



2006

Leisure Centre Event Information Pack



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Introduction

A good understanding of water safety is just as important as being able to swim. As the summer holidays approach the ASA's Get Safe 4 Summer Campaign is all about raising awareness that swimming in open water such as lakes, river, canals and the sea is very different from the pool. We want everyone to be able to enjoy the water but in a safe and sensible way.

We hope this pack will provide all you need to plan your local event. Any queries should be directed to

<mailto:getsafe@swimming.org> or contact

Stephanie Read on 01527 507010

Fact & Figures

According to the Royal Life Saving Society

- Every 17 hours someone in the UK drowns
- On average 450 - 500 people drown every year
- Approximately 80% of all drownings occur at inland water sites
- Drowning is the third most common cause of accidental death for children in the UK
- Males are three times more likely to drown than females
- The safest place to swim or bathe is a beach or swimming pool protected by qualified lifeguards
- Pre-school children are most at risk in the home, especially in the bath and around ponds.
- Older children are more vulnerable at open water sites, usually away from parental supervision
- 75 children drowned on holiday abroad in 2005

Campaign Objectives

Promoted by the Amateur Swimming Association the Get Safe 4 Summer Campaign is an annual national water safety education campaign.

The campaign is targeted at parents and children, primarily of primary school age and in particular those at Key Stage 2.

The objectives of the campaign are to

- Promote and raise awareness of the importance of learning to swim and water confidence
- Increase knowledge and practical water safety skills
- Raise awareness that organised, supervised water based activity is fun and safe
- Introduce new water based skills such as snorkelling
- Promote swimming as part of a healthy lifestyle and family activity
- Provide the information in a fun and memorable way

About the Amateur Swimming Association

The Amateur Swimming Association is the National Governing Body for Swimming, Diving, Water Polo, Open Water, and Synchronised Swimming. It organises competition throughout England, establishes the Laws of the Sport and operates comprehensive certification and education programmes for Teachers, Coaches and Officials. The ASA also developed the renowned National Plan for Teaching of Swimming (NPTS), the blueprint framework for Learn to Swim Schemes, which has been widely implemented in pools across the UK, Eire and abroad. Reward and motivation for swimmers is provided through the Kellogg's ASA Awards Scheme, the most successful awards scheme in sport. The ASA supports 1,600 affiliated swimming clubs through a National/Regional/County structure.

The ASA aims to

- Ensure everybody has an opportunity to learn to swim.
- Everyone has the opportunity to achieve their full potential.
- Everyone has the opportunity to take part in swimming as part of a healthy lifestyle.
- Achieve Gold Medal Success.

Campaign Supporters

The Amateur Swimming Association would like to thank the following organisations for their valuable support to the Get Safe 4 Summer Campaign.



Royal Life Saving Society UK, RLSS UK
River House, High Street Broom, Warwickshire B50 4HN
Tel: 01789 773 994 Fax: 01789 773 995
www.lifesavers.org.uk



The National PE, School Sport and Club Links Strategy,
PESSCL
www.teachernet.gov.uk/pe



Campaign Format

The campaign will consist of the following activity

- 1. National Launch Event at a suitable outdoor water based venue**

The Campaign will begin with a launch event on Blackpool Beach. This will allow us to highlight the importance of water safety in and around open water, plus the benefits of being in such an environment that flag and other beach items can be demonstrated.
- 2. Regional Events**

A series of regional events will be held, one as a minimum in each ASA Region, helping to maximise media opportunities. The ASA will help local Leisure Centre management, organise and co-ordinate the water safety activity days engaging local primary schools and children.
- 3. Local Events**

The ASA invites you as an important leisure centre customer to hold your local events and this guidance pack is provided to help you organise your event.
- 4. School Events**

The ASA has invited schools to take part in the campaign and provided guidance through a separate pack on how to organise their events.
- 5. Get Safe 4 Summer Information Leaflets**

Each participating leisure centre and school at regional and local level will receive 100 leaflets. Key information within the leaflet includes the Water Safety Code, Beach Flag code and contact details of how to find out more about other water based activities.
- 6. Get Safe 4 Summer Campaign Posters**

Each participating leisure centre and school at local level will receive 4 posters, 2 each of two types. Regional event leisure centres will receive 6 posters, 3 each of two types. One poster will have the Water Safety Code on, the other the SAFE Code.
- 7. PR Activity**

The Campaign will be supported by members of the British Swimming Team, present or past.

PR activity will include:

 - Pre and post event release sent to all national media for National Launch.
 - Pre and post event release sent to all local media based around regional and local event sites.
 - Photographs made available free of charge from every regional event.
 - Articles provided to industry publications.
- 8. Website**

The website www.swimming.org will have dedicated campaign pages including useful information, water safety quiz, event dates, photos etc. Please use this to download documents and to view the latest updates.



Benefits of taking part

The Get Safe 4 Summer Campaign aims to ensure your customers know how to be safe and have fun around water. By joining in the Campaign you will be helping to promote important water safety messages that could make the difference in saving a life.

Here are some of the ways you can participate.

- Distribute Get Safe leaflets to your customers
- Hold an event and invite local schools
- Incorporate the Get Safe Campaign into your swimming lessons programme
- Run Get Safe sessions as part of your school holiday activity programme

The benefits to your centre

1. Raise awareness of water safety across your local community
2. Create closer working relationships with local schools, building on partnership links.
3. An ideal activity to build into a your corporate social responsibility programme.
4. A great way to generate publicity for your centre.
5. Promotes your swim scheme
6. Engages local children as they learn crucial life skills
7. Recognition of participation through the ASA website

Campaign Feedback

The 2005 Get Safe 4 Summer's was a huge success. Here's an example of the positive the campaign received

1. Steve Wilkes, Deputy Head Teacher at Cheadle Primary School

'Thank you very much on behalf of the children for putting together such an exciting, innovative day.

I realise the amount of hard work that you and the staff at the Leisure Centre have put into the day but you must understand that even if one child uses the skills that you have shown them to save a life then all of the hard work has been worth it. I have been a strong believer that education should be used for the benefit of all and in the long run, whether they use the skills you have shown them today, you are showing the children that being safe and having fun go hand in hand. As educationalists we teach children important values and skills and what could be more important than saving a life? And this is a skill which you have taught them which will stay with them through out their lives.'

2. Peter Haley, Centre Manager at The Swan Centre for Leisure

'We were delighted that the ASA selected The Swan Centre for Leisure to be part of its national Get Safe 4 Summer campaign. Water safety is of paramount importance for all, and it was great to see so many school children attend the event on Tuesday. Whilst the day was fun and enjoyable, I am also sure that the children all learnt some invaluable lessons about water safety that they will go back to school and tell their classmates.'

3. Penny Snell, Swimming Co-ordinator at Strood Leisure Centre

'We feel privileged to have been selected by the ASA to be part of its national Get Safe 4 Summer campaign. It was pleasing to see so many school children attend the event, as we believe that water safety is vital and can be acquired from a young age. Our hopes are that as many children as possible will go back to school and tell their classmates.'



Steve Parry, Olympic Bronze Medallist, discusses water safety on Brighton beach with local school children.

Regional and Local Event Format

The following information is provided to help you organise your local events along similar lines to the regional events. We suggest that centres holding a regional event use the below as a guide and the ASA will assist with advice.

Date of Event

Fix a date towards the end of the school term so that the information is fresh in the children's minds for their holidays.

Format

- Whole or half day event – sample agenda below
- 100 children - 10 schools x 10 pupils
- Poolside Activity Stations – see Poolside Activity Station Plan for details
- Water Safety Quiz – See Quiz section
- Water Safety Poster design

Action Plan

- Step by step guide to planning your event. See Action Plan section

Suggested Event Agenda

- | | |
|--------------|--|
| 10:00 | Welcome <ul style="list-style-type: none">▪ Centre Manager to introduce the day and the athletes/celebrities and guests.▪ Key Messages – introduced by designated athletes/guests. See Key Messages in this pack. |
| 10:45 | Activity Stations <ul style="list-style-type: none">▪ Move to poolside▪ 5 activity stations and 15 minutes at each. See Poolside Activity Station Plan for activities▪ Athletes/celebs to act as team captains. |
| 12:00 | Save the Captain <ul style="list-style-type: none">▪ Each team to 'save' their captain from the water. |
| 12:30 | Lunch |
| 1:30 | Quiz & Poster Competition <ul style="list-style-type: none">▪ Children return to hall to design their own water safety posters.▪ Quiz – see Quiz attached▪ Prize giving – winning quiz team & posters |
| 14:30 | Round-Up <ul style="list-style-type: none">▪ Recap of the day▪ Key Message reminder▪ Distribution of Get Safe Information Leaflets & Goodie Bags |

Poolside Activity Station Plan

<p style="text-align: center;">STATION 1 ~ SHALLOW POOL</p> <p style="text-align: center;">Snorkelling for beginners</p>
<p style="text-align: center;">STATION 2 ~ DRY AREA</p> <p style="text-align: center;">Resuscitation on 9 – 12 dummies (adult, child and baby) Bandaging techniques (slings etc)</p>
<p style="text-align: center;">STATION 3 ~ MAIN POOL (shallow end)</p> <p style="text-align: center;">Reach / Throw / Wading rescue</p> <p style="text-align: center;">Treat for shock recovery position on poolside</p>
<p style="text-align: center;">STATION 4 ~ MAIN POOL</p> <p style="text-align: center;">treading water, straddle jumps, mushroom floats, surface dives (head and feet), swim through hoops, pick up bodies (from bottom of pool)</p>
<p style="text-align: center;">STATION 5 ~ MAIN POOL</p> <p style="text-align: center;">Basic Life Saving Techniques</p>

Equipment Purchase

If you need to purchase any additional equipment please contact

Swim GB
01582 599 252
sales@swimgb.co.uk

Key Messages

Please use the following key messages during your welcome and Round-up sessions. You may like to consider a more interactive approach by asking the children questions rather than a straight talk. We've added some sample questions to help.

- **Swimming is Unique**

Swimming is a unique sport, it is an essential life skill, and as such it is absolutely vital that every one learns to swim. After all it's the only sport that can save your life.

- Why is learning to swim important?

- **Open Water is different from the pool**

The sea, lakes, rivers, canals and hotel pools are fun places to be but remember it's not always the same as swimming in your local pool. The water will be colder and make you tired more quickly. There could be currents and there may not be lifeguards to keep an eye on you.

- What other type of water could you swim in?
- Why might this not be safe?

- **Enjoy the water but be prepared and be safe**

You can still enjoy the water - be prepared and be sensible so that you'll be safe. Be aware of the dangers and be able to spot any hazards.

- **Organised water based activity is the safest way to enjoy the water**

Learning to swim and being confident and safe around water opens up the opportunity to take part in a whole range of water based sports and activities. It's always best to try-out a new activity by taking part in an organized taster session or course, under the supervision and guidance of a properly qualified instructor. You could try canoeing, sailing, or rowing.

- What other activities could you take part in once you're able to swim?



- **Always follow the 4-point water safety code.**

1. Spot the dangers

- Whenever you are near water always take **extra** care
- Check out the beach when you arrive for safety information, advice and dangers. Are lifeguards available? Are water sporting activities taking place, and if so, are these in zoned areas?
- Take care when bathing and swimming
- Beware of rocks, piers, groynes or break-waters
- Be aware of dangerous rip currents and tides
- Check the weather forecast for the day and go equipped for the conditions.

2. Take Safety Advice

- Make sure there are other people around – you never know when help might be needed
- Try to choose a place to swim where there are Lifeguards on patrol and within a zoned area of red/yellow flags. Make sure you are where they can see you.
- Before you go and explore or play in the area, spot any dangers and agree where you are allowed to go and where you are not. Look for safety information.

3. Go with a Friend

- Think if you are alone there will be no-one to help you if you get into trouble in the water. A friend could always get help, even if they cannot help you out.

4. Learn How To Help

- Put your hand up and shout for 'help'
- If you see someone in difficulty, tell somebody, preferably a lifeguard if there is one near by, or
- Go to the nearest telephone, dial 999 or 112 ask for the coastguard. Do not jump into water to rescue someone. A drowning person may be very strong and pull you under the water as well, if it is too dangerous to help, leave the rescue to the emergency services.
- Go on a Lifesaving course. Contact Lifesavers to find out more.
 - Do you know the Water Safety Code?
 - What should you do when you visit open water?

- **SAFE Code**

For when you visit the beach make sure you know the **SAFE** code.
Remember to be SAFE!

S - SPOT - spot the dangers

A - ADVICE - take advice

F - FRIEND - always go with a friend

E - EMERGENCY - learn how to help in an emergency



Red and Yellow – Lifeguards on patrol. Two flags at the waters edge show where the patrolled bathing area is.



Red – Dangerous to bathe or swim and you should not go into the water.



Quartered black and white flag - shows that an area is zoned off for water sport activities, swimmers and bathers should avoid this area; it is not safe for them.

- What flags should you look for on the beach so you know it's safe to swim?
- When should you not go in the water?
- What do black & white quartered flags mean?

Quiz

Here are some suggested questions for your water safety quiz.

	Question	Answer
1	What can swimming do that no other sport can?	Save your life
2	Name two things that make swimming in open water different from a pool. By open water we mean lakes, rivers, canal, the sea etc.	Colder Currents Tides
3	What does a red flag on the beach mean?	Danger do not swim
4	If you're taking part in an organised activity such as sailing or windsurfing which part of the beach would you use?	In between where the quartered black & white flags are flying
5	How do you know lifeguards are on duty?	There will be a yellow and red flag flying
6	Name the four points of the Water Safety Code	1. Spot the dangers 2. Take Safety Advice 3. Go with a Friend 4. Learn How To Help
7	Name two things you could use to rescue someone who fell in a river?	Football, plastic bottle, rope, clothing, pole
8	If you swim in the sea should you swim straight out or swim in line with the shore?	Swim in line with the shore
9	If you go sailing or canoeing what should you always remember to wear?	A life jacket
10	Name the code SAFE code that applies when at the beach.	S - SPOT - spot the dangers A - ADVICE - take advice F - FRIEND - always go with a friend E - EMERGENCY - learn how to help in an emergency
11	What telephone number would you ring in an emergency?	999 or 112



Sample School Letter

Dear Head Teacher or Head of Sport

Get Safe 4 Summer Campaign 2006

We would like to cordially invite you to the Amateur Swimming Association's Get Safe 4 Summer Campaign, at [\[enter centre name\]](#).

Swimming is the nation's biggest participation sport but unfortunately on average 450-500 people drown every year in the UK. We are working with the ASA, the national governing body for swimming, to promote water safety and help children to have fun and be safe around water.

We would like to invite 10 children from your school at Key stage 2-3 and who can swim 25metres unaided to take part in our Get Safe 4 Summer Day. We have invited 10 schools in total so it should be a great event.

The event will be held on [\[enter date\]](#), between [\[enter arrival time\]](#) and [\[enter departure time time\]](#). The children will need to bring their swimwear and towel plus change of clothes if required. Lunch will be provided. [\(or Please bring pack lunches with you.](#)

As this is part of a national Campaign led by the ASA we plan to invite local media to help promote our involvement. We would therefore ask that you distribute the enclosed form to the parents gaining their consent for their children to be photographed as they participate.

I have also enclosed an agenda and would appreciate confirmation of your schools participation by [\[enter latest date\]](#). If you would like to know more about the Get Safe 4 Summer Campaign please visit <http://www.swimming.org/> or email getsafe@swimming.org

If you have any questions please contact me.

Yours sincerely,

[\[Enter Name\]](#)

[\[Enter Title\]](#)

.....
Please complete and return to [\[enter address\]](#) or fax to [\[enter fax number\]](#) by [\[enter latest date\]](#)

School name:

Contact name and telephone number at school:

.....
We will be/will not be attending (please delete as appropriate) the Get Safe 4 Summer Campaign at [\[enter centre name\]](#) on [\[enter date\]](#).



Consent Form for Photography and TV Coverage

Your child has been chosen to participate in the Amateur Swimming Association's (ASA's) Get Safe 4 Summer Campaign and is invited to attend an event at your local swimming pool. This is an annual campaign that aims to ensure children have a good understanding of water safety and can have fun in a safe way around water.

To promote the campaign the local pool will be inviting the media to attend.

Please sign to confirm you agree that the ASA and other identified media may take and use the photographic images and/or film of your child for PR and publicity purposes after the event. You are also confirming that you consent to your child taking part in this out of school activity.

Please return the completed form to your child's school. The school will pass all forms to the ASA for reference.

Many thanks

The Amateur Swimming Association

Reply Form

Parent / legal guardian consents to the use of all images and film taken as part of the ASA's Get Safe for Summer Campaign to be used for all PR and media purposes after the event. You are also confirming that you authorise your child to take part in this out of school activity.

Date & venue of event:.....

School name:

Child's Name:

Signature (parent/guardian):.....

Date:

Action Plan – 6 weeks

Action	Date	Responsibility
Meet with all appropriate staff to <ul style="list-style-type: none"> Brief them on the objectives of the Campaign Explain the format of the event and agree any changes you would like to make Allocate responsibilities and tasks Brainstorm on the local contacts you can use to help and be involved - friends, sports people, celebrities, clubs or businesses. Consider logistical requirements such as car parking facilities, transport, signage around the centre, catering etc. 	DAY 1	MANAGER & SWIM CO-ORDINATOR
<ul style="list-style-type: none"> Contact all local aquatic organisations/partners for support, use of equipment and involvement (i.e. RLSS, local swim clubs inc Masters, Open Water, Diving, Water Polo, Synchro, Canoeing, Scuba clubs, PADI, BSAC) 	WEEK 1	
<ul style="list-style-type: none"> Identify 10 schools to participate (they in turn will select 10 children to attend on the day). Contact the school head teachers – send letter as on page 14 Make contact with your Schools Sports Partnership Development Manager (his/her contact details can be found at www.sportengland.org) to keep them in the loop and see what support they may be able to provide. Agree final event format with schools i.e. a full or half day. Issue consent form (page15) to schools that have confirmed their attendance. 	WEEK 1	
<ul style="list-style-type: none"> Contact local businesses, fire station etc for sponsorship – both financial and gifts donated for children's' goodie bags 	WEEK 2	
<ul style="list-style-type: none"> Contact local authority, sports clubs for possible 'celebrity' guests, (athletes, personalities, dignitaries) 	WEEK 2	
<ul style="list-style-type: none"> Confirm sponsor's input – financial, gifts, involvement on the day 	WEEK 2/3	

Action Plan – 6 weeks

Action	Date	Responsibility
<ul style="list-style-type: none"> • Speak with local media – TV, Radio, newspapers for support, i.e. free advertising and publicity. • Complete the Press Release Information Form and forward to getsafe@swimming.org. This will be used to create a press release, which we will send out for you along with a photo call notification. 	WEEK 3	
<ul style="list-style-type: none"> • Confirm equipment available from sponsors/partners, source hire/purchase any other items you need. 	WEEK 4	
<ul style="list-style-type: none"> • Confirm who will speak at the event and about which topic. • Refer to the Key Messages in this pack. 	WEEK 4	
<ul style="list-style-type: none"> • Pre event press release distributed to local media by ASA • Organise a photographer who will take digital pictures 	WEEK 4	ASA ASA to arrange if Regional Event
<ul style="list-style-type: none"> • Chase schools for completed consent forms and forward to ASA. Alternatively get schools to send the consents directly to ASA. Only forward to ASA if regional event. 	WEEK 5	
<ul style="list-style-type: none"> • Have a pre-event meeting with all working parties involved, school teachers, staff, sponsors • Forward digital pictures to getsafe@swimming.org • ASA will send a picture out with a post event release. • ASA will post a story on our website www.swimming.org 	WEEK 6	ASA ASA



Press Release Information Form

Get Safe 4 Summer Campaign 2006

Please return this completed form to the ASA Awards Centre by either

Fax: 01527 514 277	Post: Get Safe 4 Summer Campaign ASA Awards Centre 1 Kingfisher Enterprise Park 50 Arthur Street Redditch Worcestershire B98 8LG
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Name of Pool/Leisure Centre	
Get Safe Event Contact Name	
Contact Telephone Number	
Contact Email address	
Date of Event	
Names of athletes/celebrities/guests attending	
Names of schools attending	
Total no. of children attending	
Best time for photographers to attend	

Thank you.