	78 %
Year 5	56 %	100 %
Year 6	After School Polo Club	After School Polo Club
Year 7	41 %	100 %
<b>Average</b>	<b>38 %</b>	<b>83 %</b>

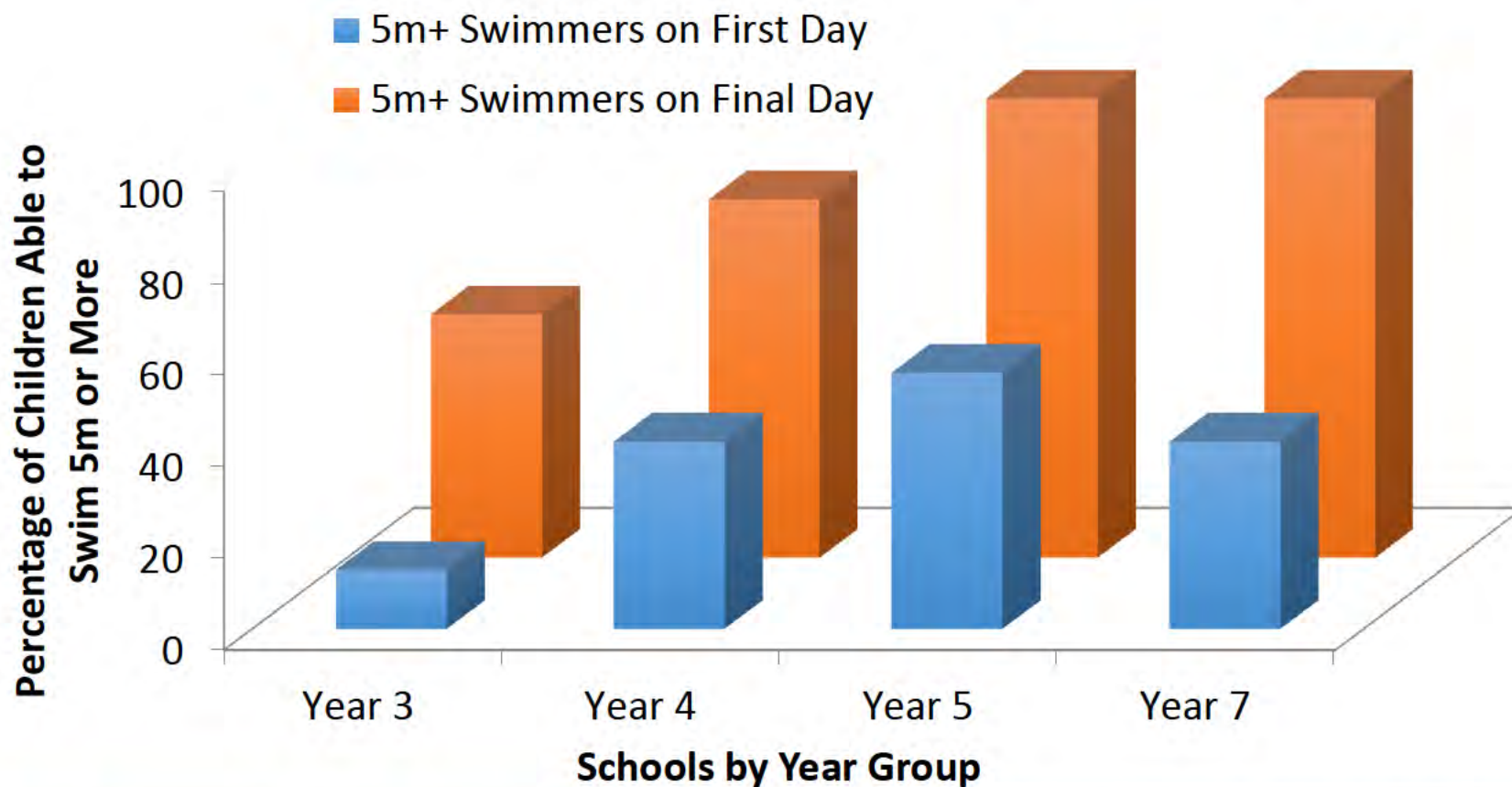
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# School Swimming Data

Figure 6: Swimmers at Start & Finish - Comparison



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# Awards and Achievements



By the end of the programme a total of:

- **67 %** of children improved by at least 1 ASA National Swimming Teaching Plan Stage
- **61 %** of children attained a 5m or more ASA Rainbow Distance Award

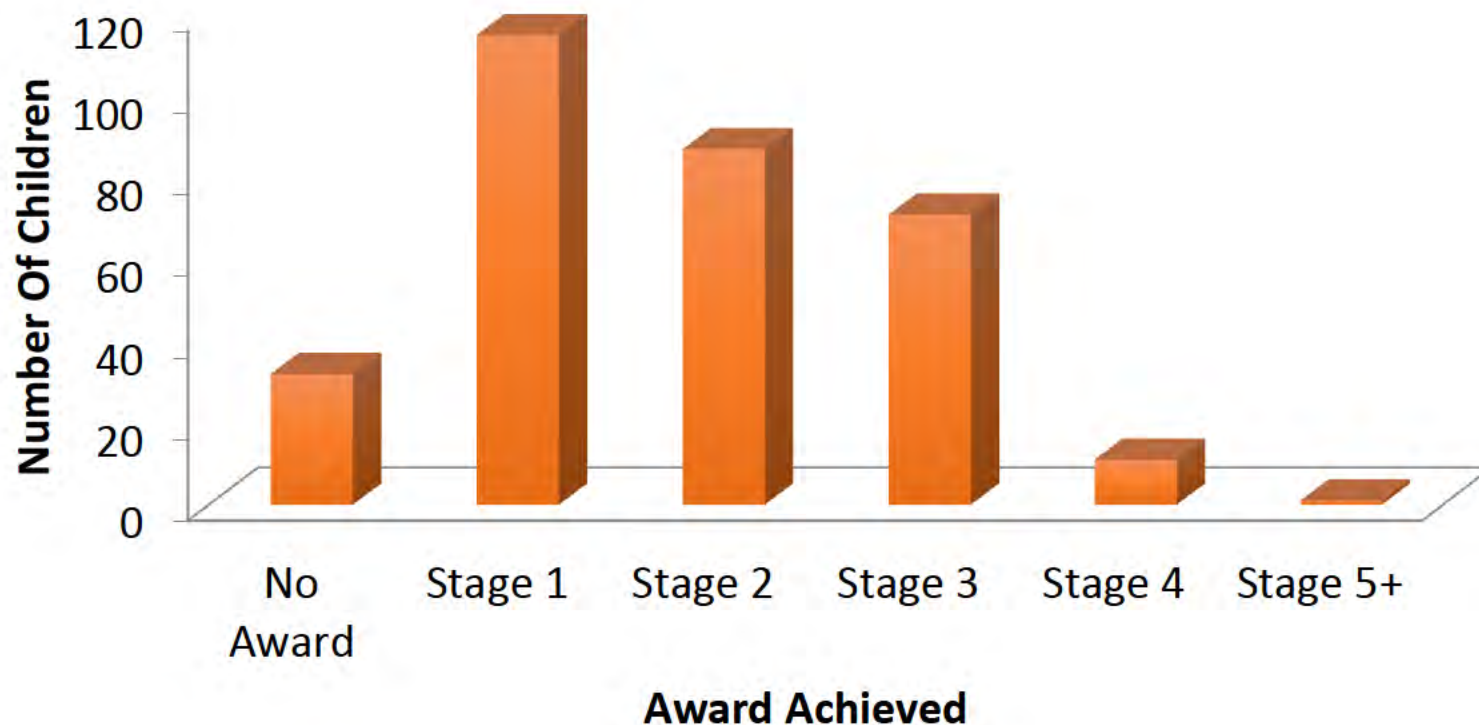
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# Awards and Achievements

Figure 7: ASA Awards by Stage at Programme End



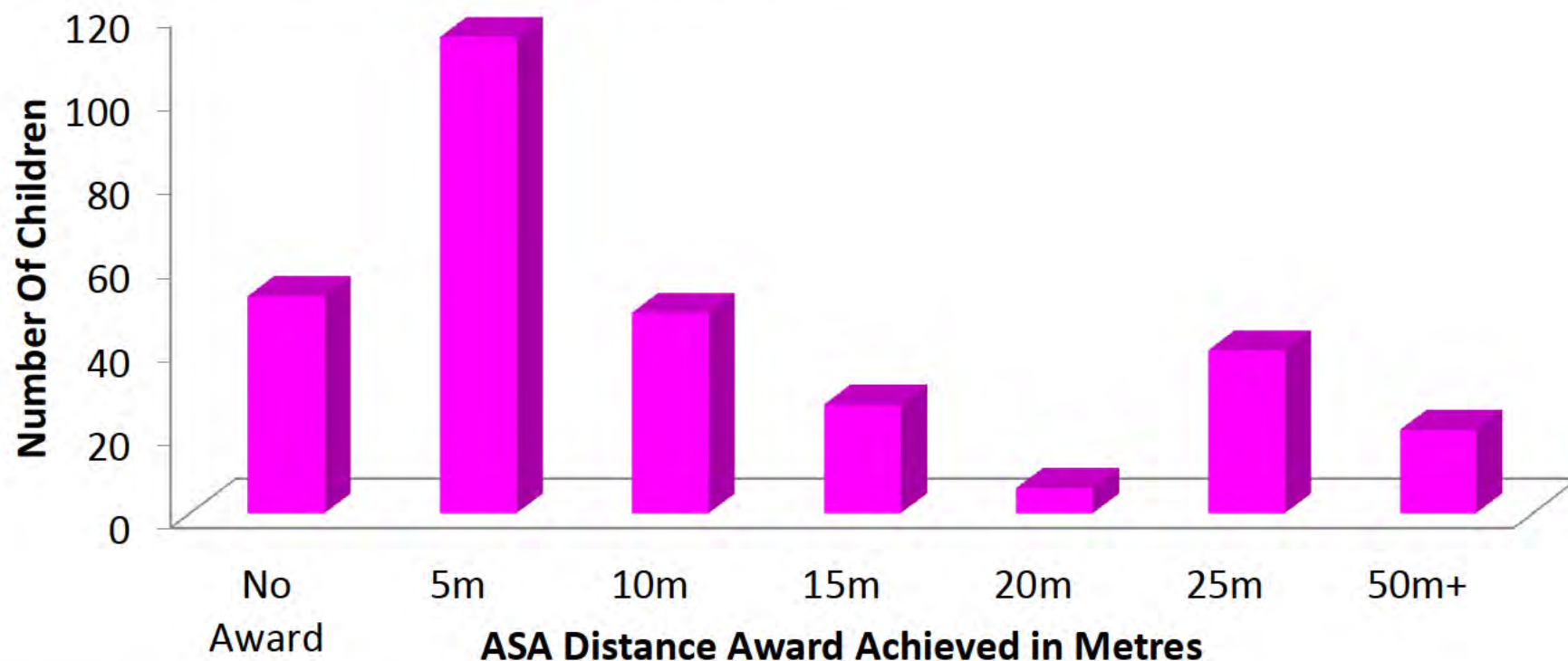
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# Awards and Achievements

**Figure 8: ASA Rainbow Distance Award  
Achievements at Programme End**



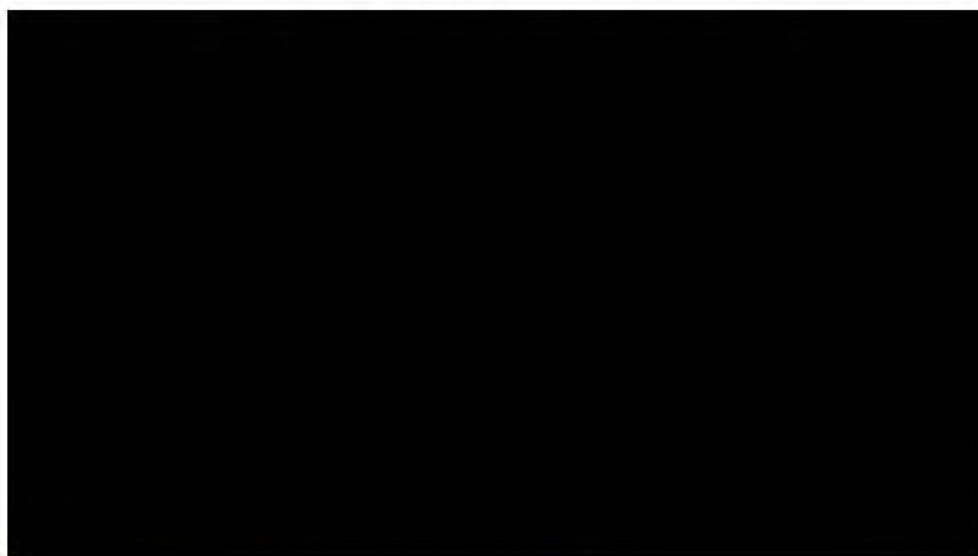
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# Community Swimming Programme



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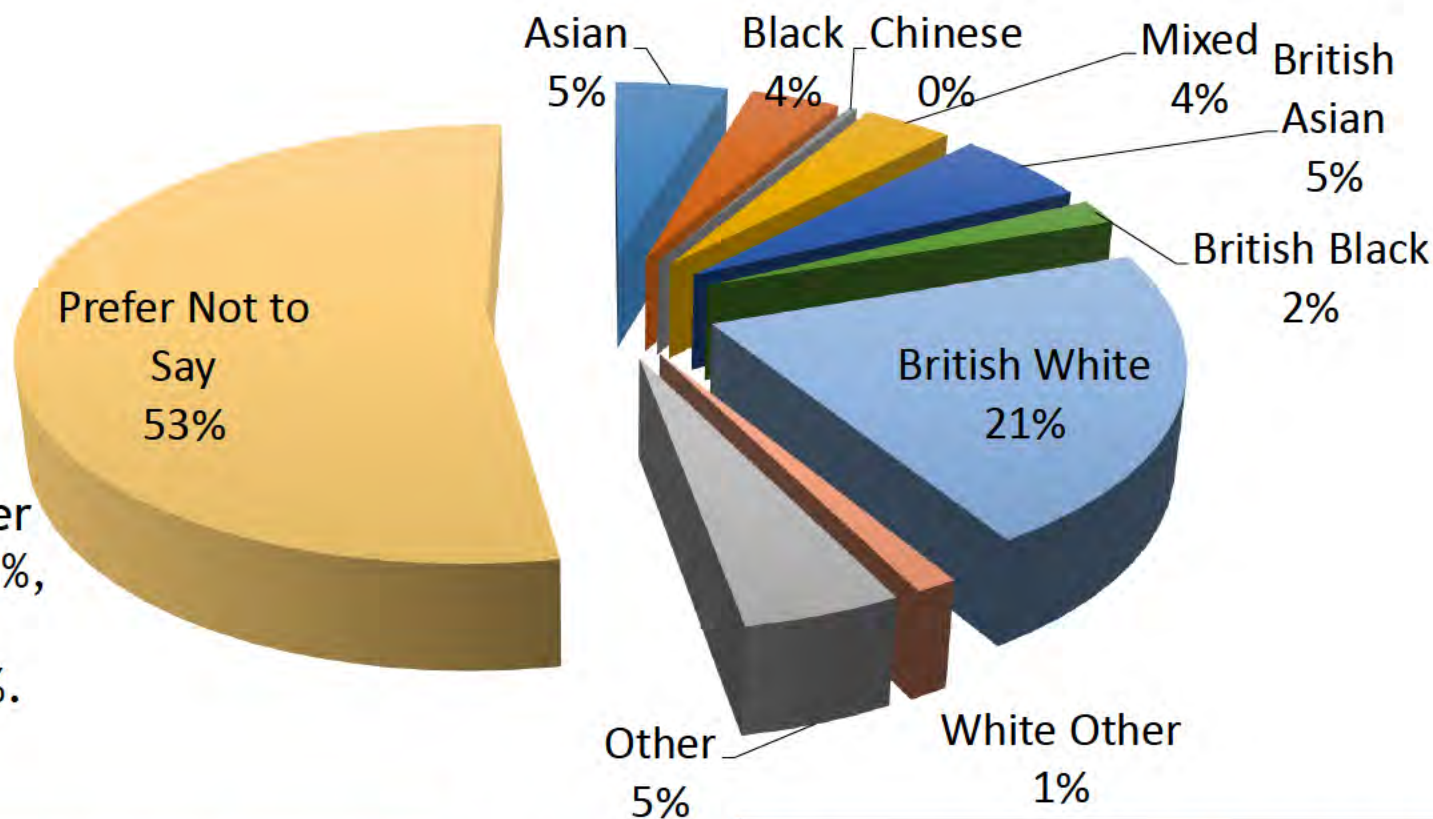


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# Community Participant Data

Figure 9: Community Participation by Ethnicity



The largest group is Prefer Not to Say 53%, then White British at 21%.

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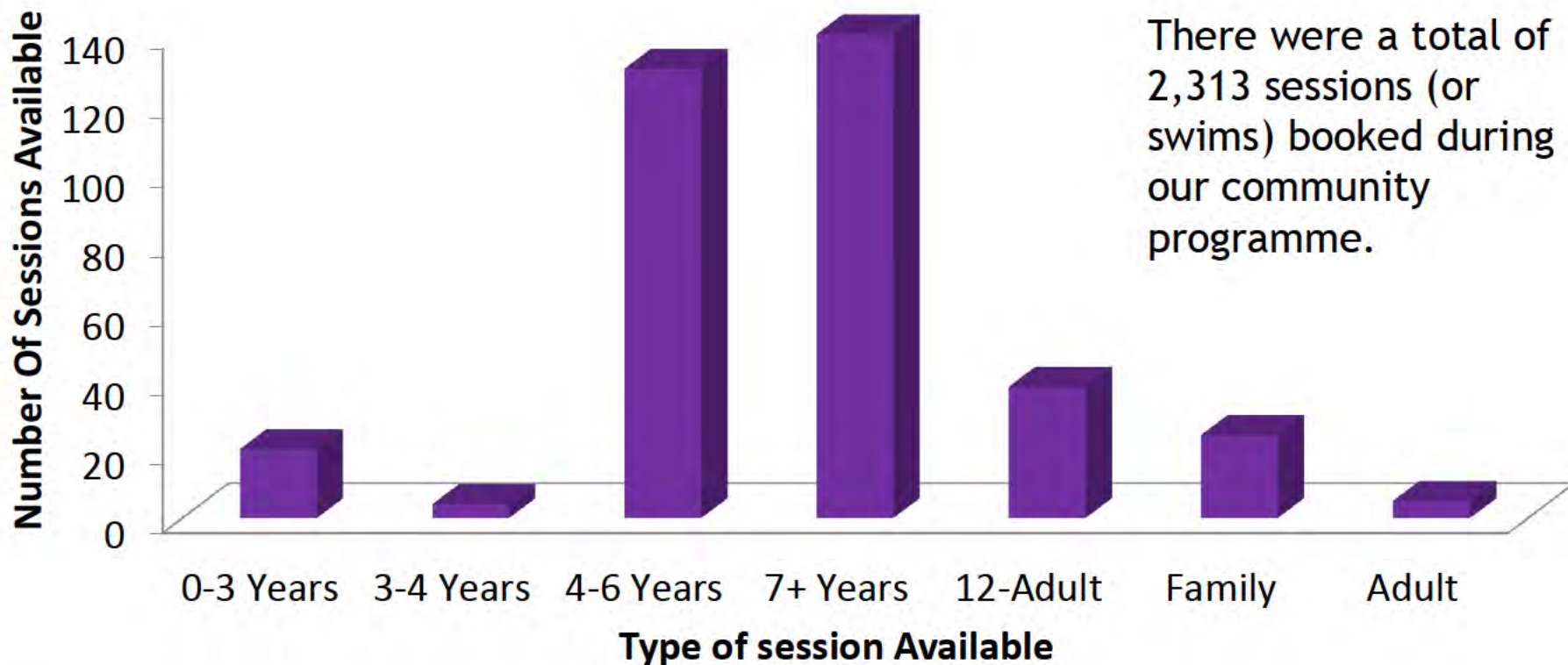
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# Community Participant Data



**Figure 10: Session Availability by Session Type**



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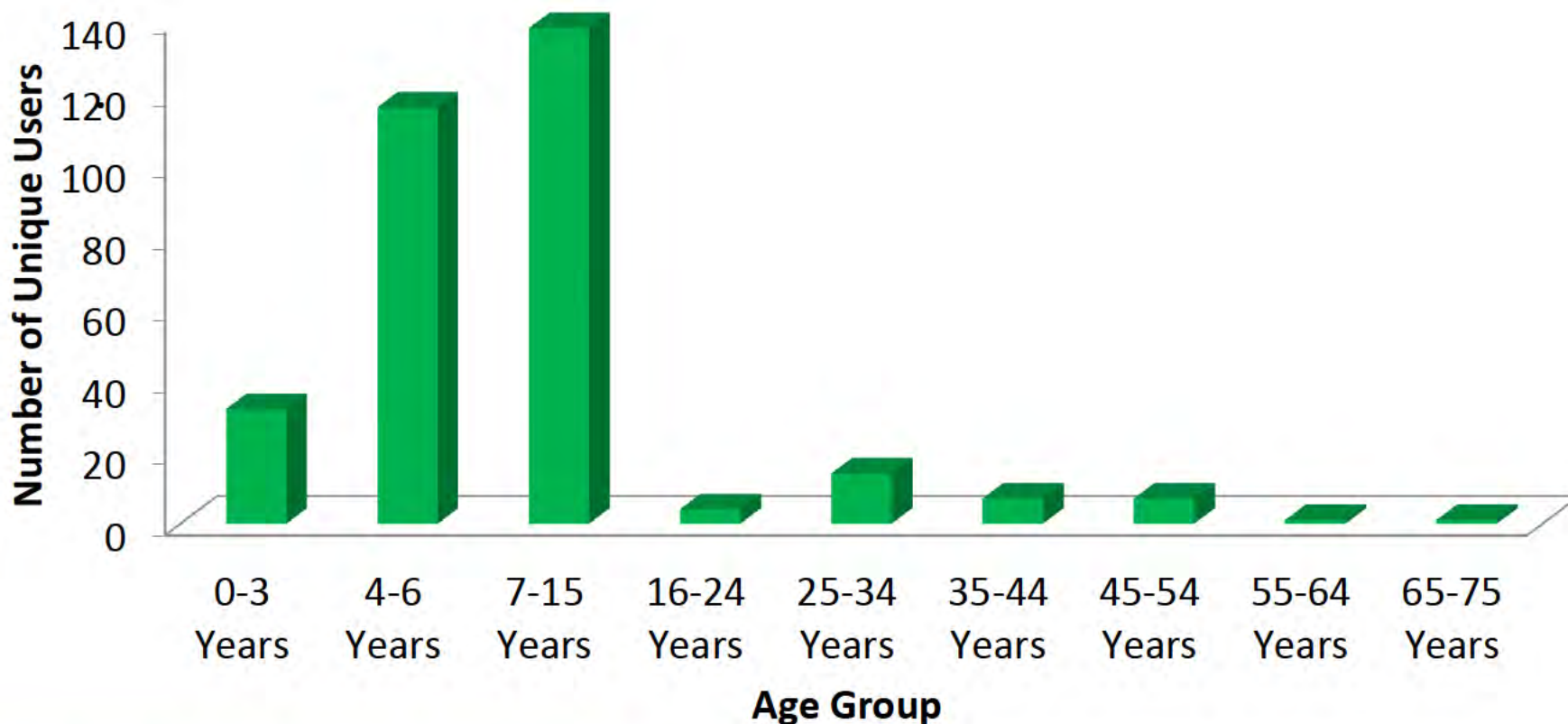
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# Community Participant Data



**Figure 11: Number of Unique Users by Age Group**



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# Community Swimming Summary



- As with all previous programmes, the Child Learn to Swim and Ladies Only lessons were the most popular sessions throughout the programme, with lessons for all age groups full to capacity.
- Family lessons & fun orientated sessions encouraged whole families to participate in sport together.
- Crash Courses were put on during the school holidays in addition to the normal community lessons Saturdays and weekday evenings, which proved very popular.
- The London Borough of Hillingdon paid to make swimming sessions free of charge for all pool users on Saturdays which were extremely popular.
- A basic paper-based booking system was created that worked alongside the electronic system which helped those who arrived at the pool without pre-booking; mostly owing to language difficulties.

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# Make a Splash Celebration Event



The launch event held on Wednesday 28<sup>th</sup> January 2015 with Olympian Adam Whitehead who gave an inspirational speech to the children and swam with a selection of Year 5 Students from Class ■

*“We thought it was excellent and really enjoyed the presentation from Adam. We were captivated and the children clearly enjoyed it too.”*

**Howard Griffin, Sports Development Manager, LB of Hillingdon**

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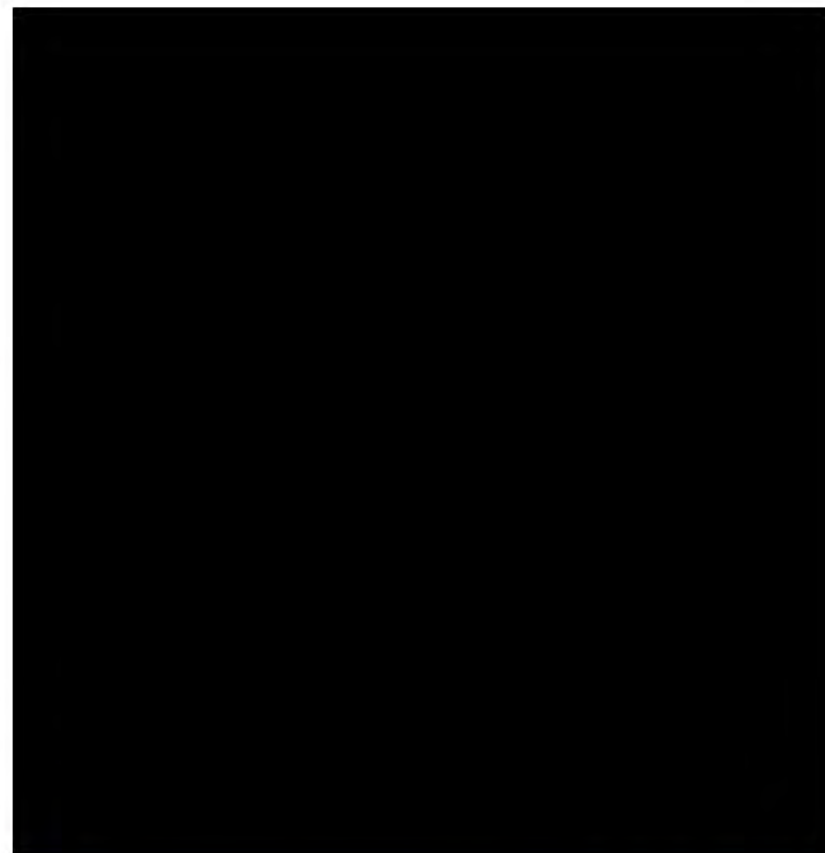


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# Adam Whitehead: Launch Day Pool Session

- Class ■ benefited from a pool session with Olympic Swimmer Adam Whitehead.
- They received individual guidance and teaching tips from Adam in a 30 minute session.
- Attended by the Deputy Mayor of Hillingdon and representatives from the London Borough of Hillingdon Resident's Services, the Mayor's Office and the ASA.



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# Project Marketing

- Make a Splash and the Total Swimming websites
- Make a Splash twitter feed
- Banners outside the school
- Local media including online newspaper and government funded social forums
- Over 5,000 leaflets were distributed to local schools, shops, surgeries, nurseries, play-schemes, libraries and social help and housing groups.



## Make a Splash

Mobile Swimming Pool

**FREE Swimming Lessons on Saturdays**  
**£2 per Swimming Lesson Monday to Friday**

**Located in Belmore Primary Academy Playground**  
Belmore Primary Academy Owen Road, Hayes, Middlesex, UB4 9LF  
**12<sup>th</sup> Jan to 2<sup>nd</sup> Apr 2015**

**Open to Children and Adults Everywhere**  
**To book call: 0161 764 2224**  
**Or go online at [www.totalswimming.co.uk](http://www.totalswimming.co.uk)**

**All sessions must be pre-booked**

Make a Splash is a teaching pool so the water is always warm. We teach complete non-swimmers of all ages as well as those who wish to improve or learn new strokes, including Girls and Ladies Only Lessons

In partnership with:

# Make a Splash

  
the **asa**  
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# Programme Summary



## Participation

- Overall, 1,256 unique users took part in the Hillingdon project with
  - 831 School children
    - 11 teachers
  - 328 Community users
    - 32 Parents
    - 54 impromptu users
- A total of 8 local schools participated.
- The programme enabled students at Belmore Primary Academy to access school swimming lessons for 6 to 12 weeks with local primary schools receiving between 6 and 12 weeks.

## Achievement

- The project included children from Key Stages 1, 2 and 3
- 67 % of school children improved by at least 1 ASA National Swimming Teaching Plan Stage
- 61 % of school children attained a 5m or more ASA Rainbow Distance Award
- Additional after-school water-polo club sessions were given to years 5 and 6, as the majority of these children were unable to participate in the school programme due to SAT educational commitments. These were extremely popular.

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# The Make a Splash Programme

*“Very special swimming pools for  
the people of London.”*

*Meet some of those people...!*

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's Family



**Make a Splash**



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# ██████████'s Story

- ██████████ has one child: daughter ██████████
- ██████████ used the pool to introduce his daughter ██████████ to swimming lessons.
- ██████████ attended lessons for the first time at the Make a Splash pool at Belmore.
- ██████████ is now a Stage 1 swimmer - she happily jumps in, enjoys her lessons and likes her teachers.

- ██████████
  - *"It's a nice pool and close to where I live. People working in the pool are very friendly and helpful. My daughter likes it, especially the session run on Saturdays... Thank you!"*
- ██████████
  - *"It's really good!"*

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# ■■■■■■■■■■'s Story



- ■■■■■■ has two children
  - ■■■■■■
  - ■■■■■■
- ■■■■■■ brings her children swimming on Saturday mornings.
- ■■■■■■'s children both passed ASA Stage 1 and learning how to swim.
- The Belmore pool has been their first introduction to swimming.
- ■■■■■■ is keen for her children to all learn to swim to keep them safe near water and because of the wider health benefits it provides.
- ■■■■■■
  - *"The pool is good, swimming is a healthy pastime that helps the brain and the body."*
- ■■■■■■
  - *"It's amazing! I don't want the swimming pool to leave. Please can we keep it and please could you make it deeper for me?"*
- ■■■■■■
  - *"It's amazing!"*

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# ■■■■■■■■■■'s Story



## Pool Use

- ■■■■■■ has ■■■■■■ children:
  - ■■■■■■
  - ■■■■■■
- ■■■■■■ brings her two youngest children ■■■■■■ and ■■■■■■ swimming during the week and at the weekends.
- Both ■■■■■■ and ■■■■■■ began as non-swimmers and have learnt to swim at the Belmore Make a Splash pool
- ■■■■■■ is now Stage 4 & can swim 10m
- ■■■■■■ is at Stage 3 & can swim 5m

- ■■■■■■
  - *"I love it! I think it's amazing and here all the time. The lessons are so affordable as well. I live close by and my youngest two children have learnt to swim here - I'm so impressed! they will be able to swim in time for our holiday in May. Now I know they will a fabulous time away!"*
- ■■■■■■
  - *"It's so fun!"*
- ■■■■■■
  - *"I love it!"*

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# 's Family



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# ■■■■■■■■■■'s Story



## Pool Use

- ■■■■■■■■ brings her niece and nephew swimming at weekends:
  - ■■■■■■■■
  - ■■■■■■■■
- ■■■■■■■■ began as a non-swimmer and has achieved a Duckling 3 Award, he is very confident and proud of his big jumps into the pool.
- ■■■■■■■■ could swim before she began at Make a Splash, but lost so much confidence that she had almost forgotten how to.
- ■■■■■■■■ is now a Stage 3, 25m swimmer, she is confident again and loves the pool and swimming.

- ■■■■■■■■
  - *"The pool is such a good opportunity for the children to gain confidence. There is a high staff to child ratio and this really helps the children learn and feel safe. Also as the pool is small it is a much friendly environment for the children and this gives them confidence."*
- ■■■■■■■■
  - *"It's warm. I want the pool again because it's fun!"*
- ■■■■■■■■
  - *"I like it. I like it because it is in a school and near a playground. I feel happy and excited when I come here. I like that my brother comes here as well. I would like another pool in London please?"*

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# Class [REDACTED] from Belmore



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# What Did ■ Think?



- ■: *"I think that our swimming pool is epic! We have had so much fun playing with the equipment and we do not want it to be taken away. Many people LOVE doing it on Saturday because there is a really nice family fun time session where we get to have fun! Thank you for our swimming pool!"*
- ■: *"I love the swimming pool and the teachers. They treat us fairly, also thank you for the pool. I'm speechless. I think your one of the best people for giving it to us, of all schools you pick us, it is EPIC!!!."*
- ■: *"In my opinion, the swimming pool is very warm so when we get out of it, we don't want to get out of it. I also think we should give an opportunity to nearly every school to have a swimming pool."*
- ■: *"I think the swimming pool is supercalifragilisticexpialidocious idea aka excellent. I think the idea of of people learning how to swim is excellent. This project will help people all around the world to swim in case of major situations. You did us a favour. It was a great pleasure meeting you. Thank you for using your money to help us learn how to swim by buying us a pool. We are all so grateful for what you have done. I hope we meet in the future."*

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## Year 5: Class

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# What Did ■ Think?

- ■: *"It feels like a spa, it is such a nice place to swim."*
- ■: *"I like the pool, and want it to stay for longer. I also think it would be great to have some fun sessions with inflatables."*
- ■: *"Like the pool, we get to do more swimming because the pool is at our school, it's fun and warm and I would like some play sessions as well as lessons."*
- ■: *"The pool is great. Swimming lessons are fun! It's such a good idea, please can we keep the pool longer"*

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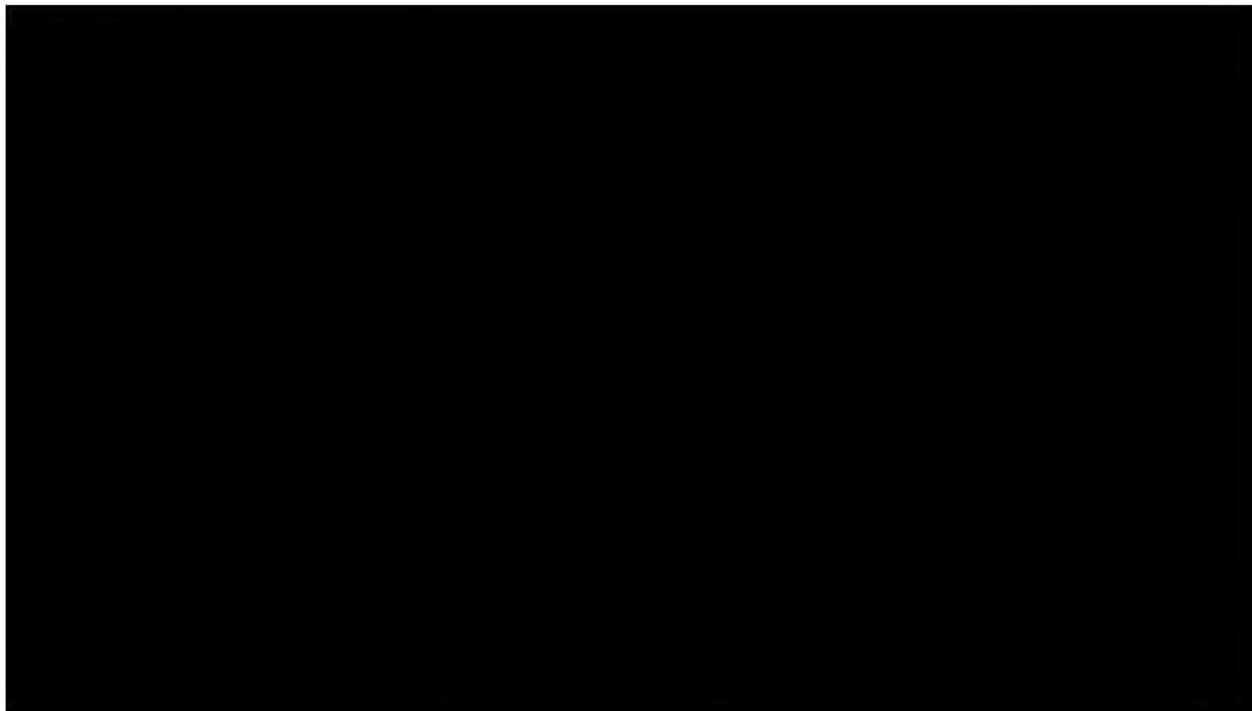
  
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# Belmore

## Quantitative User Feedback



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# Make a Splash Feedback



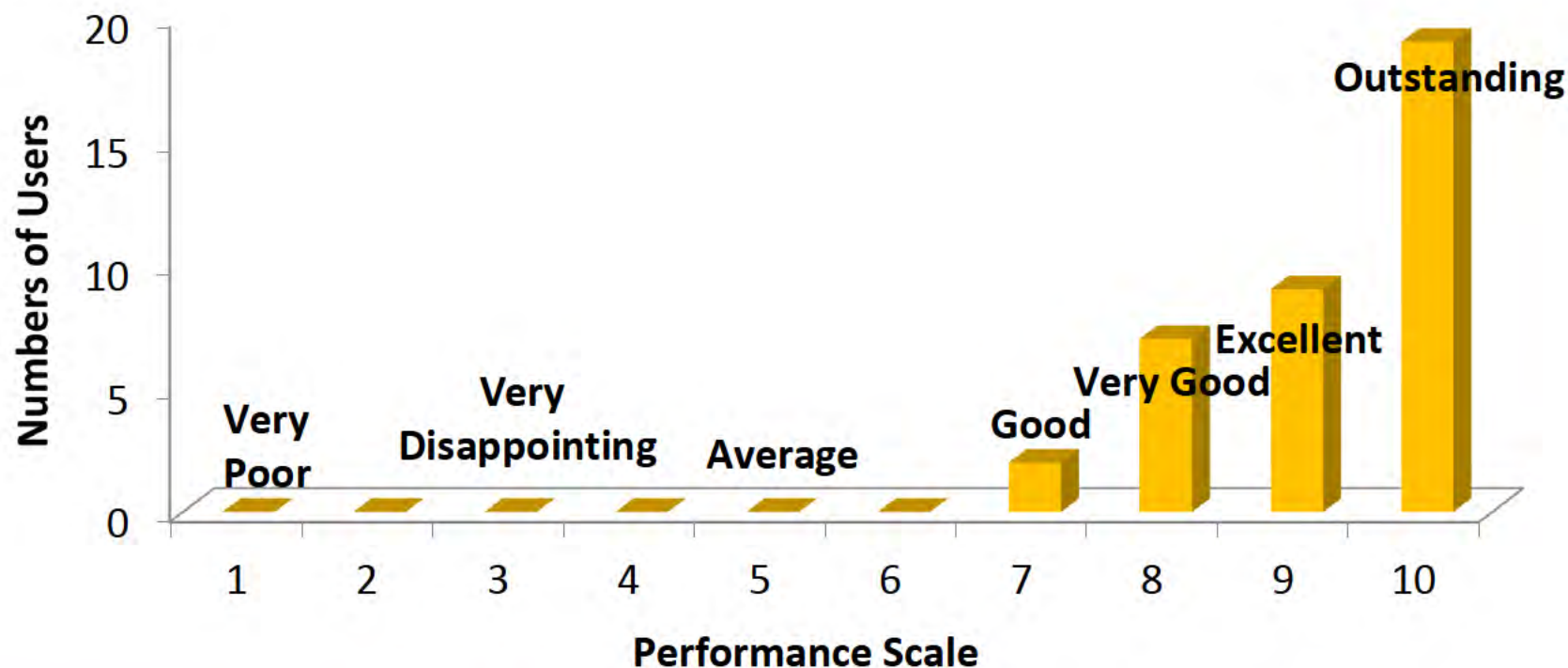
- Pool users were asked to answer a number of questions, scored on a scale of 1 to 10:
  - 1 meaning Very Poor
  - 2 meaning Poor
  - 3 meaning Very Disappointing
  - 4 meaning Disappointing
  - 5 meaning Average
  - 6 meaning Above Average
  - 7 meaning Good
  - 8 meaning Very Good
  - 9 meaning Excellent
  - 10 meaning Outstanding

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# 1. How did you rate your child's enjoyment of the programme?

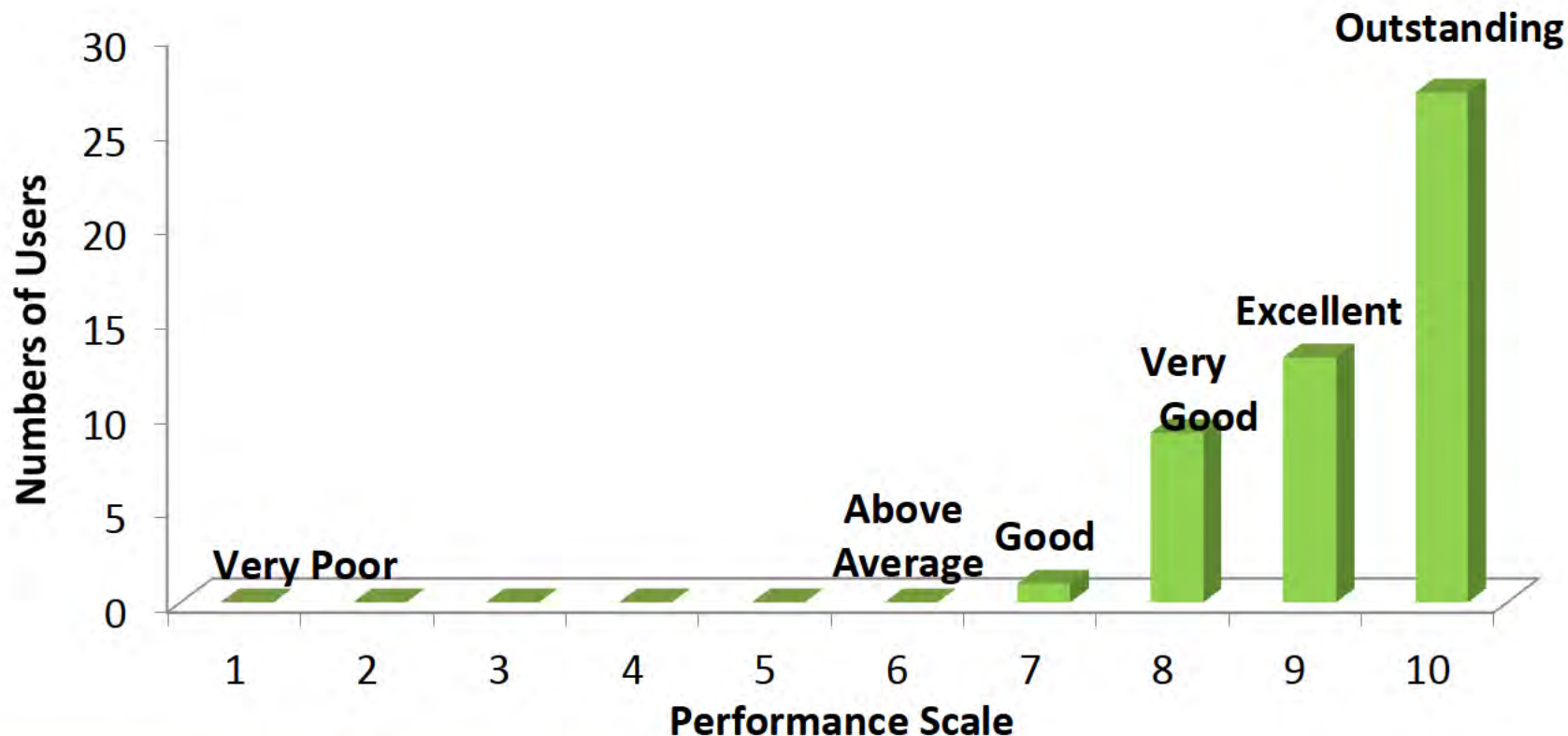


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## 2. How helpful has the swimming pool been in increasing your child's physical activity levels?



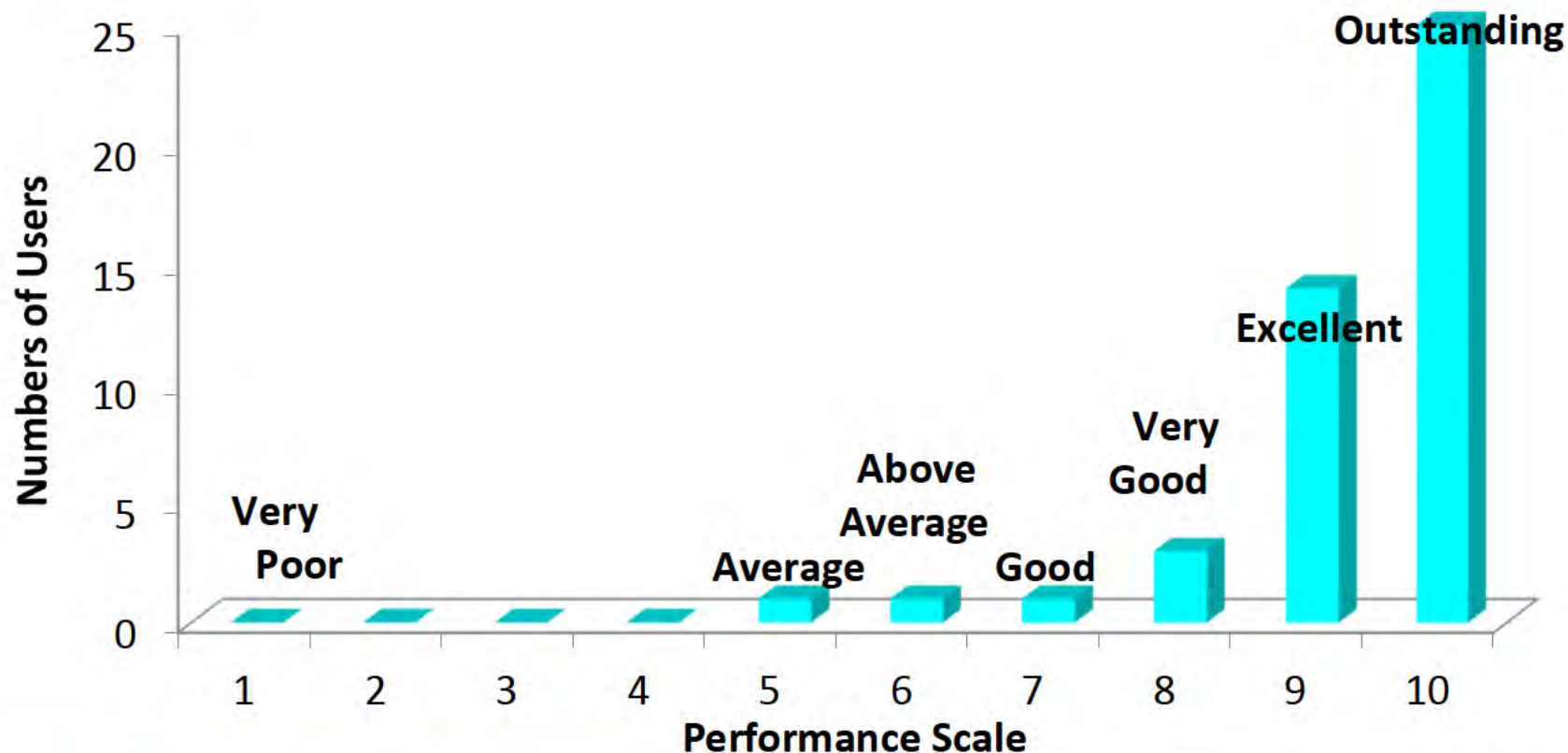
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### 3. How helpful has the programme been in improving your child's confidence levels in/around water?



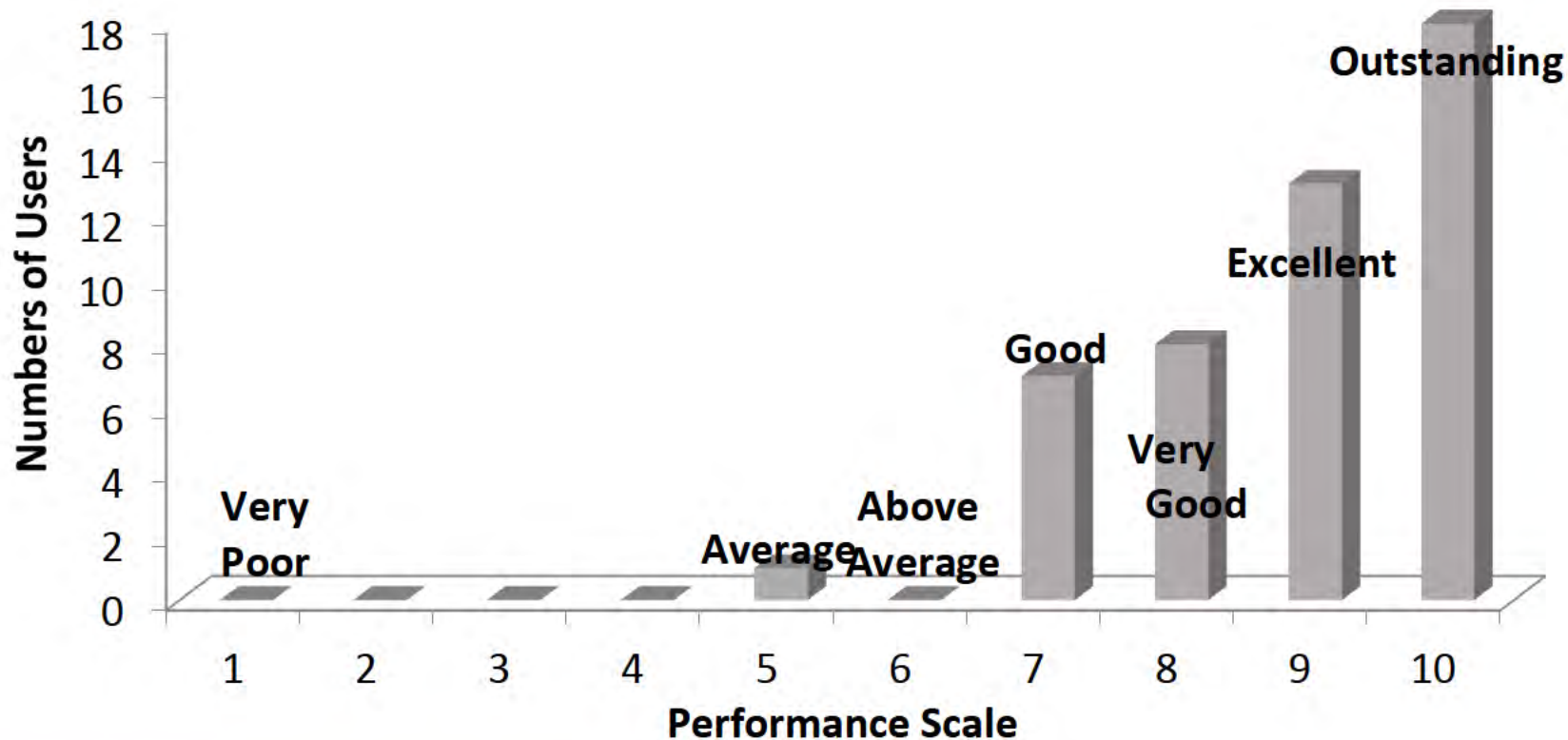
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# 4. How would you rate the improvement in your child's ability since the start of this programme?

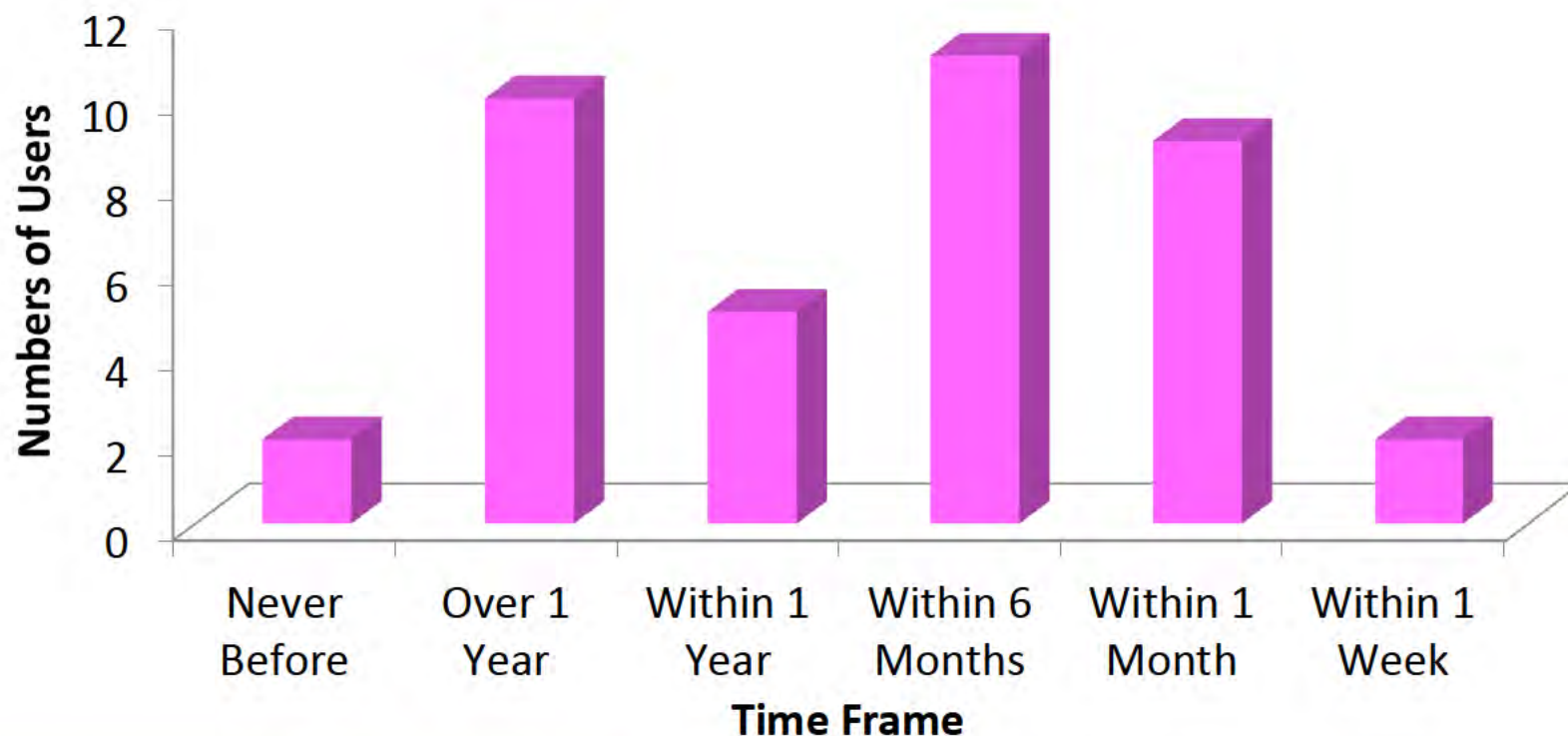


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# 5. Before the mobile pool at Belmore when did you or your family last go swimming?

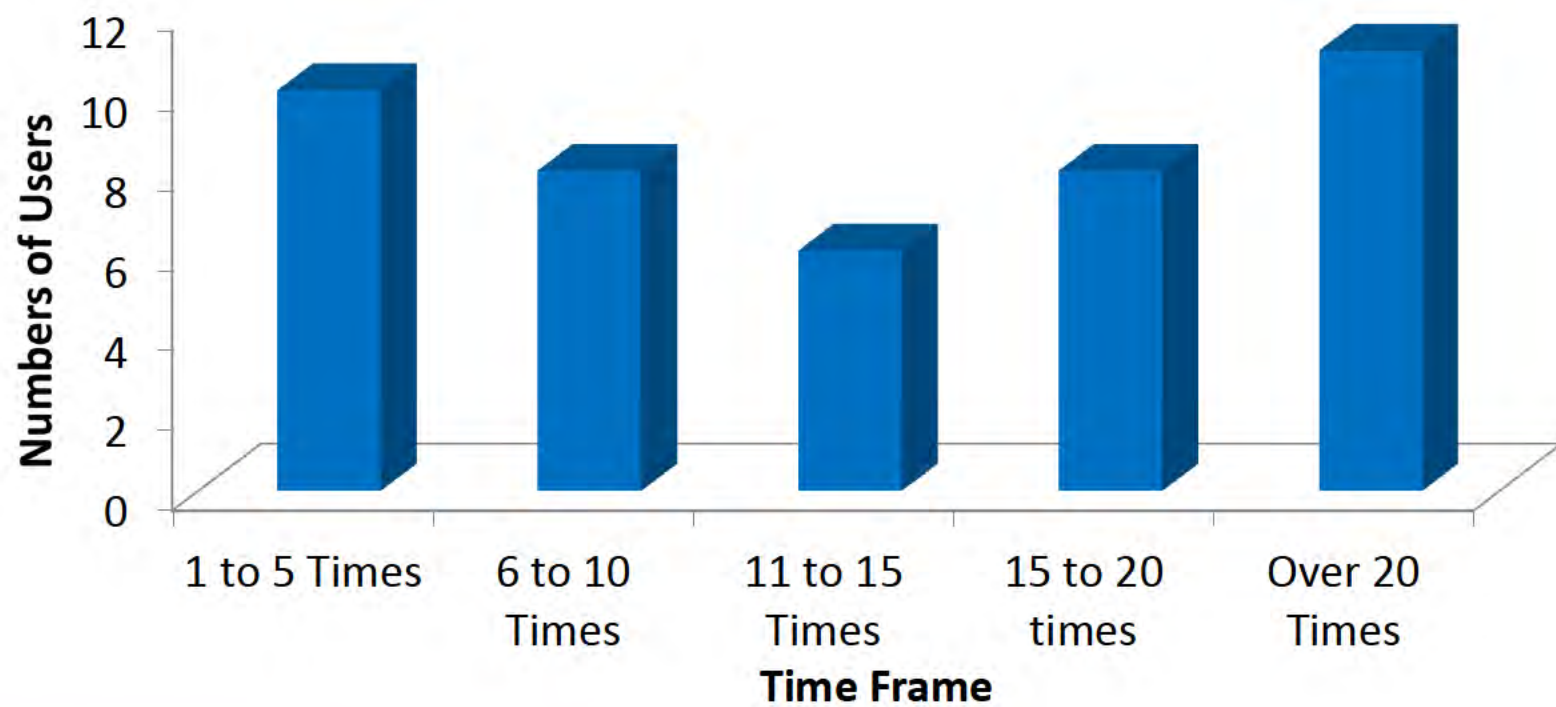


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# 6. How many times did you or your child attend the mobile pool?



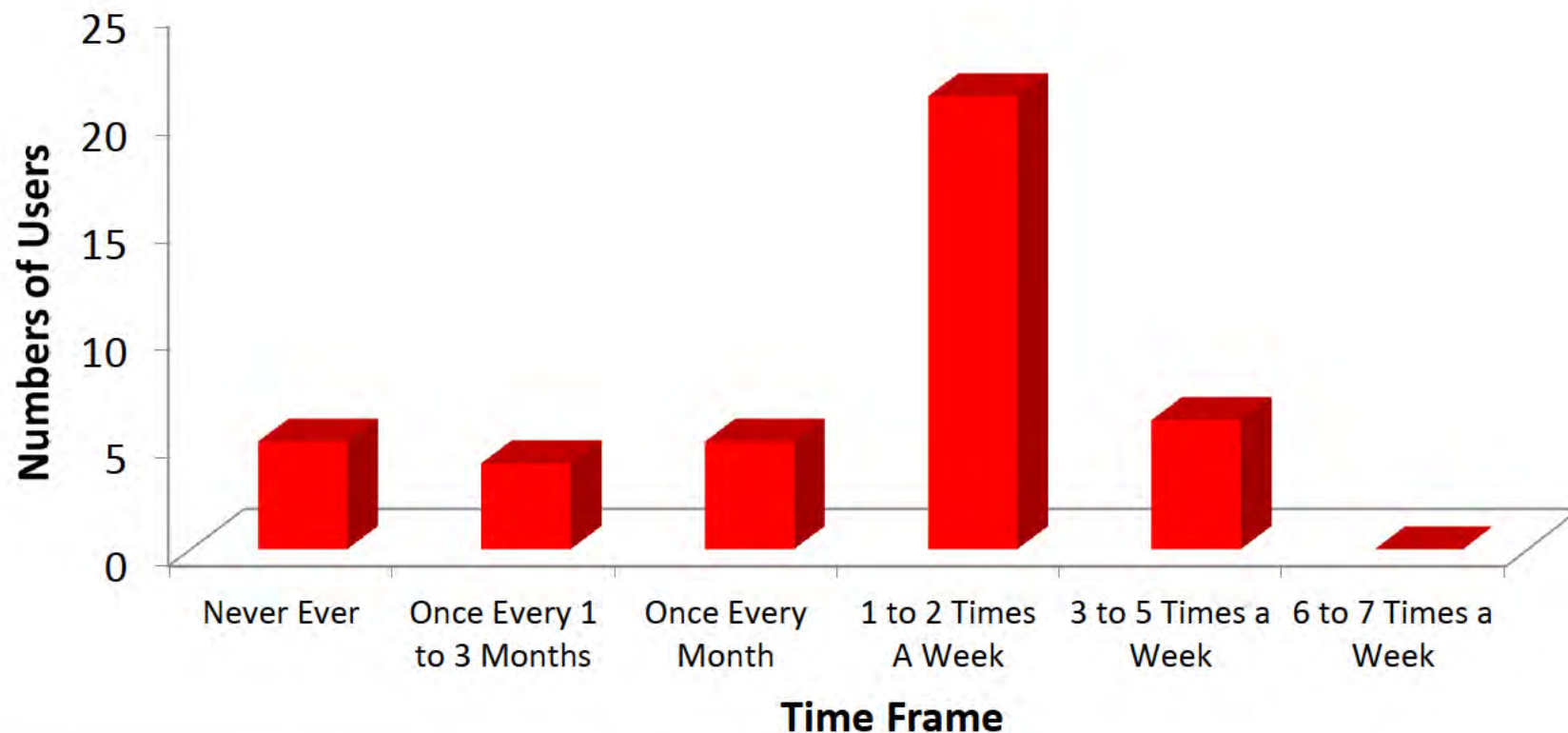
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# 7. How many times do you normally exercise?



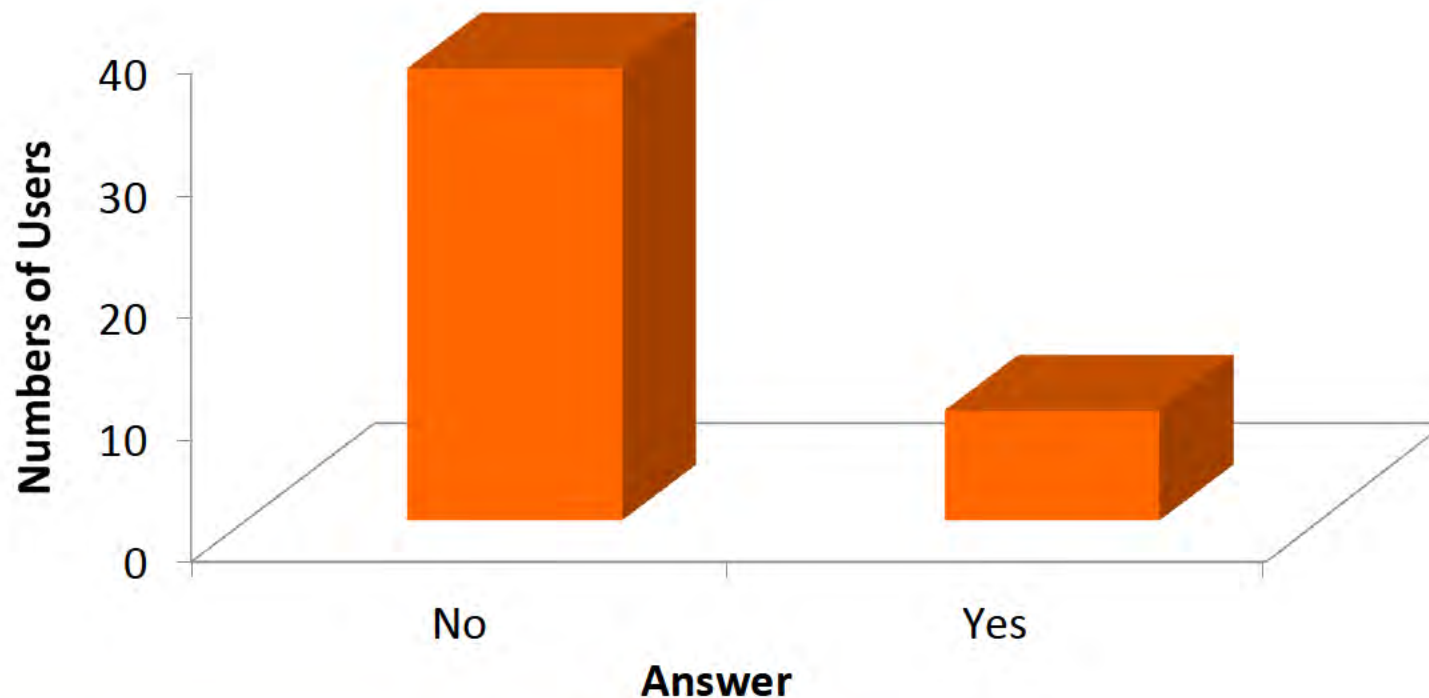
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# 8. Do you or any members of your family currently have swimming lessons at a local pool?

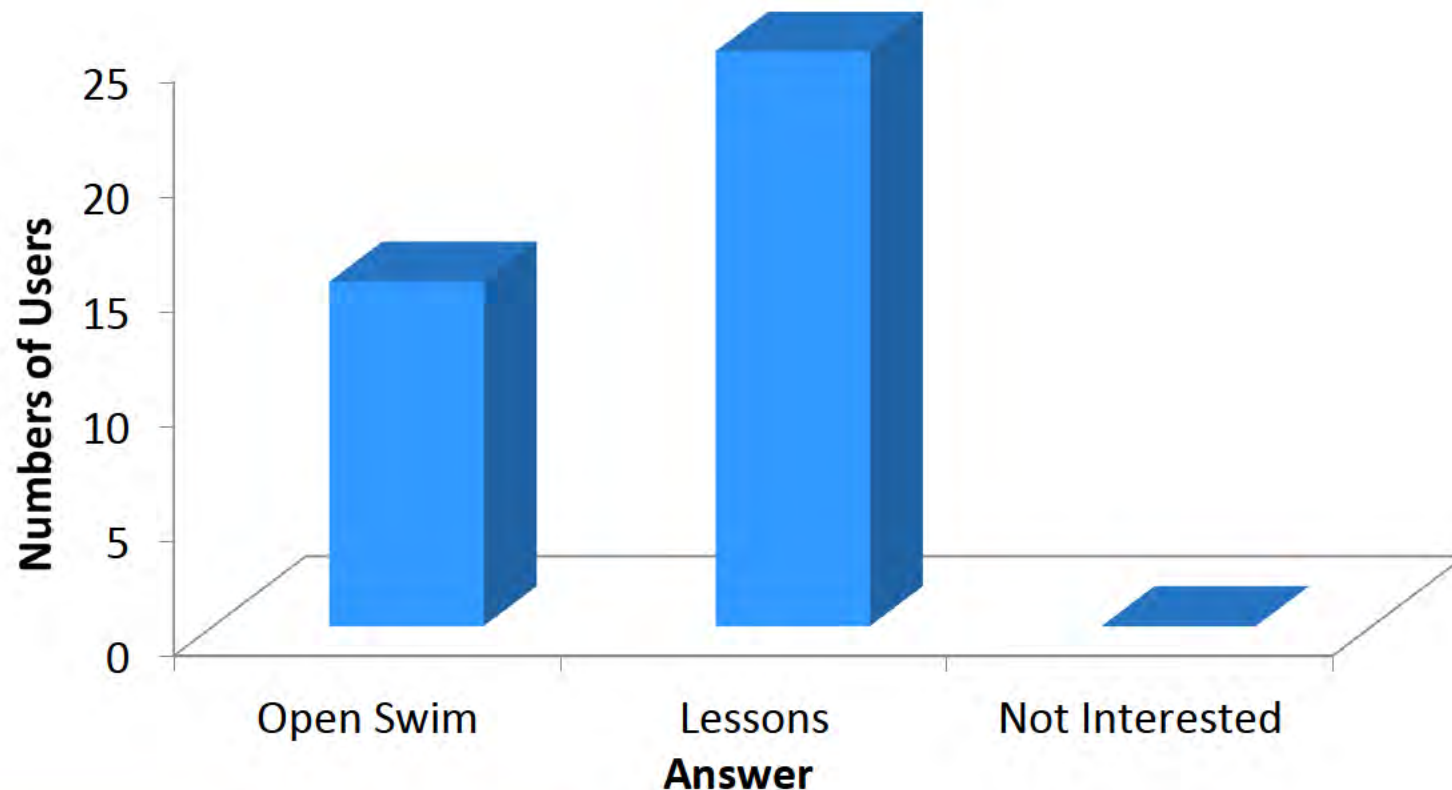


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# 9. Do you or any members of your family intend to start swimming at a local pool or attend lessons?

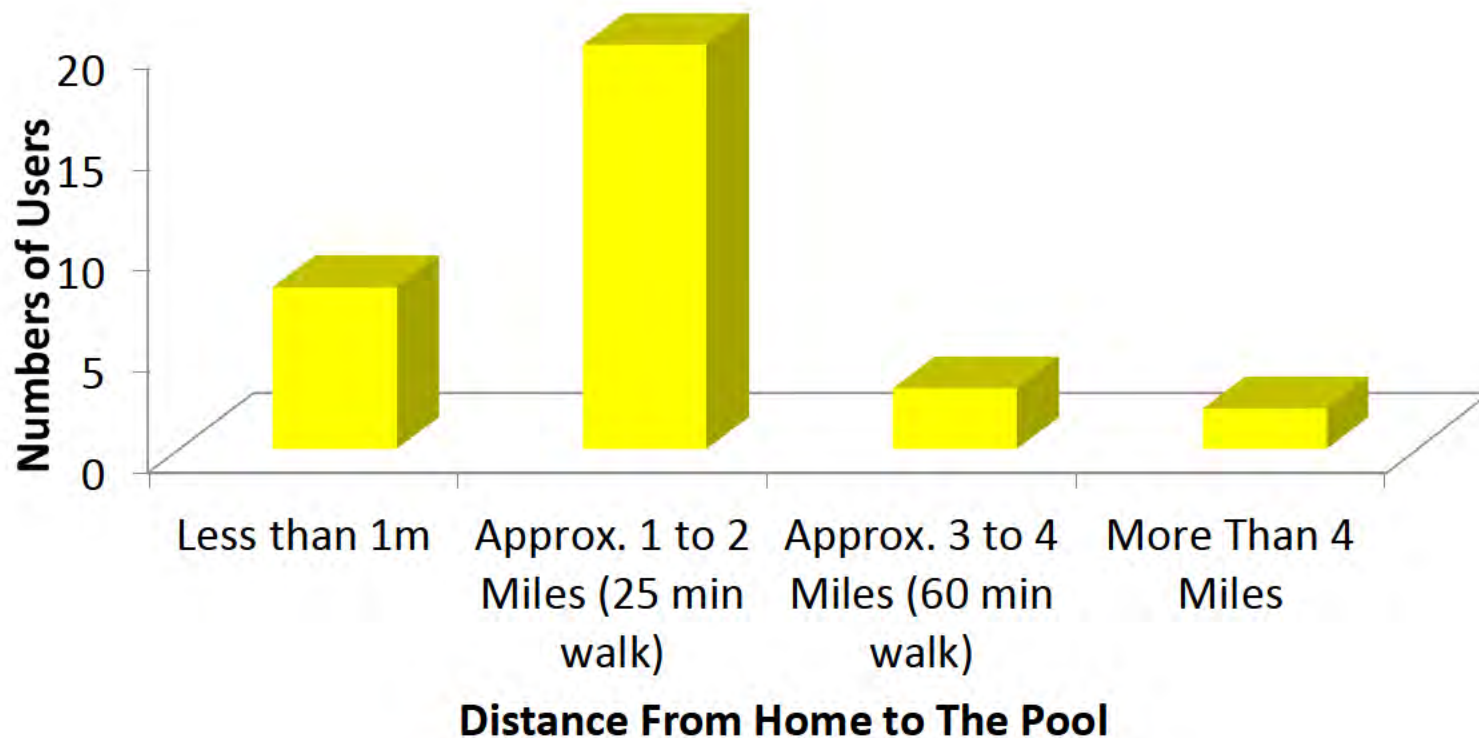


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# 10. How far have you travelled to use the mobile pool?



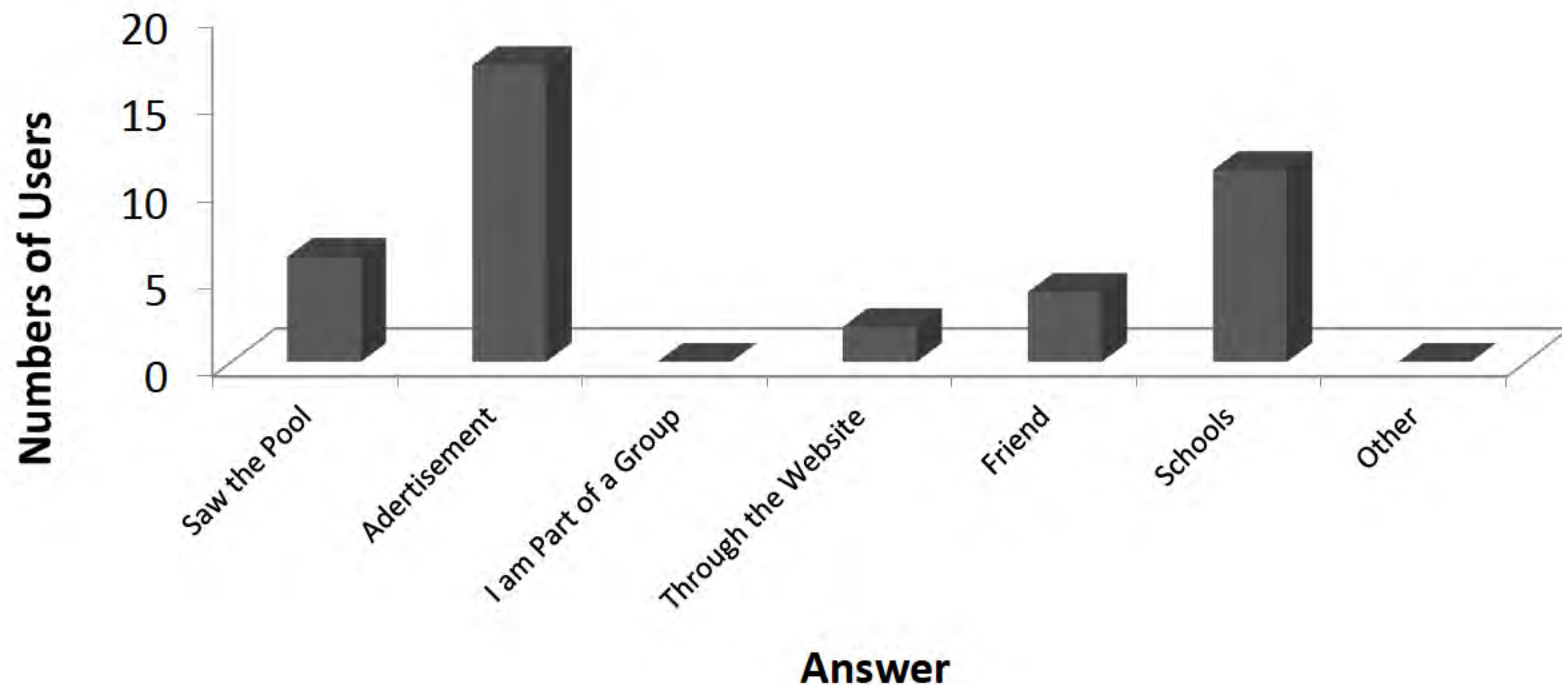
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# 11. What encouraged you to first use the mobile pool?



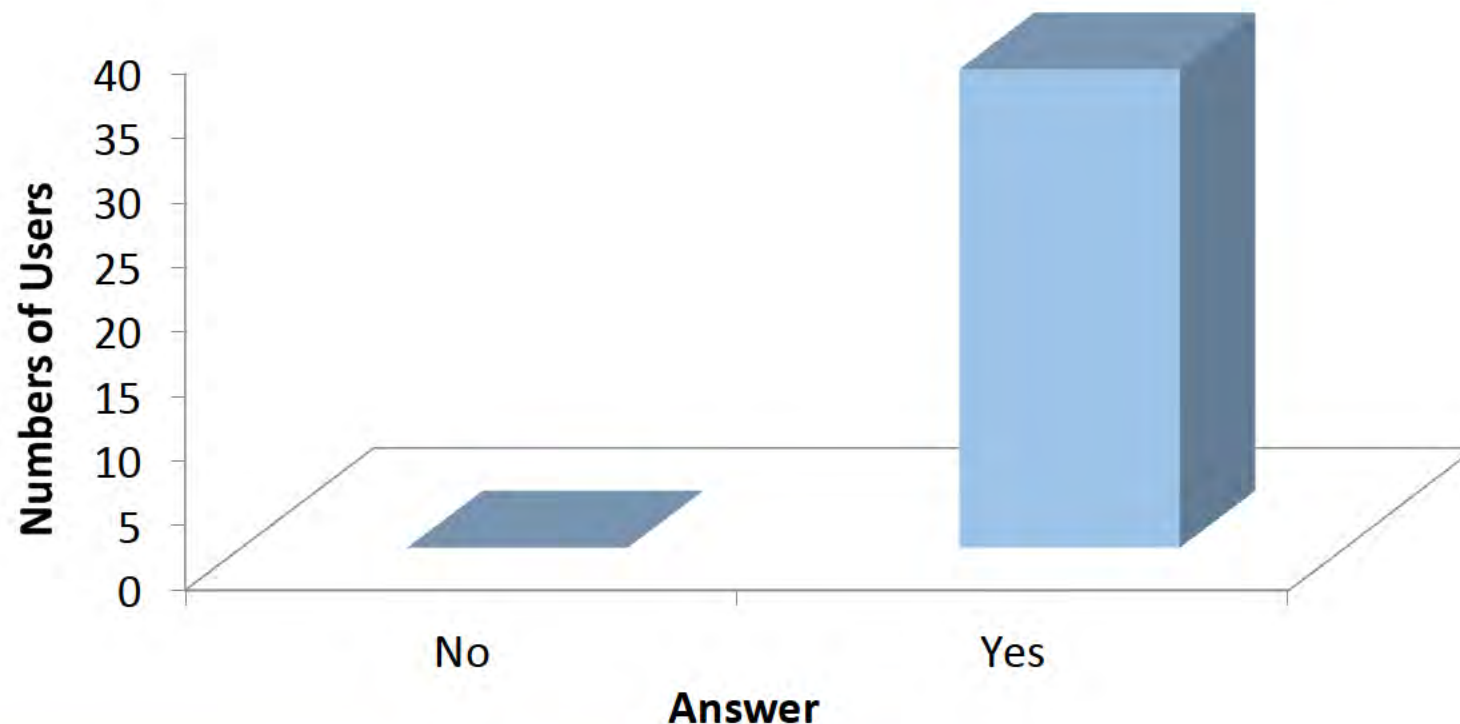
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# 12. Would you recommend the mobile pool to a friend?

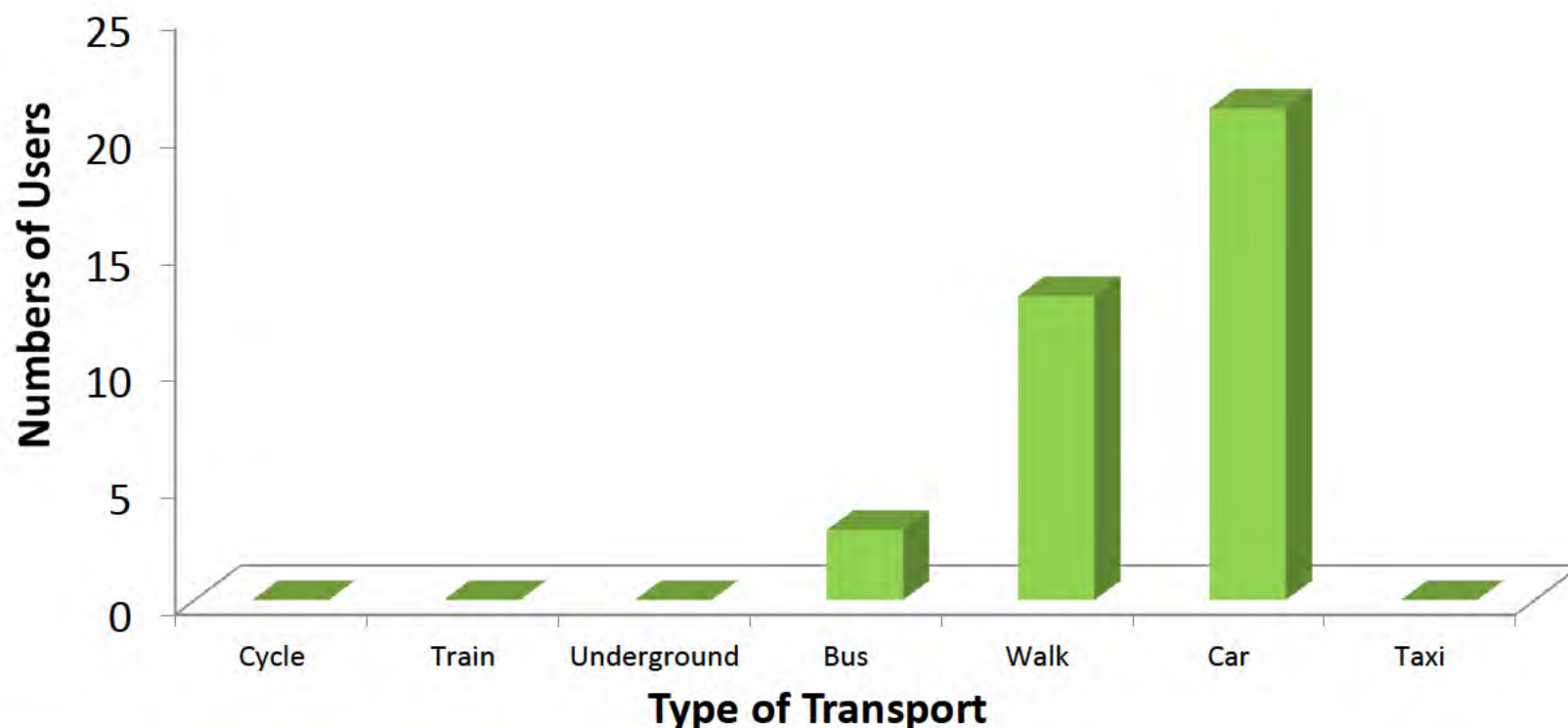


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# 13. What was your main form of transport to get to the pool?



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**Thank you and well done to all our partners  
in Hillingdon!**



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# Make a Splash – The Harefield Academy

Project Report  
7<sup>th</sup> Jan – 24<sup>th</sup> March 2016

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# Background



- The sixth project of the 2015 - 2017 Make a Splash programme delivered at:  
*The Harefield Academy,  
Northwood Way, Harefield, London, UB9 6ET* in the Borough of Hillingdon, from 7<sup>th</sup> January - 24<sup>th</sup> March 2016
- Core funding from Mayor of London and the ASA
- The second time that the Make a Splash programme has visited Hillingdon
- Delivered in conjunction with The Harefield Academy, Hillingdon Council and Thames Water, who all contributed the local funding necessary to enable the project to proceed.

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# Project Partners



**The Harefield Academy**  
*Achievement through Active Learning*

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# Eligibility Criteria & Transport Links



- The Harefield Academy is located in the London Borough of Hillingdon.
- According to the English Index of Deprivation 2010, Hillingdon is 138th among most deprived Local Authorities out of 326
- Particular focus locally on improving health outcomes by reducing childhood obesity levels by Hillingdon
- The pool is located in the Harefield Ward of the Ruislip Northwood & Pinner constituency.
- The Harefield Academy is located in Harefield Ward with 4.9 people per hectare.
- Harefield Ward has 12.5% BME and 87.5% White according to the 2011 UK Census.
- The school has strong transport links from Northwood Tube Station (Metropolitan Line) or Denham Rail Station (Chiltern Railways) just a short walk from the school.
- The 331, U9 and 282 bus service stopping on Northwood Way and serving the local area.
- The pool is based in a densely populated residential area, making it highly accessible to local residents
- The nearest pool is Hillingdon Sports & Leisure Complex is 3.74 miles away and is operated by Fusion Lifestyle on behalf of the Borough of Hillingdon.

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# Make a Splash Harefield: Hillingdon Programme



- The Swimming Teachers for the school and community programmes were independent contractors provided by Total Swimming and funded by ASA & Mayor of London
- The booking system for the community programme was provided directly by Total Swimming, with booking available online or via telephone
- The Make a Splash programme at The Harefield Academy consisted of two contingent parts:
  - The **school swimming programme**, which ran during weekdays throughout the school term
  - The **community swimming programme**, which was scheduled to deliver activities for the local community on weekday evenings and on Saturdays, as well as during the Half Term holiday.

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# Programme Composition



## 10 Schools Swam

- Harefield Academy & Boarders
- Deanesfield School
- Northwood School
- Harefield Juniors
- Harefield Infant
- Haydon School
- Uxbridge High School
- Belmore Primary School
- Ruislip High School
- The Rosedale Hewens Academy Trust

## Unique Users

- Schools: 800
  - Adult Helpers: 5
  - 1 Unique Lesson: 15 Decathlon
- Community: 295
  - Unconfirmed Bookings: 39
  - Unique Paper Bookings: 2
  - 0-3yrs Parents: 24

**TOTAL: 1,180 individual swimmers over the entire project**

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# School Swimming Programme



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# School Swimming Data



Figure 3: School Swimming Participants by Year Group

Year Group	Number of Students
Year 2	79
Year 3	206
Year 4	99
Year 5	9
Year 7	93
Year 8	129
Year 9	89
Year 10	18
Mixed Year Groups	28
After School	25
<b>Total</b>	<b>800</b>

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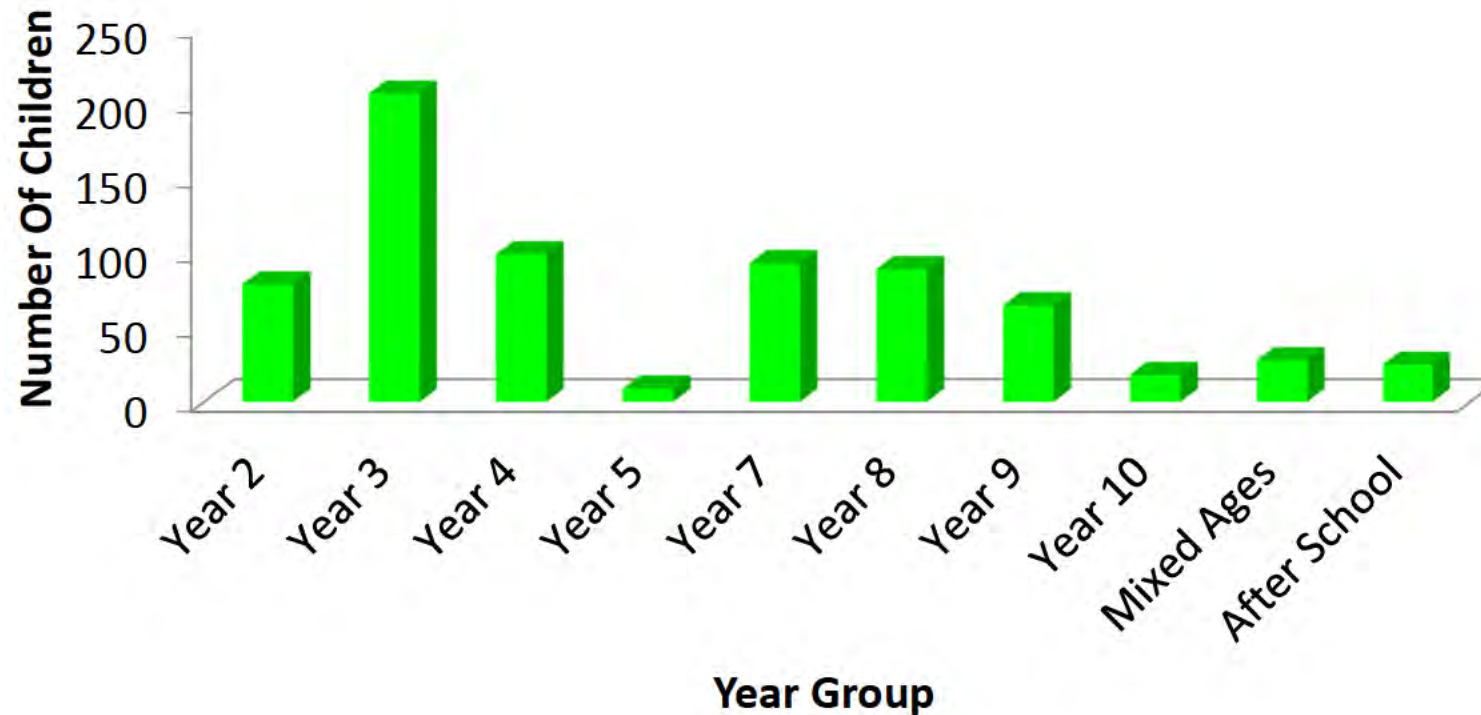
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# School Swimming Data



Figure 4: School Swimming Participants by Year Group Graph



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# Achievements Note



- Key Stage 1 and Key Stage 2 achievements are documented in detail below but not Key Stage 3 owing to the following:
- Some difficulties can occur with KS3 (up to 14yrs) swimmers in the 1m deep pool as many are already Stage 5 and above, so they took part in Water Polo and Life Saving Skills Classes.
- Classes were split in half with each group swimming for 3 x 1 hour sessions with minimal time spent on being assessed with an emphasis instead placed on learning new skills, being active and enjoying the pool.

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# Key Stages 1 & 2 School Swimming Data

Figure 5: Percentage of Participants Who Learnt to Swim



Key Stage 2 & 3 Pupils	Percentage of children able to Swim 5m or more at the Beginning of the Programme	Percentage of Children able to Swim 5m or more at the End of the Programme
Year 2	8 %	27 %
Year 3	26 %	42 %
Year 4	48 %	92 %
Year 5	33 %	63 %
<b>Average</b>	<b>29 %</b>	<b>56 %</b>

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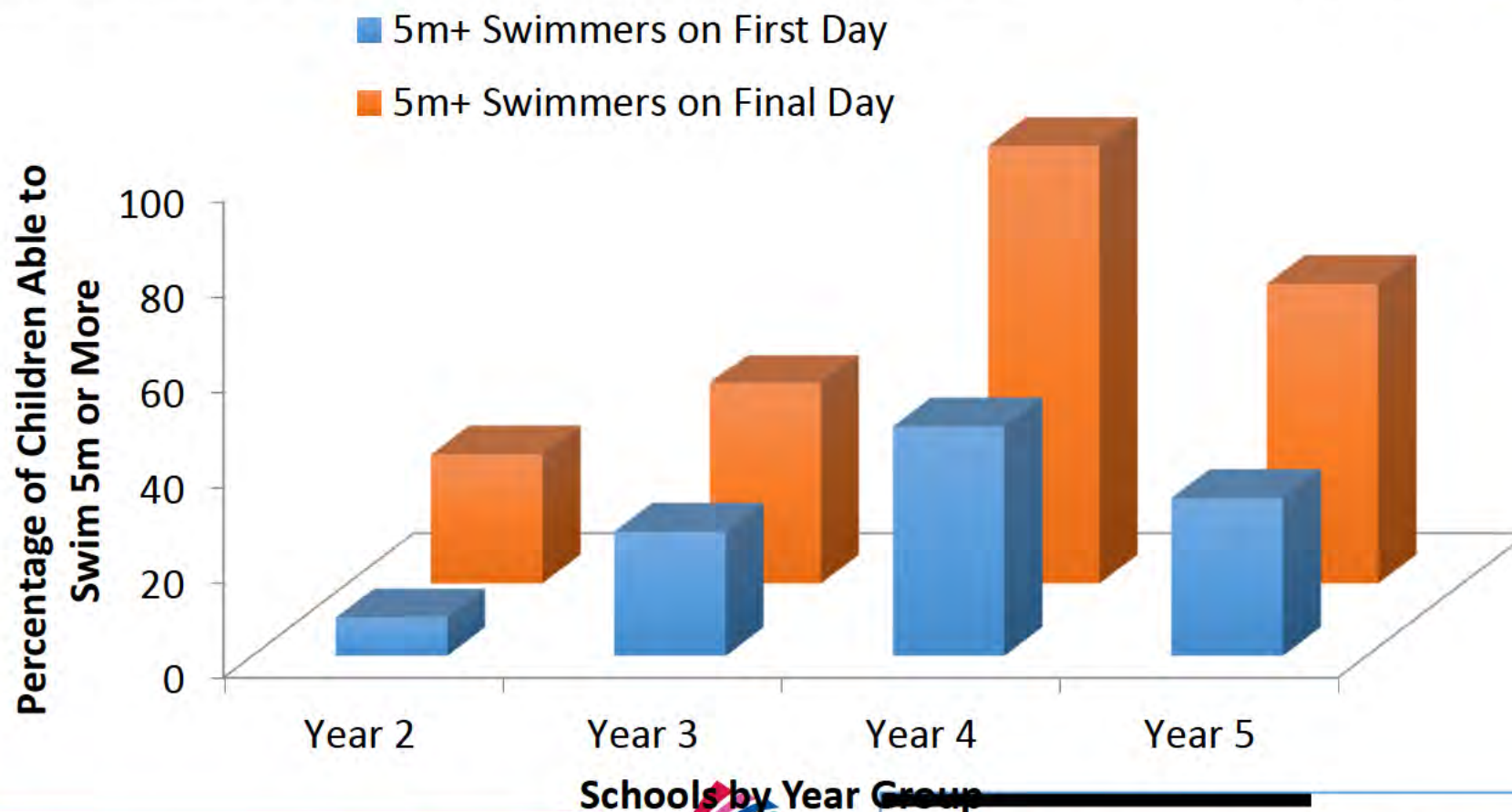


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# Key Stages 1 & 2 School Swim Data

Figure 6: Swimmers at Start & Finish - Comparison



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# Key Stages 1 & 2 Awards and Achievements



By the end of the programme a total of:

- 52 % of children improved by at least 1 ASA National Swimming Teaching Plan Stage
- 56 % of children attained a 5m or more ASA Rainbow Distance Award

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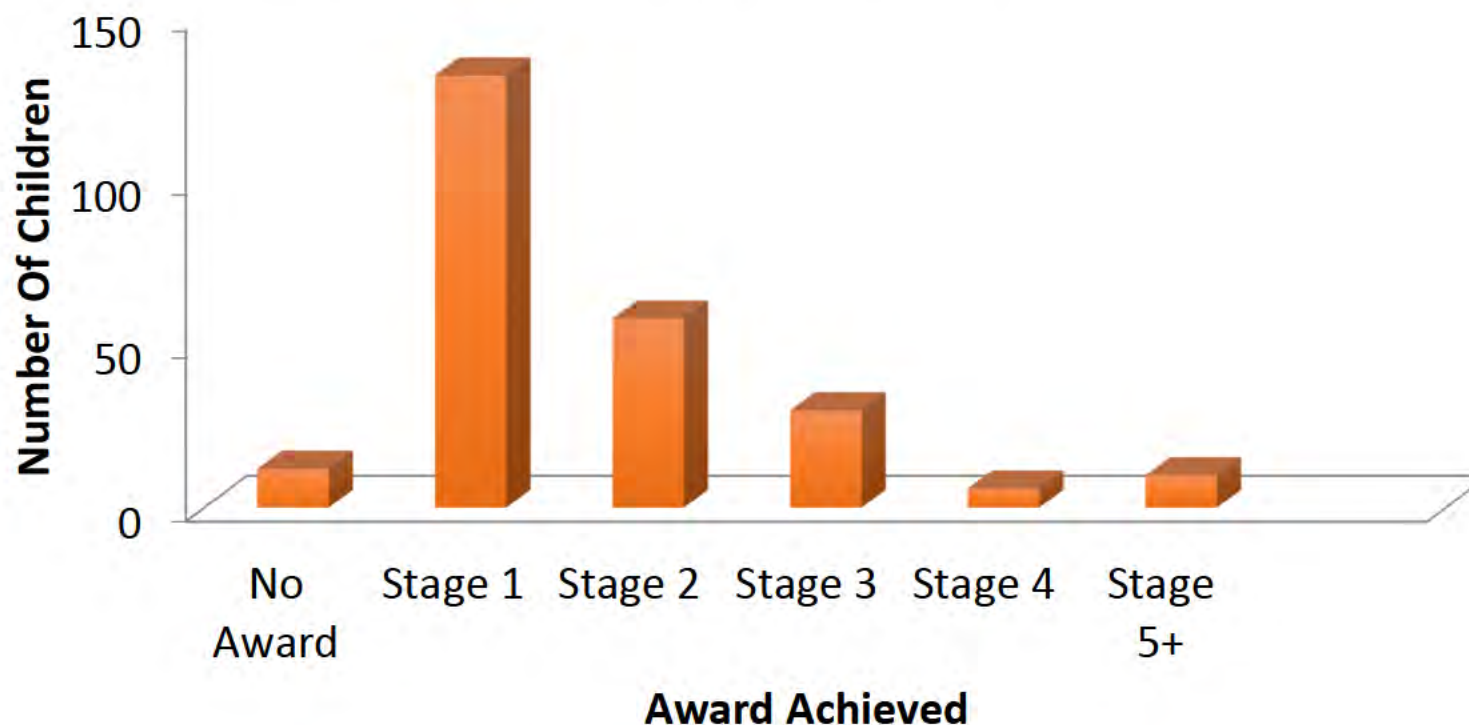
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# Key Stage 1 & 2 Awards and Achievements



Figure 7: ASA Awards by Stage at Programme End



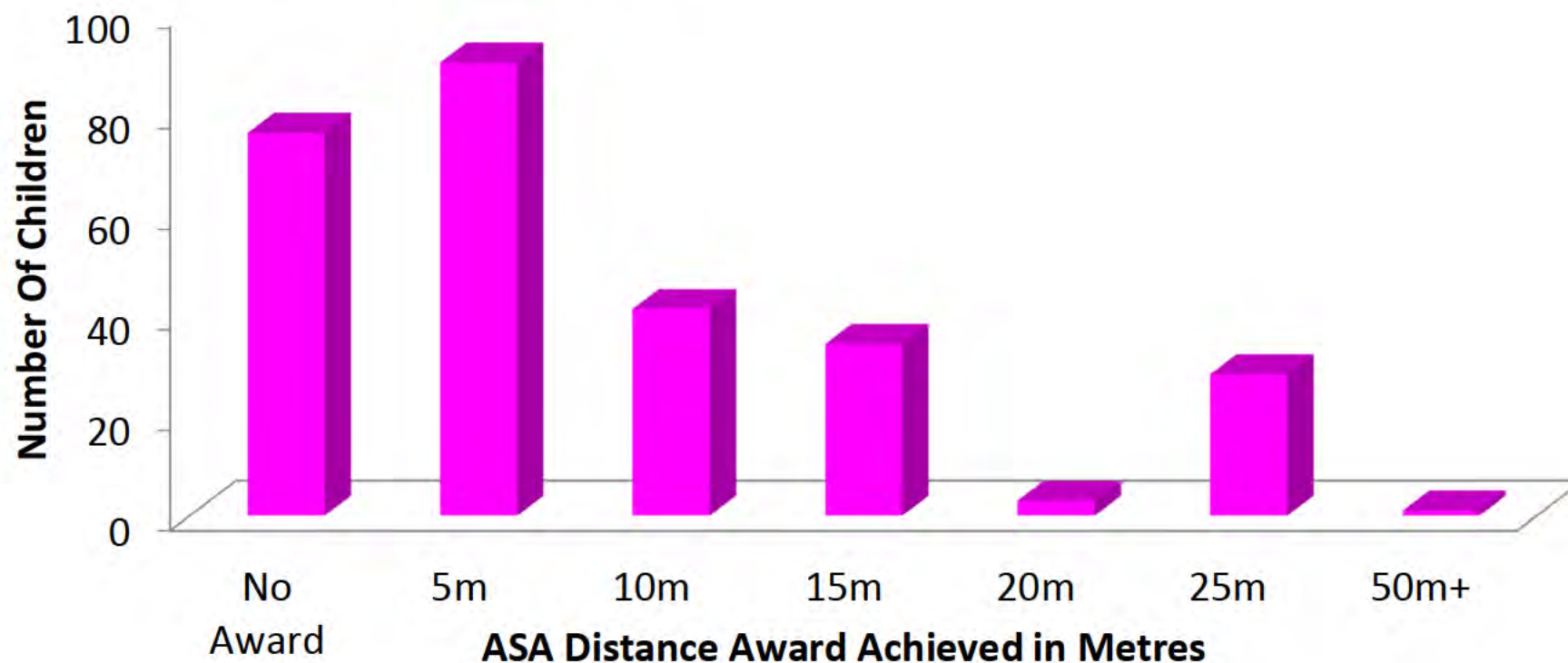
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# Key Stage 1 & 2 Awards and Achievements

Figure 8: ASA Rainbow Distance Award  
Achievements at Programme End



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# Schools Feedback from [REDACTED] [REDACTED] Teacher, Ruislip High School



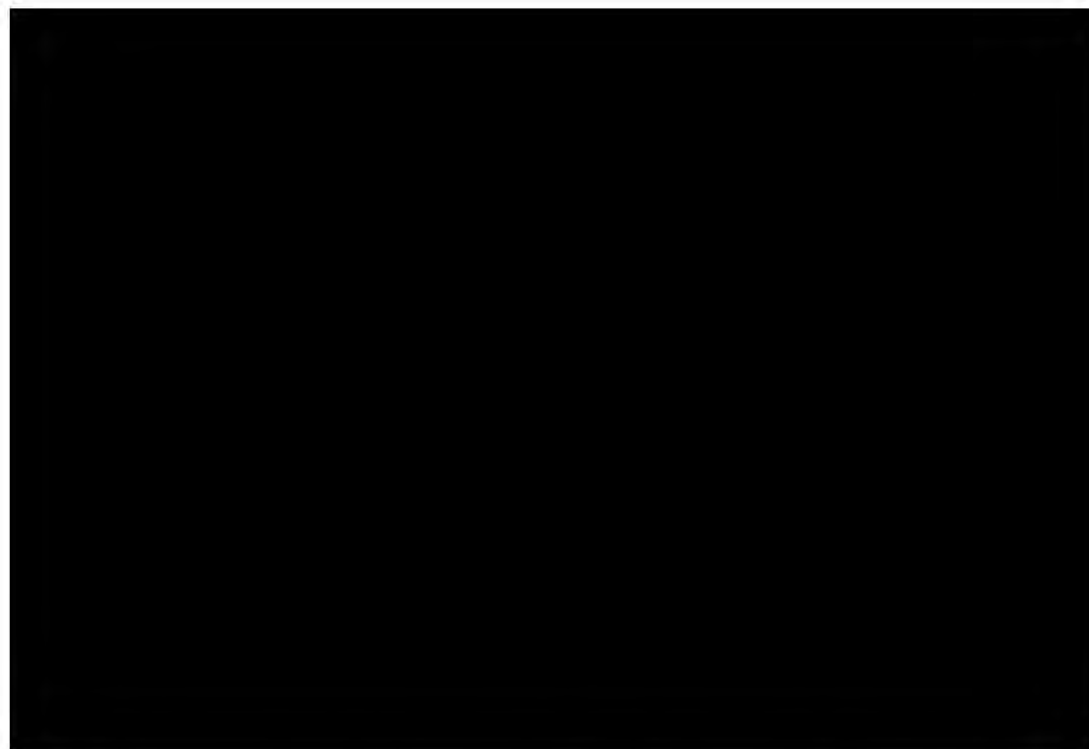
- *'...Pass on our thanks to all of the staff, I know the students have really enjoyed it and got a lot out of these lessons. Many Thanks. [REDACTED].'*

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# Community Swimming Programme

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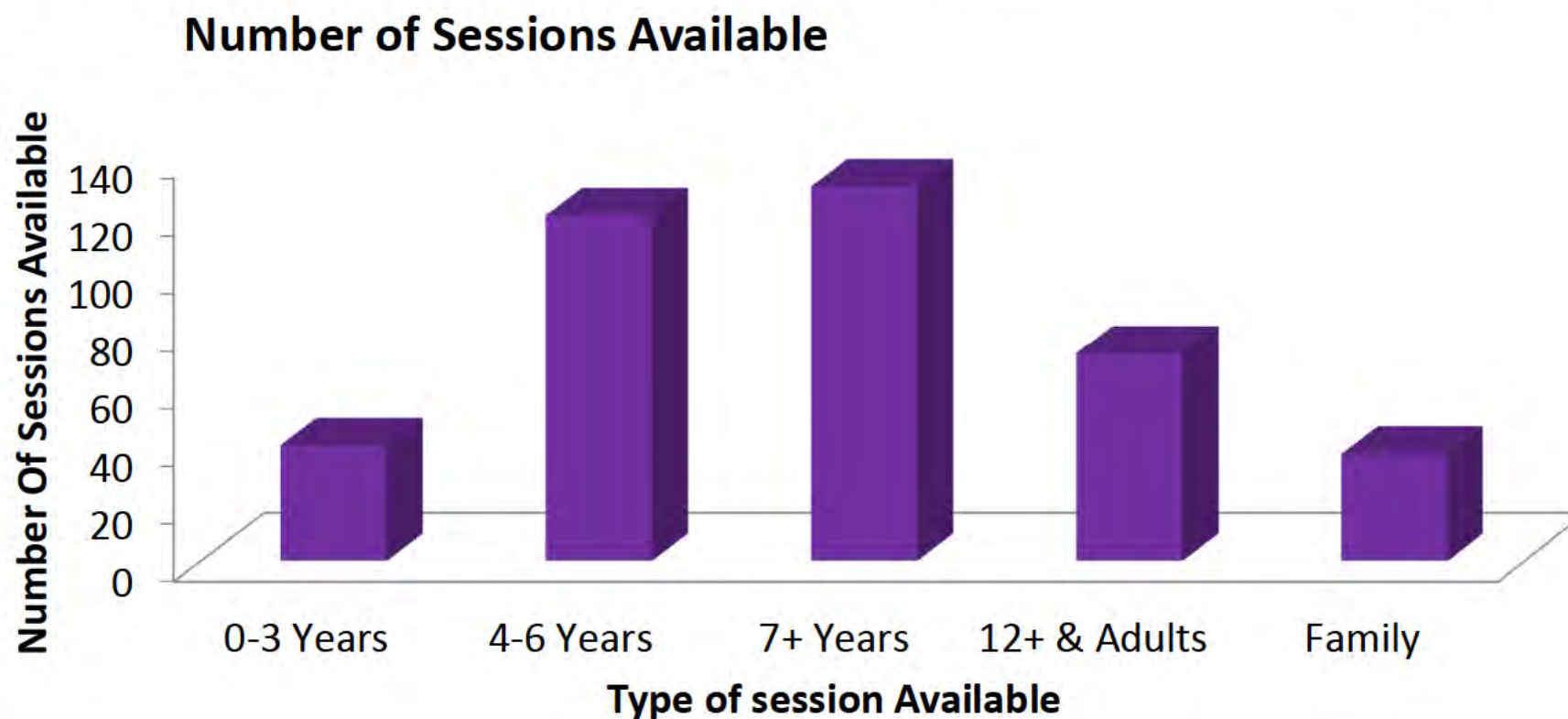
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# Participant Data



Figure 10: Session Availability by Session Type



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# Community Swimming Summary



- As with all previous programmes, the Child Learn to Swim lessons were the most popular sessions throughout the programme, with lessons for all age groups full to capacity
- Family lessons & fun orientated sessions encouraged whole families to participate in sport together
- Crash Courses were put on during the school holidays in addition to the normal community lessons Saturdays and weekday evenings, which proved very popular

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# Make a Splash Celebration Event



Launch event held on 29<sup>th</sup> Jan 2016, with The Mayor of London & Olympian Adam Whitehead, who swam with a selection of Year 7 Students from The Harefield Academy.



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# Celebration Event - Special Pool Session with Olympian Adam Whitehead



- 15 Students from Year 7 at The Harefield Academy benefited from a pool session with Olympic Swimmer Adam Whitehead.
- They received individual guidance and teaching tips from Adam in a 30 minute session followed by a Water Polo match refereed by Boris Johnson.
- Attended by the Cllr Ray Puddifoot Leader of Hillingdon Council, Robin Hall Head Teacher, Mr Lloyd Littlewood Director of Sport at Harefield and representatives from the ASA

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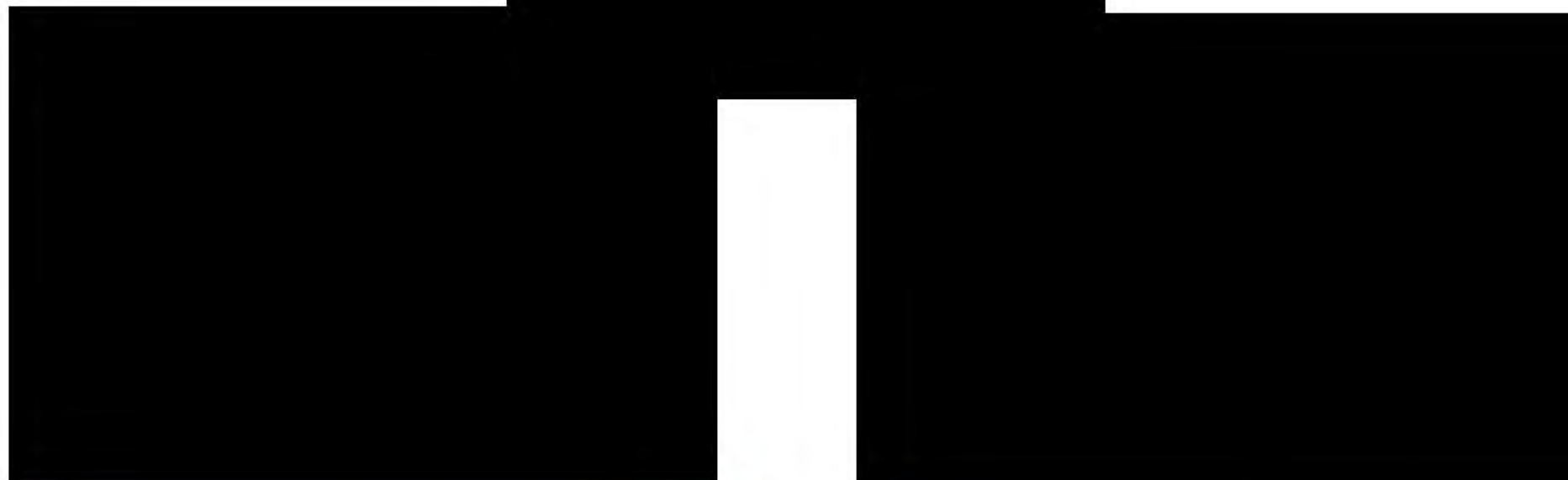


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# Make a Splash Celebration Event

## Mayor of London Referees Water Polo at Harefield



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# Project Marketing

- Make a Splash and the Total Swimming website
- Make a Splash Twitter feed
- Banners outside the school
- Local media including online newspaper and government funded social forums
- Over 5,000 leaflets were distributed to local schools, shops, surgeries, nurseries and play schemes, libraries and social help and housing groups.
- Launch Event was featured in the Swimming Times
- Ameila Blyth-Green wrote the following article in the bwestlondon.com online newspaper:  
<http://bwestlondon.com/2016/03/07/boris-johnson-joins-cllr-ray-puddifoot-at-harefield-academy-to-make-a-splash/>



  The Harefield Academy  
Achievement through Active Learning

## Make a Splash


The Harefield Academy Mobile Swimming Pool

**Mon to Fri £2 per Swimming Lesson  
FREE on Saturdays**

**Located in The Harefield Academy**  
The Harefield Academy, Northwood Way, Harefield, Greater London, UB9 9ET  
**7<sup>th</sup> January to 24<sup>th</sup> March 2016**

**Open to Children and Adults Everywhere**  
**To book call: 0161 764 2224**  
**Or go online at [www.totalswimming.co.uk](http://www.totalswimming.co.uk)**

All sessions must be pre-booked  
Make a Splash is a teaching pool so the water is always warm. We teach complete non-swimmers of all ages as well as those who wish to improve or learn new strokes, including Girls and Ladies Only Lessons.

In partnership with:  MAYOR OF LONDON  

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# Programme Summary



## Participation

- Overall, 1,180 unique users took part in the Hillingdon project with
  - 820 School users
  - 360 Community users
- The programme enabled students local to The Harefield Academy to exclusively access school swimming lessons for 6 weeks on the Make a Splash programme

## Achievement

- Achievements are listed for children at Key Stages 1 and 2 only
- 52 % of school children improved by at least 1 ASA National Swimming Teaching Plan Stage
- 56 % of Key Stage 2 and 3 school children attained a 5m or more ASA Rainbow Distance Award
- Additional sessions included one off swim time for classes that were unable to participate in the regular planned lessons.

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# Make a Splash - Added Value

Meet some of the Make a Splash Pool users!

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's Family



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# ██████████'s Family



- █████ has █████
  - █████
- █████ has brought her █████ to the pool to learn to swim. They are bright, quick and very lively and keep █████ on her toes.
- █████ was delighted to get her children all booked into the same class and for the low cost.
- █████ are making great progress.

## Feedback

- █████
  - *"Fantastic facility providing essential life skills both for deprived and non-deprived areas!"*
- █████
  - *"I like swimming."*
- █████
  - *"I really like swimming!"*
- █████
- *"It's warm as swimming in a bath!"*

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██████'s Family



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# Family



## Pool Use

- [REDACTED] Brings
  - Sons [REDACTED]
  - [REDACTED]
- [REDACTED] found the cost of lessons were a barrier and was afraid to sign up for a whole course at her local pool, in case her son did not like swimming.
  - [REDACTED] was able to book individual sessions at MAS
  - [REDACTED] does like swimming
  - [REDACTED] is due start lessons at Hatch End pool after Make a Splash leaves Harefield Academy

## Feedback

- [REDACTED]
  - *"Its such a great idea! My son really enjoys his swimming lessons. I am so delighted, I have signed him up for a course of lessons at Hatch End. He will continue learning."*

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's Family



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# Family

## Pool Use

- [REDACTED] brings:
  - [REDACTED]
  - [REDACTED]
- [REDACTED] has brought both [REDACTED] and [REDACTED] to learn to swim at the pool.
- [REDACTED] and [REDACTED] have only swum at the pool a few weeks, having only recently found out about it.
- The boys are really confident and love splashing and playing as part of their fun swimming lessons.

## Feedback

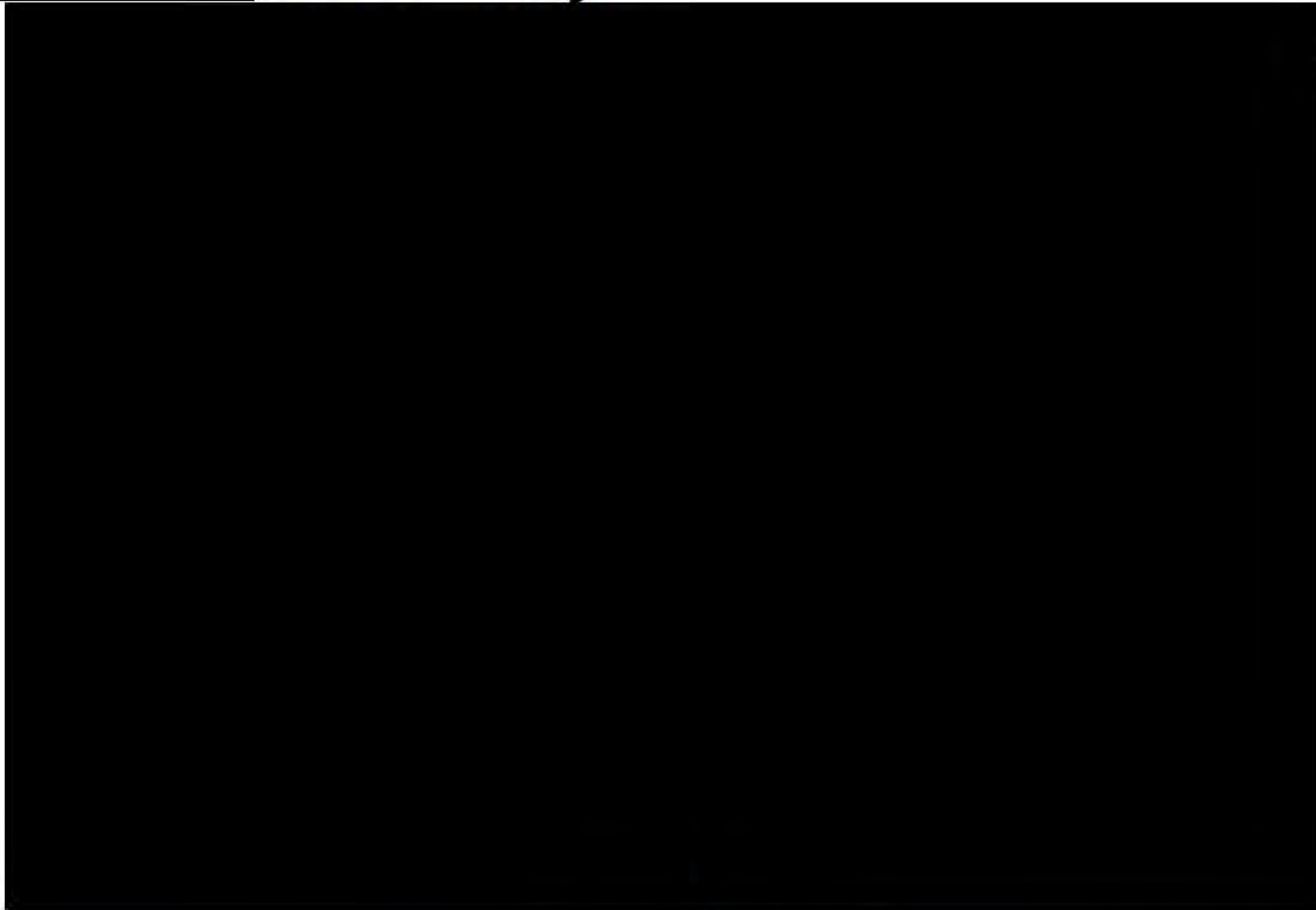
- [REDACTED]
  - *'I found the [MAS programme] great! The kids love it! The teachers are doing an excellent job! We would love to do it again. Thanks a lot Make a Splash!.'*
- [REDACTED]
  - *"It's very good!"*
- [REDACTED]
  - *"It's very good I enjoy playing and blowing bubbles!"*

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**[REDACTED]'s Family**



**Make a Splash**



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# Family



## Pool Use

- [REDACTED] brings:
  - Daughter [REDACTED] years
- [REDACTED] has brought her daughter to learn to swim.
- [REDACTED] is much more confident, enjoys the water and is making great progress.

## Feedback

- [REDACTED]
  - *"Make a Splash has helped my daughter become more confident. Its a shame its leaving!"*
- [REDACTED]
  - *"I like swimming!"*

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**[REDACTED]'s Family**



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# Family



## Pool Use

- [REDACTED] brings:
  - [REDACTED]
  - [REDACTED]
- [REDACTED] brought [REDACTED] to the pool to learn to swim. All [REDACTED]'s other children are older and swimmers.
- [REDACTED] wanted [REDACTED] to learn to swim, otherwise [REDACTED] would be unable to join in with family swims.
- [REDACTED]'s confidence in the pool is growing with every swim and she will leave the programme a swimmer!

## Feedback

- [REDACTED]
  - *'I think the programme is excellent value for money, small groups enabling one-to-one coaching. [REDACTED] describes the pool as "warm as a bath," [REDACTED]'s confidence has grown over the weeks with her swimming.'*
- [REDACTED]
  - *"It's as warm as a bath!"*

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## ██████ – Parent User Says



- *“ I think the initiative is a fantastic opportunity for the children to learn to swim & improve their swimming. I was particularly impressed by the teachers dedication. The customer service was superb! It’s a shame it only last for a term!”*

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# Harefield

## User Feedback



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# Make a Splash Feedback



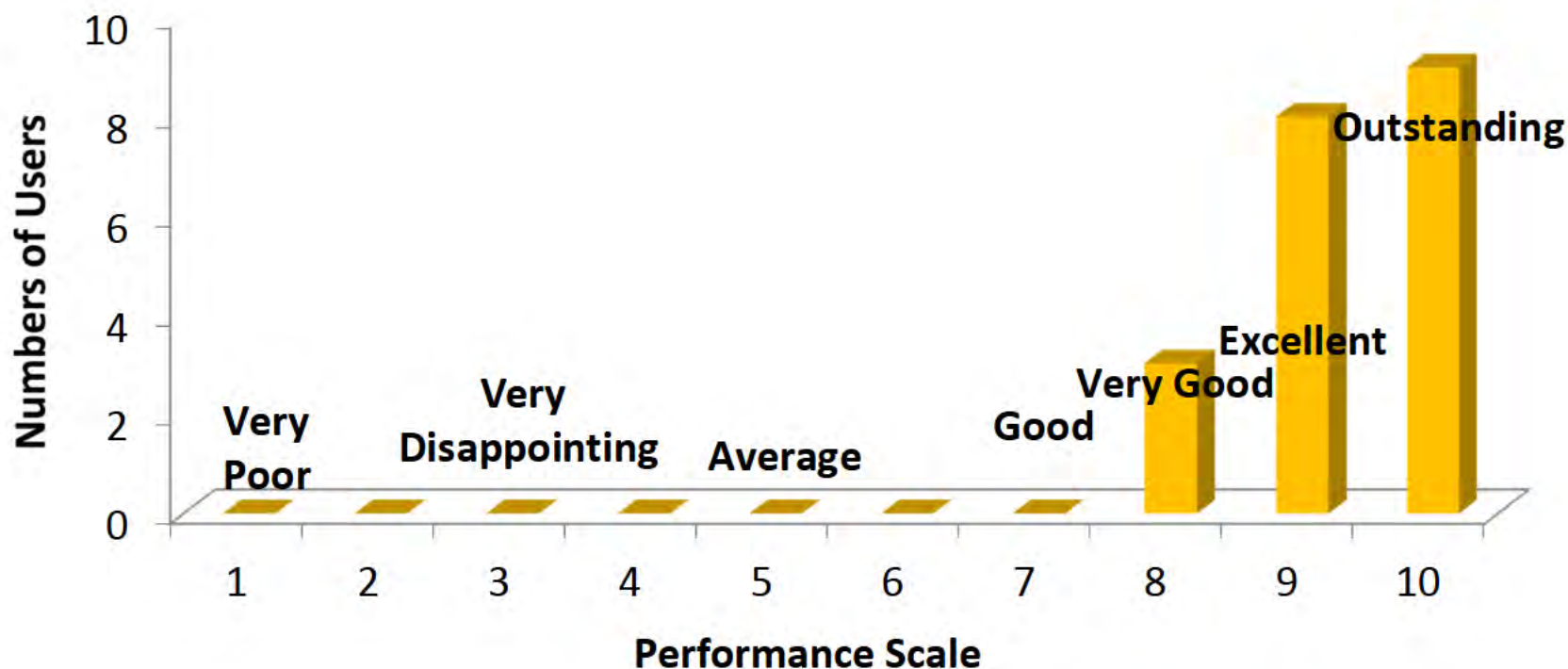
- Pool users were asked to answer a number of questions, scored on a scale of 1 to 10:
  - 1 meaning Very Poor
  - 2 meaning Poor
  - 3 meaning Very Disappointing
  - 4 meaning Disappointing
  - 5 meaning Average
  - 6 meaning Above Average
  - 7 meaning Good
  - 8 meaning Very Good
  - 9 meaning Excellent
  - 10 meaning Outstanding

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# 1. How did you rate your child's enjoyment of the programme?



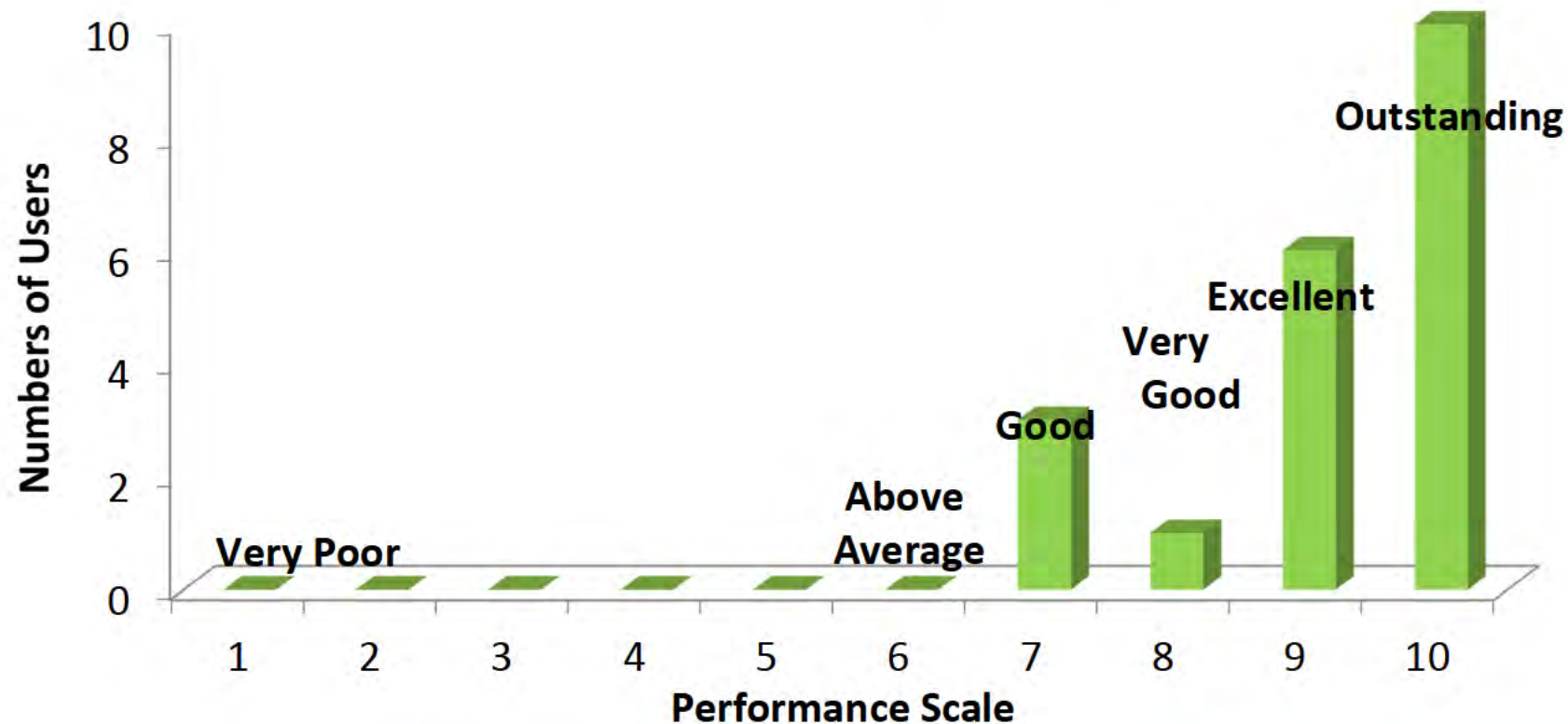
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## 2. How helpful has the swimming pool been in increasing your child's physical activity levels?

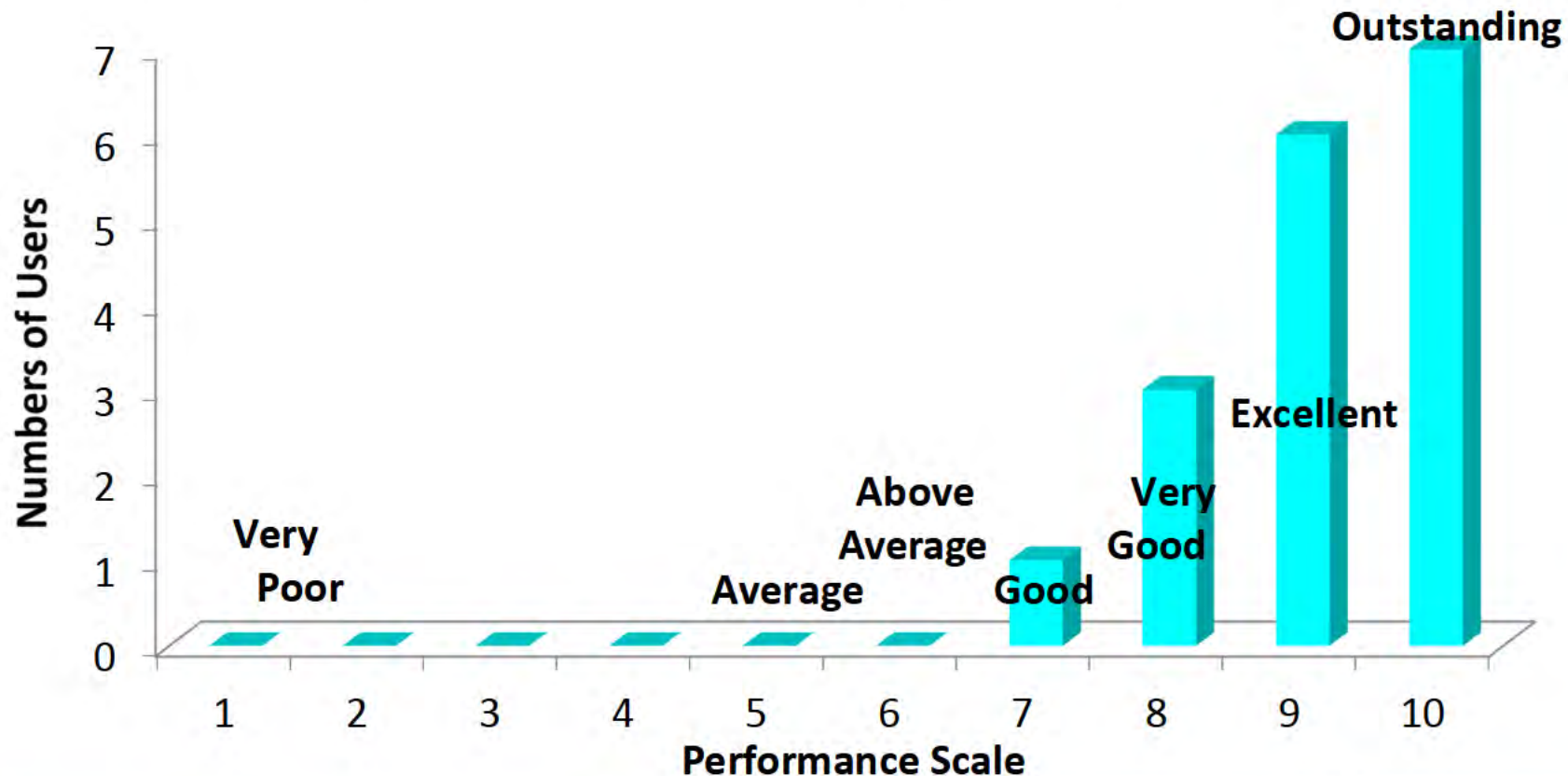


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### 3. How helpful has the programme been in improving your child's confidence levels in/around water?

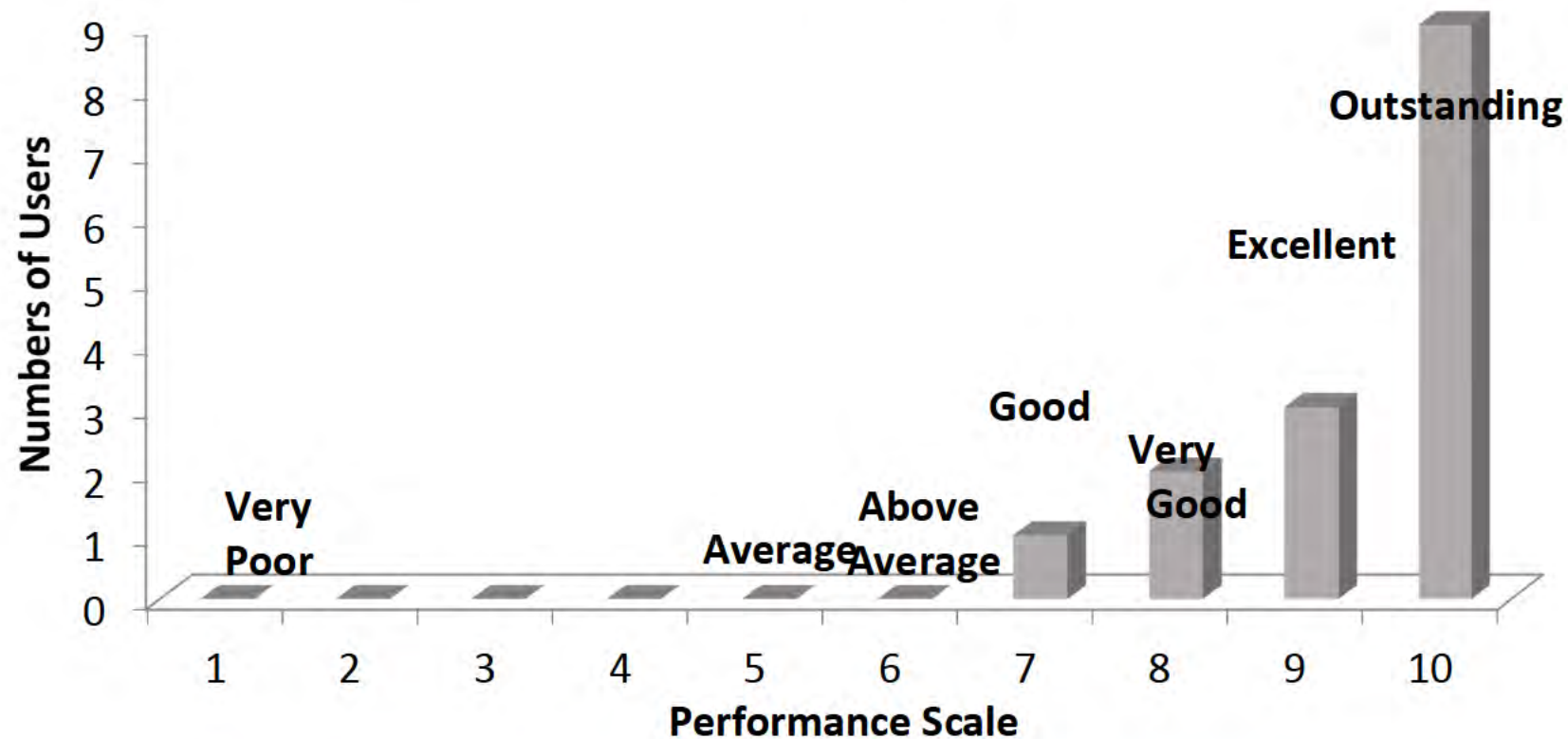


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4. How would you rate the improvement in your child's ability since the start of this programme?



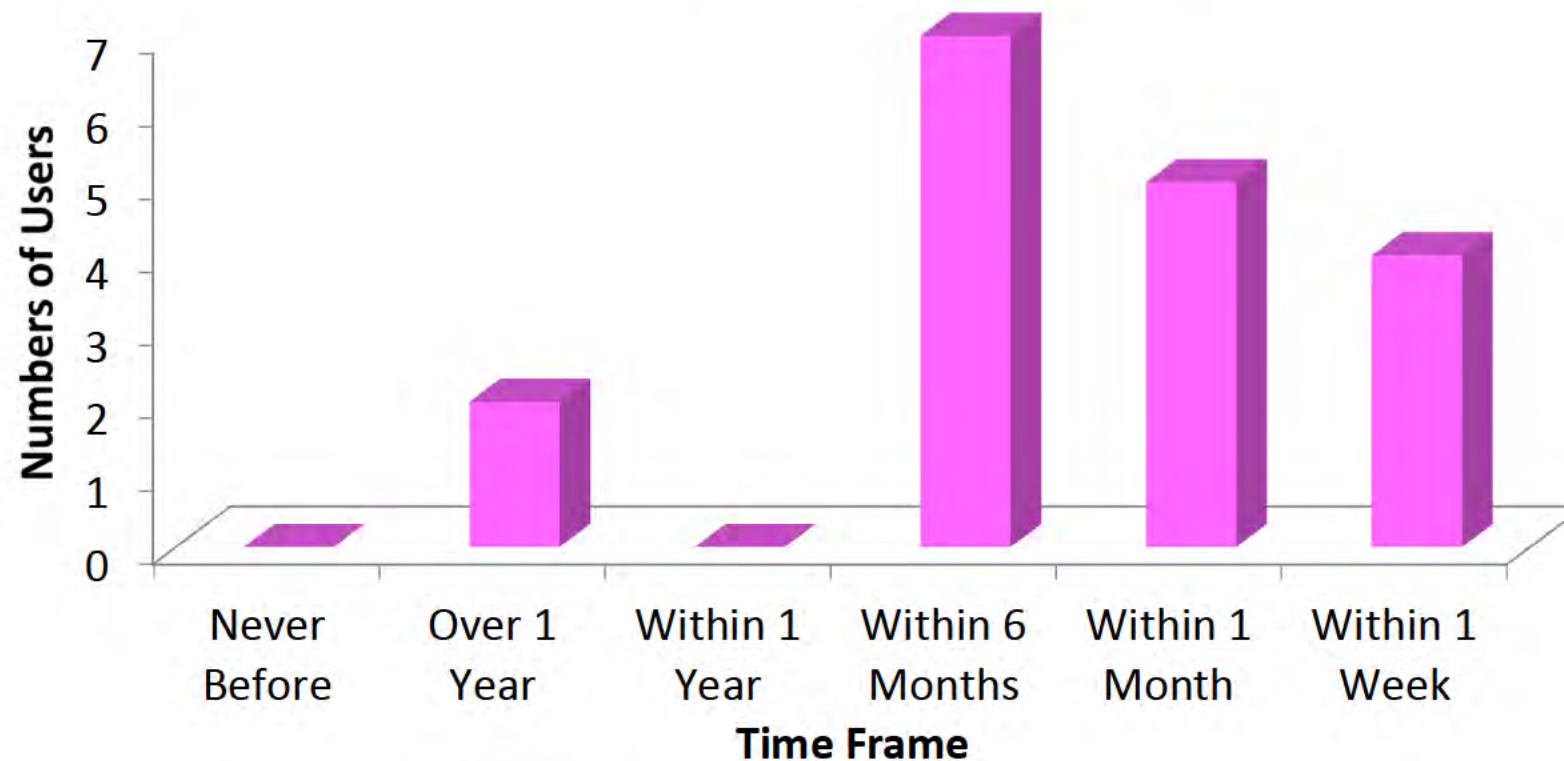
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## 5. Before the mobile Make a Splash pool when did you or your family last go swimming?

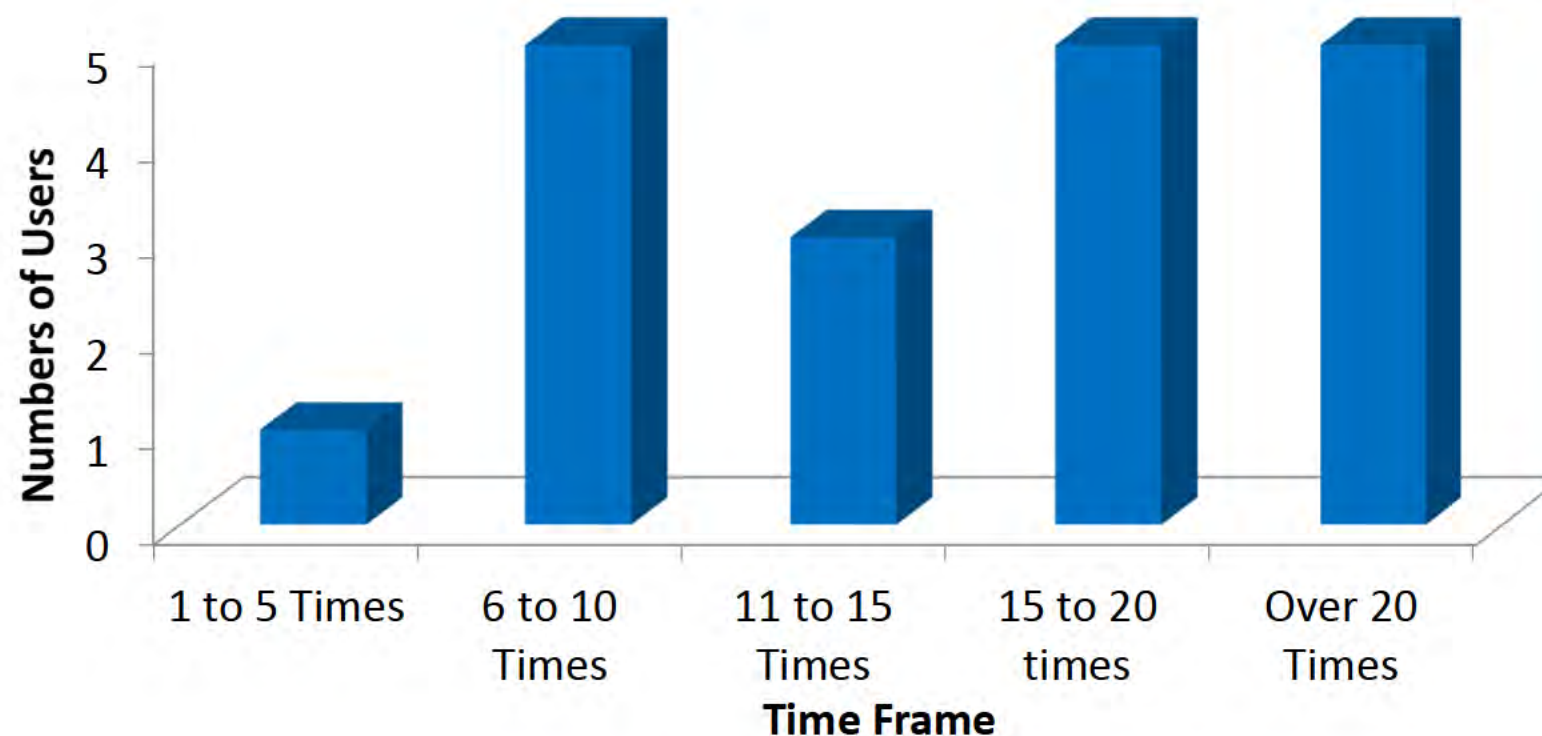


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## 6. How many times did you or your child attend the mobile pool?

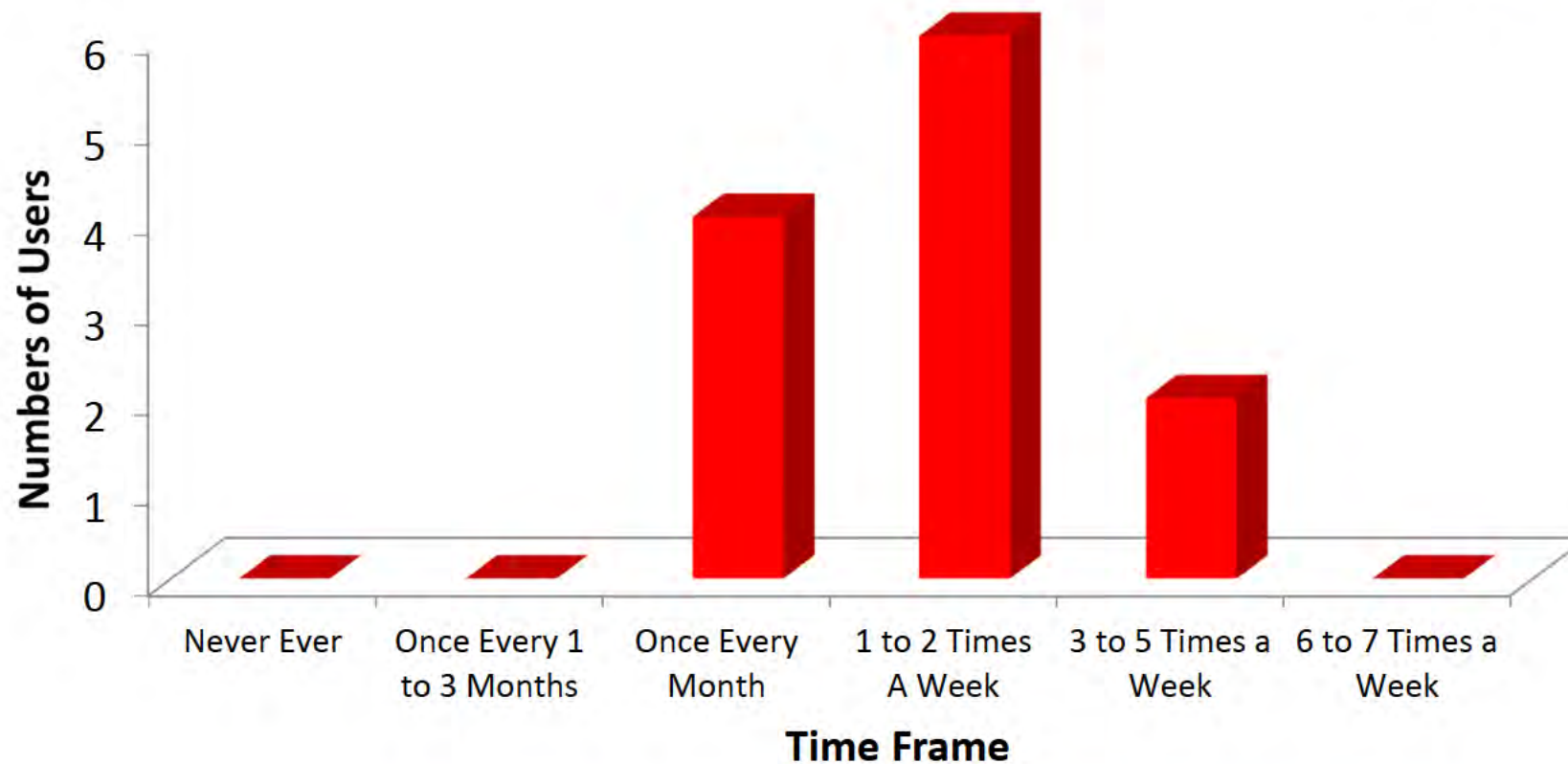


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## 7. How many times do you normally exercise?



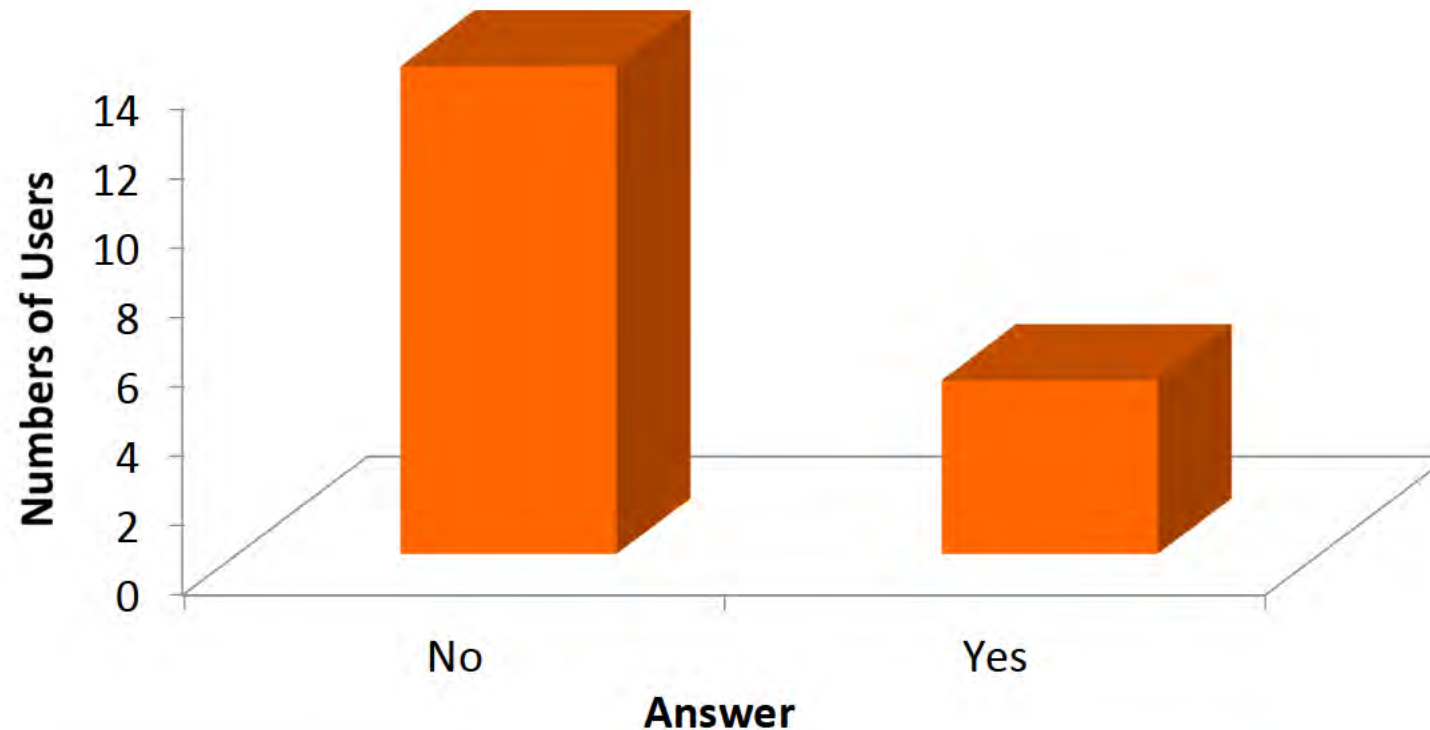
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8. Do you or any members of your family currently have swimming lessons at a local pool?

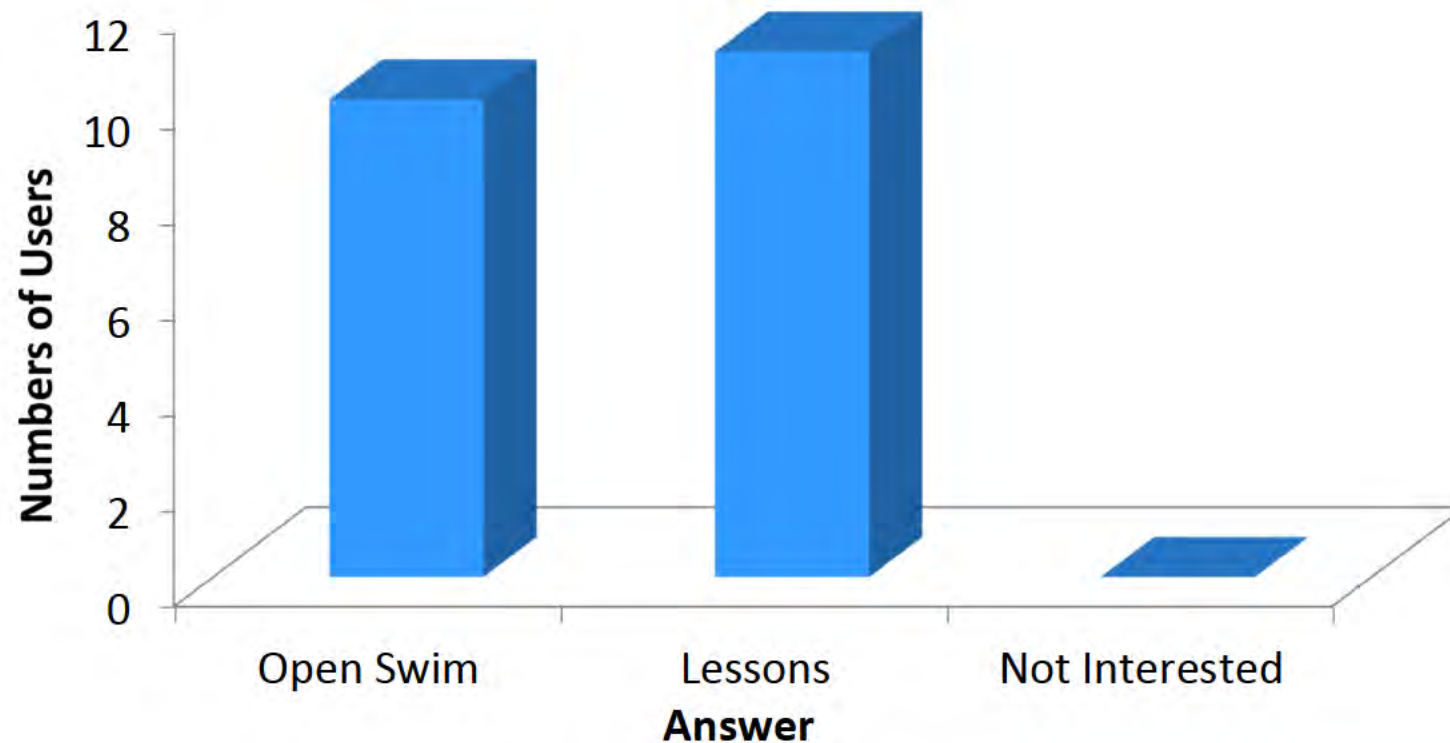


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9. Do you or any members of your family intend to start swimming at a local pool or attend lessons?

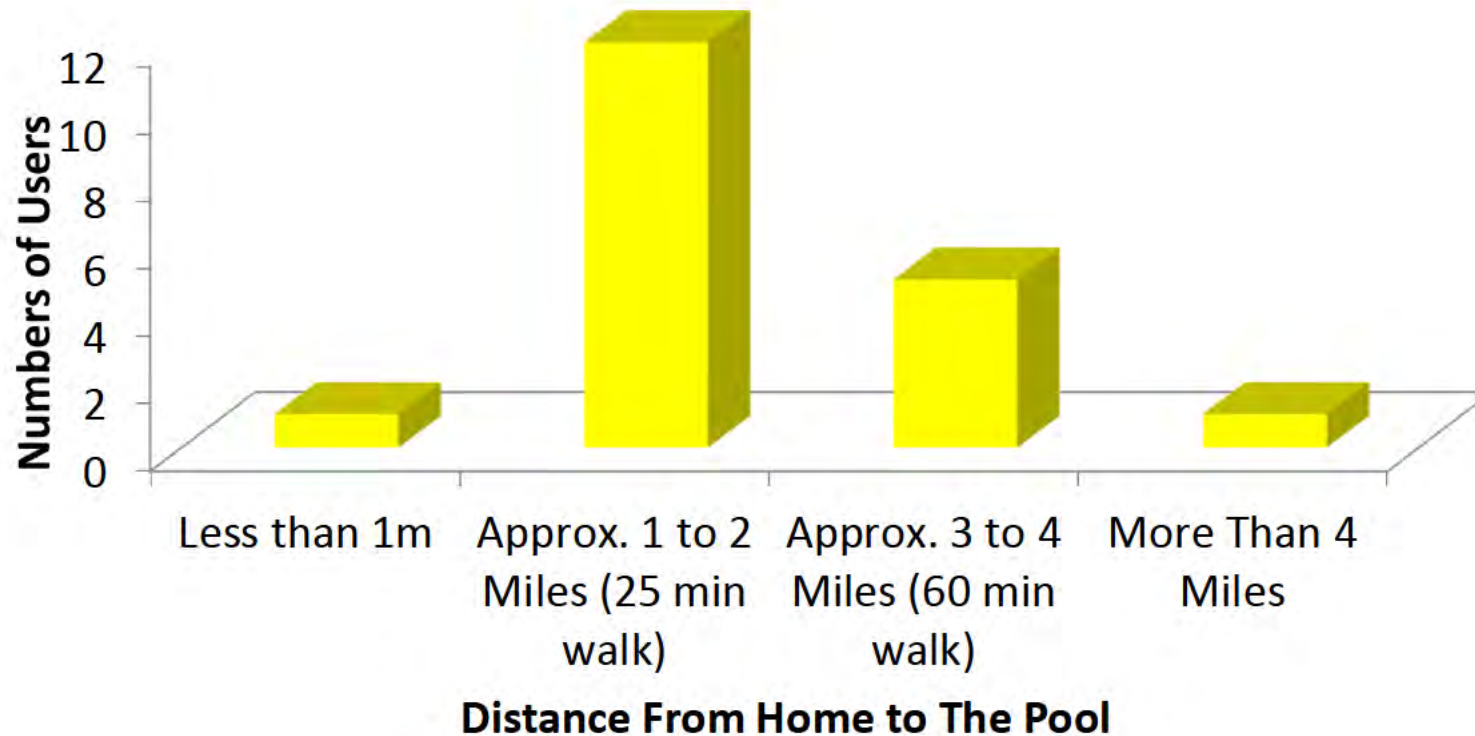


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## 10. How far have you travelled to use the mobile pool?



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# 11. What encouraged you to first use the mobile pool?

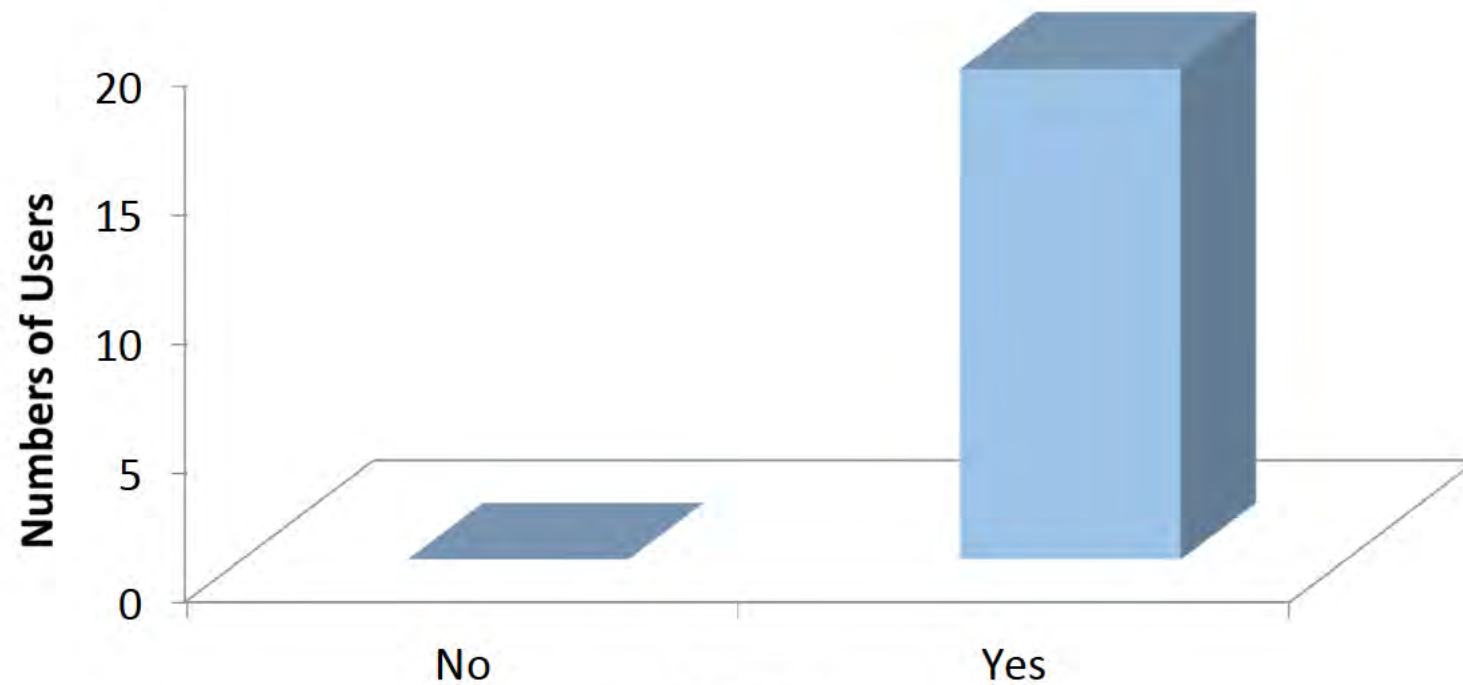


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## 12. Would you recommend the mobile pool to a friend?



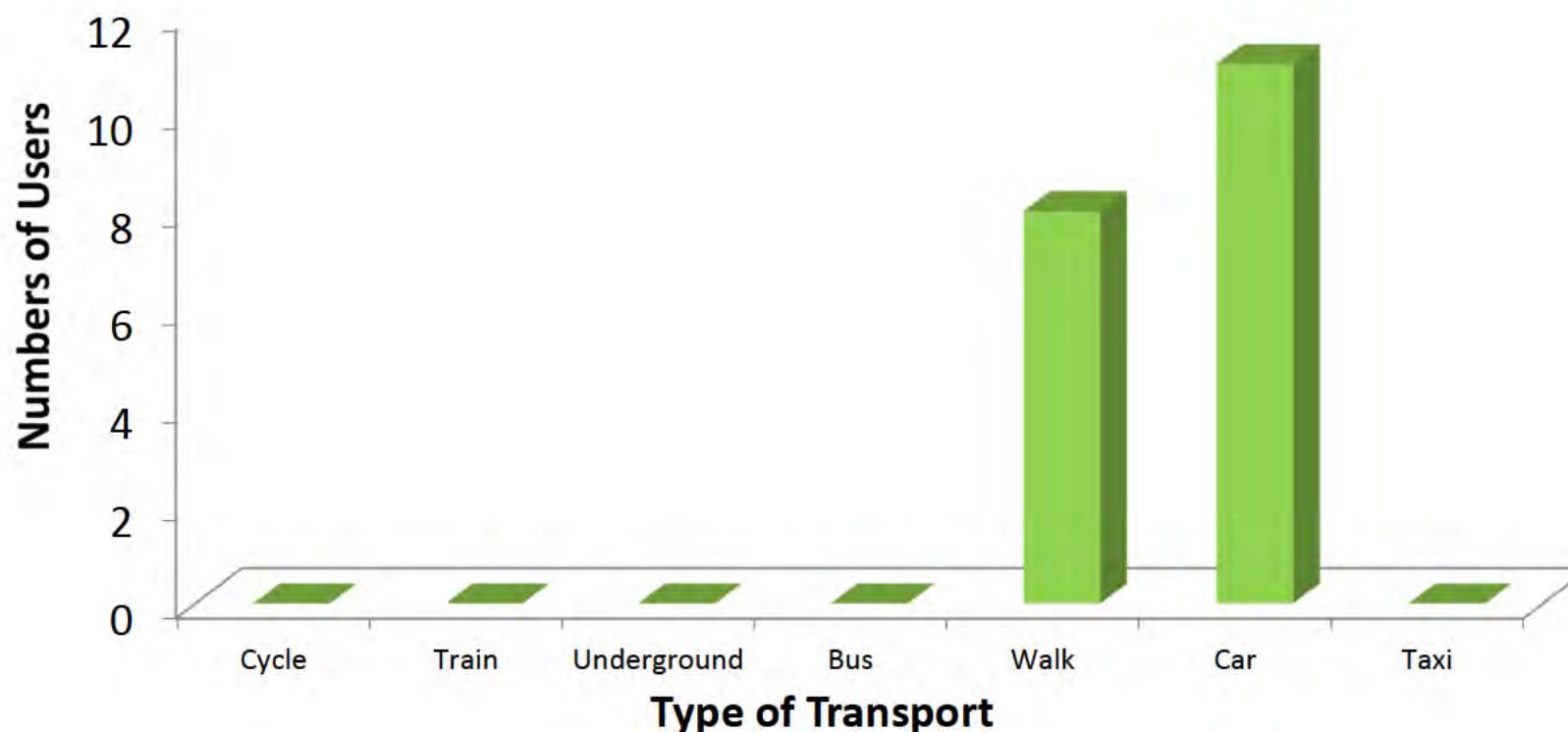
Answer

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# 13. What was your main form of transport to get to the pool?



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