



EVERYDAY SWIM news

November Edition 2008
Issue 18
Editor Nicola Polley

Welcome to the November edition of Everyday Swim News!

Articles this month highlight a new approach to learning as Easington sees maths and science lessons move to the pool, whilst in Telford Everyday Swim ambassadors and swimming teachers are under the spotlight as they receive award nominations.

In addition, Islington and Lewisham show the steps they have taken to drive awareness of swimming in their area.

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*



Lewisham swims

Lewisham residents and visitors have been recipients of positive swimming messages this month as part of an exciting month of media profiling, pool offers and events to further raise the profile of swimming across the borough.

Marketing campaigns and a programme of events have showcased local swimming successes to motivate others to achieve their swimming goals and included visits from swimming champions.

Local swimming teachers and coaches have also been celebrating their skills and at the launch of *Lewisham Learns* they hosted a pool based session and were given the challenge of teaching adults to learn to swim in a unique 30 minute masterclass!

It was a great session and gave both the swimmers and teachers a sense of achievement. Every one of the learners had made huge progress in the short lessons and all successfully took their first few strokes within the class.

One of the teachers was newly qualified Michael Falese, who has featured in Everyday Swim News previously as he has made an amazing journey from a non-swimming adult through to a qualified Level 1 swimming teacher in the space of 12 months with the support of Everyday Swim. Michael is currently training for his Level 2 Teaching Aquatics qualification and seeing him begin to teach a new swimmer within this pool session was a testament to what has been made possible through Everyday Swim.



Easington brings the classroom to the pool

The Positive Futures scheme and Everyday Swim in Easington have launched a new initiative to take traditional classroom based lessons to the pool to encourage the development of young people's maths and science skills.

Pool based sessions at Peterlee Leisure Centre will include stroke development, mini polo, snorkelling and rookie lifeguard sessions, each delivered with numeracy and literacy skills tasks incorporated into the activity.

Youngsters will take part in water based maths tasks such as counting strokes per length, taking pool measurements, timing activities, and various numerical games in this new learning environment.

Lisa Denham, Positive Futures coordinator, said

"This is a great opportunity for young people to develop personal skills whilst achieving in academic subject areas, outside of the usual educational setting. It encompasses elements of numeracy and literacy skills, communication and teamwork with a focus on fun".

Anne recognised for 'Going the extra mile'



Anne Staples receiving her award from Andrew Eade, Leader of the Council, Telford and Wrekin

Telford's swimming teacher Anne Staples has been a key person in the delivery of the West Midlands Everyday Swim pilot and this month has won an award for her excellent customer services and work in the community.

Anne won her award under the category 'Making a difference in the community' within the Telford and Wrekin Council 'Going the Extra Mile' awards for her involvement with the Everyday Swim project. Local coordinator Matt Shields nominated Anne for her dedication and warmth to the project stating that *"Anne has been an integral part of the delivery of Everyday Swim and has always gone beyond the call of duty to ensure participants feel comfortable and confident in all aspects of their swimming experience"*.

Local pool staff were also recognised at the awards ceremony as they successfully won the Community Services portfolio compliment of the year for their work in assisting disabled people to access a pool.



Left to Right - Ruth Giblin (Duty Officer), Steph Ball (Swimming Teacher) Steve Wellings (Chief Executive, Telford and Wrekin Council), Nicky Fogarty (Swimming Teacher) Stuart Walker (Assistant Manager)

Awareness campaign underway in Islington

An earlier street survey conducted by Everyday Swim identified poor public awareness of the existence of Ironmonger Row Baths, so this month an outdoor advertising campaign kicked off in Islington to change this.

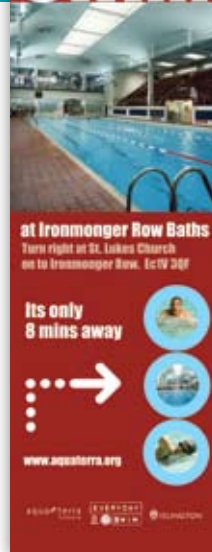
Ironmonger Row Baths, opened in the 1930s, houses a 33 yard swimming pool within an impressive pool hall with huge vaulted ceiling and original wooden viewing gallery. The location of the Baths is ideal for both residents and city workers. However, the building is tucked away off the main street and its exterior doesn't sell the fantastic facility that it houses.

The campaign to highlight the impressive pool and its location includes a four week street campaign, where adverts are set in prime advertising spaces within a half-mile radius of the Baths, and an information stall at the popular Whitecross Street Markets. Residents have also received their copy of **Motivation - Everyday Swim Special** magazine, highlighting the benefits of swimming and showcasing the Islington facilities.

To measure its success, a second street survey will be completed after the campaign to identify changes in local awareness. If this strategy proves successful, Everyday Swim Islington will consider a roll out of similar campaigns across the borough.



Go Swim



Sports award

Two women from Telford, whose lives have been transformed by swimming, enjoyed an evening of glamour as they were nominated for awards from the county sports partnership in Shropshire.

Yvonne Richardson and Marion Shepard were nominated for the **Health Improvement Through Physical Activity** award at the Energize Shropshire, Telford and Wrekin Awards. Although in the end they just missed out on the award, receiving the nomination was recognition of their life-changing efforts to get back into swimming.

Yvonne and Marion, who featured in the May edition of Everyday Swim news, are both visually impaired and had not done any physical activity for over fifteen years since their sight deteriorated but thanks to Everyday Swim they were able to access swimming once more.

Everyday Swim coordinator Matt Shields commented *"Yvonne and Marion have gone from strength to strength in recent months. As a result of their initial involvement in swimming they have since begun to participate in other physical activities as well. They have both experienced health improvements from participating in swimming and receiving the award nomination is recognition of the journey they have travelled. They are an inspiration to all"*.

Everyday Swim projects & contact details

AREA

Suffolk (East)
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
Helen Graupp-Fisher helen.graupp-fisher@swimming.org Mobile: 07818422857
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
c/o Kate Sargent kate.sargent@swimming.org Mobile: 07798703857
Jo Melchior jo.melchior@swimming.org Mobile: 07795690656