**School press release template**

**Date:**

**For immediate release**

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

\_\_\_\_\_\_ school in \_\_\_\_\_\_ has joined in partnership with Swim England, the national governing body for swimming, 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 Swim England School Swimming and Water Safety Charter. The Charter will provide \_\_\_\_\_\_\_\_ 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, \_\_\_\_\_\_\_ plans 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 also benefit from an extensive support pack of specialised school swimming resources, which will provide staff with the knowledge and skills they need to deliver effective and successful lessons.

Head teacher, {...} said:

* Why the school has signed up to the charter
* Benefits to pupils/ staff/parents
* Why it’s important to provide high quality swimming lessons

Example: “We’re really excited to be launching such a positive initiative at the school and look forward to starting these new lessons. Everyone will benefit from the implementation of this charter; our pupils will be able to enjoy the recognition of their progress with awards for reaching milestones, staff will receive substantial support and specialised resources on how to teach swimming, and parents can be 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 signing up to the School Swimming and Water Safety Charter we want to show that\_\_\_\_\_\_\_school is dedicated to making our school swimming lessons the best they can be. “

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

The School Swimming and Water Safety Charter resource pack includes a range of eight different Awards, each with a digital printable award, stickers, definitive guidance on curriculum swimming, waterproof syllabus guidance cards for poolside use, school swimming passports for each child to record their achievements, a special pin badge for pupils achieving all eight awards, and demonstration videos.

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

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For more info please contact: