

Press Release -Big Swim Day

Mytime Active invites the whole community to demonstrate their support for community swimming by coming along and joining them for Big Swim Day. The event, on 24th February, aims to demonstrate the level of local public support for swimming pools and other public leisure and cultural facilities, at a time of unprecedented pressure.

The recent Government decision to massively scale back financial support for pools to cover their energy costs have placed many of them at risk of closure, as costs have spiralled out of control. Swimming pools are particularly dependent on energy use, both in maintaining the ambient temperature in the facility and in heating the pool water to the right temperature for leisure use.

Here at Mytime Active, we have already made some changes that have had no or little impact on the service we provide to try and keep our costs as low as possible – we're passionate about providing a local service to all our community and will continue to monitor and manage our swimming pools as best we can.

The rise in energy costs has come on top of financial challenges arising out of closure during the period of the COVID pandemic, as well as continuing public expenditure constraints over many years.

Nigel Court, Operations Director said:

*"Big Swim Day is the ideal opportunity for local people to show support for local community pools, facing unprecedented financial challenges, and while doing so to have a great time and build mental health and physical wellbeing.*

*"There's no need to make special arrangements - just come along on the day!"*

*"We hope that our regular swimmers will make an additional visit on that Friday, and many of the community who have not been for a while, but know the important part public leisure plays in the life of the community, will make a special visit. Have a swim, bring your friends and family, and share your support for the day on social media using #bigswimday and #saveourpools."*

Local political representatives have been invited to come along to meet with Mytime Active management, to hear of the scale of challenge being faced by the community leisure sector.

Nigel added: *"Let's all pull together, make a diary date to join us at your local pool on Big Swim Day!"*

ENDS

**NOTES TO EDITORS**

For information on Mytime Active please contact: Di Jones, [diane.jones@mytimeactive.co.uk](mailto:diane.jones@mytimeactive.co.uk)

Mytime Active is an independent social enterprise - its mission is to improve wellbeing through its range of more than 100 accessible services. These include golf, swimming, gyms, bowling, social and health programmes at 23 locations across Bromley, the Midlands and the South. It reinvests its profits in the long term wellbeing of the local communities it serves, and to date has helped hundreds of thousands of people to live a happier and healthier lifestyle.