

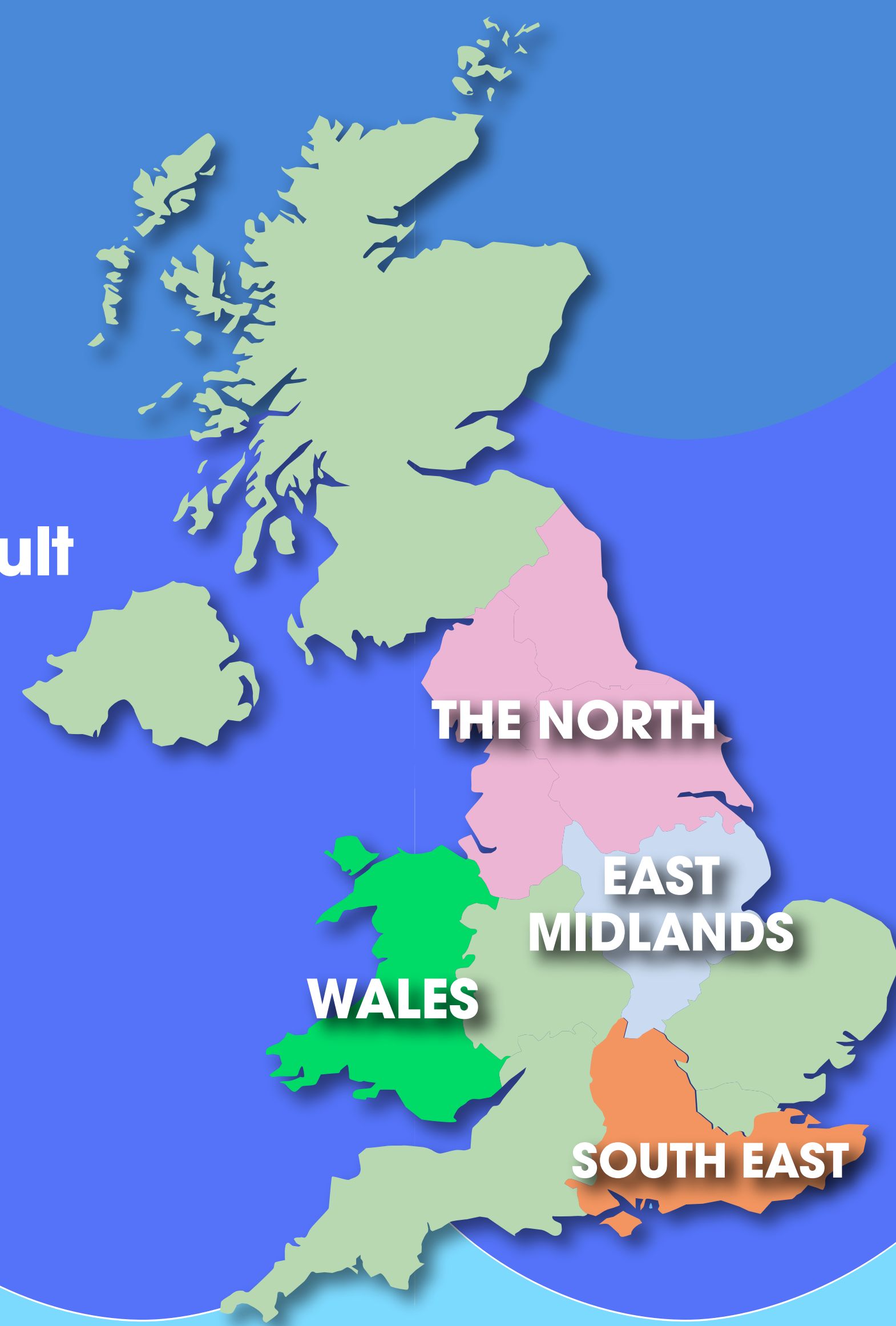
INDUSTRY SWIMMING TEACHERS RECRUITMENT SURVEY - AUGUST 2018

Designed to understand how widespread of an issue swimming teacher recruitment is in the UK and benchmark against the 2015 results; and to understand what continues to be the main challenges and the impact on swim schools and swimming.

330 respondents, representing private and public sector – who together teach* in excess of **209,000 Learners per week**.



- PRIVATELY OWNED SWIM SCHOOLS - 49.09%
- PUBLIC LEISURE FACILITY - 22.42%
- LEISURE TRUST - 12.42%
- OTHER - 11.21%
- FRANCHISE - 4.85%



68% said they had a waiting list for swimming lessons.



78% said they find it difficult to recruit appropriately qualified swimming teachers to meet demand - biggest problem areas are the North, South East, East Midlands and Wales.

63% said they were looking to recruit swimming teachers to meet demand.



71% said difficulty in finding appropriate staff was affecting their business growth plans.



79% said they were prepared to invest in training unqualified staff (16% rise since 2015).



66% said they have no preference on the type of swimming teaching qualification they want their teachers to hold.

The top three most successful recruitment methods are 'offering additional training to already qualified swimming teachers to suit business need' (55%), 'word of mouth' (54%) and 'social media' (54%). Social media has seen a massive rise over the last 3 years - in 2015 only 19% used this platform for recruitment.



68% 'strongly agreed' or 'agreed' that the lack of staff and increased waiting lists is majorly impacting on the opportunity for children to learn how to swim.

