

Swim Well - Keep & Train Well launch

31st March 2006

James Hickman launches Keep & train well a new swimming exercise programme across Trafford.

With obesity levels across the UK reaching a critical level and national levels of physical activity continuing to illustrate stagnation rather than increase, the introduction of any new exercise initiative is a great thing.

On Friday the 31st of March James Hickman 5 times world 200m butterfly champion and Commonwealth gold medallist launched Trafford Community Leisure Trust's new Swimming exercise programme - Keep & Train Well. The Keep & Train Well programme is available, for free, to any casual swimmer using a Trafford Community Leisure Trust pool (Altrincham, Stretford, Sale, Partington & Urmston). The scheme is a professionally structured exercise programme that takes swimmers through a variety of levels and allows them to progress and develop their swimming and fitness in a structured and methodical way.

Mike Roberts - Swim Trafford Head Swimming coach says,

"the main principal for this scheme is to allow casual swimmers young and old, of mixed abilities to get the most out of their swim time. We all regularly see swimmers plodding up and down pools with no real direction or planning to their workout and as such the benefits are minimal. With this programme swimmers can get so much more."



*Mike Roberts Swim
Trafford
Head Coach
& John Spilane
Stretford Leisure
Centre Manager
With the scheme at
Stretford*

Mike, former GB junior and Commonwealth coach outlines the scheme, "Keep and Train Well is split into 4 levels of difficulty starting at beginner through to the hardest with channel, to supplement these there are several different warm ups programmes. In each level there are 3 to 4 different workouts that focus on various aspects of fitness and technique. The very first card Beginner session 1 outlines the basics of getting fit and what exercise is all about - for people with no knowledge of exercise this is very useful. Also to further enhance the scheme we will be holding advertised master classes from time to time so people can receive coaching and help."



*James with various
Programmes from the
scheme*

Further more the scheme will act as a tool to attract more people in to the pools. Mike continues by adding "swimming is slowly growing in Trafford, which does not reflect national trends, the keep & train well scheme will help to further promote and encourage people into the pool by giving them some direction and instruction".

The Keep & Train Well scheme is just one arm of Trafford Community Leisure Trust's Swim Well Brand which also encompasses swimming lessons and club swimming. On the significance of the launch, Bernie Jones, Chief Executive of Trafford Community Leisure Trust said: "In creating Keep & Train Well, we aim to give the whole community another tool to exercise. Swimming is an excellent form of physical activity as a total body workout and as it is weight bearing the risk of injuries are reduced.

What's more, as Bernie rightly points out, "Keep & Train well forms just one part of a new swimming structure that has been created throughout the borough as a means of ensuring all swimmers, from the age of three months through to Elite status, are given the opportunity to demonstrate their own capabilities, irrespective of ability and swimming level.



*James, staff
& customers*

James Hickman concluded that "This is a wonderful system, having completed a couple of the programmes; I can say they are a great workout - even for me. The levels that are available will allow everyone to achieve something good through swimming all I can say is come along and try it!"

-ENDS-

NOTES TO THE EDITOR

- Keep & Train well is available at Urmston, Stretford, Partington, Sale and Altrincham leisure Centres.
- In addition to being a former GB junior and Commonwealth Games coach, Mike Roberts has produced British Senior Champions, World and European Representatives.
- Bernie Jones is Trafford Community Leisure Trust's Chief Executive.
-

PRESS CONTACT:

Simon Blair

Trafford Community Leisure Trust

Tel: 0161 912 2960

Fax: 0161 912 2973

Mobile: 07919 043125

Email: Simon.blair@traffordleisure.co.uk

Swim Well - Swimming Contact:

Heather Horrocks

Trafford Community Leisure Trust

Tel: 0161 912 3377

Mobile: 07919 043119

Email: heather.horrocks@traffordleisure.co.uk