REPORT FOR INFORMATION BULLETIN

Subject: Relationship between DC Leisure and the Amateur Swimming Association
Lead Officer: Head of Leisure and Cultural Services
Portfolio Holder: Leisure and Culture - Councillor Mrs Jan Fuller
Link to Council Priorities: LE3
Exempt information: None
Delegated status: For Information

EXECUTIVE SUMMARY:

To report to members on DC Leisure’s continued work with the Amateur Swimming Association (ASA) as the governing body for aquatic activities. This report presents consistent growth in aquatic activities and participation levels across Elmbridge Xcel and The Hurst Pool swimming facilities to the benefit of customers. The ASA has recognised the work taking place in Elmbridge and are using the swimming facilities as examples of best practice.

REPORT:

1. Background

1.1 The ASA is the nationally recognised governing body for swimming, open water, water polo, synchronised swimming and diving. The spectrum of resources that the ASA facilitates ranges from training schemes for budding teachers and coaches, to assessment schemes for children’s classes. The main aim is to encourage the community to gain interest and confidence in swimming as a national sport, by supporting the skilled workforce and clubs within the industry.

1.2 DC Leisure works with the ASA in many swimming schemes that are held at facilities across the country. Within Elmbridge, in particular:

- Swimming Academy – DC Leisure follow the ASA Teaching Aquatic Fundamentals Stages 1-10 scheme. The lessons are taught by ASA certified teachers, who base their lessons and ethics on the ASA training course.

- Waterpolo/Synchronised Swimming/Rookie Lifeguard – These are additions to DC Leisure Swimming Academy, for older children and young adults, encouraging them to further their training in a water based sport.

- ASA initiatives/Swimming offers – Alongside the Elmbridge contract’s own loyalty schemes and prices, DC Leisure follow the ASA’s initiatives such as Swimfit and Big Splash.
2. **Report**

2.1 The Swimming Academy at Xcel currently has 2164 members. These include child and adult members. Elmbridge provides a fantastic base for the Swimming Academy with many schools in the borough using the site for school swimming lessons, which has also proven to be a great tool in advertising the Xcel’s facilities to the community.

2.2 The Swimming Academy at Hurst Pool currently has an impressive 1283 members. The site is also used for school and club swimming, which is again a great advertisement for the facilities to the immediate local community. The site sees great deal of interest for family swimming due to the accessibility of the centre and the family friendly activities on offer. Evidence of this is shown through the consistent high levels of ASA initiative vouchers redeemed weekly.

2.3 Xcel continues to be a hub of teaching activity, holding the ASA Level 1 and Level 2 teaching aquatics courses, and also some Continual Development Performance Development courses.

2.4 DC Leisure’s Swimming Development Officer regularly meets with Julie Bunn, the regional ASA contact. The continual liaison ensures Xcel and Hurst Pool are kept up to date in the ASA’s swimming schemes. Also, Mark Haslam, DC Leisure’s Regional Swimming Development Manager meets with the ASA regularly, to discuss the group’s future with the ASA and their initiatives.

2.5 Xcel has been noted by the ASA’s Aquatics Officer Julie Bunn, for its effective use of data analysis and marketing material to discover and develop better ways to promote swimming to customers. In the ASA’s Review of Household mailing response in the South East region, Bunn explains;

> “Xcel Leisure complex have performed well above average in the household marketing element of the ASA participation campaign.”

These excellent results are backed up by Xcel’s approach with regard to the participation campaigns;

> “Xcel were the only site in the SE to use and map the SE data and were held up as an example of good practice during Surrey CSP training sessions and are still used today.” (Bunn, 2012)

2.6 Successful campaigns undertaken by Xcel and Hurst Pool include the Big Splash Reward Card, a national incentive scheme. Also, the Swimathon and 30 minute message initiatives, both of which are used as a tool to increase swimming participation.

2.7 Xcel was the only DC Leisure site in the management company to promote such swimming offers on their website’s homepage. As a result, Xcel and Hurst Pool jointly redeemed over 750 ASA initiative vouchers.
2.8 DC Leisure and the ASA worked together to host a number of ASA initiatives at Xcel and Hurst Pool in 2012. These consisted of Synchronised Swimming, Hydro Fit and an Adult Lesson promotion.

2.9 The following are just a few examples of positive participation numbers experienced at Xcel and Hurst Pool:

- Synchronised Swimming – 60% participation for beginner’s course. 70% participation for advanced course.
- Hydro Fit - 69% overall average participation for the six different Hydro Fit sessions running weekly. These numbers are taken from participation across all sessions in January 2013 and February 2013.
- Adult Lesson promotion at Xcel during 2012 (January-December). Xcel’s Swimming Academy signed more than 40 members onto the Adult Swim promotion. The offer was for 12 weeks of swimming lessons for £25. The ‘Swim 4 Health’ programme has now taken over this promotion, coming into effect in January 2013.
- Adult Lesson promotion at Hurst Pool in 2012 saw the facility sign a 35 customers onto the Adult Lesson promotion. This promotion worked as per Xcel, and has now moved onto the ‘Swim 4 Health’ programme in 2013.

3. Future Relationship between the ASA and DC Leisure

3.1 DC Leisure continues to foster a positive working relationship with the ASA. The Swimming Development Officer at Xcel has incorporated the ASA’s swimming activities into the programme as a follow on from the Olympic legacy that started in August 2012, with Xcel’s ‘Get Active 2012’ campaign. The latest Waterpolo course is an excellent example of this legacy, in which DC Leisure achieved 90% participation levels in both age groups. As a result of this success, DC Leisure will be doubling the number of courses next time round. The Hurst Pool also has promising prospects in the forthcoming months. The site are promoting continuous offers with the ASA and using marketing material to maintain consistent participation levels in swimming activities.

Financial Implications:
None, for the purpose of this report.

Environmental/Sustainability Implications:
None, for the purpose of this report.

Legal Implications:
None, for the purpose of this report.

Equality Implications:
None, for the purpose of this report.
Risk Implications: None, for the purpose of this report.

Community Safety Implications: None, for the purpose of this report.

Principal Consultees: None, for the purpose of this report.

Background papers: None, for the purpose of this report.

Enclosures/Appendices: None.

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