



Growing demand for baby swimming

In 2009, STA conducted the industry's first baby swimming survey - STA compares results and assesses how the industry has grown 5 years on.

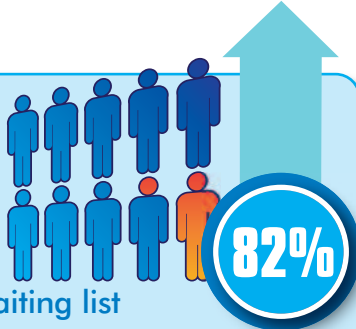
Survey Respondents

Total of 206 respondents in 2014 - together teach more than 50,000 babies and infants aged 0-2 years every week

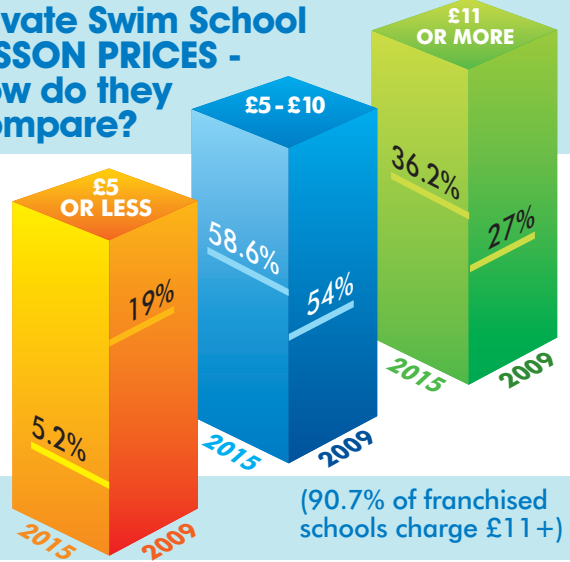
-  **84%** Privately owned swim schools/franchises
- 12%** Public Leisure Facilities
- 4%** Leisure Trusts

Market Growth

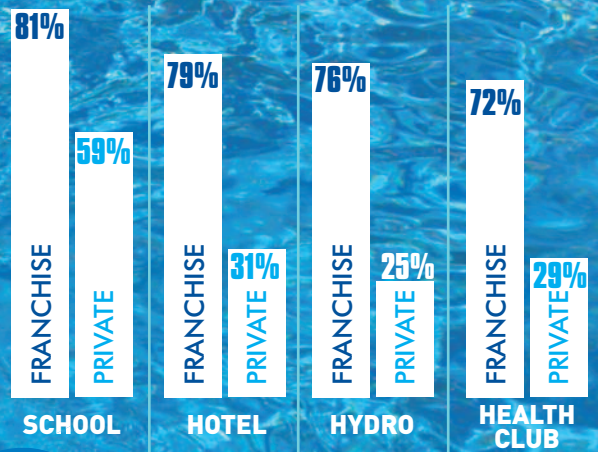
- **82%** 'significant' rise over the last 5 years in the numbers they teach weekly
- Almost **70%** said they had a waiting list
- Franchise swim schools reported having the largest waiting lists at **81%**
- **83%** run additional lessons – L2S (75%), Adult (35%), Disability (19%)




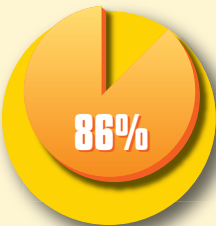
Private Swim School LESSON PRICES - how do they compare?



Types of Pools hired



 Interestingly 18% of privately owned swim schools said they used their 'own pool'.

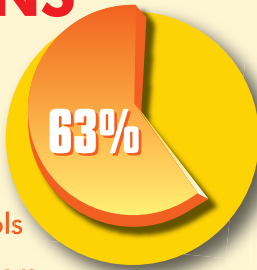


Future

Almost 86% said the baby swim market had not yet reached its peak, although many warned that growth could be capped because of pool time availability.

TOP 3 CONCERNS

- **63%** stated the increase in demand for lessons compared with pool time availability (compared with 27% in 2009)
- **58%** - said the limited number of pools
- **34%** - said the lack of qualified teachers



Could the lack of UK pool time availability and pool space therefore cap the growth of this thriving industry?

Teaching Qualifications:

- **86%** of all respondents hold a STA baby swimming teaching qualification – up from 58% in 2009

