

Case Study

Chilwell Croft Academy Birmingham

Swim:ED created a noticeable shift in school dynamics. Children showed kindness, encouraged one another, and became more confident, both personally and in their swimming. Parents were impressed that the school had a pool on site, and younger pupils were excited for their turn in the future. Pupils became more independent – remembering their kit, changing quickly, and returning to class ready to learn.

Eve Chappell

Assistant Headteacher

When Chilwell Croft Academy's local council pool closed, **transport costs to other venues placed regular swim lessons out of reach**. An initial search for a pop-up pool partner proved unsuccessful – suppliers either lacked experienced staff or couldn't provide full facilities such as proper changing rooms.

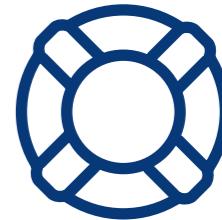
Chilwell Croft selected Swim:ED based on our comprehensive service, featuring **experienced instructors, fit-for-purpose changing facilities, and stringent security measures**. Crucially, our standard 24/7 CCTV installation service bolstered leaders' peace of mind about pool safety outside school hours.



Assistant Headteacher Eve Chappell knew pupils were in capable hands from the outset: 'Communication between Swim:ED and the school was excellent at every step, and **safety was embedded throughout their processes**. Instructors were highly knowledgeable, quick to raise any queries, and understood our behaviour and safeguarding policies.'

With 55 Year 6 pupils participating, Chilwell Croft had **clear objectives for their swim programme**: helping more children to swim 25 metres compared to previous years, ensuring they understand water-related risks, and keeping pupils safe in the water – both at home and in lakes, ponds, and rivers.

The school also **used Swim:ED to boost academic performance**. By organising swim classes by academic ability, **teachers worked with small, focused learning groups** while other pupils swam – maximising lesson times in a targeted, individualised environment.



The programme delivered exceptional results in and out of the pool, transforming swimming and water safety proficiency, confidence levels, and social skills:

- Within a half-term, the number of pupils who could swim 25 metres leapt from 0 to 49%.
- Children solidified water safety knowledge, with 73% reaching the national curriculum requirement.
- Pupils supported and encouraged each other, often attempting things they had previously thought were too difficult.
- They also motivated their peers and worked as a team, driving further progress.

Water safety rose to 73%

From a standing start, almost three-quarters understand water safety.



25m shot to 49%

Children able to swim 25 metres unaided rocketed from zero pupils to almost half.

Swim:ED's success fuelled enthusiasm throughout the Chilwell Croft community. More families expect to continue lessons outside of school, and younger children are eager to start their own swimming journey – inspired by Year 6 pupils' progress.

Case Study

Charville Academy Hayes

I am thrilled to have found the Swim:ED programme. We have had an exceptional half-term of swimming and water safety lessons for our pupils. The entire experience has been outstanding, and we couldn't be more pleased with the quality of instruction and service provided. A special mention goes to Coach Rachel, whose flexibility, professionalism, and dedication have made a noticeable impact on our pupils. Her encouragement fostered confidence and skill-building, and the growth we witnessed is a testament to her commitment.

Rachel Rodipe

Class Teacher and Swimming Lead

Without a pool within walking distance, Charville Academy relied on coaches to ferry pupils to a local facility. When **transport costs outstripped pupil numbers** and few children achieved curriculum targets within their two-week lesson block, the school looked to Swim:ED to deliver positive returns and proven results.



Having previously worked with another pop-up pool provider, the Charville team were impressed with Swim:ED's 'impeccable' communication, **smooth onboarding experience**, and commitment to the programme's success.

150 pupils took part in Swim:ED, spanning Years 4 to 6 and The Hub, Charville Academy's Specialist Resource Provision. **Within seven weeks, children had achieved inspiring outcomes**, smashing national curriculum requirements and honing soft skills, such as resilience, empathy, and teamwork.

The proportion of pupils able to swim 25 metres soared from 6% to 51%, and water safety knowledge increased from 11% to 67%. SEND students enjoyed lessons with their 1:1 adults, who reported **heightened confidence and enhanced motor skills**.

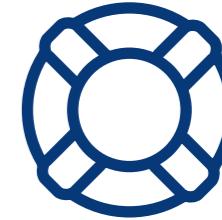
Other pupil highlights included:

- Greater assurance in their ability to stay safe in water.
- Excitement about going swimming.
- A stronger understanding of routine.
- Increased responsibility for themselves in different situations.
- More opportunities to practise and demonstrate school values.

Class Teacher and Swimming Lead Rachel Rodipe said Charville Academy felt the difference from day one: '**The pool generated a buzz across the school.** Swimming created a unique environment where children saw each other at their most vulnerable and encouraged one another to succeed.'

'Pupils cheered one another on and supported those who needed extra help. Children who don't usually work or play together formed new friendships. **Some pupils who struggle academically thrived in the pool**, giving them a reason to look forward to school.'

Meanwhile, **teachers won back hours on their working day**. While past partners required staff to plan, organise, and schedule swim sessions, Swim:ED offered simple, efficient, flexible support that dramatically reduced staff workloads and targeted children most in need – driving greater efficiency, individual performance, and improvement across the board.



Water safety rose by 509%

Water safety awareness climbed from 11% to 67%.



25m up 750%

Children able to swim 25 metres unaided leapt from 6% to 51%.



Case Study

Percy Shurmer Primary Academy Birmingham

We have absolutely loved having the swimming pool at our school. It has been a fantastic opportunity for our pupils to develop their confidence in the water, improve their swimming skills, and enjoy a unique experience right on our doorstep. The smiles, laughter, and progress we've seen over the past weeks have been incredible, and it's been a joy to provide this life-saving skill to so many of our children.

Sharon Burke

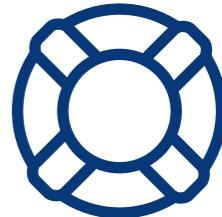
Headteacher

Percy Shurmer Academy needed a **safer, more reliable solution for swim lessons**. Their closest option was an old council pool, often closed for repairs. When it was open, 30 children learned from just two instructors, and **the quality of teaching was below the schools expectations**.

When another school recommended the benefits of a pop-up pool, **Swim:ED outshone competitors with a best-value programme**, focused on children's safety and progress. The leadership team were impressed with the simple onboarding process, featuring clear expectations, helpful information, and **regular updates from start to finish**.

The Swim:ED programme welcomed 170 children from Percy Shurmer's SEND provision and Years 4, 5, and 6. Because **many children were non-swimmers or didn't swim regularly outside school**, the Academy's primary goal was to strengthen pupils' confidence in and around water.

After a half-term of daily small-group lessons, **children's swim abilities, water safety awareness, and overall engagement sky-rocketed**. Pupils able to swim 25 metres unaided shot from 3% to 34% – accelerating by 1,033%. The proportion of children demonstrating safe self-rescue knowledge surged 152% from 27% to 68%.



152% boost in water safety

Water safety knowledge advanced from 27% to 68%.



25m grew by 1,033%

Children able to swim 25 metres unaided jumped from 3% to 34%.

For teachers, **Swim:ED freed up valuable planning and learning time**. With facilities just steps from the classroom, additional staff were no longer needed to walk children to the pool to meet ratio requirements. Swim:ED instructors took full control, and pupils never had to miss their time in the water.

Looking ahead, the team at Percy Shurmer Academy anticipate an increase in the number of children who can swim 25 metres, as well as a **lasting love of swimming among pupils**.



Case Study

Chapmanslade C of E Primary School Westbury

The whole experience of hosting Swim:ED has been a lot easier than it may seem! The team have been brilliantly supportive with site visits and guidance. Once the pool arrived, it felt as though it had always been there – pupils walked to lessons and were back in class within the hour. Teaching and learning were of high quality and rigorously assessed. Parents and pupils were overwhelmingly positive, and attendance even rose during the pool's stay. For schools without local pool access, I cannot recommend this enough.

Rob Cottrell

Headteacher

At Chapmanslade Primary School, **prohibitive transport expenses, limited resources, and a lack of nearby facilities were significant barriers** to providing quality swim and water safety education.

Without a pool within easy reach, pupils spent more time travelling than in the water. Typically, one class of around 30 pupils lost an entire morning for a half-hour swim session. Lessons took place weekly for six weeks, meaning **pupils received approximately three hours of instruction over four years.**

Chapmanslade's leadership team approached Swim:ED to deliver **an inclusive solution that gave every child the chance to access swimming** – something they'd never been able to offer before. They aimed to eliminate time wasted on coaches, provide personalised attention for each swimmer, and make every lesson more effective and enjoyable.

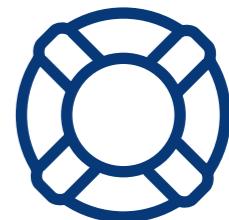
Although initially wary about disruption to school life, Chapmanslade staff were impressed by Swim:ED's straightforward onboarding process, seamless build, and ongoing support. With the pool securely on site and **swimmers back at their desks within the hour**, leaders noted 'a real buzz across the school community' – and **immediate uplifts in attendance, commitment, and motivation.**

Confidence and capability quickly developed across the 99-strong cohort, with a **100% increase in 25 metre proficiency and an incredible 4,050% jump in water safety awareness.**

Other positive outcomes included:

- Higher overall attendance, with teachers reporting happier, more engaged pupils.
- Dramatic improvements in attendance among children experiencing Emotionally Based School Avoidance (EBSA). In some cases, levels rose to almost 100% during the Swim:ED period.
- Extensive parental support, with the vast majority of families contributing financially.

For staff, Chapmanslade's pop-up pool removed the time-consuming admin of traditional swim lessons. Teachers no longer had to complete risk assessments for journeys, wait for coach transport, or gather first aid kits and inhalers each week. Instead, Swim:ED clawed back quality classroom hours, fostered a more focused learning environment – and created clear wins in terms of time and cost.



Water safety knowledge accelerated by 4,050%

Water safety awareness increased from 2% to 83%.



25m rose by 100%

Pupils able to swim 25 metres unaided grew from 22% to 44%.



Case Study

Mill Lodge Primary School Solihull

Our children made excellent progress in swimming as a direct result of the Swim:ED programme, the dedication of skilful staff, and the intensive approach of having a swimming pool on site.

Joanne Challender

Headteacher

Mill Lodge wanted an on-site solution that could genuinely work for all pupils, including those supported by the Rainbows ARC*, where off-site swimming was not feasible due to the level of supervision, transport needs, and sensory barriers of public pools. Since opening the ARC in 2022, the school has been **unable to offer swimming in the curriculum until now**.

Swim:ED stood out for its comprehensive programme, clear safety requirements, and professionalism. Crucially, **having the pool on site meant ARC pupils could access swimming safely and inclusively**, while the intensive approach helped address weaker year group outcomes more effectively than weekly lessons.

Across the programme, **progress accelerated against the national curriculum targets**, with Year 5 making more progress in two weeks than they had over two terms of weekly traditional swimming. Group size, frequency, and instructors getting to know pupils' needs helped unlock confidence and capability quickly. For ARC pupils, **every child progressed from their individual starting points**, with notable improvements in confidence and independence in the water.

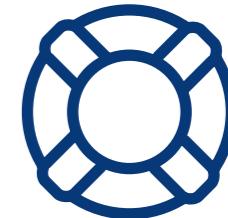
Other pupil and community highlights included:

- Teachers spent more time teaching, not travelling to pools.
- Attendance increased while the pool was on site, reaching the highest of the academic year.
- ARC pupils were more regulated in school, especially in the afternoons after swimming.
- Families valued access that they could not always provide outside of school.

A parent of an ARC pupil shared the wider impact beyond the pool, including confidence, reduced anxiety around water, improved regulation, and improved sleep during the programme.

Pupil voice captured the shift best:

Amazing! I could not swim, but as we went for longer and longer, I swam!



Water safety up 137%

Water safety knowledge rose from 38% to 90%



25m up 131%

Children able to swim 25 metres climbed from 36% to 83%

* Rainbows ARC serves pupils with complex needs, mainly autism, often with co-occurring issues like learning delays, communication difficulties, and sensory processing differences. Each has an Education, Health and Care Plan. The ARC provides extensive support, a small tailored environment, and a personalised multi-tiered curriculum for those below or near the start of the National Curriculum.



Case Study

Sutton Park Primary School Sutton Coldfield

Swim:ED has transformed swimming at Sutton Park Primary. Before, we were spending thousands on transport and losing valuable learning time every week. Bringing the pool to our playground changed everything.

Emily Dunning

Head of School

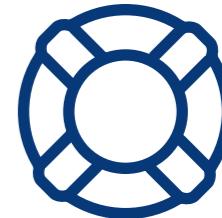
Sutton Park needed a better alternative to traditional off-site swimming, where weekly sessions were costly in both time and money and significantly impacted the curriculum. The school wanted a more intensive model that would deliver real progress, not limited gains spread thinly across weeks.

Swim:ED was chosen because it treats swimming as a vital life skill, is backed by specialist staffing expertise, and has a clear focus on progress and safety. Leaders expected daily lessons to build confidence quickly, support reluctant swimmers, and stretch more confident pupils through progressive skill development.

From day one, **the programme generated enthusiasm across the school.** Children looked forward to lessons, spoke about their sessions with pupils in other year groups, and carried real pride in their achievements. **Parents were supportive and grateful**, with some children even getting to school earlier than usual, excited for their swimming lessons.

Other pupil and school highlights included:

- A huge increase in confidence, especially for reluctant or nervous swimmers.
- High enjoyment and engagement, with pupils proud of progress.
- A positive atmosphere across the school, driven by buzz and shared excitement.
- A much greater understanding of how to stay safe in and around water, supporting safeguarding beyond school.



Water safety rose to 82%

From a standing start, the majority of pupils could explain the fundamentals of water safety.



25m shot to 52%

Children able to swim 25 metres unaided leapt from zero pupils to 52%

This programme has improved children's swimming ability, boosted their confidence, and love for learning. It's one of the most powerful initiatives we've ever introduced.

Emily Dunning – Head of School

Case Study

Wodensfield Primary School Wolverhampton

The Swim:ED team provided a well-rounded service to our young people. They are engaging and knowledgeable and have helped improve our swimming offer.

Liam Gould

Deputy Headteacher

Wodensfield Primary School wanted to address long-standing challenges with traditional swimming provision. **Weekly off-site lessons meant pupils spent limited time in the water while losing significant learning time through travel.** Leaders were also keen to introduce swimming earlier across Key Stage 2, rather than waiting until Year 5, when confidence gaps were already embedded.



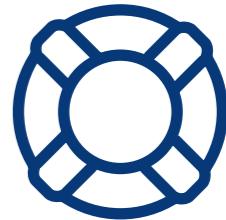
Swim:ED offered a more efficient model, with 45 minutes of swimming for only one hour out of class time, plus a clearer focus on progress and safety. The onboarding process was well managed, with strong communication and clear documentation throughout.

Once the pool arrived, energy and excitement lifted the whole school. **Children showed real enthusiasm for lessons, and staff saw significant improvements in water confidence and water safety knowledge.** One pupil with high needs benefitted from the flexibility of the Swim:ED team, receiving a 1-to-1 session and progressing from swimming 5 metres at the start to 23 metres by the end.

Across the cohort, **outcomes improved significantly.** The proportion of pupils able to swim 25 metres more than doubled, and for the first time, a clear majority of pupils could confidently demonstrate safe self-rescue skills. These gains represented meaningful progress against national curriculum expectations within a short delivery window.

Other highlights included:

- Increased pupil confidence and enjoyment in swimming lessons.
- Positive feedback from parents, including interest in additional and after-school swimming opportunities.
- Improved efficiency compared with previous off-site provision, despite some staff remaining involved in transitions.
- A strong sense of motivation and pride among pupils, with swimming acting as a positive driver for wider engagement in school life.



Water safety from 0% to 68%

No children could perform safe self-rescue at the start of the programme. By the end, 68% could demonstrate safe self-rescue in different water-based conditions.



25 metres up 144%

Children able to swim at least 25 metres increased from 16% to 39%.

Academically and socially, the programme served as another positive incentive for education at Wodensfield, motivating pupils to engage more fully with school life.

Case Study

Yew Tree Community School Birmingham

The programme had a strong impact on children's water safety skills, swimming ability, and general confidence in water.

The swimming teachers were effective in their delivery.

Julie Adams

Head of School

Yew Tree Community School chose Swim:ED to overcome the familiar challenges of traditional swimming provision. **Off-site lessons had previously resulted in significant time out of class, increased staff pressure, and reduced access for some pupils.** The school wanted a solution that would bring swimming on site, reduce barriers, and allow more children to engage meaningfully with this essential life skill.



From the outset, communication and planning were clear and supportive. **The Swim:ED team worked closely with school staff to manage installation, timetabling, and safety requirements, ensuring minimal disruption to the wider school day.** Any anticipated challenges around space or playground access were addressed quickly and flexibly.

Once delivery began, the impact on pupils was immediate and highly visible. Many children entered the programme with low confidence around water, but over the course of the lessons, pupils showed growing assurance, willingness to participate, and pride in their achievements. Staff observed noticeable improvements in children's confidence in the water and their understanding of how to keep themselves safe.

SEND pupils in particular benefited from the on-site structured environment. The sensory experience of the pool, combined with consistent routines and trusted adults, supported engagement and emotional regulation. One largely non-verbal pupil demonstrated a marked increase in verbal communication following swimming sessions, highlighting the wider developmental benefits of the programme beyond physical skills alone.

Across the school, Swim:ED created a sense of excitement and shared purpose. Children talked positively about swimming, looked forward to their sessions, and encouraged peers to take part. **Attendance improved during the delivery period**, with parents reporting that pupils were keen to come to school on swimming days.

While staff initially anticipated an increase in workload, this quickly eased once delivery was underway. **Clear systems, structured lesson delivery, and proactive support reduced pressure on teachers and support staff.** Planning materials and processes developed during the programme can now be reused, supporting long-term sustainability.

Our children had an amazing experience and learnt valuable life skills and confidence that brought many of them out of their shells.

It gave them an opportunity they may never have had before.

Adam Mountney – Head of PE