

November 2020 Lockdown

Dear Parents and Guardians,

As I am sure you are aware as of Thursday 5th November through to Wednesday 2nd December we are entering a second National Lockdown. Unfortunately this means that all lessons in between this time are having to be cancelled.

I cannot begin to tell you how devastated we are as a team that this has happened. We would like to think that since lessons restarted in Sept. we've been above compliant in all areas and have had no cases, at all, of Covid between staff or students. However, that said we do fully understand why it needs to happen— safety is paramount for everybody.

As I posted on Facebook over the weekend this is the first time I've felt concerned about the future of IATDE. I realise this is probably scary and worrying for people to see and read, but, we've always said we want to be open and transparent to people. Unfortunately we are one of those businesses who have fallen through the cracks since the pandemic started. Due to us not having any business premises we've not been able to claim any support grants available. We have accessed the furlough scheme (although there are costs associated with that in terms of PAYE etc.) to support our staff and taken a bounce back loan, however, these measures are only temporary ones. I need to ask that everybody keeps fingers and toes crossed for us to see that we do live to see another day!

Credits / Refunds

As always these will be added to accounts over the next few weeks—please note it does take time to do as its not a totally automated process. We will ensure, however, that everything is processed before the DD run on the 28th of November as this *should* ensure most people have no further payments to make.

Any credits on account can then be used towards the Jan 2021 term, or, if people are not coming back will be available as a refund during enrolment.

How can you help?

We've been totally overwhelmed with the offers of support, kind words, private messages and phone calls over the past few days. We always knew our parents were amazing but this has blown us away (lets just say there have been lots of tears from lots of people!). Once again I just want to thank **everybody** who in anyway has offered support to us since this was announced. Be that just saying they will be re-enrolling or going so far as to ask for no refunds. I cannot thank you enough. We are currently at about 10% of the swim school asking for no refunds which is a massive step towards being able to continue to fund the furlough and our ongoing commitments to help continue to trade in to the new year.

As generous as no refunds are we are in no way expecting these from people. Some simple other ways people can help include:

- Liking and sharing our Facebook posts and page and leaving us a positive review
- Interacting with comments on our main IATDE page
- Considering buying a gift voucher or poncho from our shop as a Christmas present
- Re-enrolling for Jan 2021.

Badges

We will be hoping to award the badges swimmers were working towards before lockdown in March this term. Those new swimmers we are trying to find badges that could have been achieved for them or we will aim to get a 'We started swimming' type one produced. This means fingers crossed everybody gets something!

In terms of issuing of the badges.... we are hoping to give these out during re-enrolment in early December. If we don't manage that, for whatever reason, we will issue them to swimmers who re-enrol early in Jan 2021. This will probably be about week 3 to give us time to move things around and get them to the right place and with the right teachers etc. This option, sadly, means that only those re-enrolling will get the badges and certificates.

Facebook

We know a lot of people are not on social media, however, if you are please join our Parents only group, where we are posting frequent updates and news as and when things arise. You can also interact with the team: www.facebook.com/groups/iatde.

As always if you do want to discuss anything personally with us we are more than happy to do so—drop us a line with your number and we will call you back as soon as possible.

And finally lets not think of this as a cancellation instead lets think of it as a pause?

Hoping everybody stays safe,
Mark, Kim and the whole IATDE team.