Program Proposal: Water Wall Training

# Program Summary

Water Wall Training is a unique strength and mobility program designed around vertical resistance stations mounted to or integrated into the pool wall. Participants perform functional movements using attached resistance bands, pull handles, wall bars, and kick plates. This training enhances upper body strength, core control, and endurance, making it ideal for both general fitness and aquatic therapy.

# Program Objectives

- Utilize underused vertical pool space for high-yield training
- Provide scalable workouts for a wide age and ability range
- Support physical therapy and rehab use cases
- Create a unique, low-impact strength training environment

# Target Audience

Teens to seniors (ages 14–75+), including:
- Clients seeking low-impact strength workouts
- Physical therapy patients and post-rehab clients
- Swimmers looking to improve upper body strength
- Adults returning to fitness after injury or surgery

# Class Format & Equipment

Class Length: 45–60 minutes
- Warm-up (mobility & bodyweight movements)
- Circuit or interval-based water wall workouts
- Strength: rows, presses, squats with wall anchor points
- Core: planks, resisted leg lifts, twists
- Cooldown with wall-based stretches

Equipment:
- Wall-mounted aquatic resistance systems (bands, loops, hand grips)
- Anchoring hooks or permanent fixtures
- Kick pads or push plates
- Optional: waterproof timers, instructor microphone

# Staffing & Certification Requirements

- 1 Certified Aqua Fitness or Rehab Instructor
- 1 Lifeguard (dual-certified preferred)
- Optional: Physical Therapist for medical-based classes

# Startup Costs (Estimated)

- Wall resistance kits (6–10 stations): $1,200–$2,000
- Installation (if not already present): $300–$800
- Instructor certification or CEU course: $200–$400
- Marketing & signage: $150
- Total Estimated Startup: $1,850–$3,350

# Ongoing Operating Costs (Per Class)

- Instructor Pay: $45–$60
- Lifeguard Pay: $20–$25
- Admin/Facility Overhead: $10–$15
- Total: $75–$100 per class

# Schedule Recommendations

- Daytime or rehab slots (late morning/early afternoon)
- Evening strength training option
- 1–3 classes/week or as part of a therapy series

# Evaluation Metrics

- Resistance station use & durability
- Participant performance progression
- Class attendance & satisfaction surveys
- Physical therapist/instructor feedback (if medical-based)