



Introducing “do the loop”

Throughout history the River Severn has played a major role in the life of Shrewsbury. Helping to protect the town and providing an important trade route bringing wealth and development.

“do the loop” draws on the implicit link between river and town. It is no accident Shrewsbury has such riches and as a learning environment provides opportunities which are difficult to equal.

“do the loop” is the concept of local Paddlesport Coach Jamie Drummond, who passionately recognises the enormous potential we have right here in Shrewsbury.

Jamie who works for his family business Drummond Outdoor understands the value of quality participation, providing safe and enjoyable learning, in a stimulating environment is crucial to active learning and provides the foundation for regular participation.

Paddlesport provides a fantastic activity that really can be enjoyed by all ages and abilities. Paddling a Canoe, Kayak or Bellboat around the Town Loop and exploring Shrewsbury will build positive connections between River, Town and Community.

“do the loop” is for schools and colleges looking to extend learning outside the classroom, youth organisations seeking to develop innovative youth work, adult and corporate groups who desire an activity to stimulate and challenge, those who are searching for activities for all the family and individuals both adults and children who wish to access drop in sessions and after school clubs. Something for every one.

“do the loop” is About.

- Getting Shrewsbury paddling
- Creating a safe and fun learning experiences
- Learning outside the classroom and lifelong learning
- Promoting water safety
- Developing a shared interest in the river
- Developing volunteering
- Delivering an innovative and interesting programme
- Encouraging regular participation through provision and partnerships
- Providing clear paddler development both competition and recreation
- Access to a dedicated website
- Making “do the loop” synonymous with Shrewsbury



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