

Diversity and Inclusion Action Plan Progress Update – July 2025

Aim

Embed accountability for EDI across the organisation, our regions and our membership.

Objective

Formalise and publish our full EDI and governance structure by the end of September 2025.

Actions

- **Publish Diversity and Inclusion Action Plan (DIAP) via website.**
The plan is published and can be found here:
www.swimming.org/swimengland/inclusion
- **Create and publish matrix of accountability and responsibility.**
The matrix has been created and signed off. It can be found within the appendices of the DIAP.
- **Establish EDI Champion for each region.**
6 out of 8 Regions currently have a lead in place. The final 2 Regions are engaged, 1 has an interim Champion and we expect to have all EDI leads in place by the next update.
- **Establish Regional Inclusion Working Group**
The first meeting is complete, and terms of reference have been agreed. The group will meet quarterly.
- **Publish terms of reference for each area of structure, including reporting.**
Terms of reference have been agreed for the Regional Inclusion Working Group. The National Inclusion Working Group is currently being redesigned.
- **Publish biannual updates to DIAP in Jan/ Jul**
The DIAP was launched in March 2025 and the July 2025 update has been published.

Objective

Publish statement setting out our inclusion intentions.

Actions

- **Review, draft and publish our existing public commitment statement.**
All actions completed and the updated statement can be found here:
www.swimming.org/swimengland/inclusion

Objective

Identify relevant stakeholders and engagement plans.

Actions

- **Complete stakeholder analysis and mapping and agree relationship managers internally.**
The process is ongoing, working with team members from our 'place-based', EDI and Facilities teams.
- **Identify network of trusted advisors.**
Two trusted advisors have been identified. Further details will be released ASAP.

- **Share DIAP with specialist advisors for feedback/ to identify areas of support.**
The DIAP will be shared for feedback once the relationship has been formalised.

Objective

Enhance the organisation's data analysis capabilities to measure our progress by improving and increasing the data we collect.

Actions

- **Implement an EDI data collection process across all the identified groups within the baseline data that are listed as 'data not available'**
Survey created, due to be released in Q3/4.
- **Identify best practice question set that can be used across all groups.**
Question set identified and survey created.
- **Design and implement data collection process.**
Survey created by the Insight team.
- **Analyse data annually.**
Data will be analysed once collected, likely during Q4.
- **Publish annually as part of DIAP reporting schedule.**
Data ready in Q4 and published in the January 2026 update.
- **Complete the annual Sporting Equals' 'Race Representation Index' and publish results with commentary on our website.**
RRI data is requested by Sporting Equals in Q4. No action yet.
- **Work alongside existing working groups within Swim England to better understand the barriers to completing the 'Diversity Profile' and engage support for Clubs.**
We are currently undergoing a Digital Review and this includes the functionality of our membership system. Work towards this action will begin once the new system is in place.
- **Ensure EDI data collection is consistent across all stakeholders and that 30% of members have completed 'Diversity Profile' by December 2025.**
As above with regards to Digital Review.

Objective

Capture and share learnings from EDI related work areas and projects, to demonstrate best practice.

Actions

- **Identify best practice approach to tracking learnings with a particular focus on social change.**
Not yet started.
- **Devise method for sharing learnings internally and periodically assess how those learnings have been utilised for continuous improvement by December 2025.**
Not yet started.
- **Publish learnings annually via website as part of DIAP update.**
Not yet started.

Objective

Identify trends within club EDI to ensure appropriate support is provided and resources created.

Actions

- **Conduct an analysis of the DIAPs submitted through club affiliation to establish trends of activity and support requirements.**
Our Governance team are currently carrying out a thematic analysis. The results of this will be shared with Regional EDI leads.

Aim

Leverage new and existing stakeholder relationships to increase exposure to aquatic sports outside of existing social circles.

Objective

Increase exposure to aquatic sports outside of existing spheres of influence and stakeholders.

Actions

- **Identify and work with diverse role models and influencers, to champion the inclusion agenda within aquatics throughout 2025.**
We continue to engage with role models to produce content across a range of underrepresented communities. No work has been pursued with influencers yet.
- **Create campaigns during Pride month and Black History Month to spotlight the achievements of those with lived experience.**
A campaign has been created called 'Making Waves' consisting of portrait photography and profiles of changemakers in our sports. Pride Month is complete and the next photo shoot is planned for September.
- **Identify which existing partnerships have scope to include EDI considerations.**
Not yet started.
- **Identify commercial opportunities based on insight such as England Swims.**
Not yet started.
- **Meet 3 community-level funding requests, allowing for test and learn approach with specialist partners.**
Two funding requests are currently being considered.

Objective

Support the LGBTQ+ Network Pride in Water to increase the size of their network by June 2026.

Actions

- **Assist Pride in Water with production of supporting resources for the LGBTQ+ community e.g. coaching factsheet.**
Not yet started.
- **Assist Pride in Water with relaunch.**
Currently in discussion with Pride in Water to arrange relaunch. Provisional date of 18th September has been agreed.
- **Publish case studies highlighting the LGBTQ+ community in aquatics throughout Pride month.**
Completed as part of 'Making Waves' series.
- **Investigate integration of Pride in Water membership within existing Swim England systems.**
Pride in Water membership functionality has been included within the Digital Review requirements document .

Objective

Continue to support 'Pride Swim' to raise awareness and spread their delivery throughout 2025.

Actions

- **Increase awareness of Pride Swim amongst Swim England membership.**
Polly Shute (founder) has been profiled with links to Out and Wild and Pride Swims. Further social media promo planned.
- **Support Pride Swims to deliver in new areas.**
Pride Swim funding has been distributed. Attendance planned for Brighton Pride Swim. Other support limited due to team member capacity.

Objective

Support specific impairment groups that currently cannot be classified or may require additional support including Deaf and Transplant athletes and those with Down's Syndrome.

Actions

- **Increase awareness of classifications that sit outside of the traditional para-swimming pathway.**
Multiple articles have been created with partners from Transplant and Deaf swimming, with several still to be published.
- **Increase awareness of participants and impairment-specific events throughout 2025.**
Work is ongoing to support athletes attending the Deaflympics and the World Transplant Games
- **Create 'identifier' within membership system to build understanding of the scale of these communities within our sports.**
An 'identifier' functionality has been included within the Digital Review requirements document .
- **Support external competition providers to raise awareness and attendance of their events.**
We have worked with partners from Transplant Swimming and Deaf Swimming to produce a range of articles. Several have been published with the rest due for release from Aug-Dec, to coincide with national and international events.
- **Support partners to deliver impairment-specific events.**
The Events team is currently advising a partner (details cannot be shared) in their bid to host an international event. Outside of this, support is provided via Swim England Officials and other volunteers.

For the LimbPower adult & junior games, workforce was provided, and further activities were signposted so that attendees could continue their participant journeys.

We are currently planning for the WheelPower Inter Spinal Unit Games in September. This will include delivering competition, providing workforce and signposting to further opportunities. We will also work with spinal unit staff to enhance community connections with local swimming opportunities.

- **Leverage existing commercial relationships to access financial and/or value in kind support for athletes.**
Existing partners have been approached to support a number of events. We are not able to share the outcome of these discussions yet but will do so next update.

Objective

Determine how Swim England can better support aquatic clubs and community groups with the costs of involvement, building sustainability and increasing access to aquatics.

Actions

- **Identify opportunities and implement affordable frameworks such as targeted subsidies, discounts, grants for pool hire, training and kit.**
Not yet started
- **Monitor and evaluate investments to determine the change that has taken place over the short, medium and longer term.**
Not yet started

Objective

As part of 'Inclusion 360', work with clubs to ensure barriers to disabled people are identified and removed.

Actions

- **Lead on the Inclusion 360 program, supporting clubs directly to improve their levels of inclusivity through the creation of bespoke action plans**
Currently on hold due to staff turnover.
- **Work with external partners to support impairment-specific events e.g. British Blind Sport National Gala**
Currently on hold due to staff turnover.

Aim

Increase the number of people from underrepresented groups within the Swim England team and external workforce.

Objective

Ensure the appropriate frameworks are in place to grow the diversity of our Swim England team.

Actions

- **Scope what work needs to be done in respect of Attraction, Development and Progression.**
- **Determine what opportunities and alternative support is in place for career progression for those from underrepresented groups.**
- **Continue training for all hiring managers and interview panel members including (but not limited to): Unconscious Bias, Criteria Selection, and Shortlisting.**
- **Review existing recruitment and selection policies and procedures to reduce the potential unconscious bias to be triggered during recruitment.**
- **Ensure that EDI is woven into the language across all recruitment resources.**
- **On a biannual basis monitor and evaluate the learnings from Diversity Confident**
- **Review Diversity Confident pilot with a view to embed in all recruitment activities for paid roles.**

As a result of changes within the People team, and the appointment of a new People Director, we are yet to start new work on this objective. Recruitment has been outsourced for the remainder of 2025, and the Diversity Confident principles will continue to be implemented.

Objective

Increase the number of teachers from ethnically diverse communities via the Recruitment Academy model. Sustaining a minimum 20% of learners in 2025.

Actions

- **Use the Recruitment Academy as a model to deliver training and build connections with community groups.**
We recently met with the Muslim Sports Foundation and attended their Active Sunnah event. We are continuing conversations with their team and are currently awaiting further insight to help identify specific locations and individuals to support in becoming swimming teachers.
We have also connected with Derby College to set up swimming sessions for some of their female students from ethnically diverse backgrounds, with the aim of creating a pathway into swimming teaching.
- **Focus on bespoke workforce projects in targeted areas.**
We've run bespoke projects in Birmingham and Sheffield, specifically focused on engaging underrepresented groups. Across these Academies, we currently have 19 individuals actively progressing through training to become swimming teachers because of these initiatives.
- **Work with partners to engage with underrepresented groups.**
We met with The King's Trust to explore their support and funding opportunities for training young people. We are now assessing options to integrate the Recruitment Academy to support their programmes aimed at training young people as swimming teachers.

- **Increased diversity in our marketing assets and marketing outreach to increase the number of applicants and ultimately numbers of people trained from ethnically diverse communities.**

We have developed new content to reflect the representation of diverse communities and promote swimming teaching as inclusive, examples include:

<https://youtu.be/iYkPUrWgbCg?si=SyDVgeQyAFJ8HApO>

<https://youtu.be/qquA3iegqyQ>

<https://youtu.be/s-IG5BVYjFw?si=zctxllqrwa7vs22c>

Local marketing tool kits were developed and tailored for different communities.

These can be used within community groups to promote becoming a swimming teacher. We have supported partnerships such as the Muslim Sports Foundation; we listened to feedback to incorporate into future communications.

- **Grow awareness of teaching swimming as a career among ethnically diverse communities to increase the number of academy applications.**

So far in 2025, we've seen continued growth in Recruitment Academy applications, with a 7% year-to-date increase in applications from ethnically diverse communities compared to 2024. This reflects the impact of our targeted outreach and inclusive initiatives.

- **Scope and apply for funding opportunities to remove the financial barriers to becoming a swimming teacher.**

An application for national funding is now in its final stages, which, if successful, will provide a significant amount of financial support for individuals from ethnically diverse communities and low socio-economic backgrounds to train as swimming teachers.

Objective

Enhance the lived experience of our workforce groups in order to identify potential solutions to current and emerging barriers to access.

Actions

- **Formalise a network of trusted advisors from the following demographics: disabled people, the LGBTQ+ community and ethnically diverse communities.**
Trusted advisors have been identified from the disabled and LGBTQ+ communities. More details to be shared within the next update.
- **Organisation wide training needs analysis to be undertaken to determine existing understanding and identify priorities for Learning and Development.**
A survey has been created to assist with the training needs analysis.
- **Identify a learning partner to work with to address learning needs throughout the organisation from Board to regional teams.**
Not yet started.

Aim

Increase club membership from 167,845 members to 200,000 with a greater number of members from under-represented groups, representative of the geographical areas in which they are based.

Objective

Create a new membership offer to meet the needs of underrepresented groups by September 2028.

Actions

- **Review existing membership offers to determine what opportunities are available with regards to community/health membership.**
Not yet started.
- **Conduct further defined research within aquatic clubs to identify support needs for interventions.**
Not yet started.