

Dear Parents/carers,

On a warm day we know it's tempting to head for Salford Quays to cool off in the water.  
**But – do you and your children know the dangers?**

Even on the hottest day the water at Salford Quays is cold. As soon as you go in, your body will go into cold water shock. It's a natural, automatic reaction and you can't avoid it.

Cold water shock instantly makes you gasp and breathe faster which increases the risk of getting water in your lungs, particularly if you've jumped in from high up.

Cold water shock can make you panic, increasing the risk of you swallowing water and drowning. It can also cause heart failure – even in young people – and quickly numbs your muscles, making it harder to swim and rescue yourself.

That's why it's against the law to swim in Salford Quays for your own safety unless you're taking part in an organised and supervised swimming session with advice on managing cold water shock and lifeguards to look out for you.

That's why we've put anti-climb paint on the bridges, why we monitor them with CCTV and why Greater Manchester Police and Salford City Council officers will be on patrol again this year warning people of the danger of jumping and swimming in the Quays. Anyone identified jumping from a bridge into the water will receive a warning letter or fixed penalty notice delivered by Greater Manchester Police. Over the last two years over 30 young people have had police knocking on their doors and five adults got £100 fixed penalty notices.

We want people to enjoy visiting Salford Quays safely and you can find lots of fun activities for young people on our neighbourhood Facebook pages [www.facebook.com/Ordsallandlangworthy](https://www.facebook.com/Ordsallandlangworthy) or [www.facebook.com/Claremontandweaste](https://www.facebook.com/Claremontandweaste)  
Please make sure you and your children understand the dangers of cold-water shock and stay out of any deep, open water.

Thank you  
Salford City Council

