



BEDES

Pool Platforms Case Study



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

The main deciding factor for us was that, due to the young age of most of the students and the fact that the depth of the pool is so much greater than the standing height of the children, it increases their safety as it allows them to stand up in the pool. It has also enabled us to increase the number of children we can safely teach at one time.

Using the Pool Platforms allows the swimming teachers to focus their attention on a number of students at once, rather than to focus solely on one student at a time as it enables the swimmers to all face the teacher rather than holding on to the wall with their backs to the teacher.

What challenges do you face in your business that influenced your decision to purchase teaching platforms?

Due to the rapid growth of the Swim School here at Bede's, the child to instructor ratio has increased massively. This has meant that in order for instructors to teach their students safely, we decided to purchase a number of Pool Platforms so that the instructors can feel comfortable whilst teaching.

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

The safety of the children is our number one priority here at Bede's and so, for us, anything that improves this area is a worthwhile investment. It has benefitted us mainly by allowing more children to be in the pool at one time, meaning we can increase the number of students and therefore increase our revenue as a Swim School.

Have you managed to increase the numbers on your swim school programme since using pool platforms and if so by how much?

Yes, because we only have instructors in the water it means we can safely have up to eight children in the pool per teacher. We have managed to increase the number of children that we teach each week by around 50 which, for a fairly small Swim School, is a very significant amount!

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

We always prioritise safety in the water and therefore that is something that we are always pursuing. We also hope that using the teaching platforms will help us to achieve greater parent satisfaction and improve our levels of trust with the parents.

What has been the feedback from Instructors since the use of the pool platforms?

Instructors are extremely happy as they are able to have a larger amount of children in the pool, but still feel comfortable and are able to give all of the children the attention they deserve.

What has been the feedback from parents/ students since the use of the pool platforms?

The parents seem to love the pool platforms and have commented on how much more confident their children are as the pool environment is a lot safer. The children in the early stages are keen to have their feet firmly on the ground!



Has the use of Pool Platforms had any impact on your lesson plans/ lesson creativity/ student progression? If so, how?

Yes huge progression on all swimmers- more confident. We have been able to plan more effectively as we know that we can have a number of swimmers safely 'watching' whilst the teachers concentrate on individuals.

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

We knew that Pool Platforms was a trusted and recommended brand. We liked the fun, bright design and knew it would appeal to the young swimmers. It also encourages the younger ones to put their face in the water in order

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