

HEALTH & LIFELONG PARTICIPATION

Swimming is the major participation sport amongst young people and we will continue to work to ensure everyone learning to swim continues to benefit from participation in the sport throughout their lifetime.

Swimming has long been acknowledged as an activity that is beneficial to the nation's health. Maintaining a healthy and active lifestyle at all times of life is a prime consideration and one which swimming can and does deliver.

Key

Black	Local Authorities
Red	CSP
Green	Disciplines
Blue	Clubs
Purple	School Sports P'ship

POSITIVES

- Everyday Swim project
- Free swimming for 60+ x 2 + club
- Free swimming for children x 2
- Free swimming in NRF areas
- Close ties with PCT x 2
- Continuity - 'cradle to grave' + club
- Great sport to promote health & fitness for all ages and abilities
- Options for GP referrals x 2 + club
- Opportunities for other aquatic activities x 2 + club
- Good alternatives to mainstream activities by clubs/centres
- Go Active Membership packages – linked to all partners in business dev
- B+G, Mend and other projects
- Good local marketing & advertising
- Range of activities for adults
- Strong clubs with senior sections
- Physical Activity Forum in Cumbria
- Active Cumbria publication to promote participation opportunities
- Club provides competitive opportunities for people of all ages & a wide range of abilities
- Swimmers encouraged to stay in sport in Masters sessions – 18-24yr old age group good
- Promoted by LA
- Available at local pool
- Club swimming in area
- Helps children from becoming obese
- Comradeship can be formed in clubs x 2
- Teaching a child to swim can save life
- Range of aquatic activities – swimming, water polo, open water, diving, synchro
- L2S available from clubs from 4/5yrs +
- Keeps children off streets
- Good for discipline
- Well balanced local pool provision for all community use
- Well maintained facilities
- Good opportunities for target groups i.e. low income to participate in swimming

NEGATIVES

- Availability of pool space x 2
- Loss of income
- Cost + clubs x 2
- Not enough teachers
- No examples of good practice
- Access to pool time for specific user groups x 2 + clubs
- Everyone agrees it's a good idea but no one knows for sure what to do!
- Lack of aqua natal sessions
- Lack of activities for older people x2
- Lack of variety of aquatic activities for younger people
- Lack of coordination between centres
- Time to set up & implement – fast track
- Location of facilities – transport barriers
- Uninviting facilities (ageing) + club
- Limited availability of sessions
- National decline in popularity as a fitness activity
- No adult L2S
- Low % of population in area partake of any form of swimming
- Facilities dated
- No structure
- Facilities too small
- Need to ensure once swimmer cease competing not 'thrown away'. Important to use their experience in a positive way
- Pool time available to clubs – unsocial hours
- Reliance on casual staff – leave to go to univ or f/t work
- No career structure for pool staff

IMPROVEMENTS NEEDED FOR THE FUTURE

- More education on benefits of swimming with national advertising x 2
- Funding to promote various activities x 2
- Funding to upskill workforce x 2
- More CPD
- Cheaper training costs
- Consistency
- Stronger links with health authority for funding & support + club
- Greater number of pupils achieving KEY STAGES
- Assist in swimming for health and lifelong participation
- Better pool programming to deliver social & leisure swimming x 2
- PCT funding to run specific programmes
- Aims/objectives must be clear
- Listen to customers – focus groups/surveys + club
- Deliver what they want and log processes
- Better marketing of pool programmes
- Better accessibility for disabled people
- Improve image of swimming pools
- Investment in facilities particularly changing rooms
- More fun based activities for adults
- **County Free swim programmes**
- **More pools & more attractive facilities x 2**
- **Reinstate café facilities at pools for social meeting places**
- **Link clubs with health agenda to move swimmers into clubs for masters development**
- **Clubs & pools to work more closely – in line with NTPS**
- **Improve relations between clubs & pools**
- **Promotion of clubs – can provide opportunities from age group to masters**
- **More local GP involvement in exercise referrals**
- **Health promotions**