



# Swim School Welcome Pack

VERSION 3.1 / February 2023



[inatthedeepend.com](https://www.inatthedeepend.com)

0800 840 3084



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# INTRODUCTION

**in at the deep end aim to provide high quality swimming lessons at reasonable prices at all of its venues across the North East.**

As part of our commitment to being customer focused we always aim to be transparent with everybody who joins our lessons and so we ask that you read the relevant parts of this document and if you are unsure over anything contact us.



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# CASTLE VIEW



## Facilities

### Information on facilities available

 <b>Pool Size</b> 20m x 8m	 <b>Showers</b> 9	 <b>Disabled Access to Pool</b> Yes
 <b>Pool Depth</b> 1.1m - 2m	 <b>Toilets</b> 2	 <b>Steps</b> Yes One in to shower area
 <b>Average Pool Temp.</b> 30°C	 <b>Family Changing Area</b> Yes	 <b>Disabled Parking</b> Yes
 <b>Access to Pool</b> Via Fitness Centre	 <b>Snacks</b> Yes Tea/coffee/cold drinks and tuck	 <b>Parking Information</b> Saturdays are very busy due to football. Castle View may try to charge you £1 for parking. Simply make them aware you are here for swimming lessons and this will not charge you.

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## Evacuation Procedures



### Evacuation Points

While an evacuation during lessons is unlikely to occur all of our staff are fully trained in how to deal with the situation should it arise. We ask that you follow the instructions given by all staff (*either in at the deep end or Centre staff*) and follow any instructions given.

It may not be necessary to do a full evacuation of all swimmers out of the building and so they may stay on poolside with supervision. This is to ensure that they are kept warm!

If a full evacuation is required then swimmers will be brought to meet parents at the Assembly point.



**Parents / Public Evacuation Exit**  
via main reception



**Swimmers Evacuation Exit**  
via Sports Hall



**Assembly Point**  
is at MUGA



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## Helpful Information

### Please remember

- For all under 9's, please always remain within the building during lessons. For all over 9's make sure we have your latest contact details.
- Be respectful of others – make sure children are behaving appropriately. Give up your space in the changing rooms if you no longer need a space or have a gap in your lessons.
- Use correct sex/gender changing rooms *(Please note all over 9's must use the correct gender changing rooms or use family changing room if with a parent of opposite sex).*
- If you are using a family changing room you will need to walk through the correct gender changing room to get there.
- Castle View is completely non-spectating and has no watch weeks due to regulations set by the Academy.
- Please report all concerns and any issues to staff.



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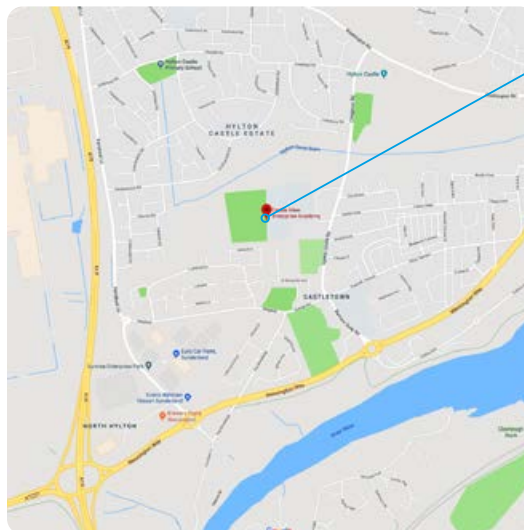
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## Directions

### Location



### Address

**Castle View Community  
and Fitness Centre**  
Cartwright Road,  
Sunderland,  
SR5 3DX

### Entrance and Parking

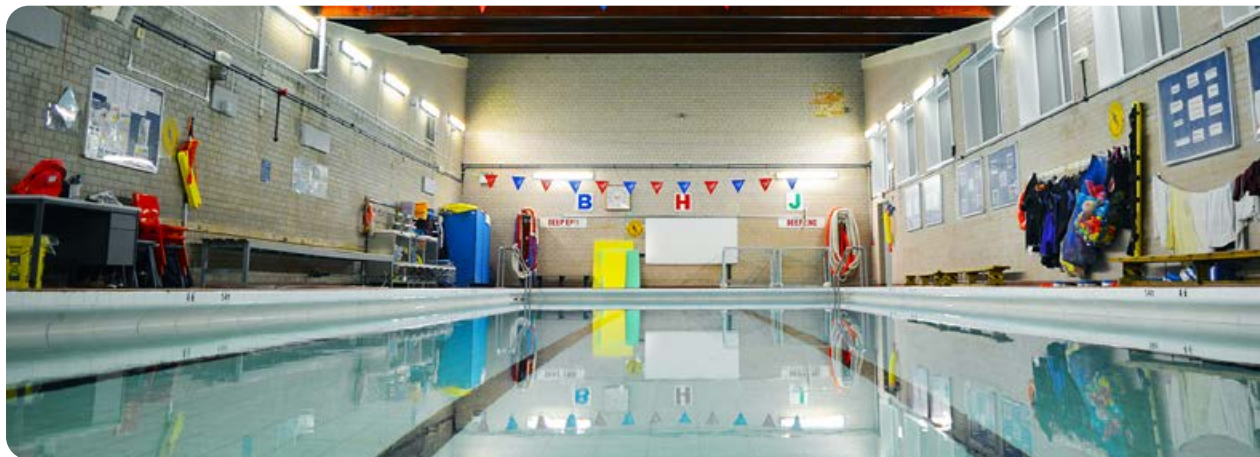
1. When entering the car park at Castle View head straight ahead towards the football pitches and park somewhere near here.
2. The entrance to the Centre is on that side of the building. It is not accessible via the main school entrance.
3. Once in the Centre please go past reception and straight on through the double doors which are straight in front of you. Male changing rooms are the first on the left and females second.
4. On Saturdays parking charges may be in place due to football leagues. Simply alert the attendants that you are here for swimming lessons and you will be admitted for free.



**Main Office**

**0191 594 6331**





## Facilities

### Information on facilities available



Pool Size  
25m x 8m



Showers  
5



Disabled Access  
to Pool  
No



Pool Depth  
1.1m - 3m



Toilets  
1



Steps  
Yes  
to pool hall



Average Pool Temp.  
31°C



Family Changing Area  
No



Disabled Parking  
No



Access to Pool  
Via walkway - which can  
be quite uneven



Snacks  
No



Parking Information  
Please adhere to coned  
off areas for safety

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## Evacuation Procedures



### Evacuation Points

While an evacuation during lessons is unlikely to occur all of our staff are fully trained in how to deal with the situation should it arise. We ask that you follow the instructions given by all staff (*either in at the deep end or Thornhill Academy staff*) and follow any instructions given.

Any fire alarm activation at Thornhill results in an automatic Fire Brigade presence and so due to the size of the site and lack of on-site support staff, all fire alarms will result in a full evacuation for everybody's safety

The initial Assembly point is under the covered in canopy, however, should there be any visible signs of fire then we will move to the Car Park.



**Parents / Public Evacuation Exit**  
via main door



**Swimmers Evacuation Exit**  
via fire door on pool hall



**Assembly Point**  
is under external canopy if  
safe or Car Park



# THORNHILL

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## Helpful Information

### Please remember

- For all under 9's, please always remain within the building during lessons. For all over 9's make sure we have your latest contact details.
- Be respectful of others – make sure children are behaving appropriately. Give up your space in the changing rooms if you no longer need a space or have a gap in your lessons.
- Use correct sex/gender changing rooms *(Please note all over 9's must use the correct gender changing rooms).*
- Please report all concerns and any issues to staff.



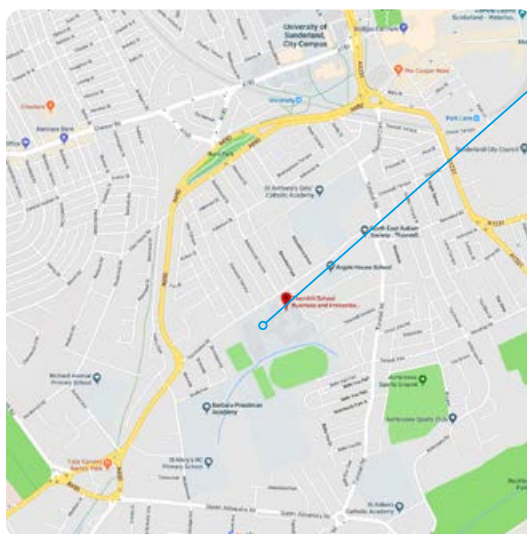


# THORNHILL



## Directions

### Location



### Address

**Thornhill Academy**  
Thornholme Road,  
Sunderland  
SR2 7NA

### Entrance and Parking

1. Come down the main ramp into the school, please follow the road straight ahead and down a bank on a single-track road.
2. At the end of this road where the Caretaker's house is turn right, follow the road to the end and turn right again. Please park on the first or second levels only.
3. Should any sections be coned off please do not move them as the ground maybe unstable and awaiting repair.
4. From the car park head up the mini-banks. Once on the top level continue to walk forward as though you are heading towards the main road.
5. Walk between two buildings with the outdoor changing rooms on your left-hand side and a garage and walkway towards the main entrance on your right. Continue to head straight ahead.
6. Once you get to the small covered walk way the entrance door is on the left. First door on the right is the female changing rooms and the second door on the right is the male changing rooms.
7. Enter the pool hall via the shower area.  
(Please watch your step as you enter the pool hall.)



**Main Office**

**0191 500 7981**

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# SEAVIEW



## Facilities

### Information on facilities available

 <b>Pool Size</b> 15m x 5m	 <b>Showers</b> 2	 <b>Disabled Access to Pool</b> Yes
 <b>Pool Depth</b> 0.9m - 1m	 <b>Toilets</b> 1	 <b>Steps into building</b> Yes
 <b>Average Pool Temp.</b> 30°C	 <b>Family Changing Area</b> No	 <b>Disabled Parking</b> No
 <b>Access to Pool</b> Via the stairs - female changing to the left and male to the right	 <b>Snacks</b> No	 <b>Parking Information</b> Please adhere to coned off areas for safety

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## Evacuation Procedures



### Evacuation Points

Fire assembly point is on the school field but there is a full fire evacuation plan displayed on the wall in the pool hall itself.



Assembly Point  
on the school field

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## Helpful Information

### Please remember

- For all under 9's, please always remain within the building during lessons. For all over 9's make sure we have your latest contact details.
- Be respectful of others – make sure children are behaving appropriately. Give up your space in the changing rooms if you no longer need a space or have a gap in your lessons.
- Use correct sex/gender changing rooms *(Please note all over 9's must use the correct gender changing rooms).*
- Please report all concerns and any issues to staff.

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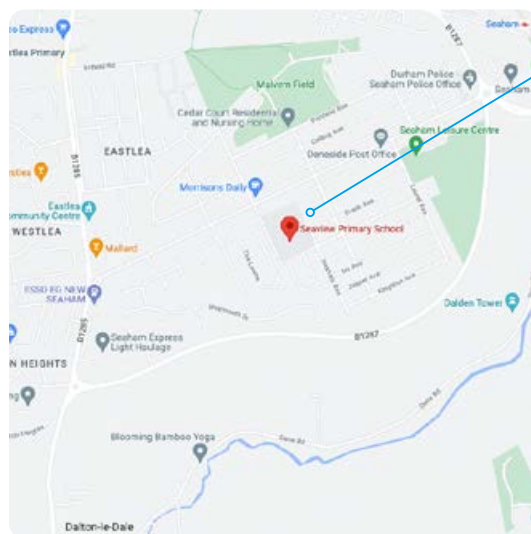


# SEAVIEW



## Directions

### Location



### Address

Sea View Primary School  
The Avenue,  
Seaham  
SR7 8PD

### Entrance and Parking

1. Enter the car park through the barrier which will be lifted.
2. Please park close to the sports court end of the car park and head towards the kitchen which displays the sign: Main entrance.
3. Bare right at the kitchen and follow the path towards the pool.
4. Enter pool via the stairs. The female changing rooms are to the left, and the male changing rooms to the right.

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0191 581 3974





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# HOW TO ENROL

## How to Enrol

There are no booking or set up fees to pay with in at the deep end. You simply pay the per session cost multiplied by the number of sessions left in that term.

For the first terms booking these can be made either via card over the phone – if you send us your number we will give you a call, or by bank transfer. No bookings are possible until payment is made. Direct debit is an option for payments from term 2.

### **Trial sessions**

By popular demand we are offering the chance to have two trial lessons before committing to a full terms worth of lessons.

The cost of the two trial lessons is available by contacting us and can be booked and paid via card over the phone or bank transfer. The trial works out as one paid lesson with one free lesson and so is exempt from the 14 day cooling off period.

After successful completion of the trial should you wish to book a space in the lessons payment needs to be made within 48 hours of the second lesson to confirm the space.

Trial sessions are only available to new swimmers, those who've not swim with us for the previous 3 terms and in classes where the term has already started. For example it is not possible to book a trial in December for classes starting in January, however, should spaces still be available in January then trials will be available to purchase.

For more information or to book a place,  
get in touch.



0800 840 3084

[admin@inatthedepend.com](mailto:admin@inatthedepend.com)



# DIRECT DEBITS

## Direct Debits

### Introduction

If you would like to pay for swimming lessons by direct debit, this can be done via our online system. This option is only available to swimmers after their first term of lessons and if they opt to enrol online as we have no paper based alternative. This document should be read in conjunction with the 'Guidance to Parents' information earlier in this document especially around credits, refunds and Data Protection.

### Direct Debit Guarantee

in at the deep end's direct debits are processed by GoCardless. As part of this we offer the direct debit guarantee as detailed below:

#### The Direct Debit Guarantee



- This Guarantee is offered by all banks and building societies that accept instructions to pay DirectDebits
- If there are any changes to the amount, date and frequency of your DirectDebit The Calne Foundation Trust will notify you 10 working days in advance of your account being debited or otherwise agreed. If you request The Calne Foundation Trust to collect payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your DirectDebit, by The Calne Foundation Trust or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society.  
- If you receive a refund you are not entitled to, you must pay it back when The Calne Foundation Trust asks you to
- You can cancel a DirectDebit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

### Important Information

Direct debits **MUST** be set up by the 21st of the month that payments go out. For example, if the spring payment starts the 28th December you need to have set up by 21st December.

Failure to do this will mean you are **NOT** enrolled on your course and may forfeit your place. As this is an automated system we are **NOT** able to override it.

### Setting Up the Direct Debit

To set up a direct debit, first complete the enrolment process, and then follow the steps below:

- Log on to the online system here <https://portal.inatthedepend.com/login>
- Click on 'Account Balance
- Select the 'Direct Debit' option in the blue box
- Follow the prompts to complete the direct debit with GoCardless. Please note that in at the deep end will never see or hold your bank details.



# DIRECT DEBITS

## Direct Debit Dates

GoCardless will automatically email you on the 28th of each month prior to any payments been taken out of your bank. Payments will be taken around the beginning of each month.

## Payment Schedule

We will always have at least three direct debit dates per term although in longer terms we may run more payments. Payments may vary with more being taken in the initial months. Information on the payment split will be shown on the enrolment letters and is also available via the [online portal](#) under the 'Direct Debit Schedule' link on the left hand menu.

If you were to sign up and join the direct debit scheme late, for example a swimmer returning to us where the parent already had a valid direct debit payment set up would find that their first payment would also include any missed during the previous months.

For example if a payment of £60 is split in to four equal payments and you enrol before payment two your first payment would be £30.

## Extra Payments

Should you make any changes to your child's lessons that result in an outstanding balance, a payment will be taken the following month, whether or not that month is one in which a regular payment would be due. It may also result in two separate payments being taken in one month, if the change relates to a previous term.

## Automatic Re-enrolment

Swimmers set up on the direct debit system will be automatically re-enrolled on to the following terms lessons. Parents or guardians who do not wish for this to happen should log on to the automated system and cancel the term via the 'Account Balance' tab.

Once the first payment has been requested it is assumed swimmers will be continuing and no cancellation is possible.

Enrolment forms for swimmers on the direct debit scheme will have this clearly identified.

## Alterations to Payment Amounts

Direct debits will be taken according to the balance on your account before the direct debit is taken. This means that should your balance change for any reason (for example should you alter courses, purchase badges or receive any refunds or credits) the direct debit value will change accordingly.

Should the change occur after you have received the monthly email telling you what your payment is due to be (i.e. on or after the 28th of the month) the change will not be reflected in that months payment.





# DIRECT DEBITS

## Changes to the Direct Debit

Unfortunately, it is not possible to change bank account associated with the direct debit therefore to change your linked account you need to log on to our online system and cancel the current direct debit before setting up a new one.

This must be set up by the 21st of the month that payments go out, otherwise an alternative payment method must be used to avoid forfeiting the place in the current class.

As in at the deep end do not have access to your account details we are unable to alter your bank details, the payment amount or date / time of payment.

## Failed payments

Payments that fail via direct debit will be re-requested approximately 5 working days after the initial failure. This will be automatically processed and will not incur any charges via in at the deep end. While this is being processed swimmers can continue to attend lessons as normal.

However, should the direct debit fail again then due to charges imposed on us by our bank we must make a charge of £7.50. Swimmers will be unable to participate in their lessons as a requirement of our insurance policy until the term fee and £7.50 charge has been paid in full.

Should you wish to pay via credit/debit card over the phone following a returned payment an additional £5.00 processing fee will apply (making a total of £12.50) to cover staffing overheads.

## Payment errors

Where possible if we notice an issue with the direct debit payments we will endeavour to contact all customers as soon as possible and work with each customer on an individual basis to ensure they do not lose out financially. This may mean we cancel the direct debit payment for that month and request an alternative form of payment.

## Cancelled direct debit instructions

Should a customer cancel a direct debit while they still have an outstanding balance they, and all associated swimmers linked to this account, will no longer be able to swim with us until:

- Payment has been made for any missed months, including any associated fees and a new direct debit payment schedule has been set up or full payment for the remainder of the term has been received.

in at the deep end use a payment ledger system which means that all payments are grouped together on a per-account (parent/guardian) basis.

This means that should a parent pay for one child by cash and then chooses to enrol another and pay via direct debit should the direct debit be cancelled both swimmers will be unable to continue swimming until the above criteria have been met.

Should direct debits be cancelled before the end of the term in at the deep end reserve the right to take legal action to recover any outstanding costs. Should a parent wish to re-join in the future and an account has a debit balance on from a previously enrolled term this must be paid in full before future courses can be booked.

Where a direct debit is cancelled via the bank on an active term of lessons a charge of £7.50 will be applied to cover admin and processing fees.



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# GUIDANCE TO PARENTS

## Introduction

### Foreword

This guidance tells you about the rules of 'in at the deep end' (IATDE) as required by its insurance companies, National Governing Bodies and recognised good practice.

We follow current good practice and take advice from recognised governing bodies such as Swim England, The Swimming Teachers Association (STA), Royal Lifesaving Society (RLSS) and the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA).

If you have any queries about this guidance, please ask any member of staff. If there are any changes to this guidance during the course of a term, we will try to let you know.

### Swim School Lessons

Our swim school lessons do not exceed recommended guidelines on staff-participant ratios. In all cases the ratio will not exceed 20:1 and in many cases are much lower than this, especially in beginner lessons. For health and safety reasons no person must enter the pool hall until all members of staff are on site.

**Our responsibility** — All lessons are taught and supervised by fully qualified swimming instructors. We will supervise children only in the pool hall. However, staff are available to offer assistance should an emergency situation arise elsewhere on the site. We are not responsible for any loss or theft howsoever caused.

**Your responsibility** — Children aged 8 and under must be accompanied by an adult who will remain on site at all times during the lesson.

### Lesson Observation

With the exception of Castle View which has no spectating at any time due to regulations from the Academy, parents/guardians are invited to observe their child's swimming lesson in the first and last week of each term ONLY. For clarity this is the first and last lesson of the full academic term, i.e. the lessons immediately before/after the Christmas, Easter and Summer holidays. We are unable to allow observations of lessons outside these dates. If your child starts lessons or returns from holidays or any other absence after the first week of lessons, unfortunately you will not be able to observe the lesson.

When spectating for health and hygiene reasons we ask that you please remove outdoor shoes before entering the pool or shower area and sit in the designated seating area.

Please note. The above applies to all classes, including those where children are accompanied in the water by an adult, e.g. Baby Swim. The rules for these classes (one adult in the water, no spectators on poolside) apply for all weeks of the term with the exceptions of the standard observation week as detailed above.

### Policies

This document is intended as a 'whistle-stop tour' of the most common questions we receive during the course of lessons. However, it should be read in conjunction with our full bank of policies which are available at [www.inatthedepend.com](http://www.inatthedepend.com)

Our website includes all of our relevant policies including Safeguarding, Data Protection, Health and Safety and Complaints.

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## Safeguarding

### - Keeping Everybody Safe

#### Changing facilities and appropriate swim wear

In accordance with good safeguarding practice, children aged nine or over must not use the opposite-sex changing rooms, and parents/guardians of these children may not accompany the child into an opposite-sex changing area. For example, a female parent/guardian may assist her five-year-old son to dress in the girls' changing area, but cannot accompany her nine-year-old son into the boys' changing area.

Family changing facilities are available at Castle View, although parents/guardians and children must walk through the appropriate changing rooms to get to the family changing areas as per the guidelines above. Parents may not cross in to the opposite genders entrance area for safeguarding reasons. This means that female parents must enter and exit the family changing rooms via the female changing room.

For safeguarding and hygiene reasons we must request that all swimmers wear the appropriate swim wear. Children arriving to lessons in underwear may be turned away from their lesson. For swimmers in our Baby Swim classes we ask that appropriate swim nappies are worn to avoid accidental soiling of the water.

#### Photography

Photographing and the recording of images is only permitted with the written authorisation of IATDE management.

This is generally restricted to controlled conditions with the agreement of all participants.

#### Electronic Equipment

As most electronic equipment now includes a camera facility, these devices must be switched off whilst on poolside. This includes gaming devices such as Nintendo DS's and Kindles etc. This is to protect both the device user and children. IATDE would encourage all users to report any suspicious activity to a member of staff as soon as they can.

#### Child sickness, illness and medical or learning issues

We would request that all parents use their common sense when sending children to swimming lessons if they have been ill. Children should not participate in swimming activities if they have suffered from sickness or diarrhoea within the previous 48 hours. If you are unsure as to whether your child is well enough to swim, please do not hesitate to contact us.

To ensure that all children are given the best opportunity to succeed, and, to keep them safe we ask that you inform us of all medical conditions a child may have (including serious historic ones such as heart operations, leukaemia or epilepsy) as well as learning difficulties including autism, hearing impairments, dyspraxia or ADD/ADHD.

#### Code of Conduct

Any behaviour which can be perceived as threatening or abusive towards any member of our staff, centre staff or member of public will not be tolerated. Anyone breaking this rule may be asked to not return. Anybody requested to not return will not receive a refund.

#### Smoking

All City of Sunderland land is designated as no-smoking zones. Any parents/guardians who do wish to smoke must leave the site before smoking. This includes the use of e-cigarettes.





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## Financial Information

### Including Credits and Refunds

#### 1:1 and 2:1 lesson cancellation via parents or guardians

We understand that sometimes people are ill or things crop up and they are unable to attend their lessons. Where this is the case and provided we have been given a minimum of 48 hours' notice either via email or our 0800 number we will not charge for the missed lesson.

While refunds will not be issued we will offer any missed sessions as a credit towards a new block of 1:1 lessons or our standard group sessions at your discretion. At the end of a term should you decide to not continue with your sessions either via lessons or 1:1's all missed lesson fees will be forfeited.

For your convenience a voice mail system operates on the 0800 number and messages left on this will count in regard to lesson cancellations.

#### Discounts, Vouchers or Raffle Prizes

From time to time in at the deep end offers various vouchers or discounts to its customers in the form of free or discounted lessons. These are only available for use as per the terms on the voucher and cannot be redeemed on classes already purchased.

Where free lessons are offered via promotions such as raffle prizes swimmers claiming these offers are deemed to have agreed to this documentations rules. All prizes are none-transferable.

#### Including Credits, Refunds and Cancellations

Should IATDE need to cancel a lesson, we will endeavour to inform all parents/guardians using the contact details provided on enrolment forms, preferably via text message. Please note, however, we cannot guarantee that this will happen—especially if a closure is decided at short notice. In the case of extended closures we will request that local press publish updates about when lessons will be recommencing, however, we will make sure our own Facebook group page is updated as and when we receive information. You can request to follow the group page by visiting [www.facebook.com/groups/iatde](https://www.facebook.com/groups/iatde)

If your contact details change, please inform your child's swimming teacher or update your details online so that we can ensure you do not miss any communication from us.

Where possible, we will attempt to re-schedule the cancelled session(s) at the end of the term or during the half-term holiday. Where this is not possible, a credit will be offered towards the next course of lessons. Alternatively, a refund payment will be made either by cheque or onto the original payment card. Those who have an active direct debit in place will have the refund automatically added to their online account which will reduce future payments.



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Due to the rules stipulated by our online card processing company, refunds must be issued to the original payment card. However, should a payment have been made in-centre, this may be refunded by card or cheque at our discretion.

Customers enrolling via our online system will see all credits added to their online account. These credits will be applied to any outstanding balance on your account, thus reducing any direct debit payments remaining in the term (if you have an active direct debit in place). If no payments remain, the credit will be applied to the following term's fee or can be used to reduce card payments.

Should a swimmer paying via direct debit not wish to return the following term then a refund will be offered, however, this will need to be requested as it is not an automated process.

It may take us a few days to add refunds to the online system especially in the case of extended closures where our priority is communicating with parents of the affected lessons.

Credits are allocated to the parent/guardian of the child and cannot be transferred to another family. Although they can be used by any child within that parents account.

## Refunds

If lessons are cancelled by you after payment has been made, refunds will not normally be offered. In exceptional circumstances, places may be held and credits issued towards the next term of lessons.

offered at the discretion of management, subject to a £12.50 admin charge which will be deducted from the refunded amount.

Refunds paid via credit / debit card online will be refunded to the card used to pay for the course. Payments made in Centre or bank transfer will be refunded by cheque. Refunds can take up to 14 working days.

Where refunds are issued by cheque - if these are lost and re-issued then a £10 admin fee will be incurred. This covers the cost of cancelling the lost cheque and re-issuing a new one. Should parents decide to return to lessons after a cheque has been issued they should still be presented for payment at their bank and cannot be used towards the cost of new lessons. This is to avoid additional charges for cancelling a cheque.

Please note that exceptional circumstances does not extend to children simply not being ready for swimming lessons, changing their mind or parents no longer being able to bring them to their designated lesson.

Where this is not possible, refunds may be



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## Cancellations

At the end of every term, a re-enrolment pack will be issued for swimmers with information about the new term and how to book a space. Those who have previously paid in Centre or online by card can simply not pay for the next block of lessons which will cause their space to become available to others.

Should you have booked by direct debit you must have informed us you wish to cancel by the date stipulated within the enrolment pack or it will be assumed you wish to continue. Once direct debits have started no refunds will be available for cancelled spaces.

## Cancellations - where refunds are owed

Where refunds are owed due to cancelled classes the previous term the enrolment forms will detail how these can be collected. This will usually be via card or cash at the Enrolment desks in centre or by the refund method as previously detailed. Where a person is unable to return to lessons and either pays via direct debit or online and cannot collect the refund in Centre they must contact us direct to action the refund, unfortunately these are not automated processes.

## 14-Day Cooling Off Period

In accordance with the Consumer Contracts Regulations, anyone booking lessons for the first time over the phone, online via credit or debit card or by BACs is entitled to a 14-day cooling off period.

The 14-day cooling off period commences from the date of payment not the date of the first lesson. People wishing to exercise the right to this must contact us within 14 days of payment being made. Refunds will be made back to the original card used for payment.

Should lessons have already commenced, the cost of any lessons taken within that

period will be deducted from the amount refunded. We ask therefore that you ensure your child is ready for lessons before booking them.

During the case of extended pool closures we will not accept cancellation requests for lessons (unless required as per refund and cooling off policies). This is to help with the administration of lessons during the closure and ensuring everybody gets the full refunds and credits they are entitled to once the pools reopen. We also ask that direct debits are left intact and not cancelled so we can manage to arrange credits and refunds on a regular basis for these customers. Those who do cancel direct debits will be assumed to have left the swim school and removed from registers with no further refunds or credits added to accounts.



# GUIDANCE TO PARENTS

## Enrolments and Re-enrolments

### Course Pre-requisites

Some lessons and activities we run have pre-requisites for admission. Where this is the case it is clearly documented on booking forms and all parents/guardians must ensure that children will be able to achieve the pre-requisites before booking a space as refunds will NOT be given where a child fails to meet them nor will they be allowed to participate in the session.

### Enrolment

All swimmers must re-enrol by the dates specified on your enrolment letter. Failure to do this could lead to your child's place being offered to somebody else.

We are able to offer online re-enrolments including via direct debit, the chance to enrol at a different centre on a different day, via post or BACs bank transfer. Please speak to your swimming teacher or contact us for more information or if you are not able to enrol by the specified dates.

### Accepted methods of payment

It is possible to pay for lessons in-centre via cash, cheque or credit/debit card. Payments may be made online by credit/debit card or direct debit. Bank transfer payments can also be made on request.

### Failed payments

Due to charges imposed on us by our bank we must make a charge of £7.50 for any cheque payment returned to us as unpaid.

As a requirement of our insurance policy, any child who has not paid for their block of lessons or had a payment returned as unpaid will be unable to participate in their lessons until the term fee and £7.50 charge has been paid in full.

Should you wish to pay via credit/debit card over the phone following a returned payment an additional £5.00 processing fee will apply (making a total of £12.50) to cover staffing overheads.

Unpaid direct debits are processed differently and more information is available in the [Direct debit guidance section](#) of this document.

### Payment by direct debit

To pay via direct debit please see the direct debit guidance section of this document.

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# GUIDANCE TO PARENTS

## Data Protection and GDPR

### Data Protection (GDPR May 2018)

The information provided by you to us will only be used for the purposes of processing and administering the swim school. No information is sold or passed to any third parties without your explicit consent. The information you provide us (name, contact details, medical conditions etc.) is held securely and only accessible to those who need access to it.

Some information will be transferred to third parties to allow us to process your enrolments. This includes but is not limited to the companies who send out our text messages should we cancel lessons - WorldPay and GoCardless who process our electronic payments, the companies who provide our storage and email systems (BaseCamp, Office365 and Dropbox) our backup provider or the organisations we work with to ensure compliance with all regional laws (e.g. our accountants, system administrators and HR providers).

Should you or your child be a swimmer on a funded place then information around attendance, progress and ability may be shared with the funding provider as per your agreements with them. If you wish to clarify what information is shared with whom please contact us.

Only information which is relevant to each organisation will be transferred. For example our HR and Accountants will not receive information of swimmers personal details.

All of these companies have been thoroughly vetted and are fully compliant with the regulations around the GDPR and if outside of the EU hold the appropriate compliance certification to allow us to work with them.

The processing and storage of all data is entirely optional to all parents, guardians and swimmers, however, without the consent for us to store and process the information we will be unable to accept you in to our swim school.

in at the deep end is fully registered with the ICO in regards to all of its data processing and storage.

More detailed information around our Data Protection promises can be found on our website in the Data Protection area.

### Data Protection—Updating and Transferring Information

At anytime customers can update their information via our online Portal at <http://portal.inatthedeepend.com> or by contacting a member of IATDE staff who will do it on their behalf.

Our systems have also been set up so that should you wish to transfer the data held within it to another organisation you can print the pages of information out and pass it to them for processing. There is no automated way in which to do this.

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# GUIDANCE TO PARENTS

## Feedback and Comments

### Comments, feedback and getting in touch with us

IATDE welcomes your feedback and suggestions for improvement to our services, or to discuss any issues you have about your child's swimming.

You can get in touch with us in person via any of our swimming instructors (however, to avoid disruption to lessons, please try to do this before or after, rather than during, a lesson); by visiting our website at [www.inatthedepend.com](http://www.inatthedepend.com) emailing us at [admin@inatthedepend.com](mailto:admin@inatthedepend.com) or by calling 0800 840 3084 and leaving a message (don't forget to include your contact details).

You can keep up to date with us by joining our Facebook Group [www.facebook.com/groups/iatde](https://www.facebook.com/groups/iatde) and our public page [www.facebook.com/inatthedepend](https://www.facebook.com/inatthedepend)

Alternatively you can follow us on Twitter [@iatde](https://twitter.com/iatde) or find our Mermaid lessons and experiences at [www.facebook.com/IATDEMermaids](https://www.facebook.com/IATDEMermaids)

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# SWIM



## Swim

Providing affordable, flexible and fun lessons to swimmers of all ages and abilities.

Our lessons run out of the Castle View Community and Fitness Centre and Thornhill Academy. We aim to provide affordable, flexible and fun lessons to swimmers of all ages and abilities.

We run three blocks of lessons per year correlating to school terms. Enrolment for each term opens about one week before the previous terms holidays commence (for example to start lessons in January enrolment will commence the week before children break up for Christmas). Where spaces are available enrolments continue up until the half term of each term.

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# BABY SWIM



## Baby Swim

This fun, adult and child class is the perfect introduction to the water for babies and young children.

Using a combination of music, movement and play, Baby Swim supports babies and young children to develop confidence in the water and prepare them for independent swimming classes.

Baby Swim is also a great social opportunity for children and adults alike. Not only does one-to-one time between a baby and their parent or carer help to build trust and promote social development, the classes are also a great opportunity to make lasting friendships with other young families.

Baby Swim is suitable for babies from newborn to 3 years.

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# AUTISM SWIM



## Autism Swim

in at the deep end is proud to be an Autism Swim Approved Centre.

### What does this mean?

Autism Swim is the only certifying body specific to autism and aquatics worldwide. Autism Swim and in at the deep end are working closely to deliver the best possible outcomes for the swimmers within our service.

As part of our work with Autism Swim in at the deep end staff receive training, resources and support in order to understand the differing needs and wants of the swimmers with other abilities; and teach to them in a way that is most conducive to their needs.

The team at Autism Swim assist us to target three key areas:

- **Water Therapy**  
Ensuring our swimmers are comfortable and happy to be in and around the water. This sets them up with the best chance of learning.
- **Water Safety**  
Water safety is imperative for every learner, however even more so for our swimmers who have a decreased ability to perceive risk and danger.
- **Learn to Swim**  
Adapting and modifying our teaching techniques to ensure that we cater for all different learning styles and abilities. We work toward individual goals, rather than trying to fit learners into pre-determined 'levels'.

We have made the ongoing commitment to education, and we are confident that this resonates in the work that we are undertaking with our swimmers.

For more information about Autism Swim and the services they provide, please visit their website: [www.autismswim.com.au](http://www.autismswim.com.au)

For more information about the benefits this has had to in at the deep end or to discuss how it can help you or your child please email us: [admin@inatthedeepend.com](mailto:admin@inatthedeepend.com)

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# MERMAIDS

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## Mermaid Swimming

in at the deep end are thrilled to announce that we now have five certified MermaidsUK instructors within the company. This has allowed all of us to develop a solid understanding of the safety, science and techniques used for mermaid swimming (mermaiding)!

Not only is this a fantastic platform to allow creativity and imagination, it is great for fitness developing strength and stamina whilst learning about team work and water safety. It is also really, really good fun!

### How do we do this?

First off we give you a monofin which is basically a large flipper, but, instead of having one on each foot both go in to the same one. We then give you your tail (you can even choose its design and colour!) to go over the top of the monofin and turn you in to a fully fledged mer-person!

Each stage is introduced gradually so that the basic safety skills are covered at each stage to ensure everybody is comfortable and safe as they become this magical sea creature!

When booking on to Mermaid classes parents are agreeing that children are able to complete the pre-requisites for the sessions:

- Swim 25 metres comfortably
- Be able to submerge your face fully whilst swimming
- Be able to tread water in both shallow and deep water
- Be able to lift your knees and turn 360 degrees in both directions
- Be able to demonstrate a basic dolphin kick for 5 metres

These will be tested during the swimmers first session and if its deemed that a swimmer is unable to meet these pre-requisites they will not be able to participate in the classes.

Where this happens parents will be offered the change to swap in to a class of an appropriate level to try and develop their skills so they can move back in to Mermaid lessons in the future, put any fees towards private lessons or receive a refund minus the cost of a lesson and a £15 admin fee.

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# ROOKIES



## Rookies

RLSS UK's Rookie Lifeguard programme gives your child the skills they need to be confident in the pool or the sea – which means peace of mind for you.

With colourful materials and fun, varied activities, the Rookie Lifeguard scheme teaches children how to swim and enjoy water safely, whether in shallow or deeper water. Rookie Lifeguard is aimed at children – though the skills learned through the course of the programme are just as valuable to people of all ages.

The scheme begins with Stage 1 of the Bronze Award and progresses to Stage 3 of the Gold Award, starting off at an ability level suitable for brand-new swimmers and progressing to the level where our Rookie Lifeguards perform impressive lifesaving tows.

Our Rookie sessions run on a Saturday at Thornhill from 10.30 to 11.15am. Information on our lesson costs and current availability can be found by contacting us.

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# AQUA PHOBIA



## Aqua Phobia

Did you know that a recent UK survey has shown that there are nearly 13.8 million people who will not go into a swimming pool and 4 million adults in the UK will not even get in a bath!

in at the deep end is proud to work with WaterPhobia to teach the UK's water phobics a love of water via their own proven 12-step plan.

### How does it work?

While we do have the option for swimmers to undertake these sessions during our usual sessions times we have found that in order to get the most out of this program we recommend undertaking a 'crash course' in lessons and attending a least one session a day for a week.

The other advantage to this is we can arrange for Castle View CFC pool to be exclusively available for you and your teacher to help put your mind at ease over any fears of embarrassment.

### How do I book?

For more information or to book a space please contact us.



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# LEVEL WATER



## Level Water

in at the deep end is proud to work in partnership with Level Water.

### I'm a Level Water swimmer, how does this impact me?

All of the information within this pack is relevant to you with the following minor changes as agreed with Level Water:

#### Missed sessions

Rather than the standard 48 hour cancellation period Level Water swimmers have to give us 24 hours' notice of none attendance.

#### Spectating

As the first session for Level Water is not entirely pool based we do allow spectators for the first week a child swims with us, however, this is a one off and only for their first lesson. After that the usual rules around spectating will apply.

#### Booking and payments

For initial bookings the full cost of a term is payable. However, after that you can drop on to the monthly DD scheme if you wish.

#### Half term sessions

We may be able to offer additional sessions during holidays, however, these will involve a supplement of £6 per session to cover some of the pool hire costs.

#### More info

For more information about Level Water and the services they provide, please visit their website – [www.levelwater.org](http://www.levelwater.org)

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# OFFERS

**25% Off**

discount for both new swimmer and referrer

Contact use or ask your teacher for a form.



**25% Off**

any second class booked

Contact use or ask your teacher for a form.





[inatthedeepend.com](http://inatthedeepend.com)

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