

Project Management

Equality Impact Assessment



Read and refer to the [Equality Impact Assessment Guidance](#) document whilst completing this template.

The Park for All group review all EqlAs – please click [here](#) for the process.

The NPA Park for All group review all EqlAs produced by our staff; we are a group of representatives from across the organisation who aim to inspire the organisation to deliver against our equality duties, constructively challenge prejudices, raise awareness of the economic and social benefits of inclusion and identify and facilitate actions that support equality and diversity. Our vision is to embed a culture of equality and diversity so that staff, communities, visitors and Board members regardless of ethnicity, beliefs, disability, social background, sex, marital status, age or sexual orientation have the opportunity to access the full range of services provided by the Park Authority and the opportunity to access the benefits of living, working or visiting our National Park.

1. Name of project/policy: **Go Swim Loch Lomond 2019**

Lead officer	Carol Matthews
Others involved in the assessment	Charlie Croft
Date(s) of assessment	28.05.19

2. Description of project/ policy:

Background	Go Swim Loch Lomond is a replacement event for the Great Scottish Swim which took place at the same location for 5 years. It is a ticketed, mass participation open water swim with timing chips and safety cover.
Purpose and outcomes	The project seeks to:

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	<ul style="list-style-type: none"> - Establish a new mass participation open water swimming event at Loch Lomond - Attract funding and support from partner organisations - Achieve positive regional, national and UK media coverage of the event and destination - Achieve 500 entries, attracting participants from central Scotland and the north of England - Increase the number of overnight stays in the local area as a direct result of the event - A comprehensive outcome report giving insights for the visitor economy and experience
<p>How it links to NPPP/Corporate Plan/Operational Plan</p>	<p>Visitor Experience:</p> <p>Outcome 5 -The National Park has a wide variety of well promoted and managed outdoor recreation opportunities providing for a range of abilities and interests</p> <p>Outcome 6 – There are more opportunities to enjoy water-based recreation and sporting activities across the Park’s lochs, rivers and coasts while maximising safety for all users and protecting the quality of water environments</p> <ul style="list-style-type: none"> - Priority 6.3 Encouraging more participation in established and emerging water recreation activities such as fishing, kayaking, canoeing, open water swimming and board sports by promoting suitable locations and itineraries as well as clear safety advice <p>Outcome 7 – The Park’s visitor economy is thriving with more businesses and organisations working together to create a world-class destination</p> <ul style="list-style-type: none"> - Priority 7.1 Growing Tourism Markets. Encouraging new and established tourism businesses to innovate and collaborate by capitalising on growing markets linked to: Nature based tourism, Signature events, Marine tourism

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How we intend to implement the project/policy	The event will delivered by a specialist events company, Durty Events with in-kind operational support from National Park staff, including slipway use and ranger boat team assistance. The event also benefits from sponsorship from the NPA and grant funding from EventScotland.

3. Who is the project/ policy likely to impact on and how? If there is no significant impact proceed to Q.7

Does the project/ policy have the potential to impact on the equality groups? Please provide a brief description including any evidence.	<p>The event will have a positive impact on swimmers of mixed abilities from beginner to enthusiast. Open Water Swimming (OWS) tends to attract more men than women, and this event is targeted at central Scotland and the north of England.</p> <p>Local businesses will benefit from increased visitor numbers, many of whom will stay overnight in the area, boosting overall spend in the area.</p> <p>The slipway and adjacent car park will be closed to the public during the event, as will sections of the nearby beach. This will impact anyone who would normally launch a craft from the slipway on that day and anyone looking to access that specific area of the beach (however the majority of the beach area will remain open to the public. We do expect an increase in car traffic and parking associated with the event although every effort is being made to encourage arrival by train.</p>
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4. Think about the impact the project/ policy will have on eliminating discrimination, promoting equality of opportunity and fostering good relations between different groups. Also consider whether there is potential

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for discrimination. Refer to Scottish census data here <https://www.scotlandscensus.gov.uk/ods-web/home.html> while completing this section. Current relevant information relating to the census is included below, when assessing the potential impact, actions should be relative to the census information.

Protected characteristic	What do we know about this group in the context of this project/ policy? Evidence and EqlA & http://www.scotland.gov.uk/Topics/People/Equality/Equalities/DataGrid	What is the potential impact (positive, neutral and negative) on people who share the characteristic?	What could we do to reduce any negative impacts, maximise positive impacts? What further evidence should we collect?
Age	From the 2011 Census data the Scottish population was: <ul style="list-style-type: none"> • 0 – 15: 17% • 16 – 21: 8% • 22 – 65: 59% • Over 65: 16% 	The majority of swims are open to anyone over 12 years of age, although younger swimmers can take part in some events if accompanied in the water by an adult. Typically this type of event appeals to a broad range of ages. The slipway closure will potentially interrupt enjoyment for a broad range of age groups.	The event organiser will be working with West Dunbartonshire Leisure to encourage as many young people in the area as possible to engage with the event, transitioning from pool to loch. Clear advanced communication regarding the slipway closure will help users plan ahead and choose alternatives dates where possible.
Disability	From the 2011 Census data: 70% of the Scottish population did	There is an established link between outdoor recreation and better mental	Promotion for the event could be linked to human interest stories that

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	<p>not regard themselves as having any disability. Of the 30% who had one or more disability:</p> <ul style="list-style-type: none"> • 7% deafness/hearing loss • 2% blindness/sight loss • 7% physical disability • 4% mental health condition • 19% other 	<p>health. Outdoor Water Swimming (OWS) improves mood, fitness and self-esteem. Many swimmers take up this type of event as a personal challenge or to raise money for charities. This gives a sense of accomplishment and further boosts self-esteem.</p> <p>The event organisers suggest swimmers with disabilities determine whether the event suits them and/or if any special measures are required. Each case is taken on an individual basis.</p>	<p>detail the benefits other swimmers have experienced from OWS. An access statement on the event organiser's website is essential and will be required by the NPA as part of the sponsorship agreement. This guide will help participants with disabilities plan and make more informed decisions.</p>
Gender reassignment	<p>There is limited evidence on the experiences of transgender people in Scotland.</p>	<p>Participants self identify their gender and are included in the event accordingly. Should any participant require separate changing facilities these can be provided.</p>	
Race	<p>From the 2011 Census data;</p> <ul style="list-style-type: none"> • 96% of the Scottish population were white. 	<p>Typically OWS event participants in the area are mainly white.</p> <p>There are known barriers between</p>	<p>Marketing materials should showcase a racially diverse audience, demonstrating inclusivity.</p>

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	<ul style="list-style-type: none"> • 3% were Mixed or Multiple Ethnic groups. • 1% were African. 	Black, Asian, Minority Ethnic (BAME) groups and swimming participation.	Marketing channels should cover as broad a profile as possible.
Religion or belief	<p>From the 2011 Census data, the following indicates the faiths of the Scottish population:</p> <ul style="list-style-type: none"> • 54% Christian • 1% Muslim • 37% none • 7% not stated 	Clothing for this event is carefully specified for health and safety reasons. This may have an impact on some religious groups. Beyond this there should be no impact on these groups.	Clothing restrictions cannot be amended due to health and safety reasons. This information is available on the event website.
Sex	From the 2011 Census data, 52% of the Scottish population were female & 48% were male.	OWS events at Loch Lomond tend to attract a more representative gender split than most other sporting events (i.e. more women than men). This is a positive impact, and should be continued.	Marketing imagery should reflect both male and female competitors.
Sexual orientation	1.3% of adults in Scotland identify themselves as lesbian, gay or bisexual. The Scottish Household Survey 2012/13 data (aggregated) indicate that 47% of lesbian/gay/bisexual people visit the outdoors at least once a week compared to 44% of heterosexual	The impact on this group should be neutral.	Ensure special interest swimming groups such as LGBT clubs are included in any marketing plan.

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	people		
Pregnancy and maternity	Pregnant and nursing women will use these facilities.	Participation in the event by pregnant or nursing women is up to the individual's judgement. Facilities for nursing and baby changing etc are available at nearby Loch Lomond Shores	
Marriage/civil partnerships		The effect on this group should be neutral	N/A

5. Who will be consulted internally or externally on this EqIA?

Externally we will consult with the event organizer to ensure a shared understanding of their policies and that recommendations are adopted.

Internally we will consult with the Park for All group, responsible for championing equalities in our organization and the project team made up of officers and managers from:

- Project Management
- Ranger Service
- Visitor Management
- Access & Recreation

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- Comms
- Legal
- Volunteering
- Planning
- Estates
- Conservation

6. What recommended steps should we take to improve the project/policy and monitor its equality impact?

Action	Outcome	Responsibility	Timeline
Ensure marketing materials include a diverse mix of people of all ages, both sexes, all races, religions and disabilities.	The event is welcoming to everyone to enter.	NPA Project Manager	Prior to event in September 19.
Prepare & publish access statements.	Information regarding facilities all people with disabilities to plan and make more informed decisions around event entry.	External event organiser/NPA Project Manager	Prior to event in September 19.
Ensure publicity is marketed to a wide variety of audiences using existing contact base which includes groups representative of many of the protected characteristics.			

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7. Sign off:

Assessment signed off by:	Carol Matthews
Sign off date:	16.08.19