

# LONDON ROAR ACADEMY



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## ISL LONDON ROAR LAUNCHES NEW SWIMMING ACADEMY

London Roar, one of the founding teams of the International Swimming League, is excited to announce the launch of a new Swimming Academy. The London Roar Academy (LRA) is a collaborative initiative set up in the heart of London to maximise developmental opportunities for participating clubs and their members.

At the core of the Academy's ethos is the collective desire of member clubs to join forces, working in a more streamlined, targeted and cost-effective manner by sharing their resources and experiences to increase the opportunities available for swimmers at all levels. Ultimately, increasing the talent pool across London and providing the foundation programme for the London Roar team.

Konstantin Grigorishin, founder of the ISL, is excited about the launch of the Academy: "The ISL is delighted to see this Academy launched in London. Our goal is to establish junior swim leagues in nations across the world. I look forward to seeing the London Roar Academy develop many future ISL champions"

Commenting on the launch, London Roar's General Manager Rob Woodhouse said: "The launch of the revolutionary International Swimming League in 2019 marked a turning point for the sport and, as the ISL prepares for Season 3 later this year, the creation of the London Roar Academy recognises the importance of investing in and supporting swimming from its grass roots. I believe this Academy will help attract young Londoners into the sport and I hope that we will see some of these swimmers in future ISL seasons. We look forward to supporting their journey."

Launching with four London based clubs initially – Chelsea, Hackney, Greenwich and Anaconda - the London Roar Academy will be expanding over the coming months and welcomes interest from other clubs as it establishes itself as a London-wide performance squad built on the foundation of strong and successful home club programmes.

Lisa Bates, Director of Swimming at Chelsea & Westminster Swimming Club believes the Academy will bring exciting new opportunities for Club swimmers: "The ISL brought an innovative dimension to our sport, with London Roar being one of the founding members. In sync with the senior team, proudly, the London Roar Academy will elevate training and racing opportunities for swimmers and coaches across London. The network is open to all London clubs and aims to unite the capital's top performing swimmers through training, racing and hosting camps and competitions together."

Olympian and World Champion Adam Peaty MBE, member of the London Roar, said: "The launch of the London Roar Academy is really exciting and a great opportunity for these club swimmers to develop their swimming and have fun whilst improving their skills by training together. One of the best things about the ISL for me has been the opportunity to train and compete alongside some of the greatest swimmers in the world and our team spirit has always been second to none. I think it's a great development for ISL, and swimming."

The LRA vision is to create a sustainable legacy across London, open to all, focusing on enhanced performance, coaching, collaboration and participation.

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Note to Editors

The LONDON ROAR ACADEMY (LRA) is a collaborative initiative set up in the heart of London to maximise developmental opportunities to participating clubs and their members. LRA is also the foundation programme of the LONDON ROAR ISL SWIMMING TEAM and is associated and supported by them. LRA is not an exclusive partnership and interest from other clubs is welcome as we look to expand this novel and innovative venture to establish a London-wide performance squad built on the foundation of strong and successful home club programmes.

THE LRA VISION - to create a sustainable legacy across London, open to all interested parties, focussing on the key objectives of:

**Enhanced Performance**, through:

*Enhanced Training:* LRA will offer high quality additional training (both pool & land based) to performance athletes. This will be achieved by quality coaching and creating an environment where athletes can go head-to-head in training with their peers and develop the skills, characteristics and behaviours outlined in British Swimming's *Optimal Athlete Development Pathway (OADF): Future Performance Potential*.

*Enhanced Team Competition:* Athletes will continue to compete in all events for their home clubs, however it is envisaged that there will be opportunities for athletes to compete under the LRA banner at both National & International level 'Special events' as part of their development in line with OADF. The purpose of this is to create exposure to the environment of a larger elite team with a sense of identity at a major event (in line with OADF) *This is not a mandatory requirement for participation*.

*Structured Pathway:* LRA is specifically designed to be a part of a clear development pathway sitting strategically between club and the Swim England Talent Programmes. It aims, through an holistic approach, to ensure athletes have all the necessary skills, training exposure and education experiences to fully prepare them to take full advantage of the opportunities on offer at the next level.

**Coaching**

To create and develop an experienced and highly qualified Team of coaches. This team is led by an Olympic Coach and supported by Institute of Swimming Tutors & Assessors and Swim England Mentors, who are supportive of each other, work as a team and have clear, and focussed joint outcomes. This process will be enhanced through regular meetings and internal mentoring. It will upskill and support the wider coaching team across the clubs, offering security and valuable insight into a bigger picture.

**Collaboration**

The LRA clubs will work together to maximise athlete, workforce and volunteer opportunities, sharing best practise and resources to achieve common goals.

**Participation**

Member clubs care deeply about participation and diversity and will continue to work hard to attract young Londoners into the sport and support them in their journey through the competitive pathway.