

Considering Fitness



11%
of English
population

4.1m individuals

1.1m latent demand



17% are interested
in swimming in next
4 weeks



29% of those
interested are likely to
swim in next 4 weeks



68% are satisfied
with the overall
swimming experience

Their key characteristics

- More likely to be females over the age of 50.
- Tend to be less affluent.
- Likely to have health conditions that limit their daily routine.

Their lifestyle

They enjoy spending time with family (e.g. children and grandchildren) and maintaining their health. Activities need to make it easy for them to expand interactions beyond work and family. They understand the benefits of exercise generally, but prefer to spend time on other hobbies (e.g. reading) which give them their desired experience. For some, health has affected their confidence in their ability to try 'new things'.

Their physical activity and ability

They prefer taking part in other activities and therefore don't exercise, in some cases this may be due to ill health.

25% have started swimming in the last year; prior to swimming they didn't take part in any sports.

These individuals have a poor swimming ability, most can only swim one length.

This group is less likely to recommend swimming to friends and family.



"I always think about summer holidays when I think about swimming. This is where I swim – it's just so easy when you're away, so many pools, lovely weather, swimming in the sun"

Considering Fitness

How to inspire this segment to a consistent swimming habit

Frontier 1 – Visibility + Relevance

This segment understand the benefits of swimming to lose weight and keep them fit and healthy but not enough to shift their behaviours to form a more regular habit. This could be due to low confidence when doing anything active or lack of recent exposure to activity. If they do any exercise at all, it is swimming and they prefer it most on holiday.

What to do:

- Break down barriers through active communication of relevant swimming sessions.
- Provide messaging around improving confidence and offering a social, low impact way to build health/fitness and lose weight.
- Market through get in shape for summer or never too late to learn campaigns.
- Tailor sessions so that individuals are in the water with those of similar ages, motivations and abilities. This will also foster social relationships and encourage habit formation.

Frontier 2 – Welcoming Environment

They have health issues that mean that they can't swim but they would see it as a good way to lose weight. They are put off from swimming by the aforementioned health effort to get changed/dry after a swim. If they were to swim it would be to improve confidence and self-esteem.

What to do:

- Improve staff training to prime staff to deal with a range of consumer needs, including those with health conditions and impairments.
- Set up a health referral pathway, and connect with local health organisations to communicate the benefits of swimming.
- Install appropriate vanity areas including free hairdryers to help reduce the effort after the swim.
- Increase visibility of support through virtual or real tours of facilities, to boost confidence. An example is to offer swim inductions to all new customers interested in using the centre to swim.

Frontier 3 – Tailoring the swimming offer

They have low confidence whilst swimming, often find swimming in a pool to be monotonous and quite isolating. Finding a method to improve confidence and engage them in a social setting will help attract them to the pool/create a regular habit.

What to do:

- Tailoring sessions to enable swimmers of all abilities to participate will improve confidence in this segment.
- Create a transition to fitness campaign – e.g couch to 5K.
- Create a portfolio of gentle sport activities based around the leisure centre to encourage this segment to be more active.

Current sessions:

Tend not to participate

Other sessions of interest:

50+, Adult only, Health/GP referral and relaxation sessions

Times of interest:

Weekday late afternoon (3-6pm)

How clearly defining the benefits of exercise can encourage participation

Chesterton Sports Centre: Aspirations



Background

Chesterton Sports Centre received many questions from customers asking about the specific benefits of exercise classes and how these activities were relevant to them. The Centre wanted to help customers identify the type of physical activity that would best meet their needs, improving their experience at the centre, and to encourage pool participation for those who may not have considered it before.

Challenges

- To clearly communicate the benefits of each type of activity
- To create a simple way to help customers make informed choices about the activity they wanted to participate in
- To encourage customers to try the different activities that would help them achieve their goals

Approach

The centre created and introduced 'Aspirations', a simple survey that profiles customer fitness goals and matches them with specific types of class or activity.

- New customers complete an 'Aspirations Questionnaire' to establish why they want to do exercise.
- Their answers were matched against six aspirational goals: Sport, Balance, Power, Shape, Move and Fun.
- Customers select the classes, gym or activity that suits their main Aspirational goals.

To support the Aspirations experience:

- The gym was refurbished in partnership with Technogym,
- A dedicated fitness class noticeboard was introduced to explain Aspirations to customers, and to provide a guide to the different colours on the timetable based on the six goals.

Results

- It has enabled customers to make educated decisions on what activities they wish to participate in.
- It highlights the relevance of swimming due to the clearly defined benefits.
- It enables staff to cross-sell and introduce customers to new activities they may not have tried before.

"Aspirations work because it gives our customers a clear aim for why they are exercising. This in turn enables staff to set them achievable aims and the customers to see results in the areas they are hoping for."

Chesterton Sports Centre 

Boost in customer confidence

10 additional fitness classes per week

Increased retention rates

 **Find out more:**

If you are interested in getting more involved with a similar project, please contact health@swimming.org