

# SWIMM

(South West Institutions' Middle Manager Programme)

A regional management programme in a luxurious setting

SWIMM is a popular, unique and innovative, 2-day residential programme, designed to allow middle managers working in southwest universities, the opportunity to reflect on their role, develop key management skills and network with peers in similar roles across the sector.

This popular, 5 star rated programme has been running for 18 years. With over 600 past delegates, word of mouth recommendations have been key to its success. We have welcomed many delegates, nominated by their managers, who were past participants.

The flavour of the course is grounded yet innovative. Content is refreshed every year to reflect current realities and needs. The universities involved recognise the huge benefit of working regionally, meeting a wider range of practices.

## Word Cloud - SWIMM March 2024 delegates

Which 3 words/phrases best describe SWIMM 24?



Delegates learn tools & concepts in a supportive atmosphere, away from the workplace. Highly participative course drawing on participant's experience, providing frequent opportunities to reflect on current/best practice.

**Who is it for?** 'Middle' managers new to role, or wishing to further develop their management skills.

### After SWIMM, delegates will have:

- Furthered their understanding of the HEI context, networking with managers undertaking similar roles.
- Looked at how they see themselves as managers, management style, how people work together in teams & are motivated
- Developed management tools/ techniques to apply in workplace.
- Built personal networks to widen horizons, provide fresh insights.
- Created personal development strategies



This programme is brought to you by 'The People Advantage'

**"Great structure. Great presenters.  
Great content. Thank you!"**

**Dates & Times - Residential:  
Thursday 27th November &  
Friday 28th November 2025**

**Cost: £935 pp** (VAT not applicable).



Includes course materials, hotel accommodation, meals, individualised profile. (On open market, similar 2-day programme can cost £1500 without accommodation!)



**'SWIMM + Coaching' Discounts** - see overleaf

**Bookings – via SWIMM booking Form**

**Venue:** Our hotel is just outside the beautiful city of Bath. A luxurious conference centre in which to relax.

[www.handpickedhotels.co.uk/bailbrookh](http://www.handpickedhotels.co.uk/bailbrookh)



**Testimonials, SWIMM Team, Venue,  
see overleaf**

## Recent SWIMM Testimonials

*"SWIMM has been absolutely fantastic. A wonderful opportunity to stop and critically reflect on my management skills. Thought-provoking and the content can be applied to numerous situations. I will take back to the workplace a renewed sense of enthusiasm and a number of new techniques".*

*"I loved the 'Coaching your team for success' session, back at the workplace, I will look at workload issues around a table, and then see how, as a team, we can affect them".*

*"I highly recommend this course. the fact it's all centred around the university sector is rare. Meeting others from other areas of the university, hearing about their roles & institutions was really interesting and useful. Creating a new network of peers was so valuable. It also made me feel like I wasn't alone by sharing my experiences and problems. Also bonding with other staff from my university. Angie and Alison were super, made us all feel so relaxed and they're very knowledgeable too".*

## Other Comments:

- Impressed by the ongoing updating and tailoring of training to the current HE market challenges.
- Having the material taught through the lens of HE, by HE professionals, was invaluable.
- Really made me think and consider what I do well and what I can do much better. The insights and tools are great resources which will support my growth as a manager and will support my team.

## 'SWIMM Pool'



After SWIMM, delegates are invited to join **'SWIMM POOL'** - a community of 'alumni' (access to face to face/online events, networking, online resources, offers).

## SWIMM Team & Contact details:

Email: [angie@thepeopleadvantage.co.uk](mailto:angie@thepeopleadvantage.co.uk)

Tel: 07733 629015

Website: [www.angieallcock.co.uk](http://www.angieallcock.co.uk)

With over 25 years collective experience working in different universities, with professional services and academic staff at all levels; our accredited, skilful SWIMM Team Facilitators have in-depth knowledge of the challenges facing staff working in HE. And they bring insights from their considerable experience training in the private sector.

See website for more details.



## 'SWIMM + Coaching'

with accredited, highly-experienced Coach, "an independent professional, able to listen, guide and advise. Excellent!"

In recent years, SWIMM participants have added 1:1 coaching afterwards with very positive feedback. You may add this at the time of booking or after SWIMM.

- Packages of 3 – 6 sessions (90 mins).  
10% Discount for SWIMM delegates

More information, testimonials see:  
[www.angieallcock.co.uk/coaching-psychometrics/](http://www.angieallcock.co.uk/coaching-psychometrics/)

## SWIMM delegate after 1:1 Coaching

*"I enjoyed the session, valued the opportunity to talk candidly. You definitely have a strong ability to make people feel at ease and listened to. Your non-judgemental approach also supported this. The session gave me some alternative perspectives on situations and viewpoints I've perhaps held onto rather rigidly, so this was beneficial as well. Thank you for your time & help".*