



November xx 2008

## **Swim for free in Sidmouth**

Following the success of its programme of free swim sessions in 2008, Leisure East Devon (LED) has announced a new calendar of 'swim 4 free' dates at its pool in Sidmouth, with the first one being held on 14 December for children under 18.

The initiative, which allows members and non-members free entry to any public or fun swim session on particular days throughout the year, is designed to encourage local people to enjoy the health and fitness benefits of swimming. Hundreds of adults and children of all ages have already taken advantage of the initiative so far in 2008, prompting LED to announce a new set of dates to run throughout 2009.

As well as the children's free swim day on 14 December this year, future events for 2009 will include more children's sessions, dates for seniors, mums, dads and an all-inclusive session. There is no need to book for any of the free sessions – members of the public may simply turn up to the centre on the day, providing that the pool is timetabled for either public swimming or fun swims.

"LED is committed to encouraging the local community to take up exercise, whatever their age, and swimming is one of the most beneficial and fun forms of exercise," comments David Pagett, Chief Executive of LED. "Our 'swim 4 free' programme has been really well attended throughout 2008 and we're sure that the children's session on 14 December will be just as popular. The new programme for 2009 is set to be the biggest and best yet, with special events for Mothers' Day and Fathers' Day, as well as more sessions for

children and seniors taking us right through to Christmas 2009. We will be announcing the 2009 dates throughout next year so watch this space!"

Parents of active children are to be given another helping hand this Christmas, in the form of LED's Ofsted-registered Kidzmix playschemes. Running on 22 and 23 December at both Sidmouth and Colyton Leisure Centres, the schemes will feature a host of Christmas themed arts and crafts, fun sports games and soft play activities for youngsters, designed to keep them occupied whilst parents are at work.

For more information on the free swims or to book a place on the Kidzmix playscheme, visit [www.ledleisure.co.uk](http://www.ledleisure.co.uk) or call 01395 577057 for Sidmouth Swimming Pool, 01395 577679 for Sidmouth Leisure Centre or 01297 552000 for Colyton Leisure Centre.

LED is a charitable trust that operates leisure centres, parks and the Exmouth Pavilion. It employs more than 300 staff at 13 facilities.

Ends

Notes to editors:

1. Leisure East Devon Ltd was established on 1 January 2006. East Devon District Council's leisure facilities and equipment assets are leased to it. [www.ledleisure.co.uk](http://www.ledleisure.co.uk)
2. The facilities are: Axe Valley Leisure Centre; Broadclyst Leisure Centre; Colyton Leisure Centre; Ottery St Mary Leisure Centre (Colin Tooze Sports Centre); East Devon Tennis Centre; Exmouth Swimming and Leisure Centre; Exmouth Pavilion; Exmouth's Phear Park; Honiton Swimming and Leisure Centre; Seaton's Seafeld Gardens; Sidmouth's Coburg Road; Sidmouth Leisure Centre and Sidmouth Swimming Pool.

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