

March 2022 Newsletter



Communicating - Making it simple and personal!

Group communication is not only a great time saver when you need to run invoices, let people know about changes to swimming lessons, or you have an event that you want to promote, but can be a life saver when you need to cancel a lesson!

With SwimSoft Online and MOR Leisure software solutions, using the “Group Actions” function, it is simple to filter down to the group you want to communicate with (by day / teacher / class type etc). Both email and text can be personalised, so that each message looks like it has been individually written to the recipient, whether using a standard template document or creating an ad-hoc communication.

The email function on the software also offers the ability to add your logo, add attachments, insert links or images, and being HTML, YOU decide how your email appears. In a few taps of a screen or clicks of a mouse, you can send your

communication out to the specific group you want to reach, whether that be 5 or 500 people.

The “Group Actions” function also allows you to run other processes en masse – including raising credits. So, if you have had to cancel lessons, and the swimmer is due a credit, it is as quick and simple as sending the group cancellation!

However you choose to communicate with your clients, it is good to let them know how you will be getting in touch with them, either from when they first come on board with you, or when you make any changes. If swimmers know that in the case of a lesson cancellation you will be sending a text message, then they will know to keep an eye on their phone, for example. Or, if the weather forecast is predicting snow in a few days, send a group email out with some “Severe Weather Procedures” on – let people know what will happen in the event of snow – Will the pool open? Will the site be accessible? Will teachers be able to get to the school? If people know in advance what will happen if it snows, and that if your lessons may have to be cancelled, they will know to keep an eye out for a message, and already be aware that if snow is heading your way, that there is a chance lessons will not happen.

Documents which you might need in a hurry, such as “Severe Weather Procedures” which you may need to use again can all be prepared and saved, then simply attached to emails when you need to use them.

If you have any questions, or would like to see how SwimSoft Online and MOR Leisure can help reduce the time spent on administration, whilst enabling you to keep the “personal touch” with your communication, please get in touch!

As a bonus with SwimSoft Online and our recommended partner SMTP2Go you can trace emails from ‘Creation to Delivery’ so you can see exactly when your message was delivered!



World Autism Acceptance Week

28th March – 3rd April 2022

We work in an increasingly diverse industry, and the need to be aware and accepting of our colleagues and clients needs has never been more prevalent. World Autism Acceptance Week is run by The National Autistic Society, alongside fundraising efforts by the charity.

“Autism is a lifelong developmental disability which affects how people communicate and interact with the world. One in 100 people are on the autism spectrum and there are around 700,000 autistic adults and children in the UK.” (National Autistic Society)

The Autism Spectrum stretches far and wide, and we often see advice and tips being asked for in swim-related forums, so we thought it might be a good time to share some links and articles which may be of use, now or for future reference, and some resources which may be of interest to swim schools.

Autism in the workplace fact sheet [View fact sheet](#)

Teaching autistic people to swim: case study – National Autistic Society [View case study](#)

Swimming lessons for children with autism – Swim England [View information](#)

Report on Drowning / Aquatics and Autism – Autism Swim [View report](#)

Autism Swim (including information on UK courses) [View information](#)

If you are an STA member, not only do you get a discount on SwimSoft Online through your member benefits, but you are also able to get a discount on courses offered by Autism Swim!



BRITISH SWIMMING UNRESERVEDLY CONDEMNS THE ATROCITIES BEING COMMITTED ON THE PEOPLE OF UKRAINE FOLLOWING THE UNWARRANTED DECLARATION OF WAR BY THE RUSSIAN LEADERSHIP, SUPPORTED BY THE LEADERSHIP IN BELARUS.

BRITISH SWIMMING SUPPORTS A BAN ON RUSSIA AND BELARUS FROM ALL AQUATICS COMPETITION, AND CONFIRMS THAT IT WILL BE WITHDRAWING FROM ALL EVENTS CURRENTLY DUE TO TAKE PLACE IN RUSSIA OR BELARUS, INCLUDING THE 2022 FINA WORLD SHORT COURSE CHAMPIONSHIPS AND THE 2024 EUROPEAN CHAMPIONSHIPS, BOTH SCHEDULED FOR KAZAN, RUSSIA.

THIS DECISION IS TAKEN OUT OF SOLIDARITY WITH THE PEOPLE AND ATHLETES OF UKRAINE AND WITH THE SAFETY OF OUR ATHLETES, STAFF AND OFFICIALS AT THE FOREFRONT OF OUR MINDS.



International Swim Events

We know things may be uncertain for those of you involved in international aquatic events, and that many of you will have swimmers and staff of Ukrainian or Russian descent who will be struggling with the current state of affairs. Our thoughts are with any of you who are affected, in anyway.

Easter Closures

The office will be closed for the Easter bank holiday weekend, closing at 5pm on Thursday 14th April and reopening at 9am on Tuesday 19th April. The Support team will be monitoring incoming emails during this time should you have an urgent issue, please email support@morsolutions.co.uk

MORSOLUTIONS
Course Management Software



To book a demonstration session, or for more information call our team today on **01264 729292**

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