



#GETINTOWATER®
#EWCHIRDŴR

CAMPAIGN PACK



SWIM WALES
NOFIO CYMRU

INTRODUCTION

Dear valued partner of the aquatic family,

Firstly, we'd like to extend our heartfelt thanks for your commitment and dedication to the sport's recovery during these challenging months. As you well know, leisure facilities and swimming pools across Wales closed their doors on 20th March 2020. During this time, residents in Wales have only been able to access aquatic activity and sports for a maximum of 10 weeks.

Before lockdown, 500,000 adults and children were enjoying aquatics in one of the 309 swimming pools we have in Wales. Over the coming weeks, many of these facilities will start to re-open again and we have the opportunity to support our facility partners in building their aquatic programmes while also playing a big part in encouraging the Welsh public into the pools. To successfully achieve this, we will be promoting a campaign dedicated to the physical and mental health benefits of aquatic activity and we'll need your help in delivering it.

OUR CAMPAIGN

'Get into water'

'Ewch i'r dŵr'

Our vision at Swim Wales is 'Aquatics for Everyone for Life'. We will use this opportunity to signpost the Welsh public to aquatic facilities where activities are available in a bid to improve health and wellbeing, learn new skills and have fun!



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CAMPAIGN PARTNERS

Every year Swim Wales engages with over 260 different organisations, all of whom either deliver, enable or support us in providing Aquatics for Everyone for Life across Wales. We want to support all of our partners; nine Community Trusts, seven Operators & 22 local Authorities in Wales (157 Pools), privately owned and educational facilities who will all welcome back existing customers, users & members and introduce new people.

Phase 1 (including pre-launch) will focus on the health and wellbeing benefits of aquatics and consumer confidence.

Phase 2 will build on aquatic sports and skills.

Phase 3 will encompass innovative aquatic offers and challenges.

We envisage this campaign running until at least March 2022.

OUR TARGET AUDIENCE

Swim Wales has already published high-quality Return to Water guidance for 11 different user groups to support a safe return to our pools.

Initially, we would encourage people to follow the guidance and understand how to enjoy the water again safely as this will raise confidence levels and educate people in the new processes.

Equality and inclusivity will be fundamental to the campaign and will shape our approach and that of our partners.

We have refreshed the pool finder function on our website and created a dedicated webpage which will have all the campaign resources required for partners to join the campaign and maximise the aquatic opportunities.

With one eye on the future, we will be working with all partners and user groups to develop sub-campaigns specifically targeting the nine user groups E.g. 'Get into Water Polo' 'Get into Open Water' or 'Get into Volunteering' etc.



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SUPPORTING INFORMATION

Examples taken from the Health and Wellbeing Benefits of Swimming report June 2017, Swim England. [Click HERE](#) For the original report.



Swimming is one of the most effective ways to burn calories: 30 minutes exercising in the water is worth 45 minutes of the same activity on land.



Regular swimming can lower stress levels, reduce anxiety and depression and improve your sleep patterns.



Swimming improves heart health, lowers blood pressure, improves lung capacity, increases bone strength and reduces joint pain as it is a low impact sport.



Regular swimming can help to reduce long-term health conditions such as heart disease and diabetes by up to 40 per cent.

Examples from the Value of Swimming Report 2019, Swim England. [Click HERE](#) for the original report.



Swimmers report feeling on average 6.4 per cent healthier than non-swimmers – this is comparable to feeling 12 years younger



Adults who swim were 4.3 per cent happier than non-swimmers



Swimming outdoors more than doubles this happiness boost – lifting the moods of the nearly 7.5 million adults who swim outdoors each year



Of the 4.7 million adults who swim at least twice a month, more than half (2.7 million) are women. The report highlights how swimming particularly benefits women and girls, more than doubling their self-confidence



1.4 million adults feel that swimming had significantly reduced their symptoms of anxiety and or depression

WEBSITE AND MEDIA

A dedicated landing page where we outline the campaign, highlight key target demographics, facts and stats around the benefits of Aquatics will be live from 3rd May.

A media pack where the approved mark/logo, font, and Swim Wales #brushed wording, dedicated web page, email & social media banners will all be designed and developed to help promote the campaign.

A designated campaign support line will be getintowater@swimming.org

Our organisations have risen to the challenges of the last year and beyond, in this time we have enjoyed new levels of collaboration and partnerships. The #GetIntoWater campaign is a natural extension of this. Over the coming months our sector will continue to experience new challenges and this will require us to be united in bringing people back to activity and sport.

We look forward to making a difference together.

Thanks for your support

Swim Wales Team



PARTNER TESTIMONIALS

Angharad Collins CEO of Torfaen Leisure Trust and Chair of the WSA & WG Welsh facilities group

“The engagement we have had with Swim Wales through the COVID pandemic has been exceptional. We have always been proud to partner with Swim Wales but now more than ever, we have been able to work together to prepare phased return to swimming. We can’t wait to continue our relationship to support Swim Wales with upcoming campaigns to encourage people back into the water. Now more than ever, we are relying upon the community to #SaveLeisure and we look forward to welcoming everyone back to our facilities as soon as possible.”

Mark Tweedie CEO Community Leisure UK

“Community Leisure UK are delighted to support the GET INTO WATER! Campaign. Swimming is great fun and the perfect all round exercise, suitable for everybody whatever the weather which is why it is a top choice for people and families. Covid-19 has dealt a devastating financial blow meaning our leisure services are financially vulnerable, so there has never been a more important time to support your local swimming pool by coming in for a regular swim; it will be great fun, great to meet people and great for your health, and you’ll also be doing your bit to help sustain a valuable community facility.”

Sarah Powell, Sport Wales Chief Executive

“Our pools and waters opening up for swimming and other activities is another positive step forward in helping the nation to start or get back into an active lifestyle, which we all know is important for our overall wellbeing.

“The structured and phased approach being offered through the Get into Water campaign led by Swim Wales, should provide people in Wales with reassurance of how these activities will return in a safe and covid-friendly manner.”



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