

30% of schools are purchasing **10 lessons or less** during the school year

1 IN 3 CHILDREN ARE LEAVING
PRIMARY SCHOOL UNABLE TO SWIM

29% of youngsters only
swim when they go on holiday

51% of parents struggle
to pay for swimming lessons

55% of parents rely
on schools to teach their
children to swim

Over **1 million children** are
expected to leave primary schools
between 21-22 and 25-26 unable
to swim 25m

Impact



Swim:ED more than doubled the number of children able to swim 25m competently, confidently, and proficiently.



The percentage of children able to swim 25m soared from less than a quarter (22.9%) to over half (50.7%).



Proficiency in swimming a range of strokes dramatically increased from just 22% to over 65%.



81.7% now possess critical safe self-rescue skills following participation in Swim:ED.

What makes Swim:ED different?

- **Turnkey solution:** Swim:ED brings a complete swimming solution directly to your school, from providing a secure, heated pop-up swimming pool to qualified swimming instructors and a tailored swim curriculum.
- **Efficiency:** Swim:ED eliminates logistics and transport hassles and minimises lost learning time by providing on-site swimming lessons.
- **Impact measurement:** Schools can see the impact through measurable outcomes, including improvements in students' swimming abilities and their confidence in the water
- **Safety:** Our stringent health and safety protocols and supervision by our trained professionals ensure a safe and secure swimming environment.
- **Inclusivity:** Swimming should be a right, not a privilege. We strive to eliminate barriers and make high-quality swimming education accessible to every child.
- **Quality instruction:** The Swim:ED team are fully-qualified and delivers a tailored curriculum that meets national curriculum expectations for swimming and water safety.

What are the benefits of Swim:ED?

- **Enhanced learning time:** By eradicating travel times to off-site swimming facilities, Swim:ED increases valuable learning time for children.
- **Reduced logistical hassles:** No need to arrange and manage off-site swimming provision or transport logistics, significantly reducing school headaches.
- **Data-driven insights:** Comprehensive pupil assessments give schools meaningful insights into each child's progress against national curriculum expectations for swimming and water safety.
- **Safety first:** With our stringent health and safety protocols, schools can have full confidence that children are taught in a safe and secure swimming environment.
- **Quality and inclusive education:** With Swim:ED's highly qualified team, all children, regardless of background or financial means, get the opportunity to learn an essential life skill.
- **Cost-efficient:** With our turnkey solution, some schools find Swim:ED more cost-effective than traditional off-site swimming lessons, considering the associated costs of transportation and staff allocation.



Many primary schools struggle to offer high-quality swimming provision for their children that meets national curriculum requirements, doesn't disrupt their school day, or result in lost learning time.

Our pop-up pool and high-quality swim teaching programme delivers a comprehensive and safe learning experience, right on your playground. By monitoring progress and recording attainment levels, we enable your school to meet your national curriculum outcomes and ensure your children are safe, competent, and confident in the water.