

The Business of Swimming 2003



**A Market Report
Compiled by
HNI International**

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1. Explanation of the Research

This report comes about as a result of research into swimming over the last year. All of the primary data is current. It is designed to act as an aid to all those people who need to make decisions involved in the aquatics.

The research has been broken down into a number of distinct areas. These were as follows:

- Interviews with 1704 members of the general public using swimming pools in England. The basis was that they had swum in the last month. A list of the participating pools that took part are situated is beneath:

Leamington	Plymouth
Gloucester	Lincoln
Warwick	Macclesfield
Luton	Tring
Thornbury	Stockport
Gateshead (Dunston)	Biggleswade
Gateshead (Felling)	Rotherham
Gateshead Leisure	Exeter
Bristol (Kingswood)	Hertford
Blandford Forum	Kirklees/Huddersfield
Yate	Birmingham(Northfield)
Swindon (Wroughton)	Sheffield
Hayes	Sherwood Colliery
Borehamwood	Birmingham(Kingstanding)
Hatfield	Bushey
South Shields	Trinity, Croydon
Hebburn	Crystal Palace (twice)
Gosforth, Newcastle	Tunbridge Wells
East End, Newcastle	Northampton
City Baths, Newcastle	High Wycombe
Chester-le-Street	Barnet Copthall
Mansfield	Birmingham
Clay Cross	Ealing
Lydney	Birmingham S. Coldfield
Bournemouth	Devizes
Nottingham	Marlborough
Rochdale	Trowbridge

- Interviews with a further 1503 competitive swimmers who were all members of swimming clubs in England. A list of the clubs that took part is beneath:

Leamington	Tring
Gloucester	Stockport Metro
Luton	Biggleswade
Thornbury	Rotherham Metro
Gateshead & Wickham	Exeter
Soundwell	Hertford
Blandford Forum	Bor. Of Kirklees
Southwold	Orion
Wroughton	Westminster Handsworth
Hillingdon Borough	City of Sheffield
Sea Byrds	Stocksbridge Pentaqua
South Hillingdon	Eckington
Hatfield	Sherwood
South Tyneside	North Birmingham
City of Newcastle	Beckenham
Durham University	Bromley
Newcastle University	Croydon Amphibians
Chester-le-Street	Saxon Crown
Nova Centurions	Bexley
Mansfield	Orpington
Ryknield, Clay Cross	Tunbridge Wells
Lydney	Northampton
Bournemouth Dolphins	High Wycombe
Nottingham University	Barnet Copthall
Rochdale Aquabears	City of Birmingham
Plymouth Leander	Borough of Ealing
Lincoln Vulcans	Boldmere
Macclesfield Satellite	

- A written survey to 350 schools in England, 250 of these schools had a pool, 100 did not
- Unpublished data from 500 respondents as a result of a written survey by the Institute of Swimming Teachers and Coaches to its membership in 2001-2

In general, this report considers those surveyed in Nielson Television Regions but some responses are analyzed in ASA Districts. The five ASA Districts are as follows:

ASA Midland District — The Counties of Bedfordshire, Cambridgeshire, Derby, Herefordshire, Worcestershire, Leicestershire, Lincolnshire, Norfolk, Northamptonshire, Nottinghamshire, Shropshire, Suffolk, Warwickshire, Buckinghamshire and Oxfordshire as lie north of latitude 51°37', such portions of Staffordshire as lie south of latitude 53° except the City of Stoke-on-Trent, and that portion of the County of Humberside which is south of the Humber and River Ouse.

Northern Counties ASA — The Counties of Cheshire, Cumbria, Lancashire, and the Isle of Man, together with parts of Staffordshire as lie north of latitude 53° also the City of Stoke-on-Trent.

North-Eastern Counties ASA — The Counties of Durham, Northumberland and York.

Southern Counties ASA — The Counties of Berkshire, such portions of Buckinghamshire and Oxfordshire as lie south of latitude 51° 37', the Channel Islands, Essex, Hampshire, Hertfordshire, Kent, Middlesex, Surrey and Sussex.



Western Counties ASA — The Counties of Cornwall, Devon, Dorset, Gloucestershire, Somerset and Wiltshire.

Further data is analysed in Government Office Regions. These are the North East, North West, Yorkshire and Humberside, East Midlands, West Midlands, East, London, South East and South West.

2. Market Size

2.1 Numbers of swimmers/admissions to pools

Swimming market continues to grow

The value of the swimming market in England remains difficult to determine. It breaks down into three main areas—money spent at public swimming pools, money spent on swimwear and swimming accessories and money spent in private swimming concerns.

This report estimates public pool income in 2001-2 to be in the region of £390 million, swimwear and accessories at £42 million and the private sector and local authorities with more than one pool to represent a further £100 million. Whilst money is spent on swimwear and accessories for outdoor swimming, in general there are no further entry costs associated with using Britain's inland and seaside waters. Additional sums for club subscriptions, coaching and teaching have not been brought into this equation plus income from additional pools in local authorities but they represent further substantial revenue to one of Britain's most important pastimes. In all, HNI estimates the total market in 2001-2 to be in the region of £532 million.

The number of swims showed an increase by approximately 1% from the year 1997/8 but income increased by an estimated 23% in the same period.

The table beneath gives a detailed breakdown of number of swims and income spent by local authority in the different Sport England regions. The Audit Commission records the number of swims per one thousand population in each local authority. The number of swims for each local authority is determined through population figures provided by the Chartered Institute of Public Finance and Accountancy (CIPFA).

Table No. 1

	1997/8 Pop/1000 x No of swims	£ spent on swimming p.a.(1997/8)	2001/2 Pop/1000 x No of swims	% Increase/ Decrease	£ spent on swimming p.a.(2001/2)	% Increase/ Decrease	2002/3 Pop/1000 x No of swims	£ spent on swimming p.a.(2002/3)
North East	16,780,619	11,463,097	17,369,865	4%	19,182,785	67%	4,395,437	7,404,921
North West	39,647,404	40,012,378	38,987,756	-2%	49,155,683	23%	29,835,249	39,875,285
Yorkshire & The Humberside	24,683,540	32,036,366	24,747,839	0%	40,348,647	26%	13,212,712	19,884,611
East Midlands	26,730,544	25,689,280	27,833,093	4%	33,604,778	31%	55,111,357	19,645,157
West Midlands	29,193,548	33,905,189	30,532,989	5%	39,400,682	16%	18,975,475	25,420,636
East	31,551,871	37,510,986	31,008,051	-2%	41,325,463	10%	17,808,085	24,345,985
London	34,492,156	48,349,436	33,235,867	-4%	57,388,363	19%	104,521,603	61,150,776
South East	52,064,071	59,672,863	52,859,324	2%	70,804,697	19%	29,853,967	45,843,735
South West	27,741,805	29,414,355	28,410,983	2%	39,078,465	33%	20,340,403	31,880,821
England	282,885,558	318,053,950	284,985,766	1%	390,289,562	23%	294,054,287	275,451,927

(Source: Audit Commission/CIPFA)

CIPFA also record the cost of entry for the principle pool in each local authority in three categories- adult, child and senior citizen. The average price of each entry from these three has been calculated for each local authority and multiplied by the number of swims.

At the time of this report, only 190 local authority results had been recorded for 2002/3 and therefore the market estimate of £275.4 million represents figures to that point. Contrary to some concerns over possible decreases in swimming, the number of recorded swims has remained steady over the five year period although the market has hardly grown. Increases in swimming prices mostly account for increased income in the same period.

2.2 Swimwear market

Women's swimwear sales far outstrip those of men.

The UK Swimwear and apparel markets are the second major section of the UK Swimming Market. This market includes swimwear for both leisure and competitive swimming.

The Office of National Statistics provides figures for UK Manufacturers that include sales by British manufacturers for home and abroad. Sales to the public in the UK by manufacturers including foreign manufacturers are difficult to estimate. This is partly compounded by the fact that men's swimwear sales on knitted and crocheted textiles are listed as being less than £25,000 per quarter.

The total annual sales by UK manufacturers in 2001 including sales abroad were £39.59 million. Of this just £665,000 is attributable to men's swimwear. Estimated annual sales of goggles and closely related apparel are of the order of £2.5 million making total sales of £42.09 million.

Table No. 2

UK Manufacturer Sales					
	1st Quarter 2001 £000's	2nd Quarter 2001 £000's	3rd Quarter 2001 £000's	4th Quarter 2001 £000's	1st Quarter 2002 £000's
Men's Swimwear- knitted & crocheted textiles					
Men's Swimwear- excluding knitted & crocheted textiles	334	138	32	161	118
Men's Swimwear- combined	334	138	32	161	118
Women's Swimwear- knitted & crocheted textiles	12,019	9,070	2,881	1,479	1,221
Women's Swimwear- excluding knitted & crocheted textiles	5,143	5,460	1,694	1,187	4,267
Women's Swimwear- combined	17,162	14,530	4,575	2,666	5,488
All	17,496	14,668	4,607	2,827	5,606

Source: National Statistics © Crown Copyright 2002

5.2 million swimwear items were sold in 2001. Of these, just 151,440 were sold to men and 5,054,976 to women. Women are clearly by far the most important target group for swimwear manufacturers.

Table No. 3

UK Manufacturer Sales					
	1st Quarter 2001 No of items	2nd Quarter 2001 No of items	3rd Quarter 2001 No of items	4th Quarter 2001 No of items	1st Quarter 2002 No of items
Men's Swimwear- knitted & crocheted textiles					
Men's Swimwear- excluding knitted & crocheted textiles	74,433	37,261	12,048	27,698	26,670
Men's Swimwear- combined	74,433	37,261	12,048	27,698	26,670
Women's Swimwear- knitted & crocheted textiles	1,627,051	1,249,687	387,193	208,716	172,326
Women's Swimwear- excluding knitted & crocheted textiles	608,462	653,651	180,158	140,058	479,551
Women's Swimwear- combined	2,235,513	1,903,338	567,351	348,774	651,877
All	2,309,946	1,940,599	579,399	376,472	678,547

Source: National Statistics © Crown Copyright 2002

The sales per item ranged from £2.50 to £8.90 with, again, the high value being amongst women's products.

Table No. 4

UK Manufacturer Sales					
	1st Quarter 2001	2nd Quarter 2001	3rd Quarter 2001	4th Quarter 2001	1st Quarter 2002
	£ per item	£ per item	£ per item	£ per item	£ per item
Men's Swimwear- knitted & crotched textiles					
Men's Swimwear- excluding knitted & crotched textiles	4.49	3.71	2.64	5.82	4.44
Women's Swimwear- knitted & crotched textiles	7.39	7.26	7.44	7.09	7.09
Women's Swimwear- excluding knitted & crotched textiles	8.45	8.35	9.40	8.48	8.90

Source: National Statistics © Crown Copyright 2002

Table No. 5

Most swimwear is sold to consumers up to the age of 44 years, particularly amongst women.

Purchasing of Sports Goods In The Last 12 Months	
Swimwear Purchases	
Group	%
Adults	24.3
Males	17.8
Females	30.5
15-24	32.2
25-34	32.7
35-44	30.5
45-54	24.5
55-64	16.5
65+	9.5
ABC1	57
C2DE	56.5

(Source: Target Group Index © BRMB 2002 and Marketing Pocket Book, 2003)

3. Context

3.1 Political

The most important change in swimming took place in the last decade when privatisation was introduced within local government services. This meant that pools have been either operated or managed by a range of organisations as a result of competitive bidding to run contracts with pools. The fundamental change has been the need to run swimming pools at a profit (or loss) as opposed to the notion of a subsidised service to the public.

The process of bidding for contracts, the establishment of new companies to run pool facilities and the natural growing pains of these new organisations is now a more settled process.

The second big area has been a substantial increase in the support by Government Departments and their agencies for swimming. Competitive swimming has been supported through elite athlete funding, Swim 21 and Active Sports and this trend is set to continue in the immediate future although lottery receipts are beginning to decline.

3.2 Economic

Britain has been through a long period of steady growth. Whilst swimming has proved to be fairly resistant to pressure on the average household's income, predictions are that of continued and more stable economic growth.

The effect of a 5 to 10% decline in school swimming has been an increased movement on the part of parents towards private lessons through local authorities. Prices in junior lessons have increased but are, in general, not priced unreasonably. The likelihood is that more parents will want to move to private lessons to ensure their children learn correctly.

The trend towards expansion in swimming teaching is set to continue not just for children but for people of all ages. Whole pools are now given over during the early part of evenings for swimming tuition alone. Swimming Nature, a learning and swimming education organisation that operates across the country, has demonstrated a commercial opportunity along a new paradigm- that of personalised teaching, high prices, higher margins and more exclusive surroundings. This contrasts with the traditional model of larger classes (6-10 people), more economic prices and lower margins.

3.3 Social

Swimming remains both an individual and a group friendly past time. The number of people taking part in the sport is dropping very slightly, partly due to the very wide range of alternative past times.

'Early bird' swimming is a considerable attraction either to senior citizens or those wishing to keep fit before going to work. The increased use of lane swimming and the current accent on the well being and health aspects of swimming has led to further pool programming. In some pools, but not all, there is less of an opportunity for junior swimmers to swim complete widths in the evenings due to lanes and roped off areas for pool groups.

One of the big issues for swimming is to make itself attractive to ethnic minorities. Whilst in areas where ethnic groups are in the majority, pools are well used by those groups, in areas where ethnic groups are in the minority as well as the country as a whole, swimmers from ethnic groups are a rarer sight..

Pool operators are working hard to combat negative stories with regard to the condition of water. In recent months, stories about the possibility of trichloramines causing bronchitis and asthma, and trihalomethanes resulting in pregnant women and unborn children being at risk due to their carcinogenous nature have made it difficult for people in the pool industry.

There have been some concerns in recent years at the decline in swimmer numbers at public pools. It appears that a section of swimmers opt to swim at private and health club pools.

3.4 Technological Background

Swimming is benefiting from technological improvements in many ways. The Internet is allowing pool operators to advertise prices and opening times as well as allowing the national organisations to dispense advice. Swimming sessions and lessons are being offered on CD and are being utilised by initiatives such as the ASA SwimFit Project.

Scientific equipment for lactate counting and the like is more readily available for top competitive swimmers at university and centres of excellence funded by the Lottery.

Over the last 20 years, the introduction of wave making machines, moveable booms and bulk heads have enabled pool operators, particularly in leisure pools, to enhance the customer's aquatic experience.

Amongst the pool issues, changing villages with changing cubicles for families of between 2 and 5 people, have obviated the need for entrance of very young children into opposite sex changing rooms. Pool design has altered to meet many of the health related issues. Proper, forced rains have been employed to prevent 'ponding' of water, often an unpleasant sight for users. The way in which pool users circulate has been studied and improved to avoid wet and dry bodies intermingling in changing rooms. Prevention methods have been introduced such as having good matting at changing room entrances to reduce dirt from shoes.

Amongst other issues, automatic filtration has been introduced across many pools, avoiding inadequate or over chlorinated water. Ventilation has been improved so that good flow rates ensure hot air covers all corners of the pool. Poor circulation, often seen in the 1960's, which meant re-circulated pool air going out of the pool and back in, has been improved through new technologies.

4. Strengths, Weaknesses, Opportunities, Threats

Strengths

- Swimming has a health image projection and is one of the few activities that can help to deliver strength, speed and stamina
- It has a range of well structured, organisational bodies that cover all aspects of the sport
- It is well known for its high levels of participation
- The weight supporting properties of water make it an activity that is suitable for all ages and nearly all types of swimmer
- Commercial companies prefer to be linked to the participatory aspects of the sport
- It improves health, offers enjoyment and encourages safety in water
- Swimming remains a relatively low cost sport
- Most of the country is now well supplied with swimming pools

Weaknesses

- Swimming is not amongst the most popular sports for spectators
- It receives little television coverage
- British swimming has not had an Olympic gold medallist since 1988
- As an entry point to the sport, school swimming is decreasing
- The high cost of running swimming pools

Opportunities

- Swimming is seen as a key sport by government departments and is likely to receive support for new initiatives
- Adult fitness participation continues to grow and presents a customer group with higher disposable income
- With its high participation, swimming presents an excellent opportunity for sales promotion

Threats

- Even further decreases to school swimming
- Changes in public attitudes towards exercise and leisure
- Adverse changes in employment law leading to less leisure time

5. Demographic profiles of people swimming

Female pool users are important to the overall market.

There are nearly twice as many females using pools in England today as males. This figure includes the general public both watching and swimming. 63% of pool users surveyed were found to be female:

Table No. 6

Breakdown of Swimmers By Sex	
Male	Female
623	1081
37%	63%

Base: 1704, Source: HNI, 2002

41% of pool users were under the age of 15 years. Whilst people over the age of 55 years make up a smaller percentage of the overall population, pool operators need to address how they can attract more people of this age. In general, they have disposable income. The difficulty for pools is that many have Senior Citizens' Discounted Admission which makes them less profitable per head. People of 55 years and over made up just 8% of users. 15 swimmers gave no response.

Table No. 7

Breakdown of pool users by age group		
Under 15	701	41%
15-19	82	5%
20-24	96	6%
25-34	207	12%
35-44	370	22%
45-54	95	6%
55-64	79	5%
65+	59	3%

Base: 1704, Source: HNI, 2002

As a guide, the 2001 Population Estimates by the Office for National Statistics show the population as a whole being:

0-14 years	19%
15-29 years	19%
30-44 years	23%
45-59 years	19%
60-74 years	13%
75+ years	8%

A very high proportion of people under the age of 15 years use swimming pools compared to the general population. This drops markedly to 5 and 6% between the ages of 15 and 24 years compared to 19% in the general population. The swimming pool population then increases to a similar level to that of the general population at 35 years of age. One of the factors here could be parents either swimming or watching whilst taking children to the pool. The weak points are therefore in the 15 to 24 year age bracket and to a much less extent, people over the age of 45 years.

The 1996 General Household Survey found that 14.8% of people had been swimming in the four weeks before being interviewed and 39.6% in the 12 months prior to interview. Of those who had been swimming in the four weeks prior, 12.8% had swum indoor and 2.9%, outdoor, whilst amongst those who had swum in the previous 12 months, 35.1% had swum indoor and 14.9%, outdoor. Translated into the average frequency of participation, the survey groups answered that they had swum an average of 4 times in the four week period indoors and 6 times outdoors. The average frequency of participation per adult per year was 5.9 outdoors and 2.3 indoors.

Participation rates in swimming in the four weeks prior to be interviewed were as follows:

Table No. 8

Group	Any (% of population)	Indoor (% of population)	Outdoor (% of population)
Men	12.7	10.6	3.0
Women	16.5	14.6	2.9
16-19	20.6	18.2	4.1
20-24	19.2	16.2	4.3
25-29	19.9	17.8	2.9
30-44	22.3	19.5	4.2
45-59	11.6	9.6	2.6
60-69	9.1	7.6	2.1
70+	3.3	2.9	0.7
All	14.8	12.8	2.9

General Household Survey, © Crown Copyright 1996

And in the twelve months prior to interview:

Table No. 9

Group	Any (% of population)	Indoor (% of population)	Outdoor (% of population)
Men	37.4	32.5	16.6
Women	41.4	37.4	13.5
16-19	60.6	56.6	22.8
20-24	56.8	50.2	20.1
25-29	57.3	52.5	19.0
30-44	55.4	50.5	21.4
45-59	34.4	28.7	14.1
60-69	21.1	17.7	7.6
70+	7.8	6.2	2.6
All	39.6	35.1	14.9

General Household Survey © Crown Copyright 1996

The survey also compared Swimming by age group to other major sports. Whilst it found, at that time, that swimming was less popular with people over the age of 45, it also found that Swimming was more popular amongst women of 25-34 years. HNI's survey of actual pool users underlined a 6% increase in both men and women between the ages of 25 and 34 years.

Table No. 10

Participation in the most popular sports by gender and age, 1996-7 (%)							
	16-19	20-24	25-34	35-44	45-54	55-64	65+
Men walking	57	57	50	53	51	50	37
Men cue sports	54	45	29	19	13	9	5
Men cycling	36	24	19	18	12	8	5
Men swimming	18	17	17	20	10	7	5
Men soccer	47	28	17	10	2	1	0
Women walking	45	43	44	45	49	43	25
Women Keep fit/Yoga	29	28	24	20	14	12	6
Women swimming	23	21	26	22	14	12	5
Women cycling	14	11	10	12	7	4	2
Women cue sports	24	17	6	3	1	0	0

Source: National Statistics © Crown Copyright 1996

The survey found that Swimming was the second most popular physical activity after walking:

Table No. 11

Participation in selected sports, games and physical activities by gender, 1996-7 (%)			
	Men	Women	Total
Walking	49	41	45
Cue sports	19	4	11
Cycling	15	8	11
Swimming	13	16	15
Football	10	0	5
Weight training	9	3	6
Keep fit/Yoga	7	17	12
At least one activity	71	57	64

Source: National Statistics © Crown Copyright 2002

The bias towards people under 15 years of age means that a greater preponderance of those in full time education use pools. Managerial and professional groups also formed a large proportion of the swimming population. Although all groups are aware of the health benefits of swimming, it is possible that this group swims to counteract stressful professional life styles.

Table No. 12

Are you currently employed?

Current employment		
Unemployed	66	4%
Managerial/Professional Employment	291	17%
Skilled position	131	8%
Semi-skilled	84	5%
Manual Work	41	2%
Retired	97	6%
Homemaker	150	9%
Student	704	41%
No comment	140	8%

Base: 1704, Source: HNI, 2002

The 1996 General Household Survey, which interviewed the general public rather than pool users, also noted a higher percentage of professional groups had taken part in swimming in the previous four weeks:

Table No. 13

Group	Any (% of population)	Indoor (% of population)	Outdoor (% of population)
Professional	23.2	20.1	3.9
Employers & managers	18.8	15.5	5.0
Intermediate/ junior non manual	17.4	15.1	3.2
Skilled manual	11.5	10.2	2.0
Semi-skilled manual	10.9	9.5	1.8
Unskilled manual	5.6	4.9	1.2
Student	22.9	20.4	4.4
Total	14.8	12.8	2.9

General Household Survey © Crown Copyright 1996

Ethnic minorities continue to be less likely to use swimming pools.

HNI found that 97% of pool users were British-White. Communal bathing can present difficulties for some ethnic groups. In 1999/2000, the Office of National Statistics carried out a National Survey for Sport England entitled ‘Sports Participation and Ethnicity’ in England. The survey was based on a random sample of 3,084 adults, aged 16 and over who were from non-ethnic majority communities. They also found that swimming had low levels of minority ethnic group participation:

Table No. 14

<u>Participation in swimming in 4 weeks before the interview</u>		
	Men (%)	Women(%)
Other	14	16
General Household Survey	13	17
Indian	10	12
Pakistani	10	5
Bangladeshi	8	8
Black Caribbean	6	6
Chinese	6	10
Black African	4	9
Black Other	2	18

Compared to the national averages, there was a high level of under representation in many ethnic groups. They also found that many of these groups would like to take part.

Table No. 15

Sports in which individuals would most like to participate any swimming		
	Men (%)	Women(%)
Black Caribbean	10	21
Black African	15	31
Black Other	8	17
Indian	10	22
Pakistani	14	16
Bangladeshi	9	21
Chinese	13	18

HNI found there was low participation in all ethnic groups, whatever the age,

Table No. 16

Ethnic group		
Black-Caribbean	22	1.3%
Black-African	5	0.3%
Black-other	0	0.0%
Indian	3	0.2%
Asian	16	0.9%
Chinese	0	0.0%
White	1658	97%

Base: 1704, Source: HNI, 2002

6. Consumer behaviour

6.1 Behavioural patterns of swimmers

Fitness is the most important motivation for using the pool

Many respondents felt they had two and not just one main reason for their swim. 2038 responses were made as a number of people gave two equally important reasons. Some 29% of people who attend pools go merely to watch others. Of the 71% who go to swim, the most important reason for swimming is either to keep fit (33%) or to improve skills (33%):

Table No. 17

What is the main point behind your attendance today?

Motivation for attendance		
To Keep Fit	562	28%
For Fun	306	15%
Improve skills	557	27%
Recover from injury/illness	25	1%
Part of social group	95	5%
Watch a child u/15	482	24%
Watch another adult swim	11	1%

Base: 1704, Source: HNI, 2002

6.2 When people swim

The most common swimming pattern is once a week.

Many of the younger pool users swim just once a week. There is a more regular following amongst those people who are swimming for fitness or amongst people over the age of 20 who wish to improve their skills.

Table No. 18

How many times a week do you swim on average?

Number of swimming occasions		
Never	128	8%
Once	929	55%
Occasionally	24	1%
2-3 times	473	28%
3-5 times	97	6%
Everyday	28	2%
Don't know	25	1%

Base: 1704, Source: HNI, 2002

Maximising potential income from spectators as well as entertaining them at pools is an issue for pool operators. 47% of pool users spend at least one session per week as a spectator or supporting someone else in the pool.

Table No. 19

How many times a week do you visit a pool but not swim?

Number of non-swimming occasions		
Never	859	50%
Once	518	30%
2-3 times	226	13%
3-5 times	46	3%
Everyday	12	1%
Don't know	43	3%

Base: 1704, Source: HNI, 2002

Swimming during the first part of the week is more popular than the latter

The most popular day for swimming is a Monday. 21% of those interviewed claimed to normally swim on that day. Of those who took part in the survey, most people swim at the start of the week, the past time tailing off on a Friday, Saturday and Sunday, the assumption being that there are stronger or alternative attractions at weekends.

Table No. 20

What days do you normally swim on?

Days when swim takes place		
Sunday	312	11%
Monday	620	21%
Tuesday	465	16%
Wednesday	428	15%
Thursday	467	16%
Friday	369	13%
Saturday	249	9%

Base: 1704, Source: HNI, 2002

Swimmer preferences continue to be for evening swims. When asked what time of day they normally swam at, 194 respondents stated that they had two periods where they equally preferred to swim or regularly swam at.

Table No. 21

What time of day do you swim?

Time of day swim takes place		
7-9am	64	3%
9am-Noon	302	16%
Noon-4pm	496	26%
4pm-10pm	1036	55%

Base: 1704, Source: HNI, 2002

6.3 Why people swim

The vast majority of swimmers considered themselves to be leisure swimmers. A number of swimmers named more than one category: Nearly twice as many people swim for leisure as to learn.

Table No. 22

Which one of the following would you consider yourself to be?

Type of swimmer		
Leisure	961	56%
Learner	544	32%
Competitive	127	7%
Masters	13	1%
Spectator	98	6%

Base: 1704, Source: HNI, 2002

Convenience is the biggest single factor in deciding where to swim.

The biggest single motivation for swimming at a local pool was the convenience. The geographical position of a pool is the most important reason for an individual using a pool. The fact that many people drive to swimming pools led to *convenient parking* also being an important consideration. The social aspect of swimming was underlined by 9% of respondents. *Cleanest, lane swimming, courteous staff, pool temperature and disabled facilities* are the main factors that can be influenced by pool management and policies. The right ambiance can, when coupled with other decision making triggers, determine which pools customers will swim at.

Table No. 23

Why do you swim at this pool?

Reason for swimming at this pool		
Nearest	1214	35%
Cleanest	231	7%
Quietest	94	3%
Convenient Parking	435	13%
Best Staff Advice	185	5%
Lane Swimming	151	4%
Non-Lane Swimming	33	1%
Courteous staff	167	5%
Friends swim	294	9%
Pool Temperature	235	7%
Public Transport	53	2%
Disabled facilities	54	2%
Other Reason	280	8%

Base: 1704, Source: HNI, 2002

Participation trends

The last time, the General Household Survey generated related data, it confirmed similar participatory trends. It showed the steady increase in swimming by women, particularly indoors and a flattening off in men's swimming. Swimming by men has remained fairly flat since 1990.

Table No. 24

% participating in the four weeks before interview:

	1987	1990	1993	1996
Any swimming	13	15	15	15
Indoor swimming	11	12	13	13
Outdoor swimming	3	4	4	3
Any swimming- men	13	14	15	13
Indoor swimming- men	10	11	12	11
Outdoor swimming- men	4	4	4	3
Any swimming- women	13	15	16	17
Indoor swimming- women	11	13	14	15
Outdoor swimming- women	3	4	3	3

Source: General Household Survey © Crown Copyright 1996

6.4 Where people swim

Over a quarter of pool users employ more than one pool a week

Swimming pools are competitive with one another as well as with other leisure attractions. 26% of pool users are prepared to use more than one pool a week. This figure is approximately the same as the decision making triggers which pools can influence identified in the question- 'Why do you swim at this pool?'

Table No. 25

How many different pools do you visit in a week?

Different pools		
Seldom visit	238	14%
One	998	59%
Two	357	21%
Three	66	4%
More than Three	19	1%
Don't know	26	2%

Base: 1704, Source: HNI, 2002

Although there are less leisure pools being built today, there was no great favourability with any one particular type of pool. Most users are ambivalent about the type of pool they use but there was a strong bias towards traditional pools amongst older age groups.

Table No. 26

What type of pool do you prefer?

Pools preferred		
Leisure Pool	322	19%
Leisure with Learner	517	30%
Traditional Rectangular Pool	448	26%
Rectangular Pool with Learner	380	22%
Don't know	37	2%

Base: 1704, Source: HNI, 2002

HNI's survey was conducted amongst users of public pools and when asked the question 'What type of pool do you normally swim at?' most respondents stated a public pool. Just 15% of swimmers stated other facilities.

Table No. 27

What type of pool do you normally swim at?

Where do you normally swim?		
Public Pool	1496	85%
Health Club	86	5%
Hotel Pool	27	2%
Private Pool	58	3%
School/University	85	5%

Base: 1704, Source: HNI, 2002

6.5 Consumer attitudes to admission prices

Swimming remains a low cost sport for the average pool user. Some 82% of pool users spend £5 or less on each occasion they attend the pool. Typically a swim might include use of the vending or café, and purchases of swimming equipment.

Table No. 28

How much money do you spend on average every time you visit the pool?

Money spent at pool		
Less than £2	570	33%
£2-5	827	49%
£5-10	202	12%
£10-20	38	2%
£20 or more	10	1%
Don't know	57	3%

Base: 1704, Source: HNI, 2002

Most swimming pools operate concessionary entrance charges for all their facilities and most regular users of the pools take advantage of this either by the month or the week. Such concessions bring down the entrance charge for each swim.

Table No. 29

How much do you normally pay for your pool entrance?

Entrance fee paid		
0-50p	111	7%
50p-£1	154	9%
£1-2	649	38%
£2-3	546	32%
£3-5	91	5%
Don't know	153	9%

Base: 1704, Source: HNI, 2002

Some customers would be willing to pay a higher price for pool entrance

Many of those surveyed were unwilling to pay more for pool entrance but this view may have been predicated on previous price dispositions with regard to the price of a swim. At the top end, 11% of respondents stated that they would be willing to spend between £3 and £5 as opposed to only 5% who currently pay that price. 34% of pool users stated they would be willing to pay between £2 and £3 compared to 32% who currently pay that amount.

Table No. 30

How much would you be willing to pay for your pool entrance?

Willing to pay		
0-50p	76	4%
50p-£1	129	8%
£1-2	547	32%
£2-3	579	34%
£3-5	179	11%
Don't know	194	11%

Base: 1704, Source: HNI, 2002

Those surveyed in public pools who were also health club users tended to pay anything between £50 and £500 for annual membership.

Table No. 31

If a member of a health club, hotel club or private club, how much does your membership cost per year?

Health club costs		
Not Applicable	694	41%
£50-100	27	2%
£100-200	33	2%
£200-300	36	2%
£300-500	52	3%

Base: 1704, Source: HNI, 2002

6.6 Length of time spent at pool by swimmers

Swimming is not a time consuming sport. It can fit into a lunch break or pre-work schedule. Most pool users spend between 1 and 2 hours at the pool. The majority of swimmers, 65%, swim for between 30 minutes and an hour.

Table No. 32

How long do you swim for each day?

Length of swim		
Less than 30 minutes	213	13%
30 min-1hour	1107	65%
1-2 hours	256	15%
Over two hours	40	2%
Don't know	88	5%

Base: 1704, Source: HNI, 2002

Although fitness and length swimming is on the increase, 60% of pool users swim 400 metres or less. Regular, short bursts of activity, i.e. one session a week for an hour is a popular pattern of pool attendance.

Table No. 33

When you go swimming, what distance do you swim on average?

Average distance swum		
Less than 100 metres	493	29%
100-200 metres	111	7%
200-400 metres	407	24%
400-1500 metres	403	24%
Over 1500 metres	140	8%
Don't know	150	9%

Base: 1704, Source: HNI, 2002

6.7 Choice of swimming companions

13% of swimmers usually swim alone, normally for keep fit reasons. The 26% of swimmers that were swimming in a group of 5 or more were typically members of a learn-to-swim or aquarobics group.

Table No. 34

If you swim with a group, how many people normally attend with you?

Swimming Companions		
One	256	15%
Two	348	20%
Three	263	15%
Four	177	10%
Five or More	445	26%
Swim alone	215	13%

Base: 1704, Source: HNI, 2002

The majority, 86%, of swimmers interviewed were not members of any form of swimming club. Competitive swimming often forms an important shop window for local authorities and their pools but only 7% of pool users are members of competitive clubs with other clubs only comprising a further 5%.

Table No. 35

Are you a member of a swimming club?

Swimming Club Membership		
Competitive	121	7%
Masters	7	0%
Fun	57	3%
Life Saving	22	1%
Diving	5	0%
Sub Aqua	20	1%
Water Polo	4	0%
Synchro	2	0%
No Club	1466	86%

Base: 1704, Source: HNI, 2002

The 1996 General Household Survey found that 4.9% of indoor pool users were members of a health or fitness club, 0.9%, a social club, 5.0% a sports club and 1.5% another type of club. Amongst outdoor pool users, it found that 2.2% were members of a health or fitness club, 0.7%, a social club and 2.6%, a sports club.

6.8 Facilities provided at pools

Over half the swimmers using the pools are not tempted to use other facilities.

Vending and cafeteria facilities were used by more than one in four pool users whilst use of the gym and sauna were the most commonly linked physical activities. From the point of view of planning, these facilities should be placed in proximity to pools as they are the most natural partner activities.

Table No. 36

When at the swimming pool, what other facilities do you use?

Facilities used at pools		
Pool only	895	53%
Gym	215	13%
Sauna	168	10%
Sunbed	55	3%
Beauty Salon	54	3%
Vending	428	25%
Cafeteria	493	29%
Aerobics Studio	78	5%
Steam Room	123	7%
Spa Pool	73	4%
Diving Board	81	5%
Learner Pool	299	18%

Base: 1704, Source: HNI, 2002

Swimming's customers are failing to act on health education issues.

The swimming consumer has not grasped the importance of taking a shower before and after they have swum. Only 25% shower before swimming and 48% afterwards. Fewer footbaths are now available resulting in a lower response to the employment of footbaths.

Table No. 37

Which of these facilities do you use when visiting a swimming pool?

Health issues		
Hair Dryer	459	15%
Shower Before	765	25%
Shower After	1463	48%
Footbath	355	12%

Base: 1704, Source: HNI, 2002

6.9 Swimming and the media

Swimming as a competitive sport receives regular coverage in the broadsheets but it is the Daily Mail (16%) that is most read by the general swimmer. From the perspective of sponsors and promotions, the Daily Mail, The Sun and the

Daily Telegraph readers are most likely to use swimming pools. Socio demographically swimmers are spread across all readership groups with no identifiable trends. There is, of course, no guarantee that readership of a particular paper would lead to a respondent reading about swimming as opposed to other subjects in that paper.

Table No. 38

What weekday paper do you read?

Newspaper read		
Daily Telegraph	165	9%
The Independent	47	3%
The Daily Mirror	125	7%
Daily Sport	9	1%
The Times	129	7%
Daily Mail	287	16%
The Sun	191	11%
The Guardian	70	4%
Financial Times	7	0%
The Express	82	5%
The Star	39	2%
Regional Daily	117	7%
None	516	29%

Base: 1704, Source: HNI, 2002

With regard to Sunday coverage, once again it is the broadsheets that cover competitive swimming but the general swimmer reads a wider range of papers.

Table No. 39

What Sunday papers do you read?

Sunday papers read		
Sunday Telegraph	135	8%
Independent on Sunday	40	2%
Sunday Mirror	87	5%
Sunday Sport	35	2%
Sunday Times	186	11%
Mail on Sunday	271	16%
The People	47	3%
Regional	35	2%
News of the World	169	10%
Express on Sunday	60	4%
The Observer	83	5%
None	556	33%

Base: 1704, Source: HNI, 2002

Swimming as a sport normally receives two to three major television slots a year. These are generally carried over a weekend with one day covered by BBC1 and the second by BBC2. Outside of the major games, TV audiences range between 1 and 2.5 million depending on the televised event. Swimming also receives major coverage on BBC at both the Olympic and Commonwealth Games. ITV covered swimming at major events through to the First World Swimming Championships in West Berlin in 1978 but has not covered the sport consistently since that time. Sky Television and Eurosport also cover swimming from time to time depending on the offering from the originating production or broadcasting company.

Most general swimmers watch the BBC1, BBC2, ITV and Channel 4 but are unlikely to be exposed to more than a few hours of coverage annually. Despite the vast levels of participation, Swimming has difficulty in making itself attractive to the spectator and hence, the television viewer.

Table No. 40

Which television stations do you watch regularly?

Television stations watched		
BBC-1	1291	23%
BBC-2	831	15%
ITV	1207	21%
ITV2	222	4%
C4	734	13%
C5	432	8%
Cable	305	5%
Sky	483	9%
Other Satellite	122	2%

Base: 1704, Source: HNI, 2002

Only 28% of general swimmers read anything about swimming in the papers.

The opportunities to inform general swimmers of developments in swimming both nationally and locally are limited to notices at pools, general radio or poster advertising or via the Internet. Of the 28% surveyed who stated that they did read about swimming, 10% stated that they read about it through a swimming related magazine.

Table No. 41

Do you ever read about swimming. If so, where?

Read about swimming		
Don't read about it	138	8%
Daily Press	206	12%
Sunday Press	48	3%
Specialist Sports Magazine	48	3%
Swimming Times (Swimming)	105	6%
Other Swimming Magazine	70	4%
Not sure	1089	64%

Base: 1704, Source: HNI, 2002

The Amateur Swimming Association Communications Department record all cuttings devoted to swimming on a daily basis. In the period between November 2001 and October 2002, there were some 1373 newspaper articles which covered swimming and swimming related articles. 42% of these were at local level whilst 26% were national.

Table No. 42

SWIMMING PRESS ANALYSIS					
	Sundays	National Daily	Regional Daily	Local	Consumer
Nov-02	0	0	0	0	1
Oct-02	1	5	11	13	9
Sep-02	8	30	19	61	5
Aug-02	6	36	28	52	6
Jul-02	12	63	35	56	2
Jun-02	3	2	3	8	4
May-02	2	13	19	33	4
Apr-02	6	53	45	75	2
Mar-02	10	69	58	149	10
Feb-02	4	16	24	29	5
Jan-02	9	33	16	37	8
Dec-02	7	30	13	26	8
Nov-01	1	10	24	42	4
Average	5.3	27.7	22.7	44.7	5.2
Total	69	360	295	581	68

Source: ASA Communications Department/HNI

6.10 Consumer attitudes towards product offerings

Clean toilets and changing facilities considered to be very important by majority of pool users.

Pool users were asked what product features were important to them in a swimming pool. From amongst a wide range of service offerings, the features that were seen as being very important were those built around convenience and maintenance. For example, clean toilets were considered to be very important amongst 71% of users, particularly women, and well maintained changing facilities, amongst 67% of pool users. The high usage of swimming pools make it a difficult to maintain high standards of 'off-pool side' cleanliness but it was commonly quoted as a factor to be addressed within pools.

Table No. 43

Which of these is important to you at a swimming pool?

	Very important		Important		Not too concerned either way		Not very important		Unimportant		No view	
	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%
Cafeteria	252	15%	317	19%	405	24%	185	11%	284	17%	261	15%
Vending Machines	197	12%	284	17%	363	21%	216	13%	347	20%	297	17%
Clean toilets	1213	71%	189	11%	69	4%	20	1%	84	5%	129	8%
Footbath	443	26%	296	17%	274	16%	98	6%	271	16%	322	19%
Hair dryer	231	14%	234	14%	346	20%	159	9%	433	25%	301	18%
Parking facilities	839	49%	354	21%	118	7%	38	2%	155	9%	200	12%
Well lit car park	806	47%	331	19%	137	8%	47	3%	146	9%	237	14%

Base: 1704, Source: HNI, 2002

Good parking facilities and a well lit car park was also cited as being important. This is indicative of a desire to use less public transport to get to swimming pools and leisure centres. 49% considered good parking facilities to be very important and 21% important whilst 47% considered a well lit car park was very important and 19% felt it was important. Again, a higher proportion of women placed an emphasis on these features.

Table No. 44

Which of these is important to you at a swimming pool?

	Very important		Important		Not too concerned either way		Not very important		Unimportant		No view	
	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%
Easy to see pool depth signs	779	46%	265	16%	193	11%	66	4%	158	9%	243	14%
Medical room	840	49%	292	17%	159	9%	44	3%	124	7%	245	14%
Knowledgeable staff available to help with strokes	729	43%	301	18%	209	12%	73	4%	144	8%	248	15%
Swimming accessory Sales	161	9%	255	15%	404	24%	226	13%	331	19%	327	19%

Base: 1704, Source: HNI, 2002

Features such as *easy to see pool depth signs* and a *knowledgeable staff available to help with strokes* were seen as being useful but not very important. Interestingly, less than half the respondents felt that a *medical room* was very important and *swimming accessories* were low down on the list of importance. The likelihood is that, in both cases, the level of actual need would drive up the level of importance.

Table No. 45

Which of these is important to you at a swimming pool?

	Very important		Important		Not too concerned either way		Not very important		Unimportant		No view	
	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%	Nos	%
Lane Swimming for adults	412	24%	342	20%	309	18%	108	6%	235	14%	298	17%
Aquarobics Classes	198	12%	214	13%	309	18%	178	10%	435	26%	370	22%
Disabled facilities	667	39%	267	16%	147	9%	53	3%	221	13%	349	20%
Well maintained changing facilities	1145	67%	191	11%	53	3%	3	0%	66	4%	246	14%

Base: 1704, Source: HNI, 2002

The question of value to customers was also examined. Each pool user was asked to consider the pool that they used regularly and to reflect on which product feature they thought would add more value to their swim at the pool based on their most recent experience. Again, clean changing rooms and pool sides was an issue for pool users and these were the two offerings that were considered to be of the lowest value of the list of offerings provided.

Pool users attitudes towards lane swimming.

Pool scheduling was also considered. Only 24% of pool users felt that it would very much add value if there were to be a wider use of pool time. Similarly, pool users were ambivalent about increased or decreased amount of lane swimming. In general, most thought there were sufficient opportunities for lane swimming at their local pool. Only 27% felt that more lane swimming would make a difference.

Pool users were also divided in their attitudes towards adults and children only swimming. In general, there was no great call for either feature.

Table No. 46

What would give you more value for your admission price?

	Will very much add value		Will add some value		Will have no effect		Will add very little value		Will add no value		Don't know	
	No	%	No	%	No	%	No	%	No	%	No	%
More regular employment of lanes for lane swimming	235	14%	229	13%	337	20%	125	7%	281	16%	497	29%
Less regular employment of lanes for lane swimming	50	3%	123	7%	317	19%	150	9%	482	28%	582	34%
Adults only swimming	277	16%	258	15%	281	16%	89	5%	296	17%	503	30%
Children only swimming	281	16%	240	14%	264	15%	94	6%	284	17%	541	32%

Base: 1704, Source: HNI, 2002

No trends were identifiable when it came to pool side control. Although 41% stated that it would add value to have *more public control*, 59% felt that it would not add any value or were not sure. Other features such as *background music* and *visual wall charts* were perceived as 'nice to have' rather than adding value.

Table No. 47

What would give you more value for your admission price?

	Will very much add value		Will add some value		Will have no effect		Will add very little value		Will add no value		Don't know	
	No	%	No	%	No	%	No	%	No	%	No	%
Well trained staff able to help with strokes	503	30%	297	17%	201	12%	62	4%	145	9%	496	29%
Visual wall charts with stroke instructions	209	12%	281	16%	280	16%	159	9%	236	14%	539	32%
Wider choice of pool time for public rather than club use	403	24%	308	18%	243	14%	68	4%	172	10%	510	30%
Responsive reception staff	469	28%	326	19%	191	11%	40	2%	161	9%	517	30%
Clean changing rooms	924	54%	183	11%	96	6%	18	1%	80	5%	403	24%
Clean pool sides	839	49%	213	13%	97	6%	25	1%	74	4%	456	27%

Base: 1704, Source: HNI, 2002

Table No. 48

What would give you more value for your admission price?

	Will very much add value		Will add some value		Will have no effect		Will add very little value		Will add no value		Don't know	
	No	%	No	%	No	%	No	%	No	%	No	%
More controlled public swimming	388	23%	307	18%	248	15%	58	3%	155	9%	548	32%
Less controlled public swimming	136	8%	108	6%	270	16%	165	10%	421	25%	604	35%
Discounted admission for regular swimmers	575	34%	303	18%	147	9%	38	2%	167	10%	474	28%
Background Music	276	16%	223	13%	242	14%	101	6%	344	20%	518	30%

Base: 1704, Source: HNI, 2002

6.11 Other pool user issues

Sports retailers and stores remain the traditional place for buying swimwear.

94% of those surveyed stated that they buy their swimwear from a sports retailer, shop or multiple. Many swimming pool operators are now franchising or operating their own sales points within pools. Brands such as Zoggs have been putting greater resources into these outlets as an alternative sales channel.

Whereas this is a strong market for impulse purchases or for situations where a piece of equipment has been broken, lost or stolen, it still has some way to go before becoming a sizeable proportion of the estimated £240 million UK swimwear market. It is, however, likely to be an increasingly competitive area for swimwear manufacturers.

Table No. 49

Where do you normally purchase your swimwear?

Purchase of swimwear		
Sports Retailer	757	44%
Store/Multiple	860	50%
Swimming Pool	93	5%
Club/Educational Institution	22	1%

Base: 1704, Source: HNI, 2002

Most people stated that they had learnt to swim via a swimming teacher although parents, friends and relatives made up more than a quarter of the teaching market.

Table No. 50

Who taught you to swim?

Learnt to swim		
Swimming Teacher	976	57%
School Teacher	243	14%
Parent	344	20%
Relative	65	4%
Friend	40	2%
Self	36	2%

Base: 1704, Source: HNI, 2002

Swimming badges remain an important part of the overall swimming market. The ASA state they award more than 2 million badges a year. The ASA was also the largest supplier in HNI's survey with 29% of those stating they had received an ASA badge. 22% also stated that they knew of a family member who was taking a family. A further 10% of respondents had received operators' own label badges with 9% having a family member who was currently taking a badge. During the early 1990's, operators' own label badges appeared to be on the increase but these are now declining. The main reasons for this decline are economies of scale and decreasing profit margins as the prices offered by the more traditional badge awarding bodies such as the ASA and Royal Life Saving Society become increasingly competitive.

Table No. 51

Have you taken a swimming badge at any time and if so, what type of badge?

Swimming badges		
None	620	36%
RLSS	123	7%
SASA	24	1%
ASA	495	29%
STA	68	4%
Local Authority	175	10%
Don't know	199	12%

Base: 1704, Source: HNI, 2002

Table No. 52

Is any member of your family currently taking a swimming badge and, if so, what type of badge?

Other family member swimming badges		
None	770	45%
RLSS	39	2%
SASA	11	1%
ASA	368	22%
STA	37	2%
Local Authority	157	9%
Don't know	322	19%

Base: 1704, Source: HNI, 2002

Pool users are not great users of other indoor sporting facilities.

The survey showed that there was not necessarily any correlation between participation in swimming and participation in any other sports. A consumer who is interested in swimming does not necessarily take part in other close fit indoor sports. Only 18% of pool users take part in gym work and 12% take part in aerobics. In fact, the number of pool users taking part in other sports was considerably less.

Table No. 53

Do you take part regularly in any of the following indoor sports?

Other regular indoor sports		
Squash	87	5%
Gym Work	301	18%
Martial Arts	66	4%
Badminton	99	6%
Indoor Football	120	7%
Table Tennis	49	3%
Weight Training	97	6%
Basketball	66	4%
Trampolining	48	3%
Aerobics	201	12%
Volleyball	31	2%
None	539	32%

Base: 1704, Source: HNI, 2002

Swimming is not a sport for the couch potatoes.

Swimming remains the top participation sport but the general swimming consumer is less interested in watching on television and reading about it in the papers. TGI found it to be the nineteenth most popular sport to watch on television and the twenty third most popular to read about in the newspapers.

Table No. 54

Participation and Interest In Sports and Leisure Activities				
% of the population (April 2001-March 2002)				
	Take Part In	Pay to watch	Watch on TV	Read About
American football	0.3	0.1	5.9	2.2
Athletics	1.9	0.2	19.7	6.5
Badminton	6.8	0.1	2.5	1.1
Basketball	1.9	0.3	4.3	1.5
Billiards	2.1	0.1	2.5	1.2
Bowls	3.6	0.2	8.2	1.7
Boxing	0.7	1.3	13.6	5.5
Chess	5.1		0.4	1.3
Cricket	3.5	2.1	21.5	10.7
Cycling	13.0	0.1	5.6	2.1
Darts	7.2	0.2	11.4	2.0
Fishing- trout/game	2.8		2.2	1.2
Fishing- course	3.7		2.4	1.2
Fishing- sea	3.1		2.4	1.1
Football	7.4	8.7	32.5	18.0
Golf	9.8	0.5	15.8	6.1
Greyhound racing		2.5	1.9	2.0
Horse riding	3.3			1.8
Ice hockey	0.1	0.6	4.6	1.7
Ice skating	3.1	0.2	10.5	1.3
Hockey	1	0.1	1.9	1.5
Marathon running	0.7		8.2	2.4
Motorcycle racing	0.5	0.9	11.1	3.0
Motor racing	0.7	1.4	21.1	6.2
Motor rallying	0.5	0.4	10.1	2.8
Rugby League	0.7	1.2	15.6	5.5
Rugby Union	1.5	2.2	21.7	8.4
Sailing/yachting	1.8		4.2	2.4
Skiing	3.5	0.1	11.4	1.7
Showjumping	0.7	0.2	7.2	1.4
Snooker	9.9	0.3	26.2	4.3
Snowboarding	0.8		5.9	1.0
Squash	2.6	0.1	1.3	1.2
Stock-car-racing	0.5	0.7	3.3	0.9
Swimming	26.2	0.2	6.3	1.5
Table tennis	4.0	0.1	2.4	1.0
Tennis	6.5	0.6	19.5	5.6
Wrestling	0.5	0.5	6.7	1.0

(Source: Target Group Index © BRMB 2002 and Marketing Pocket Book, 2003)

6.12 Value for Customers

Relatively high level of satisfaction amongst pool users.

Only 7% of pool users were not satisfied with the offering. A further 7% were uncertain but as high as 78% felt that their swimming experience was good value for money.

Table No. 55

Overall do you feel you get good value from your admission fee?

Value for money		
Yes	1332	78%
No	126	7%
Don't know	246	14%

Base: 1704, Source: HNI, 2002

Best Value Through Sport- Performance Indicators

The new duty of Best Value which took effect in April 2000 required all councils to bring about continuous improvement in all functions with regard to economy, efficiency and effectiveness. Fundamental performance reviews of the services provided now need to be carried out as well as Best Value Performance Plans made.

The key performance indicators are:

Key access indicators:

- % of visits 11-19 years ÷ % of catchment population 11-19 years
- % of visits from social groups ÷ % of catchment population in social groups DE
- % of visits from black, Asian and other ethnic groups ÷ % of catchment population in same ethnic groups

Key financial indicators:

- % of cost recovery
- Subsidy per visit

Key utilisation indicators:

- Annual visits per square metre
- % of visits 11-19 years ÷ % of catchment population 11-19 years

The Audit Commission keeps records on two main indicators in swimming pools- the number of swims in a year within each local authority per 1,000 members of that authority's population and the net cost per swim within that local authority.

7. Facilities for outdoor swimming

7.1 Bathing water compliance

According to the Environment Agency, coastal bathing waters have improved in quality in recent years, mostly due to a considerable investment in better sewage treatment. During the 2001 bathing season, 97.1% of all bathing waters met the standards set out in the Bathing Water Directive. 97.0% of coastal bathing waters met the standards.

86% of coastal bathing waters complied each year from 1999 to 2001 compared with 57% between 1988 and 1990. The mandatory bacteria standards which should not be exceeded are 10,000 total coliforms per millilitres of water and 2,000 faecal coliforms per 100 ml. of water.

The Agency monitors the quality of designated bathing waters in England and Wales against standards in the bathing water regulations (SI 1991/1597) which come from the EC Bathing Water Directive (76/160/EEC).

7.2 European Blue Flag and UK Seaside Awards

The 2000 Blue Flag and Seaside Awards announced in Spring 2001 saw 240 beaches in England and Wales receiving the Seaside Award and 46, the Blue Flag Award. These awards take into account compliance with the Bathing Water Directive as well as other factors related to water quality. Both schemes are administered by the Tidy Britain Group.

The number of bathing waters monitored has slowly increased:

Table No. 56

Year	Number of bathing waters
1979	27
1987	360
997	448
2001	472

(Source: Environment Agency Website)

Regionally the breakdown in 2001 was as follows:

Table No. 57

Region	Number of bathing waters in region	Number of compliant bathing waters
Anglian	37	36
North East	55	55
North West	34	30



South West	187	78
Southern	79	78
Thames	5	5
Wales	75	70

(Source: Environment Agency Website)

8. Prices

8.1 Admission prices for young people

Learn-to-swim is becoming more expensive.

Admission prices for junior swimming have increased in the five years between 1997-8 and 2000-1. Swimming is between 13 and 36% more expensive than just three years ago with the exception of London where it is possible to receive a child swimming lesson at an average price some 8% less in the same period. Whilst prices have stabilised for lessons for those in London, everywhere else has become more expensive.

Table No. 58

Price Comparison	Traditional pool						Leisure Pool						Swimming Lesson		
	Weekday charge per session						Weekday charge per session						Charge per Hour:		
Year	Adult 1997-8	Adult 2001-2	% Increase	Junior 1997-8	Junior 2001-2	% Increase	Adult 1997-8	Adult 2001-2	% Increase	Junior 1997-8	Junior 2001-2	% Increase	Junior 1997-8	Junior 2001-2	% Increase
	£ p	£ p		£ p	£ p		£ p	£ p		£ p	£ p		£ p	£ p	
London:															
Arithmetic Mean	2.14	2.48	16%	1.09	1.32	21%	2.52	2.92	16%	1.34	1.58	18%	5.46	5.03	-8%
Metropolitan Districts:															
Arithmetic Mean	1.79	2.21	24%	0.97	1.27	30%	2.14	2.58	21%	1.25	1.54	23%	3.26	3.73	14%
Unitary Authorities:															
Arithmetic Mean	1.72	2.25	31%	0.98	1.33	36%	2.07	3.05	47%	1.27	1.94	53%	3.96	4.47	13%
Non-Met Districts England:															
Arithmetic Mean	1.79	2.17	21%	1.04	1.28	23%	2.50	2.78	11%	1.67	1.81	8%	3.93	4.66	19%
England:															
Arithmetic Mean	1.86	2.28	22%	1.02	1.30	27%	2.31	2.83	23%	1.38	1.72	24%	4.15	4.47	8%

(Source: CIPFA)

8.2 Cost of swimming lessons

HNI's analysis of the CIPFA figures shows that for a typical parent and child to go swimming in 2001/2 in a traditional, rectangular style local swimming pool costs £3.58 per session. In a leisure pool, the costs are slightly higher, £4.55. School swimming lessons remain the most cost effective route for the average family, given that for many families taking private lessons there is a travel cost and probably, the cost of food and drink at the pool.

These costs increase slightly if the child goes for a lesson where the average cost is £4.47. Given that parents would still have to pay to enter as a spectator, for travel and possibly



the cost of food and drink, the likely cost per hour is estimated as follows:

½ hour lesson	£2.24
Travel	£1
Spectator entrance	£1
Food and drink	£1
Total	£5.24

Swimming price comparisons show general price increases for swimming:

Table No. 59

Average prices of junior swimming lessons per hour (£)			
	Swimming lesson charges 1997-8	Swimming lesson charges 2000-1	Average price movement
Local Authority			
London Boroughs	5.46	5.03	-0.43
Metropolitan Districts	3.26	3.73	0.47
Unitary authorities	3.96	4.47	0.51
Non-metropolitan counties:			
Bedfordshire	4.51	4.83	0.32
Berkshire	4.80		N/a
Buckinghamshire	7.59	5.50	-2.09
Cambridgeshire	3.66	4.80	1.14
Cheshire	5.33	4.62	-0.71
Cornwall	3.31	3.03	-0.28
Cumbria	2.82	4.52	1.70
Derbyshire	2.77	3.28	0.51
Devon	4.22	5.14	0.92
Dorset	3.12	4.05	0.93
Durham	2.85	4.00	1.15
East Sussex	6.03	2.37	N/a
Essex	4.43	3.05	-1.38
Gloucestershire	3.28	4.62	1.34
Hampshire	6.29	5.64	-0.65
Hereford & Worcester/			
Worcestershire	3.59	4.48	0.89
Hertfordshire	4.73	4.30	-0.43
Kent	3.83	5.22	1.39
Lancashire	3.40	4.24	0.84
Leicestershire	2.18	3.61	1.43
Lincolnshire	3.95	4.67	0.72
Norfolk	3.92	2.72	-1.20
North Yorkshire	3.60	4.76	1.16
Northamptonshire	3.90	3.70	-0.20
Northumberland	2.52	3.74	1.22
Nottinghamshire	3.24	3.64	0.40
Oxfordshire	2.50	3.89	1.39
Shropshire	3.84	2.32	-1.52
Somerset	2.50	0.00	N/a
Staffordshire	3.18	3.99	0.81
Suffolk	3.79	4.10	0.31
Surrey	5.05	5.26	0.21
Warwickshire	3.58	3.74	0.16
West Sussex	4.59	4.88	0.29
Wiltshire	3.90	5.22	1.32

(Source: CIPFA Leisure Charges 1997/8 & 2000/1 & HNI)

8.3 The cost of swimming to the consumer

Cost of admission in non-leisure pools up by 13-21% since 1998.

The average price of a weekday swim throughout England and Wales is £2.20. This price, as with all the prices listed in this section, are based on analysis of CIPFA figures for the principal swimming pool in each local authority. The charges include VAT except for club bookings which are sometimes not subject to VAT.

The table beneath gives the extent at both ends of the upper and lower scales, the range being from £3.50 to £1.20 as well as the mean.

Table No. 60

Adult Admission Prices-Non Leisure Pool			
Most Expensive Places To Swim	Average Weekday Price (£)	Least Expensive Places To Swim	Average Weekday Price (£)
Breckland	3.50	Northampton	1.20
East Lindsey	3.45	Teesdale	1.30
Wycombe	3.40	Middlesbrough	1.30
Wokingham	3.40	Hartlepool	1.35
Eastbourne	3.30	Westminster	1.40
Barrow-in-Furness	3.10	Liverpool	1.40
Richmond-upon-Thames	3.15	Thurrock	1.50
Southwark	3.15	Wear valley	1.50
Hounslow	3.10	Stroud	1.50
Arithmetic Mean	2.20	West Lindsey	1.50
		Wansbeck	1.50
		Nuneaton & Bedworth	1.50

Source: CIPFA, Charges for Leisure Services Statistics, 2001-2/HNI, Supplied by local authorities

A number of local authorities run schemes whereby children accompanying an adult can swim free, particularly in the school holidays. These include Nuneaton, Glasgow for children under 16 and Torfaen which linked use of a library and pool as part of a scheme during the summer holidays. The lower prices exclude these and summer holiday schemes.

Table No. 61

Child Admission Prices-Non Leisure Pool			
	Average		Average
Most Expensive Places	Weekday	Least Expensive	Weekday Price
To Swim	Price (£)	Places To Swim	(£)
Eastbourne	2.65	Nuneaton & Bedworth	Free
Richmond-upon-Thames	2.40	Westminster	0.50
Wokingham	2.40	Wear Valley	0.75
Chester	2.20	Halton	0.75
Breckland	2.10	Kensington & Chelsea	0.80
Rother	2.00	Basildon	0.80
East Lindsey	2.00	Wansbeck	0.80
Sunderland	2.00	Lichfield	0.80
Bexley	1.95	Stroud	0.85
Arithmetic Mean	1.28	Monmouthshire	0.85

Source: CIPFA, Charges for Leisure Services Statistics, 2001-2/HNI, Supplied by local authorities

Senior citizen entry prices tend to be in the region of 50 to 70% of adult ticket entrance. Again, a number of local authorities make entrance free to senior citizens.

Table No. 62

Senior Citizen Admission Prices-Non Leisure Pool			
	Average		Average
Most Expensive Places	Weekday	Least Expensive	Weekday Price
To Swim	Price (£)	Places To Swim	(£)
Harrow	2.75	Lewisham	Free
Merton	2.75	Westminster	Free
Camden	2.70	Sutton	Free
Greenwich	2.50	Salford	Free
Brent	2.50	Trafford	Free
Hart	2.50	Luton	Free
Enfield	2.50	Telford & Wrekin	Free
Wokingham	2.40	North East Derbyshire	Free
Conwy	2.35	Nuneaton & Bedworth	Free
Reading	2.35	Tameside	0.60
Arithmetic Mean	1.33		

Source: CIPFA, Charges for Leisure Services Statistics, 2001-2/HNI, Supplied by local authorities

Prices are continuing to rise in pools across the country in response to increased costs and pressure to improve margins by privatised operators in local authority pools. In the non-leisure sector, adult prices have increased from an average of £1.81 in 1997-8 to £2.20 (17.7%), junior swimming from £1.03 to £1.28 (19.5%) and with senior citizens from £1.05 to £1.33 (21.0%).

Leisure pool prices rise from 12 to 14% in 3 years.

Based on standard weekday entry, the entry price for leisure pools for adults across the country is some 57p higher than that of non-leisure pools. For children's entry, the average is 43p higher and for senior citizens, 44p.

Table No. 63

Adult Admission Prices-Leisure Pool			
	Average		Average
Most Expensive Places To Swim	Weekday Price (£)	Least Expensive Places To Swim	Weekday Price (£)
Scarborough	5.50	Liverpool	1.40
Bracknell Forest	5.50	Wear Valley	1.50
Mid Sussex	4.50	Boston	1.70
Greenwich	4.25	Powys	1.80
Woking	4.20	Cardiff	1.90
Bedford	4.20	Crawley	1.90
Stoke-on-Trent	3.99	Melton	1.90
Bolton	3.95	Sunderland	2.00
Reading	3.95	Rugby	2.05
Arithmetic Mean	2.77		

Source: CIPFA, Charges for Leisure Services Statistics, 2001-2/HNI, Supplied by local authorities

Table No. 64

Child Admission Prices-Leisure Pool			
	Average		Average
Most Expensive Places To Swim	Weekday Price (£)	Least Expensive Places To Swim	Weekday Price (£)
Scarborough	4.20	Wear Valley	0.75
Bracknell Forest	3.95	Melton	0.95
Bedford	3.20	Camden	1.00
Greenwich	3.10	Liverpool	1.00
North Norfolk	3.00	Arun	1.10
Woking	3.00	Crawley	1.10
Restormel	3.00	Powys	1.10
Colchester	2.90	Chester	1.10
		Caerphilly	1.10
Arithmetic Mean	1.71	Tewkesbury	1.10

Source: CIPFA, Charges for Leisure Services Statistics, 2001-2/HNI, Supplied by local authorities

Table No. 65

Senior Citizen Admission Prices-Leisure Pool			
Most Expensive Places To Swim	Average Weekday Price (£)	Least Expensive Places To Swim	Average Weekday Price (£)
Scarborough	5.50	Hackney	0.50
Bracknell Forest	5.50	Swindon	0.70
Greenwich	4.25	Chester	0.70
Bolton	3.95	Cardiff	0.90
Bedford	3.20	Islington	0.90
Manchester	3.10	Liverpool	1.00
Woking	3.10	Powys	1.10
Restormel	3.00	Caerphilly	1.10
West Devon	3.00	Wyre Forest	1.10
North Norfolk	3.00	Crawley	1.10
Arithmetic Mean	1.74	Arun	1.10
		Tewkesbury	1.10

Source: CIPFA, Charges for Leisure Services Statistics, 2001-2/HNI, Supplied by local authorities

In the leisure pool sector, adult prices have increased from £2.37 in 1997-8 to £2.77 (14.4%), children's entry from £1.49 to £1.71 (12.9%) and with senior citizens from £1.51 to £1.74 (13.2%). These increases which range from 12.9% to 14.4% are correspondingly lower than that of a non-leisure pool where the increases range from 17.7% to 21%.

The average cost of a sauna at a leisure centre or swimming pools is now £3.94, up from £3.60 in 1997-8. This represented a rise of 8.6%.

Table No. 66

Cost of Sauna			
Most Expensive Places To Have A Sauna	Average Weekday Price (£)	Least Expensive Places To Have A Sauna	Average Weekday Price (£)
Harrogate	9.50	Slough	1.00
Reading	7.50	Gwynedd	1.50
Wycombe	7.50	Teesdale	1.70
Redbridge	6.60	Allerdale	1.85
Brent	6.50	Lichfield	1.90
Bexley	6.45	Kennet	1.90
Mid Sussex	6.35	North Kesteven	2.00
Newcastle-under-Lyme	6.15	Arun	2.00
Braintree	6.00	West Wilts	2.05
Harborough	6.00	Huntingdonshire	2.30
Arithmetic Mean	3.94		

(the price at Harrogate is a joint charge for a Turkish Bath and Sauna)

Source: CIPFA, Charges for Leisure Services Statistics, 2001-2/HNI, Supplied by local authorities

The cost of the use of the average sun bed increased by a similar margin- from £3.60 in 1997-8 to £3.94 in 2000-1, representing a step up of 9.2%.

Table No. 67

Cost of Sunbed			
Most Expensive Places To Use A Sunbed	Average Weekday Price (£)	Least Expensive Places To Use A Sunbed	Average Weekday Price (£)
Surrey Heath	7.40	Sheffield	1.10
Newham	7.25	Liverpool	1.50
Reading	7.25	Kingston-upon-Hull	1.50
Basingstoke & Deane	7.05	Wirral	1.00
Camden	6.80	Bradford	2.00
Kensington & Chelsea	6.70	Halton	2.00
Hammersmith & Fulham	6.75	Teesdale	2.00
Macclesfield	6.10	Denbighshire	2.00
		Taunton Deane	2.20
		Wellingborough	2.20
Arithmetic Mean	4.10		

Source: CIPFA, Charges for Leisure Services Statistics, 2001-2/HNI, Supplied by local authorities

Average rises in club hire costs are less than those for individuals.

Increases in the cost of club hire are, unsurprisingly, accompanied by objections from clubs of all types but this report found that the average price rises for clubs was less than the average price rise for individuals. Amongst the non-leisure pools, they have increased from £40.20 per hour to £46.56 (13.6%) while in the leisure sector, the increase has been from £50.90 to £51.72 (1.55%).

Table No. 68

Club Booking-Non-Leisure Pool			
Most Expensive Pools Per Hour	Average Weekday Price (£)	Least Expensive Pools Per Hour	Average Weekday Price (£)
Wokingham	150.00	Chester	10.00
Havant	139.50	Adur	12.30
Ealing	115.00	Gloucester	14.75
Bromley	110.00	Bournemouth	15.00
Mid Sussex	103.17	North Norfolk	15.00
Mendip	99.95	Teesdale	15.00
Lambeth	90.00	Isle of Anglesey	15.50
Kingston-upon-Thames	90.00	Ceredigion	16.00
Peterborough	90.00	Wrexham	18.00
East Hants	88.00	Derbyshire Dales	18.60
Arithmetic Mean	46.56		

Source: CIPFA, Charges for Leisure Services Statistics, 2001-2/HNI, Supplied by local authorities

Table No. 69

Club Booking-Leisure Pool			
Most Expensive Pools Per Hour	Average	Least Expensive Pools Per Hour	Average
	Weekday Price (£)		Weekday Price (£)
Woking	160.00	Havant	18.70
Colchester	147.50	Runnymede	20.00
Tewkesbury	103.00	Lewisham	25.00
Bromley	102.25	Arun	25.00
Hackney	98.00	North Somerset	27.30
Ipswich	97.60	Boston	27.50
East Hampshire	88.00	West Devon	28.50
South Kesteven	83.30	Tynedale	29.40
Stockport	79.55	Manchester	30.80
Northampton	78.00	South Tyneside	30.90
Arithmetic Mean	51.72		

Source: CIPFA, Charges for Leisure Services Statistics, 2001-2/HNI, Supplied by local authorities

Swimming instruction costs have risen less than entry prices.

Swimming instruction prices have increased at a faster rate than the cost of living. Child prices increased from £3.97 per session to £4.46 in the period 1997-8 to 2000-1 (11%). In the same period, adult instruction prices increased less, from £4.64 to £5.12 (9.38%).

Table No. 70

Cost of swimming instruction- Adults			
Most Expensive Pools Per Hour	Average	Least Expensive Pools Per Hour	Average
	Price (£)		Price (£)
Adur	14.00	Sefton	1.00
Stroud	13.00	Hartlepool	1.43
Southwark	12.00	Bournemouth	1.85
Westminster	11.76	Warrington	1.86
New Forest	11.01	Liverpool	2.00
Waverley	10.00	Ceredigion	2.06
Tonbridge & Malling	9.80	South Tyneside	2.08
Spelthorne	9.23	Isle of Angelsey	2.20
Waltham Forest	9.05	Derbyshire Dales	2.20
		Blyth Valley	2.30
Arithmetic Mean	5.12		

Source: CIPFA, Charges for Leisure Services Statistics, 2001-2/HNI, Supplied by local authorities

Table No. 71

Cost of swimming instruction- Children			
Most Expensive Pools Per Hour	Average Price (£)	Least Expensive Pools Per Hour	Average Price (£)
Stroud	13.00	Sefton	1.00
New Forest	11.01	Liverpool	1.20
Wycombe	10.20	Hartlepool	1.43
Braintree	8.70	Isle of Anglesey	1.55
Kerrier	8.50	Bournemouth	1.75
Tunbridge Wells	8.50	Wolverhampton	1.80
Barnet	8.40	Harborough	1.85
Welwyn Hatfield	8.00	Ceredigion	1.88
Spelthorne	7.85	West Dorset	1.90
		St Helen's	2.00
Arithmetic Mean	4.46		

Source: CIPFA, Charges for Leisure Services Statistics, 2001-2/HNI, Supplied by local authorities

Table No. 72

Cost of swimming instruction- Senior Citizens			
Most Expensive Pools Per Hour	Average Price (£)	Least Expensive Pools Per Hour	Average Price (£)
Adur	14.00	Chester	0.70
Stroud	13.00	Sefton	1.00
Westminster	11.76	Liverpool	1.20
New Forest	11.01	Islington	1.40
Wycombe	10.20	Harborough	1.50
Tonbridge & Malling	9.80	Isle of Anglesey	1.55
Swindon	8.82	Warrington	1.56
Chichester	8.71	Bournemouth	1.85
Harrow	8.60	Ceredigion	1.88
Arithmetic Mean	4.61		

Source: CIPFA, Charges for Leisure Services Statistics, 2001-2/HNI, Supplied by local authorities

Swimming remains low cost for the average consumer.

Swimming remains the cheapest of the main indoor sports. Although Yoga is only marginally more expensive, the only sport with comparable prices is 5 a side football. The table beneath is based on a standard one hour charge for adults.

Table No. 73

Comparison of Cost of Swimming With Other Sports											
Local Authority	Basketball		Badminton	Squash	Cricket	Weight	Aerobics	Yoga	Fitness	Swimming	
	(10 person team)/Per Player	5 A Side Football/P								Suite	Non-leisure Pool
London Boroughs Metropolitan	32.75	3.72	7.82	8.51	25.61	4.23	4.14	4.23	4.74	2.48	2.92
Districts	28.74	2.73	6.25	6.57	14.84	2.93	2.86	2.92	3.64	2.21	2.58
Unitary Authorities	26.95	2.75	6.06	6.93	18.56	3.66	3.12	3.31	3.94	2.25	3.05
Non-Metropolitan Districts	24.95	2.59	5.94	6.46	18.28	3.56	3.18	3.26	3.94	2.17	2.78
Wales	21.85	2.07	4.78	4.96	15.52	2.80	2.48	2.39	3.19	1.92	2.17
England and Wales	26.22	2.68	6.13	6.62	18.39	3.54	3.20	3.32	3.95	2.20	2.77

Source: CIPFA, Charges for Leisure Services Statistics, 2001-2/HNI, Supplied by local authorities

Swimming in Wales and the West costs an average of 40 to 50p less per session than in the south:

Table No. 74

Comparison of Average Charge Per Hour By Region (£)											
Local Authority	Basketball		Badminton	Squash	Cricket	Weight	Aerobics	Yoga	Fitness	Swimming	
	(10 person team)/Per Player	5 A Side Football/Per Player								Non-leisure Pool	Swimming Leisure Pool
South	2.49	5.39	6.54	6.10	11.53	2.55	3.48	2.73	4.31	2.26	1.06
North	2.38	5.11	5.62	4.98	10.68	2.17	2.47	1.51	3.31	2.12	1.09
North East	2.43	4.87	5.46	4.54	9.07	1.45	2.61	1.85	3.13	2.14	1.03
Midlands	2.14	4.64	5.57	5.06	12.01	1.35	2.76	1.52	3.46	2.06	0.77
West	2.35	4.86	4.93	4.74	11.46	1.34	2.56	1.29	3.09	2.02	0.66
Wales	2.07	4.15	4.78	4.70	9.80	1.77	2.48	1.38	3.19	1.82	0.68

Source: CIPFA, Charges for Leisure Services Statistics, 2001-2/HNI, Supplied by local authorities

The above is based on ASA Regions

8.4 Cost of swimming to providers

Pool running costs are always a concern to local authorities. Amongst best value indicators, the Audit Commission records the cost of swimming to local authorities/pool operators per swim. A number of pools in the south and west have a very low cost. In general, the range is between £0.50 and £3 per person per visit:

The most recent data beneath for 2001-2 covers the period up to the time of this report when 160 local authority details had been received.

Table No. 75

Local Authorities With Highest Net Cost Per Swim/Visit	
Authority	£
Tendring	126.00
Stroud	75.88
Coventry	8.73
Luton	4.73
Wakefield	4.71
Lambeth	4.17
Nuneaton	3.77
Manchester	3.75
Fylde	3.68
Craven	3.31

Source; Audit Commission, Performance Indicators, 2001-2

Table No. 76

Local Authorities With Lowest Net Cost Per Swim/Visit	
Authority	£
Guildford	-0.81
Runnymede	0.02
Tewkesbury	0.06
Dartford	0.11
South Gloucestershire	0.15
Wandsworth	0.17
Sutton	0.23
Spelthorne	0.29
Broxtowe	0.30
Kingston-upon-Thames	0.33

Source; Audit Commission, Performance Indicators, 2001-2

As a guide across the country, HNI has broken the local authorities down by Sport England Regions:

Table No. 77

	1997/7	2001/2	Increase/ decrease
North East	2.24	2.01	-0.23
North	1.64	1.68	0.04
Yorks & Humberside	2.09	1.86	-0.23
East Midlands	1.06	1.25	0.19
West Midlands	1.29	1.36	0.07
East Midlands	1.05	1.31	0.26
South East	1.42	1.5	0.08
South East	0.81	0.96	0.15
West	1.11	1.36	0.25
England	1.28	1.36	0.08
Wales		1.73	N/a

(Source: Audit Commission/CIPFA)

Nationally, the cost has shown an average increase from £1.28 per swim to £1.36.

9. School Swimming

Given that swimming has remained a compulsory element of the National Curriculum, there have been concerns that school swimming, as it currently stands, is failing to offer the best opportunity for children to learn to swim. In November 2000, the Office for Standards In Education produced *An Inspection Report on Standards and Provision in School Swimming In Key Stage 2*. The inspection examined standards of pupils' attainment and progress and the quality of teaching and provision. In all 301 schools were inspected in November 1999. The report consisted of a mix of qualitative judgment on the part of the inspectors as well as statistical evidence that paid particular attention to schools' location and free school meal banding.

The inspectors found that 4 out of 5 pupils at Key Stage 2 could swim 25 metres (one of the requirements) and that the attainment of pupils was satisfactory or better in most lessons. The report highlighted the fact that there was a considerable variation in pupil achievement ranging from 91% in rural schools to 67% in Free School Meal Band 5 schools and that this was an area for concern. Significantly, if 4 out of 5 children could swim 25 metres, this meant that 1 in 5 children could not swim 25 metres.

Teaching was considered to be good or better in 4 out of 5 lessons. In a minority of schools, water safety and survival was not covered sufficiently well. Furthermore half of the schools had no policy of provision for those pupils who were non or reluctant swimmers. Over half of the schools had reduced the time allocated to swimming over the past three years.

The inspectors found that 83% of pupils were able to swim 25 metres by the end of Key Stage 2, a small reduction on 1998.

Table No. 78

% of pupils able to swim 25m by Key Stage 2:

	All schools	Inner city	Urban	Rural	FSM Band 1	FSM Band 2	FSM Band 5
1998	83	77	86	91	89	77	64
1999	83	77	84	91	88	76	67

(Free schools meal bands are allocated as follows- Band 1, 0-8%; Band 3,21-35%; Band 5, 50+%).

This variability between groups of schools was a cause for concern because the inability to be able to swim would deny access by pupils to other sports in the PE curriculum, particularly as swimming is not a compulsory part of Key Stage 3 in the PE curriculum.

Rural schools and schools in FSM Band 1 provided more time for swimming than other schools.

Table No. 79

% of average yearly swimming time (hours):

	All schools	Inner city	Urban	Rural	FSM Band 1	FSM Band 2	FSM Band 5
1999	4.68	3.95	4.78	5.18	5.29	3.9	3.49

The inspectors took the view that there was a correlation between swimming achievement and the amount of time devoted to school swimming by the various groups of schools.

Amongst other key observations were:

- Nearly half the schools made no special provision for those pupils who could not swim at Key Stage 2.
- The annual cost of teaching of swimming varied considerably. Most schools paid between £1 and £3,000 per year but some schools paid as much as £7 to £9,000 per annum. It was noted that nearly 6 in 10 schools funded swimming from their own budgets, a small proportion entirely from the LEA and 1 in 10 schools funded by a combination of school and LEA budgets.

Of the remainder, one quarter of schools provided swimming with the help of voluntary contributions from parents. This tended to fall on rural schools where approximately one half of parents were asked to make contributions compared to 1 in 10 parents in inner city schools.

- A large number of schools reported a reduction in time allocated to swimming over the last three years, sometimes by as much as one half. Three reasons were provided by Head teachers—the closure of local pools, particularly learner pools, and their replacement by leisure pools that were less conducive to formal teaching; second, greater time was being devoted to National Literacy and Numeracy Strategies and linked to this, the preference for schools to use swimming pools in the more limited afternoon sessions at swimming pools; and finally, the increasing cost of transport.

- The report finally commented on schools that had made cuts to their swimming budgets and the amount of time devoted to swimming. The Heads in these schools blamed the local authorities for devolving funding to them. The inspectors commented that whilst recognising the difficulties, these schools had failed to prioritise their spending so that insufficient funds were targeted at the areas of greatest need, i.e. pupils who could not swim.

Table No. 80

School swimming pools are distributed across the following education authorities:

School Pools Within Each Education Authority Area				
Council	No of Primary/Junior Schools With Pool	No of Secondary Schools With Pool	No of Special Schools/ Hydrotherapy Pools	Total No of Pools
Bedfordshire County Council	39	2	1	14
Buckinghamshire County Council	19	1	2	22
Cambridgeshire County Council	94	5	6	105
Cheshire County Council	4	6	6	16
Cornwall County Council	31	10	1	42
Cumbria County Council	1	7		8
Derbyshire County Council	9	6	1	16
Devon County Council	78	14	3	95
Dorset County Council	34	9	1	44
Durham County Council	17	5		22
East Sussex County Council	41	7	4	52
Essex County Council	104	31	12	147
Gloucestershire County Council	15	1	3	19
Hampshire County Council	58	11	2	71
Hertfordshire County Council	74	33	9	116
Kent County Council	30	17		47
Lancashire County Council	4	5	3	12
Leicestershire County Council	15	9	2	26
Lincolnshire County Council	10	9	3	22
Norfolk County Council	25	24	1	50
North Yorkshire County Council	13	11	3	27
Northamptonshire County Council	27	9	5	41
Northumberland County Council		6	1	7
Nottinghamshire County Council	4	19		23
Oxfordshire County Council	31	4	4	39
Shropshire County Council	5	7	1	13
Somerset County Council	55	19	2	76
Staffordshire County Council	7	18	10	35
Suffolk County Council	128	11	5	144
Surrey County Council	112	16	16	144
Warwickshire County Council	17	7	2	26
West Sussex County Council	56	7	5	68
Wiltshire County Council	47	12	2	61
Worcestershire County Council	5	5		10
Barking and Dagenham London Borough	2		1	3
Barnet London Borough	12	2	3	17
Bexley London Borough	2		1	3
Brent London Borough	5		3	8
Bromley London Borough	9		2	11
Camden London Borough	5		1	6
Corporation of London	0			0
Croydon London Borough	6	2	1	9
Ealing London Borough			2	2
Enfield London Borough	1	1	2	4
Greenwich London Borough	1		1	2
Hackney London Borough	4			4
Hammersmith and Fulham London Borough	2	1		3
Haringey London Borough				0
Harrow London Borough	0	2		2
Havering London Borough	9	5		14
Hillingdon London Borough	2	1	1	4
Hounslow London Borough	0			0
Islington London Borough	1	1	1	3
Kensington and Chelsea Royal Borough	0	1		1
Kingston upon Thames Royal Borough	12		2	14
Lambeth London Borough	3	1	1	5
Lewisham London Borough	2		1	3
Merton London Borough	1	2	1	4
Newham London Borough	1		1	2
Redbridge London Borough	2	3	2	7
Richmond upon Thames London Borough	7			7
Southwark London Borough	4	1		5
Sutton London Borough	5	4	2	11
Tower Hamlets London Borough	1	2	2	5
Waltham Forest London Borough	1	1	2	4
Wandsworth London Borough	0	4	1	5
Westminster City Council	0	1		1
Barnsley Metropolitan Borough Council	0		1	1
Birmingham City Council	6	10	6	22
Bolton Metropolitan Borough Council	0			0
Bradford City Council	2	10	2	14
Bury Metropolitan Borough Council	0			0
Calderdale Metropolitan Borough Council	5	2		7

Council	No of Primary/Junior Schools With Pool	No of Secondary Schools With Pool	No of Special Schools/ Hydrotherapy Pools	Total No of Pools
Coventry City Council	0	9	2	11
Doncaster Metropolitan Borough Council	1	2	3	6
Dudley Metropolitan Borough Council	1	5		6
Gateshead Metropolitan Borough Council	1	1	3	5
Kirklees Metropolitan Borough Council	1	3	1	5
Knowsley Metropolitan Borough Council	2	3		5
Leeds City Council	1	4	4	9
Liverpool City Council	4	10		14
Manchester City Council	2	4	5	11
Newcastle upon Tyne City Council	0	3	1	4
North Tyneside Council	2		3	5
Oldham Metropolitan Borough Council	2	1		3
Rochdale Metropolitan Borough Council	0	2	1	3
Rotherham Metropolitan Borough Council	4		4	8
Salford City Council			2	2
Sandwell Metropolitan Borough Council	0	4	2	6
Sefton Metropolitan Borough Council	3	1	2	6
Sheffield City Council	1	2	4	7
Solihull Metropolitan Borough Council	3	3		6
South Tyneside Metropolitan Borough Cncl	8	3	1	12
St Helens Metropolitan Borough Council	0		1	1
Stockport Metropolitan Borough Council	0	3		3
Sunderland City Council	1	8		9
Tameside Metropolitan Borough Council	0			0
Trafford Metropolitan Borough Council	2	1	1	4
Wakefield Metropolitan District Council	1	2		3
Walsall Metropolitan Borough Council	15	13	3	31
Wigan Metropolitan Borough Council	1			1
Wirral Metropolitan Borough Council	0		4	4
Wolverhampton Metropolitan Borough Cncl	1	6	4	11
Bath & North East Somerset Council	2		1	3
Blackburn with Darwen Borough Council	0		1	1
Blackpool Borough Council	0		2	2
Bournemouth Borough Council	3		1	4
Bracknell Forest Borough Council	7		1	8
Brighton & Hove City Council	6	2	3	11
Bristol City Council		4	1	5
City of York Council	2	1	2	5
Darlington Borough Council		4	1	5
Derby City Council	1	2		3
East Riding of Yorkshire Council	4	1		5
Halton Borough Council	2		3	5
Hartlepool Borough Council	0	6	1	7
Herefordshire Council	8	2	2	12
Isle of Wight Council	8	1	2	11
Isles of Scilly Council	0			0
Kingston upon Hull City Council	0	2	1	3
Leicester City Council	4		3	7
Luton Borough Council	0	6		6
Medway Council	8	2		10
Middlesbrough Borough Council	0			0
Milton Keynes Council	8	3	1	12
North East Lincolnshire Council	1	3		4
North Lincolnshire Council	2	1	1	4
North Somerset Council	3	1	2	6
Nottingham City Council	0		1	1
Peterborough City Council	22	4	3	29
Plymouth City Council	12	1		13
Poole Borough Council	1		1	2
Portsmouth City Council	3	2	3	8
Reading Borough Council	1	1		2
Redcar & Cleveland Borough Council	1		1	2
Rutland County Council	3		1	4
Slough Borough Council	0			0
South Gloucestershire Council	11	1	1	13
Southampton City Council	8	3		11
Southend-on-Sea Borough Council	9	2	2	13
Stockton-on-Tees Borough Council	1	3	1	5
Stoke-on-Trent City Council	1	8	3	12
Swindon Borough Council		2		2
Telford and Wrekin Council	1	2		3
Thurrock Council	1	1	1	3
Torbay Borough Council	5	1	3	9
Warrington Borough Council	1	2		3
West Berkshire Council	7	2	1	10
Windsor & Maidenhead Royal Borough	20	1	1	22
Wokingham District Council	12	1	1	14
Total No of Pools:	1568	591	263	2394

It is estimated that there are 2,601 school pools throughout the country. Fifteen of these school pools exist but are not currently used. There are a further 191 pools that remain unverified either by local authorities or by the schools themselves where pools are thought to exist.

Pool Stock

HNI carried out a survey into school swimming with 350 participating schools. 250 of these had their own pool, 100 schools did not. The vast majority of school pools were built in the period between 1960 and 1970. In a survey in November 2001, for the Amateur Swimming Association, HNI found the mean year for school pools built was 1974 whilst the average for the various dimensions of the pools was as follows:

Table No. 81

Length of pool:	13.09 metres
Width of pool:	5.93 metres
Depth of pool- maximum:	1.14 metres
Depth of pool- minimum:	1.07 metres
Surface area of pool:	124.89 square metres

The table beneath gives an indication of the age of the average school pool:

Table No. 82

Age of Pool Stock Amongst Respondee		
Year Built	% of School Pools	No of School Pools
1950-59	2.0	5
1960-69	20.4	51
1970-79	39.2	98
1980-89	11.6	29
1990-99	6.8	17
Don't Know	14.8	37
Closed	5.2	13
Total	100.0	250

(source: HNI, 2002)

The vast majority of the school pools surveyed were of the learning tank variety with pool lengths limited to less than 20 metres:

Table No. 83

Length of Pool	No of pools
More than 10 metres	130
More than 15 metres	33
More than 20 metres	9
25 metres or more	1
No response	77

(source: HNI, 2002)

A number of pools had a maximum depth of more than one metre (*142 schools were not specific in their response*):

Table No. 84

Depth of Pool	No of pools
More than 1 metre	51
More than 1.2 metres	39
More than 1.5 metres	18

(source: HNI, 2002)

Most primary school pool provision established during the 1960's and 1970's was based on the philosophy of providing for the base school only. Very few schools had any spectator accommodation, in fact, just 19 schools (5%). Only 4 (1%) schools provided seating for 10 or more spectators. Only 15 schools (4%) had any form of reception area at their pools. Of the respondents who had their own pool, 99(43%) of the school pools were indoor, 131(57%) outdoor. 206(82%) of the pools had heating of various types.

Pool availability to outside users.

The vast majority of primary schools do not hire their pool to other schools. There are a number of reasons for this. Other local primary schools found it more convenient to use the local authority pool or the local authority pool was able to provide a qualified swimming teacher. There are also often difficulties with the use of other schools' facilities during the school day.

Table No. 85

No of other schools using pool	
No of schools in band	No of schools using host school pool
0	152
1	35
2	11
3	3
4	1
5	6
7	4
8	1
10	2
11+	4

(source: HNI, 2002)

Table No. 86

No of clubs using pools	
No of schools letting pools to clubs	Clubs per school
226	0
30	1
10	2
17	3

(source: HNI, 2002)

Table No. 87

No of non-swimming organisations using pool	
No of schools in band	Organisations Using Pool
0	228
1	19
2	16
3	3
5	2
6	1

(source: HNI, 2002)

Schools have traditionally been reluctant to let their pools to swimming clubs. More often than not, the pools are too small or the schools are concerned about health and safety issues. Similarly very few schools allow use of their pool to individuals, whether connected with the school or otherwise. 220 schools (88%) did not allow individuals to use their pool

against 22(8%) who stated they did. There was no comment from the other schools.

Table No. 88

No of pools open to individuals	
No	218
Yes	26

(source: HNI, 2002)

Table No. 89

Charges for use made to individuals	
0-£1	17
£1-2	1
£2+	2

(source: HNI, 2002)

School pools are nearly always run by the schools themselves either via the school management or through the local PTA. In the large majority of the cases, the school caretaker is responsible for maintaining and cleaning the pool:

Table No. 90

Who operates school pools			
	Body	%	Number
School		70.8	177
Local authority		7.2	18
Outside company		3.2	8
Parent teachers association		18.8	47
Total		100	250

(source: HNI, 2002)

Table No. 91

Who maintains pools		
	%	Number
Parent	9.1	25
Caretaker	63.9	175
Teacher	4.4	12
Outside contractor	22.6	62
Total		274

(source: HNI, 2002)

During the same period, a further group of 100 random schools who did not have their own pool were surveyed. In this group, the traditional home for school swimming is the local swimming pool, 64% stating they visited a public pool for their school lessons:

Table No. 92

Venues for swimming lessons		
Venue	%	No of schools
Secondary school	6%	6
Joint use	5%	5
Public pool	64%	64
Hotel	0%	0
Private health club	0%	0
Independent	1%	1
University/college	2%	2
Other	11%	11
No response	11%	11
Total	100%	100

(source: HNI, 2002)

Table No. 93

Swimming costs			
Actual lesson costs(charged as individuals):			
Lowest	Average	Highest	
0.20	1.82	2.50	
Actual lesson costs(charged as groups):			
Lowest	Average	Highest	
8.00	29.98	78.85	
Transport costs (charged as individuals):			
Lowest	Average	Highest	
0.40	1.34	2.50	
Transport costs(charged as groups):			
Lowest	Average	Highest	
13.18	46.37	100.00	
Group size:			
Lowest	Average	Highest	
7	35	66	

(source: HNI, 2002)

Both the schools without pools and those with them were asked to indicate how many minutes of taught swimming were given each week. Children with school pools had more opportunities to swim but often this was limited to a short period in the summer as school pools were often outdoor and subject to the vagaries of the weather.

Table No. 94

Minutes of Taught Swimming Per Week				
	Schools without pools	Schools with pools	School pools- average no of weeks	Schools without pools- average no of weeks
Average mins. at Key Stage 1	12	43	9.3	
Average mins. at Key Stage 2	34	48	9.3	
% of schools with less than 20 min. at Key Stage 1	49	7.2		6.71
% of schools with less than 20 min. at Key Stage 2	6	2.8		23.28
% of schools with less than 25 min. at Key Stage 1	51	7.6		6.71
% of schools with less than 25 min. at Key Stage 2	12	8.4		23.28
% of schools with less than 30 min. at Key Stage 2	16	10		23.28
% of schools with 30 mins or more at Key Stage 2	72	70		23.28
% of schools with more than 30 min at Key Stage 2	22	45.6		23.28
No response	12	20		

(source: HNI, 2002)

10. Local authorities and swimming

10.1 Numbers of local authority pools

New Swimming Pools

The growth of public pools

The idea of the public pool was first introduced in the 1830's and 1840's. In the period after 1975, there was a large amount of pool building and industry estimates state that it will cost some £2 billion to modernise and repair Britain's ageing pool stock. The introduction of pools has been as follows:

1851-1914	354 new pools
1919-1954	197 new pools
1955-1967	113 new pools
1968-1975	214 new pools

Historically, swimming pools have been provided by local authorities as part of a leisure service. From time to time capital expenditure is required to build new pools and maintain existing ones. The pools obtain revenue support from the public funds to meet additional operating needs.

The estimated number of swimming pools in England (the figures beneath include more than one pool in the same complex as well as private pools offering public entrance) is as follows:

Table No. 95

Numbers of swimming pools	
Public and university pools:	
ASA District	Number
West	396
Midlands	824
N East	541
North	405
South	1301
Total:	3467
School pools:	
Primary	1598
Secondary	514
Special	270
Non-confirmed	179
Total:	2561

10.2 Listed pools

There are 79 swimming pools and pool buildings no longer in their original use that have been statutorily listed by the Secretary of State for Culture, Media and Sport as buildings of either historic or special architectural interest. The following swimming pools are listed and are part of English Heritage's Register of Buildings at Risk.:

Table No. 96

	Grade	Ownership	Condition	Date of Opening
London:				
Haggerston Baths, E.2	II	Local authority	Poor	1904
Tottenham Public Baths, N.15	II	Local authority	Poor	1905
Uxbridge Lido	II	Local authority	Poor	1935
Brentford Baths	II	Company	Poor	1895
City University Pool, E.C.1.	II	Government	Fair	1894
Manor Place Baths, Bermondsey, S.E.15	II	Local authority	Fair	
Marshall Street Baths, Soho, W.1.	II	Local authority	Poor	1928
Rest of country:				
Victoria Baths, Longsight, Manchester	II*	Local authority	Poor	1906
Collier Baths, Salford	II*	Private	Poor	1855
Hugh Mason House, Ashton-under-Lyme	II*	Private	Poor	1870
Clifton Pool, Bristol	II*	Housing Association	Poor	1850

The following pools are listed but the pools are no longer in use:

Table No. 97

Pool	Grade	Pool	Grade
London Region:		St Luke's Pool, Brighton	II
Wembley Arena/ Empire Pool, Wembley	II	The Lido, Worthing	II
Parliament Hill Fields Lido, Hampstead	II	Public Baths, Maidstone	II
Seymour Leisure Centre	II	The Pells Pool, Lewes	II
Ealing Village, Ealing	II	South West Region:	II
Bowes Road Library & Arnos Pool, Enfield	II	Jubilee Pool, Penzance	II
Uxbridge Lido, Uxbridge	II	Tinside Lido & Changing Rooms, Plymouth	II
City University Pool	II	Knightstone Island Baths Weston super-mare	II
Pools in the Park, Richmond	II	Hotwells Baths, Bristol	II
Brentford Baths	II	Bristol North Baths, Bristol	II
Porchester Centre, Westminster	II	Bristol South Baths, Bristol	II
Haggerston Baths	II	Clifton Pool, Bristol	II*
Marshall Street Baths, Westminster	II	North East Region:	II
Hornsey Road, Islington	II	Corn Exchange, Berwick-upon-Tweed	II
Cheshire Street, Bethnal Green	II	Oakwellgate Baths, Gateshead	II
Chelsea Manor Street, Chelsea	II	184-186 Gibston Street, Newcastle-upon-Tyne	II
Laurie Grove, Deptford	II	Public Baths, Wallsend	II
Fulham Baths, Fulham	II	North West Region:	II
Tottenham Baths, Tottenham	II	Public Baths & Wash-houses, Kendal	II
Wells & Camden Baths & Wash-houses, Hampstead	II	Abbey Road old Baths, Barrow-in-Furness	II
St Pancras Baths, Hampstead	II	Victoria Baths, Manchester	II*
Manor Place Baths, Bermondsey	II	Picton Sports Centre, Liverpool	II
Groundwork Trust Offices, Bermondsey	II	Public Baths, Bootle	II
Camberwell Public Baths	II	Victoria Baths, Southport	II
Dulwich Leisure Centre	II	Kingsway Baths, Lancaster	II
Poplar Baths, Poplar	II	Public Baths, Salford	II*
Golden Lane Estate Recreation Centre	II	Hugh Mason House, Ashton-under-Lyne	II*
Eastern Region:		Harpurhey Baths & Laundry, Manchester	II
Broomhill Lido and Pools, Ipswich	II	Blackfriars Road Baths, Salford	II*
King's Lynn Baths & Pilots Office	II	Public Baths, Lower Bridgeman St, Bolton	II
Peterborough Lido	II	Union Street Baths, Chester	II
East Midlands Region:		Town hall Pools, Burnley	II
Reginald Street Baths, Derby	II	Yorkshire Region:	II
West Midlands Region:		York Road Library & Baths, Leeds	II
Coventry Central Baths, Coventry	II	Bramley Baths, Leeds	II
Old Baths, Woodcote Street, Birmingham	II	Public Baths, Halifax	II
Nechells Public Baths, Birmingham	II	Beverley Road Centre, Hull	II
Balsall Heath Library & Public Baths, Birmingham	II	Public Baths, Batley	II
Small Heath Library & Baths, Birmingham	II	Public Baths, Bradford	II
Bourneville Baths, Birmingham	II	Victoria Hall, Bradford	II
Heath Town Public Baths & Library, Wolverhampton	II	Barnsley Public Baths	II
South East Region:		Royal Baths, Harrogate	II
Saltdean Lido, Brighton	II	Lockwood Baths, Huddersfield	II

10.3 Olympic sized pools

There are 18 indoor pools of 50 metres length in Britain today: These are:

Physical and Recreational Training Centre, Aldershot
University of Bath Sports Training Village, Bath
Coventry Sports Centre, Coventry
Crystal Palace National Sports Centre, London, SE 19
Gurnell Leisure Centre, Ealing
Leeds International Pool, Leeds
University Swimming Pool, Loughborough
Manchester Aquatics Centre, Manchester
Millfield School, Street
University of East Anglia Sportspark, Norwich
Wycombe Sports Centre, High Wycombe
Ponds Forge International Sports Centre, Sheffield
Grand Central Pools, Stockport
Wigan International Pool, Wigan
Dollan Aquatic Centre, East Kilbride
Royal Commonwealth Pool, Edinburgh
Tollcross Park Leisure Centre, Glasgow
National Swimming Academy, University of Stirling, Stirling

New 50 metre indoor pools are currently being completed and/or planned at the University of Swansea, Newcastle and Sunderland. Three pools of 50 metres or 55 yards in length have opened and closed:

Derby Baths, Blackpool
Empire Pool, Cardiff
Empire Pool, Wembley (which is now used for other purposes)

10.4 Facility strategies

The Institute of Sport and Recreation Management in Melton Mowbray has considerable advisory resources at its disposal. The ASA have a National Strategy for Facilities that provides guidance for the provision of adequate facilities for all aquatic disciplines. The Association works closely with local authorities, towns, cities, universities, funding agencies and the Government to ensure that a comprehensive, affordable and hierarchical network of facilities is developed to service the future demands of the sport.

Part of the approach is to encourage those involved in the building of new facilities to ensure that they are designed in such a way that there are no barriers to access for religious, cultural, financial or mobility reasons. It lobbies for facilities

to be affordable and to provide appropriate access for all programmes.

The aim is to work closely with pool operators to ensure pools are programmed for optimum use for all disciplines and all levels of swimming including adequate training provision for elite swimmers as well as adequate provision for recreational and fitness swimming.

Sport England runs the Facilities Planning Model, a management tool that assists in strategic decision making with regard to pool facilities. It considers the balance between the likely demand and the current supply of sports facilities. The general view is that:

- With a few exceptions, there are sufficient facilities across the country
- The modernisation of outdated pool stock is a greater priority
- In order for provision to be sustainable, complementary rather than competing facilities in each district is required
- Access to facilities that are under utilised and unavailable for community use is an issue that requires consideration

11. ASA and swimming clubs

11.1 ASA

The Amateur Swimming Association is England's governing body for swimming, open water swimming, diving, synchronized swimming, water polo and disabilities. The objects of the ASA are to-

- Promote the teaching and practice of swimming, open water swimming, diving, synchronized swimming and water polo;
- Raise public awareness of the sport and stimulate public opinion in favour of providing proper accommodation and facilities;
- Create, publish and enforce uniform laws and technical rules for the control and regulation of swimming, open water swimming, diving, synchronized swimming and water polo championships and competitions in England, and deal with any infringement thereof;
- Promote and conduct annually English Championships in swimming, open water swimming, diving, synchronized swimming and water polo

11.2 Membership categories

The ASA has five main categories of membership. These categories are:

Category 1- Learners, skill developers, recreational and non-competitive swimmers of any age

Category 2- Under 10 competitive swimmers, 65 years and older Masters, Officials of 65 years and older on county lists

Category 3- Swimmers between the ages of 11 and 64 years

Category 4- Officials of 64 years of age or less on county lists and above

Category 5- Club officials and teachers who are club members and other non-swimming members of a club

The relative size of the categories in each of the five regions are as follows:

Table No. 98

Region	Category 1	Category 2	Category 3	Category 4	Category 5	Total	No of Clubs	Average No Per Club
	Learners	u/10 & o/65 years	11-64 years	64+ officials	Club officials & teachers	Total		
North	22,721	1,049	5,014	549	3,800	33,133	257	128.92
South	38,642	22,227	12,845	1,649	6,913	62,276	539	115.54
North East	13,757	754	3,723	418	2,646	21,298	196	108.66
West	16,812	706	4,721	427	3,549	26,215	197	133.07
Midlands	29,111	2,767	11,351	1,571	7,674	52,474	374	140.30
Total	121,043	27,503	37,654	4,614	24,582	215,396	1,563	138

(source: ASA)

Growth of swimming clubs

The number of swimming clubs rose steadily between 1907 and 1948 but has flattened off somewhat since the 1950's:

Table No. 99

Growth of ASA Swimming Clubs				
Year	1907	1920	1948	1973
West	52	56	137	178
South	427	476	521	576
North	143	177	173	268
North East	115	173	219	227
Midlands	151	232	286	281
	888	1114	1336	1530

(source: ASA)

11.3 Volunteers in swimming

The ASA estimates the following numbers of volunteers in swimming:

Table No. 100

ASA- Estimated Number of Volunteers, Teachers and Coaches

Number of clubs	1563
Average number of swimmers per club	138
Club swimming coaches	4017
Club swimming teachers and poolside helper	3829
Officials at club level	16,736
Club officials and teachers	24,582

11.4 Competitive swimmers

HNI carried out research with 1503 competitive swimmers throughout England. The swimmers were from the following ASA Districts:

Midlands	413	27%
South	454	30%
North East	317	21%
North	112	7%
West	207	14%

Competitive swimmers are likely to come from larger families.

The average age of swimmers in clubs was found to be 14 years 4 months. Club membership of those interviewed ranged between 1 and 49 years with an average length of membership of 5 years and three months. 641(42%) swimmers read Swimmer (formerly Swimming Times), the official magazine of the ASA, 561(37%) did not.

Competitive swimmers were found to come from larger families, the average being 4.45 family members per swimmer. Club members were also likely to have a brother or sister who was also a club member, the average being 1.2 per swimmer.

When asked whether they learnt to swim at school, 323 stated they had learnt at school, 848 stated they had learnt elsewhere and the other 332 were uncertain.

Competitive swimmers were found to train an average of 5.41 times per week. The average amount of time spent training was 8.75 hours. Distances covered during the weekly programme varied considerably but the average was 22,430 metres per week, approximately 14 to 15 miles per week.

When asked the name a brand of swim wear, Speedo was by far the best known manufacturer:

Table No. 101

When you think about swimming, what make of swimming costume comes to mind?

Unprompted recall of swimwear		
Brand	Number	%
Joint recall	831	55.3
Speedo	627	41.7
Paw	18	1.2
Adidas	10	0.7
Maru	8	0.5
Arena	3	0.2
Nike	2	0.1
TYR	2	0.1
Diana	1	0.1
Keifer	1	0.1

Source: HNI, Base 1503

| A prompted question brought a similar response:

Table No. 102

Have you heard of this swimwear brand?

Prompted recall of swimwear		
Brand	Number	%
Speedo	1433	95.3
Adidas	1189	79.1
Arena	1098	73.1
Maru	1085	72.2
Nike	1069	71.1
Paw	953	63.4
Zoggs	938	62.4
TYR	811	54.0
Keifer	710	47.2
Diana	587	39.1
Mark One	344	22.9
Stealth	208	13.8
Godfrey	145	9.7

Source: HNI, Base 1503

Table No. 103

Have you heard of this equipment brand?

Prompted recall of equipment		
Brand	Number	%
Speedo	1141	75.9
Adidas	868	57.8
Zoggs	785	52.2
Nike	772	51.4
Arena	759	50.5
Maru	649	43.2
Paw	622	41.4
TYR	575	38.3
Keifer	451	30.0
Diana	329	21.9
Mark One	207	13.8
Godfrey	146	9.71
Stealth	134	8.92

Source: HNI, Base 1503

Table No. 104

*Rank brand of swimwear you would buy in order of preference
(1 most likely, 12 least)*

Number 1 Rankings		
Brand	Number	%
Speedo	1118	65
Adidas	135	8
Nike	116	7
Maru	100	6
Paw	65	4
Arena	42	2
Zoggs	20	2
TVR	20	2
Diana	17	1
Mark One	16	1
Keifer	12	1
Stealth	11	1

Source: HNI, Base 1503

While general swimmers were likely to buy swimwear from stores, competitive swimmers were inclined to buy swimwear at swimming galas:

Table No. 105

Where do you buy your swimwear from? Please indicate all outlets used over the last 12 months.

Distribution Channel	Number	%
Mail order	611	40.6
Gala	718	47.7
Internet	129	8.6
Sports store	931	61.9
Fashion store	98	6.5
Department store	220	14.6

Source: HNI, Base 1503

Competitive swimmers were also asked to consider sponsorship. In the first instance, they responded to a question on sport in general :

Table No. 106

Can you name some sports brands and people they sponsor?

Sports brands and the people they sponsor:																	
Sport	Personalities	Mentions	Nike	Diana	Speedo	Arena	Slazenger	Wilson	Yonex	Adidas	Puma	Kookab- urra	Umbro	Reebok	Diadora	Donnay	Asics
Cycling	Jason Queally	16	2								9						
	Lance Armstrong	20	15														
	Chris Boardman	9	1							2							
Cricket	Alex Stewart	13						6		1		2					
	Darren Gough	30						1		4							
	Graham Thorpe	7										7					
	Hassa Hussain	7												1			
	Shane Warne	3	2														
Football	David Beckham	201	7							179			9				
	Michael Owen	21	5							1			3	2			
	Alan Shearer	5											1				
	Ryan Giggs	7	1							1	3			2			
	Kevin Phillips	2	1													1	
	Ronaldo	8	8														
	Rivaldo	2	2														
	Zinadan Zidane	2	2														
Tennis	Andrea Agassi	2	2														
	Anna Kornekova	8	1														
	Greg Rudsewski	14												2			8
	Martin Hengis	11							3	7							
	Tim Henman	151	8					21	4	108				1			
	Leyton Hewitt	2	2														
	Pete Sampras	17	8					1	4								
Rugby	Venus Williams	14	3							1	1			9			
	Will Greenwood	3	3														
	Jonah Lomu	16	2							13							
	Jonny Wilkinson	25	1							18			2				
Athletics	Matt Dawson	3								3							
	Donovan Bailey	2								2							
	Lindford Christie	9	1								6						
	Denise Lewis	18	1							12							
	Dwaine Chambers	3								2							
	Jonathan Edwards	6	4										1				
	Maurice Greene	48	48														
	Euan Thomas	2															2
	Colin Jackson	2	2														
	Jamie Balsch	2								2							
Swimming	Michael Johnson	26	24							1							
	Paula Radcliffe	4	3														
	Alex Popov	3					2										
	Mark Foster	53		7	26					14							
	Zoe Baker	9		2	1					4			2				
	Suki Brownsdon	3								3							
	James Hickman	34		4	18					2							
	Inge De Bruin	2			2												
	Karen Pickering	3			3												
	Nicola Jackson	2								2							
	Paul Palmer	7			2					5							
	Sarah Price	6		2	3					1							
	Susan Rolph	25		1	2					22							
	Vicki Cook	4			3												
	Ian Thorpe	40	6		12					19							
Triathlon	Lewis	4								4							
	Robin Brew	3								1							
	Simon Lessing	6	4														
	Spencer Smith	3			2												
	Stephanie Cook	2								2							
Total		950	169	16	74	2	29	8	3	445	10	9	19	16	1	8	2

Source: HNI, Base 1503

Of the main sports brand names, Adidas, Diana and Speedo were consistently mentioned as sponsors of swimming events:

Table No. 107

Focusing on swimming:

Focus on swimming names v brands							
Personalities	Mentions	Diana	Speedo	Arena	Adidas	Umbro	Nike
Mark Foster	53	7	26		14		
Ian Thorpe	40		12		20		7
James Hickman	34	4	18		2		
Susan Rolph	25	1	2		22		
Zoe Baker	9	2			4	2	
Paul Palmer	7				5		
Sarah Price	6	2	2		1		
Liam Tancock	4		4				
Karen Pickering	3						
Vicki Cook	3		3				
Alex Popov	3			2			
Suki Brownsdon	3				3		
Inge De Bruin	2		2				
Nicola Jackson	2				2		

Source: HNI, Base 1503

Table No. 108

Which brands sponsor swimming events?

Age Group	British Nationals	British Nationals	Olympics	British Swimming				Northern Champs.	British Swimming Champs.	FINA			Swimming League
				Grand Prix	Midland Champs.	Southern Champs.	N.Eastern Champs.			European Champs.	World Cup	ESSA Champs.	
Adidas			12										
Arena								2		2	7		
Diana	2	30		10	32				4				
Keifer		2											
Mark one													
Maru													
Nike													
Paw								2					
Speedo		23	13	15				4				2	49
Stealth								2	2				
TYR													
Zoggs													4

Source: HNI, Base 1503

Cost of competitive swimming

Swimming is expensive both as a hobby and competitively.

Whilst swimming remains a low cost activity for the medium to irregular pool user, it is quite the reverse for competitive swimmers and those young people who take part in it as a regular activity.

According to press reports in 2002, the Abbey National conducted research with 650 parents. They found that swimming was the most popular activity amongst girls followed by singing, ballet, art and then drama. Amongst boys, they found that football, swimming, cycling, skating/skateboarding and art were the most popular hobbies in that order.

For girls, swimming cost an average of £94 per year which was considerably less than ballet at £199.02 but more expensive than singing at £51.61. For boys, swimming was the second most popular sport but it was also the second most expensive, costing an average of £98.05 per year. Football averaged £148.96.

The table beneath is an actual example from a typical club of costs for a competitive swimmer within a club/ squad environment :

Table No. 109

Cost of swimming to the competitive swimmer			
Typical example			
Swimming Squad	ASA registration	Club membership	Squad fees
National	16.50	16.00	38.00
A	16.50	16.00	31.00
B (11 years and older)	16.50	16.00	21.00
B (Under 11 years)	5.50	16.00	21.00
C (10 years old)	5.50	16.00	17.00
D (Under 10 years)	2.50	16.00	15.00
Development Group	2.50	16.00	3.50
Masters	16.50	16.00	
Synchro		16.00	
Club Associate	2.50	6.00	

12. Teaching of Swimming

12.1 Aquamark

The Aquamark Scheme, run by the ASA, is a quality scheme for swimming programmes. It provides a framework for Best Value Requirements as well as providing benchmarks and external validation of swimming schemes based on audit. The aims are to encourage a consistent, high standard of service as well as monitoring the National Plan for Teaching Swimming.

To date, 183 swimming centres are considering assessment but only a few have been accredited with Premier Status by the ASA. These are as follows:

Helen's Swimming School, Crowborough, Sussex
Stockport Sports Trust (7 sites)
Tadcaster Community Pools
Blackburn and Darwen Borough Council (Aquabees Swim Scheme)

12.2 National Plan for Teaching Swimming

The NPTS, also developed by the ASA, provides a template for learn-to-swim schemes throughout the country. The programme is comprised of four modules- *one*, Foundation Level; *Two*, Non Swimmer Beginner and Improver 1; *Three*, Improver 1, Advanced 1 and Advanced Two; and *Four*, Pre-Competition Development Level.

At September 10th 2001, 733 plans had been sent to swimming schemes. The ASA carried out a survey on those people and received 165 replies. Of the 165 replies, 89% of the swim centres confirmed that they were implementing the NPTS. To date, some 2,100 individuals and schemes have written to the ASA asking for a pack and the ASA plans to conduct a further survey in the immediate future.

12.3 Teaching and the ASA Award Scheme

The holders of the following awards or positions can test swimmers for the following:

Table No. 110

	ASA Preliminary or Assistant Teacher Certificate (over 18)	ASA Teacher Certificate	ASA Preliminary or Assistant Teacher, Diving	ASA Teacher Certificate Diving	ASA District Judge	ASA Assistant Club Coaches Certificate	ASA Preliminary Coach or Assistant Teacher, Water Polo (over 18)	School teacher for his own school, approved by the headteacher	ASA Officer	ASA Preliminary Coach or Assistant Teacher, Synchro (over 18)	ASA Teacher Certificate, Synchro	Member of the British Swimming Teachers & Coaches Association
Duckling & Adult & Child		√										
Rainbow	√	√				√		√	√	√	√	√
National Swim		√				√		√				
National Curriculum	√	√				√		√	√			
Water Skills	√	√						√	√			
School Speed												
Bronze/Silver/Gold	√	√				√		√				√
Swimming Challenge	√	√						√				
Personal Survival	√	√						√				
Preliminary Safety Skills	√	√						√				
Water Rescue	√	√						√				
Diving Level One	√	√	√	√	√							
Diving Level 2- Poolside 1-2		√	√	√	√							
Diving Level 2 Poolside 3-5			√	√	√							
Diving Level 3- Stages 1-3				√	√							
Diving Level 4 Bronze/Silver/Gold				√	√							
Competitive Start		√				√						
Swimming Strokes		√				√			√			√
Pre Competition Development		√				√			√			√
Competitive Performance		√				√			√			√
Water Polo	√	√					√	√				
Synchro Preliminary Stage 1	√	√								√	√	
Synchro Preliminary Stage 2										√	√	
Synchro Preliminary Stage 3										√	√	
Synchro Figure & Routines												
Adult	√	√				√			√	√	√	√
Adult Skills/Stamina	√	√				√			√	√	√	√

Each year, some 10 to 12,000 people enter ASA exams in order to gain swimming teaching and coaching qualifications. Last year's entry breakdown was as follows:

Table No. 111

EXAMINATIONS 2000/2001				
	2000/1	2000/1	1999/2000	1999/2000
Award	Candidate Entries	Candidate Passes	Candidate Entries	Candidate Passes
Helper Swimming	692	692	467	467
Assistant Teacher Swimming	6692	6634	6648	6588
Distance Learning Assistant Teacher			2	1
Lane Coach	237	237	205	205
Teacher Swimming	2167	1863	2015	1664
Club Coach	107	*80	139	*65
Coach	34	*11	24	*10
Module for Coaching Masters Swimmers	16	16	8	8
Adult and Child	181	173	188	183
Teacher Aquafit	141	130	196	180
Aquafit Deep Water	3	3		
Helper Disabilities	17	17	70	70
Assistant Teacher Disabilities	214	213	214	211
Teacher Disabilities	17	15	18	18
Helper Synchro			6	6
Assistant Teacher Synchro	93	93	95	93
Teacher Synchro	18	17	8	8
Helper Diving			2	2
Assistant Teacher Diving	114	114	128	127
Teacher Diving	26	22	24	24
Diving Trampolining Module	4	4		
Assistant Teacher Water Polo	116	113	63	63
Teacher Water Polo	31	29	18	*12
Short Conversion leading to Teacher		*2		*13
Long Conversion leading to Teacher	38	28	28	25
Re-Assessment Teacher Passes		187		174
Re-Assessment Teacher Conversion Passes		2		8
Re-Assessment Club Coach Passes		2		3
Re-Assessment Adult and Child		3		2
Re-Assessment Aquafit		3		4
Re-Assessment Teacher Disabilities		1		
Re-Assessment Teacher Diving		1		
Introduction to BT Top Sport Swimming (3 hours)	13	13		
Introduction to BT Top Sport Swimming- Component of the National Curriculum (4 hours)	167	167	228	228
BT/ASA National Curriculum Training Programme (7 hours)	1309	1309	855	855
Primary School Teacher Certificate for Teaching of Swimming (17 hours)	235	235	155	155
Introduction to Water Polo including Mini Water Polo	29	29	32	32
Introduction to Synchronised Swimming	26	26		
Introduction to Diving	26	26	6	6
Work Place Assessment				
Assistant Teacher Swimming		*1		*2
Teacher Swimming	1	*2	2	*1
Club Coach Swimming	3	*5	34	*10
Teacher Diving	1	*1		
National Vocational Qualification				
NVQ 2	372		445	
NVQ 3	16		17	
NVQ 4	1		1	
Continued Professional Development	319		74	

12.4 Swimming educators

Demographic groups

Swimming teachers and coaches come from a range of social backgrounds. Not all aquatic teachers and coaches are members of the Institute of Swimming Teachers and Coaches but a recent survey provides a strong insight. A typical ASA Certificate candidate will also be member of the ISTC and vice versa.

Table No. 112

Social Group	
A	7
B	54
C1	406
C2	23
D	11

Source: ISTC/ HNI, 2003, Base 501

Those people involved in teaching and coaching overwhelmingly form part of the C1 social group. Many of the 500 people surveyed were either swimming teachers or were retired. Given that respondents could be professional or amateur, a slightly wider demographic could have been anticipated. There were very few from the professional classes

On average how many hours a week do you teach swimming?

On average how many hours a week do you coach swimming?

On average how many hours a week do you train life savers or lifeguards?

On average how many hours a week do you teach or coach another discipline?

The survey also asked each of the participants, how many hours they devoted each week to different aspects of education. The average number of hours was as follows:

Table No. 113

Average Hours Spent Per Educator	
	Hours
Hours Spent Teaching Swimming	7.8
Hours Spent Coaching Swimming	3.4
Hours Spent Training Lifeguards	1.3
Hours Spent On Other Aquatic Discipline	1.3

Source: ISTC/ HNI, 2003, Base 501

Does your pool operator/employer require your qualification to have NVQ status?

Very few pool operators, just 11%, required the respondents to have NVQ status indicating that employers were likely to be satisfied with the current ASA Certificated offerings irrespective of any compliance or otherwise with NVQ:

Table No. 114

Does your pool operator/employer require your qualification to have NVQ status?	
Yes	48
No	374
Don't Know	2

Source: ISTC/ HNI, 2003, Base 501

Who determines the swimming lesson teaching plan?

178 (35%) of the respondents determined the swimming lesson teaching plan themselves, 22 (4%) were determined by the leisure centre, 19(3%) by a school teacher, 18(3%) by a school, 10 (2%) by an LEA and 8 (1%) by a local authority. The rest did not respond. The response to this question was clearly predicated on which body employed the respondents.

Table No. 115

Who determines the lesson teaching plan?	
You	178
School Teacher	19
School	18
LEA	10
Leisure Centre	22
LA	8
We don't have one	2
Other	1

Source: ISTC/ HNI, 2003, Base 501

13. Water safety

13.1 ROSPA

Water safety remains a key issue in England and Wales and the Royal Society for The Prevention of Accidents both monitor accidents and encourage drowning avoidance measures.

13.2 Accidental deaths in water in the UK

Drownings in the UK, 1999 by location:

Table No. 116

Location	No.	%
Rivers, streams etc.	248	44
Coastal	112	20
Lakes & reservoirs	84	15
Canals	43	8
Home baths	31	5
Docks and harbours	19	3
Garden ponds	18	3
Swimming pools	14	2

(Source: ROSPA)

The position over safety in the UK has slowly improved over the years. In 1860, there were 2,264 drownings. By 1999, there were 572 accidental deaths in water (Source: ROSPA), an increase of three on 1998. These figures have been compiled from a combination of press cuttings and data from the Coroner's Office. In 2001, some 2,453 people died as a result of driving accidents. The number of people drowned each year is approximately 20% of this number.

With the current decrease in school swimming lessons, the incidence of drowning amongst the young remains a concern:

Table No. 117

Drowning Statistics For People Under 15 Years Of Age														
Year	7 years	8 years	9 years	10 years	11 years	12 years	13 years	14 years	15 years	0-15 Inclusive	Year	Female	Male	
1989	5	6	6	4	4	1	5	9	5	84	1989	11	73	
1990	1	5	9	2	3	0	4	7	6	76	1990	21	55	
1991	3	5	2	1	1	1	3	6	9	69	1991	14	55	
1992	2	3	2	10	1	2	3	1	7	60	1992	15	45	
1993	5	2	1	2	0	3	4	4	5	60	1993	10	50	
1994	2	4	2	1	0	0	1	1	3	41	1994	9	32	
1995	3	3	2	4	2	0	2	3	3	45	1995	11	34	
1996	2	1	2	2	0	2	4	5	4	52	1996	7	45	
1997	5	3	2	3	1	0	2	2	7	55	1997	9	45	
1998	1	2	0	2	1	3	1	2	3	37	1998	8	29	
1999	6	4	5	3	1	4	1	4	4	57	1999	15	42	
2000	1	3	1	2	2	3	3	5	5	44	2000	12	32	

(Source: ROSPA, 2001)

Drowning is the third most common cause of accidental death among the under 16's and is a particular concern with boys. Exposure to wind and cold or the sudden shock of immersion often leads to drowning situations. Concerns also rest about British people swimming abroad, particularly in unsupervised hotel swimming pools. In the first nine months of 2001, there were 7 deaths with 3 people drowning in one week alone in Spain.

ROSPA noted a worrying increase in the number of children aged 14 and under who drowned in 1999. This figure increased from 36 in 1998 to 54 in 1999 although the number decreased again in 2000.

ROSPA identifies the necessity for a preventative strategy as germane to survival. They identify what they see as a 'Drowning Chain' or a combination of events that lead to drowning. The links in this chain are:

- Ignorance, disregard or misjudgement of danger
- Unrestricted access to hazards
- Absence of adequate supervision
- Inability to save oneself or be rescued

13.3 Britain compared to other EC Countries

Britain compares favourably with other European countries, particularly amongst the more vulnerable Under 14 group. Of 568 people who drowned in 1998, 39 were under 15. Whilst this figure increased substantially to 54 in 1999, some 72 people under the age of 14 drowned in France under the age of 14 (541 in total) and 46 people in Spain (619 in total) in the same period.

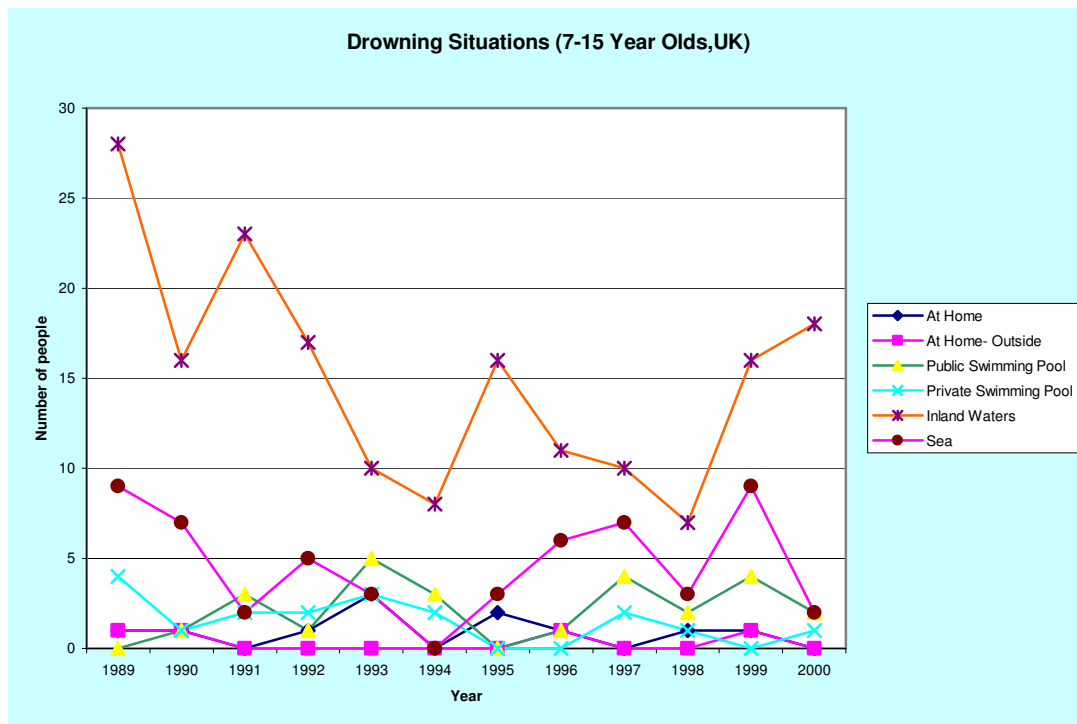
Britain as an island performs well but the reality is that both Spain and France have many more swimming pools, particularly private pools, and both have a longer, warmer summer season which means that the general public are brought into contact with water over a much longer period than in Britain.

Table No. 118

Number of death by Accidental drowning and submersion						
UK v Other European Countries						
Country	Sex	Year	Absolute number		Rates per 100,000 inhabitants	
			Total	0-14y	Total	0-14y
Spain	Male	1998	493	31	2.6	1.0
	Female	1998	126	15	0.6	0.5
	All		619	46		
France	Male	1998	408	43	1.4	0.8
	Female	1998	133	29	0.4	0.5
	All		541	72		
Italy	Male	1998	306	22	1.1	0.5
	Female	1998	56	4	0.2	0.1
	All		362	26		
Luxembourg	Male	1998	2	0	,	,
	Female	1998	1	1	,	,
	All		3	1		
Austria	Male	1998	58	12	1.5	1.7
	Female	1998	19	4	0.5	0.6
	All		77	16		
Portugal	Male	1998	26	6	0.5	0.7
	Female	1998	4	1	0.1	,
	All		30	7		
Sweden	Male	1998	84	5	1.9	0.6
	Female	1998	27	2	0.6	0.2
	All		111	7		
Norway	Male	1998	50	4	2.3	0.9
	Female	1998	14	4	0.6	0.9
	All		64	8		
Great Britain						
	Male	1998		31		
	Female	1998		8		
	All		575	39	0.96	

(Source: EC Statistics)

Near Drowning



(Source: ROSPA, 2001)

The statistics in Tables 116-118 do not include those children who were involved in near drownings¹. Work at the University College of Medicine has shown that a significant number of near drowning cases result in individuals being severely handicapped.

The annual incidence of accidents due to submersion for children under 15 years of age in England and Wales was found to be 1.5 per 100,000 with a mortality rate of 0.7 per 100,000. Boys under 5 had the highest incidence of submersion, 3.6 per 100,000.

¹ 'Drowning in children; epidemiology and prevention' by J Silbert, A Kemp, P Cornwall and V Sumner, Care of the Critically Ill, August 2001, Vol. 17, No.4

