



BRITISH GAS SWIMFIT



Swimfit is a world leading pool workout programme. Delivered by qualified instructors and available on poolside and online, Swimfit provides an interactive and social experience for today's swimmer.

Swimfit is a motivational tool for the pool developed by experts at the ASA to get more swimmers in your pool, more often.

Based on the concept of a gym programme, Swimfit provides structure and purpose to a pool session, supported by an interactive online, social and pool customer experience. Swimmers become more motivated to do more in the pool, more motivated to return and more motivated to reach a specific goal.

The result is a product that allows pool operators to attract, motivate and retain swimmers.

HOW IS SWIMFIT DELIVERED?

POOLSIDE DELIVERY

Swimfit Activate

Swimmers can pick up a Swimfit Activate session card from a poolside unit and follow the session independently. There are 30 session cards which are all based on the number of lengths a swimmer wishes to complete during their session. Ranging from 10 lengths to 120 lengths, there is a session card for every swimmer. The session cards encourage swimmers to progress to the next session during their next visit.

Swimfit Activate offers a quick start option that introduces the swimmer to Swimfit.

Swimmers are directed to **swimfit.com** to log their session and track their progress, where they can also access tailored programmes and take part in Swimfit challenges.

Swimfit Activate+

Swimfit Activate+ structured sessions provide swimmers with the opportunity to follow a Swimfit Activate session card in a group environment.

Delivered by a Swimfit Activator, qualified as a UKCC/ASA Level 2 swimming teacher or level 2 Fitness Instructor (Aqua) REPs. Swimfit+ enables pools to cater for all swimming ability levels within a single session.

Swimmers receive an assessment of their goals and a recommended session to follow, along with support and motivation. Sessions range from 30 to 60 minutes.

ONLINE DELIVERY

The Swimfit website **swimfit.com** provides a range of programmes and challenges.

The website features useful information and videos on technique and stroke improvement and advice on nutrition.

Once registered, members can set up their own personal MySwimfit dashboard and access:

- Coach Zone (Swimfit Activate and Swimfit Motivate)
- Challenge Zone (MyChallenge and Event Challenge)

Social media

Social media including Facebook and Twitter is used to actively engage with Swimfit members on a daily basis, providing and sharing content with our partners such as Speedo and facilitating an outlet for one to one feedback.

Swimfit members and users can share their Swimfit activity and success through their personal social media channels, which enhances the Swimfit customer experience, increases awareness and generates traffic to **swimfit.com**.

Join us today at:

www.facebook.com/swimfit

www.twitter.com/swimfit



GETTING STARTED WITH SWIMFIT

Now that you know what Swimfit is and how it is delivered, the next step is to discuss the best options for delivery with your ASA regional team.

The Swimfit Pool Operator User Guide provides more information on the next steps for delivering Swimfit at your centre, as well as the marketing resources and support that is available to operators to promote Swimfit to your customers.

GETTING MORE INFORMATION

Make sure your pool is providing an innovative solution for swimmers with Swimfit by contacting the ASA regional team today.

ASA East Midlands

01509 618 692

ASA East

01638 552 451

ASA London

07799 476160

ASA North East

01325 481260

ASA North West

07770 856 599

ASA South East

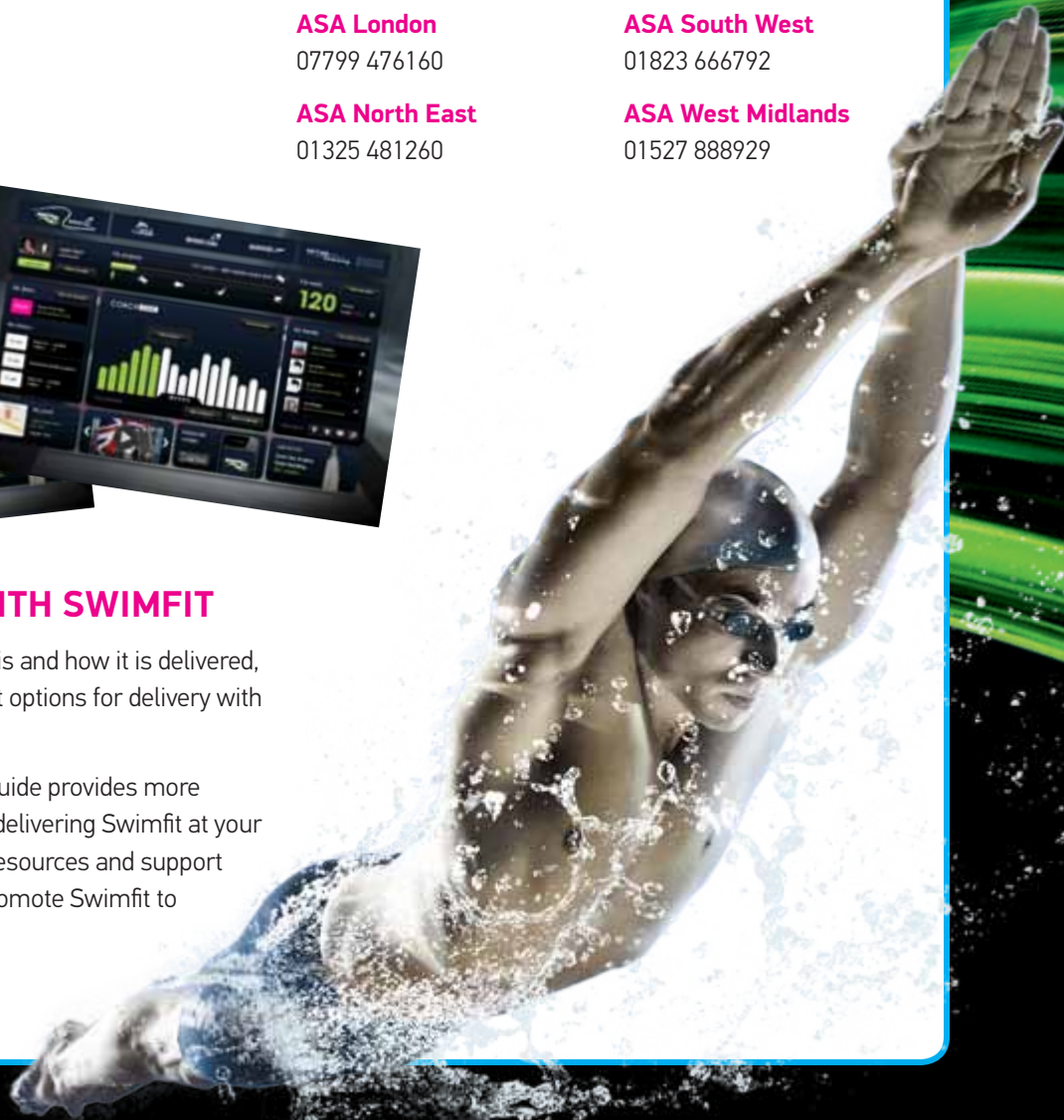
01628 483 960

ASA South West

01823 666792

ASA West Midlands

01527 888929



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