

WHAT IMPACT IS THE COST-OF-LIVING CRISIS HAVING ON CHILDREN'S SWIMMING LESSONS?



Alongside STA's Swim School Survey (October 2022) which identified that applying zero-rated VAT on the teaching of all learn to swim and water lifesaving skills lessons in the UK would help thousands of swim schools across the UK stay afloat in this economic crisis – STA surveyed* 1,046 parents with children aged 16 and under, to ascertain their viewpoint and what the impact the cost-of-living crisis is having on their children's swimming lessons.

LEARNING TO SWIM

4 IN 10 (40%) parents say their child does **NOT** currently know how to swim and **23%** of parents with a child aged 11 admitting the same.



79% of parents believe that swimming is the most **IMPORTANT** activity for their child to do (followed by outside play and cycling).



94% of parents with kids aged 11 agree that swimming is an important life skill to learn, despite almost a quarter of their children not knowing how to swim.



SWIMMING LESSON STATUS

OVER ONE IN TEN parents have had to give up swimming lessons for their child due to a rise in the costs of living.



OVER ONE IN TEN parents are on a waiting list for swimming lessons for their child.



SCHOOL SWIMMING



OVER HALF of parents said that they rely / relied on paying for swimming lessons because of a lack of swimming provision in their child's school.

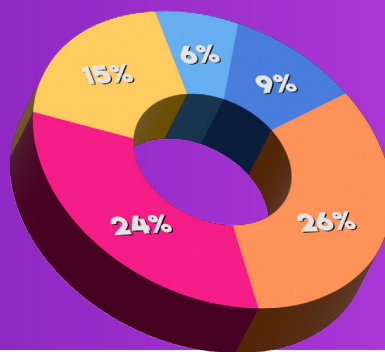


IN WALES, 64% of people said that they rely / relied on paying for swimming lessons because of a lack of swimming provision in their child's school, which ranked as the highest across the UK.



AVERAGE COST OF WEEKLY SWIMMING LESSONS

On average, parents pay **£8.19** per lesson weekly, for their child's swimming lesson.



- LESS THAN £4 PER LESSON WEEKLY
- £4-6 PER LESSON WEEKLY
- £7-9 PER LESSON WEEKLY
- £10-13 PER LESSON WEEKLY
- £14-19 PER LESSON WEEKLY



91% of parents agree that swimming lessons should be exempt from VAT because learning to swim is a key educational life-skill.



OPPORTUNITIES TO LEARN HOW TO SWIM

JUST UNDER HALF (48%) of parents believe that there are not enough opportunities for their child to learn / continue learning how to swim



OVER HALF (52%) of parents in Greater London believe that there are not enough opportunities, ranking as the highest across the UK



TOP 3 CONTRIBUTING FACTORS FOR THIS:

- The cost of swimming lessons (**73%**)
- Cost of living crisis (**64%**)
- No availability of swimming lessons (**44%**)



85% OF PARENTS WOULD BE CONCERNED AT THE POSSIBILITY OF THEIR CHILD BEING UNABLE TO SWIM AS THEY GROW UP.



*SOURCE: RESEARCH CARRIED OUT FOR STA BY OPINION MATTERS IN NOVEMBER 2022