

June 24



Dear Parents and Carers,

As we head towards the end of this final term of the academic year and we all ask ourselves where has the time gone, we begin to look ahead to September and some new additions to our swimming programme.

### **New Term - update**

Term starts Monday 2nd September running until 15th December (1 week break in Oct half term - 28/10/24-03/11/24).

The St Dunstan's School open day will be September 21st, there will be no lessons on this date and you will not be charged for the lesson. We will send out reminders closer to the time but please do put this date in your diary.

### **Pricing**

Firstly, and most importantly we need to make you aware that the forthcoming term price per lesson will increase, why is this necessary

- Pool Chemical prices have increased by 9.6% in the calendar year.
- Energy costs electricity, gas & water have increased exponentially making the over running costs significantly more expensive than 2023.

Taking this into account and benchmarking our lesson prices against a range of public and private operators we have increased prices by 5% moving the cost of a standard lesson from £10.50 to £11.00 and increasing a typical 12-week term by £6 per child.

Pre Comp will be increasing from £13.23 to £14.00 per lesson

Adult Sunday lessons will go from £12.50 to £13.00 per lesson

1-2-1 lessons from £23.00 to £24.00 per lesson

2-2-1 lessons will go from £39.00 to £41.00 per lesson

We hope that this increase in lesson costs whilst difficult in the current economic climate still represents value for money.

### **Survey Outcomes**

A huge thank you to everyone who completed our user survey this term, the feedback has proved very useful and will help us to develop our programmes.

### **Badges & Certificates**

The most common area of improvement expressed in our survey was the ability to obtain badges and certificates at the end of term to reflect pupil progression. We have ordered a stock of Swim England badges and certificates to reflect the progression through the stages which will be available to purchase from the leisure centre office once your child completed their swim stage.

## **Communication**

Customer Communications and updates was another common theme within our survey. The Course Pro booking system has developed a new communications module which we have purchased to allow our staff to update you on progression and lesson programmes.

We have also recruited a Swim School Administrator to support the Swim School Team and manage online enquiries and waiting lists.

## **Parking on site**

The Swim School has always stated that parking is not provided on site during lessons times, but we are aware many of our customers do bring their vehicles. In this term we have had challenges which have affected our wider college community brought about by poor parking. The College Leadership Team will review the forthcoming term to see if incidents of poor parking and driving on site improve before making decision on officially closing the site and locking all gates.

We would like to remind everyone that parking is not provided as part of the swim programme and request that if you do not need to bring a car please do not do so. In circumstances where you may need to bring a vehicle on site please take note of your speed and do not park in areas which could compromise the safety of others.

## **New Teachers & Coaches**

During this term we have met with Saxon Crown Swim Club (Lewisham's local swimming club) to develop a partnership where the club will support our swim school with coaches and teachers giving us greater continuity in lesson deliver and enabling the club to recognise talented swimmers at the earliest opportunity and offer squad swimming opportunities to local children.

## **Crash Courses**

Please note that our summer crash courses are already being booked, if you are interest in securing a space on these week long intensive programmes (great for confidence building and technique enhancement) please contact the swim team at [swimming@stdunstans.org.uk](mailto:swimming@stdunstans.org.uk)

For more details on lessons, term dates and holiday courses please visit our website [www.stdunstansenterprises.org.uk](http://www.stdunstansenterprises.org.uk)

Wishing you all a fantastic summer

Kind Regards,

Swim Team