



VIRGIN ACTIVE

Pool Platforms Case Study



After an extended period of trial and review, Virgin Active purchased 200 pool platforms for their swim school programme.

Virgin Active created a unique 360 degree bespoke platform design to fit in with their branding and have developed a feedback process to measure the improvements to their swim school through the use of the platform.

Here Shani gold, Swim Development Manager, Product Team explains how they came to the decision:

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

Many of our swim schools have reached capacity due to the pool space availability or timetable restrictions. Pool Platforms are a great innovation to allow our swim schools to maximise pool space, increase programme capacity and improve lesson quality.

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

Limitations of facilities (such as pool depth or space available are often a huge barrier in the learn to swim process for the parent and child. Pool Platforms provide reassurance and a safety net for swimmers who are not lesson confident or learning out of their depth.

In addition, being able to increase programme capacity allowed some of our swim schools to eliminate waiting lists through the use of the platforms providing an instant return on our investment.

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

Pool Platforms will improve the service we deliver through enhanced lesson quality. The platforms also introduce an exciting new interactive element to the lesson, with underwater designs making submersion a more exciting experience for children developing this challenging learning outcome.

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

Increased swim school participation through use of this aid. Improved lesson quality through improved lesson control, overall safety and class experience.

You undertook a trial of platforms over an extended period. What were the outcomes you were looking for to deem this trial a success?

It was important for us to undertake a product-testing period to ensure the platforms would have a positive effect on lessons and would be a worthwhile investment.

It was also important for us to collect feedback including positive, negative and recommended areas of improvements. We did make a number of changes as a result of testing the platforms in a trial period. Feedback was collected from all users including swimmers, staff and parents.



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

Pool Platforms were extremely accommodating with our request of product testing periods, prints and meeting scheduled timeframes. They have been extremely professional, flexible and prompt with the needs of our business.

11,095 classes per day
18,800 creche places per day
500,000 members
980 personal trainers.

