

How to teach the people to swim  
and  
How to make this possible  
in  
Latvia



Prepared by:

Learn to Swim Foundation Latvia (i.o.)

"Mācies Peldēt Fonds Latvija"

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Prepared by the maciespeldet volunteers: [info@maciespeldet.lv](mailto:info@maciespeldet.lv) 1/18



# Learn to Swim: Avoid Drowning

## Learn to Swim: Be Healthy

## Swim to Live and to Enjoy

The **WHO** recognizes drowning as a humanitarian catastrophe of unprecedented proportions\*.

*prepared by: the maciespeldet volunteers.*

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### **Contents:**

- Statements of involved interests, the benefits to Latvia and what we are asking for now.
- Information about the teaching programs: Teach the Swim-Teachers (**TST**); Teach the People to Swim (**TPTS**); Train the Trainers (**TTT**)
- The Latvian “**Learn to Swim**” program and the non-profit organization “Learn to Swim Foundation Latvia” (**maciespeldet.lv**)
  - Reasons for establishing an independent foundation
  - Help the handicapped to learn to swim too
- Relevant Data & Experience:
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  - “Learn to Swim” Campaign, general setup
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### **Statements:**

-According to the WHO, Latvia has one of the highest numbers of drownings/ per capita in Europe.

- The Latvian Cabinet of Ministers recognizes the necessity to teach children to swim at a young age as it increases their chance of mastering swimming, leading to better health and safety around bodies of water. Consequently, the Government has identified the need to collaborate with regional municipalities and public schools to develop a swimming program to teach primary school children (1<sup>st</sup> to 4<sup>th</sup> Year) to swim.

The proposed “Learn to Swim” plan has been recognized by the Latvian government, but no financial support has yet been given to this project\*\*.

**The “Learn to Swim”** campaign sets up a 3 step program to enable every Latvian to learn how to swim:

1. Creating courses for the certification of Latvian swimming instructors and to teach all Latvians how to swim.
2. Providing all Latvians with affordable access to swimming lessons and facilities; not just to stop drownings, but also to enable the resulting health benefits.
3. To design, finance and build the necessary infrastructure.

## **Your help is needed!**

### **Resulting benefits:**

- For the citizens of Latvia: elimination of preventable drownings along with a healthier lifestyle; therefore, happier and longer lives at a relatively low cost of less than **€ 400 per person**.

- The Municipalities: taking care of their constituency; this incentivizes people to remain in the area due to an increase in their quality of life. Building a new, environmentally friendly, and affordable, multi-purpose swimming pool (possibly in combination to a larger sports-complex), also attracts new residents (especially families with children), tourists, and people looking to improve their health through water sports (aqua jogging, aqua vitalo, aqua-robics, swimming for handicapped, etc.), as well as those looking for family- friendly recreational activities.

- The Ministry of Education: a system for creating qualitative, certified swim teachers and swimming diplomas according to the 2014-2020 Government policy for Sports Education.

- For the various swimming federations: new swimming facilities, leading to new members and new clubs, resulting in Latvia re-gaining its reputation of excelling at water sports (speed swimming, water polo, synchronized swimming, etc.)

- For the sponsors: to be associated with an important, qualitative, long- term, nation-wide campaign for saving the lives and improving the health of Latvians.

- For the organizers: the satisfaction of being able to contribute to improving the duration and quality of Latvian lives.

## What we are asking for:

- A close cooperation between:
  - all Latvian municipalities (Aloja, Madona, Naukšēni and Ogre, are the first participants),
  - the Government of the Republic of Latvia,
  - all Latvian water sports related federations
- The (to be) specially set up Learn to Swim Foundation
  - For the *the maciespeldet volunteers* to be setup and pre-financed by the municipalities.
  - Financing of at least € **71.000** during the first year, second year € **61.000** and less thereafter. Not including the actual teaching of the Latvian people.
    - Starting the independent, non-profit organization “Learn to Swim Foundation”, and to prepare and execute the necessary parts of the campaign within 12 months. Including the qualification program and certifying the swimming instructor; detailed information about finances you will find hereafter. Further requirements of finances will be calculated depending on the local costs (i.e. maintenance and transportation costs)
  - Additionally:
    -

Organizing a conference in.



**Prepared by:** many volunteers in Latvia and The Netherlands, special thanks to Agris Lungevičs, Mihails Galuska, Ebbing Osinga, Sabine Vecvagare, Alise Jēkabsons, Erik Rorsch, Maluva and Elize Kaulina.

The Learn to Swim Foundation Latvia i.o. (a virtual cooperation, not yet registered)

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future website: <http://maciespeldet.lv> online already awaiting comments:

facebook: maciespeldet latvia

Latvia Swimming: Swimming- Waterpolo- and Handicapped swimming federations of Latvia.

\* 2014 World Health Organization Report about the drowning epidemic

[http://apps.who.int/iris/bitstream/10665/143893/1/9789241564786\\_eng.pdf?ua=1&ua=1&ua=1](http://apps.who.int/iris/bitstream/10665/143893/1/9789241564786_eng.pdf?ua=1&ua=1&ua=1)

\*\* 2013 Latvian Ministerial Cabinet Sports Policy Guidelines (2014-2020).

[http://www.lpkomiteja.lv/lpk/wp-content/uploads/2014/01/IZMPamn\\_121213\\_sports.pdf](http://www.lpkomiteja.lv/lpk/wp-content/uploads/2014/01/IZMPamn_121213_sports.pdf)

Short information about the teaching programs: 1. Teach the Swim-Teacher (TST) program  
2. Teach the People to Swim (TPTS) program  
3. Train the Trainer (TTT) program



### **1. Teach the Swim-Teacher program (TST):**

After the qualification standards have been established we can start with the first round of the TST program. It should be the start of the "Learn to Swim" campaign, for example: a course taking place at a single location during a period of 10+4 days, starting with teaching already qualified sports teachers how to teach swimming. These teachers already know a lot about the body and how to teach sports, so they just need specialized swim training on how to teach swimming to others.

In a later stages (second round of the TST program) we can also look into training people with another backgrounds; however we might consider doing another kind of TST program, depending on the feedback and information available then.

Three people from The Netherlands can teach the most important basics about teaching to swim in a 10 days intensive course, taking place in a location with a swimming pool of a depth of 1m/1.4/2 m, as well as facilities for quiet studying and staying the night.

Immediately after we suggest using 4 days to allow all the "fresh" swimming instructors to practice teaching people in the same pool. We can still discuss if this should be children aged 4-8 / 8-12 / over 12 or even adults.

Thereafter the teachers go back to their municipalities and start teaching swimming.

During their first months on the new job, their original instructs (directed via LSFL) will pass by at least 3-5 times to see and to assess the development of the teacher's skills. These visits will be followed up again 2, then 3 and finally 6 months later.

#### **Facts:**

- With 3 volunteers from The Netherlands, we can teach about 10-12 sports teachers at the same time in a 25mx10m (or preferably larger) pool- there will be water and dry training.
- We propose to start with 2 sports teachers from 5 different municipalities.
- The TST program also includes preparing a complete swimming instruction course specific to Latvia.
- The details of the day-to-day set up of the TST program will be explained on a later date.
- The newly qualified teachers receive the Latvian swim-teacher's diploma upon passing the exam. The diploma\*\* will be awarded by the new LSFL organization (conditions for recognition will be arranged separately).
- When the first 10 teachers are certified, a second round of the TST program can be started immediately.



Pieter van den Hoogenband Swimstadium in Eindhoven, The Netherlands



## **2. Teach the People to Swim (TPTS) program:**

In the TPTS program, the newly certified teachers of the TST program, teach children and adults how to swim.

The Latvian government maintains, that all children should learn how to swim to improve their health and safety; therefore, they should have at least diploma 1 and possibly 2\*\* when leaving school. They must be provided the possibility to obtain this diploma while attending school, regardless of their parent's income; therefore, it must be paid for by the municipal and national government.

Everybody else in Latvia should also get an affordable access to obtaining (at least) diploma 1, extended with a certification in First Aid in cases of water- specific emergencies.

### Facts:

- One certified swim teacher can teach 8-10 children to swim at the same time, when assisted by a volunteer (a teacher or other person, maybe someone in the process of becoming a certified swimming instructor). A smaller group with only 5 children is also possible, but would be more expensive.
- How long it takes for somebody to gain the swimming skills necessary for obtaining diploma 1 varies widely; it depends on the age, willingness, physical capacities, possibilities, and the expectations of the individual. Nevertheless, EVERYBODY can learn to swim!
- Children need on average 57 lessons, adults less, some need special, individual lessons. Therefore, the teaching system (and it's financing) should take these differences into account.
- The better children are able to swim, the more they will enjoy it; this would not only make them healthier, but also give swimming clubs a boost by making them more relevant to them and give more fun.

Please note: all handicapped people are to participate in programs like anybody else; however, they might need extra help and support, which should be provided accordingly (longer lessons, extra teacher, lift, water-wheelchair).

**\*\*Diplomas 1 and 2:** In The Netherlands there are several diploma systems for verifying swimming abilities (see hereafter); they state what a person should be able to do (dive, crawl, turn around, distance to swim) to obtain the specific diploma. Such a system would be the responsibility and therefore should be controlled by the independently established LSFL. The Dutch diploma 1 and 2 can be copied and subsequently adapted for the specifics of Latvia; additionally there exists a large series of other more specialized diplomas available. A separate series of diplomas will be available for the certification of teachers (TST Program).

**Train the Trainer program (TTT).** Latvia needs a number of trainers who can train children for speed swimming, water polo, diving and many other water sports. The TTT program can be set up either as a completely separate program at the Latvian Academy of Sports Education, or as an extension of the Teach the Swim- Teacher program.

### Facts:

- After 1-2 years a Train the Trainer Program should be started at the Latvian Academy of Sports Education. The LSFL can help to set this up; however, this can not be done on a completely voluntary basis.
- Total costs can be calculated once it is known: how much a teacher costs per hour/day/year; what the transportation costs are; what the rental price of a swimming pool is now (and what the cost will be when having their own pool); expenses for Dutch volunteers (transportation, hotel, etc.); how much and for what the government of Latvia is willing to pay.

## Setting up the Learn to Swim Foundation Latvia (maciespeldet); Starting the “Learn to Swim” campaign: The next steps

The project was initiated by the Latvian Water polo Federation in cooperation with the Latvian Swimming Federation. The “Learn to Swim” campaign has been recognized by the Latvian government, however no financial support has been given to it yet.

The “Learn to Swim” project is essential to Latvia, not only for development of water sports i.e. speed swimming and water polo, but to enable all Latvians to learn how to swim.

The Latvian Swimming Federation (LPF), the Water Polo Federation (UPF) and the Latvian Handicapped Swimming Federation (LIPF) (and soon other organizations e.g. diving or synchronized swimming), collectively referred to here as “**Latvian Swimming Organizations (L.S.O.)**” - are all run by volunteers, who spend a lot of time on their organizations.

### **The plan:**

#### **To start the non-profit organization “Learn to Swim Foundation Latvia” (maciespeldet).**

The LSFL needs to exist as an independent organization in order to collaborate with:

- The Latvian water sport organizations mentioned above
- Private and corporate sponsors
- Private and corporate supporters
- Relevant Latvian Government Ministries
- All Latvian municipalities possessing or planning to build a swimming pool (according to the necessary specifications).
- All Latvian primary and secondary schools
- Other potential partners (IGOs, GOs, NGOs of other countries) e.g. the European Union.

The board of the LSFL will consist of (at least) 5 people: one representative from the L.S.Os, one representative of the municipalities involved, a (temporary) representative from the other organizations/ individual supporters mentioned above.

### **The aims of maciespeldet:**

1. To train, certify and support swimming instructors, who can teach all Latvians to swim.
2. To train, certify and support swimming instructors, who can train and coach members of the L.S.Os
3. To support the design, building, managing and maintaining of new and existing swimming pools in Latvia; this includes the preparation of feasibility studies, as well as the setup of municipal swimming clubs.
4. To obtain (together with the national and municipal governments), the financial resources necessary to construct, maintain and operate the swimming pools.
5. To set up a qualified organization for the administration and control of teaching certificates and swimming diplomas.
6. To prepare information for the local communities about the utility and health benefits of swimming in indoors swimming pools. Additionally, providing practical information about the swimming pools; building costs, running costs, construction and utility possibilities, and more.
7. To promote the benefits of swimming to all Latvians via traditional media (TV, Radio, Newspapers, Journals), internet (Social Media, LSFL website) and through face-to-face direct advertising.
8. To set up a small office for the coordination of the activities described above.
9. To have the Latvian government financing up to 80% of the costs of design and construction via an affordable loan (with a 30 year maturity date), and to obtain the remaining financial requirements from other sources (i.e. municipal and regional governments, commercial banks, or private or corporate investors).

The setup and operational costs for the LSFL during the next 15 years are € 40.000 - € 50.000 per year. This includes office maintenance (salaries, rent, etc.), certificate control and coordination costs.

## Next steps to be taken;

Next steps to be taken; a. Making an executive plan for the next 10-15 years - what to do and how.

b. Setting up maciespeldet, including the establishment of its organizational structure and the hiring of staff.

c. Arranging meetings with the relevant Latvian ministries and other interested parties i.e. representatives of the L.S.Os.

d. Obtaining the necessary finances from Latvian and other (foreign) ministries, organizational or private sponsors, any other sources.



## Temporary Contacts:

- General email address: [info@maciespeldet.lv](mailto:info@maciespeldet.lv)

- Latvian Water polo Federation, chairman Mihails Galuska: [mihails.galuska@waterpololatvia.lv](mailto:mihails.galuska@waterpololatvia.lv)

- The Netherlands, coordinator Erik Rörsch: [info@maciespeldet.lv](mailto:info@maciespeldet.lv)

## Reasons for establishing maciespeldet as a separate foundation.

Looking at the current activities of the L.S.Os it can be seen, that what we, as volunteers, can provide is a lot of international knowledge, publicity, organizational experience and the three teaching programs under the “Learn to Swim” campaign. Additionally, we can provide a qualitative diploma system for the certification of new speed swimming, water polo and handicapped swimming instructors. Furthermore, we can acquire the financing for the design and construction of new swimming pools and other necessary infrastructure.

1. All of the currently established L.S.Os has its own activities, operational system and bookkeeping; however, they are all users and renters of swimming pools.

2. The “Learn to Swim” campaign has been recognized by the Latvian government, but has not been yet given the required financing. A separate, independent organization for the promotion of swimming (and more) will make it possible for all parties to set up a proper program proposal, making it easier to obtain the necessary funds, by establishing a clear system of accountability and being publicly transparent allowing anybody to look into the organization, financing, planning and all other relevant details. The transparency of the LSFL enables the other L.S.Os to maintain privacy and control over their operations, resources and all other information.

Additionally, by presenting an independent and accountable foundation, financing from various different sources can be obtained easier, as several of the board members will be experienced, knowledgeable, internationally active and recognizable individuals.

3. With the rise of the popularity of water sports in Latvia, all of the L.S.Os will have to increase their operations considerably within the next 5-10 years; this will require more time and experience, so the LSFL can alleviate the increasing burden. A representative of the L.S.O will always be on the LSFL board, as the L.S.O. will be essential in contributing local resources and experience, as well as contacts to the foundation as a whole.

4. Due to our experience, contacts and knowledge the LSFL can be more efficient in asking for financing from the Latvian government, Dutch government, EU and from other sources. The more diverse the different kinds of partners in the meetings with ministers and financiers, the more experience there is, the stronger we are stronger together. The LSFL has a number of experienced and influential volunteers and politicians as its partners. In addition to having specialists for the campaign's programs (TST, TPTS, TTT), the LSFL also has partners with experience in swimming pool management, which is likely to be more attractive to potential investors.

## Together we can make this work.

### Help the handicapped to learn to swim too:

Special efforts and financing should be made available for all handicapped people in Latvia. They should not only be able to learn how to swim, they should also get the extra needed attention and facilities but also be able to participate in swimming events. Hence a proper financing of the handicapped swimming federation should become an obligation.

## Practical facts about possible new public swimming pools in Latvia over 4500 years ago people started swimming for pleasure!

On this page you will find the most important practical information about public swimming pools. The prices mentioned are only indications, but they are based on long time experiences in different European countries (designing, construction and managing). Taken as an assumption is that the land needed for a swimming pool is provided for free (or at a low rent rate).

- The most suitable and efficient public swimming pools have a length of 25 meters and a width of 21 meters (with 8 lanes) or 15 meters (with 6 lanes). Bigger swimming pools have a length of 50 meters and the same width or even wider up to 31 meters. For an optimum use they should all have moving floors and a small lift for the handicapped.

Smaller pools, of 25 x 12.5 meters, with a moving floor can sometimes be sufficient.

- They should be built in a highly energy efficient method, as energy costs are relatively high in the total running costs.

- Second most expensive are labor costs. Many swimming pools are starting to be managed by a small group of professionals, assisted by qualified volunteers. Besides many swimming clubs are starting to run their own swimming periods themselves, with the necessary qualified people.

- Other uses of pools besides swimming are growing fast: such as aqua jogging, aqua fitness, disco swimming, parties and much more.

- A combination of a swimming pool with a sport's hall, or even a shopping mall is even more efficient, in many ways. Besides a wellness center, rehabilitation center, bowling, indoor playground or fitness club can be added.

- Possible construction costs in Latvia: based on the experience of building pools of all kinds the past years in The Netherlands, Germany, Belgium, Poland and soon in the Baltic states:

25x21 meters, € 4.5 M. / 25 x 16 meters, under € 4.4 M. / 50 x 21 meters: above € 8.8 M.

In addition a smaller pool, just for playing, can be added at a minor extra cost.

The EU-cost indicator tells us that building costs in Latvia might be lower, but probably not as much as the official 20% lower, as for instance certain pool-parts are not available in Latvia, yet.

- On average one can expect a footprint of 1.500 sqm for a 25 x 21 pool and of up to 4.000 sqm for a 50 x 31 pool. The building also holds a space for restaurant, office and a multiple use space. The parking space is not included!

- In The Netherlands in general a number of 140.000 - 180.000 visitors is needed per year to break even for a 25 x 21 meter pool. However a feasibility study\*\* should always be made for each location, as to learn what numbers (expected guests, entrance prices, building costs,...) can be expected at the specific location and what kind of pool would be the most suitable for the specific location.

- Financing: in different countries different financing systems are used. A public swimming pool might be financed with public money, private funding or certain constructions such as a pps-financing.

- Water polo, speed swimming, diving, synchronized swimming, handicapped swimming are all variations on swim activities which can take place within a swimming club in the same pool. Latvia does have a swimming-, a water-polo- and a handicapped- swimming federation. Latvia does not have many swimming clubs. People who learn how to swim, will more often continue swimming in a swimming club.

- In annex you will find an example of a time schedule for a new 2014 build 25 x 21 swimming pool, as well as the activities of the local swimming pool explained.

**Possible swimming pool ownership** in The Netherlands, these might be applicable in Latvia too. However your local legal specialist will have to look into the real possibilities:

- a municipality owns and manages the complete swimming pool and also carries 100% of the risks.

Financing can be done by the municipality itself or via a loan from the state bank, via the municipality.

- a municipality owns the complete swimming pool, but the pool is managed by a management company, which gets a certain amount of money per year to manage the building and the swimming pool (and sports hall sometimes).

- a municipality owns the complete swimming pool, but the pool is managed by a swimming or other non-

profit club in cooperation with a management company, in which they get a certain amount of money per year to manage the building and the swimming pool.

- a non-profit foundation finances and owns the swimming pool (or several pools) and it also manages them. Board members of the foundation can be representatives from municipality, bank, financiers, club members. Financing via a bank, together with private financiers, municipality and more (EU). Donations to a non-profit foundation in The Netherlands are tax-deductible, therefore interesting also for local companies who prefer to co-finance a local swimming pool instead of paying taxes.

- privately owned swimming pools (LTD-company) in which municipalities or government can be co-owners.

- a combination of design, build, manage, maintain and finance: Total Cost of Ownership' (TCO).

- several other financing options via an LTD or foundation, such as pps and more.

- We can bring our experience and knowledge to Latvia for the financing, but this needs to be based on Latvian legal possibilities as well as on your own ideas.

- We can also bring you our management, training and teaching knowledge and experience.

**\*\* In very short** the main reasons to do a Feasibility Study:

Feasibility studies analyze the potential obstacles and benefits of an upcoming project. The study may be voluntary or required as a prerequisite for government approval or funding from a lender. Conducting a feasibility study before beginning a project also gives you and your staff a concrete plan to follow once the project begins.

Below are several reasons to conduct a feasibility study.

Gives focus to the project and outline alternatives

Narrows business alternatives

Identifies new opportunities through the investigative process

Identifies reasons not to proceed

Enhances the probability of success by addressing and mitigating factors early on that could affect the project

Provides quality information for decision making

Provides documentation that the business venture was thoroughly investigated

Helps in securing funding from lending institutions and other monetary sources

Helps to attract equity investment

The feasibility study is a critical step in the business assessment process. If properly conducted, it may be the best investment you ever made.

Klaipeda swimming center - building in progress.



Vilnius national swim stadium - planning stage

## To Do:

### 1. General campaign plan setup;

-prepare the TST program.

- discuss and plan with all municipalities the following:

a. school-swimming, health and infrastructure (buses and pools).

b. therapy in water (by fysio, ergo but also aqua jogging and more).

c. all school and other promotion, visits and more

d. municipal swimming club setup (speed-, polo-, handicapped-swimming, diving and teaching).

- Setup and register the Learn to Swim Foundation Latvia (LSFL) as a non-profit organization.

- Setup the qualification standards for the diplomas and certificates (together with the Ministry of Education)

2. - Find the pre-financing from; municipalities and national government (“learn to swim” law) and talk with possible sponsors e.g. Arena, Isostar, Avis, Omega, Nikon, Yakult, TV, Magazines, Wizz-air, Air Baltic, Dutch embassy, EU and Norway grants.

- Prepare a simple 1 page flyer as a presentation (an idea in annex).

3. Concept brochure, first ideas for each page:

page 1. explain how healthy swimming is for everybody.

page 2. numbers and facts, for Latvia and Europe, drownings, health and water safety.

page 3. mandatory school swimming and swimming clubs

page 4. basic pool information (dimensions, costs of construction, maintenance and more).

4. A general meeting with 4 municipalities to discuss the brochure, financing, their corporation and their infrastructure, this took place February 26<sup>th</sup> 2016

5. Prepare an adapted concept 2 brochure and discuss with all involved.

6. Definite brochure, with sponsors and to prepare a small flyer with it for the general public.

7. Website (Facebook, twitter etc.) with all information: in general, practical, facts, downloads, club setup and much more.

8. Setup a small office to answer questions, send brochures, provide information, and function as a central office for the “Learn to Swim” campaign and it’s programs.

9. Send the printed brochures to mayors, ministries, and public schools.

10. To prepare a press release for newspapers, TV and one magazine for a follow-up.

Press release based on the brochure and campaign plan (before to talk with relevant politicians, ministers). Press release to be done at a public event in a swimming pool.

11. Conference in September in Riga, is trying to be organized by LSF.

12. The time schedule to be decided on soon. Febr.26<sup>th</sup> and September are fixed. On March 25<sup>th</sup> the website, final flyer and brochure to be ready.

13. Financing; how to find, who, how much, budget and who will go ask for it.

14. Find the right volunteers for each job, soon, and division of tasks.

# The preliminary budget for the “Learn to Swim” campaign



## Budget contents:

- Teaching programs
- Costs of the campaign

## Teaching:

### 1a. Teach the Swim-Teacher program (TST), first series:

14-18 days in June 2017 a swimming pool with hotel: costs for 10 people € 25,- per night makes: € 3.500,-

Food and drinks; € 27,- per day: € 3.780,-

Plus 3 people for the teaching, hotel and their flight, car and expenses: € 8.500,-

And the use of pool: free.

**subtotal: € 15.780,-**

And thereafter checking at the work place of the teachers during 3 weeks, each partner 3x this costs € 700,- car (with fuel) and € 1.800 food and hotel and € 300,- expenses: totals € 2.800,-

At least 3 times in one year: 3x € 4.800,- = € 14.400

**Total: € 30.180,-** (without discounts)

*But please note: with a close cooperation of a municipality, and/or a swimming pool, and/or a local hotel /B&B, and/or an airline, these total costs can be considerably reduced, maybe as low as € 20.000*

### 1b. Teach the Swim-Teacher (TST) program, second series:

14-18 days in June 2017 a swimming pool with hotel: costs for 10 people € 25,- per night makes: € 3.500,-

Food and drinks; € 27,- per day: € 3.780,-

Plus 3 people for the teaching, hotel and their flight, car and expenses: € 8.500,-

And the use of pool: free.

**subtotal: € 15.780,-**

And thereafter checking at the work place of the teachers during 3 weeks, each partner 3x this costs € 700,- car (with fuel) and € 1.800 food and hotel and € 300,- expenses: totals € 2.800,-

At least 3 times in one year: 3x € 4.800,- = € 14.400

**Total: € 30.180,-** (without discounts)

Of course sponsoring by Baltic air, Wizzair, Avis and the hotels would help immensely, and even more reduce the direct costs.

Maybe a municipality is willing to offer it's swimming pool for an agreed upon rate, or arrange hotel accommodations close-by.

## 2. Teach People To Swim (TPTS) program:

The learn to swim program for children and adults:

Diploma 1: on average children aged 5-18 years need 57 hrs of swimming to obtain this diploma.

Diploma 2 takes about 15 hrs. to obtain. Costs per hour:

- local transportation, on average children live 25 km from the new swimming pool costs € 2 per child.

- a teacher costs currently: € 4,- per hour, this is € 0,50 per child per hour (with 8 children).

- Swimming pool hours: 8 children, 1 hour, € 4,- € 5,- per hour per child, this depends on the pool-owner.

Subtotal hourly costs per child: € 6,50 - to € 7,50,- (and for adults the same, in principle)

**The real cost per child for Diploma 1: (57 hours) € 370,50 - € 427,50 We take an average of: € 400.**

And for Diploma 2: € 97,50- € 112,50, We take an average of € 105,-.

Of which central government, we suggest, should pay at least 50%.

To give a sample calculation: - School swimming, We take Madona municipality as an example, 27.000 population, spread over 13 communities. Madona has 1200 children under age 18. It will roughly cost (400x 1.200) is € 480.000 to teach them all to learn to swim, over a period of let's say five years a cost of € 96.000,- per year. If the government participates 50/50 it will be € 48.000 this is not cheap, but affordable and worthwhile for sure. Not taken into the calculations are savings like instead of going to gymnastics children go swimming.

- **Swimming lessons for baby's and toddlers aged 1-5.** Special lessons can be used for this age group, getting them used to water, learning how to float and to enjoy the water. Real instructions until an average age of 4.5 are not really useful.
- **Swimming lessons for other people:** the above numbers are also valid for anybody over age 18 years.

However the question will be if municipalities can and will make the lessons affordable. The costs for a teacher, given enough students, is not the problem. The question is how much does a municipality want to charge per hour for the use of the pool and does it have affordable transportation available? And who is going to give the lessons in practice (with qualified people of course): is the swimming club organizing it or is the municipality? Or can this be done by a commercial swim teaching company?

### 3. Train the Trainer (TTT) program (e.g. for water polo and speed swimming).

10 days a swimming pool with hotel: 10 people € 25,- per night makes: € 2.500,-

Food and drinks; € 27,- per day: € 2.700,-

Plus 2 people for the teaching, hotel and their flight, car and expenses: € 3.400,-

**subtotal: € 8.600,-**

Retraining: once a year a course of 2-4 days and the federations need to set up their own system of control.

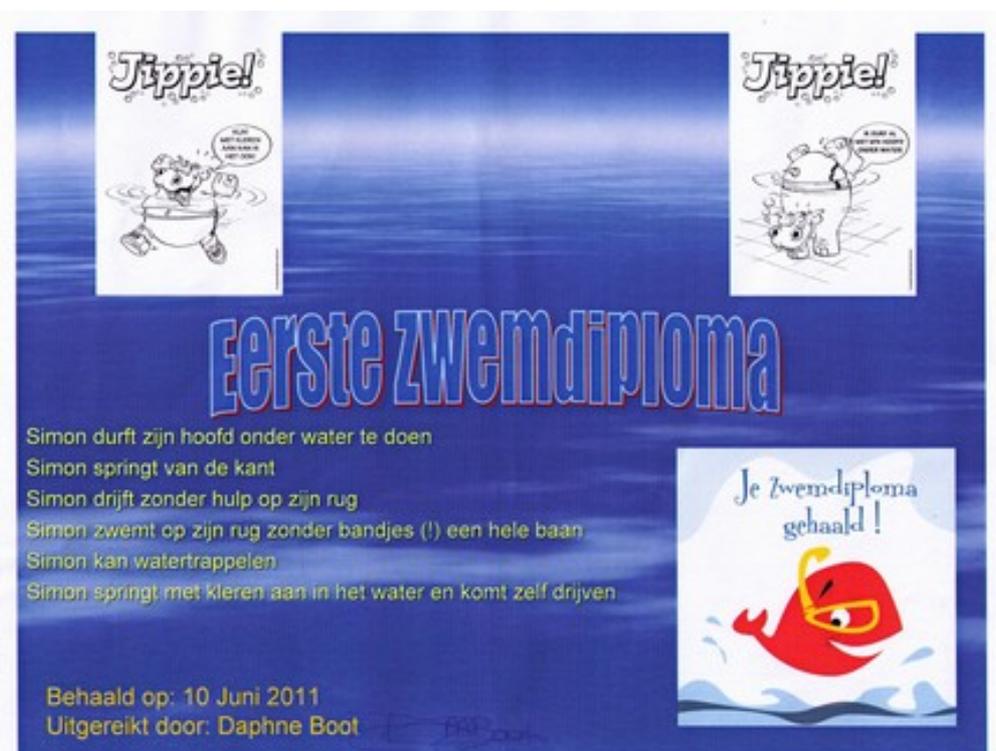
### 4. Setup and control of diplomas:

We will have to set up a proper, qualified by the ministry, diploma schedule for Diploma 1 and 2., as well as for these diplomas; Swimming skills 1, 2 and 3 / Snorkel 1, 2 and 3 / Survival 1, 2 and 3 / Aqua Sporty Kids 1,2 and 3 / Water polo 1, 2 and 3 / Jumping 1, 2 and 3 / World Swim Strokes 1, 2 and 3 / Synchronized 1, 2 and 3.

Additionally, a system and series for teacher's diplomas need to be set up and adapted for Latvia; this will include exact descriptions for each diploma (annex), certification of the swim teachers, and the constant monitoring of quality by the LSFL organization, thus generating finances for covering the direct costs.

Costs: excluding local lawyers, about € 15.000 for the 1st year, 2<sup>nd</sup> year: € 9.000,- 3<sup>rd</sup> year it should be paid for mostly by the people themselves as it is to set up the necessary qualifications, remaining costs € 4.000.

A special swimming diploma for a handicapped child,  
assuring it will not drown easily!



## Costs of the campaign itself:

1. General plan setup;

**see also above:**

-prepare the “Teach the Swim-Teacher (TST) program” including a preliminary budget of just over € 48.000.

- discuss and plan with all municipalities the following:

a. school-swimming, health and infrastructure (buses and pools).

b. therapy in water (by physio, ergo but also aqua jogging and more).

**To be arranged locally and/ or commercially:**

**€ 4.000 per year:** c. all school visits and other local promotions, visits and more

**€ 500,- per club:** d. swimming club set up (4 clubs: speed-, polo-, handicapped-swimming and teaching).

**Subtotal between € 4.500 .**

**€ 1000:** - Setup and register the Learn to Swim Foundation Latvia (LSFL)-non-profit.

- Running costs for the foundation (see office costs).

2. Find the pre-financing from municipalities and the government (“learn to swim” law) and talk with possible sponsors e.g. Arena, Isostar, Avis, Omega, Nikon, Yakult, TV, Magazines, Wizz-air, Air Baltic, Dutch embassy, EU and Norway grants, asking for: **€ 10.000** in total.

Prepare a simple 1 page flyer as a presentation.

3. concept brochure:

**€ 500 printing costs and lay-out;** texts written by us and later a Latvian journalists. Printing as a service by a magazine or commercial printing company.

4. **Free:** A general meeting with 4-5 municipalities to discuss the brochure, financing, their corporation and infrastructure (this took place on February 26<sup>th</sup>, 2016)

5. **Free:** prepare after the meeting an adapted concept brochure and discuss with all parties involved.

6. Final brochure with sponsors, and a small flyer of it for the general public.

**€ 4.000 printing costs** Printing as a service by a local magazine

7. LSFL website (Facebook, Twitter etc..) providing relevant all information: general information, practical, facts, financial statements, partners, downloadable material, club setup and much more. This costs **€ 1.500 first year**, thereafter € 500,- per year for maintenance.

8. Setup a small office to answer questions, send brochures, provide information, and function as a central office for the “Learn to Swim” campaign and it’s programs. This will cost **€ 25.000** the first year (office space and part time volunteers): of which rental € 5.000/year, with 50% paid personnel and 50% free volunteers (expenses only). Second year: € 30.000.

10. To prepare a press release for newspapers, Tv and one magazine for a follow-up.

Press release based on the brochure and the plan and before to talk with relevant politicians, ministers.

Press release to be done on a public happening in a swimming pool. Costs: **€ 500,-**

11. To research properly what swimming pools are in Latvia and to get all their information (dimensions, age, financing, personnel costs) **€ 1.000** unless readily available from a ministry.

12. To build a number of highly efficient and useful swimming pools around Latvia, based on the concept of 25 x 15 and 25 x 21 m, with moving floors. Each costing not more than € 4.2 M.

Government financial participation in a new swimming pool: 80% and a municipality participation of 20%.

14. Find the volunteers through networking.

The total budget is shown in our spreadsheet below.

## Swim Diploma's 1 + 2 activities:



### Swimming diploma 1 requirements

Dressed

From a certain height jumping into the water feet-first, after coming above the surface, connected with 15 seconds treading the water, followed by 12.5 meters breaststroke, diving under a line while doing a 180° turn around the longitudinal axis and 12.5 meters simple backstroke, finishing the test with climbing out of the water without help.

And/or:

From a certain height jumping into the water feet-first, making a 180° turn on longitudinal axis under water, followed by 15 seconds treading water, followed by 25 meters breaststroke, including swimming under a raft, making a 360° turn on longitudinal axis, and 25 meters simple backstroke, finishing the test by climbing out of the water without help.

Swimwear only:

Jumping into the water (preferably a dive), directly followed (before coming above surface) by orientation under water by swimming 3 meters under water and through a hoop.

50 meters breaststroke, finishing the test with 50 meters simple backstroke.

Push and glide on belly, directly followed by floating on belly for 5 seconds, a few breaststrokes and float on belly for another 5 seconds.

Push and glide on back, directly followed by floating on back for 5 seconds, a few simple backstrokes and float on back for another 10 seconds.

Push and glide, 5 meters front crawl.

Push and glide, 5 meters back crawl.

Jumping into the water with free chosen jump, followed by 60 seconds treading water including 360° turn on the longitudinal axis twice.

### Swimming diploma 1-special with minimum requirements

see page 19 for an example.

### Swimming diploma 2 requirements

Swimwear dressed:

Jumping into the water head-first, directly followed (before coming above surface) by orientation under water by swimming 9 meters under water, through a hoop.

100 meters breaststroke including a forward roll once and a surface dive once, finishing the test by 100 meters simple backstroke.

With Swimwear only:

Jumping into the water head-first, directly followed by floating on belly, for 5 seconds, a few breaststrokes and float on belly for another 10 seconds.

Push and glide on back, directly followed by floating on back for 5 seconds, a few simple backstrokes and float on back for another 20 seconds, followed by 5 meters moving on back using arms only.

Push and glide, 15 meters front crawl.

Push and glide, 15 meters back crawl.

Jumping in the water with a squat jump, followed by 30 seconds treading water with arms and legs while moving in various directions, and 30 seconds vertical floating with use of arms only.

### **A possible promotion campaign for your swimming club, some ideas:**

The legal set up of a swimming club is easy. Time and effort is needed for finding the right people to get it functioning; however, this can be aided by the Latvian Swimming Federation and the Water polo Federation.

In very short a promotion program for your local swimming club, based on our own local program:

We have one member at the swimming club who swam at the Olympics in Beijing Nick Driebergen, he is well known. But you can take any experienced swimmer who participated at a big event. Nick was a speed swimmer in Beijing now he is a waterpolo player.

Our own experience; at the age of between 7-12 years both water polo and speed swimming are starting to be interesting for children.

In our club members are allowed to take 2-3 trainings per week, they may choose each time where they train; waterpolo and/or speed swimming. Generally after 6 months a child knows what he wants (except for some exceptions). Most kids mix them up in the beginning.

Program 1; we visited most local schools (6 out of 8) with children aged 7-12 in our village. In which Nick gave a good presentation of swimming and waterpolo and how he got so far, with pictures, short movies and more. This show was given in the school theaters using a laptop, beamer and even splashy music. Afterwards children could ask a million questions.... This is always fun. Pictures and some other promotional information is given, plus an invitation to visit the swimming club and join in the training.

Program 2: all the children were invited to come to the swimming pool to train. Usually about 20-30 children do come. The training is in our pool, at a time the pool is empty anyway; Saturday/Sunday 17-19.00 hrs. The pool management gives us these hours for free, but we must make promotion for them in the schools and we do. Training; 25 minutes speed swimming, training by Nick and one helper, 10 min break with free drinks and a snack (sponsored by a local grocery) then 25 min water polo training, usually with Nick and 4 volunteers (we have plenty of them) and a break again. Then a water polo game of 2x10 min, but not in deep water. Thereafter children can play, ask Nick and others questions, get signatures etc... Thereafter there might even be a small party in the clubhouse or the restaurant.

Program 3: any child is always welcome to come train 2-3 times for free either water polo or speed swimming or both. The same accounts for adults too by the way.

Program 4: parents of member-childrens are also invited to come and train whenever they want to, on adult training days (for waterpolo and speed swimming) but they get a slow program Some of them now formed a ladies waterpolo team (i say over 35 years young) some go to play at the old men's water polo team. None goes speed swimming but in this way we gained more members.

Program 5; a more difficult one financially, but fun: The Nick-clinic (Nickclinic) in which children pay € 10,- to get a special 60-90 minutes training speed swimming. But they same can be done for water polo. This is also a sponsored event ( drinks, low rental of pool). And Nick does it for free once a year. However plenty of other well known swimmers are generally available.

Program 6: The press; we always take care to send the news papers a press release after any event, including always two pictures. The TV we also invite regularly.

Periods: program 1-2; we start in January - February as this is the quit time at our schools with little special events.

- what you can also do;

1. twice a year a brother-sister training. In which brothers and/or sisters (or friends) can join in the training for free.

2. at the end of the season the parents-kids game. In which the members take their mothers/fathers/grandfathers/grandmothers to the last training and a game. This usually takes 2 hours. Afterwards we have a breakfast/lunch at the clubhouse. Sponsored by the local super market.

3. The 3 day camp. In which all members ages 6-55+ join for a 2 night 3 day camping somewhere in tents, or an old farm or... for games, swimming, fun, cooking, etc..

Just to get to know each other better, swim together and more ( no kissing allowed under 65 years).

4. The one week training camp for waterpoloers or speedswimmers (usually separate trainings). One full week, well 5 nights, of training twice a day in the water (outdoors/lake), and other exercising (running...) and the evening with theory and training/educative/ fun films of all kinds.

5. The sponsor morning, lunch or evening in which all possible sponsors are invited to speak with all club-members, join the swim training and a game or race and have a barbeque or a lunch together (also invite some well known people of all kinds).

Scheduled use of a Swimming Pool  
25 x 21 swimming pool, with moving floors.  
Build: 2014  
Regular Time Schedule:

**Monday**

5.30-70.00 swim training  
08:30 to 15:00  
Lane Swimming  
09:45 to 10:30  
Aqua Training Seniors  
10:30 to 11:15  
Low Impact Aqua Training  
15:30 to 17:45  
ABC swimming lessons  
17:45 to 18:30  
Lane Swimming  
20-22 waterpolo

**Tuesday**

7:00 to 3:00 p.m.  
Lane Swimming  
15:30 to 17:45  
ABC swimming lessons  
18-19.30 swim training  
19:30 to 22:30  
Lane Swimming  
19:30 to 22:30  
Aqua Sports Night

**Wednesday**

7:00 a.m. to 1:00 p.m.  
Lane Swimming  
14:15 to 15:45  
ABC swimming lessons  
15:45 to 17:45  
Free swimming  
5:45 p.m. to 7:00 p.m. swim training  
19-22.30 water polo

**Thursday**

5:30 to 7:00 swim training  
9:00 a.m. to 3:00 p.m.  
Lane Swimming  
1:30 p.m. to 2:00 p.m.  
Private swimming lessons adults  
15:30 to 17:45  
ABC swimming lessons  
18:00 to 19:00 swim teaching by club  
21:30 to 22:30  
Lane Swimming  
2 courts available  
19-22.30 water polo

**Friday**

7:00 to 3:00 p.m.  
Lane Swimming  
9:00 to 10:30  
Toddler survival  
09:30 to 10:15  
Aqua Training Seniors  
10:30 to 11:15  
Low Impact Aqua Training  
11:15 to 12:00  
Therapeutic swimming  
12:30 to 14:00  
Parent and child swimming  
14:00 to 14:45  
Medical swimming  
14:45 to 17:45  
ABC swimming lessons  
17:00 to 5:45 p.m.  
ABC swimming lessons  
18:00 to 19:30 swim training  
20:30 to 21:30  
Lane Swimming  
2 courts available  
19:30 to 20:30 waterpolo

**Saturday:**

6:30 to 8:00 swim training  
8-9 by teaching swim club  
9:00 to 10:00 a.m.  
Lane Swimming  
10:00 to 11:30  
Family Swim  
11:30 to 13:00  
Free swimming  
after 13.00:  
Special activities and  
Waterpolo games and speed swimming

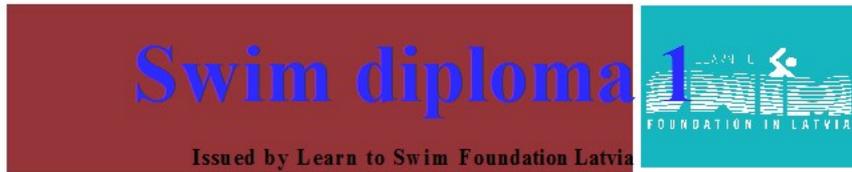
**Sunday**

9:00 to 10:00 a.m.  
Lane Swimming  
10:00 to 11:30  
Family Swim  
11:30 to 13:00  
Free swimming  
after 13.00:  
Special activities and  
Waterpolo games and speed swimming

Senior-fit, aqua-vital, aqua-robics, aqua-varia, diving, aquatic post-rehab, water walking, aquativ Ai-Chi, disco, parties and much more, as well as additional medical therapy are not fully scheduled yet!



This is not a design, actual design and texts to be made in Latvia  
Front side



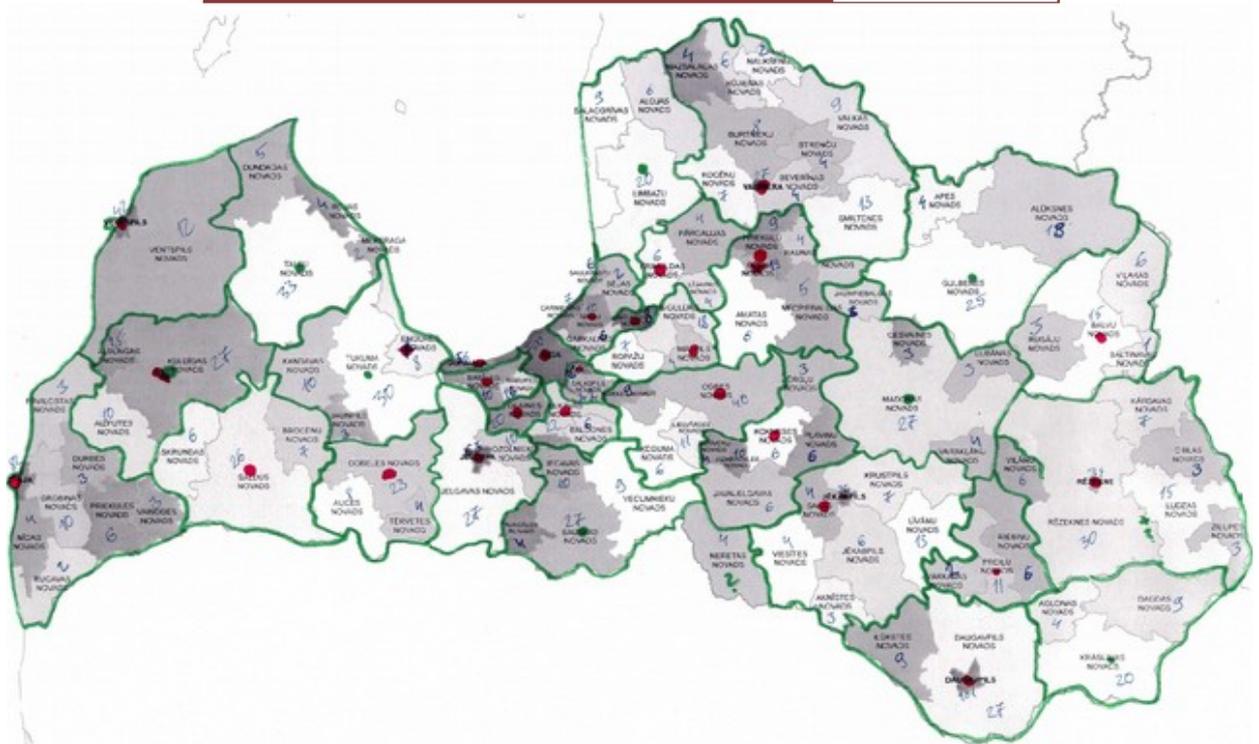
Name of the participant:.....

Date of Birth	Name organising club
Swimming pool	Signature official 2
Date	Signature official 1

Back side



LFSL registration number:.....



Swimming Pools in Latvia.