



EVERYDAY SWIM news

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Editor Nicola Polley

Welcome to the May edition of Everyday Swim News!

Recent weeks have been a pivotal time for Everyday Swim as key milestones have been met for the national programme.

The release of the Interim Report has been at the forefront and partners are keen to build on lessons learnt beyond 2008. There has also been a wealth of activity within the pilot areas and in a unique opportunity, a VIP invite at the 9th FINA World Championships became an inspiring day for some of our Everyday Swim Champions. Enjoy your reading!

If you have any comments or queries please email everydayswim@swimming.org

Nicola Polley, Everyday Swim Officer, ASA



Guinea Gap Baths Centenary Celebrations

A Health & Well Being Day organised jointly by Everyday Swim and Wirral Council's Pop-In service as part of the Guinea Gap birthday celebrations saw more than 100 people flood through the doors.

The pop-in day on 7 April invited local residents to join the event and gave opportunities to find out information about local organisations and services and to take part in pool based activities.

One person who thoroughly entered into the spirit of the day was the Mayor of Wirral who took a dip in the organised Aqua Fit session. As part of the festivities Mayor Phil Gilchrist was dressed in an Edwardian costume with his straw boater, all which had been made by ladies from the local Age Concern centre, Silver Threaders.

68 Swimmers took to the pool based taster sessions and interest generated will support the launch of a new Adult Learn To Swim class. With 1 in 5 adults not being able to swim, Everyday Swim Coordinator Fiona Pantrich said, *"We have had an awful lot of enquiries about adult swimming lessons. People have said they have had bad experiences as a child and not been in a pool since. They now recognise the importance of learning the skill at a young age and want to take their grandchildren swimming, but to do so they need to gain more water confidence themselves"*.

Aqua Jogging also proved popular at the event. This is a new activity involving the use of a buoyancy belt to assist jogging in the water. It has been particularly popular with older people as there is no impact on the joints but it can provide all the benefits of exercising in water. New Aqua Jogging sessions have since been mainstreamed into the Guinea Gap pool programme.



Everyday Swim Champions take part in World Swim Championships event!

A different group of 'champions' became VIP guests at the Swimming World Championships in Manchester on 10 April. The guests from each of the Everyday Swim pilots are being recognised for their inspiration in encouraging others to swim.

Among the guests was Barbara MacDonald from Suffolk who learned to swim in adulthood, overcoming lifelong fears after nearly drowning as a child, and has since started her own swimming club to teach others with similar fears to swim. Shammim Hussain from Woking also attended the event after being recognised for her commitment to becoming a lifeguard to support the delivery of female only sessions.

The champions received a warm welcome from Olympic Gold Medallist Duncan Goodhew, who is the national ambassador for Everyday Swim. Gill and Graham Leyland, champions for Wirral, expressed how they felt 'totally inspired' by Duncan and described him as a 'wonderful ambassador for swimming'.

Shammim Hussain, Woking:
"It was an excellent day, I was surprised at how much I enjoyed it. To meet people from the other Everyday Swim projects and see what they have all achieved was brilliant. You see what a difference each of them is making. A lot of shared ideas made me realise how much Everyday Swim has done. So well done to you all."



Everyday Swim Champions and Coordinators

>>> IN BRIEF

Telford & Wrekin Club Links

Dolphin Session (Newport) - This disability club was previously struggling with overhead costs but now it has come under the wing of the local authority and Everyday Swim has supported the development of its pool sessions into 'open' disability sessions to attract new participants and facilitate access.

Mini Polo (Oakengates) - The Everyday Swim pilot has been approached by local Water Polo Coach to provide a pathway for the expanding Mini Polo sessions currently running throughout Telford and Wrekin. Everyday Swim Coordinator Matt Shields has secured water space at Oakengates leisure centre to pilot a club-based session for the youngsters to feed in to. *Watch this space!*

Interim Report presented

The Sport Industry Research Centre (SIRC) at Sheffield Hallam University was jointly commissioned by the ASA and Sport England to undertake the monitoring and evaluation throughout the Everyday Swim project.

This month the independent Interim Report has been released containing significant findings for the sport and activity industry. The report provides key information on current participation and highlights the progress made within each of the pilot areas. The findings from the report will now be used to inform the remaining months of the project (Everyday Swim in its current format is set to run to December 2008) and to develop the project beyond 2008 to ensure the huge opportunity of Everyday Swim is maximised by the industry.

The report demonstrates that the Everyday Swim has achieved some key milestones on the path to culture change, such as developing effective partnerships between neighbouring pool providers, unparalleled investment in workforce development and community engagement, and changes in swimwear and admission policies to remove some of the barriers to swimming. Nevertheless, the report makes clear the scale of change still needed, both within the swimming industry, and among those who fund, inform, and regulate it if significant participation increases are to be realised.

ASA Chief Executive, David Sparkes was keen to comment on the effect of Everyday Swim to date.

"The outcomes of Everyday Swim report are encouraging and shows there has been a culture change in the delivery of swimming which can drive new customers into the pool."

"There is still much to be done if we are to change the way in which the industry works but we have shown that this can be achieved."

To view a summary of the Interim Report visit www.everydayswim.org.

LIFE CHANGING STEPS FOR VISUALLY IMPAIRED SWIMMERS

New support introduced within a public swim session to visually impaired adults as part of the Everyday Swim pilot in Telford and Wrekin has been life changing for two ladies who previously had not been to the pool for more than 15 years!

Yvonne Richardson and Marion Sheppard developed visual impairments and truly believed they would not be able to swim again. However, thanks to the introduction of a swimming teacher to offer support and guidance they are now able to participate in swimming as part of a healthy lifestyle.

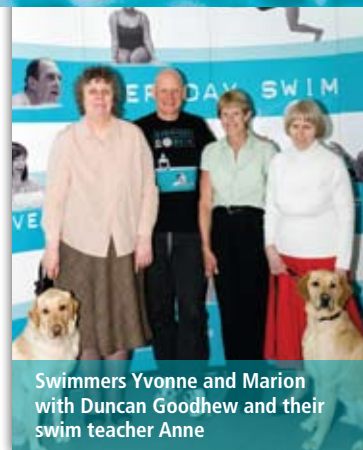
Yvonne said they were 'delighted' to hear about the lessons and since taking part both have already begun to reap the health benefits. Yvonne has grown in confidence whilst also losing more than four stone in weight whilst both have noticed an improvement in the mobility of their joints and an increase in their fitness levels.

The visually impaired swimmers previously found it difficult to access their local pool but as Everyday Swim Coordinator Matt Shields highlighted, "small adjustments can make huge differences to peoples lives", and this is true at Wellington leisure centre, where a new wall loop has been installed in reception to tie the guidedogs securely in a safe environment.

Local swim teacher Anne Staples has also had a significant role to play in the introduction of the initiative and has become a key person in taking the ladies through their journey.

"It has been a real pleasure to be able to work with Marion and Yvonne. Their enthusiasm for taking on challenges and a determination to enjoy life to the full should be an inspiration to everyone. It has been very rewarding to see the progress both of them have made in the swimming pool".

Everyday Swim in Telford and Wrekin focuses on facilitating participation for disadvantaged groups. It aims to demonstrate the good practice found to inform the industry of successful ways to widen access and to assist others to overcome the challenges their disability may present so that they are able to continue to participate in water based activities.



Swimmers Yvonne and Marion with Duncan Goodhew and their swim teacher Anne

Roll out of Liquid Swim scheme



Lucy Wilson receives a Thank You certificate from Duncan Goodhew

As part of encouraging the 'Gym in the Pool' culture the Liquid Swim Programme, a series of three one-to-one introductory appointments with a swimming instructor, has been tried and tested and the good practice will now be shared across Islington as all other Aquaterra pools are preparing to adopt the scheme.

The trials at Cally Pool saw new swimmers enjoy the personal attention of a Level 2 qualified swimming instructor. The three swimming sessions covered stroke technique, basic fitness and goal-setting all to build a personalised fitness swimming programme.

The new swimmers that have taken part are varied in age, gender, swimming ability and motivation. This has kept the programme very flexible in its design, ensuring that all swimmers are accommodated.

One of the key ingredients to the Liquid Swim Programme's success has been the quality and commitment of the staff. One staff member who has been recognised for her work to support the scheme has been Lucy Wilson, who was among the Everyday Swim Champions who attended the FINA World Championships.

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)

EVERYDAY SWIM COORDINATOR

Corinna Hudson corinna.hudson@swimming.org Mobile: 07818025794
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
James Barter james.barter@swimming.org Mobile: 07818021014
Jo Melchior jo.melchior@swimming.org Mobile: 07795690656