



EVERYDAY SWIM news

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Editor Nicola Polley

Welcome to the March edition of Everyday Swim News!

As the lessons learnt from Everyday Swim continue to be well received across the country, including positive feedback from the recently launched Everyday Swim DVD, continued activity remains a priority for the pilot areas.

This month sees the launch of an Aqua health club in Suffolk and intensive workforce development opportunities in Lewisham, whilst 800 adults in Islington apply for Learn to Swim lessons as a second promotion is introduced.

If you would like more information on Everyday Swim or to view the free Everyday Swim resources available please visit www.everydayswim.org.

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



Everyday Swim DVD well received by the industry

Initial feedback from the recently released Everyday Swim DVD has shown that this free resource is inspiring pool providers across the country.

The 10 minute DVD shows real-life successes on how to get more people swimming, giving useful tips for what pool providers, local authorities and other local partners need to do to ensure people have a great experience in their local pool - and so keep coming back for more.

Nicola Polley, Everyday Swim Officer, who led the DVD project said: *"I am really pleased with the positive response. Working with the individuals who have kindly contributed to the DVD, sharing their experiences, was really motivating and I hope will inspire the cultural change needed to get more people into the pool".*

Comments already received about the DVD include that it is 'inspiring and very well produced' and 'pitched perfectly' for managers and staff. The extent of interest in the resource is certainly reflected by the numbers who have since ordered free hard copies online. The DVD can also be viewed online at www.everydayswim.org



NEW AQUA HEALTH CLUB IN SUFFOLK

Everyday Swim Suffolk are ready to launch an innovative club at Fore Street pool in Ipswich thanks to a joint initiative with Ipswich Borough Council's Team Ipswich.

The Aqua Health Club will combine sound health and weight control advice in an informal setting, with the option of water exercise. Sessions are designed to be relaxed, informal and non-judgmental and will help re-educate people to achieve a healthier lifestyle, by including water-based fun exercise. Weekly weighing and measuring will be an option for anyone who wants it.

The club will cater for people who are not water confident or non-swimmers by providing an opportunity to improve swimming strokes and try out other forms of exercise in the pool. In addition, confident swimmers will have the chance to seek advice on technique and working towards new goals in the pool.

Each week different health professionals, such as physiotherapists and nutritional experts will be available to discuss specific health issues and offer advice and solutions for maintaining a healthy weight and a healthy lifestyle, with food tasting, recipe ideas and nutritional advice.

Among those coming to talk will be Everyday Swim supporter Jill Feldt, a professional counsellor, who learned to swim properly in her 40s and eventually ended up losing more than seven stone. *"Learning to swim at school was done in a real hurry and I found it frightening, so being able to enjoy the water and feel comfortable was a whole new experience for me. I didn't start swimming to lose weight but it suddenly dropped off once I started, which was a real bonus."*

Jill has also shown her support for the project by sharing her experiences of learning to swim on the Everyday Swim DVD (available at www.everydayswim.org) to provide a resource for other pool providers who are wanting to benefit from the lessons learnt from Everyday Swim.





Super CPD event for Lewisham

Everyday Swim has always understood the importance of upskilling the aquatic workforce to facilitate an increase in participation, and staff in Lewisham have benefitted from various training opportunities as a result of the project. However, for many a consistent barrier to training remained.

Consultation with teaching staff in Lewisham had highlighted their commitment to learning but one evident barrier to access was individuals' availability due to working demands. Therefore, to accommodate the issue highlighted, a 'Super CPD' weekend was programmed for teachers in the borough. An offer of four CPD courses in one weekend!

Consultation and a needs analysis exercise identified that the course would focus around the disciplines attached to the National Plan for Teaching Swimming (NPTS) - mini-polo!, Flip n Fun, AquaFun - and also Teaching Children with Disabilities.

Sixteen swimming teachers took part in the valuable training, gaining both professional and personal skills development. The staff all work at different leisure centres across the borough but accessing the intensive training together seemed to build a bond between the professionals and the tutors found the participants to be very focused and interested in the topics presented and high morale within the training room.

The weekend was so well received by both participants and tutors that a second 'Super CPD' is planned for March. In the next round tutors will deliver Child Protection, Competitive Swimming and Breaststroke and Butterfly Skills.

Jo Calvino, Aquatic Development Programme Co-ordinator at London Swimming said of the event *"This was a really positive experience and the teachers seemed to put 100% into the courses - I'm glad that the good idea became such a great reality"*.

¹ Continued Professional Development

Cost is not the barrier for Islington adult swimmers

The second offer of adult swimming lessons in Islington had nearly double the number of applications despite the offer now costing £10.

In October 2008, Islington offered adults who were unable to swim the chance to receive eight swimming lessons for free. A total of 497 applications were received from Islington adults wishing to take up the offer. Now, only three months later, Everyday Swim Islington has offered a further opportunity for adults to take part in the learn to swim programme, although this time there is a price attached.

Feedback from the October adult learners clearly identified that price was not a barrier for them. When asked what their motivation was for applying for free lessons, the majority responded that *'learning to swim'* was the biggest motivation while the *'free'* factor did not rate highly as being a motivator to apply for the lessons. Therefore, the new promotion is to be delivered in a revised format of a course of ten swimming lessons and at a cost of £10, this will support the sustainability of the offer. Despite the fee introduced almost 800 application forms have been received for the lessons, showing both the demand for learn to swim opportunities in the area and that price is not stopping Islington adults from taking the plunge.

INCREASED PARTICIPATION FOLLOWING STREET CAMPAIGN

It was reported in the November edition of Everyday Swim News that an outdoor advertising campaign was to be launched in Islington following survey results which identified poor public awareness of the existing Ironmonger Row Baths.

The campaign took place in October 2008 and involved display of a series of adverts in prime advertising spaces within a half-mile radius of the Baths in order to highlight the locality of the baths and raise awareness.

Since the street campaign took place comparisons have been made between a pre- and post- campaign survey measuring the awareness of the locality of Ironmonger Row Baths, to identify

if the campaign had been a success. The key findings from both surveys are positive:

- There was an increase of 6% in the number of respondents from pre to post campaign who had been swimming in the previous 4 weeks.
- There was an increase of 6% in the number of respondents from pre to post campaign who were aware of Ironmonger Row Baths.

In addition, throughput at the Ironmonger Row Baths has increased since the campaign, where an additional 600 swims took place in the final quarter of the year (Oct - Dec).

Pilot case studies online

A series of useful case studies from the Everyday Swim pilot areas are now available to view at www.everydayswim.org. These easy to read guides highlight some key interventions across the pilot areas and offer the chance to read some individual's stories showing their experiences over the last two years and how they have benefited from the project.



To access these free resources simply register onto the 'resource' section of the website.

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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