



ACTIVE NATION

Pool Platforms Case Study



Following consultation with the Pool Platforms Operational Team, Active Nation purchased 13 platforms for a single site in December 2013.

Here, Contract Manager Mark Learnihan explains how they came to the decision:

What were the deciding factors to you thinking about using teaching platforms for your swim programme?

The Quays is a fairly unique facility compares to most swimming pools due to us operating more diving programmes than swimming programmes for teaching children and therefore pool space was limited

In order to allow continued expansion and growth of both swimming and diving lessons we had to look at alternative arrangements and we decided that the most beneficial way of doing this would be to include swimming lessons in our main pool for younger children by adding Pool Platforms.

What challenges have you faced in your business, & how have they influenced your decision to purchase teaching platforms?

We were operating close to full capacity in swim lessons with no opportunity to expand due to limited pool space. Our diving programme is one of the largest in the UK and with members of the Team GB Diving squad also training at the facility, pool space was at a premium.

The pool blocks have given us a chance to open up more classes and offer more days to teach children how to swim. The diving team also had many recommendations to hold diving lessons on Sundays but unable to as swim lessons had the majority of the dive pool on this day.

We always try to give our supporters as much opportunity to become active as they can and and if we can diversify our pool sessions to include more lessons in our main pool this is a positive for us.

What Impact and/or benefits do you think the use of Pool Platforms will have on your swim programme?

We now have the potential to expand both the diving and the swimming lessons which will help to encourage extra swimmers onto our programme and extra income to our charity which can be reinvested back into other opportunities to persuade the population of Southampton to become active and in turn reduce obesity levels locally.

We are also hoping this will benefit the children with their swimming lessons progressing quicker through the stages and giving the children confidence that they can swim in deeper water.

More families now will have the opportunity to have children learning to swim and dive at the same time which was not possible before. With the national statistic for children aged 11 leaving primary school unable to swim currently at 30% there are lots of opportunities available for us to pass on the benefits of learning to swim at an early age and with the partnership of the Amateur Swimming Association we have managed to reduce this level locally.



What are you looking to achieve with the implementation of teaching platforms at your clubs?

Ideally we have targeted an increase of 40% in our swimming lesson provision within the next 12 months with a further 10% increase to our already popular diving courses.

Active Nation currently teach over 1,500 children to swim in the city per week with another 1,500 diving places per week on our programme. It's our intention to have over 5,000 weekly spaces available on our swimming and diving programmes within the next 12 months.

How did you finance your platforms

The pool platforms were financed by a combination of Active Nation purchasing some of the platforms as we could see the direct benefit to our programme and we also offered an opportunity to local businesses and some of our national partners to become involved as the pool platforms will permanently be on the poolside in full view of the spectator seating areas.

The Quays regularly hold national diving competitions as well as regional swimming competitions so the opportunity to become a part of this was seen by a number of sponsors.

Why did you choose Pool Platforms over teaching platforms that may be available on the market?

We believe that Pool Platforms provide excellent customer service along with quality products. We were able to move quickly with our order and there were no problems in using graphics provided by our sponsors on the platforms.

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