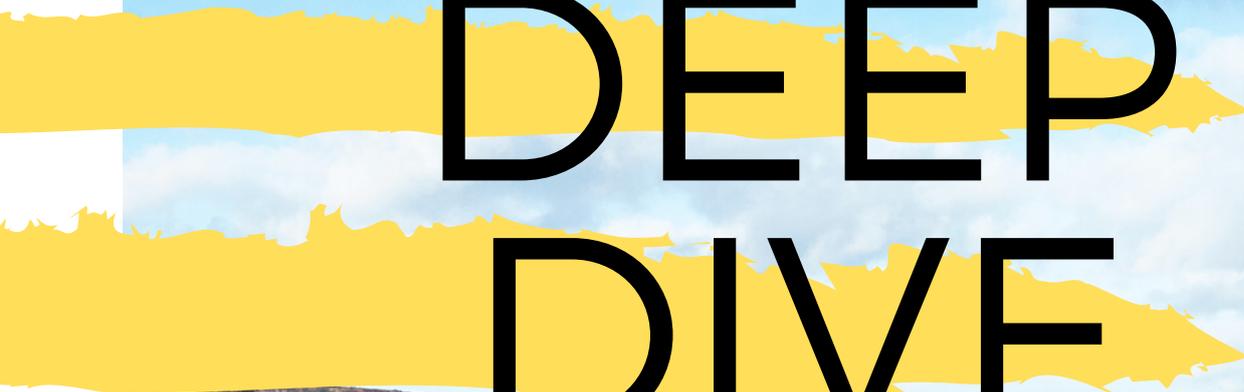
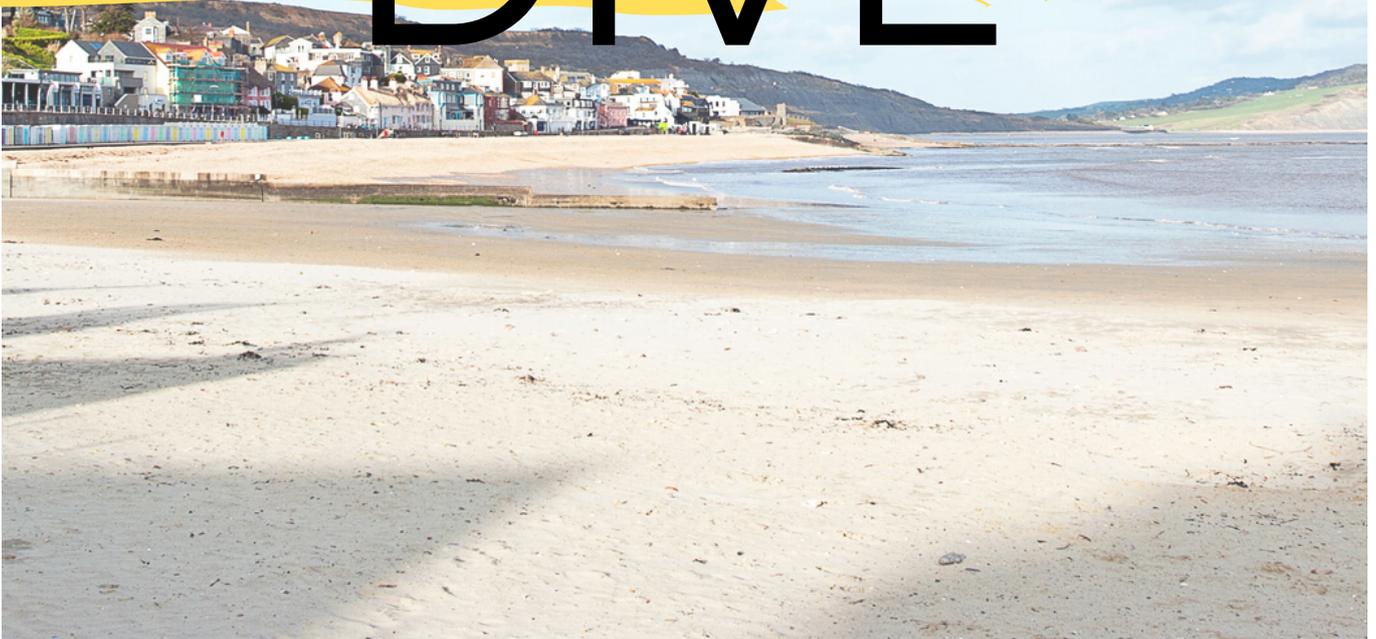




Annie Lee  
Adventures



DEEP  
DIVE



LYME REGIS, DORSET  
13TH-17TH SEPTEMBER 2021  
[www.annieleeassociates.co.uk](http://www.annieleeassociates.co.uk)



”  
WE SWIM  
NOT TO  
ESCAPE LIFE.  
BUT FOR  
LIFE NOT TO  
ESCAPE US.  
“

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# MIND OVER MATTER

## SEA SWIMMING ADVENTURES BY ANNIE LEE

"You're nuts!!" I've heard this so often in my life as I wade or dive into the sea mid-winter with just my swimmers on....

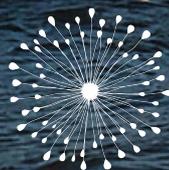
Well it seems that more and more people are too as sea swimming and wild swimming are growing rapidly in popularity!

For me swimming in the sea is a visceral pleasure - I feel every cell of my body come alive and there really is no better way to start the day. The challenge of controlling my breathing- either at the time of immersion when the cold shocks the body or when my mind makes up all sorts of weird and wonderful scenarios beneath me- is **the ultimate mind over matter.**

Our aim with Deep Dive is to learn from these physical and psychological responses in the sea and link them to other parts of our lives.

During the programme we will take an in-depth and experiential look at the connection between mind and body. In the workshops we will explore how you can utilise your body & breath to improve your physical & mental health as well as increase confidence.

You will learn how to 'train your brain' to create new habits & ensure any changes you make are sustainable. Within the individual and group coaching we will create space for you to understand yourself more fully, what drives you, what you REALLY want to be doing with your life and how you can use your unique qualities to achieve that.



Annie Lee  
Associates



Annie Lee  
Adventures

# DEEP DIVE AIMS

From a research point of view sea swimming has been linked with so many benefits such as:

- Increase in so-called 'happy hormones' serotonin & dopamine
- Decrease in stress due to the meditative state that can be induced through rhythmic breathing & motion
- Decrease in both anxiety & depressive symptoms
- Improvement of sleep through absorption of magnesium
- Strengthened immune system

Given the last year or so it's no wonder sea swimming is increasing in popularity!!

Deep Dive is your opportunity to safely explore your boundaries both in and out of the water with professionals by your side. It's time for you to immerse yourself in not just the sea but also your own personal development.

## Highlights:

- Pre & post-trip laser coaching sessions to identify your goals for the Deep Dive retreat
- Both 1:1 & group coaching sessions with experts Annie & Polly
- Stylish accommodation close to harbour & beach
- Local chef Luke Vandore-Mackay preparing breakfast, dinner (with wine) & refreshments
- Stunning location on the West Dorset Coast, part of the Jurassic Coast World Heritage Site
- Expert sea swimming lessons by local instructors

# DEEP DIVE ITINERARY



MONDAY 13TH - FRIDAY 17TH SEPT 2021  
LYME REGIS, DORSET

6x hours of group coaching  
5 x hours of workshops  
3 x sea swimming lessons  
5 x optional sea swimming sessions  
3 or 6 x 1:1 coaching add-ons

M

4.30pm Check-in  
Welcome drinks & introduction to Deep Dive  
Goal setting  
8pm Champagne reception with Dinner by Chef Luke

T

6.30am Optional sea swim/ silent sunrise  
7.30-8.30am Breakfast  
9-10.30am Mind & Body Workshop  
12.00pm Sea swimming group lesson  
1pm Lunch (free) time or 1:1 coaching session  
3-5pm Group coaching  
7.30pm Dinner by Chef Luke

W

6.30am Optional sea swim/ silent sunrise  
7.30-8.30am Breakfast  
9-10.30am Confidence Workshop  
12.00pm Sea swimming group lesson  
1pm Lunch (free) time or 1:1 coaching session  
3-5pm Group coaching  
7.30pm Dinner by Chef Luke

TH

6.30am Optional sea swim/ silent sunrise  
7.30-8.30am Breakfast  
9-10.30am Making Changes Stick Workshop  
12.00pm Sea swimming group lesson  
1pm Lunch (free) time or 1:1 coaching session  
3-5pm Group coaching  
6pm Optional swim  
7.30pm Dinner at Swim Bar

F

6am Optional sea swim/ silent sunrise  
7.30-8.30am Breakfast & Departure Workshop  
10am Departure

# COACHING TEAM

**Annie Lee** - your lead coach - is a highly qualified and experienced coach accredited with the International Coaching Federation, trained in Positive Psychology and Neuroscience. She works with individuals helping bring about a greater level of self awareness, connection to and application of strengths which leads to improved clarity and confidence.



Your host is **Charlotte Winship** who has been planning parties and events across the globe for over two-decades. Her raison d'être is entertainment and having worked in some of the World's finest and most illustrious institutions, there is little she doesn't know about luxurious comfort and first-class hospitality. Charlotte will be on hand throughout your stay to make sure you get the most out of this time.

**Polly Downes** is a highly experienced coach and accredited breath work practitioner. Polly will be running some workshops to help us understand the link between mind, body and breath as well as supporting group sessions and one to one coaching. She has a passion for the outdoors and pushing herself beyond her comfort zone. Polly recently swam the English channel as part of a team and her goal is to swim it on her own in 2023!



# COACHING FAQs



## **What is Coaching?**

Coaching is a structured conversation between coach and coachee. In its most simple form coaching is a tool that can create space, enabling you to think more clearly and allowing you to focus on and achieve your goals. This in itself could transform your life. The underlying principle of coaching is that the mind that holds the problem holds the answer; the role of the coach is to enable you to determine those answers. We use a wide variety of coaching techniques and psychological tools to raise awareness, reflect on strengths and achievements, reflect on areas for development and challenges and focus on enabling positive change.

## **What Coaching is NOT!**

Coaching is not a cosy chat! It can be uncomfortable as we aim to disrupt engrained patterns of thought and long held beliefs that are holding you back. Coaching is not therapy – it is more results based and future focused as opposed to working to heal past trauma.

## **The Coaching Process**

In the Deep Dive Programme you will be allocated a coach (either myself or Polly Downes) and we will organise an online coaching call for up to 1 hour in the 4 weeks leading up to the trip, to determine your requirements, set goals for the programme and start to foster the coach/client relationship. You will also be sent a set of questions designed to start the process of enquiry to help you determine what you want to get out of your trip. Optional 1:1 coaching is available in 3 and 6 hour slots. In the 2 weeks after the trip we will organise another online coaching call up to 1 hour to check in on progress. We believe education is key to sustainable change, therefore, we will include workshops, research and theory that supports or explains the techniques where appropriate.

## **What will happen during the group coaching sessions?**

One of the most important factors to establish before we start working together as a group is our ways of working together. This will be done on our first night (Monday) and will include what you as a group need from us, what you need from each other and what you need from yourself. I would invite you to have a think about this before our first night. The group coaching sessions will be based on your needs as a group but will follow a basic premise of getting to know yourself better so that you can gain clarity on what YOU want to achieve, what is holding you back and what you can do as a result of your new found awareness. We will use a range of psychological tools and techniques and will also teach you some basic coaching skills (if you don't already have these) so that you can best support the other group members.

## **Who else will know what has been said?**

1:1 coaching sessions are completely confidential. As accredited members of the International Coaching Federation, Polly and I agree and adhere to their Code of Conduct and only in extreme circumstances will this confidence be breached. This includes the intent to cause harm to yourself or others or criminal acts. We will contract heavily around confidentiality in the group coaching sessions and we invite you to manage your own levels of self-disclosure in these sessions.

## **Getting to know each other before the trip**

Our aim is to create a really supportive network & ultimately have a fantastic week! We will set up an online group so that we can all get to know each other before the trip and also we will set a date for an evening social get together (via video call!) as a way of building connections.

# SWIMMING TEAM



Swimming lessons will be led by **Malcolm Greenslade** Pool & Open Water Swimming Coach. Swimming has been a big part of life for Malcolm for many years with lots of competitive swimming as a youngster moving onto triathlon events over 20 years ago, open water swims, Masters and Age Group competitions.

*"A lot of my time now is spent with swimmers of all ages who are perhaps slightly nervous about the marine environment or who wish to experience the buzz and physical / mental benefits open water swimming gives. I enjoy motivating and encouraging older people to revisit or take up activities which will help improve fitness, provide long term health benefits and a feeling of wellbeing."*



**Ben Greenslade** is a qualified Swim England assistant coach and an RNLI qualified Senior Beach Lifeguard covering Lyme Regis, West Bay and Weymouth. He has qualifications in casualty care (Advanced first aid), All-Terrain vehicle and Inshore rescue boat crew. Ben is "a chip off the old block" and, as well as helping his Dad, he enjoys County swimming and Triathlon.





# NATURAL BEAUTY

Lyme Regis, on the unspoilt South West Dorset coast, is a great place to swim throughout the year and enjoy the wide variety of amazing benefits that the sea has to offer. Part of the Jurassic Coast World Heritage site, and surrounded by areas of Outstanding Natural Beauty, Lyme Regis is known as the “Pearl of Dorset”.

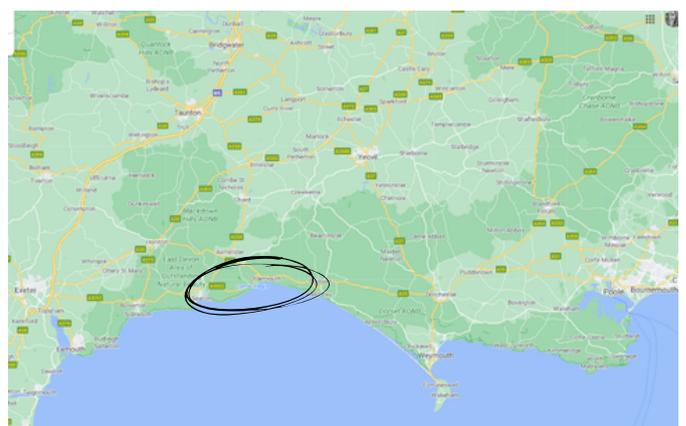
Lyme Regis is an historic unspoiled seaside resort and fishing port on the world famous Cobb harbour. Surrounded by beautiful coastlines and countryside, the area is famous for its geology and fossil finds, its historic old town, and its beaches.

Easily accessible, and only three hours from London and the Midlands, Exeter Airport is only 40 minutes away.

**Lyme Regis is away from it all, making Deep Dive the ideal exclusive coaching experience!**

Join us for four days of self-discovery, confidence building, reflection, and sea swimming,

Airport - Exeter (40 mins)  
Station - Axminster (15 mins)  
Motorway - M5 (40 mins)





# SPRINGFIELD HOUSE

We will be based at Springfield House for the duration of the retreat. This private home is located in the centre of Lyme Regis and a short walk from the beach.

Springfield is a large, bright and cheerful house, designed with comfort and relaxation at its heart. There are plenty of indoor and outdoor spaces for you to enjoy together with your fellow housemates including the games room, conservatory, snug and lounge.

If you seek solitude then there are also plenty of quiet nooks for you to contemplate over the week including the secluded garden with views across the bay.

Renowned local chef Luke Vandore-Mackay will prepare a healthy continental breakfast each morning and a delicious three-course dinner every evening

accompanied by wine & alcohol-free alternatives. On the first evening there will be a champagne reception followed by hot and cold drinks with refreshments available throughout your stay.

Lunchtime is your time to take a break. Enjoy Lyme or stay at the house. It's your choice. If you need advice on places to explore then our event host Charlotte will be on hand to assist.

You are welcome to come alone or bring a partner or friend to share the experience. Private single rooms are available or shared twin or double rooms.

Space to relax and a good night's sleep await you in our stylish and well-appointed bedrooms. Soft linens, fluffy towels and luxury toiletries are provided. Choose from one of six bedrooms all designed with comfort and relaxation in mind.

[www.springfield-lyme.co.uk](http://www.springfield-lyme.co.uk)

**POSTCODE: DT7 3LJ**

# STYLISH ROOMS

You are welcome to come alone or bring a partner or friend to share the experience. Private single rooms, shared, twin & double rooms are available. Prices are for four nights' accommodation including: breakfast, dinner, coaching, workshops & sea swimming lessons.



**MASTER SUITE (En-suite)** – For a couple or a single person to enjoy the spacious, comfort of a king-size double bed, glorious sea views and an extra-large en-suite bathroom with a deep tub to unwind.

£2185 per person (single occupancy)  
£1643 per person (double occupancy)

**2 x SEA-VIEW ROOMS (En-suite)** – A king-size bed is available for you to enjoy or to share as a twin bedroom. These rooms enjoy splendid views out to sea and a private en-suite with walk-in shower.

£2155 per person (single occupancy)  
£1628 per person (double occupancy)

**WOODLAND ROOM (En-suite)** – Available for two to share as a twin or double room or enjoy alone with pretty views out to the neighbouring woodland and a large private en-suite with walk-in shower.

£2105 per person (single occupancy)  
£1578 per person (double occupancy)

**SEA-VIEW ROOM** – This large room provides plenty of space for two to share as a twin or for one to enjoy the glorious sea views alone. The shared family bathroom is just across the hall with a large tub for a relaxing soak and a walk-in shower.

£1910 per person (single occupancy)  
£1458 per person (double occupancy)

**WOODLAND ROOM** – A cosy space for you to enjoy alone overlooking the pretty neighbouring woodland. The shared family bathroom has a large tub for a relaxing soak and a separate walk-in shower.

£1810 single occupancy





## COACHING ADD-ONS

3 hours 1:1 coaching £375  
(normally £450)

6 hours 1:1 coaching £750  
(normally £900)

During Deep Dive, we are offering optional 1:1 coaching add-on sessions with experts Annie & Polly. These private sessions will be spread throughout the trip and afterwards.

The purpose of 1:1 coaching is to support individuals to develop their self awareness and self mastery to increase performance and achieve their potential. This is enabled through a dynamic, positive, enriching learning partnership between coach and coachee set in a relaxing, confidential, and trust inducing environment.

All 1:1 coaching sessions are completely confidential and offer a true Deep Dive experience.

**Please read our coaching FAQs or contact us for more information.**







# COME ON, DIVE IN!

We are delighted that you have asked for more information about our Deep Dive Programme!

This information pack is meant to give you a good overview of the Deep Dive Programme in support of the information on our website >

[www.annieleeassociates.co.uk/  
deep\\_dive](http://www.annieleeassociates.co.uk/deep_dive)

If you have any questions or queries please do not hesitate to contact us!



Book a FREE 30-min discovery call to find out more >



07796 990630



annie@  
annieleeassociates.com

