

FAVERSHAM POOLS

Monday 10 January 2021

Dear Louise

I wanted to write to confirm that the Faversham Town Council-funded 'Sunset Swim' sessions have now come to an end, and to give you a brief update on the project's success.

Thanks to the Town Council's support, we were able to offer Sunset Swims on Tuesday and Thursday evenings, throughout the time period 5 October to 9 December. These sessions were for over 16s and provided lane swimming in our heated 33m outdoor pool. This was an experimental project for the Pools. In the past, the lido has closed at the end of the summer holidays and although we felt sure that the demand was there, we needed the funding to ensure that our charity gained the confidence and security to confirm our aspirations.

This trial has proven that there is more than sufficient demand, and we are even finding that the demand is growing as word spreads. We were able to welcome 1,861 swimmers in total – above our 'break even' amount. We were concerned that demand would drop off as the weather cooled – but in fact the opposite has proven true and as we enter January the sessions are well-attended and self-funding. We shall be continuing through the winter and spring, and anticipate that the lido will be open year-round from now on.



The funding also enabled us to buy a set of new PPE and 'cold weather' lifeguard equipment for our lifeguard team (as pictured above).

FAVERSHAM POOLS
Leslie Smith Drive
Faversham ME13 8PW

01795 532426
comments@favershampools.com
www.favershampools.com



We've reached out to new networks and made new local partners, including the Whitstable Bluetits outdoor swimming group.

Feedback from swimmers is below:

"This has been an amazing way for me to fit in outdoor swimming around my children, and help fight off any winter blues. I feel so safe swimming here. Thank you to the staff for working so hard to keep this going." Jenny F

'We've just moved to Faversham and where we lived previously I had access to a lido where I swam year-round, and it really helps my mental health and general sense of well-being. The longer it can stay open and become a fixture the more the community side will develop and grow.' Imogen K

'Extended opening means safely swimming under the stars, which is such a treat. I can now swim for fitness all year round, and the benefits to my mental and physical health are enormous.' NH

'I love swimming here for several reasons: it's become a lovely way to meet up with friends and be social in the evenings. I can have a good workout. And as the dark nights arrive, as a woman it limits the choices to exercise in the evening and this is a safe option.' Ruth

Thank you once again for your generosity and support.

Best wishes

Marylka Gowlland
Development Manager
Marylka@favershampools.com

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