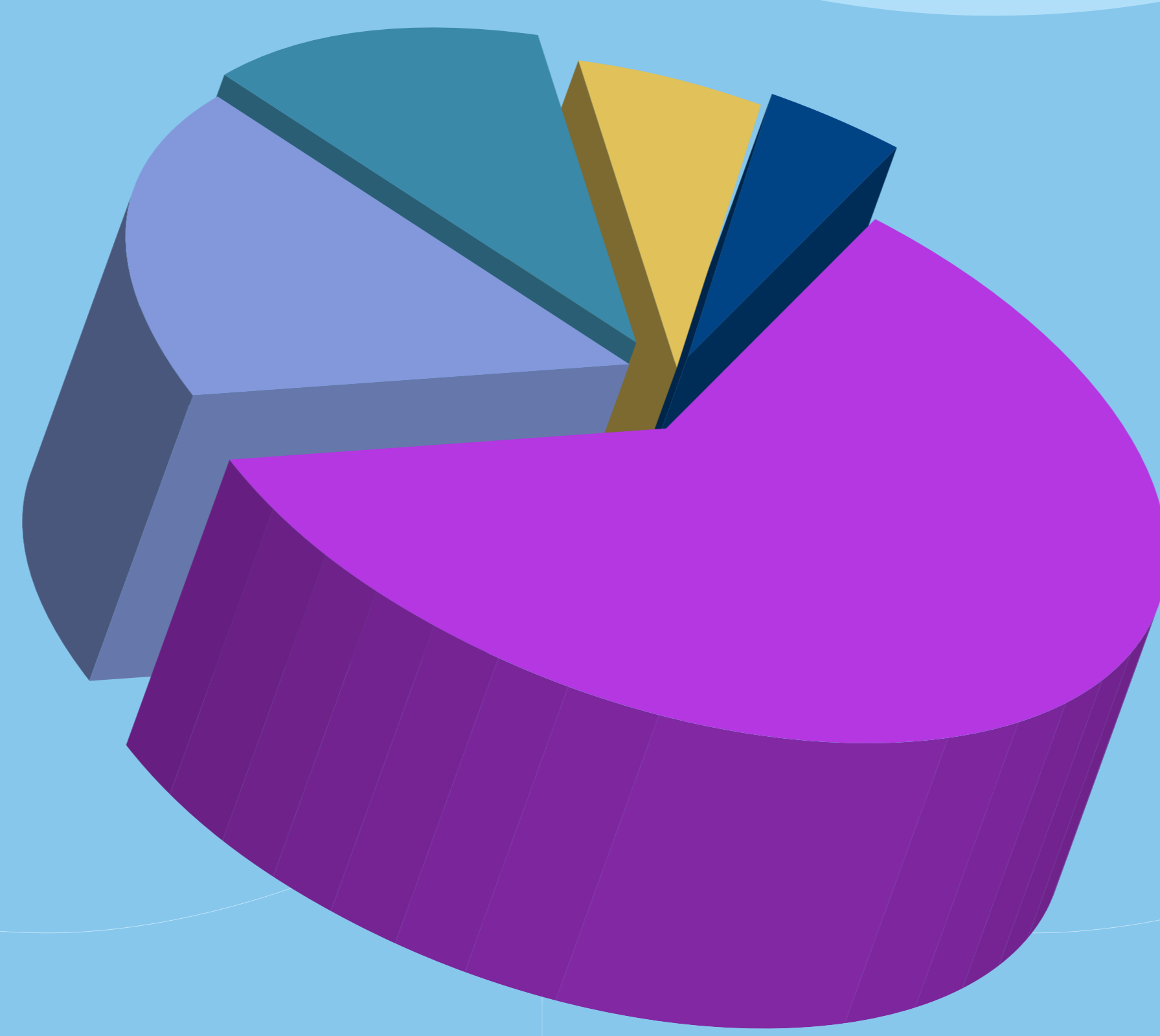


ARE CHILDREN EXITING SWIMMING LESSONS TOO EARLY?

In 2018, for International Learn to Swim Week, STA conducted industry research to understand if UK children are exiting learn to swim programmes too early – the report titled 'Understanding a Learners Swimming Journey' reveals too many are.

Survey Respondents

- Total of **297 Swim School Schools** operating in the private and public leisure sector
- Combined the survey sample teach more than **93,000 children aged from 2-10 years** every week.



Public Sector 18%
Leisure Trust 6%
Privately Owned Swim Schools 60%
Franchise 4%
Other 12%

Top 3 minimum skills required to be an able swimmer:

- Treading water for 2 minutes
- Jump in and swim back to the side unaided
- Swim 50 metres unaided.



Are children exiting swimming before achieving these 3 minimum skills?

Yes, the majority do – **27%**
Yes, some do – **57%**
No – **16%**

Age – the biggest exit points

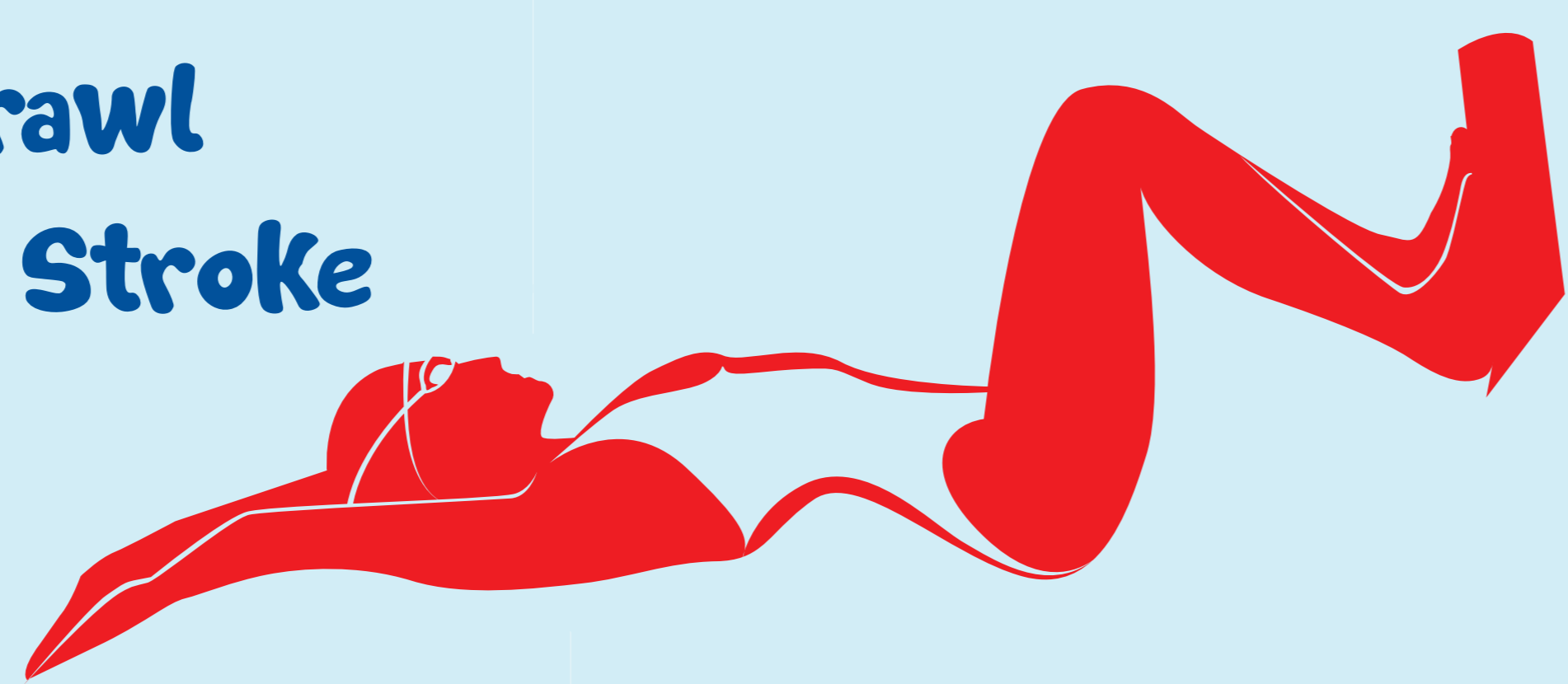
7-10 years **47%**
10 years + **41%**

THE MAIN REASON CITED FOR CHILDREN EXITING SWIMMING LESSONS – **74%** SAID: 'PARENTS BELIEVE THEIR CHILD CAN SWIM AND ARE WATER CONFIDENT.'



The top 9 skills parents prioritise:

1. Distance Swimming – Front Crawl
2. Distance Swimming – Back Crawl
3. Distance Swimming – Breast Stroke
4. Learning Survival Strokes
5. Treading Water
6. Improving Stroke Technique
7. Learning the Water Safety Code
8. Learning Rescue Techniques
9. Distance Swimming – Butterfly



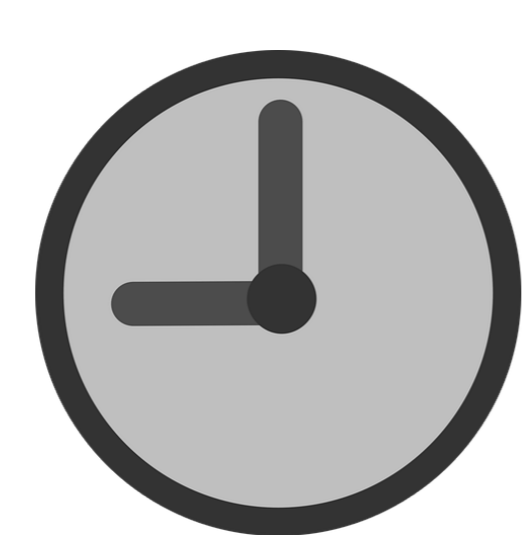
This is based on swimming teachers' experiences (the results were scored and totalled from 1-9).

This difference of opinion between what swimming teachers believe and parents say makes a child able to swim raises an important point. The research enforces a widely held industry view that parents value the teaching of strokes and distances more highly than the teaching of water safety and survival skills.

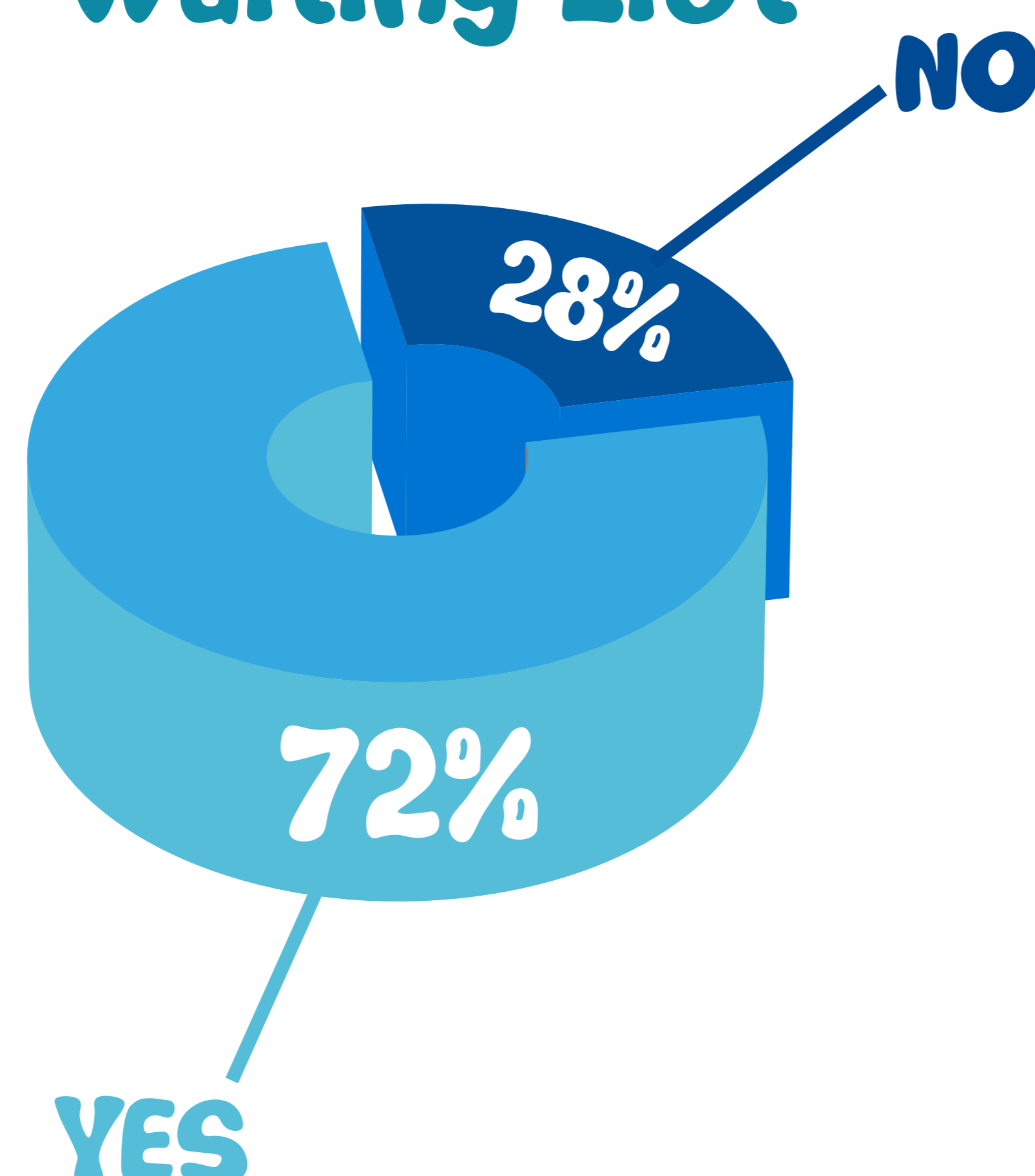


Cost for Lessons

Less than £5 – **17%**
£5 – £10 – **62%**
More than £10 – **21%**



Waiting List

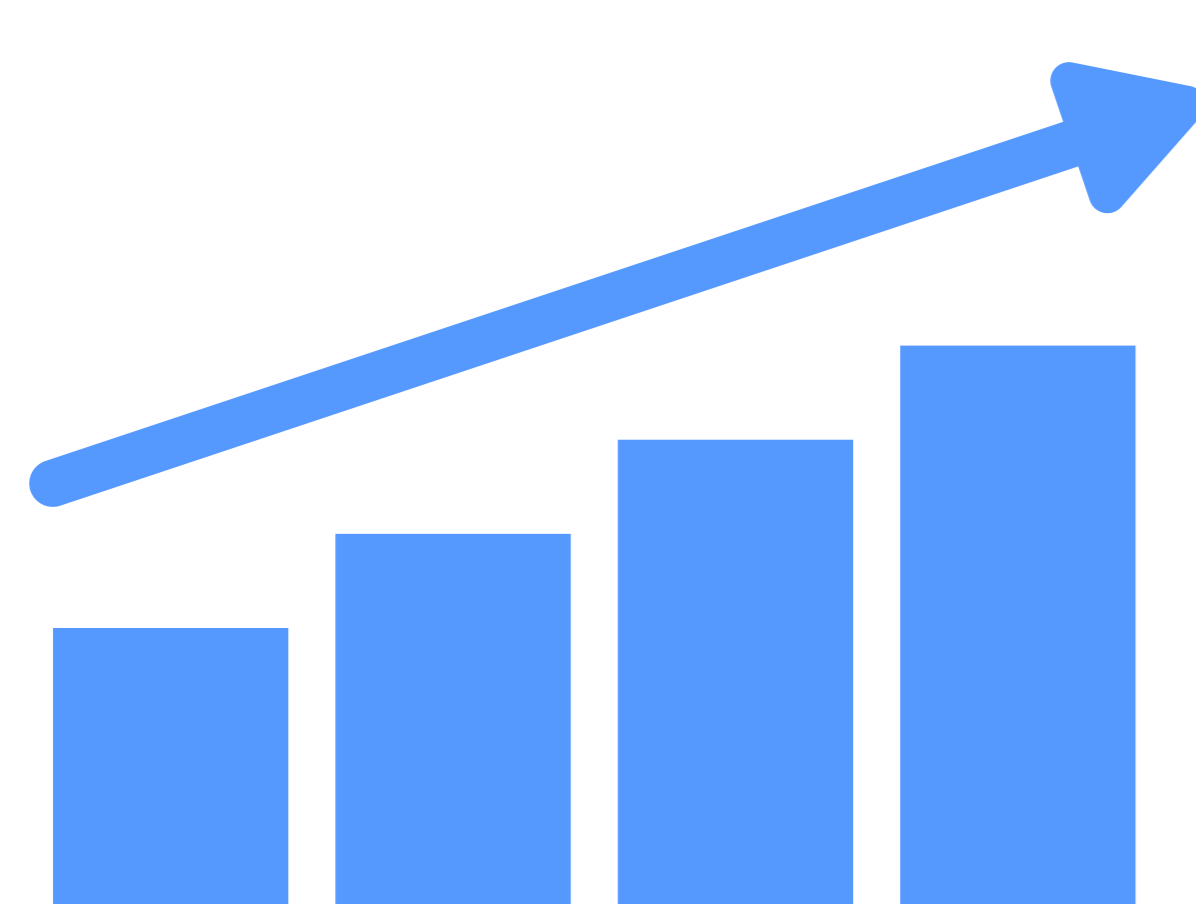


Top 5 barriers for children not attending swimming lessons

1. Not enough pool space or teaching time to meet demand – **47%**
2. Parents not recognising the importance of learning to swim – **47%**
3. Parents prioritising other paid-activities over swimming – **42%**
4. Price of lessons – **40%**
5. Parents lack of time to commit to regular lessons – **38%**

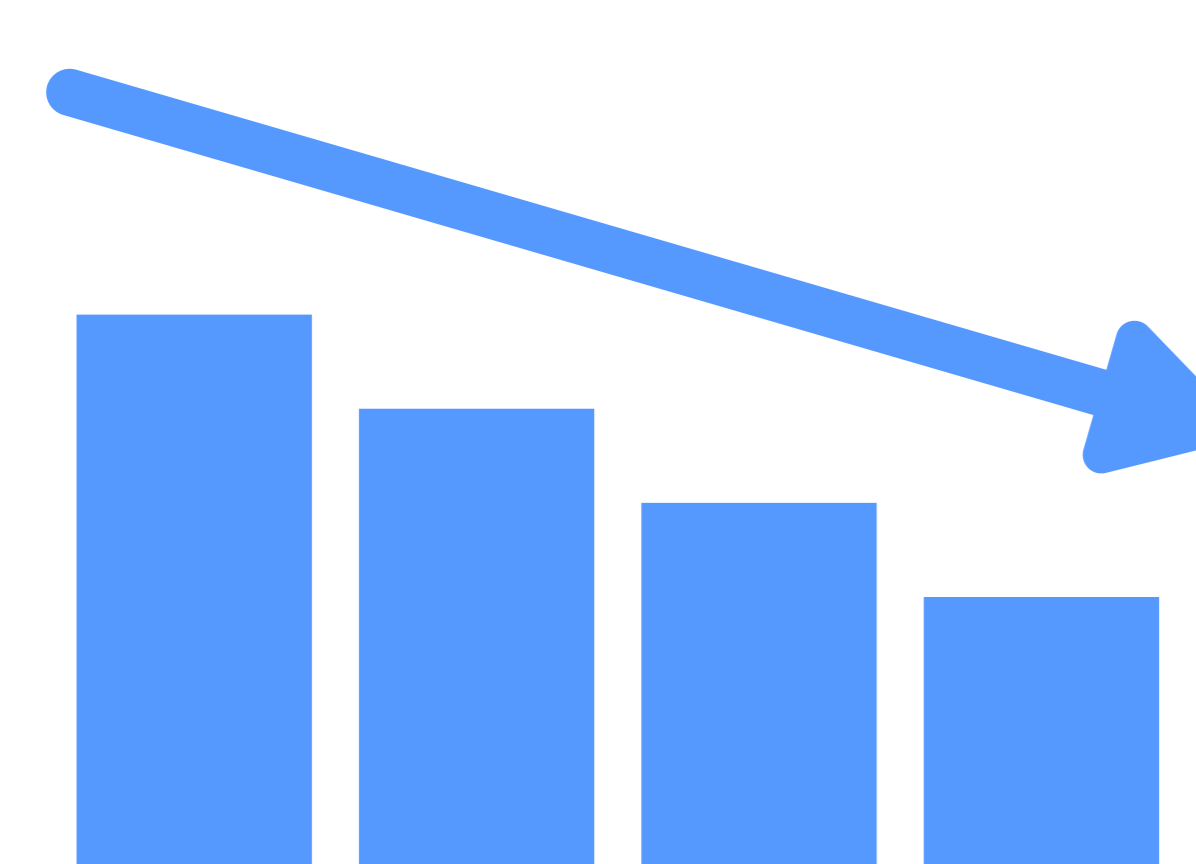


Over the past 5 years ...



SEEN AN INCREASE:

Pre-School, aged 2-4 years – **47%**
Learn to Swim, aged 5-7 years – **50%**



SEEN A DECREASE:

Aged 8+ years – **35%**

