



NEWSLETTER

July 2009

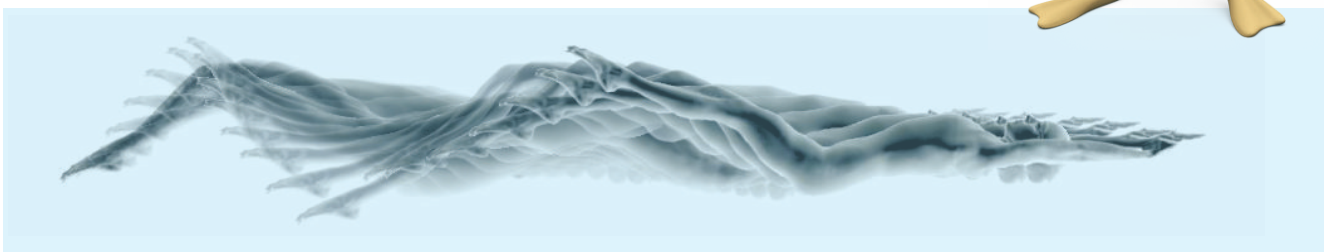


Do you do SWIMMING NATURE?

Ever since I set up the swimming academy it makes me proud to hear parents talking amongst themselves about whether they “do SWIMMING NATURE”. **We have become a community!** I have overheard countless times discussion about how it's possible to spot a SWIMMING NATURE trained student. The answer lies in the technique and attention to detail we apply that develops elegant swimmers.

Therefore I wanted to write personally to all parents and pupils and thank you for choosing to 'do SWIMMING NATURE'. Our success is based on your support and I'm delighted to share that a record number of clients had re-enrolled for a term or the full year (ATP) by 10.06.09. We will have the largest number of students ever this year despite the harsh economic climate!

As communicated recently, SWIMMING NATURE's medium term strategy is to expand by finding licensees to take our training methodology and brand into new locations (and in some cases take over current sites). This way we retain our focus on training, quality and the personalised approach that has always been the secret of our success and the envy of our peers.



You will notice a significant investment in teaching this year: all teachers have had to pass our new Foundation Course and each lesson tracks a lesson plan which is available at poolside for parents to review.

There's much going on so I will write to you more frequently to ensure you are kept abreast of all the exciting initiatives planned for the 2nd half of 2009.

I would like to take this opportunity to wish you all a relaxing and enjoyable Summer and I trust those of you who go on holiday will practice some of what we preach in the pool or the sea.

Best Wishes,

Eduardo Ferré
CEO





SWIMMING NATURE People

- SWIMMING NATURE continues to invest in high calibre staff and management in order to bring you outstanding service in and out of the pool.

Joining the Swimming Academy:

- General Manager - Mark Owens has worked for 17 years in the leisure industry, most recently as General Manager of Next Generation, Hatfield: the largest health club in Europe!
- Customer Operations Manager - Andrew Arkley will be joining the Head Office team, based in Queen's Park, from August 09. Andrew has a proven track record delivering exceptional customer service for large organisations with significant customer bases.
- Director of Business Development – Jarrod Lupson joined the team recently and his remit is to develop the franchise concept and find licensees so our methodology and brand are present in every town across the UK within five years! Jarrod has held a range of senior positions across leading health club brands over the past 20 years.



Leaving the academy to become SN licensees...

- Maciej Janik - an outstanding teacher who worked his way up and now manages multiple sites. He will take over his own branch of SWIMMING NATURE at LA Fitness Marylebone from August 1st.
- Stefano Monteiro – another exceptional teacher who has worked with SWIMMING NATURE for over two years. Stefano will take over SWIMMING NATURE at LA Fitness, Hallam Street, from August 1st.

And Finally... a fond farewell to day to day management...

- Jacquee Ferré – after 16 years of working alongside Eduardo as co-founder and joint MD, Jacquee is enjoying dropping/collecting the children from school and occasionally having a cappuccino in Hampstead!

She remains a non executive Director.

SWIMMING NATURE Network

SWIMMING NATURE piloted the Licensee concept with Deivson Silva at the Golders Green branch back in September 2007. Some of you may remember Deivson from when he taught for us in Edinburgh and also from when he was an instructor at the Queen Mother Sports Centre.

We have now moved on from this pilot stage and are pleased to report that we have 12 licensees operating on our behalf.

A number of external schools, health clubs and leisure groups have expressed an interest in our product and therefore we have developed two packages: one for an individual instructor and another for the corporate market (i.e. health club chains).

If you think your child's school or your health club might benefit from the SWIMMING NATURE methodology please contact Jarrod Lupson at network@swimmingnature.co.uk or go to our website www.swimmingnature.co.uk and click on 'Working With Us' to find out more about the "network".



Swimming, Education and Technology

SWIMMING NATURE has completed a deal with O2, whereby all instructors will be equipped with PDA's to record your child's progress after each class.

A hundred PDA devices have arrived and we are actively training all staff so they will be ready for the autumn term.

When you see teachers with the devices, they might be going beyond simple process management and might be recording time trials and using the data to motivate your child to perform and learn in a more effective way. This unique concept is to be fully rolled out by September. It will cut down on paper and printing, provide booking amendments and messages for teachers in "real time" and offer innovation for students on all aspects of learning and feedback.

We are extremely excited about the launch and look forward to hearing your thoughts. We are proud that this is one of the most innovative developments in sports tuition in the UK at present.



Fast Track Courses 09

Summer Holiday Courses 7 weeks of fun and fitness!

Five day intensive Fast Track courses in London and Edinburgh throughout the summer. These fantastic and popular programmes are a great way to 'boost' your swimming progression.

Monday 20th to Friday 24th July
Monday 27th to Friday 31st July
Monday 3rd to Friday 7th August
Monday 10th to Friday 14th August
Monday 17th to Friday 21st August
Monday 24th to Friday 28th August
Tuesday 1st to Friday 4th September

Holiday Safety Guide

We recently emailed you access to our Holiday Safety Guide. It provides details on ways you can keep your family safe whilst near water. If you missed it please feel free to download the PDF from www.swimmingnature.com/holidaysafetyguide.pdf. It contains excellent tips on skills and games that you can practice with your child over the summer holidays, in the pool or the sea.



Re-enrolment for Autumn 2009

IMPORTANT DEADLINE FOR RE-ENROLMENT: 10TH JULY

If you have not already booked your Autumn Course, then please remember that you have until the 10th July to renew your current space.

If you are waiting to see what the school schedule looks like next term, but still want to swim, then please let us know. We will be able to advise you of the options to assist you acquire the most convenient lesson slots.