

PLAS MENAI

Byw’n Iach

Byw'n Iach operate a contract on behalf of the council to offer a range of sports, health and fitness services across the county.

Byw’n Iach sought match funding to deliver accessible watersports and Swim Safe sessions for individuals with disabilities and additional needs across Gwynedd. Founded on the principle that outdoor recreation must be inclusive, the initiative prioritized critical water safety education delivered through Swim Safe practical framework.



OVERVIEW

Strategic Execution & Partnerships

To ensure the funding reached those who would benefit most, the project was executed with a focus on strategic collaboration and geographic equity:

- Targeted Outreach: Byw'n Iach collaborated directly with Gwynedd Adult Services to identify and engage participants, ensuring the program reached individuals with specific physical or cognitive requirements.
- Equitable Delivery: Recognizing the geographical spread of the county, operations were split into two dedicated activity days located in North and South Gwynedd.
- Integrated Curriculum: The sessions paired high-engagement activities, such as paddleboarding, with the practical framework of the Swim Safe program, ensuring that recreation was underpinned by critical water safety education.

Financial Breakdown & Grant Efficiency

The project demonstrated high capital efficiency, utilizing a 1:1 match funding model that doubled the impact of the initial community grant.

Funds were allocated flexibly between the North and South Gwynedd sessions based on participant enrollment, maximizing attendance and ensuring fair regional distribution.



OVERVIEW

Tangible Community Impact

The £500 grant investment yielded direct, measurable benefits to the local community, aligning with the core principles of inclusive outdoor recreation:

- Elimination of Financial Barriers: The full subsidisation of the £30 per-person cost removed the financial friction that frequently prevents adults with disabilities from participating in specialized recreational activities.
- Delivery of Life-Saving Knowledge: Participants did not just experience a leisure activity; they received qualified instruction in practical water safety, equipping them with essential skills for interacting with open water safely.
- Improved Health and Well-being: The initiative provided an unforgettable, positive experience that fostered independence, physical activity, and mental well-being for individuals with additional needs.
- Strengthened Community Networks: The direct collaboration with Gwynedd Adult Services established a proven pathway for future inclusive programming, demonstrating the broader value of leisure services in supporting vulnerable populations.



Legacyleisure.org.uk