

Mandy Weir

From: Suzy Tigwell
Sent: 14 October 2008 14:29
To: Roger Walton
Subject: Free Swimming request for shortfall information
Importance: High
Attachments: Free Swimming in the Dover District - Proposal to ECKPCT.doc

Hi Roger,

I am aware you are having fun in an East Kent waste meeting. Charles has kindly sent me the paper prepared by Kevin. I understand you have been dealing with Lynne Selman and that Nadeem and the Leader had in the past spoken to Ann Sutton, CE of the PCT.

It seems this email to the EK LSP has come about at the request of Ann Sutton for information, as the LSP itself has approached her requesting that we all be treated the same. We were told at a meeting that the PCT has already agreed to fund the shortfall for Swale, and we then asked that this should be consistent across all local authorities.

Can you let me know if you are happy for me to send this paper to Ann Sutton via Marie at the EK LSP.

Thanks
Suzy

From: Charles Walker
Sent: 14 October 2008 14:09
To: Suzy Tigwell
Cc: Roger Walton; 'Kevin Fordham'
Subject: FW: Released from eSafe SPAM quarantine: RE: Free Swimming - For persons aged 16 and under {Scanned by ADM Mail Safe}

Suzy

Pl see the attachment and the email below - any queries pl contact Kevin Fordham on 829860 or myself.



Charles Walker
Leisure Services Manager
Dover District Council

Council Offices, White Cliffs Business Park, Whitfield, Dover CT16 3PJ

Tel: 01304 872447
Fax: 01304 872445
Email: charleswalker@dover.gov.uk
Web: www.dover.gov.uk



Please consider the Environment before printing this email

From: Kevin Fordham [<mailto:kevinfordham@vistaleisure.com>]
Sent: 14 October 2008 11:22
To: Charles Walker; Roger Walton
Cc: Mike Davis
Subject: Released from eSafe SPAM quarantine: RE: Free Swimming - For persons aged 16 and under {Scanned by ADM Mail Safe}

Roger / Charles

Further to your request for information below please find attached a brief document to assist with the approach to the PCT. I sit on the Dover Health and Well Being Strategic Partnership Group, Which Lynne Selman Chairs, so if you would like me to

07/05/2009

assist any further please let me know.

Regards

Kevin

Kevin Fordham

Kevin Fordham
Chief Executive
Vista Leisure
Tel: 01304 829860
www.vistaleisure.com

Please save a tree.... Do you really need to print this e-mail?

Vista Leisure is a limited company registered in England and Wales. Company Registration No. 4149648 Charity Registration No. 1099530.

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you are not the intended recipient of this message, you should not disseminate, distribute or copy this e-mail and notify the sender immediately.

From: Charles Walker [mailto:Charles.Walker@dover.gov.uk]
Sent: 07 October 2008 17:01
To: Roger Walton; Kevin Fordham
Cc: Mike Davis
Subject: Free Swimming - For persons aged 16 and under {Scanned by ADM Mail Safe}

Roger, Kevin,

Pl see the attachments re the Free Swimming programme.

Kevin

Roger is going to contact Lynn Selman from the PCT to ascertain whether funding is available to bridge the rather large annual gap. Mike Davis informed me today that Lynn has already indicated that for her to consider the possibility the following minimum information will be required:

Spec of the proposal (readily available from the Cabinet report and dcms docs)
Times of day when free swimming will be offered
Transport issues
Estimated participation levels
Publicity
Activities/events
Links to the "health" agenda
USPs

Would welcome your comments asap..

Thanks,

Charles



Charles Walker
Leisure Services Manager
Dover District Council

Council Offices, White Cliffs Business Park, Whitfield, Dover CT16 3PJ

Tel: 01304 872447
Fax: 01304 872445
Email: charleswalker@dover.gov.uk

07/05/2009

Free Swimming for Young People in the Dover District

Funding Proposal to the Eastern and Coastal Kent Primary Care Trust

"Swimming is such a great sport ! If you get involved in swimming amazing things can happen"

Rebecca Adlington
Double Olympic Gold Medallist 2008

The Benefits of Swimming (Source: Amateur Swimming Association)

Swimming can help you live longer and feel better. It can improve your mood and help you sleep better. It can help you manage your weight and improve your balance.

- 30 minutes of steady paced lane swimming burns over 200 calories
- Pressure and resistance of water makes the body work harder
- Water supports body and is ideal for low impact exercise
- Works whole body for all over toning and is great for your heart and lungs
- Provides psychological benefits such as reducing tension, anger and depression

Background

In July 2008 the Department for Culture, Media and Sport (DCMS) outlined details of the Government's proposed free swimming programme. The initiative is designed to encourage local authorities to make swimming free of charge in particular for people aged 60 years and over and people aged 16 and under.

The DCMS has now confirmed the amount of funding available for a two year period commencing from April 2009. Based upon the estimated loss of revenue and additional costs associated with increased usage there is a shortfall for both age categories.

The Council has agreed to provide free swimming for people aged 60 and over and has until the 24 October 2008 to decide if free swimming will be provided within the Dover district for people aged 16 and under. To do so financial support has been requested from the ECKPCT for all East Kent districts. If a commitment is made, extra capital funding can be accessed to improve swimming facilities locally.

Funding Requirement

The table below illustrates the additional funding required to provide free swimming at Dover Leisure Centre and Tides Leisure Centre (operated by Vista Leisure) for two years from April 2009.

	Aged 16 and Under	Aged 60 and Over
Vista Leisure - Loss of Revenue and additional Costs	£227,180	£ 42,900
DCMS Funding	£ 52,945	£ 38,115
Request from ECKPCT	£174,235*	£ 4,785

- * It should be noted that the income from swimmers aged 16 and under is disproportionately high within the Dover district due to the unique appeal of the Tides Leisure Pool and the wide catchment area that it draws from. Consequently the population profile used to determine the Government grant, has resulted in a significant shortfall in funding.

Strategic Context

It is widely accepted that price is a barrier to participation and that physical activity provides health benefits. The introduction of free swimming within the Dover district will make a significant contribution to achievement of a range of strategic objectives. These being contained in the following documents:

- Healthy Weight Strategy for Kent - A Strategy for Consultation on Tackling Overweight and Obesity in Kent, January 2008
- Dover District Youth Strategy
- Every Child Matters
- Commissioning Intentions for future healthcare services in Dover - Dover & Aylesham Consortium, June 2008
- Dover District Sport and Recreation Strategy
- Kent Agreement 2
- Vista Leisure Community Strategy

Free swimming will also contribute to the overarching aims of the ECKPCT and Health Promotion by addressing issues of inequality, either by financial or social means, as well as helping raise levels of activity within the local population. The programme will raise self-esteem and the well-being of individuals and families through the medium of physical activity and ease of access to a public facility.

Increased Level of Participation ?

Based upon other free swimming programmes it is anticipated that usage would increase by between 30 – 50% on average throughout the year. Last year 53,198 junior swims were recorded at the two centres. It is estimated that this equates to approximately 4,400 young people using the pool facilities at least once a month. If usage was to increase by 50% this could encourage more than 2000 additional people aged 16 or under to participate regularly in swimming. For the over 60's, 10,470 swims were recorded last year and the same level of volume growth will promote an encouraging increase in usage. **The impact upon physical activity rates will be significant !**

Access to the Pool Facilities

Under the free swimming programme, access will be available during all public sessions. At Dover and Tides Leisure Centres, the combined pool programmes offer 123.5 hours of public sessions each week during school term time increasing to 196.5 hours during school holiday periods. The majority of this access is available after school and at weekends.

Maximising Participation – Other Considerations

Transport

Strategically, it is recognised that transport issues should be addressed in order to provide opportunities for the whole community to access local services including swimming and leisure. Whilst the major towns of Dover and Deal are served by transport services, there is a need to develop links with the rural community to encourage people of all ages to access the free swimming initiative.

Local bus service providers will be approached to develop a network of subsidised bus routes called 'Swimlinks'. Additionally, the numerous school minibuses that remain dormant on school sites out of school hours will be mobilised using a combination of paid and volunteer drivers. Funding will be sought to support this transport initiative from a range of potential sources.

Learning to Swim

One in five children leave primary school unable to swim. It is Vista Leisure's intention to build capacity for swimming lessons and offer a subsidised swimming lesson programme for those in our community less able to pay. Children will be identified through existing educational links via Extended Services and the School Sports Partnership network.

From 1975 to 1995, the local swimming pools in the Dover District were linked with Adult Education providing subsidised learn to swim courses for adults in the community. These sessions were very well supported for many years but over time attendances dropped and sessions were removed from the swimming programmes. It is the intention of Vista Leisure and Kent Adult Education to re-kindle this successful relationship and once again offer non-swimming adults (retired and those in employment) the opportunity to learn a life enhancing skill that will benefit their health and social well being. Vista Leisure will also introduce a swimming lesson programme for young adults and teens. These age groups often prefer a private environment to learn to swim and pool programmes will be changed to accommodate this.

High Profile Events

Vista Leisure has very strong links with the district Community Sports Network and the Youth Board and aims to develop new events encouraging healthy living and exercise. These events will offer a range of opportunities linked to swimming and encouraging the health, educational, recreational and competitive benefits of this activity.

Marketing

The existing 'Swim for Fitness Swim for Fun' Vista Leisure brand will be developed to support the Free Swimming initiative to encourage the community to make full use of swimming opportunities.

