

# Sport RCT Case Study

## Getting children more active – Baby Swim Week

Our Baby Swim Week took place from October 14 to 20 2024. Working in partnership with our Leisure Services Team we ran five sessions across 4 different swimming pools. The sessions were free to access, and families also received free swim nappies and a Sport RCT Family Resource Pack. Sessions were aimed at families with children aged 3 months to 4 years old. Through the sessions we hoped to raise awareness of swimming facilities, create a safe space for families, and encourage families to access swimming facilities and develop water confidence.

Sessions were not instructor led, allowing families to play and engage in their own way. This was to encourage those families who may find attending a formal class daunting. The hope was that our sessions would give them an introduction and encourage them to progress to a more formal setting. To support the families in the water we provided the swimming pools with extra toys. The equipment was carefully selected to support baby's development of water confidence, movement, coordination, motor skills and muscle strength. We also played pool themed nurse rhymes during the session to create a calm and engaging atmosphere.

To accompany the sessions, we also developed helpful videos for families which offered advice and guidance on 'what to pack for a baby swimming session' and 'what to do in the water to develop your

baby's confidence'. Sessions were a huge success, with 44 families (104 participants) attending. We had some great feedback from the families who took part. Some families were visibly nervous when first coming in. However, the music we had playing in the background and the toys we had out created a welcoming and calming environment both for the adult and baby. The positive feedback received has led to 7 leisure centres establishing weekly Baby Swim sessions in their pools. We hope to deliver a Baby Swim Week each year.

*"Really good idea, as a new parent you can feel quite isolated so having something to go to a mingle with other parents as well as doing something fun with my baby"*

*"Great session to introduce babies to swimming, lots of toys kept baby happy and engaged"*

*"I took my 3 month old son. He absolutely loved it and I can't wait to start taking him more regularly every week."*



**104**  
participants



**77%**  
feel healthier



**54%**  
made new friends



**44**  
families



**89%**  
feel more confident



**100%**  
would like to attend more regularly



**81%**  
attended for the first time



**77%**  
feel happier