

Learn to Swim with Southern Water



Morrison works with many of its clients on their own initiatives. We are delighted to be working with Southern Water on their Learn to Swim campaign to ensure that as many children as possible are encouraged to learn how to swim.

Learn to Swim

While drowning is the third biggest cause of accidental death in children, it is essential that they learn the necessary skills to be safe in and around water; after all we live in an area that has more than 700 miles of coastline, not to mention countless rivers, reservoirs, lakes and swimming pools. With levels of obesity in children rising, the health benefits of swimming as a sport is increasingly recognised.

Since inception, the scheme has taught almost 500,000 children to swim and currently teaches around 40,000 children a year. The scheme works by providing teaching aids, a smart, branded swim bag, certificates and a safety leaflet to each child attending lessons at around 70 pools and clubs across the Southern Water region.

As part of its commitment to supporting participating pools, Southern Water and the supporting contracting companies host an annual seminar for instructors. As in previous years, the event was held at the Olympos Triangle Leisure Centre in Burgess Hill. The one-day seminar is a unique opportunity for instructors to network, share ideas and meet representatives from the sport's governing body - the Amateur Swimming Association (ASA). All teachers (who teach learn to swim lessons) must be fully ASA qualified and the programme for the day is devised by ASA and delivered by their staff and tutors. The day consists of a series of workshops on relevant topics such as the law, government policy and the national curriculum as well as guidance on topics such as voice projection, teaching children with disabilities

and dealing with pushy parents. A practical pool session follows with ideas for new teaching methods and developing stroke techniques. The day regularly attracts more than 200 attendees and applications for places are eagerly sought.

Southern Water's Community Programmes Manager Helen Sparkes, said: "In 2000 when Southern Water began contracting out some of its operational functions the opportunity for these companies to join the scheme was identified. Morrison was an early supporter and continues to offer financial assistance. This helped to ensure the scheme continues to provide a valuable contribution to ensuring the safety of children around water. Without the contribution from contracting companies like Morrison, the scheme would not be viable and we are grateful for their continued support."