

Pool Programming: Surveying your Community

How do you ensure your pool programme is suitable for the wider community, as well as your current users? Consultation via focus groups, or an online survey will help you to understand the wants and needs of your community.

Below is a sample of questions for consideration in a pool programming survey.

These questions should be asked to all current pool users, as well as aiming to reach potential new users to the facility by extending the distribution into the community.

Questions for consideration:

Current usage and meeting needs

- Do you go swimming at <facility>?
 - Yes, I am a member of this facility and I swim here
 - Yes, as a pay as you go (PAYG) user
 - No
- *(If already swim there)* Do you feel <facility> provides swimming sessions that suitably meet your needs?
 - Yes
 - No
 - Don't know
- *(if answered no)* Why do you say that <facility> does not provide swimming sessions that suitably meet your needs? [open ended]

Interest in swimming (those not already swimming at facility)

- Would you be interested in swimming at <facility>?
 - Yes
 - No
- *(if interested)* Would a swimming induction session be of interest to you? This would involve a centre staff member giving you a tour of the facility, including the swimming pool and changing areas, and explaining the pool programme to you.
 - Yes
 - No

Current level of physical activity

- In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate? This may include sport, exercise and brisk walking or cycling for recreation or to get to and from places but should not include housework or physical activity that is part of your job.
 - 0 days
 - 1 day
 - 2 days
 - 3 days
 - 4 days
 - 5 days
 - 6 days
 - 7 days

Swim ability

- Which of the following best describes your current swimming ability?
 - I can't swim
 - I don't mind getting in the pool, but I need floats, or will not be able to take my feet off the floor
 - I can swim 1 width (10-20m) without stopping, but no more
 - I can swim 1 length (25m) without stopping, but no more
 - I can swim over 1 length but no more than 8 lengths (26m-200m)
 - I can swim over 8 lengths and up to 24 lengths (201m-600m), but it would be a challenge
 - I can swim over 8 lengths and up to 24 lengths (201m-600m)
 - I can swim over 24 lengths (601m+)
 - Not sure

Swimming company

- When you go swimming, who do you go with? Please select all that apply.
 - I go swimming on my own
 - With my friends
 - With my colleagues
 - With my family
 - With my partner
 - With swimming club / team
 - With my personal assistant (carer)
 - I go with the person I care for
 - It's part of my job
 - Other

Preferred communication methods

- How would you like to hear news and updates on swimming sessions available at the pool? Please select all that apply
 - Word of mouth
 - Facebook
 - Twitter
 - Instagram
 - Swimming pool website
 - Local council website
 - Online search engine
 - Radio ad
 - Magazine ad
 - Direct mail
 - Leaflet to my home
 - Poster / leaflet from school
 - Poster / leaflet in local community
 - Poster / leaflet at the pool
 - Local newspaper
 - Other

Sessions of interest

- Which, if any, of the following pool sessions would be of interest to you on the pool programme at <facility>? Please select all that apply
 - Casual swim
 - Lane swimming
 - Gender-specific sessions
 - 50+ swim
 - Adult-only swims
 - Disability-specific swims
 - Children's swimming lessons, but NOT with school
 - Adult and child swimming lessons
 - Adult swimming lessons
 - Health/GP referral sessions
 - Pool parties
 - Fun sessions
 - Swimming coaching sessions
 - Relaxation swimming session
 - Aqua classes
 - Club swimming
 - Lifesaving
 - Sub aqua/scuba/canoeing/underwater hockey/snorkelling
 - Other (please specify)
 - None of these

Important factors in decision making

- Which of these factors are most important to you in deciding whether or not to attend a swim session? Please select up to three:
 - Time of the week offered
 - Day of the week offered
 - Attending with friends/family
 - Atmosphere on poolside (i.e. lighting, music)
 - Accessibility (i.e. hoist, lifts, disability changing rooms, ramps, hearing loop)
 - Having an instructor on poolside
 - Cleanliness of the facility
 - Cleanliness on poolside/changing areas
 - Access to other facility features (i.e. crèche, café)
 - Other, please specify

Preferred session time/day

- If the facilities could be available to you at any time, when would you most like to go swimming? [dropdown]
 - Weekday – Early morning (midnight to 6am)
 - Weekday – Morning (6am to 9am)
 - Weekday – Mid-Morning (9am to 12pm)
 - Weekday – Early afternoon (12pm to 3pm)
 - Weekday – Late afternoon (3pm to 6pm)
 - Weekday – Early evening (6pm to 9pm)
 - Weekday – Late evening (9pm or later)
 - Weekend – Early morning (midnight to 6am)
 - Weekend – Morning (6am to 9am)
 - Weekend – Mid-Morning (9am to 12pm)
 - Weekend – Early afternoon (12pm to 3pm)
 - Weekend – Late afternoon (3pm to 6pm)
 - Weekend – Early evening (6pm to 9pm)
 - Weekend – Late evening (9pm or later)
 - No preference

Single sex sessions

- Which of the following statements best describes your likelihood to swim if sessions offered were single sex sessions (i.e. women only or men only sessions)?
 - I would be less likely to swim
 - I would be more likely to swim
 - It doesn't matter to me if they are single sex sessions
 - Don't know

- How important is it that leisure centres offer single sex swim sessions?
 - Very important
 - Fairly important
 - Not very important
 - Not at all important