

Insight Tools

Community Survey

How understanding your local community can help you attract new customers

Swim England's community survey can help you to understand the make-up of your local community and create an environment and pool sessions tailored to their needs.

Why?

Understanding your local community's demographic make-up, as well as their awareness and perception of the local swim offer can help you to make changes to your swimming offer that can increase participation in your area.

Understanding WHO in your local area wants a specific type of session, and WHAT could be done to encourage them into your centre, will ensure that you are offering the right customer experience to meet the needs of your local residents.

Increase
share

How does it work?

We use a three step process:

1. Use the community survey to understand awareness and perception of local facilities.
2. Compare and benchmark findings with national scores
3. Generate clear recommendations on improvements you can make to attract new local customers to your pool.

What is the community survey?

Swim England launched a National Swimming Tracker in October 2015. The tracker allows us to generate awareness and perception scores at a national level.

National Swimming Tracker

- 1000 surveyed each month
- 11+ years old
- Covers England
- Representative of age, gender, region and socio economic group

Swim England National Swimming Tracker has been developed into a community survey, which can be distributed to a sample of the local community.

The community survey focuses on the following areas:

Demographics

- Gains an understanding of each respondent, and enable responses to be filtered by demographic.
- Examines respondents exercise and swimming habits, and allow them to be segmented into one of Swim England's consumer segments.

Frontier 1 - Awareness and relevance

- Capture awareness of their local swimming facility(ies), as well as their personal engagement with the facility in terms of usage, perceptions and relevance.

Satisfaction with access and availability

- For those aware of local facilities: understand the ease of access and availability and their satisfaction with this.

Consideration

- If they swim but do not use the facility, explore barriers to usage and improvements that would prompt consideration.

Frontier 2 - Satisfaction of facility users (casual swimmers and members)

- Local residents who use the facility either casually or as members will be asked questions around their usage, satisfaction and recommended improvements.

By focusing on frontiers one and two you will understand the local community's awareness and perceptions of the local swim offer and how this compares to the national average in England.

These statistics can become baseline key performance indicator figures (KPIs) to measure local community scores over time.

We can provide a report with findings and clear recommendations of areas to focus on to increase swim participation.

Who

The survey will be conducted with local residents in the form of telephone interviews via a demographically representative purchased sample in a local authority area. Their telephone numbers will be purchased through a research panel.

The interviews will be conducted by trained telephone interviewers.

When

This research can be conducted at any time. Swim England believe awareness and perception research could be especially pertinent should you be looking to complete any of the following:

- Launch a marketing campaign
- Piloting a swimming project to attract a new audience into your pool
- Development of a swim strategy
- Generation of swimming KPIs for your business
- The survey can be repeated at timely intervals to track progress, i.e. annually, pre/during/ post pilots, or before and after a change.

Should you wish to use the survey to track awareness/perceptions pre- and post any changes, Swim England would add additional questions into the pre-survey to specifically focus on the perceived impact on improvements and in subsequent surveys would measure awareness and impact the changes have had on usage and perception.

How

- The process of conducting the research is flexible around your wants and needs.
- Swim England will lead on the development of the survey, the collection of data, the analysis and reporting, in line with your timescales.

For more information and a tailored quote, please get in touch at insight@swimming.org