

Evaluation of the Kellogg's Swim Active Project

BACKGROUND

Reducing childhood obesity and increasing physical activity levels is a high profile and topical issue. Wolverhampton City Council and West Midlands Swimming jointly co-ordinated a pilot programme in the New Deal for Communities regeneration area (ABCD) aimed at encouraging primary school aged children and their families to take up regular swimming activity as part of a route to a healthier lifestyle. M·E·L Research was commissioned to carry out an independent evaluation of the Project.



Through initial investment from Kellogg's, the primary aim of the project was to encourage primary school aged children and their families to take up a regular swimming activity as part of a route to a healthier lifestyle, acknowledging and tackling barriers that may have prevented participation in the past. The scheme focused on those communities suffering the greatest social exclusion and deemed to be 'hard-to-reach' groups, and in doing so this supported local strategies for inclusion and also promoted health, well-being and increasing levels of physical activity.

In addition the project also sought to increase the number of swimming specific awards and vocational qualifications undertaken and achieved by young people and volunteers residing within the ABCD area.

METHODOLOGY



The evaluation process involved three activities:

1. A **documentary review** of key project documents, including the project proposal, funding applications, entry and exit questionnaires, attendance records, letters of thanks and project monitoring documents
2. **Stakeholder surveys** with key project staff from Wolverhampton City Council, ABDC NDC, ASA and other partners (a total of 8 stakeholders were interviewed)
3. Two **Chattabout sessions** with beneficiaries of the project, parents and children

OUTCOMES

The evaluation found that the project had successfully engaged with 'hard to reach' groups in the area. The project attracted particular involvement from BME groups of women and children, and children and families with weight issues. The project had not only helped with increasing levels of physical activity and weight loss but also helped with participants general confidence levels and helped to improve inter-family relations between those families that took part. A number of the women went on to take their lifeguard exams and now work several days a week in this role.

TESTIMONIAL

"Findings will initially be used by funding agencies to support funding reports and provide evidence on the success of the project. This info will also be utilised to determine the need for this type of targeted work within other sports. I was extremely happy with the level of service we received from M·E·L and have no improvements to suggest at this time."

Andrea Fieldhouse, Sport Development Manager, Wolverhampton City Council

For further information about this project, please contact
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