

Meeting: Culture and Leisure Sub-Committee

Date: 31 July 2018

Title: Swim Local Project

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Sport and Leisure

Service: Environment Housing and Leisure

Wards affected: All

1. Purpose of Report

The purpose of this report is to provide the context for a presentation that will be given to the Culture and Leisure Sub-Committee on the Swim Local Project at the 31 July 2018 meeting.

2. Recommendations

The Sub-Committee is invited to note the information in the report and outlined in the presentation.

3. Details

During summer 2016 The Sport and Leisure service was approached by Sport England to be one of twelve Local Authorities to take part in the Swim Local project.

This pilot project was introduced following national evidence that there was a decline in people swimming.

The purpose of the pilot was to carry out research at a local level to see what was behind this decline and look at interventions to try to reverse the trend.

The Authority was initially given £25,000 to carry out research. Subsequently it was given another £198,000 to deal with issues highlighted from the research.

The purpose of the presentation is to outline the outcomes of the initial research carried out, the interventions subsequently introduced and the impact this has had.