



# Everyday Swim Suffolk Conference

## *Free swimming matters...?*

**Thursday 19<sup>th</sup> March 2009 at the Ufford Park Hotel, Melton,  
Woodbridge, Suffolk, IP12 1QW**

With the national free swimming scheme starting in April 2009 local councils and swimming providers have a lot to consider in a relatively short period of time. Now is the perfect time to share the learning from Everyday Swim Suffolk, about attracting new swimmers and sustaining their participation.

This free conference also offers you an opportunity to hear about the latest national Everyday Swim learning, debate approaches to implementing free swimming with colleagues across the region, and learn directly from those involved at all levels of the Suffolk Everyday Swim programme.

Take advantage of what we've learned during our pilot project with projects that aim to increase participation in a number of target groups.

Hear directly from those involved at all levels and learn about our key strategies for involving hard to reach groups, strategies for getting people into pools.

Find out what we're doing, what's worked and what hasn't locally and nationally.

Suffolk Everyday Swim is a partnership between the Amateur Swimming Association, Suffolk County Council and all District and Borough Councils, and Suffolk Sport.

We look forward to welcoming you to Suffolk.

**Richard Hunt**  
**Head of Culture, Sport and Communities**  
**Suffolk County Council**



Morning  
Programme

## Suffolk Everyday Swim Suffolk Conference:

10.30am –  
12.30pm

### Free swimming matters...? Programme:

**9.45am: Arrival – Registration – Refreshments**

**10.30am: Welcome and Opening Remarks:**

**Cllr Lisa Chambers, Suffolk County Council Portfolio Holder  
for Economic and Cultural Development**

**10.40am: Keynote address - Duncan Goodhew MBE,  
Everyday Swim Ambassador**

**11.00am: Plenary 1: *Everyday Swim – making a difference?***

Simon Shibli, of Sheffield Hallam University and Kate Sargent,  
Swimming Activity Manager, Amateur Swimming Association

**11.30am: Tea / Coffee break**

**11.50am: Plenary 2: *Free swimming – making it work!***

Simon Bellamy – Service Manager at Waveney District Council  
and Fiona Pantrich, Everyday Swim Coordinator for Wirral MBC  
share the experience and learning from two areas trialling the  
free swim offer.

**12.10pm: Questions and debate: Implementing free  
swimming**

**Lunch 12.30 – 1.30**

Afternoon  
Programme

1.30pm -  
3.30pm

**1.30pm: Case study presentations of Suffolk's Everyday  
Swim projects will be followed by open audience discussion.**

- Alison Nightingale – Suffolk Family Carers
- Andy Killin – Leisure Facilities Manager, Anglia Community  
Leisure – Suffolk's pool operator group
- Barbara Macdonald – Aquarius Swimming club, "Teaching  
the terrified"
- Corinna Hudson, Everyday Swim Coordinator, Suffolk -  
Aquahealth: making connections between swimming and  
health

**3.00pm: Panel discussion with Duncan Goodhew, Simon  
Shibli, Kate Sargent, Simon Bellamy, Fiona Pantrich and  
others**

**3.20pm Chair's closing remarks**