



SOUTH LONDON SWIMMING CLUB

"Doing it all year round"

MEMBERSHIP

The pool will be open from October 1st until April 30th, between 7am and 1pm. To use the pool in the off season you need:

Membership of the South London Swimming Club £5 [1992 £7.50]

Off-Season ticket £35 [£50 if possible]

For details please contact South London Swimming Club Officials:

PRESIDENT
Jack Snelling

7 Ullathorne Road
London SW16 1SL
Tel: 081 677 2742

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London SE11 4NY
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V Studholme

23 Marney Road
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Tel: 071 228 6294

HEALTH, HAPPINESS
AND A REFRESHING SWIM
South London Swimming Club

"Doing it all year round"



Off-season swimming
TOOTING BEC LIDO

SINCE 1906



Christmas Morning 1989: The Mayor of Wandsworth presents the trophies.

A LONG TIME AGO

Tooting Bec Lido - 100 yards of glorious, blue water - is the largest freshwater open-air swimming pool in England. It was built in 1906 as a 'bathing pond' for the people of Wandsworth.

In 1908, the South London Swimming Club started holding its weekly races at the pool and the custom continues to this day; on a year round basis, come rain or snow. On Christmas morning, the Mayor presents the trophies and once even went swimming.

Regular all year swimmers are male and female, young and old, beginners and champions, and include a range of other sportspeople such as weight trainers and runners who use the 'Bec' as a

base for their activities. And they are not only dedicated competitive enthusiasts, but people from all walks of life with varying states of fitness and ability.

They all share a common pleasure and fulfilment in fresh air, natural surroundings and an invigorating 'dip'.

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City oasis: cut off from the 'hurly burly' by a ring of trees, Tooting Bec Lido is a swimmer's paradise

HOW YOU CAN HELP

Help yourself by becoming a year round swimmer, or help us preserve this great pool for summer swimmers and future generations by contributing to our fund raising drives and sponsorship opportunities.

Sponsorship

If you would like to know more about sponsorship opportunities or make a donation to off-season swimming at Tooting Bec Lido, please contact:

Jim Eldridge
22 Streatham Road, Mitcham
Surrey CR4 2AA
Tel: 081 648 8504

A CASE IN POINT

The South London Swimming Club thanks the following people and organisations for donating their services, for the production of this leaflet:

Janine Roma (John Price Studios) for photo-printing;
Jonathon Buckley (Hyde Public Relations) for concept and copywriting;

Salvatoré Femminilè (Hyde Advertising) for design;
Vince and John Grima

(Osier Graphics and Quadracolor) for reproduction;
Steve Atkins (Goodwin Associates) for financial support and project management; and the many others who have made its production possible.

Call Jim and find out how **you** can help!

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The Lido Fountain

CHANGING TIMES

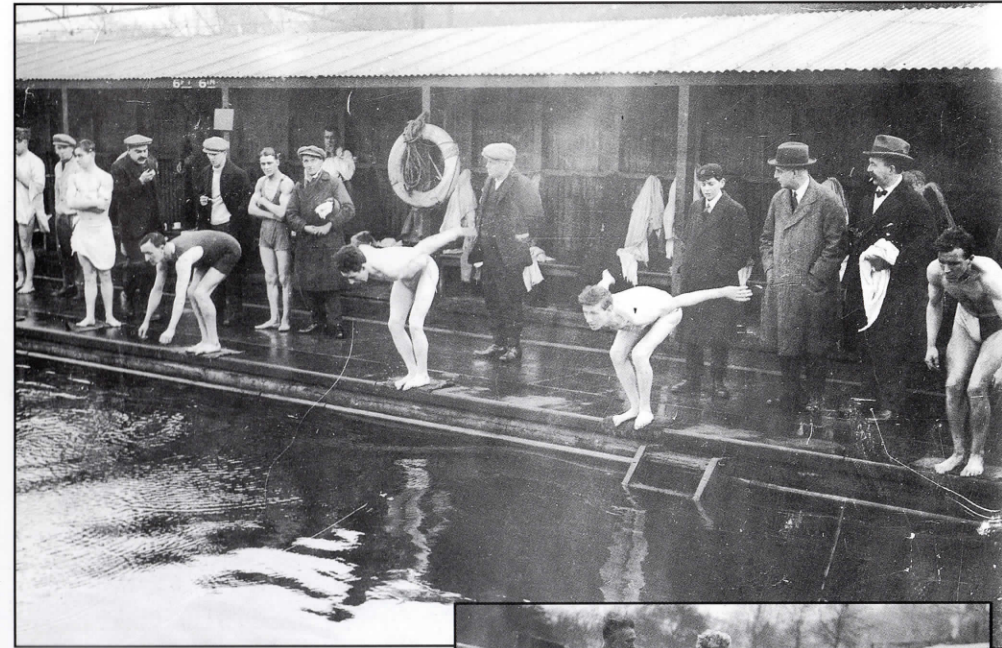
Wandsworth Borough Council has found it difficult to justify the cost of manning and maintaining the 'Bec' outside the busy and more profitable summer season. It has therefore offered the South London Swimming Club the opportunity to take over during the off-season period.

The South London Swimming Club has taken up the challenge but needs your support in raising the necessary funds to cover running costs and thereby safeguard the pool's future. If the Lido is closed for large parts of the year, there

is a real danger that it will fall into neglect and disrepair, leading to permanent closure.

This would mean the loss of yet another 'safe place' for open air swimmers. Weil's disease, blue algae and other environmental problems have already reduced the number of healthy havens for outdoor water pursuits.

We owe it to ourselves and future generations to preserve this legacy of the unemployed people of Wandsworth. The chance of a summer's day at the Lido - not to mention a brief dip in the golden glow of Autumn - should not be discarded lightly.



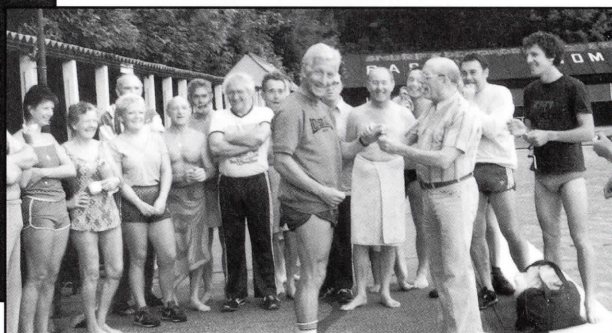
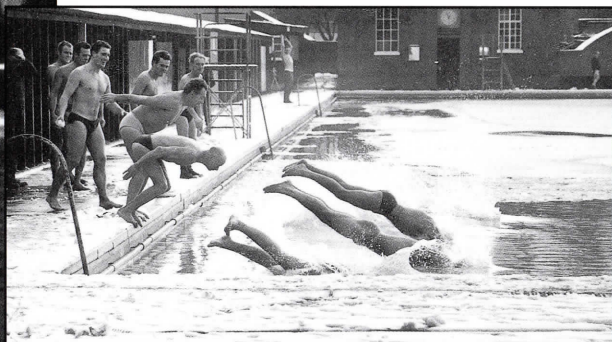
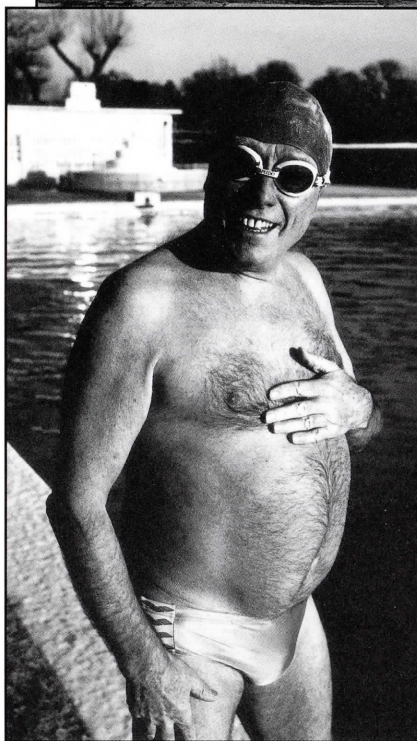
On your marks! Christmas Morning 1921.



The Christmas Morning Race Winner 1911.



The 'Icebreakers': Messrs H Palmer [70 years old] and RC Chadwick [58 year old] before and after a 'dip' in December, 1931



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REASONS TO BE CHEERFUL

"it builds up my resistance to colds"

"my friends think I'm mad; I quite like that"

"you feel great afterwards"

"it keeps you fit, emotionally and physically"

"its beautiful in the spring and autumn"

"autumn and the 'old-timers' made me realise that life just gets better"

"there is a wonderful sense of community"

"its a natural oasis; a great escape !"

"its a lovely way to start the day"

"after a five mile run, you need to cool off"

"there's room to do some serious training"



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