



SWIMMING TALES LTD

Customer Care Policy

Swimming Tales Customer Care Plan

Swimming Tales view complaints as an opportunity to learn and improve for the future, as well as a chance to put things right for the person or organisation that has made the complaint. All our customers are important to us and we believe you have the right to a swift, fair and courteous service at all times. This policy outlines how we aim to provide the best customer care as we can and how you can inform us of any areas of improvement.

The aim of Swimming Tales is to be able to provide the whole community with convenient access to a range of activities for fitness, health, well-being and enjoyment. Swimming Tales aims to provide a high-quality service in order for you to have a whale of a time!

In order to do achieve these high standards, Swimming Tales aims to create an environment where customers can expect:

- A centre that is clean, attractive and a pleasant place to visit.
- Clearly identified, friendly and professional staff, that can help you get the most enjoyment and benefit from your visit.
- A wide range of activities for people of all ages and abilities
- A safe and secure environment
- Up to date and accurate information to keep you informed of the centres programme
- Opportunities to comment on the quality and effectiveness of our service.

As part of our commitment to achieve these high standards we will:

- Serve every customer with courtesy, effectiveness and efficiency.
- Ensure that all telephone calls and emails are responded to promptly and answered in a caring and friendly manner
- Provide appropriately qualified trained staff to operate the centre to ensure a safe and enjoyable environment.
- Provide an appointed manager at all opening times to deal with matters of concern to our customers
- Keep our customers informed and regularly monitor satisfaction of our service
- Never forget that it is our customers who are the focus of our business.

1. Customer information on activities of the swimming school:

Swimming Tales offers the following activities:

- Regular group swimming lessons – For all ages from birth to adult classes
- Private lessons on a 1:1 or 2:2:1 basis with a qualified swimming level 2 swimming teacher
- Fun swims for under 5's
- Family fun swims
- Aquaerobics
- Adult lane swimming sessions
- Inflatable party bookings
- Scuba or snorkelling parties
- Scuba and Snorkelling try sessions
- Artistic Swimming Try sessions
- Half term and Summer holiday specific sessions including crash courses, mermaid fun, pirate games.

It is our aim to provide you with an enjoyable swimming experience. Please follow these pool rules and guidelines in terms of ratios and ages for our swimming pool:

- Adults are classified as 16 years and above.
- Concessions are classified as over 65 years.

- Children under 8 years of age must be accompanied by an adult on a 1 adult to 2 children basis in the water at all times.
- Children over 8 years of age may enter the pool without an adult.
- All children/Swimmers who are not fully potty trained must wear swim nappies and then a tight nappy fitting over the top; these are available for sale at reception.

Hygiene and health and safety requirements:

In order to ensure our swimming pool is kept to the highest level of cleanliness and in order to ensure all our customers receive this, it is important that we set out the hygiene and health and safety requirements that is expected when attending our swimming pool for a class or activity.

- Medical conditions
Please inform the lifeguard or your swimming teacher or receptionist (if attending lessons) if you have any medical conditions that we should know about. This best equips us to offer assistance if required.
- Swim Nappies
Babies must wear appropriate swim nappies that have a seal close to the leg to avoid leakage. These are available to purchase at reception and are typically called "Happy Nappies". Babies not wearing the appropriate swim nappies will not be permitted to enter the swimming pool. If they are not wearing the above and an incident occurs you will be held liable for any cleaning costs and loss of income incurred.
- Showering
Please shower before entering the swimming pool
- Swimming attire and hats
All customers should wear appropriate fitting costumes/trunks and shorts specifically designed for swimming. No jewellery should be worn during a swimming lesson. Religious or medical bracelets are allowed but should not distract the swimmer. Please also remember to bring and wear a swimming hat for all lessons so that we can ensure the hygiene of the pool is kept to a high standard.
- Use of toilet
Please use the toilet before entering the swimming pool.
- Eating
It is recommended that you wait at least one hour before swimming.
- Sickness
If you or your child has vomited in the last 48 hours, has a tummy upset or suffering from a cold or a virus, then please do not attend or use the swimming pool.
- Diarrhoea
If you or your child has had diarrhoea in the last 14 days, please do not use the swimming pool
- Verruca's

If you become aware that you or your child has a verruca, please obtain treatment available from a pharmacist. Try to keep it covered and avoid walking barefoot in the shower, changing room or pool area.

(Please see our full Illness Guide policy for further information about other circumstances that may affect whether you can attend our premises).

Our Swim School expectations:

- All Swimming Tales Swimming Teachers are either Swim England or STA qualified with an up to date lifesaving qualification and have the relevant DBS checks before they are allowed to teach.
- Our Swimming Teachers follow a scheme of work and lesson plans prepared each term to hit the criteria of the "Learn to Swim Framework". We alternate skills and strokes each term in order to keep our participants swimming programme varied and enjoyable.
- Our swimming teachers are in the water with our participants starting from our parent and baby classes 0-6 months and upwards to the improver stages. This is to allow on the spot assistance and to help establish a strong trust between the teacher and their participants.
- Any physical correction of stroke by the teacher to support the participant is conducted with safeguarding at the heart. All our teachers are safeguarding trained and only appropriate physical contact will be exercised when necessary.
- Our Swimming teachers will take responsibility for participants during their lessons, but parents/guardians are required to remain nearby so that they can help assist with toilet breaks or any behavioural issues.
- Swimming Tales Staff are not responsible for taking participants to the toilet.
- Parents/guardians must remain on the premises whilst the participants is having their lesson or fun swim for all swimmers under 8 years old unless prior consent from management has been agreed. This is imperative in case of an emergency.
- Parents/guardians must avoid distracting the swimming teacher during the lesson. If you wish to speak to the teacher, please communicate this at reception and the teacher will attend to this after the lessons have finished. This is to avoid any distractions to the supervision of the participants in the lesson.
- Participants must be collected promptly at the end of the lesson.
- Our swimming teachers may employ reasonable measures to maintain the smooth delivery of the class. We reserve the right to request that your child should be removed from classes should they persistently disrupt or are seen to be putting themselves or others at risk or if the parent is disruptive or aggressive towards the swimming teacher. If your child is removed and suitable alternatives arrangements cannot be made, no refund will be provided.

Participant Progression:

- Swimming Tales' swimming teachers continually assess all participants' progression throughout the term.
- Participants progression will be at the judgement of the swimming teacher and in accordance with the progression within the criteria of the "Learn to Swim Framework".

- Participants will be moved up when they meet the skills criteria required and if there is adequate room in the next class.
- Upon completion of a stage, the Parent/guardian will be informed.
- Due to the continuous progressive nature of the "Learn to Swim Framework" and the differing abilities in all classes, we cannot guarantee a specific teacher, time slot or day.

2. Promotion and advertising

Swimming Tales strives to offer the community a range of activities and services that can be delivered at a high standard. We aim to ensure our website is updated regularly so that our customers have the most up to date information about our services.

Swimming Tales actively responds to phone calls and emails throughout the day and provides customers with key information about what our swimming pool has to offer.

Swimming Tales uses its Facebook page as a key source to deliver up to date information and this is transpired to our customers so that they are aware where they can find the most up to date information about our activities.

Swimming Tales prints and hands out leaflets to customers and local businesses and schools to help promote the activities it runs specifically during half term and other school holidays.

Swimming Tales is aware of copyright and strives to ensure that this is upheld.

3. Pricing policy

- Swimming Tales reserves the right to increase or decrease its prices. If any changes in relation to pricing is made, Swimming Tales will inform the customers with good notice.
- In exceptional circumstances the owner and manager Tracy Ward can offer refunds upon her discretion.
- Refunds and cancellations will incur an admin fee of £15 deducted from the amount owed or originally paid

4. Booking and enrolment procedures

Bookings can be made in person, by phone, email info@swimmingtales.com.

For term time group lessons and 1:2:1 and 2:2:1's, these need to be booked and paid for prior to commencement each term/month. An invoice will be sent to you detailing any changes to teachers and times if known. Prior to payment you are entitled to discuss the invoice and any issues with this with staff members who will strive to rectify and support you as the customer.

If you are a new customer booking in for regular swimming lessons, you will be sent via our email address a membership form for completion. Once this has been completed and sent through, a team member will add you to our swim school system and you will be sent a welcome letter and invoice with your swimming time and teacher. This will conclude your enrolment process.

During half terms and the summer term, the crash courses that are offered require a booking and a payment prior to commencement of the crash course. The crash course will last 5 days Monday – Friday. Details of how to book will be emailed to all swim school members and posted on our Facebook page.

Inflatable fun sessions and family fun swims do require booking to guarantee a space by calling or emailing so we can monitor numbers to keep people safe. Payment is required on booking.

Parties can be booked in person, on the phone or by email. Our staff will inform you of the relevant information and ratios required for a party to take place and a deposit is required to secure your slot. The remaining balance is required to be paid the week before your party.

(Members of our swim school are entitled to book activities and sessions and receive this slightly cheaper than non-members)

Cancellations

All bookings require either a deposit or the full amount. You will be informed which one is required as per activity. This should be paid for at the time of the booking or on arrival prior to your session.

New members have the right to cancel the classes/activities within 7 calendar days of the course commencing and would receive a full refund. If you wish to cancel within 7 calendar days this will incur a £15 administration fee.

All customers failing to attend a pre-booked activity, will be charged the full fee for the activity in question.

Customers with payments outstanding will NOT be permitted to book or attend classes/activities until the payment has been cleared.

If you wish to cancel once the term has begun you will not receive any refunds unless it is exceptional circumstances and the space can be filled. Refunds can be given on management's decision minus £15 admin fees as well as deducting any previous lessons already taken place.

Swimming Tales will not refund or replace any lesson(s) missed due to ill health or any other reason(s) through no fault of our company.

Swimming Tales will offer credit for missed sessions (through pool closures) where an alternative lesson cannot be offered. This credit will be rolled over and taken off your fees for the following term.

If you choose to not rebook for any reason your credit will expire.

Credit cannot be issued to anyone else other than the named swimmer.

If an alternative lesson is given a credit will not be offered even if you are unable to attend the make- up session.

Cancellations can be made by phone, in person or through our email address.

5. Customer Feedback

- At Swimming Tales we like to encourage open and honest communication with our customers and welcome issues to be raised with our staff and manager.
- If you have a query, concern or complaint, we can take these in person, over the phone or by our email address.
- All complaints and concerns will be discussed and reviewed by the owner.
- We strive to deal with your complaint in a timely manner and offer a resolution as and when appropriate
- If you wish to raise a concern with a teacher, please refrain from doing so on poolside as this can disrupt the lesson.
- Please direct your face to face complaints or concerns to one of our receptionists who will help assist you to the best of their ability.

6. Customer Complaints

We take every care to ensure we are delivering a high standard of service but are aware that there may be occasions that we do not meet both your and our expectations. In this instance please raise your concerns with us immediately so that we can address them, respond positively, and rectify any mistakes made.

Our Customer Complaints Procedure has the following goals:

- To deal with complaints fairly, efficiently and effectively;
- To ensure that all complaints are handled in a consistent manner throughout;
- To increase customer satisfaction;
- To use complaints constructively in the planning and improvement of all services.

How to Complain

Swimming Tales would like to sort out any complaint as soon as possible. Many complaints can be resolved informally. We appreciate there is limited time between lessons to be able to speak to a teacher directly. In the first instance, please either speak to the receptionist on duty who will pass your concerns onto the appropriate staff member or contact the Swim School Manager either over the phone 01268 786786 or via email: info@swimmingtales.co.uk

If you are not satisfied with the outcome of an informal approach or if an informal approach isn't appropriate due to the seriousness of the complaint we would encourage you to use our formal procedure as follows:

- 1.A written complaint should be sent to the Swim School Manager.

2. You will receive acknowledgement of your complaint within 7 working days.
3. You may be contacted to make sure that we have understood your complaint properly.
4. The complaint will be fully investigated by a member of the management team (you may be interviewed by the person investigating the complaint)
5. You will receive a response to your complaint within 28 working days of its receipt in writing.
6. You can appeal this decision within 7 days of receiving our response. You must tell us in writing that you want to appeal and the reasons why. The complaint will then be reviewed by a different manager who will look at all the relevant information and make a final decision. However, if as a result of your complaint, disciplinary proceedings are taken against a member of staff, an internal procedure will apply. You will be informed that disciplinary proceedings have taken place, but as these proceedings are confidential, you will only be informed of the details or outcome of matters outside of this procedure.
7. If you are still not happy with the outcome you have the right to take your complaint further by contacting the Swimming Governing Body – Swimming Teachers Association: <https://www.sta.co.uk/>