

# How do you give adults aged 50+ the confidence to swim?

## Reigate and Banstead Borough: Get Active 50+ project

### Background

Banstead Leisure Centre, had been closed and replaced with the new Tadworth Leisure and Community Centre. Adult Learn to Swim lessons were extremely popular at the old centre and it was a priority to continue to offer adult lessons on the new pool programme.

The borough also wanted to engage with other non-swimmers and worked in partnership with Swim England and GLL to develop an offer that would suit their older audience.

Funding was received from Sport England Community Sport Activation Fund.

### Challenges

- Reaching the inactive local population and encouraging adults aged 50+ to swim.
- Allaying participants concerns about an unfamiliar environment as many hadn't swam for a number of years.

### Approach

- The "Get active 50+ project" used insight from the council and Swim England's Behaviour Change research to create an offer

that worked over the three frontiers.

#### Frontier 1 – increasing relevance and awareness

- 7,500 promotional flyers were distributed to local households. These were targeted by age and levels of activity and used appropriate creative and messaging for the audiences.
- The promotional message featured in the borough news.
- Reception staff promoted the course to site users.

#### Frontier 2 – environment

- Reception staff greeted all the participants when they entered the centre
- On their first session participants are given a tour of the facility
- After each session the reception staff provided tea, coffee and biscuits in a separate, quiet area, away from the bustling café, enabling the group to socialise together

#### Frontier 3 – tailored pool programme

- Their experienced instructor was able to adapt the sessions week on week to meet the demands of the participants



### Results

- Water confidence has been restored in the participants and they have now created a habit by swimming regularly.

**"Julie used to be a regular swimmer but lack of familiarity with the new site put Julie off swimming. This course has given her confidence again; she is now swimming full lengths of the pool"**

**Tadworth Staff Member** 

**Increase in swim attendance**  
due to social aspect

GLL agreed to extend **8** hours of funding for a further delivery

Successful **joint partnership** working

 **Find out more:**

If you are interested in getting more involved with a similar project, please contact [learntoswim@swimming.org](mailto:learntoswim@swimming.org)