



Swim Wales

Our brief was to help Swim Wales make the most of their record six Welsh athletes chosen in the Team GB swimming squad for the Tokyo Olympics.

The aim was to enable the governing body to celebrate their swimmers' achievements within as wide an audience as possible and to use that engagement to increase awareness, build supporters and improve membership on the road towards Commonwealth Games 2022.

We would do this by producing original content, placing it through our network of media contacts, so helping gain coverage across the global, UK and Welsh media. This would be underpinned by coverage on our Dai Sport website, the Swim Wales site, and tied into social media activity.

We were given interview access with all six swimmers across two days. Initially, Swim Wales had intended only to gather quickfire responses for social media use, but we suggested that longer sit-down interviews would provide richer and more detailed material.

After the interviews, we identified two very strong storylines that had the potential to make a big impact across TV, radio, online and print media.

- 1) The commitment to success shown by Matt Richards through his use of a giant self-constructed paddling pool and bungee cord in his back garden.
- 2) The powerful personal story of Dan Jervis, who was able to show his grandfather his Team GB Olympic gear just weeks before he passed away.

We decided to use the Matt Richards story to kickstart the UK media coverage and to follow that up with Resolven-born Dan Jervis's story to stimulate the local Welsh interest. We contacted Matt's father, Simon, briefed him on possible media requests, and with his permission were able circulate his contact details and the story brief to significant editors and producers within the Welsh and UK media.

A third strand was to link the swimmers' stories with the work done by Swim Wales coaches and staff, the support from families, and the broader historical role and significance of the governing body ahead of its 125th anniversary next year..

COVERAGE DAN JERVIS

Front cover of Western Mail Weekend magazine – 24/7/21

- Circulation (ABC cert) – 8,419
- Reach PLC online average reach per month - 38.6m people



Inside spreads on Dan Jervis / Welsh swimming in magazine.

MATT RICHARDS

Sky Sports News report – 18/7/21

- Average monthly reach – 7m

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Team GB swimmer Richards sets Tokyo medal goal



Team GB swimmer Matt Richards, 18, is targeting a medal in the 100 metres freestyle at his first Olympic Games in Tokyo.

<https://www.skysports.com/watch/video/sports/olympics/12358272/team-gb-swimmer-richards-setstokyo-medal-goal>

Mail on Sunday and Mail Online – 18/7/21

- Circulation - 971,000
- MailOnline average reach per month - 34m people



MailOnline

7OKY
SUMMER

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The teenage swimmer who trained in a paddling pool! Matt Richards, 18, battling through icy temperatures and boredom in a one-metre deep pool to claim a dream ticket to Tokyo

- Matt Richards will take on the world's fastest swimmers in the 100m freestyle
- The 18-year-old managed to keep on swimming through lockdown last year
- He attached a body harness to a bungee rope and swam for two hours a day

By ROB COLE FOR THE MAIL ON SUNDAY
PUBLISHED: 22:31, 17 July 2021 | UPDATED: 01:20, 18 July 2021



2
View comments

Matt Richards managed to keep on swimming through **lockdown** last year — without leaving his back garden.

Faced with 10 weeks out of the water, the teenager spent £1,000 on a king-size paddling pool he bought on the internet and set it up on his lawn.

The 18-year-old attached a bungee rope to a hook on his garage, linked to a body harness and swam for two hours a day in what he described as 'a swimming treadmill'.



<https://www.dailymail.co.uk/sport/olympics/article-9798549/Matt-Richards-teenage-swimmer-trainedpaddling-pool.html>

The Sunday Mirror and Mirror online – 18/7/21

- Circulation (ABC cert) – 505,000
- Reach PLC online average reach per month - 38.6m people



Wales Online – 18/7/21

- 13.6m unique users per month / 68m page views per month

swimmers

W Sport > Other Sport > Olympic Games

Welsh teenager trained for months in just a garden paddling pool and is now going for Olympic gold

Matthew Richards went online and bought a "massive paddling pool" for his garden when he was locked down and couldn't train properly for 10 weeks. Now he's going for Olympic gold

SHARE3 COMMENTS

By Rob Cole
07:00, 18 JUL 2021

SPORT

Welsh Olympian trains in paddling pool

Welsh Olympian trains in paddling pool

MOST READ

1

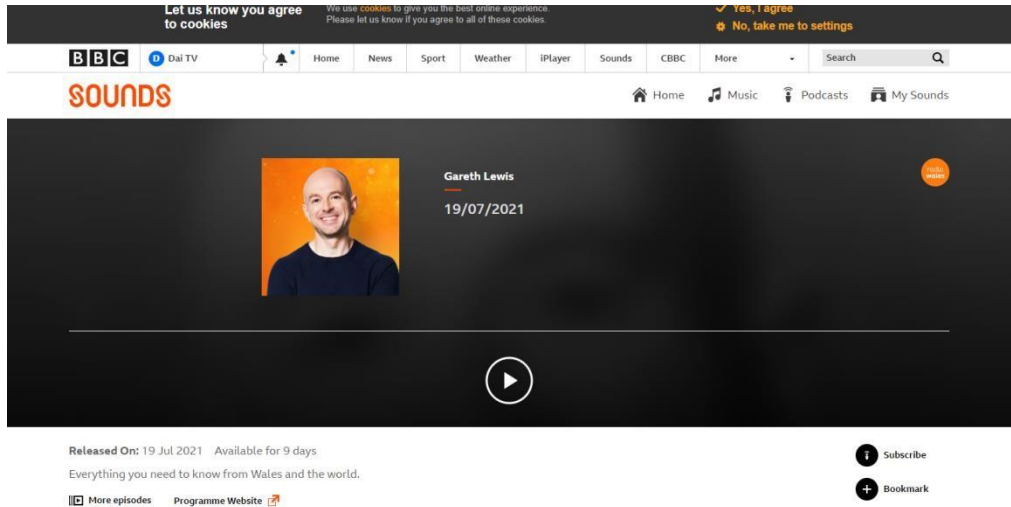
'This is for the f*****g series!' Unseen Lions drama unfolded away from the cameras as unbearable final 10 minutes played out

<https://www.walesonline.co.uk/sport/other-sport/welsh-teenager-trained-months-only-21078569>

BBC Radio Wales – 19/7/21

- Average weekly audience – 344,000 (RAJAR)

Interview with Matt Richards' father, Simon Richards



The screenshot shows the BBC Sounds website interface. At the top, there is a navigation bar with the BBC logo, 'Dai TV', and various menu items like Home, News, Sport, Weather, iPlayer, Sounds, CBBC, and More. Below this is the 'SOUNDS' logo and a search bar. The main content area features a profile for Gareth Lewis, dated 19/07/2021, with a play button in the center. Below the player, there is a 'Released On: 19 Jul 2021' notice, a description 'Everything you need to know from Wales and the world.', and links for 'More episodes' and 'Programme Website'. On the right side, there are 'Subscribe' and 'Bookmark' buttons.

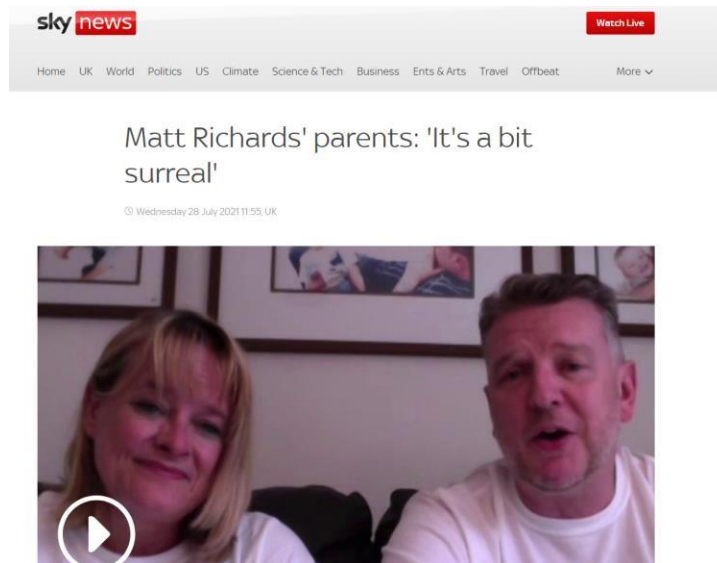
<https://www.bbc.co.uk/sounds/play/m000xznr>

Listen from 43:00

After Matt Richards' gold medal

Sky News – 28/7/21

- Average monthly reach – 8m



The screenshot shows a Sky News video player. The top navigation bar includes the 'sky news' logo and a 'Watch Live' button. Below the navigation bar, there are menu items for Home, UK, World, Politics, US, Climate, Science & Tech, Business, Ents & Arts, Travel, Offbeat, and More. The main content area features the headline 'Matt Richards' parents: 'It's a bit surreal!' and a timestamp '© Wednesday 28 July 2021 11:55, UK'. Below the text is a video player showing a man and a woman, with a play button in the bottom left corner.

<https://news.sky.com/video/swimmer-matt-richards-parents-on-sons-gold-12366105> ITV – Lorraine – 28/7/21

- Average daily viewers – 1.2m



#TeamGB #Tokyo2020

Team GB Olympic Gold Medal Winner Matt Richards' Parents React To His Incredible Swim | Lorraine

3,491 views • 28 Jul 2021

👍 46 🗨️ 2 ➦ SHARE ➦+ SAVE ...

<https://www.youtube.com/watch?v=Yoz8urjEQUA>

ITV – Good Morning Britain – 28/7/21

- Average daily viewers – 620,000



#GMB

Olympic Gold Medalist Matt Richards' Parents React To His 4x200m Freestyle Win | GMB

7,588 views • 28 Jul 2021

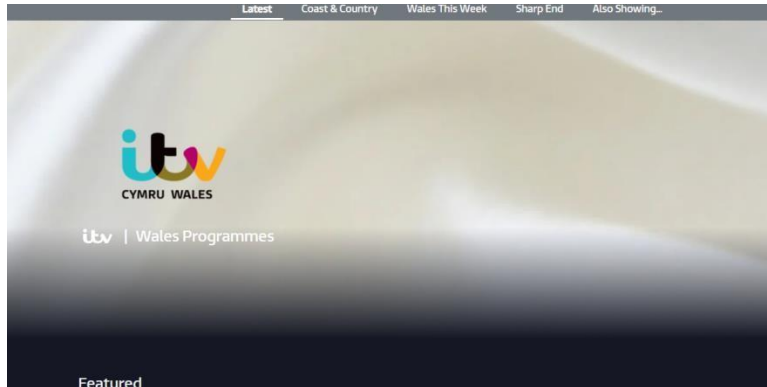
👍 96 🗨️ 3 ➦ SHARE ➦+ SAVE ...

<https://www.youtube.com/watch?v=q7oD8D1-5E>

ITV Wales at Six – 27/7/21

- Average daily viewers – 215,000

Wales at Six: Lead item, live interviews from National Pool, Swansea with club swimmers and Swim Wales performance director Ross Nicholas.



BBC News Online – 28/7/21

- Average reach per month - 310m people

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Tokyo Olympics: How Matt Richards went from garden pool to gold

By Nicola Bryan
BBC News

28 July

Coronavirus pandemic



<https://www.bbc.co.uk/news/uk-wales-57994645>



Tokyo Olympics: Matt Richards' parents 'overwhelmed' by gold medal

Matt Richards was so worried about lockdowns ruining his Olympic preparation, he had a small pool put in his garden to keep on training.

<https://www.bbc.co.uk/news/av/uk-wales-57999903>

Pool party

The year delay enabled Richards to qualify for the Olympics and he and his family have shown ingenuity to cope with the pandemic.

Most notably after the first lockdown he trained in a cold outdoor pool at home.

- **How one teenager went from garden pool to Olympic gold**

"I've said for a very long time, it didn't matter to us how far he got, it was helping him to get however far that's going to be," said dad Steve.



Matt Richards in training in his back garden

"The way swimming works, at the end of every season they have a couple of weeks off to relax and decompress and after that, Matt is already twitching and can't wait to get back into the water. So the idea of not knowing when he was going to get in the water was a real problem for him.

"When the first lockdown happened and Covid struck globally, that was a difficult time for him. We

<https://www.bbc.co.uk/sport/wales/57994794>

Matt Richards' journey from garden paddling pool to Tokyo 2020 Olympic gold

SPORT | TOKYO 2020 | OLYMPICS | Wednesday 28 July 2021, 4:47pm



<https://www.itv.com/news/2021-07-28/matt-richards-journey-from-garden-paddling-pool-to-tokyo2020-olympic-gold>

W Sport UK Sport News Tokyo Olympics

Two swimmers win first Welsh gold medals in the Tokyo Olympic Games

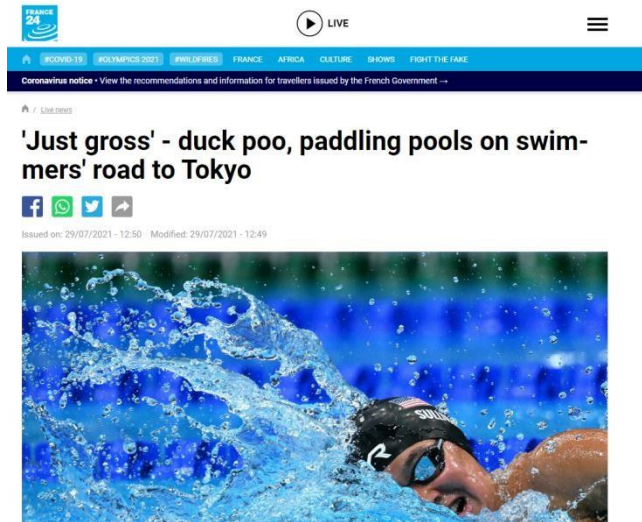
Swimmers Matthew Richards and Calum Jarvis won in the pool

SHARE 49 COMMENTS By **Cathy Owen** Breaking News Editor
 06:58, 28 JUL 2021 UPDATED 07:10, 28 JUL 2021

MOST READ

- 'This is for the f*****g series!' Unseen Lions drama unfolded away from the cameras as unbearable final 10 minutes played out
- What is she doing? Lions viewers are outraged by actions of Springbok physio
- Nigel Owens: My past disagreement with Rassie Erasmus

<https://www.walesonline.co.uk/sport/uk-sport-news/olympics-tokoyo-swimmers-wales-gold-21161371>



<https://www.france24.com/en/live-news/20210729-just-gross-duck-poo-paddling-pools-on-swimmersroad-to-tokyo>

CALUM JARVIS

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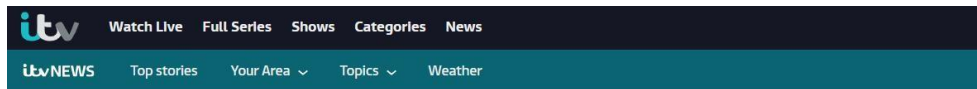
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'What a moment!' Fifth GB relay swimmer collects gold



<https://www.skysports.com/watch/video/12366908/what-a-moment-5th-gb-relay-swimmer-collectsgold>

Coming Home



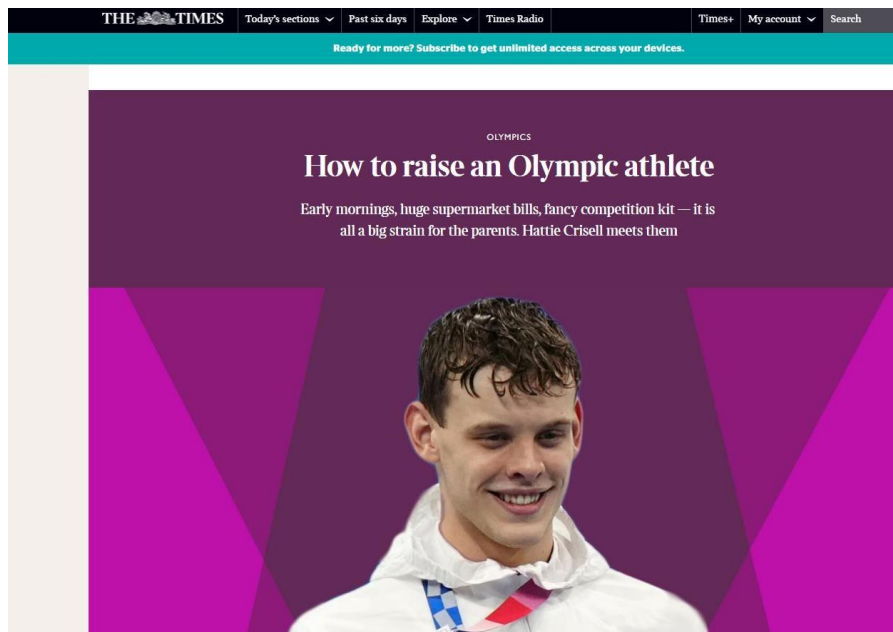
'Welcome home': Tokyo 2020 Olympic gold winner Matt Richards returns home

CENTRAL | SPORT | WORCESTERSHIRE | TOKYO 2020 | Tuesday 3 August 2021, 2:37pm



<https://www.itv.com/news/central/2021-08-03/welcome-home-tokyo-2020-olympic-gold-winner-mattrichards-returns-home>

Follow Ups



<https://www.thetimes.co.uk/article/how-to-raise-an-olympic-athlete-5ch6ngkq2>

Tokyo 2020: Olympic champions Tom Dean and Matt Richards on dodging the 'pingdemic' and Covid

SPORT | TOKYO 2020 | OLYMPICS | CORONAVIRUS | Thursday 29 July 2021, 8:11pm



Credit: Matt Richards (left) and Tom Dean (right) celebrate winning the men's 4x200m freestyle relay

Most



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<https://www.itv.com/news/2021-07-29/it-crushes-dreams-olympic-champions-dean-and-richards-on-dodging-pingdemic>

Kieran Bird

[W](#) Sport | Tokyo Olympics

Welsh Olympic swimmer Kieran Bird aims to emulate football heroes Gareth Bale and Aaron Ramsey

The swimmer takes part in the 800m freestyle heats in tokyo on Tuesday afternoon

SHARE [f](#) [t](#) [p](#) | By Tom Prosser | 17:15, 26 JUL 2021

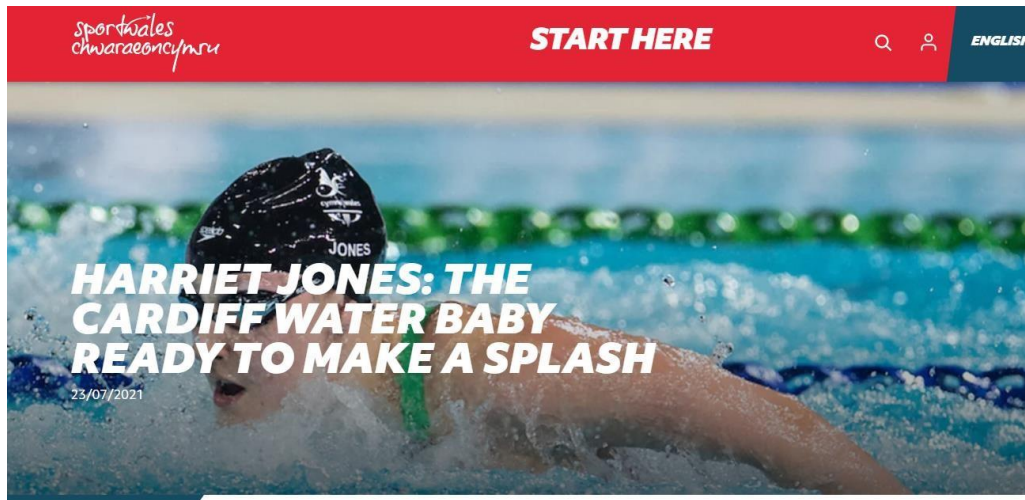
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2 The li XV for explo young throu curre who'l place

<https://www.walesonline.co.uk/sport/welsh-olympic-swimmer-kieran-bird-21149883>

Harriet Jones



Home / News and Events / News, Features, Events and Campaigns / Harriet Jones: The Cardiff water baby ready to make a splash

Harriet Jones will be competing in the opening weekend at the Tokyo Olympics but the Welsh 100m butterfly star began her journey in Cardiff when thrown in at the deep end – though, not literally – by her mum.

"My mum made me go swimming to just get a life skill, basically," says the 24-year-old, who is part of a super six half dozen swimmers from Swim Wales who made the Great Britain squad.

<https://www.sport.wales/media-centre/latest-news/harriet-jones-the-cardiff-water-baby-ready-to-make-a-splash/>

Fergus Feeney on the hunt for Paulo Radmilovic's four gold medals

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Gareth Lewis
23/07/2021

Released On: 23 Jul 2021 Available for 13 days
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Swim Wales Website Coverage


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Matt Richards - "I'm going with a plan, an aim and a hope to come away with a heavier suitcase than I left with."

CATEGORIES Swimming, Diving, Artistic Swimming, Water Polo, Education LEVELS National, Performance REGION National



19 JUL 2021 Matt Richards has already proven himself to be the fastest of the record 'Super Six' Welsh swimmers in Tokyo, but few knew that the speed he hopes will carry him onto the podium was honed in a paddling pool in his back garden last year.

When lockdown hit last year the rising star of the Swim Wales National Squad had to leave his training centre at Bath University and returned to the family home in the west Midlands.

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<https://www.swimwales.org/news/matt-richards-i-m-going-with-a-plan-an-aim-and-a-hope-to-comeaway-with-a-heavier-suitcase-than-i-left-with>


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Harriet Jones thanks her mum for planting the seeds of her Olympic dream.

CATEGORIES Swimming, Diving, Artistic Swimming, Water Polo, Education LEVELS National, Performance REGION National



23 JUL 2021 Harriet Jones thanks her mum for planting the seeds of her Olympic dream.

Jones will be competing in the opening weekend at the Tokyo Olympics but the Welsh 100m butterfly star began her journey in Cardiff when thrown in at the deep end – though, not literally – by her mother.

"My Mum made me go swimming to just get a life skill, basically," says the 24-year-old, who is part of a super six half dozen swimmers from Swim Wales who made the Great Britain squad.

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<https://www.swimwales.org/news/harriet-jones-thanks-her-mum-for-planting-the-seeds-of-herolympic-dream>

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Kieran Bird " I like my nerves. I love turning them into excitement and using them to race fast."

CATEGORIES Swimming, Diving, Artistic Swimming, Water Polo, Education LEVELS National, Performance REGION International



24 JUL 2021

Welsh swimmer Kieran Bird will begin his Olympic dream in Tokyo this weekend and is looking to take inspiration from his footballing idols Gareth Bale and Aaron Ramsey.

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The football-mad swimmer warmed up for his men's 400m freestyle heats on Saturday by re-running in his head highlights of Wales' dynamic duo and their impact at Euro 2020.

Bird, who played football as a youngster and once preferred it to swimming, is now aiming to replicate the impact

<https://www.swimwales.org/news/kieran-bird-i-like-my-nerves-i-love-turning-them-into-excitementand-using-them-to-race-fast>

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CYMRAGG ENGLISH

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Alys Thomas - To me age is not a thing. I'm still good enough to be an Olympian and I am one.

CATEGORIES Swimming, Diving, Artistic Swimming, Water Polo, Education LEVELS National, Performance REGION International



24 JUL 2021

The proverb that good things come to those who wait could have been written for Alys Thomas.

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On Tuesday, at the age of 30 – once considered veteran territory in the world of top class swimming – the Swansea-based swimmer will make her Olympic debut.

When she steps into the arena in Tokyo, a lot of memories will float through the mind of the current Commonwealth Games 200m butterfly champion.

<https://www.swimwales.org/news/alys-thomas-to-me-age-is-not-a-thing-i-m-still-good-enough-to-be-an-olympian-and-i-am-one>

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Calum Jarvis - I just couldn't gather my thoughts really as going to an Olympics has been something I've been waiting to achieve for a very long time

CATEGORIES Swimming, Diving, Artistic Swimming, Water Polo, Education LEVELS National, Performance REGION National



27 JUL 2021

Welsh swimming has been waiting since 1912 for an Olympic gold medal in a mainstream event, but maybe, just maybe the long wait may be about to end.

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Whisper it is hushed tones, but when the Welsh nation awakes on Wednesday morning this week it could be heralding not one, but two new gold medalists. It's the old London bus joke – you wait all that time for one and then

<https://www.swimwales.org/news/calum-jarvis-i-just-couldn-t-gather-my-thoughts-really-as-going-to-an-olympics-has-been-something-i-ve-been-waiting-to-achieve-for-a-very-long-time>

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Daniel Jervis - "This has been a dream of mine since I was a young boy"

CATEGORIES Swimming, Diving, Artistic Swimming, Water Polo, Education LEVELS National, Performance REGION International



29 JUL 2021

Dan Jervis won't be alone when he prays ahead of his Olympic debut in the 1500 metres freestyle event in Tokyo on Friday.

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Back in Neath, the congregation of Sardin Baptist Church have been on their knees for weeks hoping to invoke some divine intervention for one of their flock.

Pastor Fortunato Santos has put Dan at the heart of his prayer chain in a bid to help him bring back some gold

<https://www.swimwales.org/news/daniel-jervis-this-has-been-a-dream-of-mine-since-i-was-a-youngboy>

Post Race Coverage

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Matt Richards and Calum Jarvis have ended Welsh swimming's long 109-year wait for Olympic gold medal

CATEGORIES Swimming, Diving, Artistic Swimming, Water Polo, Education LEVELS National, Performance REGION International



28 JUL 2021 Olympic Champions L-R: Matt Richards, Calum Jarvis, Duncan Scott, James Guy & Tom Dean

Picture: Tim Jones British Swimming

Matt Richards and Calum Jarvis have ended Welsh swimming's long 109-year wait for Olympic gold medals with a magnificent victory in the 4x200m freestyle relay in Tokyo.

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<https://www.swimwales.org/news/matt-richards-and-calum-jarvis-have-ended-welsh-swimming-s-long-109-year-wait-for-olympic-gold-medal>

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Alys Thomas delivered her fastest time of the year to place seventh in a rapid women's 200m butterfly Olympic final in Tokyo.

CATEGORIES Swimming, Diving, Artistic Swimming, Water Polo, Education LEVELS National, Performance REGION International



29 JUL 2021 Alys Thomas delivered her fastest time of the year to place seventh in a rapid women's 200m butterfly Olympic final in Tokyo.

The Swim Wales and Swansea Aquatics competitor, making her Olympic debut aged 30, moved things on from her semi-final efforts in emphatic style, knocking more than a second off that time in a contest that saw China's Zhang Yufei break the Games record to take gold.

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<https://www.swimwales.org/news/aly-s-thomas-delivered-her-fastest-time-of-the-year-to-placeseventh-in-a-rapid-women-s-200m-butterfly-olympic-final-in-tokyo>



<https://www.swimwales.org/news/dan-jervis-finishes-fifth-in-his-first-olympic-final-as-great-britain-ended-their-most-successful-swimming-campaign-in-games-history>

Dai Sport Website Coverage

- Average monthly visitors – 42,000

The unique part of the relationship between Swim Wales and Dai Sport is that all copy gets third-party endorsement and exposure on one of Wales' growing multi-sport websites. This provides a broader audience for stories that might not otherwise be picked up by local or national media.

Dai Sport writers covered the Olympics extensively and with the journalistic knowledge and expertise that exists within the writing team was made available to Swim Wales for the Olympic project. This included one journalist in Tokyo, two of Wales' most experienced and respected sports journalists coordinating the operation at home and three other writers.

Here is a sample of the extra coverage and exposure that was achieved for Swim Wales:



Matt Richards training in his garden during lockdown.

Matt Richards Set For Tokyo Olympic Dream After Genius Lockdown Idea

Posted on 19th July 2021 by Editor

<https://www.dai-sport.com/matt-richards-set-for-tokyo-olympic-dream-after-genius-lockdown-idea/>



Harriet Jones at the GB selection trials. Pic: Getty Images.

Harriet Jones Looking To Make A Splash At The Tokyo Olympics After Learning Her Trade In Cardiff

Posted on 23rd July 2021 by Tom Prosser

By Tom Prosser

<https://www.dai-sport.com/harriet-jones-looking-to-make-a-splash-at-the-tokyo-olympics-after-learning-her-trade-in-cardiff/>



Kieran Bird celebrates qualifying for the Olympics. Pic: Getty

Kieran Bird Inspired By Wales' Gareth Bale And Aaron Ramsey Ahead Of The Tokyo Olympics

Posted on 23rd July 2021 by Tom Prosser

By Tom Prosser

Welsh swimmer Kieran Bird will begin his Olympic dream in Tokyo this weekend and is looking to take inspiration from his footballing idols Gareth Bale and Aaron Ramsey.

<https://www.dai-sport.com/kieran-bird-inspired-by-wales-gareth-bale-and-aaron-ramsey-ahead-of-the-tokyo-olympics/>



Alys Thomas after her Commonwealth Games gold medal swim in Australia. Pic: Getty Images.

Alys Thomas . . . From The Quirky School Kid With Wet Hair To First Time Welsh Olympian

Posted on 27th July 2021 by Tom Prosser

By Tom Prosser

The proverb that good things come to those who wait could have been written for Alys Thomas.

On Tuesday lunchtime at the age of 30 – once considered veteran territory in the world of top class swimming – the Swansea-based swimmer will make her Olympic debut.

<https://www.dai-sport.com/alys-thomas-from-the-quirky-school-kid-with-wet-hair-to-first-time-welsholympian/>

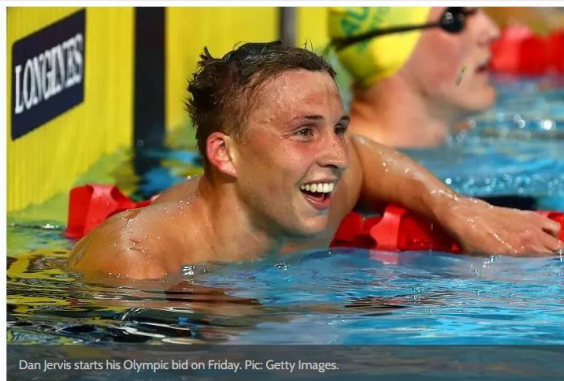


Welsh swimmer Calum Jarvis is aiming for a medal in Tokyo. Pic: Getty

Calum Jarvis In Touching Distance Of Achieving His Olympic Dream With Team GB In Tokyo

Posted on 27th July 2021 by Tom Prosser

<https://www.dai-sport.com/calum-jarvis-in-touching-distance-of-achieving-his-olympic-dream-withteam-gb-in-tokyo/>



Dan Jervis starts his Olympic bid on Friday. Pic: Getty Images.

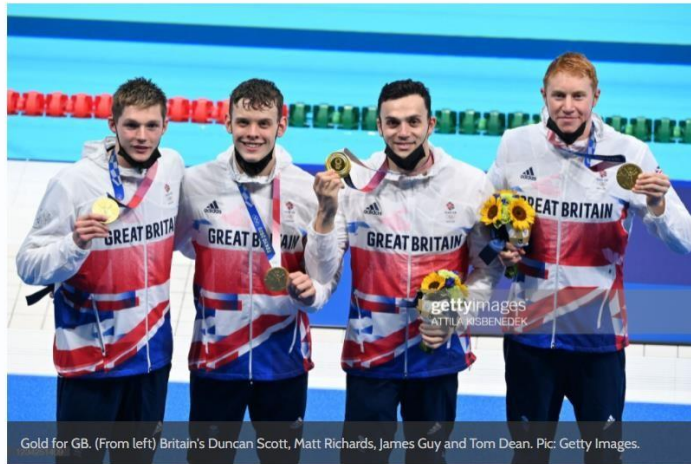
Dan Jervis . . . The Welshman Who Swims For GB, Wales, Grandad, Pastor Santos – But Mostly For God

Posted on 30th July 2021 by Editor

By Rob Cole

Dan Jervis won't be alone when he prays ahead of his Olympic debut in the 1500 metres freestyle event in Tokyo on Friday.

<https://www.dai-sport.com/dan-jervis-the-welshman-who-swims-for-gb-wales-grandad-pastor-santosbut-mostly-for-god/>



Gold for GB. (From left) Britain's Duncan Scott, Matt Richards, James Guy and Tom Dean. Pic: Getty Images.

Welsh Swimming's 109-Year Wait For Olympic Gold Is Over . . . Thanks To Matt Richards And Calum Jarvis

Posted on 28th July 2021 by Editor

By Graham Thomas

<https://www.dai-sport.com/welsh-swimmings-109-year-wait-for-olympic-gold-is-over-thanks-to-mattrichards-and-calum-jarvis/>



Alys Thomas finished seventh in the 200m butterfly final in Tokyo. Pic: Getty Images.

Alys Thomas Left Frustrated But Proud After Seventh Place Finish In Her First Olympic Final

Posted on 29th July 2021 by Editor

By David Williams

Alys Thomas delivered her fastest time of the year to place seventh in a rapid women's 200m butterfly Olympic final in Tokyo.

<https://www.dai-sport.com/aly-thomas-left-frustrated-but-proud-after-seventh-place-finish-in-her-first-olympic-final/>



Dan Jervis finished fifth in his Olympic final in Tokyo. Pic: Getty Images.

British Swimming Celebrates Best Olympics In History As Dan Jervis Earns Fifth Place In Tokyo Final

Posted on 1st August 2021 by [Editor](#)

By David Williams

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IN CONCLUSION

Of all the things this campaign has done, one major one was proving the old adage that content is king. Going to the Olympic Games is a big deal for every athlete. It is also a great opportunity for their sport. Our challenge was to maximise the exposure of the six Welsh swimmers.

The results were obviously boosted by the golden success of Matt Richards and Calum Jarvis. However, the identification of the back stories of all six athletes was at the heart of the campaign. Even if they had not won any medals the awareness of them had already been created. The key now is to build on that as we move into 2022 – a Commonwealth Games year for Wales and the 125th anniversary of Swim Wales.

The key components in making this a successful campaign were not merely confined to good story identification, good writing and expert media connections. The attitude within the Swim Wales organisation made it possible. Fergus Feeney, the CEO, set the agenda and his staff all played significant roles in making the plan work.

From arranging the athletes to chasing their parents for pictures and video content, Katie Genan and Amy Riley, went the extra mile to ensure the best possible results. The efficient posting of all the content on the Swim Wales website was also another huge step forward.

Director of performance Ross Nicholas also joined in enthusiastically to ensure that in the local media market Welsh swimming dominated over every other sport.

This co-ordinated approach helped to produce results that we hope have shown what is possible if you engage properly and professionally with the media.

The Olympics and Commonwealth Games are obvious rallying points, but once you have created an interest in your top talent – your heroes - there is always a better chance to push every aspect of your sport. Welsh championships that contain an Olympic gold medalist can now be properly promoted. Welsh records have more value, the sport is taken more seriously by the media and Welsh sports fans.

One of the challenges now is how best to link the success of the six swimmers, and those who will be going to the Commonwealth Games in Birmingham, to their clubs and local communities. Using the success of your elite performers as inspiration for other swimmers down the age group and capability scale is the next step in the exercise.

The last few weeks should be considered a line in the sand for Swim Wales and the way in which it promotes itself. We'd love to be able to play a part in ensuring it becomes a start line rather than a finish line!

Graham Thomas

Director
Dai Sport

10 August, 2021



Wales Media Awards Winner 2020