



What it is? The ASA has been in existence since 1869. Although the ASA has a long history, it has moved on considerably since its foundation and is now a vibrant modern governing body providing leadership to the industry of swimming in so many ways and helping to get more people swimming more often by

Why: Swimming is one of the few sports that is accessible to all irrespective of ability and offers proven health benefits:

- Extends and improves quality of life
- Reduces risk of serious conditions such as cardiovascular disease, diabetes.
- Improves mental wellbeing and reduces stress
- Helps combat obesity and supports weight loss
- Improves psychological well being
- Reduces the risk of arthritis

The population's health and wellbeing are the focus for many organisations, but swimming holds a unique position. Not only can it sustain good health in the already active and encourage fitness in the less active but it can also improve the quality of life for those with more serious health problems.

How: Building Pathways, Active Workplace is an evidenced based resource for employers to establish a number of swimming programmes and opportunities for their employees as a way to improve their physical and mental health. In return; reducing absenteeism both in time and costs, Increasing productivity & motivation and creating a flexible working culture. <http://www.swimming.org/go/get-involved/active-workplace/>

Delivering campaigns, British Gas Swim Britain is an ambitious 3 year programme aimed to get 500,000 people swimming more regularly by 2015. It seeks to encourage people to take advantage of the health, fitness and well-being benefits of swimming. This program is delivered across a specific time in the year.

Delivering products, British Gas Swimfit is based on the concept of a gym class structure for the pool and viewing the pool as a studio full of water, Swimfit provides predetermined swim sessions on Swimfit Activate session cards in structured Swimfit Activate+ sessions. <http://www.swimming.org/swimfit>

Interested? – For further information contact

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