

Everyday Swim Local Learning National Impact

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For everyday ways to feel better while enjoying
yourself, go to www.everydayswim.org



What is Everyday Swim?

- National project comprising eight local pilots
- Jan 2006 – Dec 2008
- £3million SE funding plus match funding locally
- Sustained increases in participation through culture change
- Robust monitoring and evaluation – what works and why
- Dissemination – national impact



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Easington	5 – 25 year olds at risk of obesity
Islington	Gym culture to the pool
Kirklees	Whole community
Lewisham	50+, young people, BME groups
Suffolk	Young people, 45+, rural
Telford & Wrekin	Disadvantaged children and their families and disabled people
Wirral	50+
Woking	Whole community




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Everyday Swim has...

- Brought in new activities
- Attracted new and non swimmers
- Opened up school and private pools
- Introduced Swim Buddies
- Developed a new approach to 'open days'
- Brought about changes in policy (swim wear and child admissions)
- Used new marketing
- Developed GP/school nurse ref/rec programmes
- Provided information to frontline staff – including benefits of swimming



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Local Learning

- **People will swim if the circumstances are right**
- **Support of wide range of partners critical**
- **Myths around equity of provision & ‘participation’ (and data capture)**



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Local Learning cont..


- **One person (or 5 or 10) cannot deliver. It's culture change. Everyday Swim is about doing the day job differently**
- **Money isn't the (only) answer**



National Impact

To get the nation active we need:

- **Clearer guidance for pool operators**
- **Better evidence for policy makers and budget holders of the reach and impact of swimming**
- **Wider strategic engagement**



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Local Learning National Impact

- **Everyday Swim is bigger than the sum of its parts**
- **A unique opportunity to deliver, for the whole industry**
- **Working groups**
- **Steering group**



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Legacy

- **Evidence**
- **Clarity (participation, equality)**
- **Sustained increases in participation in project areas**
- **Changed landscape – enables sustained participation across the country**



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Why swimming?

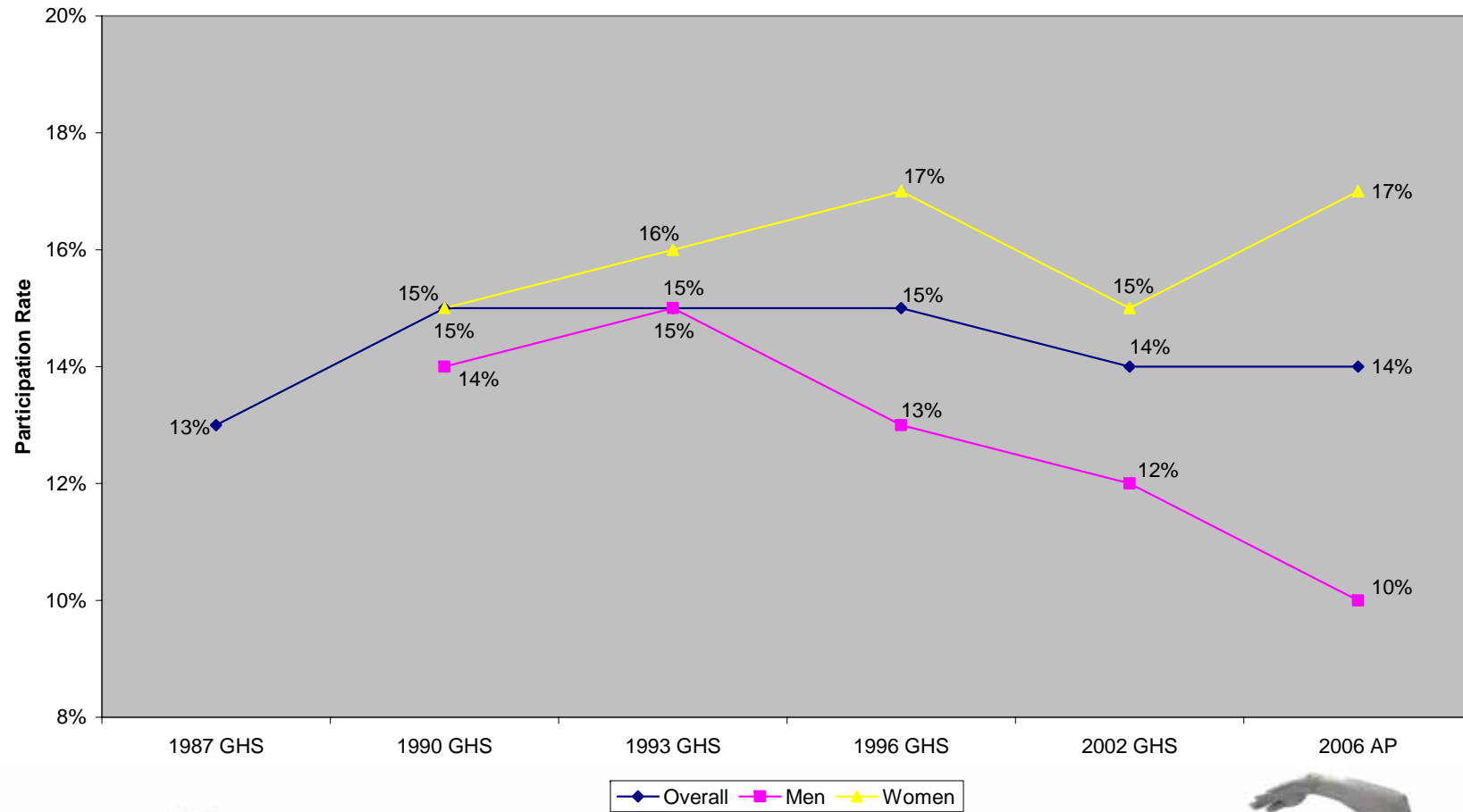
- **20 million swim per year**
- **Latent demand still unmet**
- **Adults are active (or sporty?)**
- **Swimming provides sport and activity**
- **Provides lifelong, accessible activity**
- **Bucks the trends**



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



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Thank you

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