



Hampstead Heath

Registered Charity

Hampstead Heath Swimming Questionnaire Results

The summer swimming survey was released on 5 November 2021 to seek swimmers' feedback on their experiences over the summer.

The survey closed on 5 December 2021 and this report summarises all 2079 responses.

1. Did you swim at the Hampstead Heath Bathing Ponds or the Parliament Hill Lido this summer?

● Yes	2058
● No	21



2. Which swimming facilities have you used this summer? Please Tick all boxes that apply

● Kenwood Ladies' Bathing Pond	1029
● Highgate Men's Bathing Pond	594
● Hampstead Mixed Bathing Po...	731
● Parliament Hill Fields Lido	948



3. Which swimming facility did you swim at most often?

● Kenwood Ladies' Bathing Pond	776
● Highgate Men's Bathing Pond	486
● Hampstead Mixed Bathing Po...	271
● Parliament Hill Fields Lido	546



4. Did you swim during a Pre-Booked or Free Flow session? Tick all boxes that apply

● Pre-booked session at the Bat...	1364
● Free Flow session at the Bathi...	1314
● Pre-booked session at the Lido	682
● Free Flow session at the Lido	554



5. Please rate your experiences of the Free Flow sessions.

1733
Responses



6. If you would like to tell us more about your experiences of Free Flow please do so below.

791 responses. See below a selection of the kind of responses received:

"I liked the flexibility of the free flow sessions; the only challenge was that when the weather was nice, the queues were very long. I recognise the need to limit numbers as well as the fact that if you are paying you want to linger in the meadow. Perhaps there could be a system whereby people who just want to swim get a fast entry."

"Ideal for during the day and mornings, but the queue is ridiculously long for after work swimming in summer. Pre-booking works best for peak times i.e. after 5pm on hot days"

"Sometimes it can be busy, but I tend to go at off peak times. Free flow gives me some spontaneity if I fancy a last minute swim which is nice"

"I found that I only went to the free flow sessions when I knew it would be quiet. For instance, I ended up never going after work. I would have preferred some booked sessions in the late afternoon so I could be sure I could swim when I was there."

"I liked the flexibility of the freeflow sessions. I thought they worked well though queues were sometimes overcrowded in very hot weather"

"Excellent initiative as it allowed me to come at short notice."

"I thought they ran at great times given the need to control the flow of people at the ponds and I was glad they were offered in addition to the pre-booked sessions."

"Free flow sessions are less prescriptive and therefore more more spontaneous; you do not feel rushed and properly enjoy the facility and chat to fellow swimmers you get to know."


"Great to have the flexibility and the numbers of swimmers in the pond/lido were OK, however, it was a pain when I had to queue to access the facility. "

"They worked fine and enabled me to juggle work and just turning up for a swim much better than needing to book in advance."

"Lifeguards did a phenomenal job of keeping the flow of people going through, and ensured that everyone followed social distancing rules."

7. Please rate your experiences of the Pre-Booked sessions.

[More Details](#)

 Insights

1789






Responses



4.01 Average Rating

8. Who do you usually swim with? Please tick all that apply.

[More Details](#)

 I swim on my own	1590
 Friends	1002
 Family	429
 Children (who need to be acc...	179
 Carer	12



9. If you would like to tell us more about your experiences of pre-booked session, please do so below.

866 responses. See below a selection of the kind of responses received:

"The pre booked sessions were very well organised. In the future I'd hope that it would be possible to have a larger number of people at the sessions. The only frustration was that they sold out very quickly and for people that have paid for a season ticket it is frustrating not to be able to get a slot and then not necessarily be able to get into the free flow sessions either."

"Frustrating when you can't get a ticket!"

"I liked being able to pre book and know we would be Able to get in without queuing and that it would not be too crowded inside."

"Works well but I think they could let more people in and pre booking shouldn't be requires for most of the time only very busy times"

"Pre-booked are definitely better than no swimming at all but can be restrictive and busy and the booking window made Mondays rather stressful at busy times in the summer."

"It was easy to book on the system. Not always easy to get availability."

"Pre-booked ticket system is better than free-flow as this allows people to get a good spot on the grass and rotate fairly, when i used to do free-flow pre-covid times, it would end up so busy around the pond area and hard to find a space"

“Much more enjoyable than queuing in previous years, much less crowded too.”

“I think these were managed really well given the circumstances. Last year it was unfortunate that season ticket holders still had to pay to swim (appreciate days were given back), but this year, the members' booking option worked really well, so thank you! Also, the prebooking was great because it meant that even on the hottest days, the lido wasn't overcrowded and there were fewer problems with antisocial behaviour.”

“I suppose it worked for crowd control, but having to book my slots for the week on a Monday was difficult and took away any spontaneity”

“Please go back to just pay as you go. It's too stressful having to book in advanced for a definite time, and doesn't suit the way or I many people spontaneously decide we might want to swim. It's also too much work to keep track of when is a pre-booked time or when is 'free flow'.”

10. How many times a week do you usually swim?

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[Insights](#)

● Once	454
● 2-3 times	753
● 4-6 times	349
● Every day	113
● I only swim occasionally	410



11. Do you have a wristbands season ticket?

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[Insights](#)

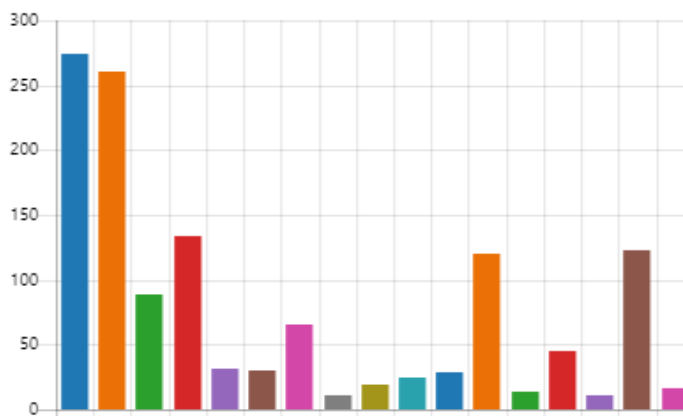
● Yes	1041
● No	1038



12. If your answer to question 11 is yes, please tell us which season ticket you have? Tick all boxes that apply

[More Details](#)

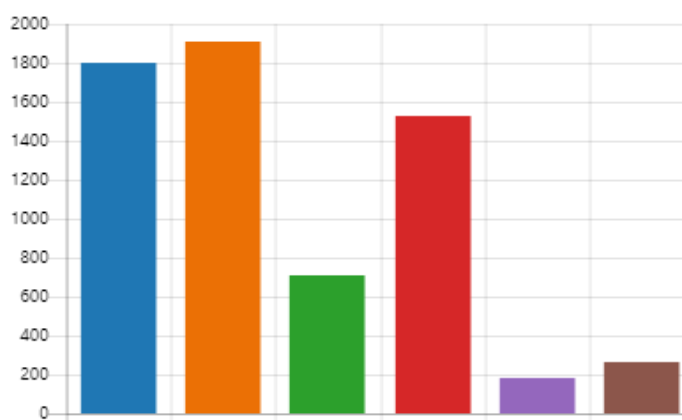
- Adult – Bathing Ponds (6 mon... 274
- Adult – Bathing Ponds (12 mo... 260
- Concession – Bathing Ponds (... 88
- Concession – Bathing Ponds (... 133
- Adult – Lido (1 month) 31
- Adult – Lido (6 month) 30
- Adult – Lido (12 month) 66
- Concession – Lido (1 month) 11
- Concession – Lido (6 month) 19
- Concession – Lido (12 month) 25
- Adult – All Facilities (6 month) 29
- Adult – All Facilities (12 month) 120
- Concession – All Facilities Onl... 14
- Concession – All Facilities Onl... 45
- Free (Morning Swim) Under 16's 11
- Free (Morning Swim) 60+ 123
- Free Carer 17



13. We have listed some reasons below why people might swim outdoors at the Bathing Ponds or Lido. Please tick all of the boxes that apply, or tell us if there is another reason.

[More Details](#)

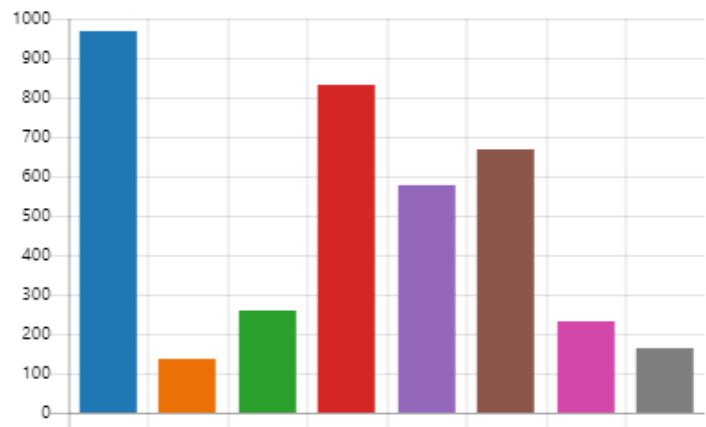
- Physical exercise 1803
- For my mental wellbeing 1911
- A safe women/men only spac... 712
- A way for me to connect to na... 1525
- So that the children can have f... 179
- Other 267



14. How did you find out about /stay up to date on swimming on Hampstead Heath?

[More Details](#)

Word of mouth	968
City of London Staff	136
Signage / banners at the facili...	261
City of London/Hampstead H...	832
Hampstead Heath's social me...	579
Email / e-newsletter from us	667
Swimming Associations	231
Other	164

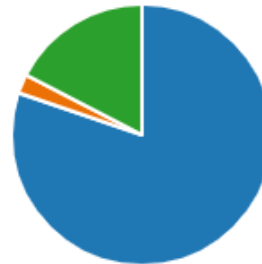


15. Are you...

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 Insights

A local resident	1668
Working locally	49
Visiting	362



16. Are you...

[More Details](#)

[Insights](#)

Male	717
Female	1347
Prefer not to say	8
Other	7

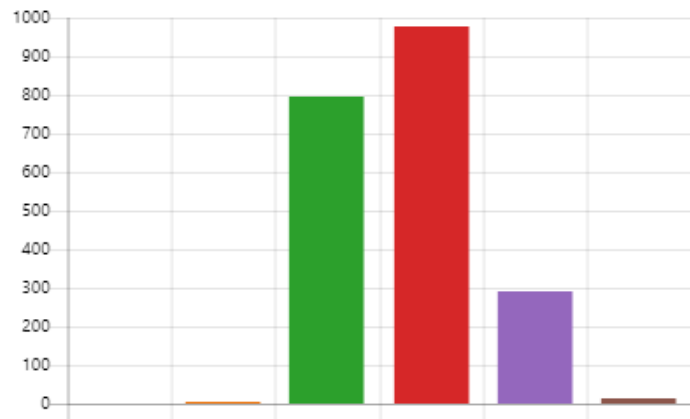


17. Are you...

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5-15 years old	0
16-19 years old	5
20 - 44 years old	795
45- 64 years old	976
Over 65 years old	291
Prefer not to say	12

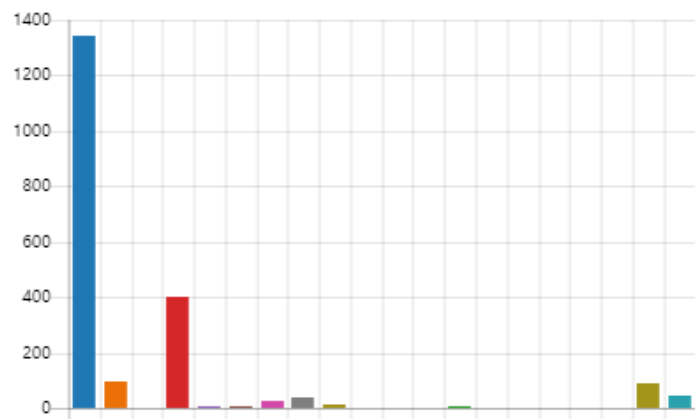


18. What is your ethnic group?

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[Insights](#)

English/Welsh/Scottish/North...	1342
Irish	97
Traveller	1
Any other White background	404
White and Black Caribbean	5
White and Black African	9
White and Asian	24
Any other mixed/multiple eth...	36
Indian	15
Pakistani	0
Bangladeshi	1
Chinese	3
Any other Asian background	8
African	1
Black British	3
Caribbean	0
Any other Black/African backg...	0
Arab	2
Prefer not to say	86
Other	42



19. Do you consider yourself to have a disability?

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[Insights](#)

Yes	112
No	1923
Prefer not to say	44



This is one of
14 green spaces
managed by the
City of London at
little cost to the
general public.