



# Everyday Swim: Interim Report Findings

Simon Shibli



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# Presentation Overview

1. Why invest in swimming?
2. What is Everyday Swim trying to achieve?
3. Where has Everyday Swim succeeded?
4. What issues does Everyday Swim need to address?



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# Why Invest in Swimming?



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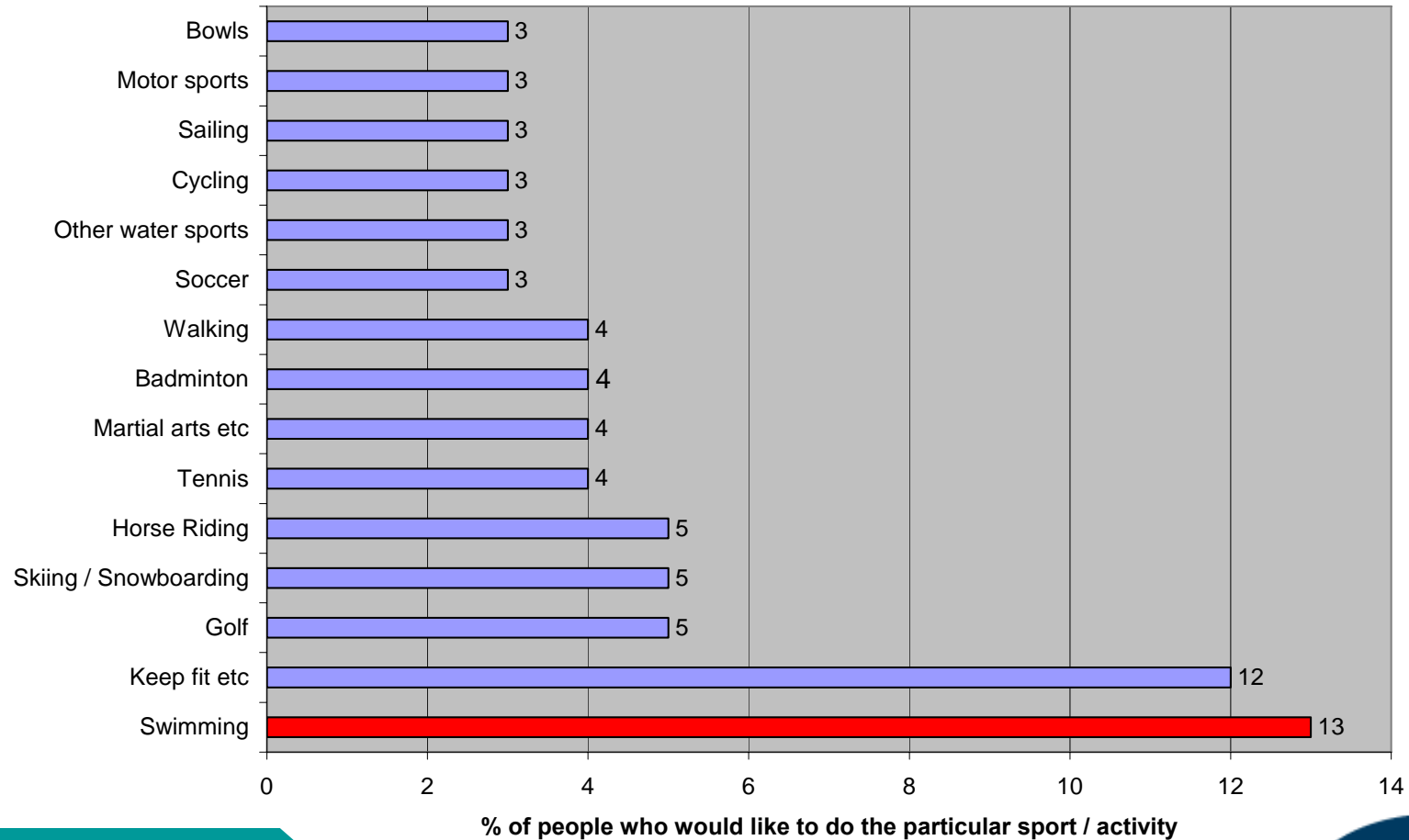
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# Expressed Demand

Category	0-6 Years	Y2-Y11	Adults	Total
Regular swimmers	Unknown	3.05	5.56	8.61
Occasional swimmers	Unknown	1.80	9.24	11.04
<i>Any swimmers</i>	<i>Unknown</i>	<i>4.85</i>	<i>14.80</i>	<i>19.65</i>
Non swimmers	Unknown	1.31	25.52	26.83
Unknown	3.92	0	0	3.92
Totals	3.92	6.16	40.32	50.40

# Latent Demand - 1

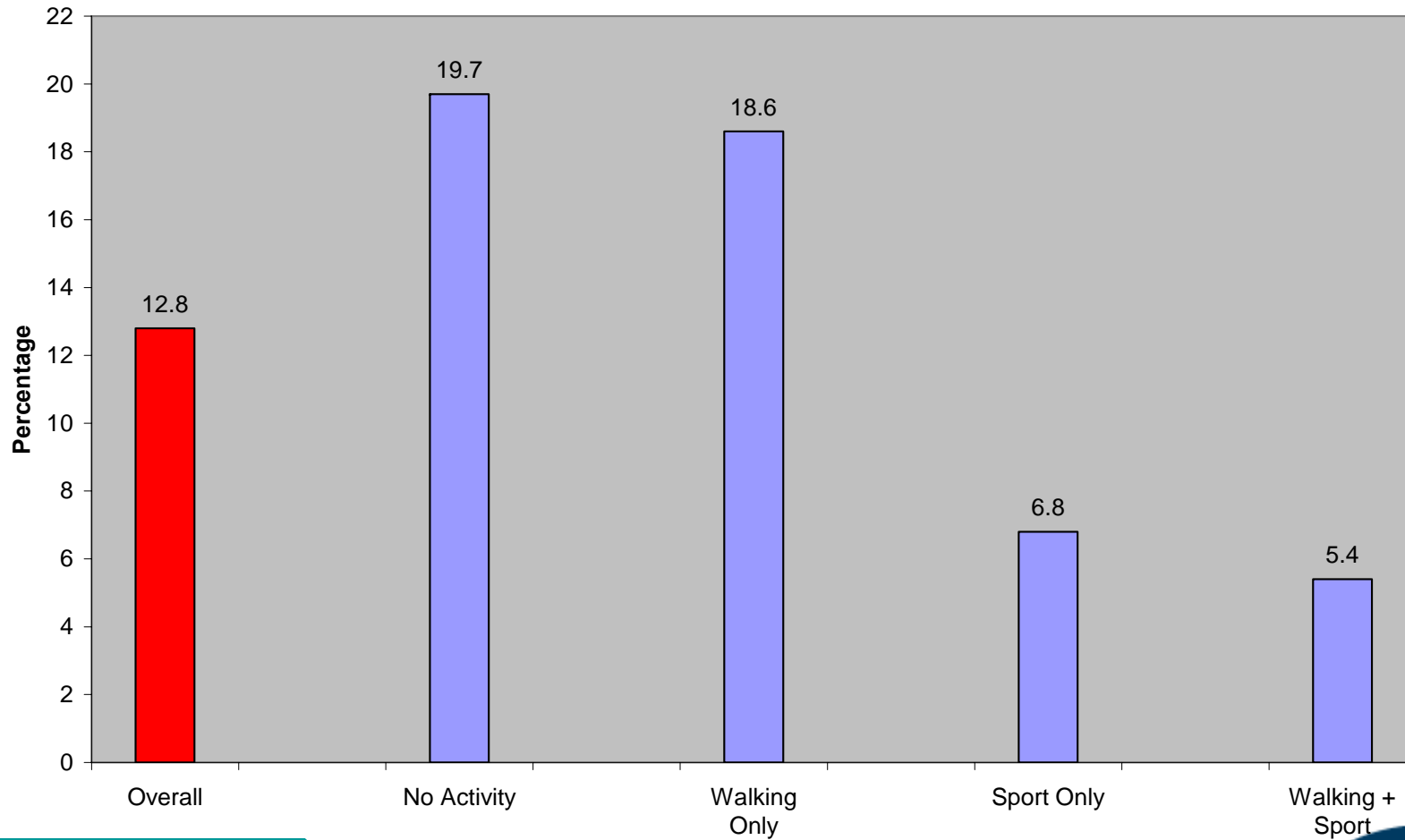


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# Latent Demand - 2

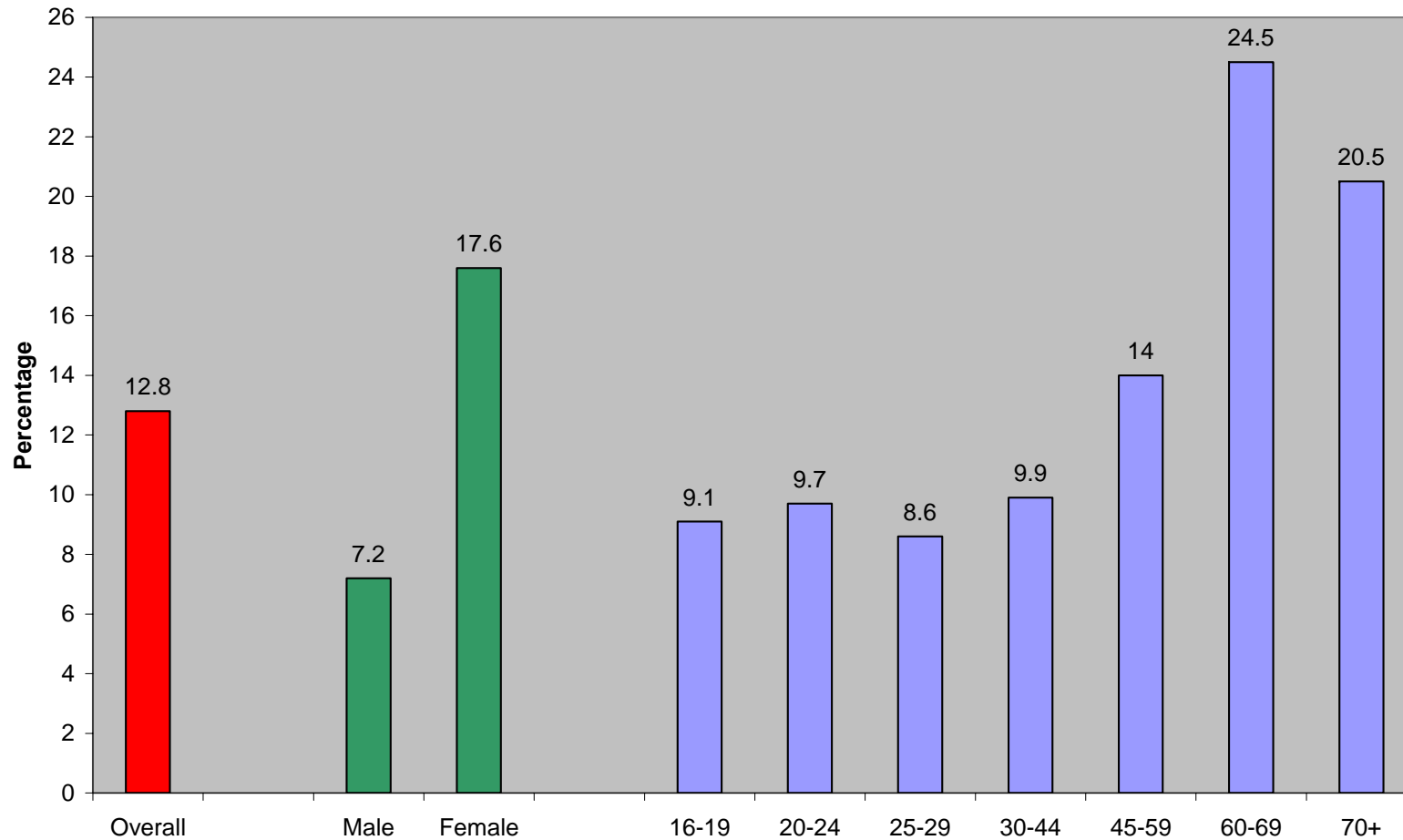


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# Latent Demand - 3



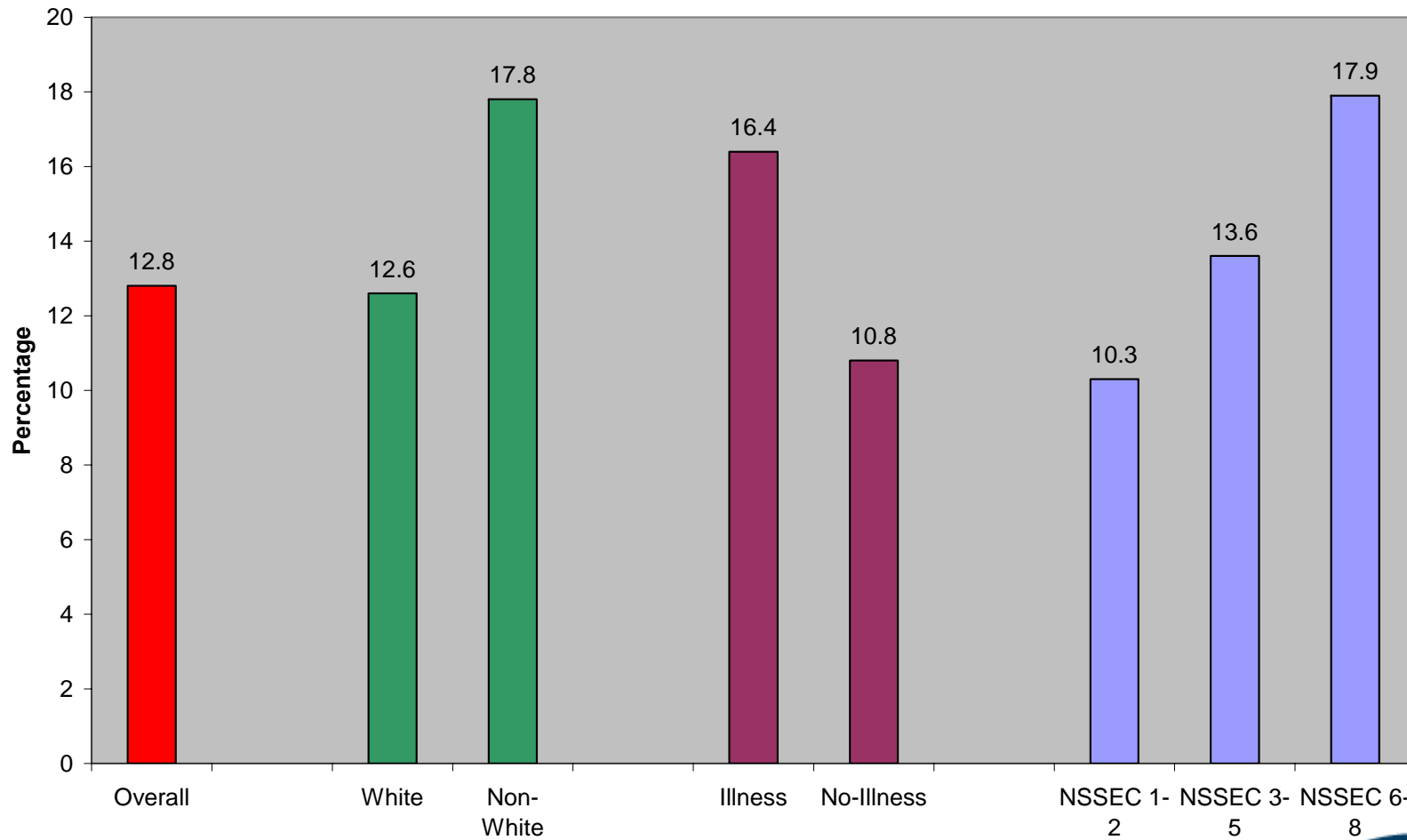
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# Latent Demand - 4




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# What is Everyday Swim trying to achieve?

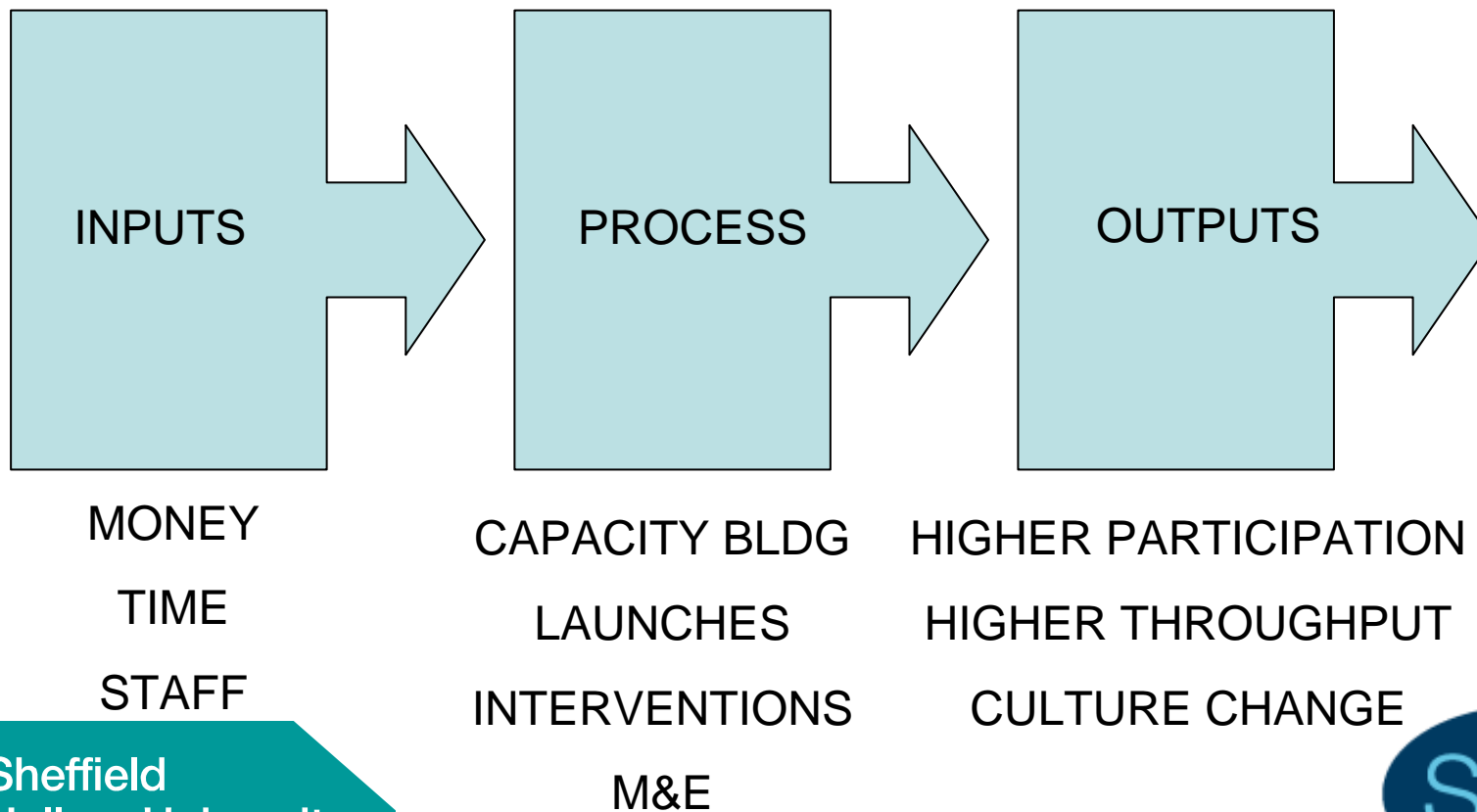


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# Everyday Swim as a Production Function



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# What is Everyday Swim About?

		Products	
		Existing	New
Markets	Existing	Market Penetration Strategy ✓	Product Development Strategy ✓
	New	Market Development Strategy ✓✓✓	Diversification Strategy ✓



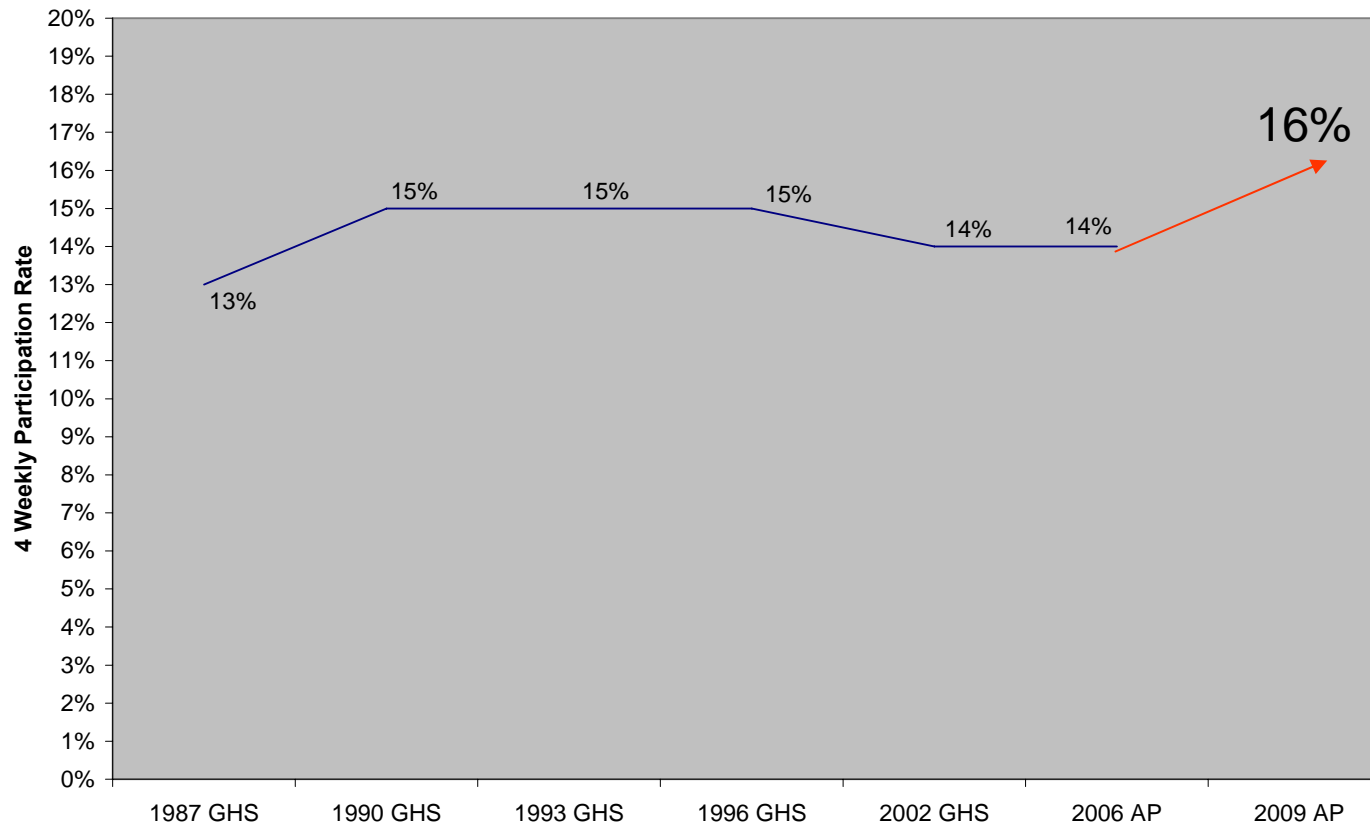
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# The Challenge for Everyday Swim



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# Where has Everyday Swim succeeded?



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# Successes

- Unparalleled market intelligence
- Coherent structure
- Willingness to share learning continuously
- New partnership working
- Industry wide working – and beyond
- Innovative eye catching marketing
- Product development



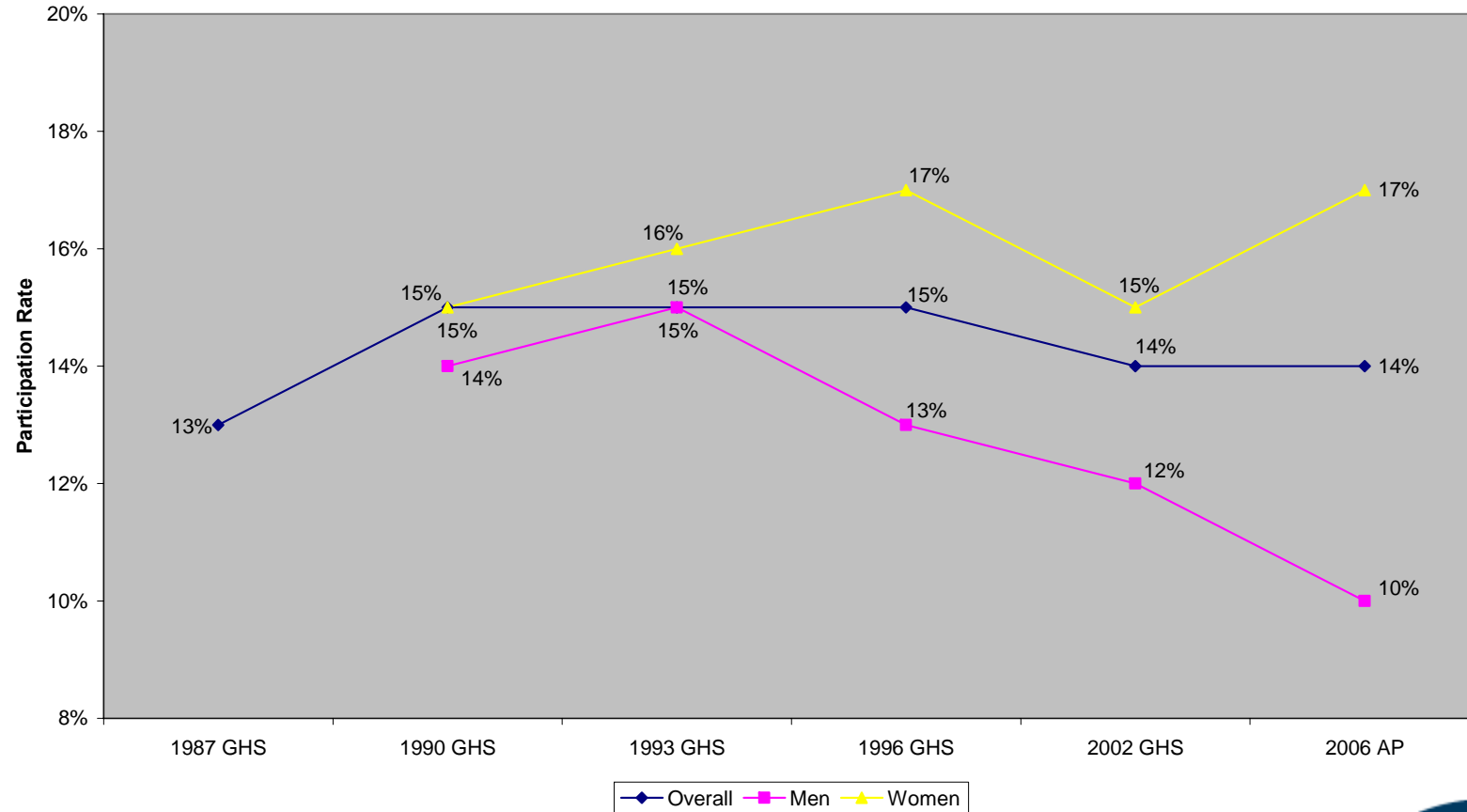
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# Intelligence – Time Series Analysis

Trends in Adult 4 Weekly Swimming Participation Rate 1987 - 2006 Overall and by Gender

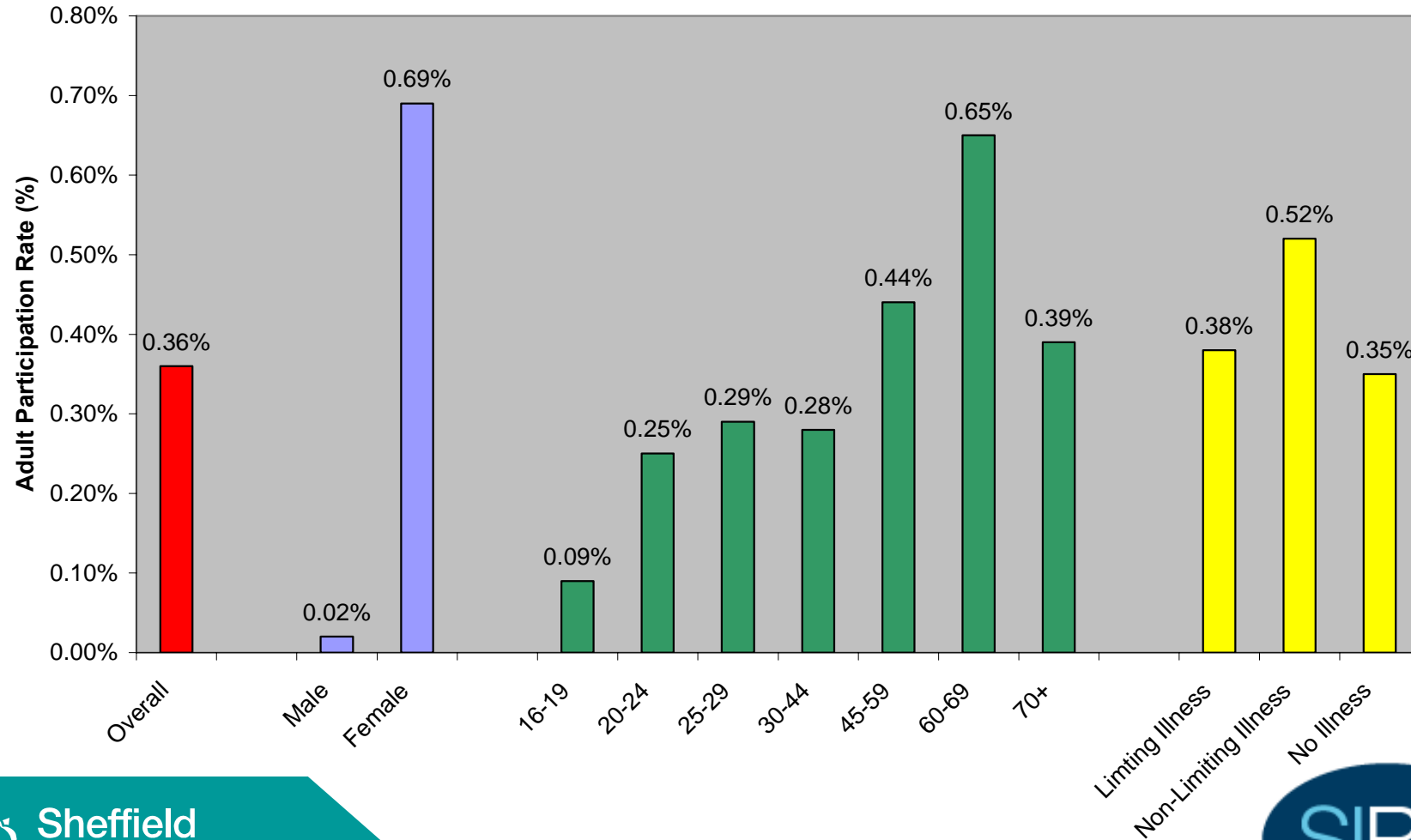


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# Intelligence - Aquafit New Insights

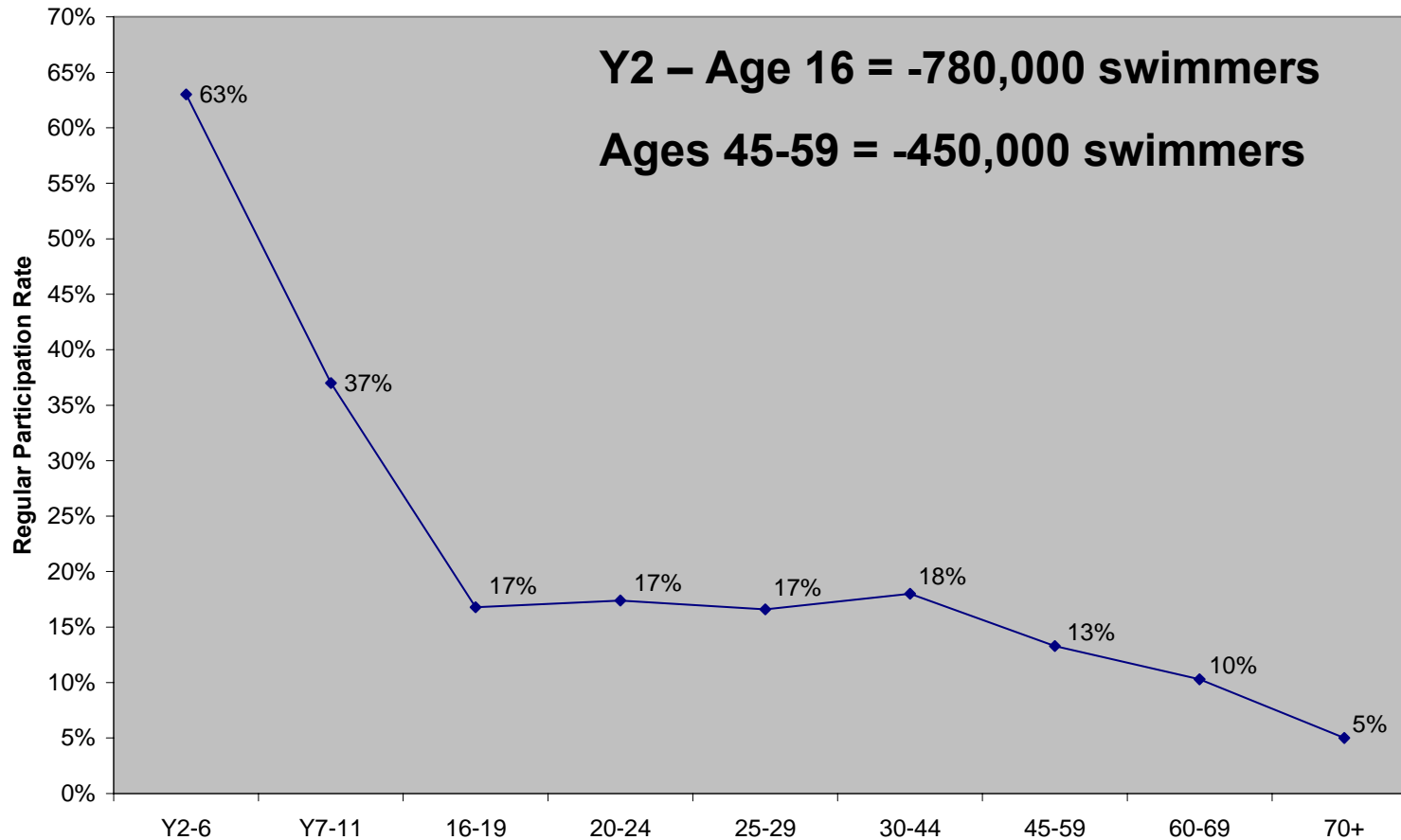


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# Intelligence – Drop Out Rates



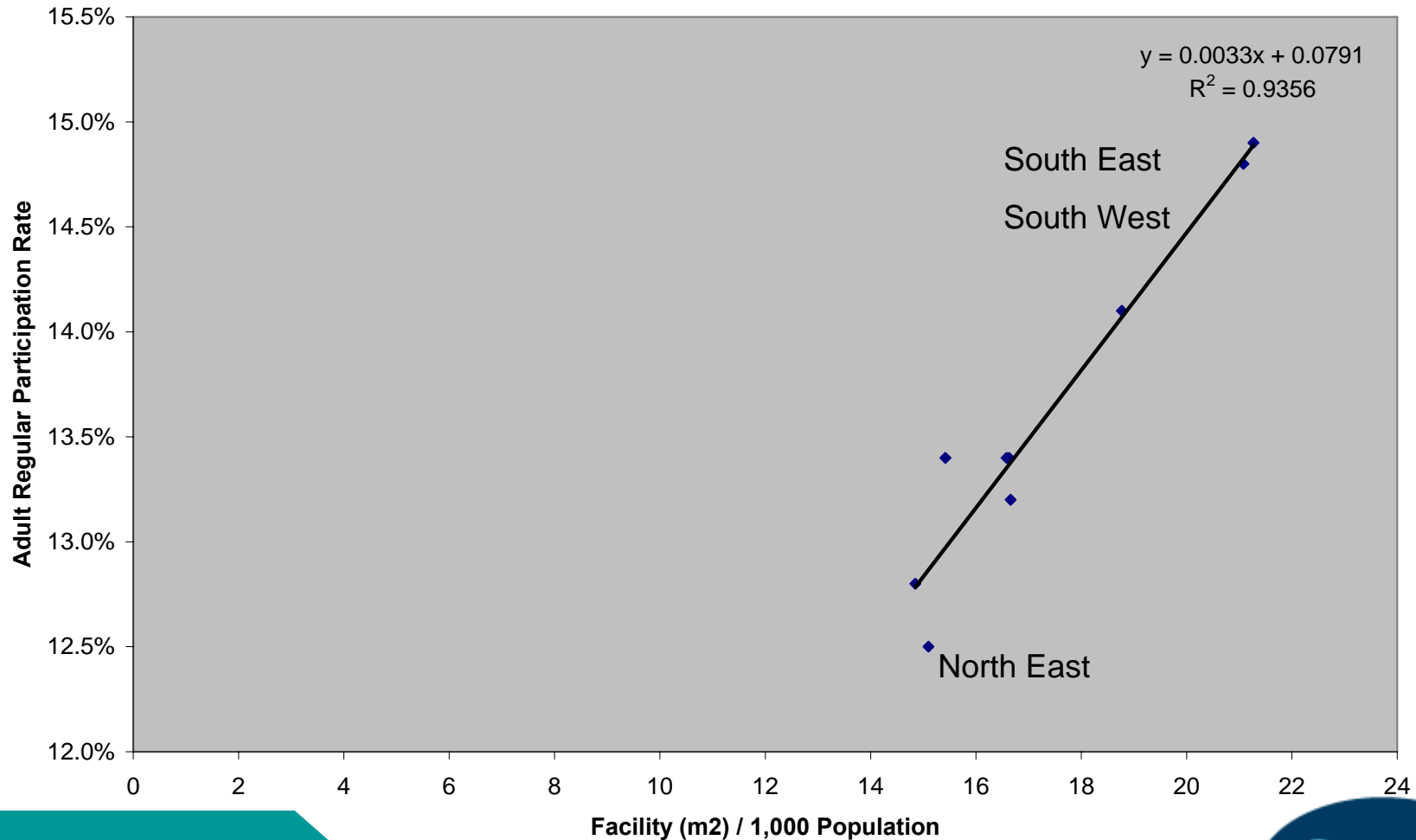
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# Intelligence – Supply & Demand



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# Successful Product Development

- Easington referral session
- Suffolk Swim Weekend / Open Days
- Islington 'Super Swim'
- Lewisham SWIMGOSPEL
- Kirklees Aqua Max summer programmes
- Telford and Wrekin Swim A Song
- Woking challenging industry norms

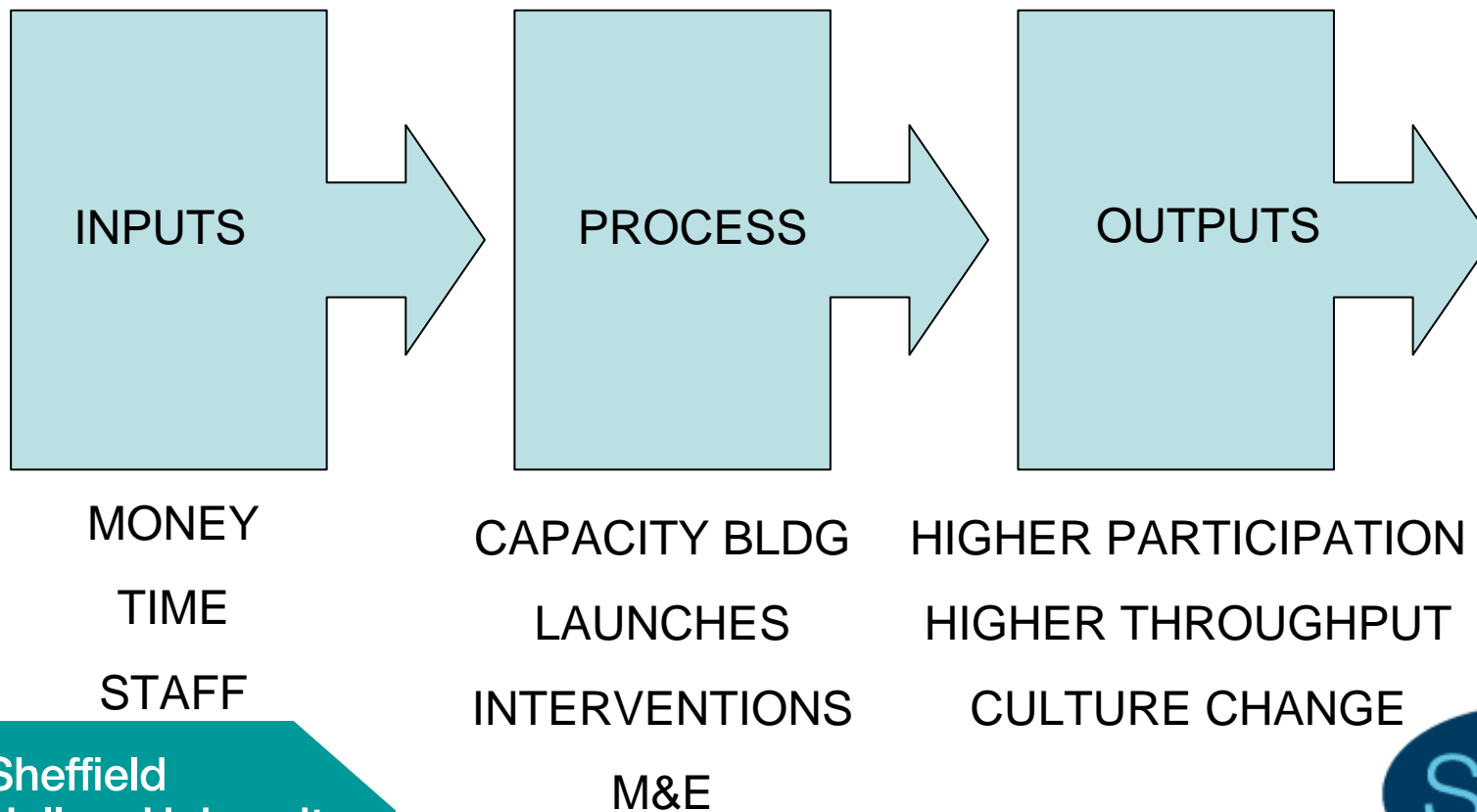


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# Everyday Swim as a Production Function




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# What issues does Everyday Swim need to address??



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# Strategic Issues

- Buy in to the ethos of Everyday Swim
- Focus on additionality not substitution
- Greater clarity surrounding targets
- Workable, feasible and owned work plans
- Long term sustainability v. short termism
- Culture change not sticking plasters
- Swimmers v Swims
- Enabling rather than delivering



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# Operational Issues

- Unity of purpose, focus and ownership
- Cut through red tape – 'can do' culture
- Realisation of scale required to deliver
- An industry that is fit for purpose
- Causality / Contamination
- Risk aversion and fear of spending money
- Stakeholder inertia and resistance
- Using the intelligence provided



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# Active People Successes 2006-08

No.	Sport/ activity	$\Delta$
1	Going to the gym	0.7
2	Outdoor football	0.6
3	Road running	0.5
4=	Keep fit	0.4
4=	Conditioning activities	0.4
4=	X country / beach running	0.4
4=	Weight training	0.4
5=	Pilates	0.3
5=	Aerobics	0.3
6=	Rowing	0.2
6=	Indoor football	0.2
6=	Basketball	0.2

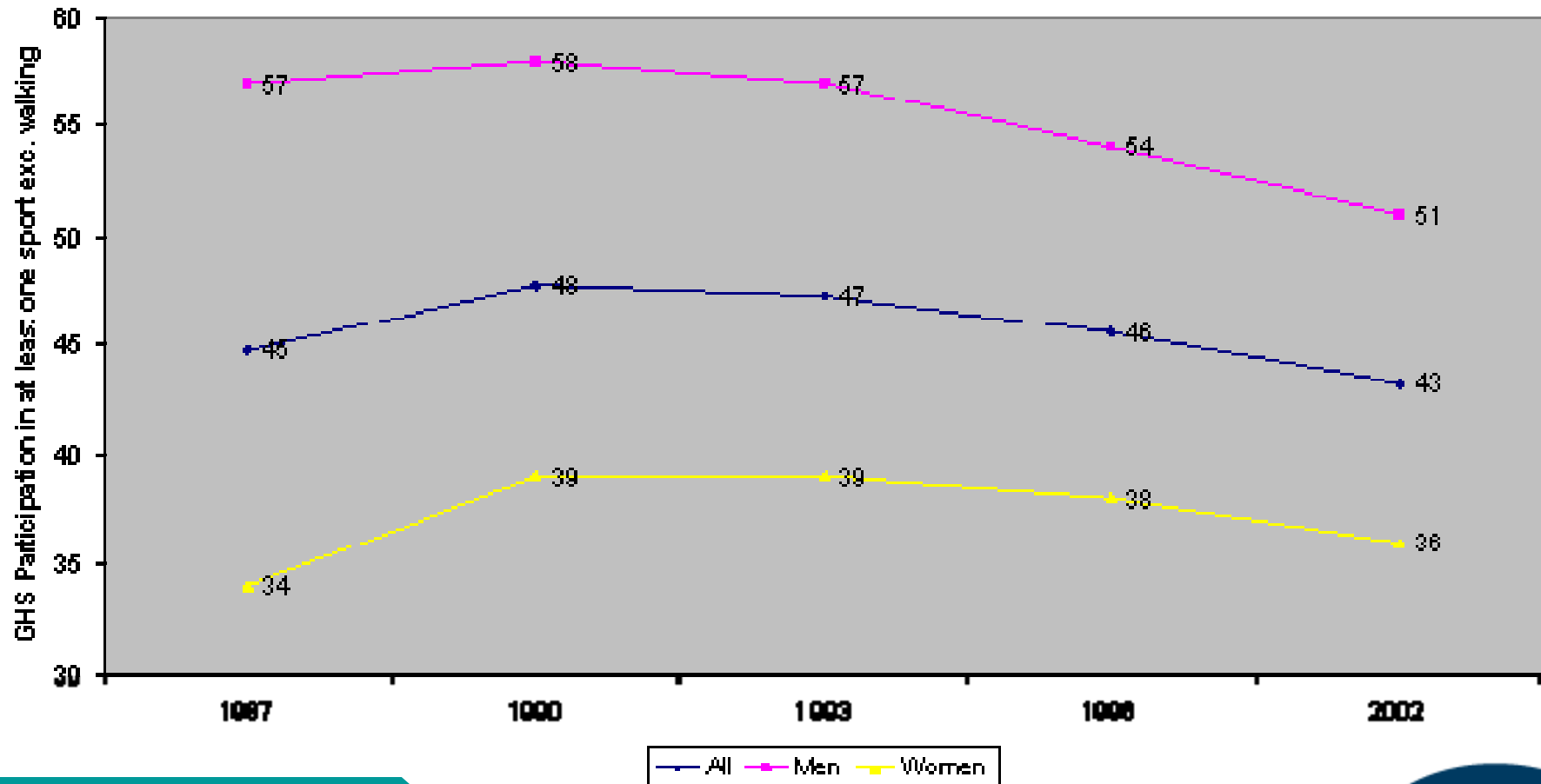


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# An Opportunity To Be Bold?



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# Any Questions?

**Simon Shibli**  
**Sport Industry Research Centre**  
**Sheffield Hallam University**  
**Collegiate Crescent Campus**  
**Sheffield**  
**S10 2BP**

**Tel: +44 (0)114 225 5920**  
**s.shibli@shu.ac.uk**



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