

Sport England has launched their new strategy, [Towards an Active Nation](#) . As part of the strategy, they will dedicate £250 million to combat inactivity.

ASA Chief Executive, Adam Paker, welcomes Sport England's new strategy, and explains how swimming and aquatics are well-placed to support its focus on getting more people active:

“We welcome Sport England’s new strategy, and in particular, its focus on tackling inactivity. This is one of the key health challenges facing society and because swimming can be enjoyed by people of all ages, backgrounds and abilities, we know it can have a significant impact.

“Already, over 16 million people go swimming at least once a month. They all go for different reasons, but if we can encourage them to swim more regularly, whether for fun, health or fitness, then we will be well on our way to achieving our mission of a healthier and happier nation through swimming.

“Successful collaborative projects such as Swim London 2016, This Girl Can Swim and the Dementia Friendly Swimming Project show what can be achieved when the aquatics industry collaborates with a range of partners. We look forward to continuing these partnerships to deliver on these shared aims.

“As we enjoy great home success at the European Aquatics Championships 2016 in London, we also welcome Sport England’s continued commitment to developing talented young athletes. In addition, the focus on supporting and celebrating our valuable volunteers is also welcomed because without this group, many of our national successes could not be achieved.”