FAQ's - Monthly Direct Debit Payments

Why are you considering this change?

We are reviewing our payment options to see whether spreading lesson fees across 12 equal monthly payments would provide a more convenient and manageable payment method for families.

No decision has been made, and we are gathering valuable feedback before considering any changes. To gain a true understanding, it is important that you respond to this survey.

Would the cost of lessons increase?

No. The intention would be to spread the existing annual lesson cost across 12 equal monthly payments.

There would no price increase as a result of any change to the payment method, however, prices will still increase annually in line with inflation – you would always be advised in advance of any price increases, as per the Direct Debit Guarantee.

Why move away from termly payments?

Many organisations use monthly Direct Debit payments because they can make budgeting easier for families by reducing the need for large termly payments by spreading the cost. Currently, Swim School fees are due at Easter, August and before Christmas, and we appreciate this is times when there is already a heavy demand on family finances.

We want to understand whether our customers would find this beneficial.

Would I/my children still receive the same number of lessons?

The lesson programme and swimmer pathway would remain unchanged. Only the payment method is under consideration and, as part of this proposal, monthly payments would remain the same regardless of unexpected pool closures or Bank Holidays.

Would I still be paying during school holidays?

By moving to Direct Debit, your term fees would be spread across 12 monthly payments, meaning that there will be months when you are making a payment, but no term time lessons would take place (for example, in August).

While the Swim School offers holiday lessons, if you opted for these, there would be an additional upfront charge.

What would happen if, in the future, I/my child wished to cancel lessons?

If a monthly payment system (Direct Debit) was introduced, clear notice and cancellation procedures would be communicated in advance via our Terms and Conditions.

Would monthly Direct Debit be the only payment method?

We are currently exploring Direct Debit as the preferred payment method because it provides a simple and secure way to spread payments evenly throughout the year.

Customer feedback will help inform any future arrangements.

Is Direct Debit secure?

Yes. Direct Debit payments are protected by the Direct Debit Guarantee, which provides safeguards for customers and ensures any errors are corrected promptly.

Will there be any additional benefits offered?

Free swimming during public swimming times for the Swim School member enrolled. Normal Centre policies regarding accompanying under 8's will apply with the accompanying adult needing to pay the normal swim price.

Why are you asking for feedback?

We want to ensure that any future changes reflect the needs and preferences of our Swim School customers. Your feedback is an important part of that process.

Has the decision already been made?

No. We are currently consulting with our customers and gathering feedback. The survey responses will help to inform any future decision.

When will a decision be made?

Once the survey has closed, we will review all feedback and communicate any decisions or next steps to customers. No immediate changes are planned, and your Autumn Term Swim School registration emails will be sent out at the end of the Summer Term as usual.

It is important to remember that:

1. **No decision has been made – your feedback will inform this.**
2. **The annual cost of lessons would remain unchanged as a result of the move to Direct Debit payments, however, fees would still be subject to annual increases. You would be notified of this in line with the Direct Debit Guarantee.**
3. **We are seeking customer feedback before considering any changes.**