

Criteria for new sites 2018

Essential	Desirable
<ul style="list-style-type: none"> • Safe access to certified/regularly tested bathing water • Land owner permission and support • Site Coordinator • Facilities <ul style="list-style-type: none"> - Teacher welfare and changing facilities - Participant changing facilities - Secure and dry storage for kit - Electricity - Running Water • Experience delivering outdoor activities to young people • Land line or reliable mobile signal for emergency use 	<ul style="list-style-type: none"> • Ability to source swimming teachers/instructor • Ability to source open water/beach lifeguard • Previous experience delivering Swim Safe • Track record of delivering outdoor swimming at site • Track record of delivering to schools • Adequate 7-14 year old population to deliver 1500 spaces with ability to increase in subsequent years • Identified in RNLI community life saving plan or local drowning reduction strategy or similar • Community stakeholder group including leisure operator, community safety volunteers to help support delivery • Minimum 30% Funding (can be in kind) • Internet connection at site

Easy access to certified/regularly tested bathing water

While certified bathing water is not essential, we ask that the water spaces used for Swim Safe are tested regularly (weekly) and meet the bathing water standards set out in the [EU Bath Water Directive 2005](#)

Access should ideally be from sloped entry in to a water space that is not adversely affected by currents. You should also have the option of a backup entry and exit point.

Land owner permission & support

Permission from the land owner is essential, they should be fully aware of the plans and implications of hosting Swim Safe. It is also essential to the smooth running of the event that they embrace the spirit of Swim Safe. Discounted parking, venue dressing, free use of facilities, encouragement of employees to volunteer all contribute to making Swim Safe a sustainable, fun programme.

Site coordinator

A local site coordinator is a key part of the Swim Safe delivery team. The site coordinator is responsible for the safe and effective delivery of Swim Safe and is the main point of contact between the delivery team and the site. They are responsible for the coordination of the local delivery team consisting of teaching staff, lifeguards and volunteers. They may be required to recruit these roles if you do not already have them in place, as well as coordinate their training.

The site coordinator will usually also act as the safeguarding lead. They will also be a key part of recruiting schools to attend. Daily duties should include;

- Analytical (daily) risk assessment
- Briefing of delivery team
- Set up of site
- Equipment checks
- Communication checks – booking system, internet access, phone
- Debrief, lessons learnt and reporting

Facilities

Various facilities are required:

- Teacher welfare and changing facilities - To ensure staff are safe and comfortable a dry changing area should be made available with hot water for showers and drinks.
- Participant changing facilities - To ensure the safety of participants segregated changing facilities should be available
- Storage for kit - A typical Swim Safe sites uses approximately 40 wetsuits, and rash vests, a gazebo and venue dressing. As well as participation packs that include a t-shirt these need to be stored in a secure dry space
- Running water - For washing kit and to enable teachers and participants to wash
- Electricity - A small amount of electricity is need to power laptop and iPads for registration system

Experience delivering outdoor activities to young people

Outdoor delivery has its own unique set of challenges from inclement weather, interaction with the public and wildlife as well as constantly changing delivery environments. Experience in delivering in these conditions cannot be substituted. Controlling and communicating with groups can also be challenging.

Minimum 30% Funding

While we would like to see all sites funded 100% locally, we realise this is ambitious. Swim Safe costs approximately £12 per head to deliver. This accounts for the cost of paying the local delivery team (site coordinator, teachers and lifeguards), venue dressing and provision of kit such as wetsuits, rash vests, hats and t-shirts. Training of local delivery team and induction of volunteers. A funding match from our delivery partners can come in many forms, but typically this is in kind support of site coordinator, teacher and lifeguard time.

We also have some great case studies where local groups and charities fundraise year round to bring Swim Safe to their area, in some cases this pays for 100% of the programme. Local business may also wish to support the programme.

Ability to source swimming teachers/instructors

Swim Safe runs on a maximum ratio of 8 participants to 1 instructor. Ideally these are Level 2 Swimming Teachers, however we also accept other qualifications. For example ISA qualified Surf Coaches. Instructors should be qualified to deliver in the water and outdoors. All teaching staff are required to attend the Swim Safe CPD.

Ability to source open water/beach lifeguard

Swim Safe requires an appropriately qualified lifeguard with relevant rescue equipment. The lifeguard is responsible for the safety of the groups in the water and may also deliver the lifeguard talk at the start of the session.

There are numerous acceptable qualifications, and all these should be in date. For example:

- RLSS Open Water Lifeguard
- SLSGB Inland Water Lifeguard
- RLSS/SLSGB National Vocational Lifeguard Qualification
- SLSGB Surf Lifeguard

Previous experience delivering Swim Safe

Either at this site or at another site.

Track record of delivering outdoor swimming at site

Having risk assessments and operating procedures in place for open water swimming greatly reduces the work load required to bring Swim Safe to a new site.

Track record of delivering to schools

In 2017 around half of our spaces have been provided for schools. Having existing contacts to approach at schools and a reputation of sound delivery will help guarantee that your Swim Safe sessions are well attended. Partnerships with local county sports partnership school games organisers and local PE or Head teachers associations are also beneficial.

Adequate 7-14 year old population

In 2018 we aim to deliver an average of 1500 spaces per site, or 3 weeks of activity. You should consider if your local population can support this level of uptake. We are also planning for our delivery in 2019 and you should consider whether you have the ability to increase provision in subsequent years.

Identified in RNLI community life saving plan or local drowning reduction strategy or similar

Many areas have identified Swim Safe specifically in RNLI community life saving plans, councils may have also identified Swim Safe in their local drowning reduction strategy. If Swim Safe is not named specifically, but youth education is, Swim Safe provides a key piece of the strategy.

Community stakeholder group including leisure operator, community safety volunteers to help support deliver

Having local stakeholders involved greatly increases the success of Swim Safe. They might be able to help recruit and educate the local community with their existing knowledge and networks. Your local leisure provider may want to bring all of their school swimming to Swim Safe or signpost their swimming lessons.

Internet connection

Registration and evaluation takes place using our online booking system. A fixed internet connection is desirable however this can be substituted for a reliable 3/4G internet connection.