

MEDIA RELEASE

Saturday 21st March 2009



The International Life Saving Federation today announced its decision to award R2010 the Life Saving World Championships to Egypt. The event will now be held in Alexandria in September 2010, Alexandria has 65 km of beaches and 7 Olympic Swimming pools.

This is expected but disappointing news for Surf Life Saving GB who had previously won the rights to hold the event in Cornwall, but had announced the event had hit difficulties back in September 2008. Surf Life Saving GB had been working with the ILS over the past six months to find a solution and had hoped to run a smaller national teams only event. Adam Wooler, Chief Executive said today *'we are naturally disappointed that R2010 wont be in Cornwall as planned, however, our Board took the right decision not to put the important lifesaving work of the organisation at risk, we have learned much from this process and can now get back to concentrating on supporting our 5,000 lifesaving volunteers who give their time freely to make our communities safer'*

Surf Life Saving GB, the national association of beach lifesaving clubs which submitted and won Britain's bid, said back in September 2008 that it had encountered significant difficulty in relation to the 50m pool required for the event.

It is a requirement of the event that the pool and the beach be within reasonable travelling distance of each other for the expected 6,000 competitors and many more thousands of spectators, sponsors and media. As neither Cornwall nor Devon has a 50m pool, the original vision was for a temporary pool, loaned for the use of R2010 by the Olympic Development Authority (ODA) as part of the London 2012 Nations and Regions legacy programme, to be sited in Newquay or nearby.

The remaining pool costs of transportation and installation are in the region of £750,000, in addition to a further £750,000 required for the event costs. Despite a positive response from regional businesses wishing to support the event the level of funds required are too much for the private sector alone in this difficult economic climate.

Notes to Editors

Life Saving Sport is a display of the skills developed and used in life saving rescues, and has developed into a major sport in its own right. The Life Saving World Championships held every two years, is one of the largest multi disciplinary sporting competitions in the World. Life Saving Sport is the only sport with a community and humanitarian purpose.

Surf Life Saving GB is the charity of volunteer beach lifesavers building healthier, safer communities. Our 5,000 members, aged 7-70+, come together and give their time freely, in our 75, Life Saving Clubs to develop their 'Skills for Life' and to compete in 'Sport for Life'.

For more information on the International Lifesaving Federation (ILS) www.ilsf.org

What did we do to try to save the event?

Create a permanent 50m pool

As a solution Surf Life Saving GB had proposed that with the support of the pool supplier the temporary, transportable pool could remain permanently on site or be located in another part of Cornwall. The permanent pool strategy had been developed as one of preference as the cost structure for installing and removing a temporary pool are similar to that of installing a permanent pool, and would create significant longer term benefits for the people of Cornwall, for competitive swimming, pool sports and lifesaving and also a potential source of capital funding had been identified through Sport England. However, the permanent legacy would need to be led by Cornwall County Council who said there is no feasibility study to demonstrate that demand exists for a permanent 50m pool in Cornwall, and the timescales involved make it difficult to achieve.

Create a different type of event

We met with the International Lifesaving Federation and developed a 'split venue' proposal i.e. keep the beach and ocean events in Newquay but run the pool events at a location with a 50m pool. We developed and delivered proposals to 8 Local Authorities and Management Companies of 50m pools around the country but did not receive the support required for this proposition to work.

Appeal for help

Surf Life Saving GB created an appeal through the regional media and the people of Cornwall responded strongly to keep the event. We delivered sponsorship proposals to the corporate sector for financial support, but unfortunately due to the economic climate the sums required were out of the reach of most companies at this time. We lobbied all regional MPs, Local Authorities, Central Government, Sport England, Amateur Swimming Association, Department of Culture Media and Sport, and whilst we received understanding and support, there were no funding streams available to apply for this type of event.

For more information or to arrange an interview please contact Esther Pearson on 01392 218007 or epearson@slsgb.org.uk

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