



**BLETCHLEY & FENNY STRATFORD TOWN
COUNCIL
NEWS RELEASE 28/3/2017**

For immediate release: Swimming Scheme 2017/18

The free swimming scheme we have been operating for the last 4 years followed on from a previous initiative funded by Sport England designed to increase participation in swimming. In the financial year to date 5,575 free swims have been funded by BFSTC. Hertsmere Leisure who administers the scheme (which is expected to cost c £10,500 in total in 2016/17) could not provide the council with data about how frequently individual members of the scheme actually swam which made it difficult to evaluate results.

Since the decision to discontinue the scheme Hertsmere Leisure has said that their systems have now been upgraded to allow better data collection and analysis but the Town Council has not yet had chance to explore this.

Vice-Chairman Cllr Richard Graham commented "We did not make this decision lightly. MK Ward Members have been very quick to condemn the Town Council in the press but none of them has approached the Town Council to talk to us about free swimming or to understand the reasons for our decision. BFSTC is working through a process of change and development and this involves evaluating all our existing services and activities, managing our resources prudently and setting new spending priorities."

Notes for Editors:

More information including services provided by the Town Council can be found on the Council's website at www.bfstc.co.uk If you have any questions please contact Delia Shephard, Town Clerk, Bletchley & Fenny Stratford Town Council 01908 633790 delia.shephard@bfstc.co.uk