



SWIM WALES

News Update

National Family Week 2010 – How will you take part!

Swim Wales is once again pleased to be supporting National Family Week which runs over the May half-term break between 31st May and 6th June.

"Swimming is an ideal family activity, enjoyed by adults and children alike and is an excellent opportunity for families to spend time together taking part in something that's fun and good for you, too" says Swim Wales Chief Executive, Robert James.

National Family Week aims to emphasise the important role families play in society and encourage healthy active lifestyles and quality family time. It is the largest coalition on family issues and is backed by all major political parties and a huge range of national charities, local authorities, community groups and sporting associations including Swim Wales, the Premier League, the England & Wales Cricket Board, the FA and RFU,

plus a whole host of celebrities. The inaugural National Family Week, which took place between the 25th and 31st May last year, saw over 4,000 events happening across the country and garnered over 1,300 pieces of media coverage. National Family Week 2010 is to run between the 31st May and 6th June and aims to be even bigger and better.



31 May – 6 June 2010

We are encouraging swimming clubs to be a part of the week-long celebration of family and family life. This is an opportu-

nity for your club to get kids and their families involved – by organising activities for families to take part in. Events can happen at any time during The Week, but you may wish to tie in your plans with the Family Week Sports Day on Saturday 5 June. Alternatively, you may already have activities or special offers for families planned during The Week (summer half-term holiday) and can use National Family Week as a platform to help promote these.

All activities can now be uploaded to the National Family Week website in the Partner Zone – www.nationalfamilyweek.co.uk - where you will also find further information on plans for The Week, ideas sheets, toolkits and resources to help your club get involved. Alternatively, if you would like to discuss your ideas with the National Family Week Team, please contact:

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Leading Britons Ready for German Clash

Venue: Wales National Pool Swansea **Date:** 20-21 February

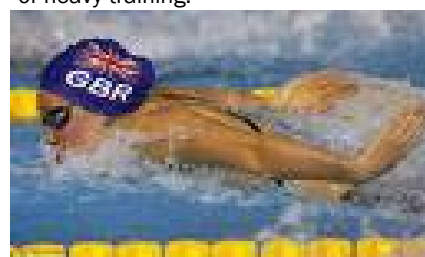
British Stars Rebecca Adlington, Jo Jackson and Ross Davenport will lead the GB team against Germany this weekend. Also part of the GB team are David Davies, Georgia Davies, Thomas Haffield, Georgia Holderness, Lowri Tynan and Jazmin Carlin from Wales.

The same head-to-head format featured in December's Duel in the Pool in Manchester

when British, German and Italian Swimmers competed against the USA.

According to British Head Coach Dennis Pursley "The British athletes will be coming to the end of an intensive training period before the British Championships in March, while the German athletes are just returning after their winter break and so are building back into their training. This is going to be a great opportunity to

see who has the mental toughness to get up and race despite the challenges of heavy training."



SWIMMING HELPS LLANTRISANT SHARKS SWIMMER BEN BEAT THE BULLIES

Young swimmer, Ben Lloyd Hunter, has won the Young Person's Dyslexia Action Award, following his bravery in overcoming a violent attack by bullies and moving on to achieve phenomenal results in his reading, spelling and handwriting.

Following the attack in October 2008, Ben had to change schools to avoid his attackers and during this time, his swimming and other sporting activity

helped to maintain his self-confidence and set him on the road to success.



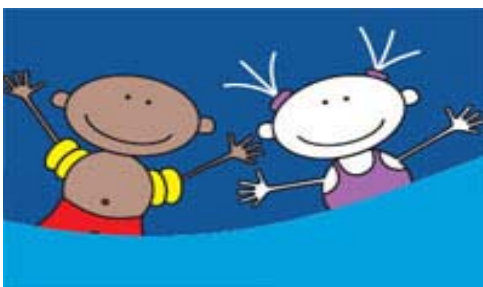
"Dyslexia can be a horrible thing, a problem until you get the right help. School made me sad, I wasn't good at school work..Being good at swimming, tennis, cricket, football, rugby and kick-boxing made me really happy. Now that I can read and write I'm happy most of the time and I'm still good at sport" Ben says.

"Making Waves II" Free Swimming Initiative Conference 4th February

Whilst Welsh Assembly ministers are still undecided about future changes to the free Swim initiative, a conference was held by the Sports Council for Wales, to discuss and learn from best practice across Wales with regard to implementing the initiative.

Several examples of good practise were highlighted; ranging from Gwynedd on understanding demand, Ammanford Walk & Swim Sessions to creating a new Water Polo club in Wrexham.

There is still strong support for the initiative at a local level with many Swimming Development Officers pushing for structured activity in favour of the free splash to ensure that swimming/aquatics is a lifelong activity for the local community.



The day was interspersed with workshops aimed to support the delivery of the initiative, with topics including:-

- Sharing Good Practice - are we delivering the free swimming initiative to the best of our ability?
- Data Collection and how it can be used more effectively

- Putting people at the heart of the aquatic plan, focusing on mapping out people requirements and how they are identified and how and who is the best to meet those requirements.

- Increasing your Customer Base - a new approach to attracting and retaining new aquatic customers. (A similar scheme to Welsh Assembly funded Fit Swim in Wales).

A new product available from mid March 2010 was launched at the conference, the Learning to Swim Foundation Phase. The basis is to deliver swimming lessons to school children from 3 to 7 years of age using school teachers and class room assistants and at the heart of the programme teaching swimming through play.

David Roberts CBE – The Eleven Times Paralympic Champion closed the conference by highlighting his journey through swimming and his future hopes within the sport, including winning a Commonwealth Gold Medal, which he will be competing for in Delhi later this year.

Further information on the Foundation Phase products and resources, and other conference information can be found at

www.sports-council-wales.co.uk

www.cyngor-chwaraeon-cymru.co.uk

Do You Have a Story to Tell?

Swim Wales is always on the lookout for interesting stories about our members that we can circulate to the local and national media and press.

Do you know someone who has overcome adversity to swim with your club? Or perhaps you have a set of swimming twins? If you can think of anything that might be of interest, please email julie.ma@welshasa.co.uk. We will forward your stories to the Sports Council and who knows, you may be on television, in a newspaper or on a website!