

How to measure your impact

Whether you are about to start something new, change how you do things, or improve an element of your existing offer, it is important to track the impact of the change.

This will not only improve future decision making (by understanding what works for you and what doesn't), but will provide evidence to support further investment in the future.

What does it involve?

1. Decide which measures you will use.

The type of intervention you are putting into place will indicate which measurement(s) to use.

For example:

- If you are conducting a marketing campaign, your objectives will dictate how you measure success. For example, if your objective is to 'increase engagement by 10%' you may want to choose a numerical measure such as click throughs to your online timetable, sign ups to a newsletter, or increased visitor numbers through the till.
- Or if you have upgraded your changing facilities, or have revised and improved staff training, you may want customer feedback, so a customer survey or focus groups would be more appropriate to understand how satisfaction levels have changed.

2. Record your baselines.

Measuring impact requires benchmarking - comparing the state of play at your site prior to the intervention to the state of play post-intervention. It is therefore important to agree how you will measure the impact in advance of any changes being made, and ensure you have recorded your baseline information.

Here are some measures of impact that could be used:

Frontier 1

Increase in awareness

Marketing analytics

Social media and websites statistics can help to show the reach of your communications and campaigns. Number of views, shares, followers, downloads etc. can all be used to understand reach.

For example, has your number of Facebook followers grown? How many times has your marketing video been viewed?

Awareness and relevance

- Has the awareness of your facility improved among your local residents?
- Do your local residents see swimming as relevant to them / their families?

Swim England's local [Community Survey](#) can be used to measure baseline data before you initiate a change and be repeated after an intervention to understand the impact.

Frontier 2

Increase in customer satisfaction

- Has your user satisfaction improved, specifically relating to changes you have made, such as cleanliness, changing facility features, and accessibility?
- Is there an increase in Net Promoter Score (NPS) amongst your customers? I.e. would customers recommend your facility?

Swim England's [Facility Satisfaction Survey](#) can be used to measure baseline data, and be repeated after an intervention to understand the impact.

Improvements to staff training

- Have you increased the number of staff trained to deliver your aquatics programme?
- How effective is your training programme? Do staff feel confident when discussing the benefits of aquatics, and your swimming offer with customers?

This could be measured through your own staff satisfaction survey. In addition, mystery shops can be used to evaluate the success of staff training, by ensuring that enquiries that come into your facility are dealt with effectively.

Frontier 3

Increase in participation

- Has there been a growth in session attendances?
- Does your facility have a reduced churn?

This could be measured through till system reporting, or headcount data collection.

Financial impact

- Has your site seen a growth in income generated by swimming pool usage?
- Have you had a growth in membership sales?
- Do you have increased secondary spend?
- Is there a growth in L2S programme numbers/ income?
- Is there a growth in Award/ certificate sales?

Financial measures can be used to calculate the return on investment (ROI) of an intervention.

Physical wellbeing

- Has the participants activity levels increased?
- Have they gone from being inactive to active?

Mental wellbeing

- Has the participants' mental wellbeing improved?
- Has their self- confidence or self-esteem improved?
- Have they had fun during the intervention?

Social & community development

- Has the intervention allowed participants to socialise with like-minded people/ building friendships?
- Do feel like they are helping the community?

Individual development

- Have they shown an increase in swim ability/ swim confidence?
- Have the participants developed skills they can transfer into their professional/ personal life?
- Has it enhanced their CV?
- % satisfaction with a specific pool session

Swim England's [Facility Satisfaction Survey](#) can be used to measure baseline data regarding physical, mental and social wellbeing of your customers, and be repeated after an intervention to understand the impact on these factors, as well as their individual development.

Share your success story

Show the positive results of your intervention with a case study. This is an easy way for your funders, managers and staff to understand your success and share in it.

We suggest a good case study includes the following elements:

- Background
- Challenges
- The approach taken
- Results achieved (including impact statistics)
- Testimonial quote

Download our [case study template](#) to help you to compile your case study.

Tell us about your swimming success stories

We would welcome the opportunity to publish case studies on our website to showcase your achievements and inspire others.

Just complete the case study template and send to insight@swimming.org
Or contact us first if you would like advice on the type of information to include.