

Bríd Graham

Splash Swim School



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Working as a primary school teacher for 20 years gave Bríd Graham a valuable insight into building confidence in children. It is something she holds close to her heart as a swimming instructor and Director of Splash Swim School.

While working and travelling with a family as their private tutor, Bríd noticed the many opportunities that can come out of swimming. After her travels, she returned to education and obtained a Master's degree in Management from Smurfit Business School, UCD.

She then moved to Sligo and, in 2013, started her first swimming class in the Clayton Hotel. Nine years later, she has a team of ten instructors and runs 138 classes a week.

Meeting other women who understood the chaos of balancing a business and family life was invaluable to Bríd and she credits ACORNS for keeping her on track with her monthly business goals.

In February of this year, Bríd opened her 8th school at the Connemara Coast Hotel, part of the Windward Group. This followed the 2022 opening of Waterford Splash Swim School at the Crystalline Leisure Centre. They continue to offer lessons at Sligo Splash Swim School at the Dalata Clayton Hotel Sligo, and the Claytons in Galway, Limerick and Cork City Centre, further cementing their strong relationship with the Dalata Hotel Group. This brings staff numbers to 50 across the group and swimmer numbers to almost 2,000.

The Splash Swim School approach involves parents joining their children in the water until they can swim. This reduces anxiety and boosts children's levels of serotonin and dopamine.

Bríd has trained as a Swim Ireland and Irish Water Safety Tutor – which has enabled her to train her own swim teaching staff – and, along with their in-house STA Parent and Baby tutor – and is focused on expanding her technical knowledge of swimming and her capabilities as a Director of a medium-sized enterprise. Further expansion will be disclosed in the coming weeks!

