



EVERYDAY SWIM news

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Issue 17
Editor Kate Sargent

Welcome to the October edition of Everyday Swim News!

This month - promoting swimming to new audiences in Islington and Suffolk; Swim Buddy Bill's story; and, Duncan welcomes new swimmers. Plus how are we sharing the learning from Everyday Swim and how will it impact on national projects such as the Free Swimming programme?

We welcome your feedback - to give us your comments, or to subscribe, email us at everydayswim@swimming.org. Remember there's loads more info on the web at www.everydayswim.org.

Happy reading! *Kate Sargent, Swimming Activity Manager, the asa*



Duncan congratulates new adult swimmers

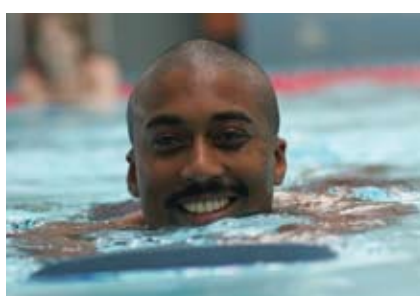
Olympic Gold Medallist Duncan Goodhew visited Suffolk last month to congratulate new adult swimmers who had taken advantage of the county-wide £10 learn to swim promotion.

The promotion has been a huge success for the county - with 40 courses running across the seven districts already and almost 300 adults learning to swim. Look out for interviews with some of the new swimmers in future editions of Everyday Swim News.



Duncan Goodhew with some of the adults who have learnt to swim for ten pounds

SECOND MAGAZINE TO RAISE PROFILE OF SWIMMING IN ISLINGTON



Due to the success of Splash magazine, the Everyday Swim project in Islington is set to distribute another publication, this time aimed at the borough's adult population.

As we reported in last month's Everyday Swim News, Splash magazine resulted in more children participating in the pools' summer programmes, including more than double the number of children taking up the council's free swimming lessons.

Now the focus is to shift to the adult population. The new magazine focuses on the health and fitness benefits of swimming; highlights the local masters swimming and triathlon club; updates on the various swimwear options now on the market; and, lists the top five charity swims.

The magazine will be door dropped to the 180,000 plus households during October and will be advertising eight free swimming lessons for adults (over 16 years old) to run for the remaining eight weeks in 2008.

The success of the magazine will be tracked through swim vouchers, a free prize draw and applications for the free swimming lessons, as well as general throughput.

Wirral Swim Buddy scheme

Wirral's Buddy training scheme will take place this month with Age Concern.

So far 22 people have signed up to become Swim Buddies and with the new exciting pool programmes that have started this autumn, all the new 50+ sessions will welcome the addition of the buddies. The Primary Care Trust (PCT) has ten new health trainers on Wirral who are also keen to use the scheme for their clients and Everyday Swim coordinator Fiona Pantrich will be taking them on a tour of the leisure centres so they can see what is on offer and give them an explanation of the classes.

Bill's Story

After the buddy scheme on Wirral was advertised Bill contacted the Everyday Swim Coordinator and asked if he could sign up.

Having lost both his legs in 2006, it was seeing the clear blue water on a family holiday in 2007 that first made Bill think about swimming again. He continues the story, "The following winter was not a good one. I had constant discomfort from the stumps and sockets. So much so that I was not able to exercise as I should. The weather was not helping either. I decided that I needed to get some exercise somehow.

I made contact with the local leisure services and was put onto my local pool. One email followed by a visit to the centre and I decided that the time had come. I would either sink or swim.

My first time there was in the leisure pool, I crawled from the changing area to poolside and rolled in, I floated and I swam. To start I had a job catching my breath but the more I swam the better my breathing became, also the discomfort I had with my stumps was no more. Now I try to swim seven days and use the gym three times. In both the local centres I now use the staff have been fantastic, it is no more a case of going to swim or the gym, it is a social outing now. It has done wonders for me I hope it can do the same for others."

Coordinator Fiona Pantrich said, "Bill and is an absolute inspiration and will make a great Swim Buddy. He is most keen to let others who have a disability know that they can become a regular swimmer like him."

Bill has also agreed to help appear in publicity for the new scheme to encourage others to take the plunge.

Swimming Q&A in Suffolk

Everyday Swim Coordinator for Suffolk, Corinna Hudson produces a swimming question and answer page for a monthly magazine aimed at the over 60s. The column answers readers' questions about swimming as well as providing information on local pools and promoting local opportunities such as inviting volunteers for a peer mentoring scheme.



Wide take up for Free Swimming programme

Some 300 councils in England have signed up to offering free swimming to over 60s and under 16s from next April.

The Everyday Swim projects have provided critical evidence to shape the delivery of the free swimming programme. Learning from the project will be available for all those looking to increase participation by ensuring that those who try swimming because it's free have a good experience at the pool and are motivated to return and ultimately to become regular swimmers.

Learning from Everyday Swim

The Everyday Swim team receives regular telephone and email enquiries from pool staff and others working in the sport or health fields wanting to know 'how to increase participation'. Everyday Swim Coordinators have been drawing up 'how to' case studies to share the successes from Everyday Swim. The case studies include details of interventions, how they came about, the resources needed to deliver them and what the outcomes have been. They are almost complete and the first series will be available on the website www.everydayswim.org from the end of this month.



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)

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