

# Family Focused



9%  
of English  
population

👤 4.3m individuals

👤 1.5m latent demand



40% are interested  
in swimming in next  
4 weeks



50% of those  
interested are likely to  
swim in next 4 weeks



82% are satisfied  
with the overall  
swimming experience

## Their key characteristics

- Individuals in their 30s and 40s, with children at home.
- More likely to be female.
- Tend to be more affluent.
- Few with health conditions or impairments.

## Their lifestyle

Family life is a full time job. Daily activities are mainly for their children's benefit. Various activities may own times of the week, e.g. football on Saturday morning.

## Their physical activity and ability

They have limited 'me time' as they prioritise their family; however, exercise is important to them and they manage to find time to exercise up to 2-3 times a week.

37% have started swimming in the last year; prior to swimming their main sport involvement was cycling and football.

These individuals have a good swimming ability.

This group is quite likely to recommended swimming to friends and family.



"I have bought a swim card which means I just have to get my card stamped. As I have my hands full with the baby and bags. I normally put our swimming costumes on under our clothes so it is stress free."

# Family Focused

## How to get them swimming more

### Frontier 1 – Visibility + Relevance

Swimming is associated with spending quality time with their family. It's about having fun together, seeing their children enjoy themselves as well as teaching them a vital skill.

These individuals also like to swim for their own personal sense of achievement. When swimming without their children, they enjoy important 'me time' in their busy lives. Swimming allows them to relax and de-stress and is strongly associated with maintaining and building their overall health.

#### What to do:

- Focus messaging on the benefits of swimming as a key life skill for their children, and fun for all the family.
- Target participation campaigns around key times of the year, i.e. school holidays, get ready for your summer holidays (learn to swim).
- Encourage these individuals to find their 'swimming moment' by sharing their positive memories of swimming; people are 20% more likely to try to recreate that experience.
- Optimise your website with clear and visible family friendly content – family focused swimmers are most likely to get their information of swimming via this medium.

### Frontier 2 – Welcoming Environment

Swimming can be perceived as a hassle, as it requires a lot of preparation. Convenience is key for this segment.

They are put off from swimming by not being able to find childcare, unfriendly customer service, or swimming not meeting cultural needs.

In addition, they may feel discomfort at irritating others in the pool with their children.

#### What to do:

- Train a member of staff to focus on improving the customer journey to improve the satisfaction of the swim for these individuals. A warm welcome, support where necessary, and advice on which sessions are appropriate to their needs are key elements of their interactions with staff.
- Provide quality pool equipment such as floats and inflatables to encourage these individuals to express themselves in the water.
- Implement features at a facility to support their swim which are important to this segment (crèche, café, and parking).
- Inclusive facility features are key: parent and child parking spaces, a buggy park, a lift within the facility.

### Frontier 3 – Tailoring the swimming offer

Swimming is not currently part of their family schedule and tends to be on an ad hoc basis (i.e. school holidays, occasional weekends).

#### What to do:

- Family membership offers will encourage these individuals to commit to swimming on a more frequent basis and provide an opportunity to 'stay fit as a family'. This will remove the perceived hassle associated with pay as you go and allow them to spend quality time as a family whilst being active.
- Provide suitable sessions for parents to enjoy the water and some 'me time' whilst their children are taking part in lessons
- Offer innovative family fun sessions to encourage children to keep learning along the learn to swim pathway so families can visit the pool more frequently and swim together as a family.

#### **Current sessions:**

Family fun

#### **Other sessions of interest: 50+,**

Adult and child, relaxation and family fun sessions

#### **Times of interest: Saturday and**

Sunday morning and afternoon

# How do you create family focused swim sessions?

## Finding Dory: Inspired family fun swim sessions

### Background

A partnership project between Disney, Swim England and pool operators was formed to help raise awareness of swimming for families with children aged 3-11 years.

Creative, family fun swim sessions were designed to combine fun with the development of swimming skills. The main objective was to encourage more families to increase their swimming habits.

### Challenges

- Availability of pool equipment.
- To ensure staff were educated appropriately about the sessions.

### Approach

#### Frontier 1

A promotional campaign spearheaded by Disney was implemented through the following channels; Change4Life, Disney Channel, cinema trips and social media. Disney themed a range of marketing collateral based on the characters from the 'Finding Dory' movie.

#### Frontier 2

Pool equipment was used in a fun and innovative way to complement session aims. Comprehensive customer service training to all staff (from reception to poolside) explaining session aims, content and target audience was conducted.

#### Frontier 3

Sessions followed a games led approach to children's development. The aim was to improve children's swim ability and water confidence, but also ensure that they were engaged and having fun during their swim experience.

### Results

- 60% of parents who attended, plan to swim more in the next 12 months than previously.
- 15% of those who swam more, started swimming as a result of the campaign.
- 1 in 5 parents improved their swimming skills as a result of attending the sessions.



"I enjoyed being part of Disney, seeing families do something together, getting children off their PlayStations and in the pool with parents and grandparents. All having fun, encouraging each other and bonding whilst in the pool, creating that Disney magic was amazing and I would love so much to do it again."

Participant 

**23%** of parents have enrolled their child(ren) onto lessons after taking part

**60%** of people are now more likely to swim in next 12 months

**93%** of families have increased the amount they swim together

#### Find out more:

If you are interested in getting more involved with a similar project, please contact [learntoswim@swimming.org](mailto:learntoswim@swimming.org)