

# **Swimming and Health**

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# **A bit about swimming**

- **Sport and leisure activity**
- **Activity sedentary people say they would try**
- **Affordable**
- **Specific benefits**
- **Specific barriers**



# **I would go, but....**

- **Getting wet**
- **Getting dry**
- **Getting semi-naked**



# **Barriers are complex and personal**

**So how do we get people swimming....?**



# 1. Making swimming something people *want* to do



# Swimming not for you?

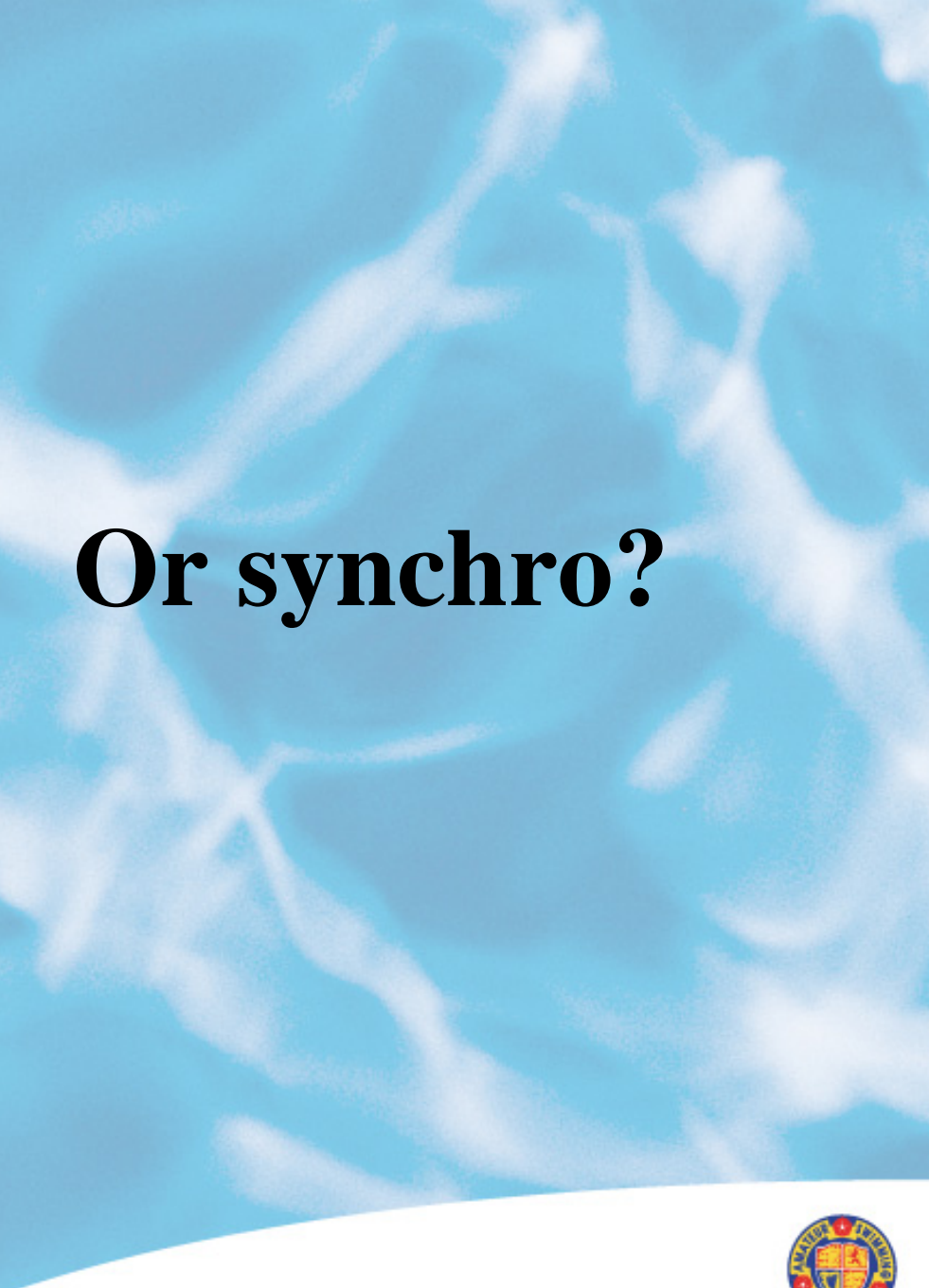


# How 'bout polo?





**Or synchro?**



# Or...

- **minipolo**
- **Aquacircuits**
- **Spa Sessions**
- **Aqua Youth Club**
- **Fitness swim with someone to advise...?**



## **2. Customer service**

- **Qualifications/standards for staff**
- **Getting the detail right to minimise some barriers**
- **New approaches**
- **Wider barriers – transport, childcare**



# **Sensible provision for the community**



# **Swim for Health in Hull and East Riding**

- **Sure start (Albert Ave Pools, Parent lifeguards)**
- **GP referral**
- **Training the health trainers**
- **Piloting qualifications**



# Everyday Swim

- **Objective: to develop blueprint for increasing participation**
- **Local pilot projects, different focus in each region**
- **Test and remove barriers**
- **National marketing and evaluation**
- **Development of [Everydayswim.org](http://Everydayswim.org)**



# **Swimming in the West Midlands**

- **Outcomes and learning from Everyday Swim**
- **Swim for health projects**
- **Adding aquatic element to existing schemes**



**Thank you**

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