



# SOCIAL IMPACT REPORT

*Alt: Championships logo with blue, pink and green mosaic design including World Para Swimming logo (top), Allianz logo (centre) and swimmer pictogram (bottom right)*

**Manchester 2023**  
**Allianz Para Swimming World Championships**

# OUR AIM

*To fully capitalise on the hosting of the Manchester 2023 Allianz Para Swimming World Championships at the Manchester Aquatics Centre, stakeholders committed to:*

**‘CREATE POSITIVE AND SUSTAINABLE CHANGE’**



# OUR AIM

***To achieve that, our activities focused on three key themes with set objectives:***

## **1. Community access:**

- Create more opportunities for people with a disability to access swimming/aquatics.
- Develop a stronger disability and para-swimming pathway.
- Increase disability awareness and the profile of para swimming and para sport.

## **2. Equality, diversity, inclusion:**

- Work towards developing a more diverse and upskilled workforce within Manchester and the North West.
- Enhance the event experience for people with a disability, including athletes, officials, workforce, and spectators.
- Showcase the diversity of para-swimming pathway.

## **3. Sustainability**

- Showcase the sustainability enhancements made to the Aquatics Centre following refurbishment.
- Embed and evaluate sustainability through the delivery of the championships.
- Use the championships as a platform for learning and development.



# COMMUNITY ACCESS



Alt: Image of two double arm amputee swimmers standing poolside at the Championships



Alt: Championships logo

# COMMUNITY ACCESS

## DISABILITY SWIMMING PROGRAMMES

Our key objective was to enable more people with disabilities and impairments to be able to enjoy sustained participation in swimming and aquatics, thereby leading healthier lives that benefit them socially, emotionally, and physically.

We identified an increasing demand in Manchester amongst families of children with disabilities for 1:1 swim lessons. As a result, we partnered with Level Water, a national disability swimming charity to develop a summer programme of swimming lessons across the city, designed to build water skills and confidence and enable many children to progress to smaller group classes and then swim school.

Ahead of the summer 2023 rollout of classes, Level Water delivered a CPD training programme for 23 GLL swim teachers in the city, upskilling them and enabling them to deliver disability swimming lessons.

GLL then joined delivery partners Everyone Active, Bamber Inclusive and Aquatic Life in delivering 182 Level Water classes over the summer holidays, supporting 33 children in the process.



Alt: Image of swimmer competing at the Championships



Alt: Championships logo

# PARTNERSHIPS DEVELOPMENT

One of the great successes of the Social Impact program has been the development of new partnerships that can go on to support the delivery of disability swimming initiatives for years to come.

A cross-sector approach saw several organisations come together to help achieve a wide range of social impact outcomes, including the local council, leisure trusts, governing bodies, community groups and charities.

A great example was the event delivered by the charity Limb Power at the Manchester Aquatic Centre, involving local families, children, and young people, some of whom were having their first swim experience. Supporting the delivery of the event, on the eve of the championships, were representatives from Activity Alliance, Swim England, Bamber Inclusive, Matt Walker Academy and Level Water.

Managing multiple activities and partnerships proved to be complex but led to the delivery of a wide range of objectives, something that only an event of this nature could enable by bringing stakeholders and partners together.



Alt: Image of swimmer Ellie Challis celebrating post race at the Championships



Alt: Championships logo

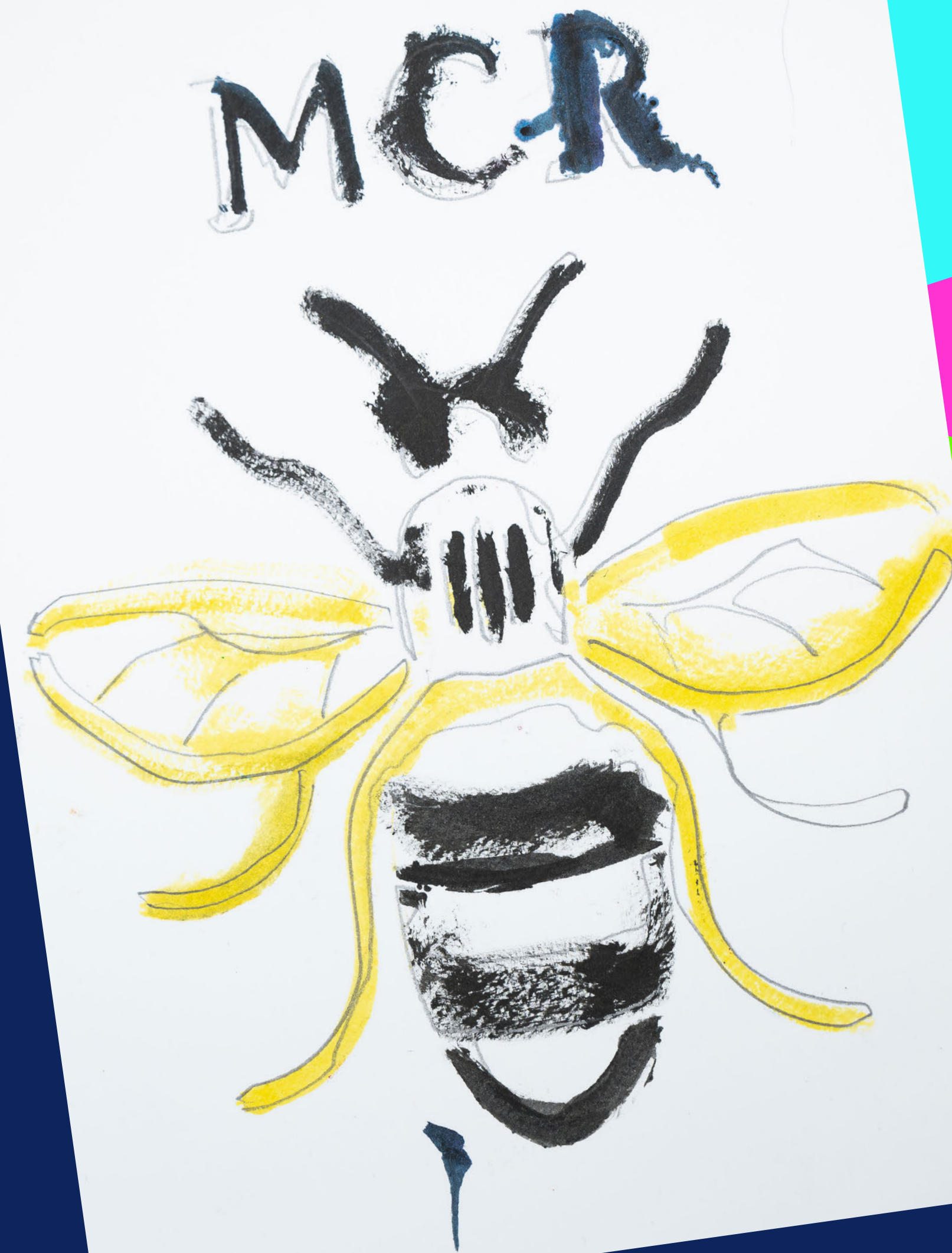
# SHOWCASING PARA SPORT, DISABILITY SWIMMING AND SOCIAL IMPACT

With the support of UK Sport, we produced a short promotional film showcasing the work of the social impact programme for the Para Swimming World Championship. This video highlights the different activities developed and delivered across the three key themes of our social impact work.



Manchester 2023 Para Swimming World Championships Social Impact Activity

Watch the Para Swimming World Championships social impact video [HERE](#)



Alt: Painting of Manchester Bee icon with MCR (top)



Alt: Championships logo

# EQUALITY, DIVERSITY AND INCLUSION



Alt: Image of a group of Community Integrated Care volunteers standing with guests at the Civic Reception at Manchester Town Hall



Alt: Championships logo



# EQUALITY, DIVERSITY AND INCLUSION

A key priority was to provide an enhanced experience at the Manchester Aquatic Centre for athletes, officials, workforce, and spectators whilst providing inclusive volunteering opportunities for people with disabilities.

## **WORKFORCE DEVELOPMENT**

Alongside the CPD Level Water training delivered to local swimming teachers, we have embarked on an ambitious recruitment programme with the Institute of Swimming, further supported by UK Sport and Swim England. This sees the launch of an Inclusive Recruitment Programme with the aim of helping people with a disability to become swim teachers.

The Institute has developed a unique programme which aims to support up to 12 candidates to gain swim teacher qualifications, leading to paid employment with local swimming delivery partners in Manchester and the city region.



Alt: Image of swimmer competing at the Championships



Alt: Championships logo

# WORKFORCE TRAINING

Staff and volunteers working in customer-facing roles at the event were offered the opportunity to take part in a free e-training programme developed by Activity Alliance to increase workforce confidence and knowledge when supporting people with disabilities, enabling a more inclusive event venue and experience for everyone.

Over 70 staff and volunteers took up the training opportunity ahead of the championships.

Our feedback survey suggested that 88% of those who took the course agreed that it had better equipped them to support people with a disability at the Championships.



Alt: Image of large group of volunteers gathered outside of the Manchester Aquatics Centre with Championships mascot, Manny the Bee



Alt: Championships logo

# INCLUSIVE VOLUNTEERING PROGRAMME

A total of 300 volunteers assisted with the operational delivery of the event, 63 were registered with disabilities or long-term health conditions representing 21% of the volunteer workforce.

30 local volunteers supported by the charity Community Integrated Care were given unique personal development opportunities connected to the event. They enjoyed many experiences including a media masterclass, a photography day around Manchester, an event-inspired art class and an employability session. At the event itself, volunteers actively welcomed athletes to the city, presenting gifts and artwork.

The aim of the programme was to support volunteers in building confidence, developing independence and personal skills, and improving social cohesion.

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Alt: Image of a volunteer wheelchair user fulfilling a medal bearer role at the Championships.



Alt: Championships logo

# VOLUNTEER TESTIMONIALS

“We’ve started a regular Friday morning swim, where all the people that we support who were Inclusive Volunteers go down to the pool. It’s become a real highlight of the week. Having that physical exercise is important, and we make everything fun for them. It’s the friendship group they’ve formed as well - they all push each other to go further.”

“I’ve seen how much confidence that it’s given Tony. He really pushed himself to get out there and try new things. He got a great deal from it - it’s really developed his confidence and he’s got to meet a lot of new people while having fun.”

**Richard Brocklehurst**, Support Worker

“I think if they can do it, so can we all too!” (Talking about the Paralympians)

**Alex Mclean**, Volunteer

“The best thing that I’ve got out of this is what I’ve learned from the last 4 weeks. I’ve learned little things that I couldn’t do before. The more you learn, the better you get. I’ve been doing things with athletes, met the Lord Mayor – I just can’t believe it. I’m growing in confidence, met new people, achieved things I’ve never done before. To give people like me a chance, so they have a go for themselves and see how far they can go. I have a lot to give this world, I want to show it to everybody around the world.”

**James**, Volunteer

“I really enjoyed all of it, especially learning how to interview people, the sports commentary and filming social media clips. It was great to go to the swimming in Manchester and the staff were all brilliant to work with.”

**Tony**, Volunteer

“I would like to say that for the first time since being disabled it was an absolute pleasure to be treated as me and not as a disabled person. Not once was anything said about being in a chair, ignored, treated different or anything. As someone with a disability that is a huge thing. I was able to do my job to the best of my ability and I think I enjoyed the whole process so much more as I wasn’t being judged by anyone for being ‘different’. So thank you for making my first volunteering event such a memorable one for all the right reasons.”

Volunteer, from post-event survey



Alt: Championships logo

# SPORTS PRESENTATION AND FAN EXPERIENCE

Several additional steps were taken to make the fan experience more inclusive and accessible for those attending with disabilities. These included:

Having British Sign Language (BSL) interpreters on the pool deck, providing sign language for all pre-show segments which were also broadcast on the big screen.

Providing sensory equipment for spectators

Broadcasting closed captions on all big-screen content

Communicating accessible travel information to spectators.

Community Integrated Care, along with their 'Support Squad' conducted a disability lived experience tour of the venue and subsequently provided advice to the event management team on suitable improvements and adaptations ahead of the arrival of spectators.



Alt: Image of presenter Ashleigh Wilmot alongside sign language interpreter



Alt: Championships logo

# SUSTAINABILITY



Alt: Image of swimmers diving into the competition pool at the Championships.



Alt: Championships logo

# SUSTAINABILITY

Sustainable practice and measurements were implemented throughout the delivery of the event.

## ENERGY CONSUMPTION

- Reduced temporary power requirement by installing additional venue power where possible. The number of planned temporary generators was reduced from 4 to 3 and they ran on 100% HVO fuel with an agreed running schedule to reduce running time and emissions.
- Waste Hierarchy of reduce, reuse and recycle implemented across the planning.

## TRAVEL AND ACCOMMODATION

- The average distance from hotel zone to venue was only 1.40km.
- Approximately 60% of workforce based in Manchester or Greater Manchester, reducing travel and accommodation impact.



## WASTE MANAGEMENT AND REDUCTION

- Reusable water bottles provided to all volunteers and drinking fountains available for water refills for volunteers, athletes, and spectators.
- No bottled water provided to volunteer workforce or athletes reducing water order by approximately 25,000 bottles on the same event held in 2019. For the minimal amount of sealed water required, cartons were used. In addition to this, bottled water was replaced by canned water in the venue café.
- Digital programme instead of printed programme.
- 'Recycling' the event mascot 'Rug Bee' from the recent Rugby League World Cup, reintroduced as 'Manny the Bee'.



Alt: Image of Championships Mascot; Manny the Bee with blue t shirt and blue sunglasses

## PROCUREMENT

- Introduction of sustainable procurement code ensuring that sustainability was a key consideration in the procurement process.

## CARBON LITERACY TRAINING

- 12 members of the Local Organising Committee took part in a Carbon Literacy Course.

## SUSTAINABILITY AWARENESS

### Volunteer survey:

- 85% of respondents knew the event was trying to be more sustainable

### Spectator survey:

- 47% of respondents knew the event was trying to be more sustainable.



Alt: Championships logo



# BENCHMARKING

Working with sustainable event specialists isla, and utilising their measurement tool TRACE, we have worked towards reducing the event carbon footprint by being better informed through data capture. This has included:

- Capturing emissions from the MAC's energy and temporary power sources
- Assessing the impact of the MAC's location on travel and accommodation for staff, athletes, and spectators
- Understanding how different material choices impact the event's impact carbon emissions
- Calculate food and beverage emission impacts for attendees and staff as part of a broader understanding of the event's waste footprint
- Influencing suppliers and contractors to adhere to sustainable practices and to support the event in emission data capture





Alt: Championships logo

# THANK YOU

MANCHESTER

