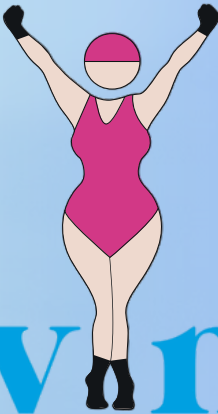


The BIG Swm 2025 IMPACT REPORT



BY ROSIE TANNER & NICKY CHISHOLM
POOLE PARTNER: LAND AND WAVE
BRIGHTON PARTNER: SEA LANES



Brighton



Poole

WHAT IS THE BIG SWIM?



The Big Swim on Saturday 8th March 2025 celebrated International Women's Day it was a storming success, 1000 women swimming and dancing in the sunshine, united by sisterhood and their love of the sea.

THE AIM

To gather a record-breaking 1000 sea swimmers.

THE MISSION

To unite them all and celebrate International women's day.

THE LEGACY

For each swimmer to take one positive action to elevate and support women in their community



[View
the
event
video](#)

THE BEGINNING



The Big Swim is the brainchild of Brighton-based adventurer Nicky Chisholm, known locally as 'PinkNicky.'

Last year's event saw 500 participants embrace the icy waters in Brighton, and for 2025, the event doubled in size, joining forces with outdoor adventure expert Rosie Tanner of Land and Wave in Dorset.

With 500 swimmers in Brighton, and 100 miles west another 500 dipped in Dorset, this nationwide event was an unforgettable tribute not to mention record breaking achievement, to the power of community, adventure, and female resilience.



**It's the perfect event to mark
International Women's Day.**



Rosie says:

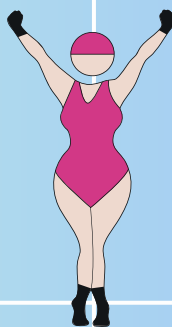
"Land & Wave has long been campaigning to get more women working and playing in the outdoors, so we're delighted to be welcoming a huge Dorset contingent to The Big Swim!"

**#PINK
NICKY**



THE TEAM

As you might imagine, it takes a lot of different people to make an event like this happen, and we are so grateful to the whole team who made this possible



NUMBERS OVER THE YEARS



Amanda Fitzgerald PR



6 First Aiders



20 volunteers



10 Lifeguards



1 ambulance

2 first aid vehicles



PLUS enough energy to power the national grid for the morning from all our swimmers!



Total

1750 Swimmers!!

2025

1000 Swimmers

2024

500 Swimmers

2023

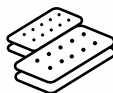
250 Swimmers

And not forgetting:



122

Pots of environmentally friendly glitter



250

Biscuits from Shoreline



500

Cups of Bird & Blend tea



I'm every woman
Played on a loop



and we definitely spotted some pink fizz and baileys



BIRD & BLEND
TEA CO.



Thank you!



PR Leads

BBC RADIO
iTV
BBC
THE ARGUS

plus we have an article coming out in Outdoor Swimming Magazine in April

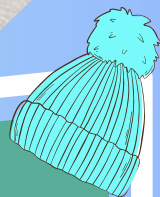
Charities

raised £500 from ticket sales

Surfers against Sewage
Sussex Kelp Society

PODCASTS

- Headright Out
- Everyday Adventure Podcast
- White Fox Talking



SOCIAL MEDIA

- #thebigswim reach 731k in 30 days
- Interactions 4k
- Top Reels 8641,6942, 4462 and 6061



Special mentions

RNLI

The all female crew in Poole and the team in Brighton

Jessica Toal

MP for Bournemouth

Peyton Velaa-Tovvah

Our first disabled swimmer who will help us to shape our inclusivity policy for 2026



The comments!



Liz Church

What a fantastic event. Thanks to all the wonderful women that took part and the amazing team of organisers and lifeguards - thank you for a great morning at Sandbanks . xx

1d Like Reply Message Hide



Top fan

Sarah Ellen Cleal

We had an absolute blast, fantastic to be part of this community of brilliant women today...thank you so much with love from [Poole and Bournemouth Blue tits](#) [Calshot Beach Blue tits](#) [Highcliffe Beach Bum Blue tits](#) [Southampton Blue tits](#) [Milford On Sea Blue tits](#) and [Worcestershire Blue tits](#) and the wider [The Blue tits Chill Swimmers](#) ...we'll definitely be back next time 💙💛💚

1d Love Reply Message Hide

7



Sarah Ellen Cleal replied · 1 Reply



Mandy Jones

We had a fabulous day thanks, and share it with so many wonderful wc



Caroline Peach

[Dee Millard](#) and I had a fantastic time with an inspiring group of women - thank you for [#InternationalWomensDay](#)!



1d Like Reply Message Hide



Fleur Rush

Thankyou all for such an amazing event at Sandbanks. Still buzzing from it all, hours later



cadburypilates 2d · ❤️ by

What an absolutely ma celebrate [#iwd](#) Massive congratulations on organising such an amazing event and bringing our awesome community of women together 🙌🙌

Reply Message Hide

View 1 previous reply



cadburypilates 1d

@[landandwave](#) it was an honour to be part of it, thank you for inviting me ❤️

Reply Message Hide



thewildswimmingco 1d

Amazing women doing amazing things 🔥

Reply Message Hide



baoskincare 2d · ❤️ by author

Just incredible 🥰🥰🥰 What a super star ⭐ I remember Rosie saying in January - What if no one comes? 🤔 Well everyone voted 🗳️ with their feet 🗳️ and showed up 🗳️ How awesome, thank you for letting BAO be part of it, we had the best time 🕒

Reply Hide

2



Kelly Keating

Thanks for hosting such a soul enriching event

💙🙌🙌

1d Like Reply Message Hide

1



Georgie Foy

Amazing morning thankyou for putting it all together 🙌🙌

1d Like Reply Message Hide



David Newman

I had a brilliant time with you all this morning and so glad to support International women's day with you all on the beach

1d Like Reply Message Hide



Wendy Brooks

We loved it thank you!



Caroline Peach

[Dee Millard](#) and I had a fantastic time with an inspiring group of women - thank you for organising the day! [#InternationalWomensDay](#)



emmasimpsonauthor 2d · ❤️ by author

Thanks for keeping us safe @[landandwave](#) you are amazing 🥰🥰🥰

Reply Message Hide

"Amazing women doing amazing things"

"What an absolutely magical morning"

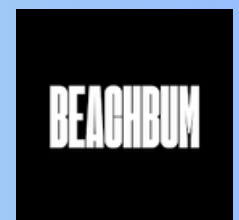
The sponsors

This wouldn't have been possible without all the amazing sponsors



OUTDOOR
Swimmer

JESSICA
HEPBURN





The ripple effect

Finally, we want to talk about the RIPPLE EFFECT of The Big Swim beyond the water. Every single one of you has the power to make a difference.

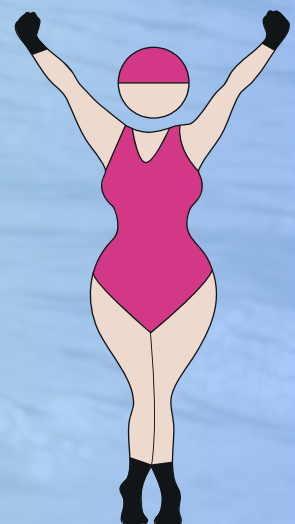
We challenge each of you to do one good thing to amplify, elevate and support women in your community. It could be mentoring a young girl, supporting a women-led business, donating to a women's charity, or simply lifting up the voices of the women around you.

Imagine the ripple effect of 1000 women taking one action each, the impact would be felt far and wide.



We want to hear your story

Tell us why you got involved in The Big Swim and what one action you are taking to support women in your community this year.



WHAT'S NEXT

2025 Join us for The Wild Weekend on the 7th-8th September



THE WILD WEEKEND

Swanage, Dorset | 05 - 07 September

**A WEEKEND OF
WILD SWIMS.
CAMPFIRES.
SUNSET SAUNAS
& FOREST SKILLS**

£249
INCL. FOOD, BELL TENT
& GUIDED ADVENTURE

Crave an adventure that's just for you? Treat yourself to the perfect post-summer reset. Gentle guided hikes, glorious secret swims spots and a dreamy sunset sauna. Ideal for both small groups and solo travellers.

Hosted by
#PINKNICKY

LAND & WAVE
ADVENTURE | PEOPLE

**FOR WOMEN
LED BY WOMEN**



THE WILD WEEKEND

THE WILD WEEKEND INCLUDES

- Free pick up from Wareham train station
- Spacious shared bell tent accommodation with two single beds *Private bell tent £289pp
- 2 days of guided hikes, swims & forest skills
- Friday night sunset sauna and sea dip
- All meals included Fri eve - Sun Breakfast

£249*
**LED BY
FOR WOMEN**



SAVE THE DATE 2026

Get in contact if you would like to be part of the event in 2026 as:

- Sponsors
- Diversity Partner
- Partner
- Media Partner



CONTACT US

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