

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

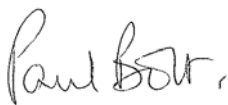
16 February 2009

Dear Colleague

FREE SWIMMING PROGRAMME

Communications Update

1. In advance of the Programme's official launch on 1 April, Government will aim to provide participating local authorities with information to help them in delivering the Programme. Specifically:
 - We have now updated the DCMS website to include the most Frequently Asked Questions from local authorities on a range of issues relevant to the Programme. The FAQ are available here and will be updated in response to your feedback as appropriate:
http://www.culture.gov.uk/what_we_do/sport/5809.aspx
 - We will provide participating local authorities with further opportunities to discuss with Government any specific issues on which they would welcome clarification, and will be providing more information on this shortly.
 - We will aim to release by the end of February a toolkit with marketing assets and advice on the branding, promotion and planning of the Programme, which participating local authorities can use as they see most fit.
 - As part of the Programme's monitoring and evaluation, we will be issuing guidance on data collection, as well as more information on opportunities for those responsible for data collection to discuss the guidance, by the end of the month.
 - We shall shortly be issuing more information on the role we envisage the new County Swimming Co-ordinators playing to assist local authorities participating in the scheme.
2. In the meantime, any queries on the Programme should continue to be addressed to DCMS at enquires@culture.qsi.gov.uk.



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

16 February 2009