Learn to Swim Marketing Campaign

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We’ve found that a regular reward keeps children motivated and enjoying their swimming. To help raise awareness of this, Swim England is running an exciting campaign to encourage and motivate children to continue on their swimming journey.

One of the country’s best-known swimmers, Adam Peaty, fondly remembers receiving his own swimming Awards (specifically his Rainbow Distance 5 metre Award) and how they helped him to become Olympic Champion.

The 12-month digital campaign will reach out to parents of children learning to swim and encourage them to find out more about Swim England Awards, and why they are so important.

Adam is backing our campaign and will be supported by parent bloggers who will share their real-life stories of their children’s swimming experiences.

We would love for you to be a part of our campaign and are pleased to share with you an array of marketing materials for you to use over the duration of the campaign:

* Adam Peaty campaign film
* Social media toolkit
* Digital marketing assets

Key Activity

* Launch of campaign, with first view of Adam Peaty film at 10am on Tuesday 27 June 2017
* Burst of paid-for adverts in July 2017, with further planned in based on key targeted times of the year
* First monthly parent blog released early July
* Sharing your stories and content
* Linking in to other National swimming campaigns

Contacts

* Campaign:
  + Josh Hardy [josh.hardy@swimming.org](mailto:josh.hardy@swimming.org)
  + Kate Furness [kate.furness@swimming.org](mailto:kate.furness@swimming.org)
* Learn to Swim:
  + Learn to Swim team [learntoswim@swimming.org](mailto:learntoswim@swimming.org)

1. Information for front of house team

The Swim England Learn to Swim Programme

The Swim England Learn to Swim Programme is a national syllabus. Developed by industry experts, the Programme sets the standard for safe, inclusive and effective lesson content, helping our providers to deliver a consistent quality of swimming lessons across the country.

Learning to swim is a fantastic experience that opens up a world of possibilities to everyone, as well as making them safer in the water.

[Download the Programme Overview here](http://www.swimming.org/library/documents/2455/download).

The Swim England Learn to Swim Awards

The Swim England Awards are a great way to support you in the delivery of the Swim England Learn to Swim Programme and to encourage retention of swimmers on your lessons.

They are designed to reward children for their development of the essential skills they need to be confident, competent and safe in the water.

The Swim England Awards are broken down into two types:

* Core Awards - the cornerstone of the swimmer’s journey, the Learn to Swim Stages 1-7 or Duckling 1-4 Awards.
* Complementary Awards - over 100 Awards for children and adults that complement the core Awards. These offer teachers the opportunity to reward swimmers for achieving a specific part of a core Award, or keep a child motivated whilst they work towards a larger swimming milestone.

They are a great incentive for all swimmers who may be struggling to complete a certain aspect of a core/stage Award. For example, the blank/achievement Award celebrates any swimming achievement. To keep the swimmers motivated and enjoying their learning experience, we recommend a child receives three Awards per year.

Find out more about the Awards at <http://www.swimming.org/swimengland/swim-england-learn-swim-awards-overview-swimming-teachers/>

1. Frequently Asked Questions

General

**Q. Where can I find out more information about the campaign?**

A. All campaign materials can now be downloaded on the Swim England website. This page will remain live for the next 12 months. From here you can download documents including:

* Social media toolkit
* Digital marketing assets
* Adam Peaty campaign video

**Q. I have a question about the campaign, who do I contact?**

A. Contact the Swim England team at:

* + Josh Hardy [josh.hardy@swimming.org](mailto:josh.hardy@swimming.org)
  + Kate Furness [kate.furness@swimming.org](mailto:kate.furness@swimming.org)
  + Learn to Swim team [learntoswim@swimming.org](mailto:learntoswim@swimming.org)

Learn to Swim

**Q. What is the Swim England Learn to Swim Programme?**

A. The Swim England Learn to Swim Programme is a National syllabus developed by industry experts, to support lesson providers delivering safe and inclusive lessons for all ages that meet a high and consistent standard. Find out more about the Programme [here](http://www.swimming.org/swimengland/learn-to-swim-programme/).

**Q. What complementary Awards are available to offer the children on our Learn to Swim Programme who are struggling to complete a Stage Award?**

A. There are over 100 Awards available for children and adults to keep them motivated when learning to swim. You can view them all [here](http://www.swimming.org/learntoswim/asa-awards-badges-certificates/). To better understand how the Awards complement the ‘core’ Awards, [download the Programme Overview here](http://www.swimming.org/library/documents/2455/download).

**Q. What are the complementary awards?**

A. There are over 100 Awards available for children and adults to keep them motivated when learning to swim. You can view them all [here](http://www.swimming.org/learntoswim/asa-awards-badges-certificates/). To better understand how the Awards complement the ‘core’ Awards, [download the Programme Overview here](http://www.swimming.org/library/documents/2455/download).

**Q. How do I buy Swim England Awards including complementary Awards?**

A. Learn to Swim providers can purchase all Swim England Awards from shop.swimming.org. Parents/Guardians can purchase Awards from their local swimming lesson provider [insert site specific information]

**Q. What’s the difference between ‘complementary’ Awards and ‘core’ Awards?**

A. Core Awards are the backbone of the Programme with outcomes that are integral to the development of the swimmer at that stage. They signify that the swimmer is competent at that level and is ready to move to the next stage. Complimentary Awards are, as the name implies, additional awards that can be used to recognise the achievement of a certain skill or activity within that stage. It has the added potential of keeping the swimmer motivated and keen to continue their development.

**Q. How do we incorporate the complementary Awards into our Learn to Swim Programme if they don’t match our criteria?**   
A. The Learn to Swim Progress Card is a free card which details the 25 Awards at the heart of the Learn to Swim Framework, as well as offering space the swimmer’s details and stickers. Once all 25 Awards on the Progress Card have been achieved, swimmers become eligible for the exclusive Learn to Swim Medal. The Progress Card is a tool that will help keep swimmers motivated throughout their swimming journey and will allow them to achieve Awards that are applicable to their current ability within a stage, taking small stepping stones rather than huge leaps.

Parent Questions

**Q. My child has completed an Award but they haven’t been given an Award. What can I do?**

A. Teachers are encouraged to continually assess each child against the outcomes of the Stage, however some lesson programmes will administer the presentation of badges and certificates in different ways. If in doubt ask [insert site specific answer e.g. swim co-ordinator or the pool reception staff]. It is also worthwhile remembering that children need to show some consistency in their ability to perform the tasks so the teachers will keep an eye on swimmers to ensure they can do the task more than once.

**Q. My child hasn’t received a Swim England Award in 12 months and they are losing interest in learning to swim. Is there no Award available for them?**

A. Swim England has a Blank or Achievement Award which can be given for absolutely anything the teacher wants. Let me speak to your child’s [insert site specific answer e.g. swim co-ordinator or swim teacher] to make sure that your child receives one of these Achievement Awards next week for a particular skill that he/she achieved.

**Q. How can I track my child’s progress towards their next Award?**

A. All of the required outcomes are available online at: <http://www.swimming.org/learntoswim/asa-awards-badges-certificates/>

[Insert site specific information such as swimmer Progress Cards or a lesson management programme that allows the parents to access a ‘parent’s portal’]

**Q. How does my child achieve a complementary award?**

A. Every Swim England Award has a specific outcome/outcomes that need to be achieved for an award to be given to your child. You can find out more about all Swim England Awards [here](http://www.swimming.org/learntoswim/asa-awards-badges-certificates/)

**Q. How do I help my child reach the next Award?**

A. Some children become stuck on a particular skill and cannot fully complete the stage. When this happens teachers will have an idea of how to move things on. Speak to your child’s teacher to see if there is anything you can do in family swimming time that will help. Lots of centres also offer support through summer holiday such as crash courses, 1-2-1’s and outcome-focused tutorials to help swimmers progress. Swim England also has information for parents on their website, Click [here](mailto:here) to find out more or email them at [learntoswim@swimming.org](mailto:learntoswim@swimming.org)

**Q. How can my child join your Learn to Swim lessons?**

A. [insert learn to swim provider specific information]

**Q. What Swim England Awards do you have available at reception?**

A. [insert learn to swim provider specific information]

**Q. How long will it take my child to pass each Learn to Swim Award?**

A. This will vary with every swimmer depending on their skills and experience.

If a swimmer has the experience of pre-school or adult and child sessions then he/she may move faster initially through Learn to Swim Stages 1 and 2. This is because they will be familiar with the environment and should be more confident in the water.

Some children are more naturally competent and confident in the water and therefore will progress faster. Other children are slower to learn new skills but can quite often become stronger more proficient swimmers as they progress.

The most important factor is that each child learns to swim and enjoys learning to swim.

Each Learn to Swim Stage will have [a number of complementary Awards](http://www.swimming.org/learntoswim/asa-awards-badges-certificates/) which recognise that a child has completed a particular skill within the whole Stage.

These are great motivators for children who may get stuck on a particular Stage, ask the swimming teacher about these.

**Q. Why has my child not received any of these Awards before?**

A. Please refer to your swimming co-ordinator or manager for a site-specific response.