



# **Diversity and Equality Statement**

## **Introduction**

Coventry Swim School is committed to providing inclusive, diverse, and equal opportunities for all. We believe that everyone should have the chance to participate, learn, and enjoy swimming and related activities. Our goal is to ensure that these commitments, reinforced by our core values, are embedded into our day-to-day practices with all our customers, colleagues, and partners.

## **Coventry Swim School aims to:**

- Provide equality of opportunity to all customers, ensuring that everyone can participate in swimming and leisure activities at all levels, whether they are using our services for the first time or are regular members. We do not discriminate on the grounds of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, colour, nationality, ethnic or national origin, religion or belief, sex, or sexual orientation.
  - Develop a culture that values and enables the involvement of all, embedding and promoting the principles of equality and fairness through the delivery of inclusive swimming programs and activities.
  - Create an environment where all individuals have equal opportunities to learn or participate in swimming and leisure activities.
  - Provide services in a fair manner, ensuring that no customer or colleague is disadvantaged by unreasonable conditions or practices.
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## **Coventry Swim School will achieve this by**

- Promoting equality of opportunity and diversity within our local communities by aligning with local authorities' leisure strategies and sport development aims.
- Ensuring that our swimming programs reflect the diversity and needs of the community we serve.
- Offering value-for-money activities to ensure equality of opportunity to as many individuals as possible.
- Working in partnership with local authorities to offer concessionary pricing and membership for socio-economic target groups.
- Creating a safe and enjoyable environment for all ages, where participants are supported, and talent can grow.
- Providing accessible buildings and equipment where reasonably practicable.
- Communicating effectively with underrepresented groups through website content and promotional materials that reflect the target groups and local diversity.
- Monitoring customer participation and feedback to identify opportunities for continuous improvement and further development of services



- Upholding our Equal Opportunities Policy, supported by equality and diversity awareness training for our managers and staff
- Developing a workforce that reflects our customer base within the diverse communities we serve.
- Training colleagues on etiquette and awareness in dealing with customers.
- Providing training for key regional managers in audit accessibility to ensure that reasonable adjustments are made to the buildings and services we manage and provide.