

Securing the Future with Swimming

Sustainable Solutions

November 2020



Lockdown 2.0

Paused not stopped

Financial pressures remain but do not define us

We are more than just physical buildings – We are essential

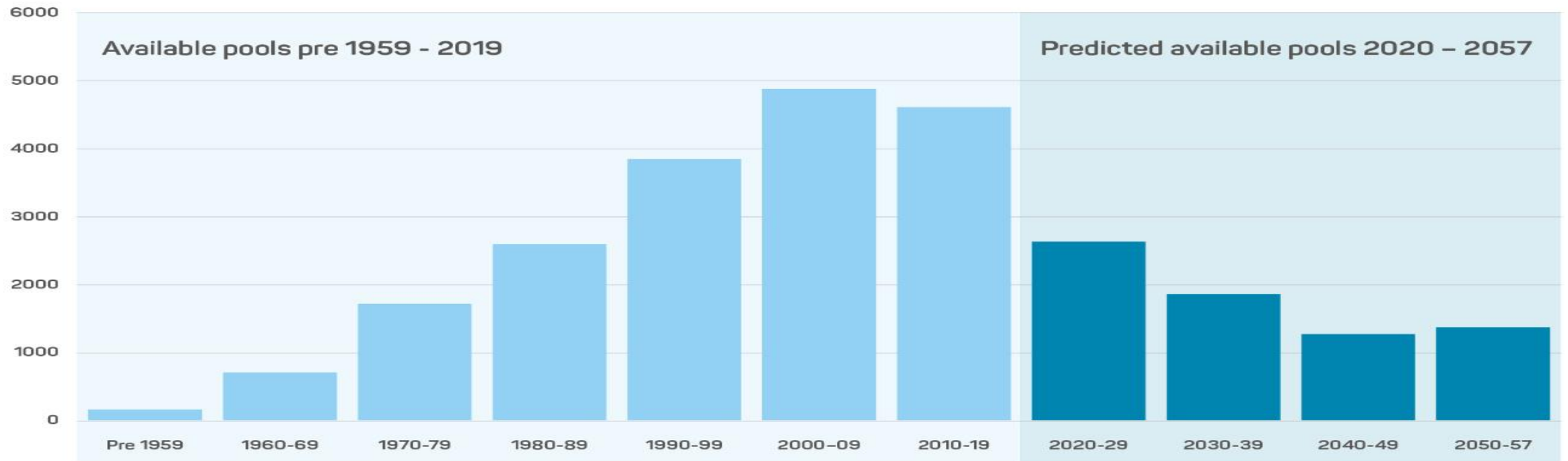
A swimmer wearing goggles and a blue swim cap is captured in a dynamic, forward-leaning stroke in a swimming pool. The water is a vibrant blue, and the swimmer's body is partially submerged, creating a sense of motion and energy. The background shows the tiled floor of the pool with lane lines.

Current Environment

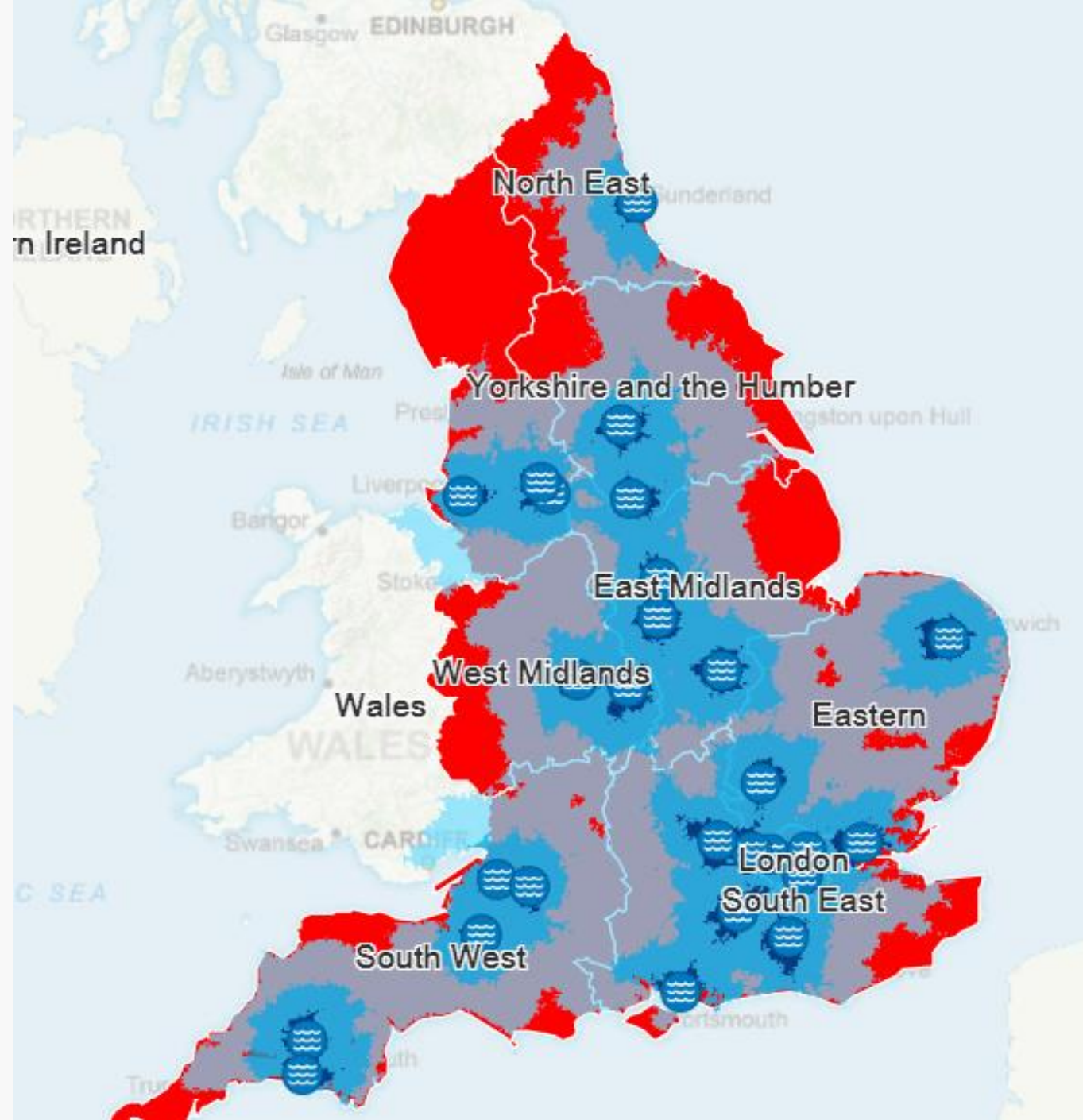
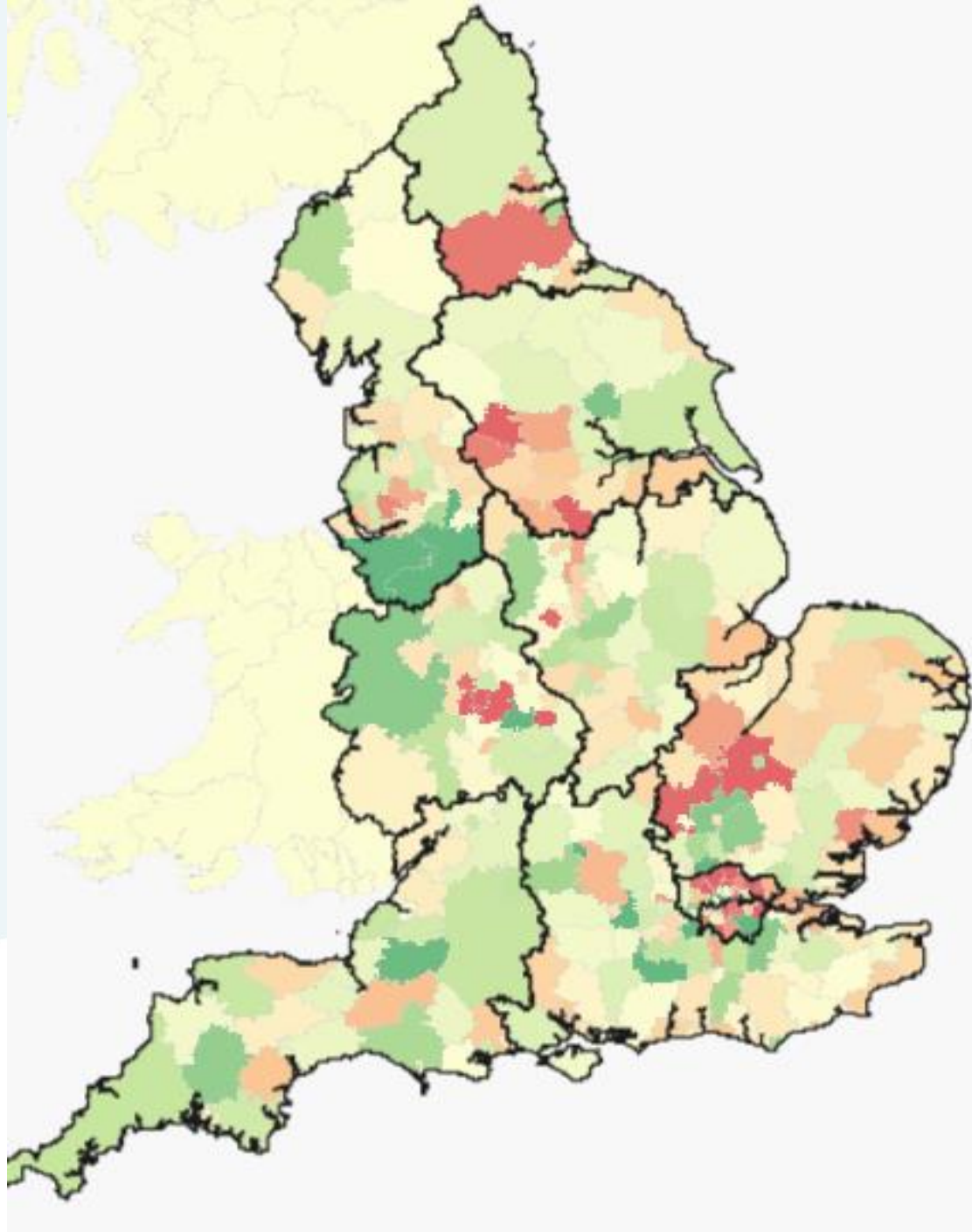
National Picture

- 5072 pools available nationally pre covid
- 78% of public pools re-opened in England
- The long term loss of facilities due to covid could be as high as 20%

Number of pools available



Data to build chart taken from Active Places Power database, September 2019. Average life of a pool is calculated at 38 years, based on open and close dates of facilities over past decades. Prediction of future new builds is 45 per year. Calculation is based on new-build facilities opening over past five years.



Current Environment – Covid Considerations

- Income decline
- Consumer perceptions
- Reducing budgets
- Local authorities subsidy
- Covid interventions and restrictions

76% 'extremely affected'

60% confident in own survival

7% drop in footfall

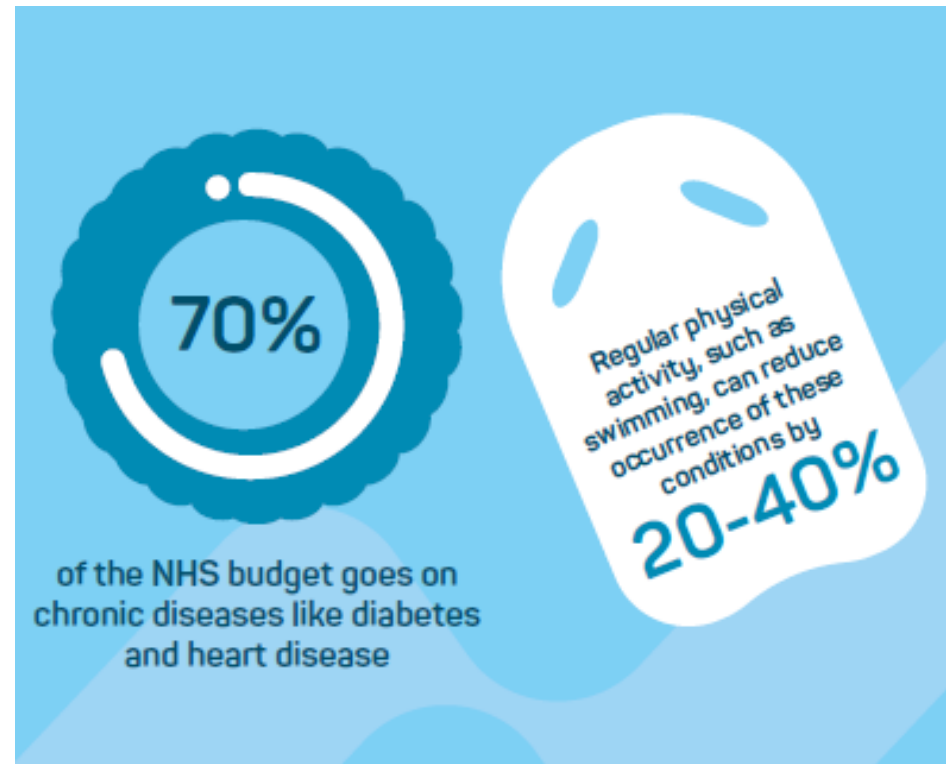
A close-up, underwater photograph of a swimmer in a pool. The swimmer is wearing a blue swim cap and goggles, and is captured in a powerful stroke, with water splashing around their head and arms. The pool's lane lines are visible on the bottom. The overall color palette is a vibrant blue.

Value of Swimming

Value of Swimming

The latest figures from Sport England and Sheffield Hallam University show:

- Every £1 spent on community sport and physical activity generates nearly £4 for the English economy and society
- £3.6bn worth of savings generated by the prevention of 900,000 cases of Type 2 diabetes
- £450m saved by preventing 30m additional GP visits



Swimming Specifics

Economic development

The DataHub Social Value Calculator shows, in monetary terms, the value that swimming makes to the community.

Weekly swimming participation in England saves the NHS and our social care system more than **£357 million** a year.

This figure is an underestimate of the cost savings as there are additional health conditions that could be prevented or reduced that have not been included in this research.

These figures are based on those who participate four times or more in a month.



1.4m
adults



feel swimming has significantly
reduced their anxiety or depression



In the last 12 months

14m adults

(31.3% of the nation) went swimming

7.8m women 6.2m men



Swimmers are **more likely** to be
socially connected
and have **more friends**

Children and Young People



1.88m young swimmers

feel 3.3% more

confident 

that they will achieve their goals
than non-swimmers

A swimmer wearing goggles and a blue swim cap is swimming in a pool. The water is clear blue, and the pool floor with lane lines is visible. The swimmer is in the foreground, moving towards the right. The text "Sustainable Solutions" is overlaid on the right side of the image.

Sustainable Solutions

Sustainable Solutions

- Environmental and Financial sustainability
- Reducing the operational costs of a facility – technology
- Filtration technologies - Ceramic membranes
- Energy savings – LEDs, PV Panels, ground source heat pumps
- Sustainable Design
- Passivhaus – Exeter St. Sidwells

Sustainable Design

<https://www.cibsejournal.com/technical/testing-the-water-designing-the-uks-first-passivhaus-swimming-pool/>



Halve energy use

Chemical Free

£200,000 energy saving

£20/sqm V £57/sqm

'It was a case of why wouldn't you build to Passivhaus standards, rather than why would you'

Operational Solutions

- Invest to Save
 - Sustainable recruitment models
 - Customer segmentation and activity targeting
- Comprehensive swimmer pathways
- Customer experience and customer journey focus
- Staff culture and education
- Learn from proven, successful marketing and sales tactics
- Local community groups / initiatives

Pools are more than just a nice to have or a marketing tool



Summary

Lessons for the future

- Practical, future proof and sustainable facility design
- Sustainable workforce planning
- Learn from best practise and apply cross department
- Targeted marketing – different messages for the different demographics. Consider the audiences – customer motivations have changed since covid.
- Don't just read the insight – apply it
- People first - always

Thank you

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