

By email to the identified Free Swimming Programme contacts of:

Metropolitan District Councils (England)  
Non-metropolitan District Councils (England)  
Unitary Authorities (England)  
London Borough Councils  
Common Council of the City of London  
Council of the Isles of Scilly

2 March 2009

Dear Colleague

### **FREE SWIMMING PROGRAMME - UPDATE**

1. Further to our communication of 16 February, we are now able to provide further information and guidance as set out below. More information on opportunities to get involved in discussing the Programme, as well as on the County Swimming Co-ordinators, will follow in due course.

#### **Marketing and Promotion Toolkit**

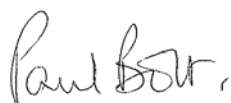
2. The toolkit, providing marketing assets and advice on the branding and promotion of the Free Swimming Programme for local audiences, is now available for use by participating local authorities. It is available at:  
[http://swimfree.theteam.co.uk/Swim\\_free\\_toolkit\\_v1\\_March\\_09.pdf](http://swimfree.theteam.co.uk/Swim_free_toolkit_v1_March_09.pdf) . All materials in the toolkit are single file download apart from advert files, which are zipped. Please note that the artwork files take time to download and, as a guide, please allow for 15 minutes per file. Further guidance will appear as appropriate. Queries specifically on the branding toolkit should be sent to [freeswimming@culture.qsi.gov.uk](mailto:freeswimming@culture.qsi.gov.uk) .

#### **Monitoring and Evaluation**

3. We are currently in the process of procuring a national evaluation of the impact of the Free Swimming Programme. As outlined in our previous correspondence, this evaluation of the Free Swimming Programme will be used to determine future funding and delivery arrangements. One important element of the evaluation will be the need to quantify the success of the offer through local monitoring across the whole Programme.
4. Specifically, we will need participating local authorities to collect minimum throughput data as set out in **Annex A**. The national evaluation will also look in more detail at a sample of local authority areas with whom we would hope to work on the more focused elements of the evaluation of the Programme. In these areas, the evaluation contractor would collect additional data to the basic throughput data.
5. In advance of 1 April, we will aim to provide authorities with a data collection template and guidance notes for use in local monitoring of the Programme. This template will reflect the requirements set out in Annex A. We will also aim to

provide those responsible for local data collection further opportunities to comment on use of the template and related detailed data collection issues.

6. To ensure that further communications on the Programme's monitoring are correctly directed, could you please complete the attached pro forma with contact details of your nominated data collection lead.
7. Please return the pro forma electronically to DCMS at [enquiries@culture.gsi.gov.uk](mailto:enquiries@culture.gsi.gov.uk) with the subject header "Free Swimming Data Pro Forma" by **Friday 6 March 2009**. Any queries on the monitoring and evaluation of the Programme should be similarly directed.
8. We are keen to keep our central demands to a minimum, and to facilitate your implementation of the scheme in a way which meets your needs. I hope you will feel that we have shown this in our approach to monitoring and branding, and we are always happy to receive and respond to your suggestions and queries.

A handwritten signature in black ink that reads "Paul Bolt," followed by a vertical red line.

**PAUL BOLT**  
Director, Sport and Leisure  
Department for Culture, Media and Sport

2 March 2009

**FREE SWIMMING PROGRAMME  
MONITORING & EVALUATION DATA COLLECTION REQUIREMENTS (AT AN  
INDIVIDUAL POOL LEVEL)**

Essential	Desirable
<u>Provider Details</u>  Name of local authority Name of local authority contact Data collection period	
<u>Free swimming for those aged 16 or under</u>  Number of swims in each participating pool	Disaggregated by gender and age, e.g. 0-8, 9-11, 12-16
<u>Free swimming for those aged 60 or over</u>  Number of swims in each participating pool	Disaggregated by gender
<u>Number of total paid swims</u>  (not essential at this stage)	Disaggregated by age, e.g. 0-16, 17-59, 60+
<u>Where relevant, free swimming for other age groups</u>  Number of swims in each participating pool	Disaggregated by gender and age
<u>Monitoring survey response burden</u>  (not essential at this stage)	Grade of staff / hours taken