

SHOUT



ROYAL
LIFE SAVING
SOCIETY UK

SH₂OUT



OPEN WATER SWIMMING STRATEGY 2016-2018



INTRODUCTION

In recent years' open water swimming has been the subject of rapid growth and there is an increasing demand for opportunities to access, train, achieve and compete in the sport, in a safe environment.

British Triathlon and The Royal Life Saving Society UK (RLSS UK) have jointly recognised the positive impact of this growth and the need for improved advice and guidance coupled with dedicated services, to support continued success and growth. This partnership has been developed to further promote and progress open water swimming, and safety within the sport. By contributing to the sport's growth, the partnership will provide appropriate resources and support the development of standards, to ensure a safe and compelling experience.

The purpose of this document is to outline our strategy for open water swimming in the UK until 2018, and to demonstrate the plans of the British Triathlon/RLSS UK partnership. Our identity will represent our vision, mission and strategic objectives and information about how we will deliver this strategy.

Although the development of this strategy has been led by the British Triathlon/RLSS UK partnership, the successful delivery will depend on the partnership collaborating with many other stakeholders. This is a manifesto to ensure a co-operative approach to develop open water swimming.



SH₂OUT

BRITISH
TRIATHLON

ROYAL
LIFE SAVING
SOCIETY UK

THE IDENTITY

In order to best represent the unique British Triathlon and RLSS UK partnership, a new identity has been developed. This identity will be used for delivery of every element of this strategy.

The identity has been developed with safety and open water swimming in mind, and therefore the logos, brand guidelines and supporting new website will all bring this strategy to life, in a way that is exciting and compelling to our stakeholders and customers.

WE ARE EXCITED TO INTRODUCE: SH₂OUT



VISION AND STRATEGIC OBJECTIVES

Our **VISION** is:

TO PROMOTE SAFETY AND ENJOYMENT IN OPEN WATER SWIMMING.

We can do this by achieving the following **STRATEGIC OBJECTIVES**:

- | | |
|--------------------------------|---|
| Safe Venues | Delivering a publicly recognised quality standard for open water swimming venues. |
| Quality Events | Ensuring open water swimming events are delivered to approved standards. |
| Vibrant Community | Providing a compelling offer to all open water swimming participants. |
| Inspiring Participation | Develop a clear and supportive participation pathway, enabling more people to take part in open water swimming. |
| Industry Guidance | Provide market leading education, support and advice to the triathlon and lifesaving community. |



SAFE VENUES

Delivering a recognised quality standard for open water swimming venues.

Open water swimming participation is heavily reliant on access to safe and suitable inland venues which enable the swimmer to have an enjoyable and compelling experience. SH₂OUT will develop a new venue accreditation product that we will support open water venue operators to work towards. This process will focus on safety, to ensure open water swimming providers know exactly what qualifications; safety procedures and standards of competence are expected from the British Triathlon/RLSS UK partnership. As well as recognising and rewarding well run open water venues, it is about providing guidance and support about how to meet our expected standards. Venues who are unable to meet the SH₂OUT venue accreditation at first attempt, will be provided with a targeted action plan and opportunities to access support services. These services will support the venue to develop and work towards our expected standards. This venue accreditation scheme will help the development of open water swimming venues and to support our customers, in ensuring they have a safe and compelling experience.

QUALITY EVENTS

Ensuring open water swimming events are delivered to approved standards.

Recent years have seen a large growth in the provision of open water swimming events, offered by the commercial sector, venues and triathlon clubs. British Triathlon are recognised as the governing body responsible for permitting triathlon events, but there is currently no single body offering the same service and support to open water swimming event organisers. SH₂OUT will develop a process for open water swimming event organisers to work through. This will ensure the events are delivered to approved SH₂OUT standards resulting in an amazing swimming experience for participants. As part of this objective, we will also develop opportunities and new events, that draw together the sports of triathlon, lifesaving and swimming.

VIBRANT COMMUNITY

Providing a compelling offer to all open water swimming participants.

Participation in open water swimming continues to grow. Data from the Active People Survey (Q2 2015/16) states that 86,300 participants swim at least once a week and 172,000 participants swim monthly. There is no one body providing advice, support and guidance to this audience. By working in collaboration with other stakeholders, we will ask open water swimming participants what they want from a membership in terms of protection, advice and exclusive access. We will then create an evolving membership offer that meets the needs of all types of consumers. We will nurture a thriving swimming community that will engender a sense of belonging and involvement.

INSPIRING PARTICIPATION

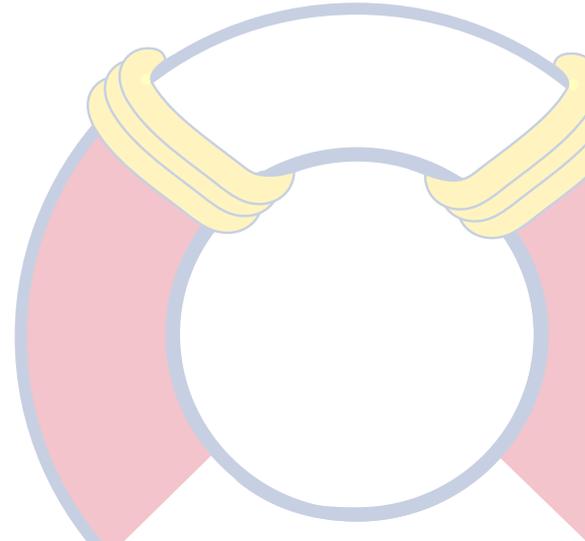
Develop a clear and supportive participation pathway, enabling more people to take part in open water swimming.

We shall work in partnership with venues (both pool and open water) to develop opportunities that encourage new people to try open water swimming. SH₂OUT will create opportunities and remove barriers to encourage participation. Our offer will reach across different age and social groups, to provide an engaging, fun and safe open water experience. Once participants have engaged with the sport for the first time, we will work hard to make sure they are aware of existing programmes within triathlon, lifesaving and swimming. This will inspire them to maintain an active habit.

INDUSTRY GUIDANCE

Provide market leading education, support and advice to the triathlon and lifesaving community.

We want to ensure that the existing triathlon and lifesaving community feel supported and receive excellent advice and guidance. We will review the current British Triathlon and RLSS UK guidance to ensure it is consistent in terms of messaging across both organisations. SH₂OUT will deliver this advice via a series of workshops where we educate the workforce, empowering them to deliver best practise within triathlon, lifesaving and open water swimming. SH₂OUT will seek to gain recognition and endorsement by the National Water Safety Forum. It is committed to supporting The UK Drowning Prevention Strategy 2016-2026, and identifies that the project directly supports target 5 of the UK Drowning Prevention Strategy; “All recreational activity organisations should have a clear strategic risk assessment and plans that address key risks”.





DELIVERING THIS STRATEGY

This is an ambitious strategy, which we will be committed to delivering. We shall do this by collaborating with our partners, communicating our progress and measuring our performance against each objective and planning opportunities to collect data and insight throughout the process.

COLLABORATION

British Triathlon and RLSS UK have developed this joint vision to allow the sport of open water to grow and develop in a safe manner. We recognise that the environment of open water swimming is complex, with many stakeholders. The achievement of this vision is dependent on our ability to collaborate and work in partnership where appropriate with all stakeholders across the sport. We will lead our work in this area, but will still encourage a collaborative approach.

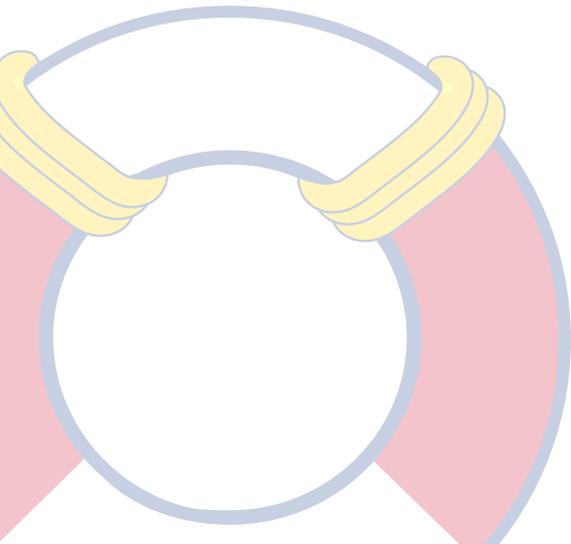
It is important that our work through this vision can integrate, challenge and add value to existing British Triathlon/RLSS UK products, programmes and services.

COMMUNICATING OUR PROGRESS

This vision will be supported by a performance dashboard. This dashboard will have defined targets for the strategic objectives and performance against these objectives will be tracked on a monthly basis. This performance will be communicated internally via a monthly report to ensure all internal colleagues are up to date on the delivery of this strategy.

COLLECTING DATA AND INSIGHT

There are currently gaps in our knowledge and limited insight and data available in terms of the open water swimming participants and environment. In order to ensure we provide a compelling offer to our customers, we will undertake research throughout 2017/18. This research will be developed in conjunction with the whole sport and openly shared. Sharing data and developing joint insights will be important to ensure success in delivering this strategy.



THANK YOU

If you have any questions about SH₂OUT, please get in touch with us at info@SH2OUT.org.







ROYAL
LIFE SAVING
SOCIETY UK