

Serco's aquatics approved training centre achieves CIMSPA highest grade

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Serco's leisure business has announced that its aquatics Approved Training Centre (ATC) has been awarded CIMSPA's highest grading, following a recent External Quality Assessment (EQA).

In its first year of operation, Serco's ATC trained around 230 new swimming teachers, while in 2024 that number had grown to over 700. The centre runs on average around 70 courses per year to meet the demand for new swimming teachers.

Steve Nelson, Serco's Director, Leisure said: "I'm very proud that the quality of our ATC has been recognised by CIMSPA, following the independent assessment. Since launch, it has taught almost 2,000 people to become swimming teachers, as well as offering additional qualifications for baby and pre-school, and disability sessions.

"Our ATC supplies the business with expertly tutored swimming teachers, allowing us to stay on top of any recruitment issues, while providing a consistent level of excellence for the customers, young and old, who learn to swim with us. Thanks to our training centre, we've been able to achieve above average growth in aquatics programmes across the board.

Grace Kearns, National Aquatics Training Manager and Leisure Safeguarding Lead added: "I just want to thank you all the aquatic teams in our centres and the amazing team of tutors that we have in the business - without you, this would not have been possible. CIMSPA were particularly impressed by our holistic approach to swimming lessons, which factors in not just how well the learner progresses in each class but also their overall wellbeing. This is a subject very close to my heart as safeguarding lead for Serco's leisure business.

"I'm also very proud of the work we're doing on employability in the regions we operate. We're working with local communities to offer funded training to people seeking work, providing opportunities for people to enter the sector and kickstart a career in leisure.

"Across Serco, we also support all aquatics colleagues by providing tailored CPD sessions, listening to feedback from teachers and swim leads, and responding to what they need, rather than using a generic approach. It's this bespoke method that is helping us develop the leading aquatics workforce in the industry!"

Natasha Eason, Associate Director for Education at CIMSPA said: "Serco's strong commitment to supporting the professional development and professional status of their team is brilliant and is reflected in their achievement of CIMSPA's highest level of quality assurance award for their aquatics approved training centre.

"To achieve 'Enhancing' status, Serco have been assessed against robust criteria which include the quality of the learning provision. As a three star provider, Serco's aquatics training has evidenced good practice across its operations, processes, and procedures, and offers the highest quality education provision.

"This is hugely important in not only supporting the development of Serco's team but also in demonstrating to customers and participants that their aquatics programme is supported by professionals that have had access to the highest quality training.

"We are proud to have Serco and their dedication to developing the highest quality learning for their workforce as a partner."