

All children should be able to swim by four says leading swimming teacher

Submitted by: Seriously PR

Thursday, 11 October 2012

For more information, images or quotes please contact Seriously PR
catherine@seriouslypr.co.uk or 01491 822645

Mother of three and owner of baby swimming organisation Swimkidz UK Ltd (<http://www.swimkidz.co.uk>) Trish Hare from Reading and two franchise owners, single mum Tracey Paterson and soon to be married Georgie Hibbs, have proven that whether you have a three or thirty year career behind you it's never too late to change direction and build a business that fits your lifestyle.

In 2009 Trish Hare took the plunge and launched Swimkidz after concerned parents highlighted the lack of lessons for toddlers in her area and a distinct need for qualified instructors available to teach pre-school children. Trish was also spurred on by a near drowning experience when her son Jaime was just four. Now, they teach the life saving skill to over 1000 children across the UK.

Three years on and Trish now supports three Swimkidz franchisees as well as continuing to run her own Swimkidz swimming lessons, spending time in the pool with children as well as building the Reading based company. Due to the nationwide shortage of qualified swimming teachers and because the existing franchises have been so successful, Trish will host her first Swimkidz franchise event at Reading Hilton hotel on November 8th, offering others the chance to start their own classes.

"I've been passionate about teaching children to swim for thirty years. I had thought of setting up my own swimming school for some time, but having worked in a number of very secure corporate jobs it was a daunting prospect to move away from what I knew. After my son nearly drowned on holiday in Spain, teaching children to swim became very close to my heart and I firmly believe all children should be able to swim by the age of four" says Trish.

After many years in the travel industry, North Bucks Swimkidz teacher, Tracey Paterson found herself redundant. As a single mum to four-year-old William, Tracey needed a career that would fit around her commitments as a single mum. Tracey says "I didn't want to look back and wish I had my time again. I feel really proud of what I've achieved; I just wish I'd started it earlier".

Eight months since opening her Watford classes, Georgie Hibbs now teaches eighty children across four pools in and around the area. "After six years of working in offices I decided I was ready for a new challenge. At the moment I have the time to put a lot of hours into establishing my franchise, but I'm getting married in five months and in a few years I plan to start a family. I know that owning my own franchise will give me the flexibility I need to concentrate on my family as well as growing a business," says Georgie.

With drowning the third highest cause of accidental death in children in the UK*, Swimkidz teaches children to become happy, confident and safe swimmers through fun and unique lessons. Every course is carefully structured, with progressive lesson plans for each week so skills are consolidated and built

upon.

Through an informative presentation and question and answer sessions with Trish Hare and franchising expert, Jo Goodall, the event on November 8th will provide an opportunity to learn more about this distinctive and recognised brand with a tried and tested business model and discover how owning a Swimkidz franchise can be a rewarding and challenging career, which can also fit around family commitments and that for people looking for a change of direction at any time in life this could be the perfect choice.

For more information about Swimkidz and the franchise event or to speak to Trish Hare please call 0118 959 7854 / 07825 955533 or email franchising@swimkidz.co.uk.

- Ends -

Notes to editors:

<http://swimkidz.co.uk/franchisee-opportunity.php>

Event details: Thursday 8th November 2012 at Reading Hilton, Drake Way, Kennet Island, Reading RG2 0GQ.

www.facebook.com/swimkidz

www.twitter.com/swimkidz

Swimkidz Ltd offers a successful and proven business model and full support from an expert team. The Swimkidz team pride themselves on the support they offer their franchise owners. As part of the agreement every franchisee receives a comprehensive five day training package about how to run a business effectively, which includes financial planning, marketing and social media training.

There is no need to already be a swimming teacher to own a Swimkidz franchise. Every franchisee is taken through the recognised national swimming training, as well as the unique Swimkidz training, to ensure outstanding standards of excellence.

Driven, self motivated individual's, with a passion to succeed, are just some of the key personality qualities which suit a franchise owner. Swimkidz franchise owners should love working with babies, children and of course their parents. Hours can be flexible and fit around the needs of the individual, depending on the size of the business.

The franchisee will have access to a bespoke database to make the administrative processes streamline. As well as a personalised web page to promote venues, photo pre-shoot, merchandise and special launch offers.

With a distinctive and recognised brand, the franchisee will have a comprehensive business model and teacher training package that will drive forward success.

Continued support through every step is provided to each franchisee. The franchisee will receive a mapped out protected territory to operate in so growth potential clear. Earnings are dependent on the amount of time and effort applied to the business. Additional revenue streams are available such as merchandise and photo shoots.

*<http://www.watersafetyawarenessweek.org.uk/about-the-week/>