Swimming in Great Britain

What are the critical success factors for swimming?

- Numbers (and success) of competitive swimmers
- Numbers of:
  General swimmers
  Educators
  Swimming pools
  People learning to swim
- Safety of the public in relation to water
- Measurements of social value
- Savings to the national health budget

Competitive swimmers in Lithuania		
	No	**% of population**
Competitive swimmers	1,000	0.034
Swimmers through sports schools	6,146	0.2
Country	**Swimmers**	**Size of population**
Denmark	151,805	5.6m
Israel	3,573	8.0m
Norway	5,613	5.0m
Slovenia	6,960	2.0m
Bosnia	4,200	2.06m
The big numbers		
Russia	767,744	
Germany	468,000	

Numbers of people swimming

- General public swimming- Lithuania, 8,000; Denmark, 170,368; Iceland, 220,000 (swims a year); Ireland, 690,000; Sweden, 1m (2010) and Switzerland, 3m
- Masters swimmers- Lithuania, 110; Denmark, 450; Cyprus, 105; Finland, 740; Gibraltar, 150
- Coaches- Lithuania, 146; Sweden, 200 (pop. 9.5m); Denmark, 50 100 amateur (5.6m); Finland, 40 +1180 amateur (5.4m); Belarus, 400 (9.4m); Ireland, 221 (4.59m)

Swimming pools		
	50m	**25m**
Lithuania	4	45
Denmark	19	243
Finland	11	145
Luxembourg	3	
Romania	12	
Serbia	10	10
Belarus	8	
Sweden (in 2011)		350
Norway (in 2005)		250

New pools planned for Klaipeda & Vilnius (50m) and Druskininkai & Vilnuis (25m) not listed above

Lithuania has the highest rates of drowning in Europe

Drownings in Lithuania v Europe

	Absolute figures		Rates per 100,000 inhabitants		Place	No
Year	**All**	**0-14 years**	**All**	**0-14 years**		
2006	335	24			29	30
2007	381	18			29	29
2008	322	18	9.60	3.50	24	24
2009	298	22	8.90	4.40	9	9
2012-13	231	11	7.73	2.50	34	34

(Source: Eurostate Health & Safety, European Union)

Most European countries have rates of between 0.5 and 2 per 100,000

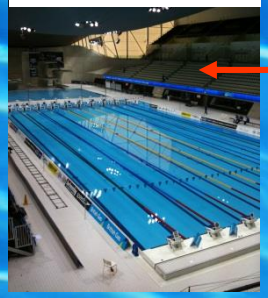
Some comparisons		
	Rates per 100,000 inhabitants	
	All	0-14 years
Estonia	3.78	0.97
Finland	1.51	0.45
Ireland	1.31	0.00
Latvia	6.69	1.37
UK	0.42	0.15
Denmark	0.68	0.10
Germany	0.60	0.32
Lithuania	7.73	2.50

Turning to Britain.....

- Organised into 3 countries- England, Scotland and Wales
- In England, c. 1,700 public pools & 1,500 private pools (pop. of 64.1m with 53m, England)
- Cost of a swim is c. £3.85 (18.9 litas)
- 1,100 swimming clubs with c.150,000 members (c.40,000 others)
- 2,689,200 people swim once a week (6.16%) and 4,529,700 once a month
- 96,300 people compete each week, 235,800 receive tuition & 347,500 are in organised activity
- Britain was the best performing country at the 2014 European Championships with 9-7-8 and 4th in the 2015 World Championships with 5-1-3

Being safe

Being part of the Olympics



Racing the others

Being healthy

Learning a new skill

Having fun

Keeping fit

Architects and builders

Output

Textile manufacturers

£450b in pool income

39 x 50m indoor pools & 38 new pools– 2014

Nearly 400 employees in swimwear manufacturing

Over £72b in income from swimwear sales

Over 2.6m swim-mers-each week

4.5m swimmers - once a month

The swimmer

Swimwear manufacturers and swimming equip-

Over 35b items of swim-wear sold each year

Retailers & on-line

Swimming organisations

More than 1100 clubs

193,000 + registered swimmers etc

Coaches, teachers & educators

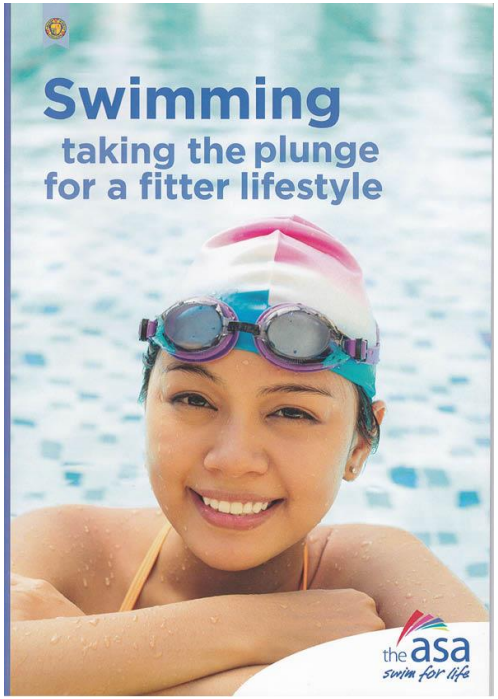
More than 38,000 working in pools

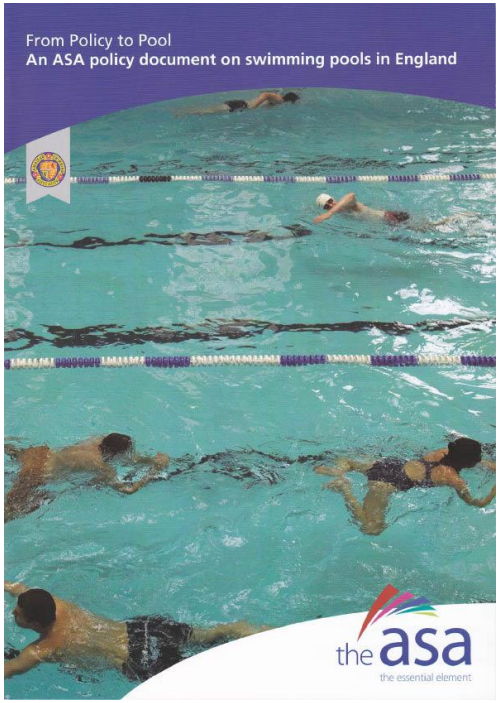
Over 63m swimming lessons p.a

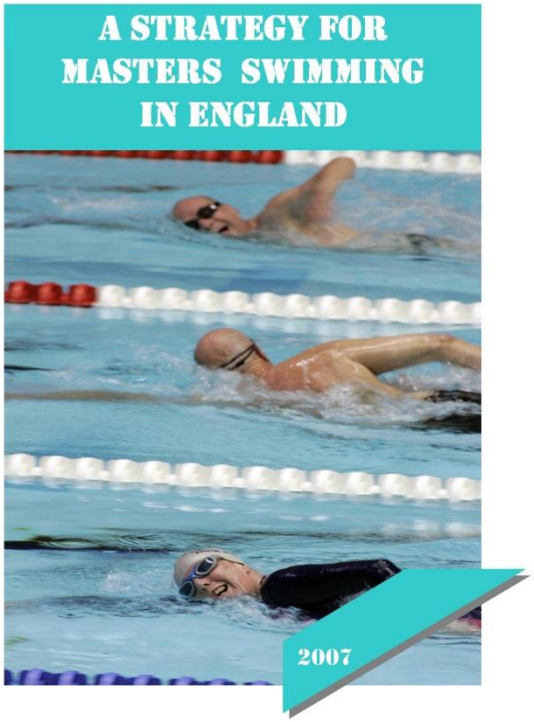
Tutors of educators

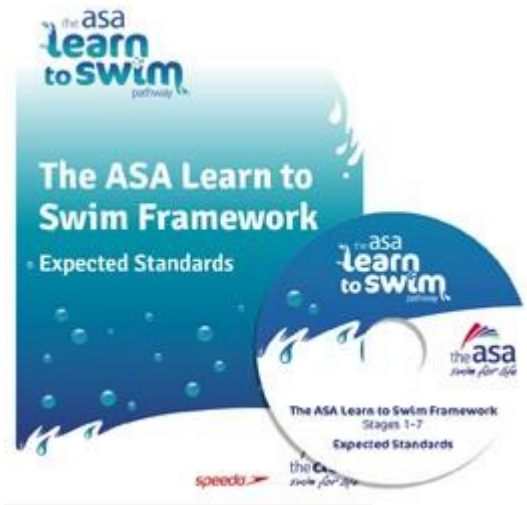
How is this all achieved

- Business led approach to everything
- Starts at the bottom
- You have to have systems in place
- Guidance and direction for swimming through the ASA Learn to Swim Pathway
- Range of guidance and national strategic plans
- Government spends between £8-10m each year on developing swimming
- Good commercial streams of income- Awards Scheme, Kelloggs, British Gas, teacher training
- Strong teacher/coach education programme
- Strict measurables


Swimming
taking the plunge
for a fitter lifestyle
the asa
swim for life


From Policy to Pool
An ASA policy document on swimming pools in England
the asa
the essential element


A STRATEGY FOR
MASTERS SWIMMING
IN ENGLAND
2007


the asa
learn
to swim
pathway
The ASA Learn to
Swim Framework
Expected Standards
The ASA Learn to Swim Framework
Stages 1-7
Expected Standards
speedo

Aquatics in the National
Curriculum Resource Pack
Aquatics in
the National
Curriculum
Planning the Lesson

learn
to swim
Awards File
Stage 1
Stage 3
Stage 5
Stage 6
Stage 7
speedo

School Swimming

- Lithuania- 2015- 3,500 participants (0.7% of 503,538 children 0-14 years). £28.99/143 litas per participant
- This year is the 125th year in which the ASA has been involved with the Government & school swimming
- All 7-11 year olds should be able to swim 25m on leaving primary school (National Curriculum) (Sweden- 200m)
- Not everyone can afford private lessons
- ASA recommends at least 25 hours per year of school swimming for primary schools
- Despite this the ASA School Census 2014 identified that 45% have not achieved this
- School Swimming Charter
- Pools4Schools

Kellogg’s Frosties and ASA Awards

- https://www.youtube.com/watch?v=xDBRglkJsok

Other activity

- Government Free Swim Initiative- 2012 Olympics- administered by ASA- £140m for 16 & under and 60 & over
- British Gas sponsorship-£1m per annum
- Dual in the Pool
- Pool leadership group

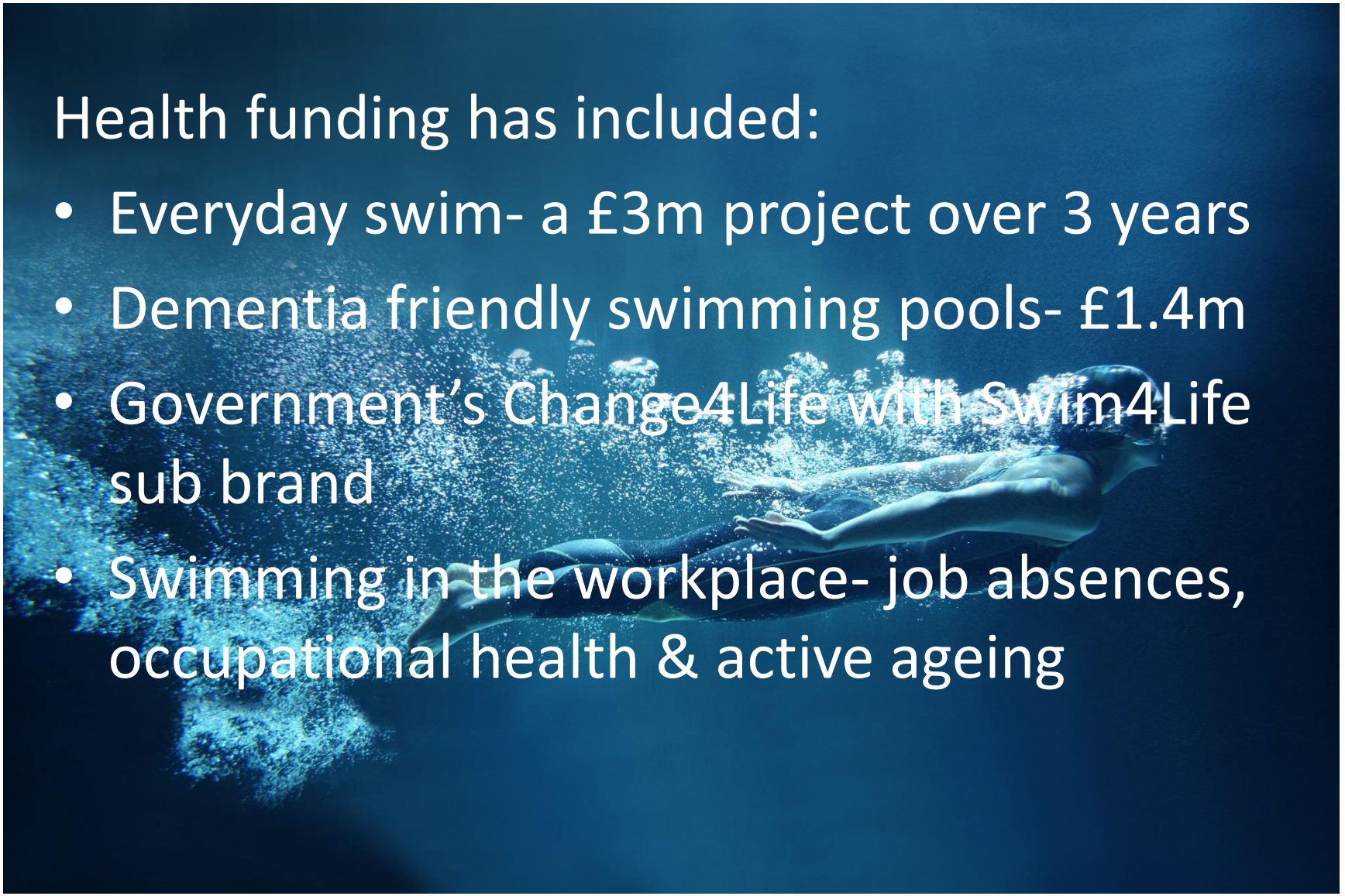
How British Gas supported their sponsorship

- https://www.youtube.com/watch?v=gbOwN9aZ9UI

The health of the nation

The Government sees swimming as helping to drive the health of the nation for all ages and types

Health funding



Health funding has included:

- Everyday swim- a £3m project over 3 years
- Dementia friendly swimming pools- £1.4m
- Government's Change4Life with Swim4Life sub brand
- Swimming in the workplace- job absences, occupational health & active ageing

ASA Dementia Friendly Swimming Hub

Improving swimming for people with dementia

Home
The Project
Latest Updates
Partners
Your Say

Tracey Crouch supports Dementia Friendly Swimming

Like 17 Tweet 10 G+1 0 Share 2

November 19, 2015

The Sports Minister, Tracey Crouch MP, attended a celebratory event which marked the expansion of the ASA Dementia Friendly Swimming Project.

Also try...

Get involved

Become a partner

Project FAQs

Project news

More about dementia

Contact us

Project Aims

Find out about the three aims of the project.

Discover aims

Environment Checklist

The Amateur Swimming Association

Awards and merchandising

Education of aquatic workforce

Government & other agency funding for health

Club & swimmer registration fees

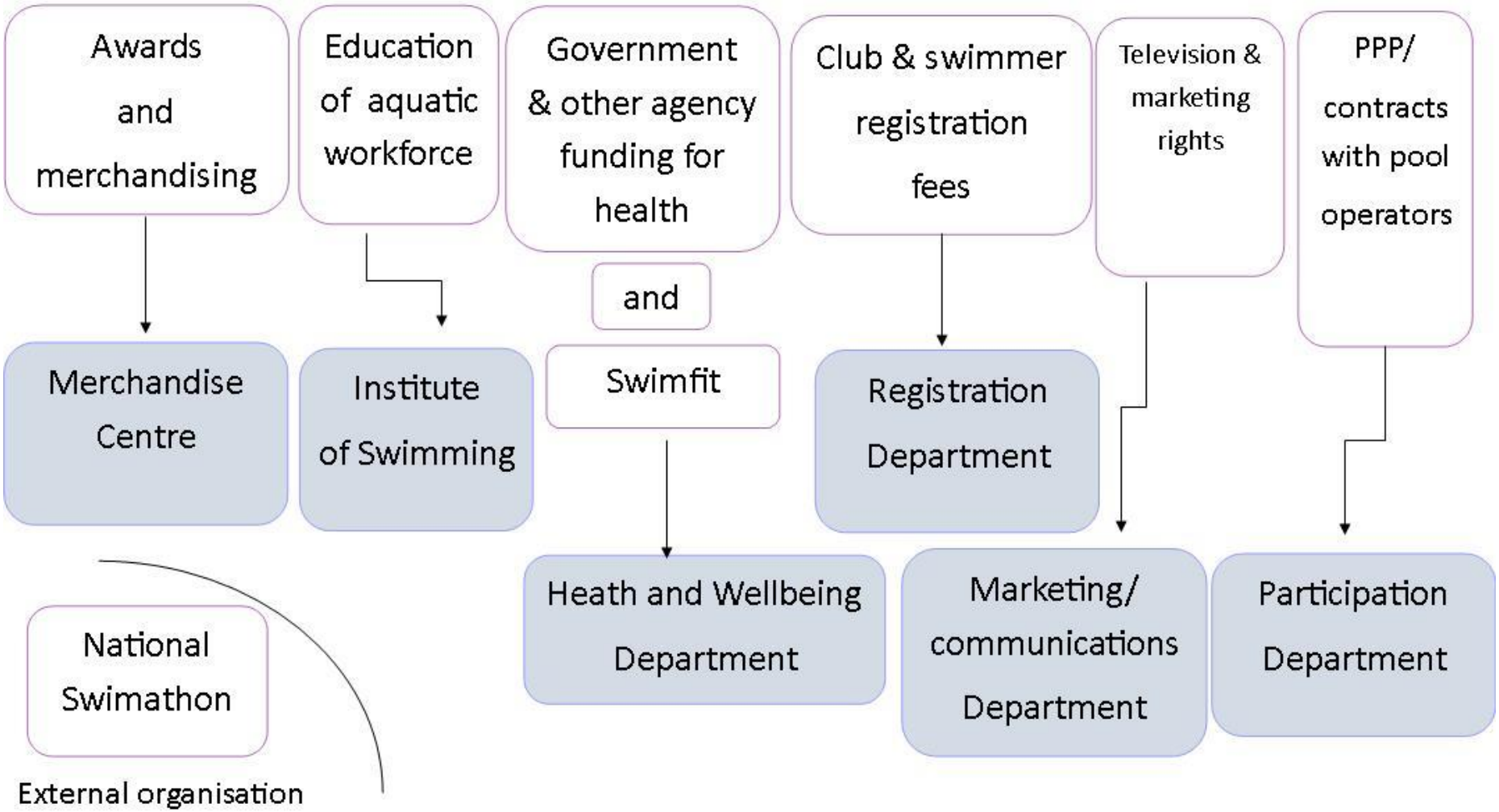
Television & marketing rights

PPP/ contracts with national pool operators

National Swimathon

Swimfit

Structures associated with delivery



Measurements for swimming

(Photo: Giorgio Scala)

- Cost of physical activity- University of East Anglia- 30 minutes swimming saves c. £1.1b annually- measured in QALY's(£12,000 per person p.a. for regular swimmers)
- Social return of swimming (all the small unseen things that are difficult to quantify)- research in Manchester- £172.3m annually across the UK
- Economic Value of Swimming- in 2012 we were able arrive at a contribution to the economy- pool construction, pool employment, consumables, pool admissions, learn to swim, etc.

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