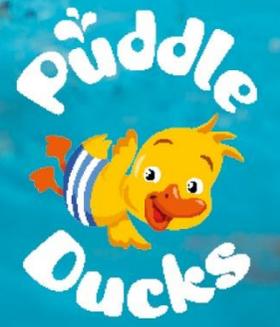




Make a splash
with
Puddle Ducks!



About Us

Puddle Ducks was formed in 2001 after our founding directors, Tracy and Jo met at ante-natal classes.

As they became friends they realised they had complementary business skills, a shared determination to strike a family-friendly work-life balance and a combined passion for passing on the joy of swimming to small babies and children.

Over
16,800
Customers

Over 230
Teachers

Over
15 Years
Experience



Puddle Ducks Programme



Aquanatal
Pre & Post-birth



Baby & Pre-school
age 0-4



Swim Academy
age 4-10

Our Aim
& Culture



🗨️ We want every child to love swimming, respect the water and swim beautifully. That's why our standards are the highest and our approach is unique. 🗨️

🗨️ Teaching swimming in a fun and individually tailored way is at the heart of everything that we do. 🗨️





Technical
Team



Our technical team has been at the forefront of swimming teaching and training for over twenty years. The team continually develops our programme, our lessons and our training to ensure that we stay at the leading edge of the industry and continue to provide the best possible lessons.

We are members of the STA and our teaching programme builds on this basic training to develop highly skilled, expert swimming teachers.



Our Brand

Our character based brand is recognised nationally and most importantly loved by children of all ages.



National & local level social media presence



National Website



National Press Advertising



- Leaflets
- Posters
- Roller Banners
- Road-side Banners
- Bunting
- Certificates
- Stickers



Our Teachers



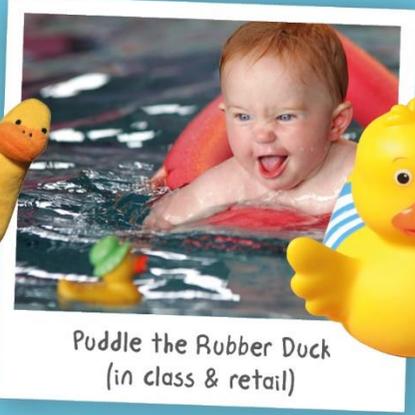
Puddle our mascot



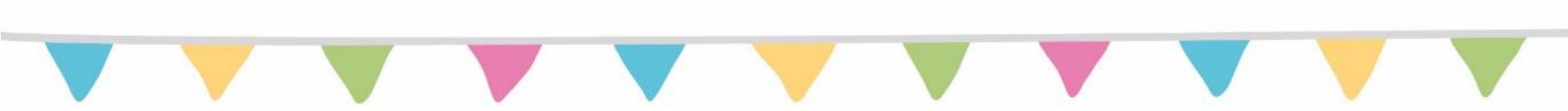
Cuddly Puddle (retail)



Puddle Ducks Glove Puppet (in class & retail)



Puddle the Rubber Duck (in class & retail)



Join our network of pools and enjoy
the benefits of being part of the
Puddle Ducks family.

www.puddleducks.com

Our Teaching Standards

We're fully qualified in all areas required to teach babies and children to swim



- 🏊 All our teachers are fully trained and assessed by the Swimming Teachers Association (STA) and hold the STA Level 2 Certificate in Aquatic Teaching for Baby and Pre-school



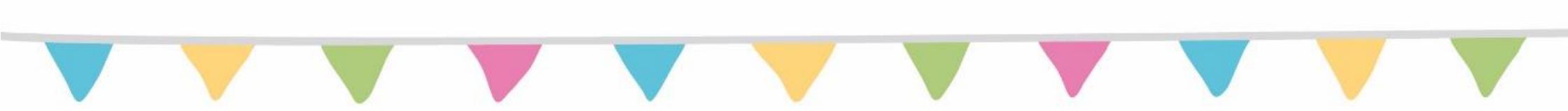
- 🏊 All our franchisees must obtain this accreditation within 2 years of operation and to date all have achieved this with distinction



- 🏊 All our teachers hold a lifesaving qualification, gained from either the Royal Life Saving Society (RLSS) or the Swimming Teachers' Association (STA)



- 🏊 All our teachers have also passed the rigorous Puddle Ducks assessments for our unique teaching programme



The strength of our relationship with STA has been critical to us from our very first term up to the current day.

“We have built up a great working relationship with Puddle Ducks since it first began and have watched it grow from a small school to a swimming company that has a significant presence across the country. This relationship has enabled us to provide Puddle Ducks’ franchisees with the expertise they need to ensure that their teachers are properly qualified to international standards and have all the skills needed for teaching swimming to babies and young children to a very high standard.”

STA’s CEO

Pool Requirements

Where do we teach?

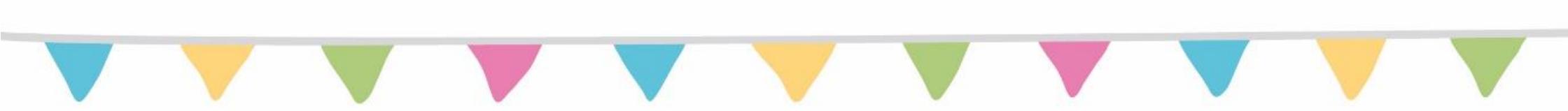
Our customers expect a high standard of service, and this must be reflected in the choice of venues that Puddle Ducks operates from. The pools that we teach in must have suitable facilities with layout and technical specifications to comfortably accommodate our classes and customers. Puddle Ducks must not interfere with the current activities at the pool or connecting buildings, and the facility must be able to cope with the additional demand placed on it by Puddle Ducks. We will conduct an initial survey to assess if the venue is suitable and then work with you to develop a proposal that works for both parties.

The following factors need to be considered:

- Pool size, depth, access
- Pool area lighting and heating
- Water quality, dosing, and temperature
- Changing facilities
- Car parking facilities
- Health and Safety
- Availability



It would be important for us to see your venue and discuss these details with you. We operate in very different pools, and often minor changes to either the layout or our operation can make a pool suitable for use.



The Benefits to your Business

With increasing energy costs, owning and running a pool is a very expensive business. Hiring the pool to a responsible organisation such as Puddle Ducks, is a good way of receiving a regular and significant income that can offset these costs.

Puddle Ducks hire pools on a regular basis, guaranteeing a regular income. Our classes are usually held during school terms and often during school hours when your pool may be quiet or empty. Weekend classes and after school classes are also offered by Puddle Ducks and holiday crash courses could also be run if the pool was additionally available at these times.

Puddle Ducks can be extremely flexible about the number of hours hired. Whilst we request an absolute minimum of one hour's hire per week, we could build our business to hire as many as 20 hours per week if the pool time was available.

Puddle Ducks are experienced at hiring pools and understand both the Health and Safety and operational obligations necessary to ensure a safe operation and minimal disruption to the facility as a result of our activities. Puddle Ducks can help, if necessary, with developing all business, operational and safety documentation necessary (including complete NOP and EAP documents) to ensure a smooth and safe operation. We pride ourselves on excellent business relationship with our pool owners.

By inviting Puddle Ducks customers into your facility, you are raising awareness among a key sector of your community, often generating additional revenue for your cafes, restaurants and memberships.

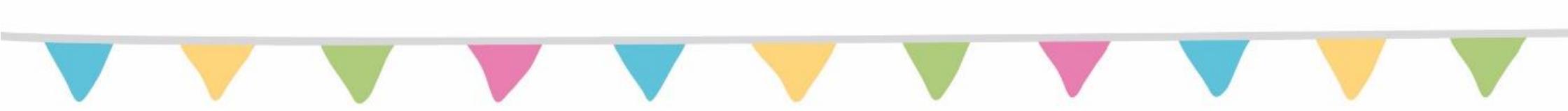
Our Responsibilities

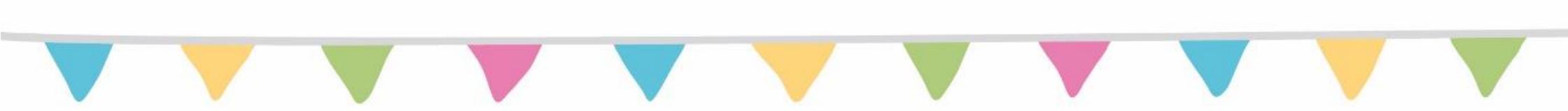
We take our responsibilities towards the pool owners extremely seriously. If we didn't, we wouldn't be able to run our business. At all times, our main objective is for a smooth running operation, that offers significant benefits to both ourselves and the pool owners. That's the Puddle Ducks' difference.

What are Puddle Ducks' specific operational responsibilities?

- We are fully insured, as individual teachers and as an organisation
- We take our responsibilities toward Health and Safety very seriously and ensure all relevant procedures, training and paperwork are up to date
- We run an efficient administration system and ensure that all invoices are paid in a timely manner
- We ensure that all our customers are well informed and abide by any operational procedures agreed with the pool owners



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- We use all our own equipment in the lessons
 - At all times we have at least one teacher in the water and a teacher or assistant poolside where no lifeguards are present, and insist on a one:one ratio of adult to child in baby swimming classes
 - We insist on all babies doubling up on swim nappies (a disposable or reusable swim nappy with a well-fitting neoprene swim nappy over the top) to almost eliminate the risk of leakage from a soiled nappy
 - We ensure that no nappies or lost property are left in the changing facilities following our hire



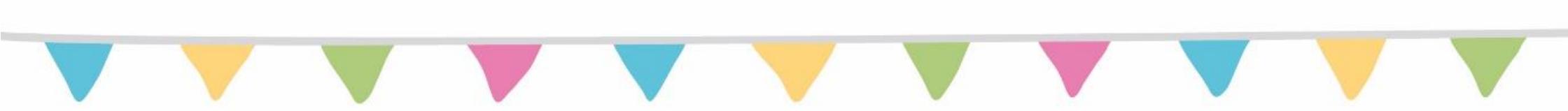
Feedback from Pool Owners

“Puddle Ducks is a company we embarked on a relationship with by allowing them exclusive use of the hotel swimming pool at certain times in order to develop children’s confidence in the water. We are supporting Puddle Ducks as we feel it is essential for little ones to learn to swim and not to be frightened of the water. We have heard nothing but compliments from parents attending their lessons, and it is a pleasure to watch the children having so much fun in the water. I wouldn’t hesitate in providing a reference to any potential other facilities, for the very professional way in which the company is run”

Jayne Chapman, General Manager, Best Western Manor House Hotel

“Puddle Ducks have been using our swimming pool since 2006. From our very first contact, we have found their approach to be thoroughly professional. Together we have negotiated a workable contract and operating procedures. The entire building housing our swimming pool is always left clean and tidy after use and the utmost care is shown to the property. Puddle Ducks knowledge of Health and Safety procedures is thorough and this is reflected in the documentation and practice. Our overall impression is that we have found Puddle Ducks to be a first rate partner with whom we have established an excellent working relationship.”

Harvey Burman, Headteacher, Delamere Forest School



What's Next?

If you believe we could develop a successful partnership, that's great news!

We'd be delighted to talk to you and visit your pool, so please do get in touch.

You can find out more about Puddle Ducks and our fabulous classes by visiting puddleducks.com