

Total Swimming's Modular Pools



Make a Splash

MAYOR OF LONDON



Olympian-led company



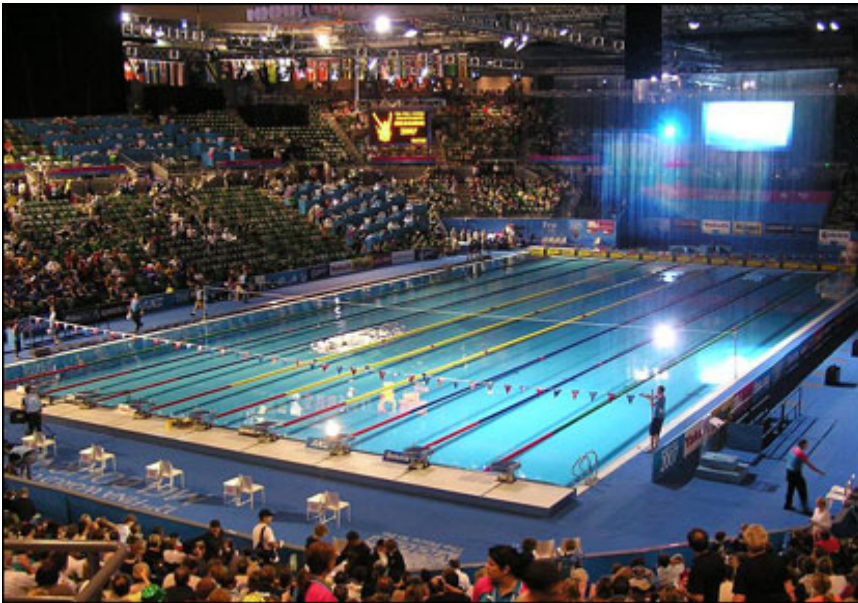
Revolutionising swimming - changing lives

Adrian Turner



Steve Parry





Total Swimming – Modular Pool Facilities & Programmes



National Curriculum Requirement

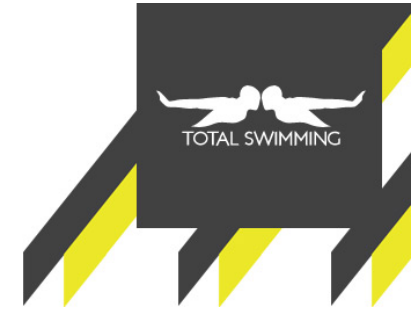


*“All schools must provide swimming instruction in KS1 or KS2
In particular pupils should be taught to...*

- *Use a range of strokes*
- *Perform safe self-rescue*
- *Swim 25m”*



Actual Curriculum Outcomes



- **45% of children leaving primary school are unable to swim 25m**
- **55% of schools are not spending the recommended amount of time swimming**
- **6.6% of schools offer NO swimming provision at Key Stage 2 (541,000 pupils)**
- **39% of primary age children don't receive any swimming lessons – in or out of school.**

Source: ASA Annual Swimming Report 2015

Source: ASA School Swimming Manifesto 2012

School Swimming Challenges



Financial	Logistical	Socio-Cultural
<ul style="list-style-type: none">• Almost 1/5 of parents say they can no longer afford private swimming lessons.• Local authority pool closures.• High instructor:pupil ratios (1:30)	<ul style="list-style-type: none">• Distances to pools.• Schools lose ½ day or more of teaching time.• Multiple members of staff required to accompany children.• Transport costs £65-£250 per return journey.	<ul style="list-style-type: none">• Increase in historically non-swimming populations.• Increase in deprivation.• Increase in inactivity.

The Modular Pool Solution



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Our Pool Programmes



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Unique Swimming Experience with Olympians





Modular Pool Outcomes & KPIs.....



**Over 40,000 school
children taught to
swim in modular
pools**

(31 pools: July 2009 to March 2016)

**30,000
community
swimmers
participated after
school**

**¼ million swims
31 Olympian
visits**

Make a Splash

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45,000 taught to swim in modular pools

(35 pools: January 2010 to April 2016)

13,500 swimmers after school

¼ million swims

35 Olympian visits

Sport England Research:

“70% of the children who used the temporary pool went swimming again in their nearest pool once the programme moved on.”

“Greatest improvements in overall personal outlook and lifestyle were:

- *Increase in confidence and independence*
- *Greater integration into British culture*
- *Embraced the socially engaging environment”*



Total Swimming ROI analysis, Make A Splash:

“For the local partners to achieve the equivalent outcomes by conventional means – and excluding the remarkable profile value – would require a spend of £3.80 to every £1 spent on a *Make A Splash* pool.”

BIG SOCIETY AWARDS

2013



Prime Minister David Cameron:

“British Gas’s Pools 4 Schools is a fantastic initiative. Swimming isn’t just good exercise and a great hobby, it can also be a life saving skill.

I’m delighted to be recognising the hard work of the teams at British Gas, Total Swimming and the Amateur Swimming Association with this Big Society Award.”

Big Society Award Winners 2013

Modular Evolution: pop-up tanks to complete swimming facilities

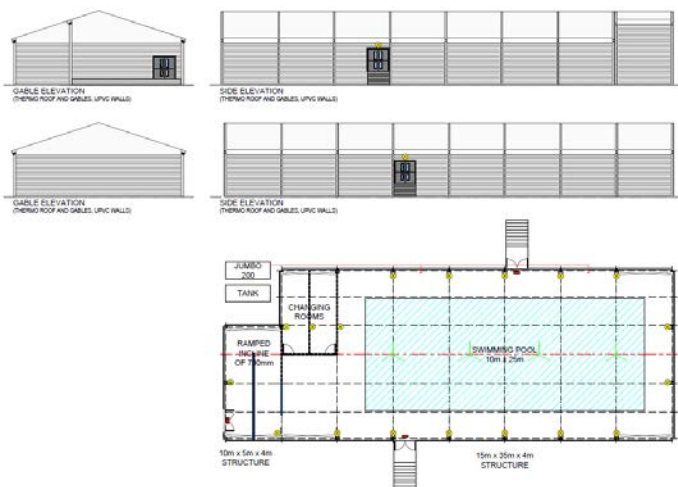


- 2009: 12m x 6m steel tank pools
- 2014: 18m x 6m extended pools
- **2015: 25m x 10m swimming facility**

Total Swimming's Demountable 25m Pools



Bridlington Sports Centre in November 2013



Bridlington Sports Centre by February 2014 – 25m Pool

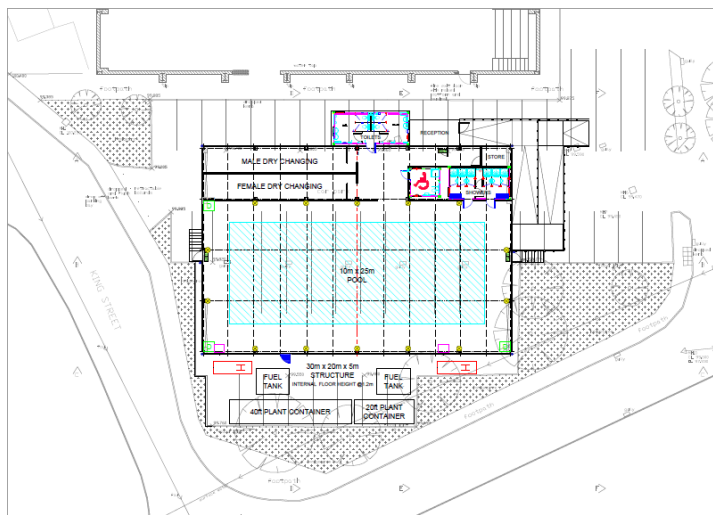
Total Cost: £566,000



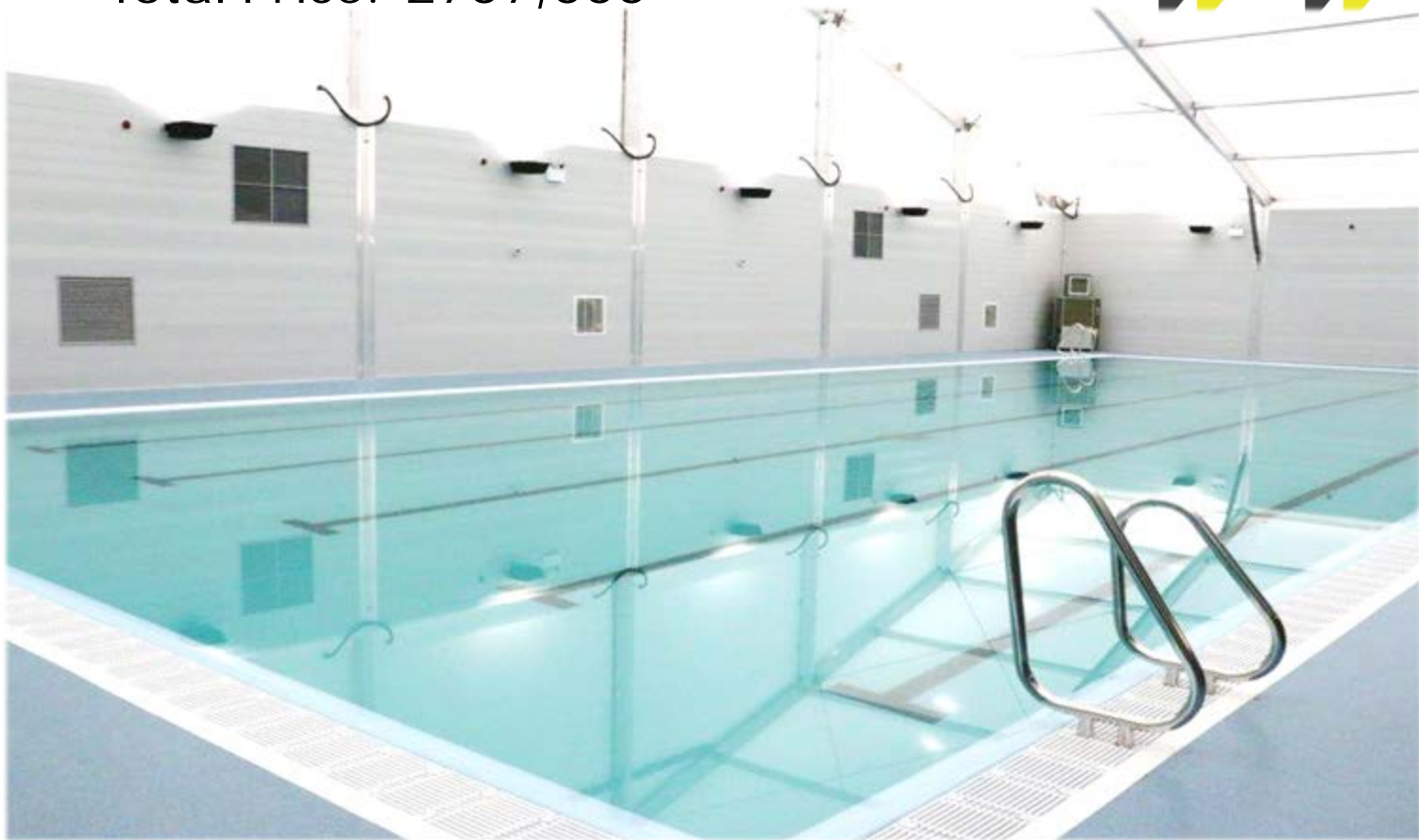
Total Swimming's Demountable 25m Pools



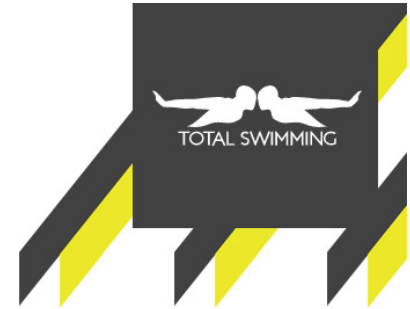
Dumfries Ice Bowl in August 2014



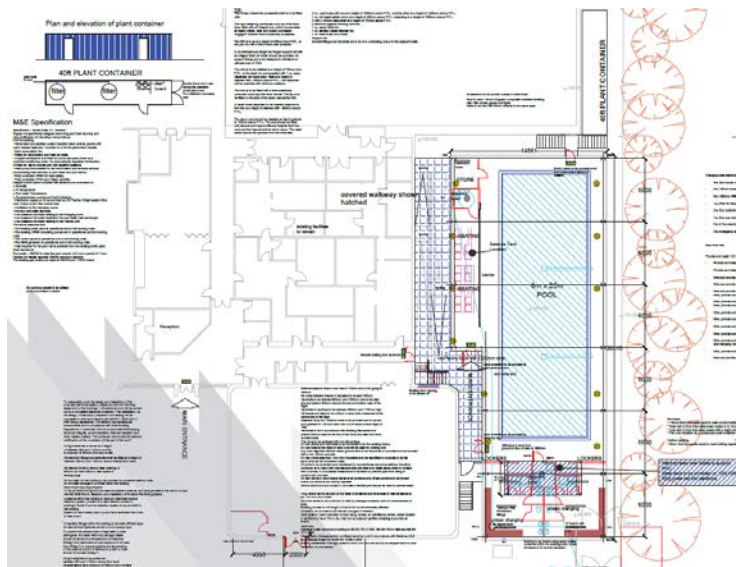
Dumfries Ice Bowl by October 2014 – 25m Pool
Total Price: £707,000



Total Swimming's Permanent 25m Pools



Radcliffe Riverside School in January 2015



Radcliffe Riverside School by April 2015 – 25m Pool

Total Price: £945,000



Game changing facilities



High quality

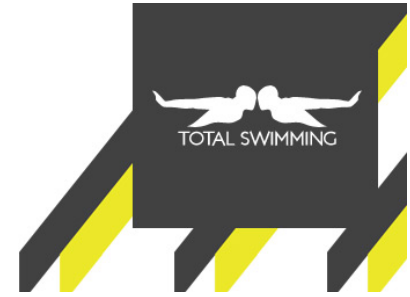
Flexible in
spec and
duration

New and
permanent
legacy

¼ of the cost



Complete modular facility clients



Complete modular facility opportunity



- Since 2013 we have now delivered 3 x 25m pool facilities for local authorities across the UK and due to deliver two more in 2017.
- The latest project for Bury Council is a 25m pool facility with an anticipated lifespan of 20 years and installed for under £1m



Outcomes – Long-term, Complete Pool Facilities



Bridlington Temp 25m Pool – Jan 2014 to March 2016

- General Swimming 98095
- After school swimming 29575
- School Swimming 21892



Dumfries Temporary 25m Pool – October 2014 to March 2016

- General Swimming 61915
- After school swimming 13014
- School Swimming 11809



Radcliffe Perm Pool 25m Pool Facility June 2015 to March 2016

- General Swimming 32217
- After school swimming 7693
- School Swimming 6523





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Thank you!