



County Swimming Co-ordinators

Neil Fender, ASA Director Of Partnerships





Most exciting period ever in ASA history!

- Increased interest from Olympics.
- Government's Free Swimming.
- London 2012 Olympics.

- Most popular participation sport.

BUT...

It has to be a 'team' effort with all key partners pushing together





Free Swimming

- Government investment of £140m into swimming
- Free Swimming
- Free Swimming Lessons
- Facility Improvement



British Gas DVD





A unique time for swimming



FREE SWIMMING

THE ASA



FREE SWIMMING

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SPORT

HEALTH

CSC Team

LEARN TO SWIM

FACILITIES

LEISURE/FUN

TEACHER/COACH PATHWAYS



Sport England

Pool Operators

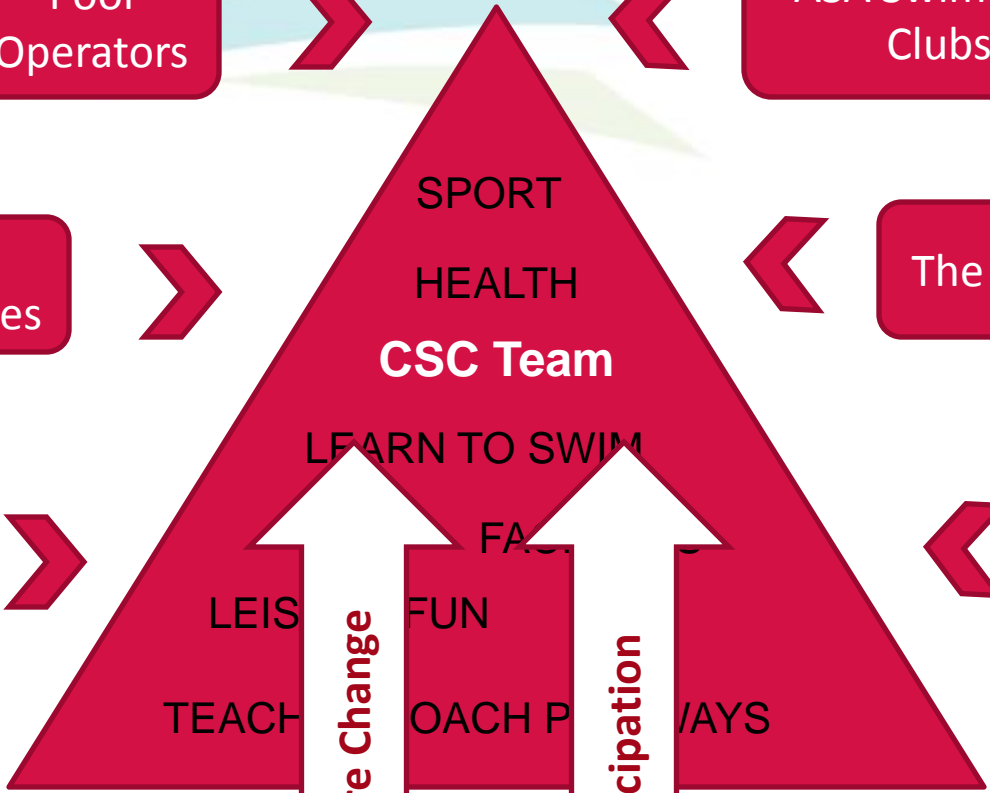
ASA Swimming Clubs

Local Authorities

The ASA

DCMS

Sponsors





- 48 County Swim
- 259 Local Authorities Free Swim
- Pool Operators
- Free swim lessons
- Pot C
- New Programmes to attract latent demand
- Marketing of swimming