

Prioritising Parents



7%
of English
population

 3.2m individuals

 0.7m latent demand



21% are interested
in swimming in next
4 weeks



47% of those
interested are likely to
swim in next 4 weeks



59% 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 of low affluence and often unemployed, or in part-time employment

Their lifestyle

Family life is pressured by time and budgets which means these parents have to be selective with activities chosen for both them and their children. They would love to have some me-time, but it's rare and associated with guilt, expense and hassle of childcare. Hobbies are usually inexpensive and linked to relaxing; TV, internet, spending time with friends/family.

Their physical activity and ability

Family life is a full time job; exercise comes at the bottom of the list of priorities and therefore individuals in this segment tend not to exercise at all.

26% have started swimming in the last year; prior to swimming they participated in a diverse profile of sports.

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

With a net promoter score of -20, this group is less likely to recommend swimming to friends and family.



"The only time we could go swimming during term time is weekends and this proves difficult as my son also plays football and that means we can't do both"

Prioritising Parents

How to inspire this segment to a consistent swimming habit

Frontier 1 – Visibility + Relevance

Swimming often has negative connotations associated with lack of confidence or fear of the experience. They are happy for their children to learn/have fun with swimming, but it's perceived as a children's activity, and not associated as being an activity suitable for adults.

What to do:

- Support these parents through the process of identifying a session relevant to them, to packing bags and walking them through their first visit.
- Provide an opportunity to have a swim induction, which helps individuals to understand the pool timetable, as well as get a tour of the facility.
- Promote swimming through social media channels (Facebook, Twitter etc.) as this segment are most likely to engage with swimming via this media.
- Focus messaging on swimming as integral life skill to learn, that will allow them to swim with their children or as a gateway sport to other water based activities i.e. surfing.

Frontier 2 – Welcoming Environment

Swimming is seen as a hassle, not as a way of de-stressing or enjoying quality family time. They are put off swimming by the need to find childcare and also fear of being seen in swimwear.

What to do:

- Train a member of staff to focus on improving the customer journey, this will increase the level of satisfaction these individuals get from their visit. A warm welcome, support where necessary, and direction to swim sessions appropriate for their needs are key elements of their interactions with staff.
- Relax rules on wearing T-shirts in the pool to help reduce any body confidence issues.
- Implementing additional features at a facility to support their swim which are important to this segment (crèche, café, and parking).

Frontier 3 – Tailoring the swimming offer


Visits to the swimming pool are not frequent and are rarely associated with participating in swimming themselves, due to not having a strong swim ability and a lack of knowledge of sessions available that are of interest.


What to do:

- Provide family fun opportunities during school holidays to build familiarity with the experience of swimming and foster the swimming habit.
- Showcase what the facility can offer through open days as well as the variety of sessions available.
- Adult swimming lessons or technique 'MOT' sessions can improve confidence, swimming ability and remove the fear of swimming. Adult relaxation sessions can also provide a form of escapism.

Current sessions:

Adult and child swimming lessons and adult only relaxation sessions

 **Other sessions of interest:** Adult and child swimming lessons, family fun and relaxation sessions

 **Times of interest:** Early evening (6pm–9pm) on weekdays and Saturday (9am–9pm)

How do you create a family party in the pool?

Sovereign Centre: Wave Rave

Background

The original Big Wave Night family session had been running for more than 10 years on a Tuesday and Thursday night at the Sovereign Centre in Eastbourne.

Challenges

The Centre wanted to attract a wider audience and increase attendance. They were looking for an innovative format that would appeal to all ages that could be delivered within their framework and budget constraints. Plus all activities would need to fall into the basic operating procedures so there were no additional health and safety challenges.

Approach

- The new Friday night Wave Rave session appeals to a much wider audience, 11-17 year olds, children on school swim memberships, casual attendees as well as families.
- There are 2 Wave Rave sessions: 5pm – 6.45pm and 7pm – 8.30pm.

- Run by a private DJ, the session features current chart music and interactive games.
- The DJ promotes the session to the local community and advertises via banners and posters around local schools.
- Banners are also put up outside the leisure centre. The sessions are also promoted through social media and through the local radio stations.
- Fun atmosphere is created with pool lighting, the waves are permanently on together with flumes/inflatables/floats/pool volley ball
- The café is open throughout the session. Garden style tables and chairs are provided poolside creating a relaxed holiday vibe.

The Results

- The earlier sessions times tends to attract a younger audience of friends around 10 years old, with parents sitting poolside on the café tables.
- The later session time attracts more families (i.e. the parents get in too).



- The secondary spend in the café is high which justifies the cost of the DJ and extra lifeguards.


“There’s nothing like it in terms of the energy and atmosphere that it brings to the site. It’s like having a summer holiday in one night. It’s packed, busy – lots of hustle and bustle”.

Partnership Manager 

Often reaches maximum capacity which is **160**

12,000 people attend these sessions over the year

Appeals to a wide audience

 **Find out more:**

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