

CASE STUDY: **Swalings Academy and Franchises Limited**

The Background

Swalings has been teaching people how to be confident in the water for nearly 30 years. Caroline Swatton (pictured) is Managing Director and has built the business from a small local swim school to a market leader teaching over 2000 children a week. Caroline employs nearly 30 people to help run the swimming side of the business, but in her office there is just her business partner and husband Gerry, a bookkeeper and a part-time administrator. The growth plan is franchising with operations currently in the New Forest, Poole and Antigua.



Why The Passionate PA?

Caroline called The Passionate PA back in December 2011 because she needed help with an Office Organisation. After nearly 30 years in business and a string of admin assistants, the office needed processes and systems and a really good tidy. Initially, the project was to sort the paper filing systems and storage areas – with logical, easy to follow systems so that when new people joined the business, it was easy for them to continue to file with one logical system. However, Caroline quickly became aware that her Passionate PA was very much more than a filing guru! Kate became a trusted member of the team very quickly and has since been involved in nearly every aspect of the business.

The Work We Do Together:

- ✦ Tidying, sorting, filing, archiving, shredding etc.
- ✦ Email and Letter Correspondence
- ✦ Meeting and Training Session Minute Taking
- ✦ Staff Organisation and Process Implementation
- ✦ Supplier Liaison and Project Management
- ✦ New Software Implementation
- ✦ Newsletter Writing, Design and Distribution
- ✦ Marketing Advice
- ✦ Franchise Manual Planning and Writing
- ✦ Franchise Management Assistance – 15 day project in Antigua (see separate case study)

In Caroline's Words:

"Kate's a pleasure to work with – she's always positive and extremely resourceful. She's my right-hand girl when it comes to logical, process lead work. Having said that, she does creative and whacky just as well! She's the sort of PA you have if you want someone that can turn their hand to anything in your business with confidence, providing honest, straight forward advice and opinions. I love that she 'gets' my business, my goals and me, and I really value the fact that she cares about the future of Swalings just as much as I do. She's a little gem!"

To find out more about Swalings, visit their website www.swalings.co.uk or call Caroline Swatton on 08 707 10 10 12.

For more information about having a Passionate PA in your business call 01202 802 863 or email hello@thepassionatepa.co.uk