



# 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.

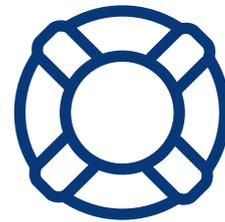
Although initially wary about disruption to school life, Chapmanslade staff were impressed by Swim:ED's straightforward onboarding process, seamless build, and ongoing support. With the pool securely on site and **swimmers back at their desks within the hour**, leaders noted 'a real buzz across the school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