

Fitness Focused



12%
of English
population

 5.5m individuals

 1.4m latent demand



23% are interested
in swimming in next
4 weeks



33% of those
interested are likely to
swim in next 4 weeks



77% are satisfied
with the overall
swimming experience

Their key characteristics

- Likely to be pre-family or early family life stage.
- More likely to be male.
- Few with health conditions or impairments.
- Tend to be affluent individuals.

Their lifestyle

They aim to balance the important things in life; friends, family, leisure, work and keeping active.

Their physical activity and ability

Staying fit is important to this segment. They exercise regularly to look good and feel good and enjoy setting goals and seeing improvements through their exercise. They make time to exercise 4 or more times per week.

30% have started swimming in the last year; prior to swimming they played cricket, tennis, football or took part in gym/fitness classes.

These individuals have a good swimming ability.

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



"I did a triathlon and that got me swimming, but I stopped once it was over."

How to inspire this segment to a consistent swimming habit

Frontier 1 – Visiblty + Relevance

This segment really enjoy getting fitter and the element of competition. However, they tend to find this in other sports because they feel swimming lacks clear structure and can be boring. Instead these individuals dip in and out of swimming; the fitness opportunities in swimming need to be identified to encourage a more sustained behaviour.

What to do:

- Target messaging around the fitness benefits of swimming promoted via print collateral at pool, home or school.
- Promote at local clubs (football, tennis, cricket) and gym facilities.
- Broaden the relevance of swimming – remove the perception that lane swimming is boring.

Frontier 2 – Welcoming Environment

This segment tend not to go swimming because of busy pools and can get frustrated with the pool lane discipline of those around them. They also find the presence/ knowledge/ skills of the instructors on poolside to be lacking and this limits their ability to progress as swimmers. They would love to have some equipment and information available on poolside to involve fitness in their swimming sessions.

What to do:

- Clearly display pool and lane etiquette which highlights the speed of lanes and overall lane discipline; poolside attendants to enforce this.
- Enhance the skills/knowledge of instructors with focused training/upskilling of gym staff.

Frontier 3 – Tailoring the swimming offer

Fitness focused individuals are seeking a clear structure and goals that they can work towards to gain a sense of achievement. Swimming needs to include an element of competition (personal or against others) for this segment whilst retaining the social element of swimming that they enjoy. They would also like swimming to be innovative, particularly through the use of technology.

What to do:

- Include a variety of innovative, fitness based sessions, to offer something to this segment other than lane swimming.
- Implement aquatics leader boards and monthly swim challenges to help keep this segment engaged, and provide them will a motivational goal. Charity swims and triathlons would also appeal to this segment.
- Promote the Just Swim membership through the Swim England app. This would also appeal as it allows progress to be tracked through technology.

👍 **Current sessions:** Casual swimming sessions, most likely of the segments to have adult swimming lessons

💬 **Other sessions of interest:** Adult only and no lanes

📅 **Times of interest:** Early evenings (6pm–9pm) on weekdays and Saturday morning/afternoon (9am–3pm)

How do you get more gym users into the pool?

Honiton Leisure Centre: Float Fit

Background

Honiton Leisure Centre introduced Float Fit sessions to highlight to fitness class/ gym users that there was a swimming pool 50m across the car park from the main dry side facilities. The aim was to get more people using the pool and to encourage greater membership loyalty.

Float Fit is a High Intensity Interval Training (HIIT) Session using aqua floats within a pool, appealing to those who enjoy attending fitness classes.

Challenges

Despite the sessions proving to be popular, the site had to balance the pool programme and justify the outlay. To help create a balance, an empty buffer lane and a general swimming area in the other pool space has been created.

Additionally, anti-wave ropes were put in place to help prevent other pool users experience any disruptions from the waves created by the session.

Approach

The centres fitness team helped with the pre-launch promotion for the class. This included social media posts and posters putting around the centre to generate customer interest and anticipation.

Format of the sessions includes:

- A Level 2 instructor lead progressive session using a variety of full-body strength and endurance exercises on aqua floats i.e. squats, burpees.
- The session structure consists of a gradual warm up that introduces all of the exercises, building up the intensity to High Intensity Interval Training (HIIT) followed by a cool down and stretch.
- Participants are encouraged to wear gym type clothing. The site sells clothing targeted for participants to wear in the session (i.e. sports tops and shorts).

Results

- Sessions have helped those with health conditions, i.e. one participant commented that it has helped them to recover from two knee replacements.
- Encouraged those who weren't utilising the swimming pool as part of their membership to start using the pool (dry side to wet side conversion).

"The most positive element of this session is the huge uptake from our 'dry' side customers who otherwise wouldn't use the pool."
Leisure Manager, Andy Mackie

3 sessions held a week, with regular waiting lists

50% of participants are class/ gym users who had not used the pool prior to the sessions

Find out more:

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