



Telford & Wrekin  
Co-operative Council

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# Dawley Swimming Pool

## Survey Report

December 2021

# Dawley Swimming Pool Survey Report

## Document Governance

Title	Dawley Swimming Survey Report
Purpose/scope	To provide a summary of the results from the Dawley Swimming Pool survey carried out between 1 <sup>st</sup> October and 8 <sup>th</sup> November 2021.
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## Introduction

Following the announcement of investment in a new swimming pool in the Dawley area, residents of Telford and Wrekin were encouraged to share their views on what they would like to see at the new facility and what would influence their use of it.

A survey to capture resident views was carried out between 1<sup>st</sup> October and 8<sup>th</sup> November. This report presents the main findings from that survey.

## Executive Summary

- 1,176 people responded to the survey between 1<sup>st</sup> October and 8<sup>th</sup> November.
- Responses were received from residents of all 30 of the borough's wards. Of the 1,085 respondents who provided full postcode details, 55% were residents of Dawley & Aqueduct and Malinslee & Dawley Bank wards.
- 84% of respondents strongly agreed that a new swimming pool in Dawley would benefit the local community.
- 95% of respondents indicated that they or members of their family would like to swim more often.
- 68% indicated that having a pool closer to where they live would encourage them to start swimming or to swim more often.
- Abraham Darby was the swimming pool currently used most by respondents (41%).
- Fun/family swimming sessions were the most frequent swimming activity that respondents currently take part in (49%).
- 63% of respondents indicated that they would be interested in or see fun/family swimming sessions as important.
- 89% of respondents indicated that they travel by car to the pool that they visit.
- 56% of respondents were aware of the council's free and discounted swimming offers and 44% were not.

## Survey Responses

### Q1. How often do you or your household go swimming?

The largest proportion of respondents (35%) indicated that they go swimming weekly. 19% said that they go two/three times per year and 17% monthly. 5% of respondents said that they go swimming daily and 11% indicated that they never go swimming.

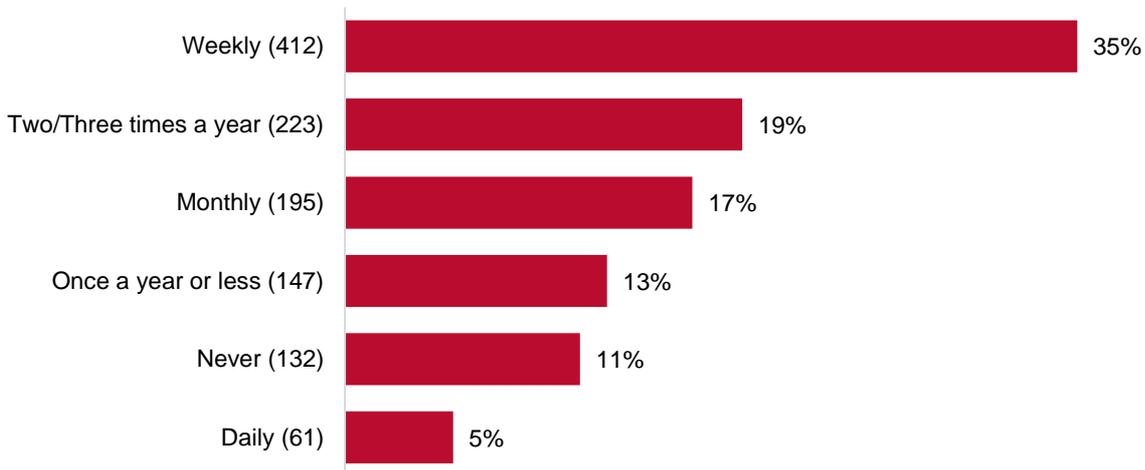


Figure 1: How often do you or your family go swimming?

### Q2. Which pools do you or your family currently use?

Abraham Darby was the swimming pool currently used most by respondents (41%), followed by Wellington (30%). 20% of respondents indicated that they use other pools within Telford and Wrekin with 15% using pools outside of the borough. 15% said that they don't currently use any pools.

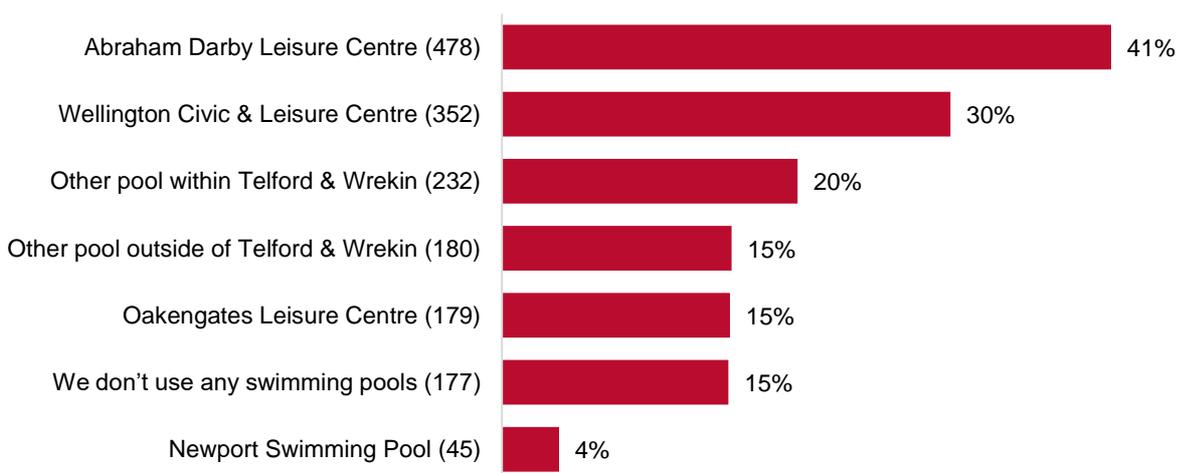


Figure 2: Which pools do you or your family currently use?

**Q3. Which swimming activities do you or your family currently take part in?**

Fun/family swimming sessions were the most frequent swimming activity that respondents currently take part in (49%). 21% of respondents use pools for learn to swim lessons for children, 16% for water based exercise classes, 9% for school swimming, 6% for swimming clubs, 3% for adult swimming lessons, 2% for water safety and 1% for diving.

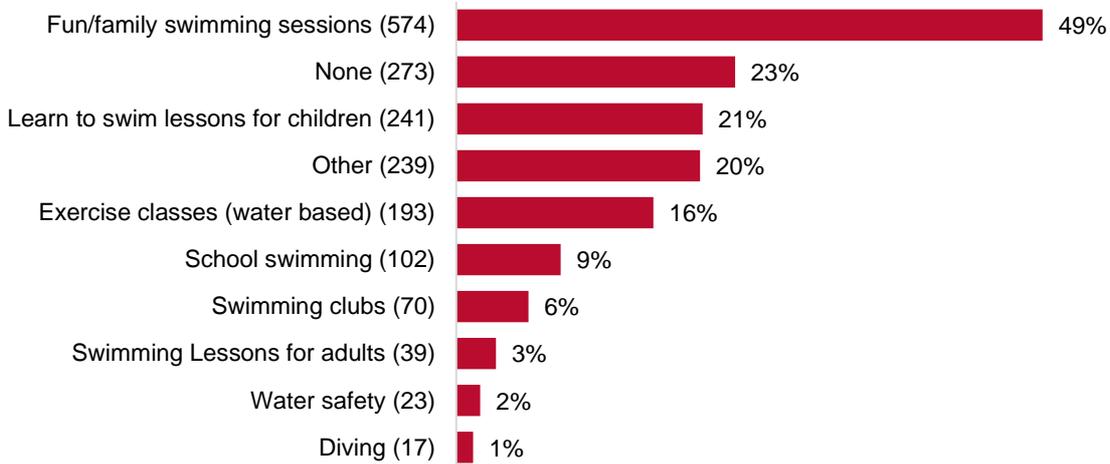


Figure 3: Which swimming activities do you or your family currently take part in?

**Q4. How do you travel to the pool you visit?**

89% of respondents indicated that they travel by car to the pool that they visit. 13% said that they walk to the pool, 8% use the bus, 6% travel by taxi and 3% said that they cycle.

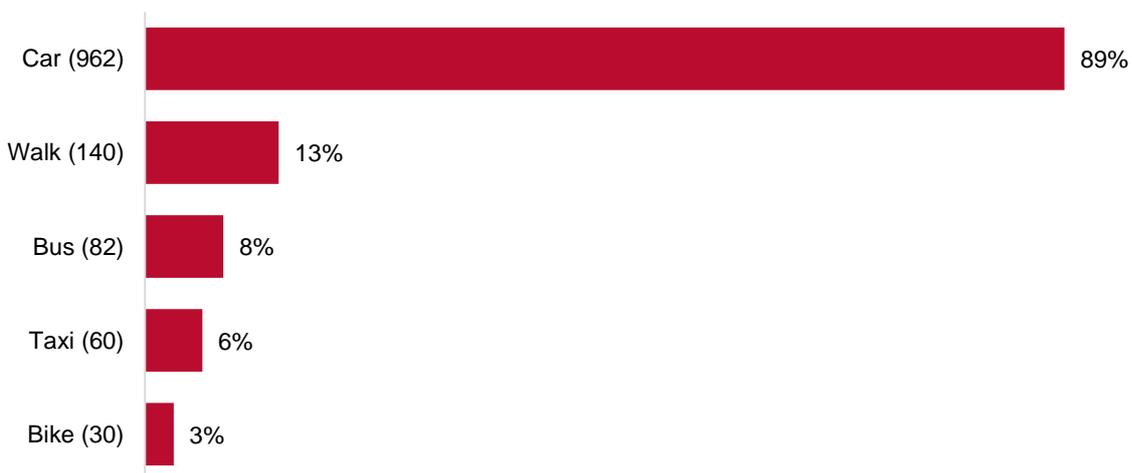


Figure 4: How do you travel to the pool you visit?

**Q5. What sort of swimming activity would you be interested in or do you think is important?**

The majority of respondents (63%) indicated that they would be interested in or see fun/family swimming sessions as important. Despite only 16% saying that they currently use pools for water based exercise classes, 54% of respondents said that they would be interested or see this as important.

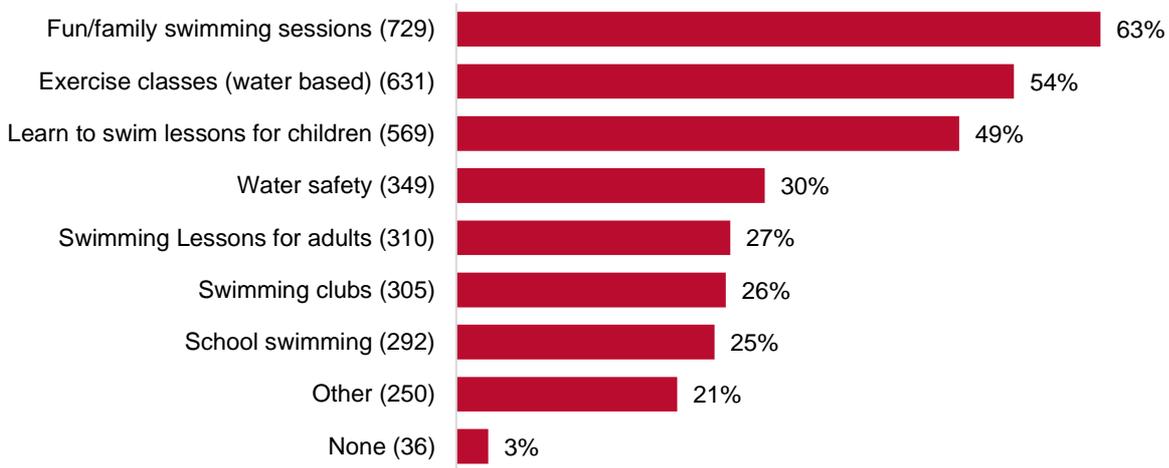


Figure 5: What sort of swimming activity would you be interested in or do you think is important?

**Q6. Would you or members of your family like to swim more often?**

95% of respondents indicated that they or members of their family would like to swim more often.



Figure 6: Would you or members of your family like to swim more often?

**Q7. What would encourage you to start swimming or to swim more often?**

The largest proportion of respondents (68%) indicated that having a pool closer to where they live would encourage them to start swimming or to swim more often. 55% indicated that less crowded pools would encourage them, with 44% highlighting warmer water and 41% lower prices

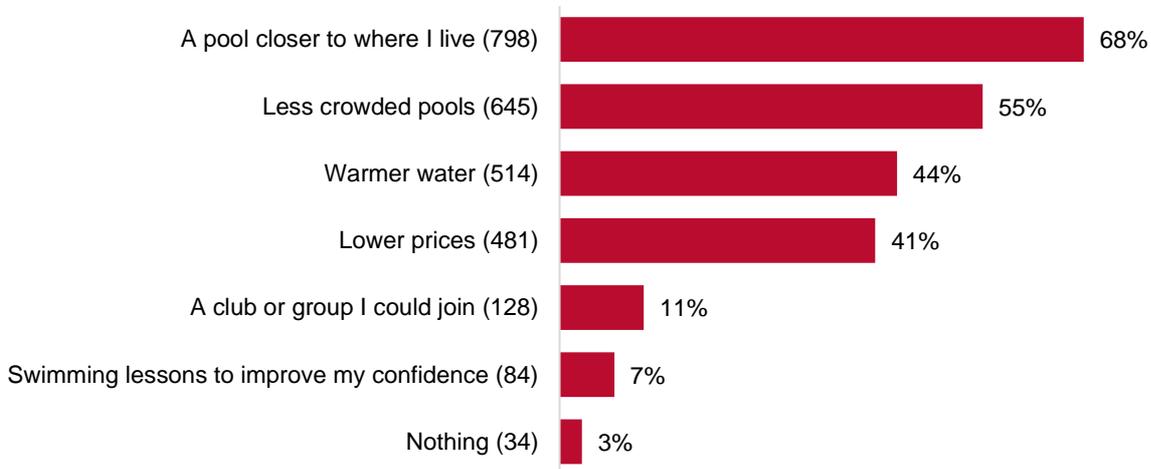


Figure 7: What would encourage you to start swimming or to swim more often?

**Q8. Are you aware of the council's free and discounted swimming offers?**

56% of respondents were aware of the council's free and discounted swimming offers and 44% were not.



Figure 8: Are you aware of the council's free and discounted swimming offers?

**Q9. To what extent do you agree or disagree that a new swimming pool in Dawley would benefit the local community?**

84% of respondents strongly agreed that a new swimming pool in Dawley would benefit the local community with a further 9% agreeing.

4% disagreed or strongly disagreed that a new swimming pool in Dawley would benefit the local community.

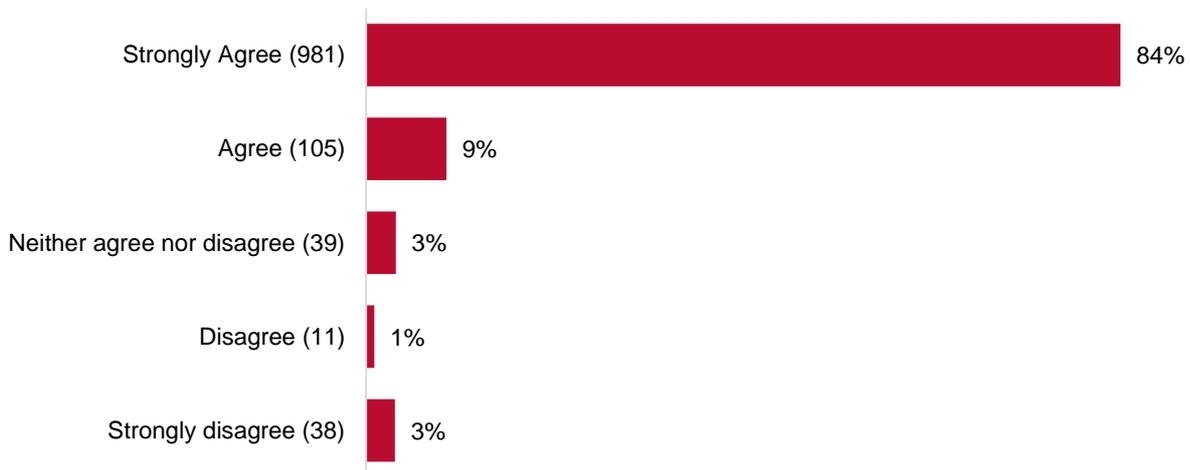


Figure 9: To what extent do you agree or disagree that a new swimming pool in Dawley would benefit the local community?

## Respondent Profile

- Responses were received from residents of all 30 of the borough's wards. Of the 1,085 respondents who provided full postcode details, 55% were residents of Dawley & Aqueduct and Malinslee & Dawley Bank wards. 12% were residents of Horsehay & Lighmoor and 7% were from Ketley & Overdale.
- 73% of respondents who answered the question indicated that they were female. 25% were male and 2% preferred not to say.
- The largest group of respondents (28%) were aged between 35 and 44. 20% were aged between 45 and 54, 19% between 25 and 34 and 14% between 55 and 64. 10% of respondents were aged 65 and above with 7% aged between 18 and 24.
- 56% of respondents had children and young people under the age of 18 living with them. 43% had none and 1% preferred not to say.
- 51% of respondents indicated that they were currently working full time. 17% were working part time, 12% were retired, 5% were permanently sick or disabled and 5% were looking after the home. 3% indicated that they were doing something else and 2% were unemployed and available for work.
- Two thirds of respondents (66%) said that they did not have a long-standing illness, health problem or disability. 28% indicated that they did and 6% preferred not to say.
- 92% of respondents indicated that they were from a White British background. 2% were from a White Other background, 2% from a non-White background and 3% preferred not to say.