



Alpha Aquatics Academy

Learn to swim
Welcome pack



Welcome to Alpha Aquatics Academy

Thank you for joining our Learn to Swim Programme – we're so pleased to welcome you to the Alpha Aquatics Academy family! We are passionate about delivering a high-quality, fun, and safe swimming experience for every swimmer, no matter their age or ability.

At Alpha Aquatics Academy, our mission is simple: to help every swimmer Learn, Swim, Grow, and Thrive. Our ethos is built on a foundation of passion, dedication, and continuous development. We believe in not only teaching swimming but in nurturing confidence, life skills, and a love for the water.

With over two decades of experience in the world of swimming, our Directors bring first-hand knowledge as former competitive swimmers and seasoned educators. Our entire team is fully qualified, DBS-checked, and experienced in teaching everyone from babies and toddlers to adults and competitive swimmers.

We place a strong emphasis on water safety while ensuring our lessons are always structured, fun, and engaging. Every class is carefully planned to support each swimmer's progress, ensuring they develop at their own pace while enjoying every moment in the pool.

We are always looking to improve the service we provide and truly value your feedback. Whether it's your first lesson or your fiftieth, we're here to support your journey.

Thank you for choosing Alpha Aquatics Academy – we can't wait to see your swimmer grow with us!



What to Bring Checklist

Please ensure your child brings the following to each lesson:

- Swimsuit
- Towel
- Goggles (optional but recommended)
- Swim hat
- A bottle of water or juice

Avoid bringing toys or floaties unless requested by the instructor as Alpha Aquatics Academy will provide any equipment needed.

Space in the facilities can be limited to please only bring what is necessary for the lesson.

Arrival info

Arrival: Please arrive 10 minutes early to ensure your child is ready for their lesson.

On Arrival: Head to the check-in area and wait to be called to the poolside.

Parents are required to remain at the facility whilst their child is in their lesson.

After the lesson: Parents or a nominated adult should collect children at the changing rooms after their lesson has finished.



Payment Information

How Payments Work: Group, 1:1 & 2:1 lessons

To make things simple and fair for all families, payments are made one month in advance. This ensures we can:

- Keep your child's place secure in lessons every month
- Keep lesson fees consistent and predictable
- Cover pool hire and staffing costs so classes run smoothly
- Plan class sizes and maintain small groups for the best learning experience

Monthly Pricing Explained

Our lessons are charged as a fixed monthly amount. This means the total cost of lessons across the year is spread evenly into 12 monthly payments, regardless of how many lessons fall in a particular calendar month. Lessons run during term time only.

A helpful comparison is school teachers' pay: teachers receive a consistent monthly salary, even though schools close for holidays. Similarly, our swimming lessons run during term time, but the yearly cost is divided evenly to keep payments simple and predictable.

Payment Methods

- Card payments (initial payment & ongoing payments currently)
- Direct Debit (preferred for ongoing payments)

Payments can be easily managed via the Member Hub:

<https://alphaaquaticscademy.swimphony.io/> giving you full control over your account and payment details.

Missed Payments

If a payment is not received in advance, reminders will be sent automatically from our booking system. If payment has not been collected after 1 week from the processing date, your child's space will be offered to another family. Staying up to date helps us keep lessons running safely and reliably.



Group missed Lessons & cancellation

Group Lessons – Missed Lessons & Cancellations

If a lesson is missed due to holidays, illness, or other commitments, we cannot offer credits or refunds, as pool hire and staffing costs still apply.

If lessons are cancelled by Alpha Aquatics Academy due to pool issues, technical problems, safety concerns, or instructor availability, we will offer a catch-up lesson wherever possible.

All payments are non-refundable, except in the case of long-term medical absence with a valid doctor's note.

If you need to cancel you or your child's place, we ask for four weeks' written notice. Fees remain payable during this notice period.

This system ensures lessons, staffing, and pool hire are planned consistently so your child always has a safe, high-quality learning experience.





1:1 pricing, payment & missed lessons

One-to-one lessons are charged at £100 per month, payable monthly in advance. This covers all term-time lessons and is calculated by spreading the total cost evenly across the year rather than charging per session. Payments secure a dedicated weekly 1:1 lesson slot.

Missed Lessons & Cancellations

As 1:1 lessons are reserved exclusively for the swimmer, missed lessons cannot be refunded or credited for any reason, including but not limited to:

- Illness
- Holidays
- Birthday parties or social events
- School commitments
- Short-notice cancellations or non-attendance

The monthly fee remains payable even if a lesson is missed. This ensures staffing, pool hire, planning, and the dedicated slot are secured.

Term-Time Lessons

1:1 lessons run during term time only. Monthly payments are spread evenly across the year for consistent, predictable billing.

This policy mirrors our group lesson structure, where fees are also calculated as a monthly membership rather than per attended session.

Where possible, we will offer a catch up lesson should lessons be cancelled due to situations outside of our control (e.g the facility experiencing pool issues), however no catch up lesson can be offered for missed lessons as explained above.





Absence & Water Confidence

Regular attendance is key to helping your child build confidence, skills, and enjoyment in the water. Missing lessons can slow progress, as swimming skills develop through consistent practice and repetition. Even short breaks can make it harder for children to retain technique, feel confident in the water, or progress to the next stage.

We understand that absences happen. If you know in advance that your child will miss a lesson, please let us know via the Member Hub. This helps us plan classes effectively, maintain small group ratios, and support your child's learning when they return.

While we cannot provide credits or refunds for missed lessons, notifying us of absences ensures we can keep the class running smoothly and maintain the best possible learning environment for all children.





Sickness and Illness Policy

At Alpha Aquatics Academy, the health and wellbeing of our swimmers, families, and staff is a top priority. To help prevent the spread of illness and to keep everyone safe, we kindly ask that you follow the guidelines below in the event of sickness:

- General Sickness

If your child is feeling unwell (e.g., fever, persistent cough, fatigue, sore throat), please do not attend swimming lessons until they are fully recovered.

- Diarrhoea and Vomiting

In line with NHS guidance, children must not attend swimming lessons for at least **48 hours after the last episode** of diarrhoea or vomiting. This is important to help prevent the spread of infection in and around the pool area.

- Colds and Respiratory Infections

Children with mild cold symptoms (e.g., runny nose, slight cough) may attend at your discretion. However, if symptoms worsen or include a high temperature, please wait until your child has recovered before returning.





Sickness and Illness Policy

Other Common Childhood Illnesses:

- Chickenpox: Children should not attend swimming until all spots have crusted over (usually 5–7 days after appearance).
- Hand, Foot and Mouth: Avoid swimming until blisters have dried and your child is feeling well.
- Impetigo: Exclude from swimming until sores are healed or 48 hours after starting antibiotics.
- Conjunctivitis: Please wait until discharge has cleared or 24 hours after starting treatment.

What To Do

If your child is unwell or unable to attend due to illness, please notify us as soon as possible via the Swimphony member hub, phone or email. Make-up sessions may be offered depending on availability and circumstances.

We appreciate your understanding and support in helping us maintain a healthy, safe environment for all our swimmers.





Behaviour & Expectations

At Alpha Aquatics Academy, we aim to provide a safe, supportive, and enjoyable environment for all swimmers. To help us achieve this, we ask that children:

- Listen to instructors and follow their guidance at all times.
- Respect fellow swimmers and equipment.
- Remain focused and engaged during their lesson.

Parent Guidelines:

- For health, safety, and safeguarding reasons, parents and guardians are not permitted on the poolside during lessons.
- If you need to speak to an instructor, please do so at the beginning or end of your child's lesson. This ensures lessons run smoothly and safely for everyone.
- We appreciate your cooperation in helping maintain a calm and professional learning environment.

By following these guidelines, we can make every lesson fun, safe, and productive for all our swimmers.





Photography and videography

Taking photographs or videos is NOT permitted at any point during Alpha Aquatic Academy swimming lessons. If you do take pictures or record videos, you will be asked to delete them (witnessed by a member of staff). We have a duty of care to all of our customers so please do not take offence. Alpha Aquatics Academy may occasionally photograph or video lessons, staff, and facilities, but we will always ask for permission and for your consent to take these. Any photographs or videos taken will be used for promotional, marketing or individual child achievements and will be available for you to view.

Lesson Programme

At Alpha Aquatics Academy we deliver fun and structured lessons. Our instructors use a variety of teaching methods which include being in the water with your child. At times, and for the purpose of skill/techniques demonstration and safety, instructors may need to be in physical contact with your child. All of our instructors are DBS checked, Safeguarding trained and comply with all statutory guidelines and company policies. These include child protection policies and guidelines. By accepting our terms and conditions, you are agreeing to our instructors being in the water with your child, physically supporting them where applicable and supporting them in their learn to swim journey.



Stages, awards and assessment

Children's progress is regularly assessed by our instructors and parents will be updated accordingly. Parents also have access to our member hub where they can see the criteria for each stage of learn to swim and follow their child's progress. We follow the Swim England Framework to allow us to assess competencies at each stage of the learn to swim programme. Encourage your child to practice skills at home or during free swims whenever possible.

When children pass all criteria on the stage they are working at, 1 to 2 weeks of consolidation will take place to ensure the children have retained the skill/knowledge. This builds the foundations for the next stage and well rounded competent swimmers. The teacher will advise parents once your child is ready to move to the next stage. An admin will be in contact with parents to discuss movement.

Pool rules and safety guidelines

- No running on poolside
- Children must be supervised at all times
- Shower before entering the pool
- No food or glass containers in the pool area
- Follow staff instructions at all times
- In case of emergency, follow pool evacuation procedures



Social media and community

Join our community online to stay connected:

- Follow us on Facebook for news and photos
- Join the member hub on Swimphony to check your child's progress and keep up to date with lesson times, payments and updates.

Please leave us reviews on our Facebook and Google Business page.

We love celebrating your child's achievements—tag us in your photos!

Communication and contact details

To contact us:

- Phone: 07752 756 490
- Email: admin@alphaaquaticssacademy.com
- Social Media: Facebook "Alpha Aquatics Academy"
- Website: www.alphaaquaticssacademy.co.uk

Please report absences in advance. Updates will be shared via email, Swimphony or our Facebook page.

Questions?

If you have any questions, please contact Alpha Aquatics Academy via any channel and we will be happy to assist you.