

# Open Water Swimming in Rutland Water

## “Swim for Health & Sport”



# HOW WE STARTED

- Initial Proposal Oct 2011
- Detailed Proposal Feb 2012
  - Market & Competitive Analysis
  - Financial Viability
  - Policies, Procedures, Roles & Responsibilities
  - Supporting Documentation Set
- Implementation Plan May 2012
  - 2-3 trial sessions in 2012 to bullet-proof delivery
  - Marketing plan for 2013 launch
- Video Launch Feb 2013



RUTLAND WATER  
OPEN WATER SWIMMING  
2012 Implementation Plan<sup>1</sup>  
In Partnership with Rutland WaterSports  
May 23rd, 2012



# OUR FIRST YEAR 2013

- 13 weekend open swims
- 5 Coaching Evenings
- 4 Training Evenings
- The Big Charity Swim



## THE 'BIG CHARITY SWIM'

### Rutland Water

8 September 2013

For both competitive swimmers and those new to open water, this accurately measured 500m course in the sheltered Whitwell creek, with unrivalled safety cover is the perfect venue for our **Big Charity Swim**.

Choose from swim distances from 500m up to 3K with 25% of your entry fee automatically donated to the **Partner Charity** of your choice. Whatever your goal you will be swimming for a good cause which has to be great motivation!



Go to [www.inspire2tri.com](http://www.inspire2tri.com) (Swimming in Rutland Water Activities tab) for further Information and to Register

Sponsored by Anglian Water, Blue Seventy & Rutland Cycling



# WHAT DID WE LEARN AT THIS EARLY STAGE?



- Safety & Accreditation
- Multi-purpose facilities
- Charity events raised profile
- Bespoke coaching
- Accurate courses
- Wetsuit hire
- Cost sensitivity
- Swim duration
- Inconsistency due to weather, water or other events



# FAST FORWARD 14 YEARS, WHAT'S CHANGED?

2012



2016



2018



2021



2013



2017



2019



2022



2014



2024 - 2025



2015



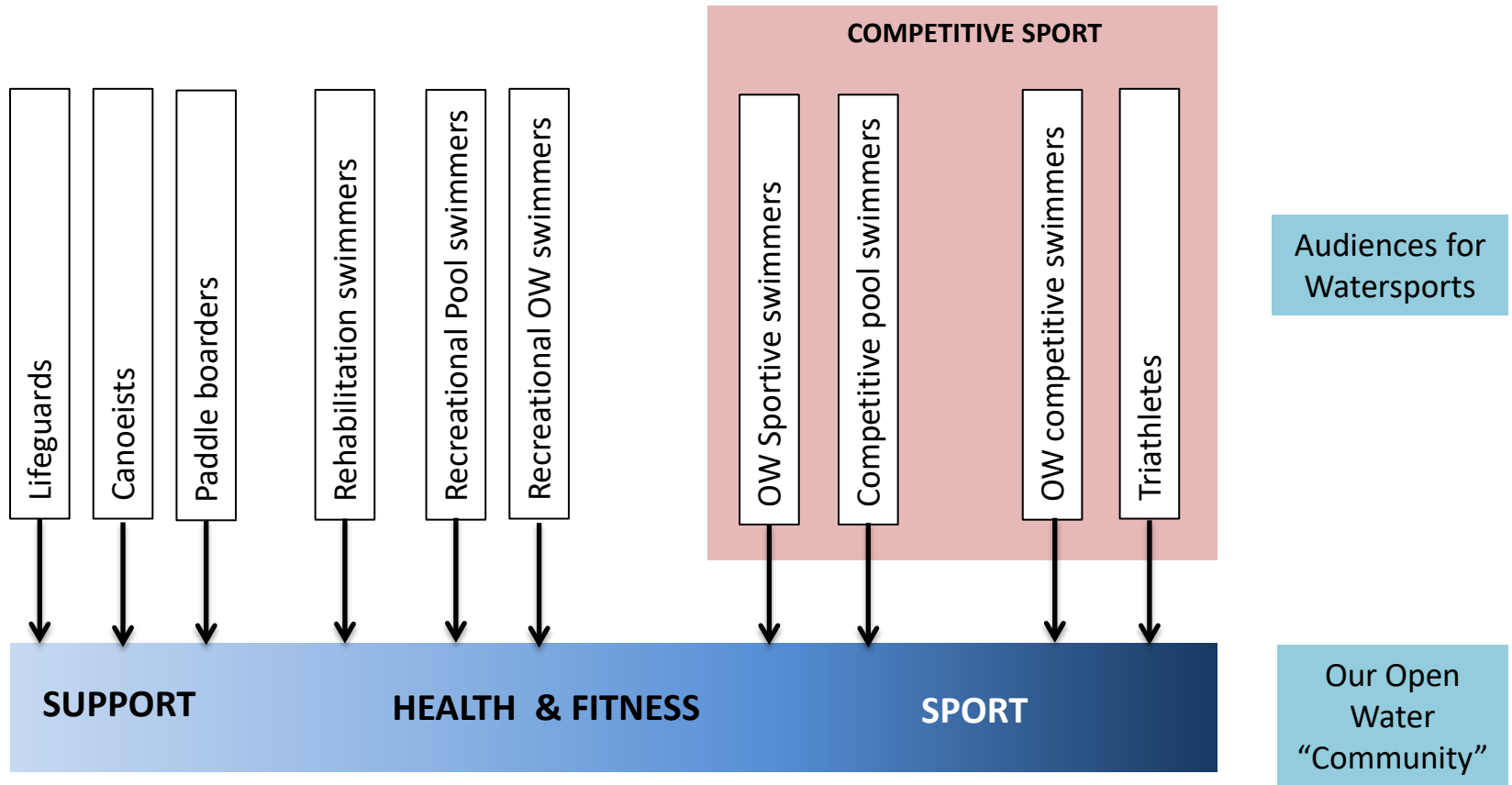
2020



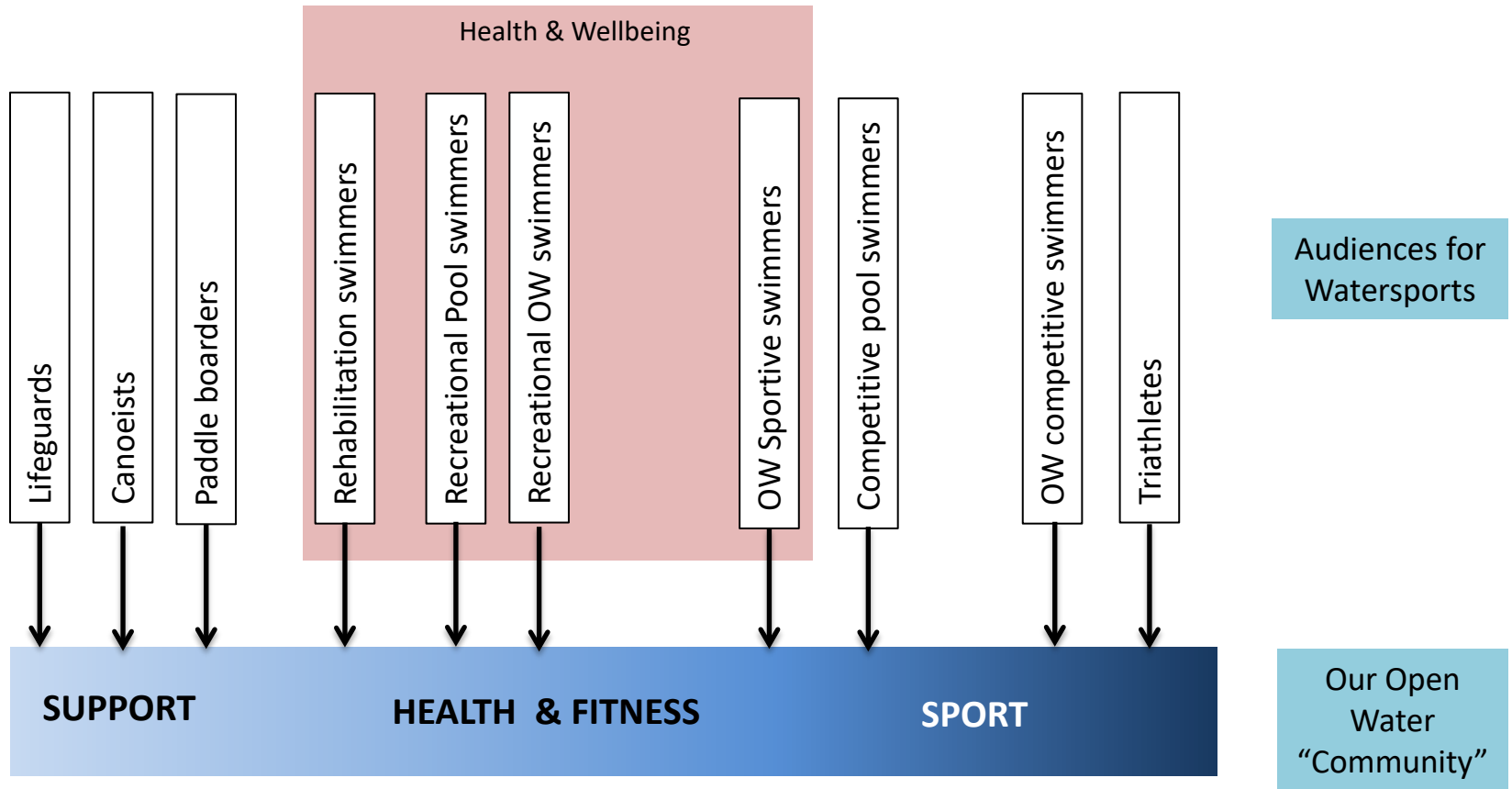
2023



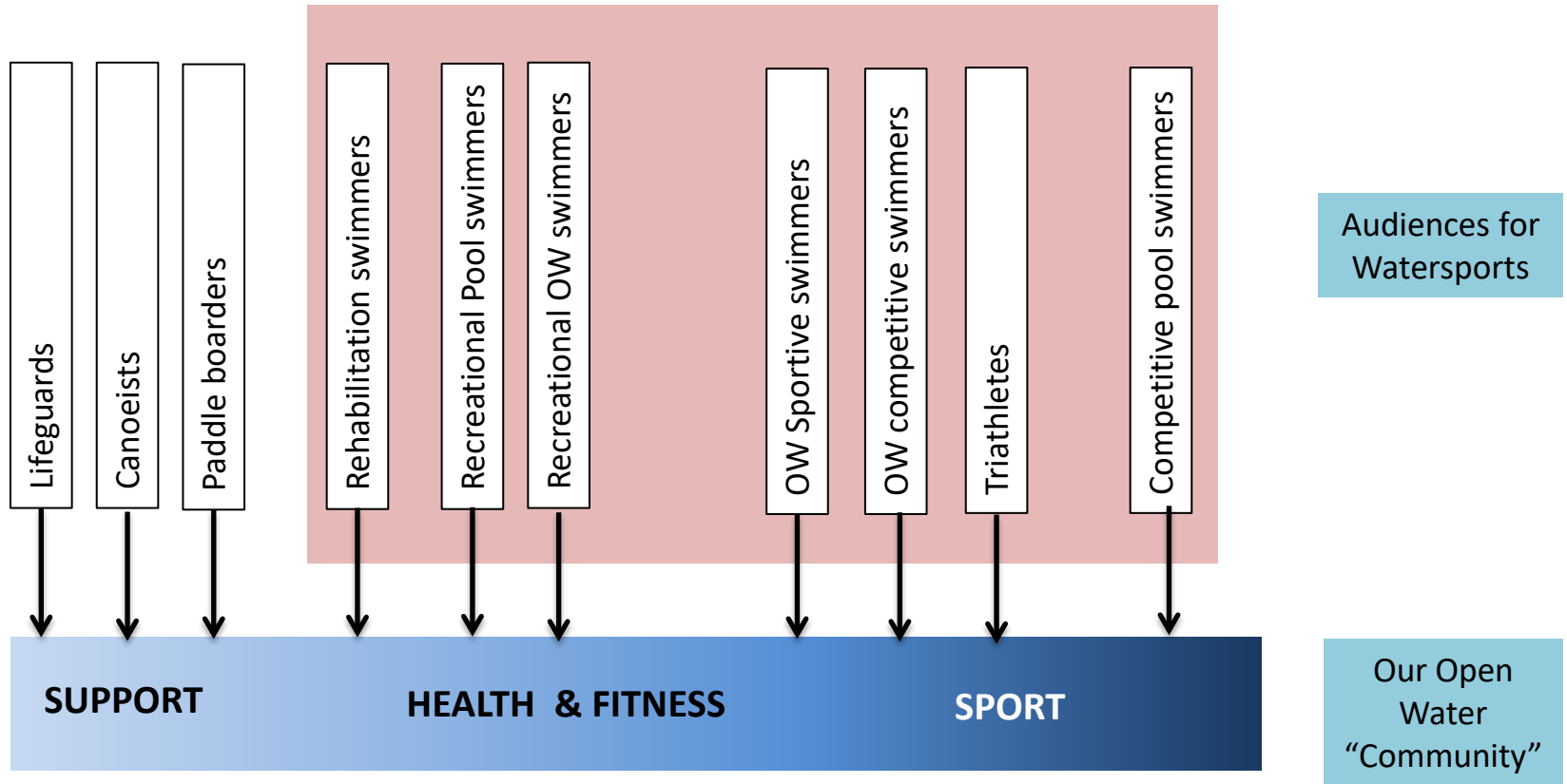
# THE EARLY MODEL WAS BUILT PREDOMINANTLY ON ATHLETE INTERESTS



# COVID-19 BROUGHT INCREASED FOCUS ON HEALTH & WELLBEING



# THE FOCUS HAS RETURNED TO A BALANCE OF RECREATIONAL & RACE SWIMMERS





# Keys to Delivering Successful Swimming (for us)

- ✓ Leadership in “Safe Swimming”
- ✓ Strong values around the swim experience
- ✓ Building Communities
- ✓ Appealing to a broad audience
- ✓ Providing learning opportunities



# Leadership in Safe Swimming

2013



Safety has been at the heart of this evolution.

2017

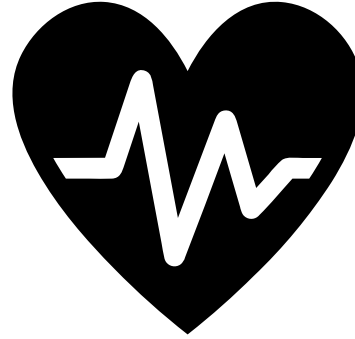


An increasing focus on audited & certified “best in class” safety standards:

- Gives venues stronger control over access to otherwise prohibited areas
- Promotes responsible swimming communities
- Supports increasing focus on Health & Wellbeing

2020





It is  
appreciated!

**From:** JS  
**Sent:** 10 June 2025 09:47  
**To:** [mary@inspire2tri.com](mailto:mary@inspire2tri.com)  
**Subject:** Open water beginners session

Good morning Mary,

My daughter and I came to your beginners session recently.

I struggled with the swimming and in general, that session gave me the catalyst to make an appointment to see my GP.

Which has resulted in me finding out that I have a slight heart problem, hence why I struggled so much.

Thank you to everyone for their help and support that evening.

Kind regards,

JS

# Strong values around the quality of the swim experience

Multiple Factors come together to create appealing swim experiences at Rutland Water:

- Safety provision
- *And*
- Lake appeal (views, water quality)
- Management & Organisation (Quick check-in, wetsuit hire)
- Supportive Facilities (Changing/shower, parking, café, other activities, etc.)





# Building Multiple Communities

From our Rutland Open Water Performance Swim Club (ROWPSC), to introductions, to Children's club support to relaxed groups for evening or Sunday swims.





# Appealing to a Broad Audience



With community and safety as central tenants, the venue attracts swimmers of different ages, abilities and with varied goals, under the common theme of safely enjoying open water.





# Providing Learning Opportunities



We have introduced hundreds of new swimmers (of all ages) to open water in a safe and managed way.

# Conclusions for our Approach

## VSCG GUIDING PRINCIPLES

### 1. FUNDAMENTALS

Great Swim experiences: Deliver a sense of freedom & Adventure

### 2. AWARENESS

Educate on Risk, manage risk sensibly.

### 3. PARTNERSHIP

Create a community to make safe swimming and the management of risk acceptable to all.

### 4. RESPONSIBILITY

Promote a culture of self responsibility. Expect parents and guardians to supervise people in their care.

### 5. RISK CONTROL

NOP, EAP's, experience, education & practice, all "behind the scenes".





**SME**  
*n e w s*

**Midlands Enterprise  
Awards 2025**  
Congratulations!

**INSPIRE2TRI COMMUNITY INTEREST COMPANY has been named  
Best Open Water Swimming Experience 2025 – East Midlands**



love every drop  
anglianwater