

ACTIVE WIRRAL



STRONGER

HEALTHIER

HAPPIER

Aquatics Programme – Swim England Partnership

The Operation

- 8 Facilities
- 5 Pools
- 6 Gyms
- Multiple Classes
- Football pitches & courts
- Watersports Centre



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The logo for Active Wirral features the words 'ACTIVE WIRRAL' in a bold, grey, sans-serif font. Below the letters 'T', 'I', 'U', 'E', 'W', 'I', 'R', 'A', and 'L' is a horizontal bar composed of nine colored segments: yellow, blue, pink, orange, yellow, green, blue, teal, and yellow. Below this bar, the words 'STRONGER', 'HEALTHIER', and 'HAPPIER' are written in a smaller, grey, sans-serif font, aligned under the first three, middle three, and last three letters of the bar respectively.

The Financial Position

- £1m saving 2025/2026
- Income solutions -
- Savings solutions

A C T I V E W I R R A L



S T R O N G E R H E A L T H I E R H A P P I E R

Income Solutions

- Swim England Full Aquatic Review
- Good organisation – with the ability to be a Great organisation
- At the time of review 1678 swimmers on programme
- Learn 2 Swim potential 3632
- Target set at 3500
- Income increase set at £250k 2025/2026
- Income increase set at £250K 2026/2027



Implementation

- Lesson programme plan devised
- Staff shortfall identified
- Previous recruitment difficulties
- Swim England Recruitment Academy.



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Swim England Recruitment Academy

- Finds people from outside the industry
- Removes the barrier of cost to the trainees
- Removes the risk to the employer until the Level 2 qualification
- Provides work experience through volunteering
- Cost of training covered by employer if taken to the end of the programme

recruitmentacademy@swimming.org

Current Position & Next Steps

- 7 new teachers started September 2025
- 2009 children on programme, + 390 from Sept 2025.
- Second recruitment academy underway.
- Additional programme expansion January 2026
- Employment of Swim Coordinators
- Education swimming programme.



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