



# CREATIVE AQUATIC

Pool Platforms Case Study



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

We needed something that would be able to support our pupils in the water whilst also removable when not in use

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

Our pool is around 1.2m in the shallow end and so physically, the younger children would need to use floatation aids all the time or have to sit on the side between every swim. This alleviates that need.

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

We find the confidence of the pupils has improved massively as they are able to use the platforms to swim a distance between them. As they become stronger and more more confident in the water we can increase the distance they swim.

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

An ease of use and to overcome the depth difficulty with our swimmers

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

Our instructors have found these extremely beneficial. They are easy to use, easy to put in and out of the pool and give us the ability to change the layout of the pool easily to suit the class type we are offering in each session.

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

We use two platforms, one next to the wall as a starting point and another platform that we can move about depending on the lesson and progression of the student. The parents can see the distance change over time and so see more of a progression for their child.

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

Definitely! We are able to use the platforms to create distance as well as push and glide and 'rocket' games. We also use them for other drills and games where the children can stand up using the platforms as a starting and end point

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

These offered excellent value for money and we were able to personalise them with our logo creating a professional look



Creative Aquatic is an organisation that was established in early 2012 by multi award winning swimming teacher and coach Simone Benhayon. In 2013, Creative Aquatic was awarded Swim School of the Year in the UK after only 18 months of business. Creative Aquatic currently teaches 700 students every week from their swimming pool venue in Froome.

[www.creativeaquatic.co.uk](http://www.creativeaquatic.co.uk)

