**Date:**

**For Immediate Release**

**\_\_\_\_\_\_\_\_\_ School makes commitment to improving their school swimming lessons**

\_\_\_\_\_\_ school in \_\_\_\_\_\_ has joined in partnership with the national governing body for swimming, the ASA, to help every one of their pupils become confident and capable swimmers.

The school has signed up to ‘Take School Swimming Seriously’ by implementing the ASA’s School Swimming Charter, which was launched \_\_\_\_\_\_\_\_. The Charter has provided \_\_\_\_\_\_\_\_ with a comprehensive package of support to ensure the school has the necessary knowledge and resources required to deliver exceptional school swimming programmes. With the Charter in place, \_\_\_\_\_\_\_ aims to deliver high quality swimming lessons that enable pupils to not only meet but exceed the national curriculum minimum standards.

By signing up to the Charter \_\_\_\_\_\_\_ pupils and teachers have also benefitted from an extensive support pack of specialised school swimming resources, which have provided staff with the knowledge and skills needed to improve the efficiency and success of swimming lessons.

Head teacher {...} said:

* How many children have already been through the new lesson programme
* Success of pilot programme so far
* How charter has impacted swimming lessons
* Why it’s important to provide high quality lessons

Example:

“We’re really excited to have launched such a positive initiative at the school, and are very pleased with the success of the pilot sessions so far. [X} children have been through the new programme, and we’re looking forward to starting the next lot of sessions in\_\_\_\_.

“Everyone has benefitted from the implementation of this charter; our pupils have been able to enjoy the recognition of their progress with awards for reaching milestones, staff have received substantial support and specialised resources on how to teach swimming, and parents are reassured that their children are learning invaluable life skills in a fun, encouraging environment.

“Swimming is an essential life saving skill that every child has a right to learn and by launching the School Swimming Charter we want to show that\_\_\_\_\_\_\_ school is dedicated to making our school swimming lessons the best they can be. “

Jon Glenn, ASA Head of Learn to Swim said: “For many children, school swimming is the only opportunity they will have to learn to swim, so it’s imperative that schools provide high quality, well-structured lessons that are educational as well enjoyable for children. This is exactly what the School Swimming Charter strives to provide, so it’s really encouraging to see schools around the country signing up.”

The School Swimming Charter resource pack includes a range of eight different Award certificates, badges and stickers, a National Curriculum Resource Pack giving definitive guidance on curriculum swimming, Waterproof Guidance Cards for poolside use, School Swimming Passports for each child to record their achievements, a school swimming parent guide, and even demonstration videos illustrating each award outcome.

These supportive materials will not only help children to become competent swimmers, but by incorporating a variety of fun, motivational resources - such as badges, certificates and ‘passports’ – will encourage pupils to strive for continual improvement.

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