Club Diversity and Inclusion Action Plan (DIAP)

As a club, you have the opportunity to contribute to the inclusivity of our sports and activities and reap the rewards in doing so. Having an action plan in place to address equality, diversity and inclusion could mean an increase in the proportion of under-represented groups in both participation and the workforce. Swim England are advocates for the 'Social Model of Inclusion', meaning that we believe many barriers that prevent people from participating are removable, given the right consideration and resource. As part of the Club DIAP process, we hope to see incremental changes that, spread over a number of years, will see a significant shift in the diversity of our sports.

Club Objective: *As this is the first year with a focus on Equality, Diversity and Inclusion we will ensure that we understand the current demographics of our club. We also want to identify which communities we should be working with, based upon the demographic of the local area.*

Actions	Action Required	Update on Action	Lead Person	Completion Date	Review Date
Increase completion rates of the 'Diversity Profile' on the Online Membership System across the club to a minimum of 60%.	Update club registration forms (including reference to consent of data sharing) to allow for accurate completion of the Swim England database 'Diversity Profile'.	Club registration forms were updated in January 2024 when renewed our membership. Only 52% had indicated that they wanted to share the data. We will leave on the forms and action again next year to reach those that hadn't considered. We will also share the reasons as to why which we feel we have missed.	Club Membership Officer	Jan 2025	Oct 2024
Complete an audit of our membership to identify where we may be underrepresented. Audit to consider age, disability, gender and ethnicity and will be completed by May 2024.	Membership data to be obtained via Swim England database and audited ensuring data protection regulations are adhered to throughout.	Haven't completed yet due to time constraints.	Club Secretary	May 2025	Dec 2024
Assess and signpost local transport routes to our training pools to help those access sessions who do not own a car.	Include local transport routes on our website and any other promotional material about the club.	Complete. Added onto our website and also signposted local transport links on our club gala pages.	Club Website Administrator	Dec 2025	Oct 2024

DIAP Completed By: Mike Hawkes (Club Welfare Officer)
Date Completed: 28th October 2024

EXAMPLE

Look at the club website to ensure all pools we train at have accessibility details	Check website to include information on disabled parking, ramps/steps and capacity of stair lifts. Also perhaps look at extending this within our gala promotion.	Complete. Added onto our website and ensured that number of bays were also included at one of our training pools. Also consulted with operator.	Club Website Administrator and Competition Secretary	Dec 2025	Oct 2024
Set up a club fund for athletes who come from low income areas.	Set up awarding criteria to ensure that access to the fund is fair and based on local authority data.	N.A – new action	Club Membership officer	Jan 2026	Aug 2025
Provide newcomers with a visual reference as to who each committee member is.	Upload a portrait picture to our website and emails.	N/A – new action	Club Secretary	Jan 2026	Aug 2025

EXAMPLE

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Date Completed: 28th October 2024