



EVERYDAY SWIM news

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Editor Nicola Polley

Welcome to the September edition of Everyday Swim News!

As the end of the second Everyday Swim summer approaches pilot areas have demonstrated their ability to build on previous successes.

Using good practice and learning identified in the interim report they have developed more opportunities for new participants throughout the summer, accessed further hours of pool space at school sites and seen local partnerships strengthen. This edition barely touches on the impressive work that will continue as the legacy of the project!

For more information on Everyday Swim please visit our website, www.everydayswim.org, alternatively any comments or queries will be welcomed at everydayswim@swimming.org or on 0117 3302667.

Enjoy your reading! Nicola Polley, Everyday Swim Officer, the asa



Splash magazine attracts new junior learners

Each summer Islington Council offers free swimming lessons to children who are unable to swim 25 metres. Despite this offer, previous summers have seen a poor response rate.

This year Everyday Swim has led the way in developing awareness of the offer to attract more participants, which in turn would make the scheme more viable. Advertising was at the forefront of this year's offer and extensive advertising in Splash magazine has contributed to a 52% increase in the number of children taking part. Over a four week period the three local pools have seen 350 Islington children participate in a set of ten swimming lessons.



'It's really great to see so many young Islington residents take up this opportunity to learn to swim. Swimming is not only a life skill, but makes many other water sports accessible.'

said Everyday Swim coordinator, Annabel Kehoe, who is optimistic that these children will now continue to be involved in lessons and other aquatic activities available at the local pools.

Weightwatchers move to the pool

Weightwatchers are due to start delivering their class at Peterlee Leisure Centre from 13th September and will be encouraging their members to take part in the 'swim for fitness' session offered in the pool as part of their diet and exercise regime.

Slimming World already host their weekly class at the leisure centre and many members now utilise the 'swim for fitness' sessions, which have the added value of an aquatic personal trainer on poolside to provide advice and tips on how to get the most from your time in the pool.

Jaime Coutts of Weightwatchers believes that both the gym and swimming was vitally important in her weight loss journey, highlighting that "weight loss and exercise go hand in hand so you will achieve better results if you can incorporate just a little bit more activity into your normal routine. Swimming is especially good for people who suffer from joint problems, after having my daughter I had severe back pain but when swimming the water supports your weight and you can still exercise, it's a win win in my eyes!"

WIRRAL SWIMMING NETWORK DEVELOPED

A new network has been formed across pools on Wirral to share information and good practice. The group consists of staff members from each of the leisure centres who will regularly meet to discuss relevant issues and ideas.

The network will facilitate communication between the pools and offer support to deliverers of swimming in the area. It will encourage a more cohesive approach to swimming and offer an opportunity for staff members to motivate each other as they take on new challenges.

NORTHUMBRIAN WATER

For the second consecutive year Everyday Swim Easington has attracted additional funding from Northumbrian Water for wider swimming investment within the Swim North East region.

The funding will be used to place a Swimfit unit at a pool within each of four County Sport Partnership areas within the region to encourage similar 'swim for fitness' sessions to those currently available at Peterlee Leisure Centre. These sessions adopt

the 'gym in the pool' concept by providing personal trainers to offer advice, support, and encouragement to swimmers.

Two 'Oceans of Fun' events will also be delivered by Total Swimming, providing an opportunity for young people from Sunderland & the District of Easington to take part in aquatic activities centered around health, safety and fun as well as the opportunity to meet some of the British aquatic Olympians fresh from Beijing.

>>> IN BRIEF

Coordinator meets local MP

Easington Everyday Swim coordinator Duane Newton met with Phil Wilson MP for Sedgfield and other wards within the District of Easington. Mr Wilson was keen to hear about Everyday Swim and the achievements and learning to date from both a local and national perspective.

SUMMER SPLASH

The summer has seen Everyday Swim support 108 hours of aquatic fun structured sessions and more than 37 hours of learn to swim courses at Peterlee Leisure Centre as part of the District of Easington's Summer Programme.

In addition, school pool access has also been unlocked and a total of 25 hours of fun structured sessions and learn to swim courses have been delivered at Seaham School pool. Activities include mini polo, snorkelling, flip 'n' fun and inflatables.

Final steps in Telford

The final set of 45 degree angled steps has been installed at Madeley Court Sports Centre. Now all of the Telford & Wrekin Council swimming pools have these steps providing easier access for people with mobility issues and parents with toddlers.

TRAINING FOR CARERS

Local swimming teachers and development officers in Telford and Wrekin have designed a specialist three hour training package around supporting disabled people in the water to be delivered to local carers.

The informative course, which has been successfully delivered to a group of seventeen, introduces the carers to support equipment such as pool hoists and floating aids. It also shows ways to support a disabled swimmer in the water and demonstrates examples of things to do and enjoy.

Funding secured for 'buddy' scheme

Funding has been agreed to develop and implement a buddy scheme in Telford and Wrekin to support people to access leisure centres and participate in physical activity. Swimming is an integral part of the project and Fiona Stevenson is the first buddy. Fiona herself has only recently been able to access swimming through the support of the Everyday swim project and now wants to support others to get involved.

Telford's portable pool

Following months of determination the idea to bring the pool to the people finally happened in Telford this summer.

Believed to be one of the first its kind in the UK, the eight metre pool, 'Splash', was placed outside Telford Shopping Centre in Southwater Square. Splash had everything you would expect to see at a leisure centre - reception, changing, rooms, toilets and a viewing gallery.

A host of aquatic activities took place over the three day event, opened by Gold Olympic medalist Duncan Goodhew, to showcase different swimming activities available in Telford pools.

400 people took to the water in sessions including rookie lifesaving, mini polo, aqua aerobics and snorkelling whilst bystanders received information packs containing swim vouchers for free taster sessions, pool timetables, session guides and giveaway gifts from local service providers.

Over 3000 people visited 'Splash' across the event including school groups and residents from across Telford and Wrekin. More than 500 visitors completed a swimming questionnaire which identified that of those questioned 64% (adults) and 26% (under 16 years) were not regular swimmers, but 44% (adults) and 77% (under 16 years) feel they would like to swim more often having seen the Splash event. The latent demand is there but Everyday Swim aims to give people real opportunities to take the plunge and to become regular swimmers.



"What an innovative and exciting idea... It is a shame it cannot be here all summer." Spectator

"Splash has proved a massive success with around 3000 people of all ages coming to the event. 'Splash' displayed all that was on offer at pools across the borough and by doing this, has we hope, encouraged more people to take up swimming." Cllr Denis Allen, Cabinet Member for Communities

"I just want to say well done to Telford and Wrekin for trying this. There will be a lot of people who will look on and be jealous of this idea." Olympic medallist, Steve Parry



Everyday Swim projects & contact details

AREA

Suffolk (East)
Wirral (North West)
Easington (North East)
Telford & Wrekin (West Midlands)
Islington (London)
Woking (South East)
Lewisham (London)

EVERYDAY SWIM COORDINATOR

Corinna Hudson corinna.hudson@swimming.org Mobile: 07818025794
Fiona Pantrich fiona.pantrich@swimming.org Mobile: 07818006716
Duane Newton duane.newton@swimming.org Mobile: 07818025274
Matt Shields matt.shields@swimming.org Mobile: 07818017803
Annabel Kehoe annabel.kehoe@swimming.org Mobile: 07810447145
James Barter james.barter@swimming.org Mobile: 07818021014
Jo Melchior jo.melchior@swimming.org Mobile: 07795690656