



## Performance Report for the Swimming Team April – September 2018

### Key highlights include:

- Learn to Swim, over 4,000 children swimming each week
- Swim Activators have attended 20 community events
- 432 promotional Gym and Swim passes have been redeemed
- 323 non active people have been engaged with by the Swim Activators
- Over 2,000 females attended Ladies only Sessions across the city
- Over 1,000 men attended Male only sessions across the city
- 190 families attended new Discovery Duckling sessions
- 252 people living with long term illnesses attended Aqua Relax sessions
- 637 swimmers used Swim Tag at Worsley Leisure Centre, 88 were new users
- 596 young people attended Swim Safe at Salford Quays this Summer
- 2 successful themed pool parties took place
- Changing room refresh at Eccles Leisure Centre funded by Sport England
- Continued focus on increasing swimming participation

### Swim Activator Spotlight – Cadishead Scouts Group

The Scouts Group believe swimming is very important, particularly as the group is based near the Ship Canal. After engaging with Sam, one of the Swim Activators the group decided to do their swimming badge. Sam helped with arrangements which enabled the boys to undertake their badge as a group, helping them to bond whilst working as a team and encouraging the not so confident ones.

### Swim Activator Spotlight – Energise Centre, Diabetes Group

Two Swim Activators have been regularly attending a diabetes support group to encourage more people to swim. A number of members of the group suffer from anxiety and have admitted that they would not attend the swimming pool on their own. The Activators delivered a talk to the group and followed up with a tour of the swimming pool. Following the tour one gentleman used the pool as a result of being made to feel welcome and comfortable in the swimming environment, something he admits he wouldn't have done without support.

### Swim Activator Spotlight

A lady with MS contacted one of the Swim Activators, expressing an interest in attending an adult swim session. The lady suffers with walking problems aggravated by poor balance and fatigue. The Activator informed the lady about the Aqua Relax sessions and arranged to meet her beforehand to show her around and give her a free trial.

The lady loved the facilities and the Aqua Relax sessions and she signed up for a discount pass that reduces the cost of each swim session.

**Customer Feedback:**

*"It was my first time coming here in a long time with my children as we used to go to the Abraham Moss Leisure Centre but Broughton Leisure Centre has changed. It's cleaner, it's been updated, the staff are really friendly and nice. I will be coming here a lot more!"*

**Forthcoming events and activities:**

- Themed Pool party at Christmas at Worsley Leisure Centre.
- Learn to Swim Fun Christmas Gala at all pools in December.
- Increase in Swimming Lessons delivered across the city at all levels.
- New Pool Programmes across the city in January 2019
- Half term activities in October and February 2019

**For more information please see:**

<http://www.salfordcommunityleisure.co.uk>