



# EVERYDAY SWIM news

January Edition 2009  
Issue 20  
Editor Nicola Polley

## Welcome to the January edition of Everyday Swim News!

This edition shows that the momentum has continued in the pilot areas despite the cold weather this winter!

Fun days have attracted families to the pool in Easington and provision of adult Learn to Swim schemes across other pilot areas seems to be key at raising participation amongst this group.

More information on Everyday Swim can be found at [www.everydayswim.org](http://www.everydayswim.org) alternatively any comments or queries will be welcomed at [everydayswim@swimming.org](mailto:everydayswim@swimming.org) or on 0117 3302667.

*Happy New Year from the Everyday Swim team.*

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



## Oceans of Fun in Easington

An 'Oceans of Fun' day in December provided a fun-filled multi-aquatic experience for 200 children in Easington. The event, hosted by Olympians, gave the community opportunities to try all areas of aquatics including swimming, water polo, diving and synchronised swimming, whilst also learning about life saving and water safety.

This event was another demonstration of successful partnership working from Everyday Swim as it joined forces with Northumbrian Water, Swim North East, and Total Swimming to deliver the event which was designed to inspire a new generation to follow a healthy and active lifestyle.

Everyday Swim coordinator Duane Newton secured additional funding from Northumbrian Water allowing the event to take place. Louise Hunter, head of corporate responsibility at Northumbrian Water, said: *"Northumbrian Water prides itself on being immersed in community life in the North East and this event is a natural extension of our 'Water for Health' campaign, which encourages people to lead a healthy lifestyle. We hope that the school children taking part will be inspired to have fun in the water!"*

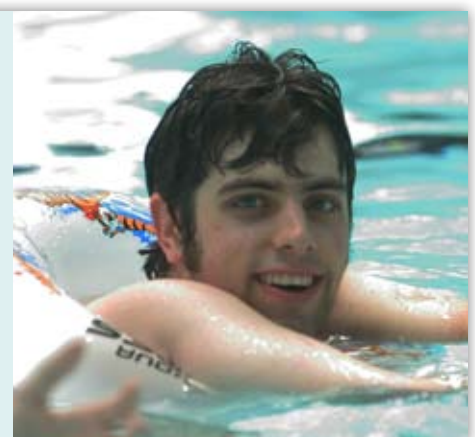


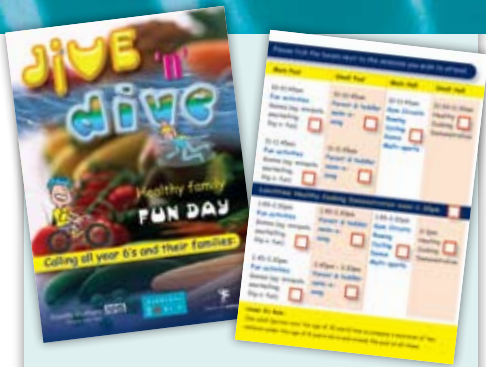
## ADULT LESSON SCHEME TO BE REPEATED IN WOKING

As a direct response to the success of the adult Learn to Swim offer last year Woking Borough Council will once again be offering adult beginners and non-swimmers the opportunity to take up a course of lessons for just £10 in 2009.

During the Summer of 2008 swimmers were offered four lessons for £5 as an incentive to get involved, this time lessons have been extended to run a six week course for the price of £10, this enables the scheme to mirror the mainstream lesson provision whilst also offering an extra two lessons to help increase water confidence.

Monitoring of swimmers from the initial classes has shown a significant number of participants are now swimming on a regular basis as a direct result of their lessons, demonstrating the long-term impact that low-cost lessons can have.





## Jive 'n' Dive healthy fun day

Primary school children and their families have been welcomed into Easington's Peterlee Leisure Centre to take part in the Jive 'n' Dive family activity day.

The event encouraged families to get active and eat more healthily in an effort to tackle some of the causes of obesity and was hosted in partnership with Public Health County Durham and Darlington.

A number of fun physical activity sessions and cooking demonstrations were offered throughout the day included aquatic games in the pool (mini polo, snorkelling and flip 'n' fun).

This event was part of Everyday Swim's commitment in Easington to raise awareness of the obesity issues and to encourage families to learn about how swimming can be a tool to prevent and tackle obesity and improve health and wellbeing.

Public Health County Durham and Darlington is currently developing pathways to tackle obesity through a prevention, treatment and management programme. The Childhood and Adult Obesity Pathways are due to be launched in early 2009 and will include aquatic elements as the benefits of swimming are acknowledged.

## Pool Swimming Standard brought into lessons

The Pool Swimming Standard was introduced in Woking's Pool in the Park to allow parents and guardians to bring more children into the pool than the current admission policy allows.

To give more families the opportunity to benefit from this scheme Woking Borough Council are now piloting the inclusion of the award within the current tuition programme. This will enable swimming teachers to begin assessment of the children within their weekly swimming lessons, making the process more accessible for all.

## Motivation magazine helps recruit new learners

An advert in the October edition of *Motivation - An Everyday Swim Special* magazine in Islington offering free adult learn to swim lessons has helped create an overwhelming response from the public and more than 300 adults aged 18-71 years took to the water in the last weeks of 2008 as they began to learn this life skill.



The courses of eight lessons were offered at four public pools in the borough and included women only classes at Cally pool. Participants have been impressed by the progress they have made and for some it has involved a huge journey, overcoming years of fear of the water due to earlier bad experiences. William (62) and Adewale (26) both grew up in the borough had near drowning experiences as children. The courage shown by both men to learn as adults has been encouraging to others.

As well as non-swimmers, others have taken part in 'refreshers' course which has given adults a revised water confidence to assist them in becoming regular participants once more. Greg (34) said *'To be honest, I'm astonished at how far we have all come in such a short time, there has been a pretty dramatic improvement each week'*.

One in five adults nationally are unable to swim and this presents a huge barrier to participation. Due to the success of the Islington learn to swim promotion, adult lessons have since been programmed into the 2009 pool programmes to offer more people the opportunity to have low cost swimming lessons, in order to overcome this barrier.

## Long-term benefits for Lewisham

As highlighted in the November edition of *Everyday Swim News*, **Everyday Swim Lewisham has recently invested in a four week marketing campaign to encourage the residents of Lewisham to start swimming.**

One of the advertising strap lines was 'you're never too old to learn' and as part of this the *Lewisham Learns* launch event offered an opportunity for adult residents to attend a Learn to Swim masterclass.

One of the participants of the masterclass was 83 year old Blanche who had never swum in her life. Blanche was reluctant to enter the water at all initially but after twenty minutes of talking and developing trust with the swimming teacher Blanche allowed them to support her whilst she

relaxed into the pool and got her whole body immersed. For many people this may seem a small step but for Blanche it was 'letting go' of a life times fear, and this to her was as great an achievement as winning an Olympic medal.

Blanche left the masterclass totally at ease with the water and this small investment of time and an opportunity from Everyday Swim has now been repaid many times over as she now attends the weekly aqua classes at her local older persons group "JOY" (Just Older Youths). The life changing step at 83 years of age will keep Blanche more active, more mobile, and keeps her within a social network which is vitally important to the mental and emotional well being of older adults. The long-term benefits for the Lewisham resident are clear to see.

## 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)

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