



Hampstead Heath

Registered Charity

Hampstead Heath Swimming Questionnaire Results

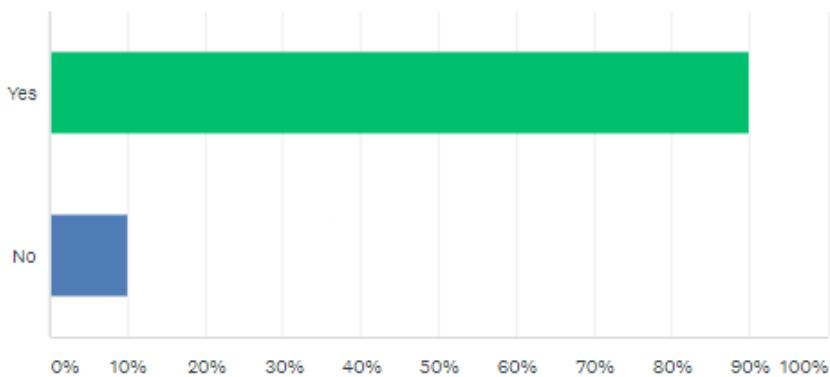


The summer swimming survey was released on 1 September to seek swimmers' feedback on their experiences over the summer, taking account of the adaptions that were necessary to comply with Government Guidance and to maintain social distancing. The survey closed on Friday 11 September and this report summarises all 1108 responses.

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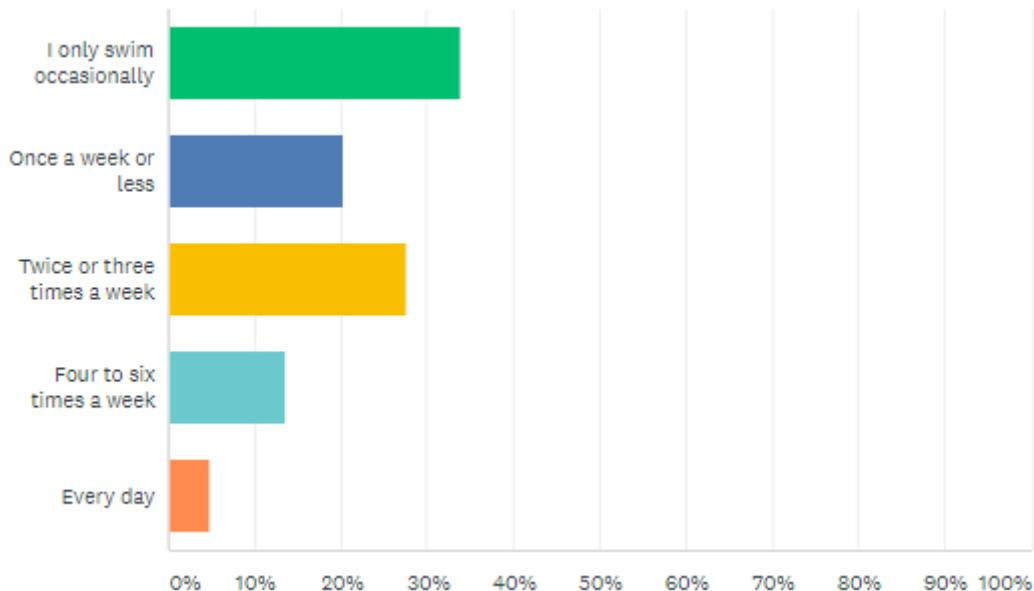
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Q1. Have you swum at the Heath's Bathing Ponds or the Parliament Hill Fields Lido prior to this summer?



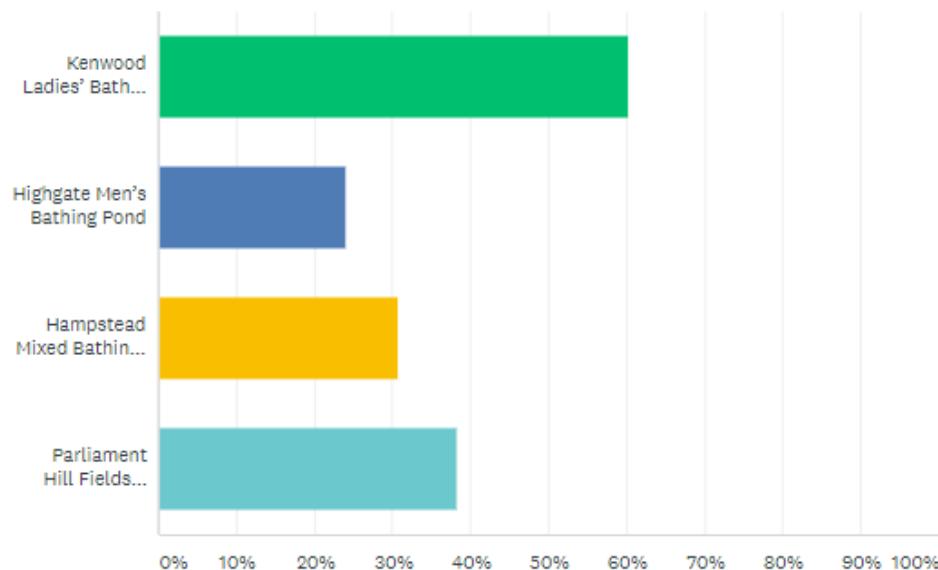
ANSWER CHOICES	RESPONSES
Yes	89.95%
No	10.05%
TOTAL	1,105

Q2. Outside of COVID-19 restrictions, how many times did you swim on the Heath?



ANSWER CHOICES	RESPONSES
I only swim occasionally	33.82%
Once a week or less	20.20%
Twice or three times a week	27.51%
Four to six times a week	13.62%
Every day	4.84%
TOTAL	1,094

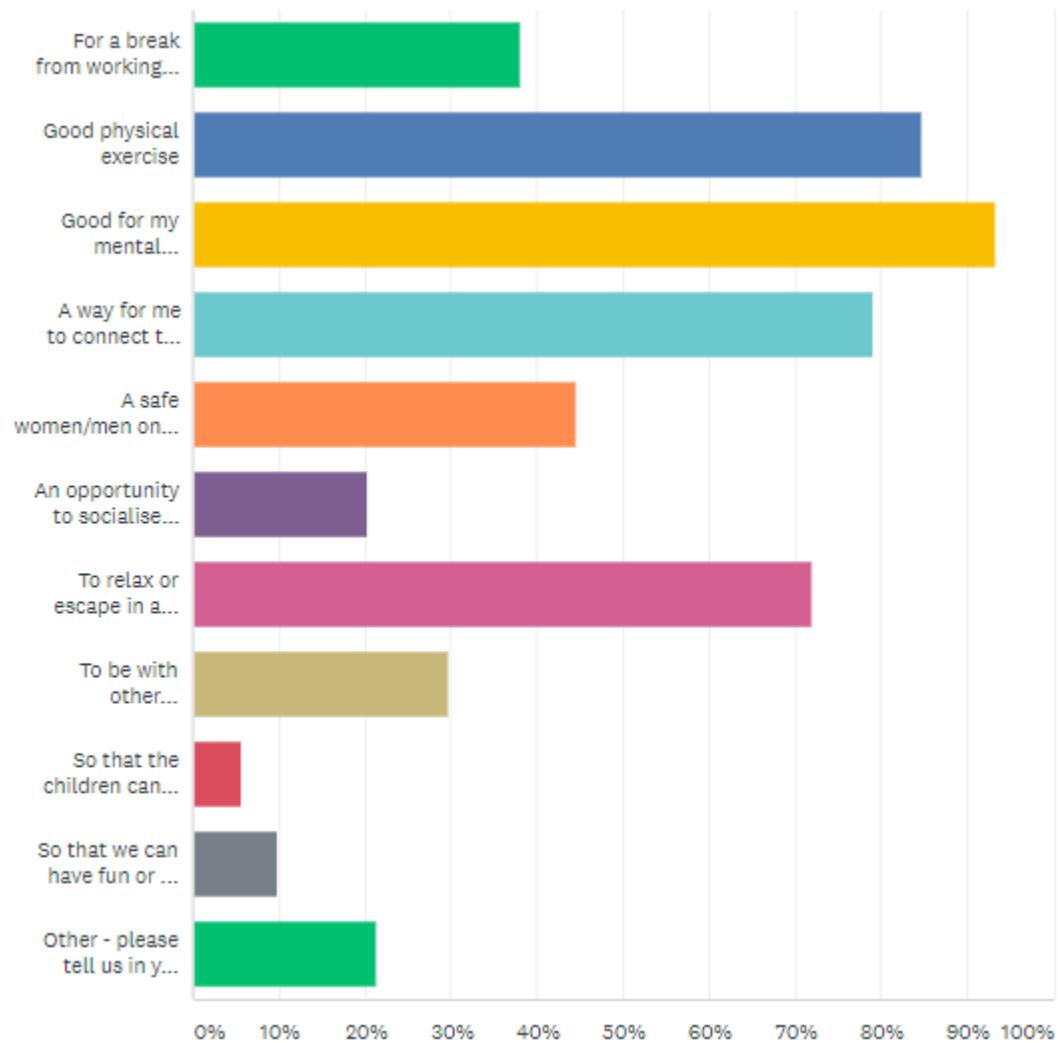
Q3. Which swimming facilities do you use?



ANSWER CHOICES	RESPONSES
Kenwood Ladies' Bathing Pond	60.33%
Highgate Men's Bathing Pond	24.00%
Hampstead Mixed Bathing Pond	30.80%
Parliament Hill Fields Lido	38.22%
Total Respondents: 1,104	

Respondents were asked to tick all boxes which applied to them

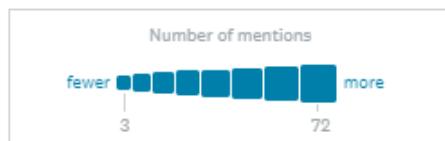
Q4. We have listed some reasons below why people might swim outdoors at the Ponds or Lido. Please tell us which apply to you.



ANSWER CHOICES	RESPONSES
For a break from working from home	38.03% 421
Good physical exercise	84.82% 939
Good for my mental wellbeing	93.41% 1,034
A way for me to connect to nature	79.13% 876
A safe women/men only space to relax in	44.53% 493
An opportunity to socialise in a safe way	20.23% 224
To relax or escape in a pleasant atmosphere	72.00% 797
To be with other like-minded people	29.81% 330
So that the children can have fun, be entertained or kept occupied	5.60% 62
So that we can have fun or be entertained	9.76% 108
Other - please tell us in your own words the reasons you swim outdoors	Responses 21.41% 237
Total Respondents: 1,107	

Word map of 'Other' answers

important experience feel good beautiful places London heat
swimming Ladies pond away work help improves winter
natural space peace swell benefits back unique see day
escape much reasons enjoy came place offers
swim ponds physical health pool year round
cold water city go community love chronic lido
especially ponds facility swimming life water
always nature started good safe space men pond
free keep feel exercise women cool London trees
mental health weather natural challenge
women s pond hot cold chlorine special find way outside
swim outdoors even calm summer Also able indoor pool
wonderful Ladies pond people used body



Q5. What's your favourite thing about the Ponds or Lido?

Below are a selection of answers from respondents from various age, gender and ethnic groups who agreed to their responses being shared:

"A way to escape city life, and let your thoughts drift away! Growing up in and around the sea it's a real lifeline for me in the city, so much so being near the Heath, Lido and Ponds was a top priority when looking for a new property in the area!"

"The peace, tranquility and nature around the [Ladies'] pond. The Lido has a great sense of community and history. It's a privilege to have it so nearby."

"Just being in the open air, and able to appreciate nature while swimming in a more natural environment than an indoor pool"

"[...] in particular, swimming there is good for my health as I have MS and swimming, particularly in cold water, helps me to deal with this condition both physically as well as mentally."

"Having a swim before work and on my days off really relaxes me and has a huge positive impact on my mental health"

"The peace, the feeling of being properly 'outdoors' and away from London; the cold water, the kind atmosphere!"

"I love the women's only space. And the secludedness and privacy of the Ladies' Pond. The ducks and the trees and lying on my back looking at the sky. It's a magical, relaxing and restorative experience to visit and I always feel extraordinarily lucky to be able to swim in such a place. Thank you, City of London, for enriching the lives of so many north Londoners."

"The tranquillity, connection with nature. The timed entry made this possible once again on sunny days - much appreciated"

"I like how secluded it is and the fact it is women only (including trans women, and this inclusiveness is very important to me). I also like how friendly the environment is. Also just the experience of swimming in a non-laned pool which is hard to find in London."

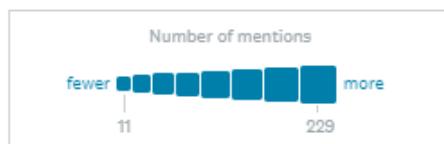
"The community of people and the shiny bottom of the Lido. And that it's open all year, even through the winter. Oh, and the amazing new sauna at the Lido."

"Being in cold water really helps to manage stress. I love the Lido lining, which makes the feel and colour of the water so nice. My kids swim from May to September at the Lido and they love having such a big space to swim in."

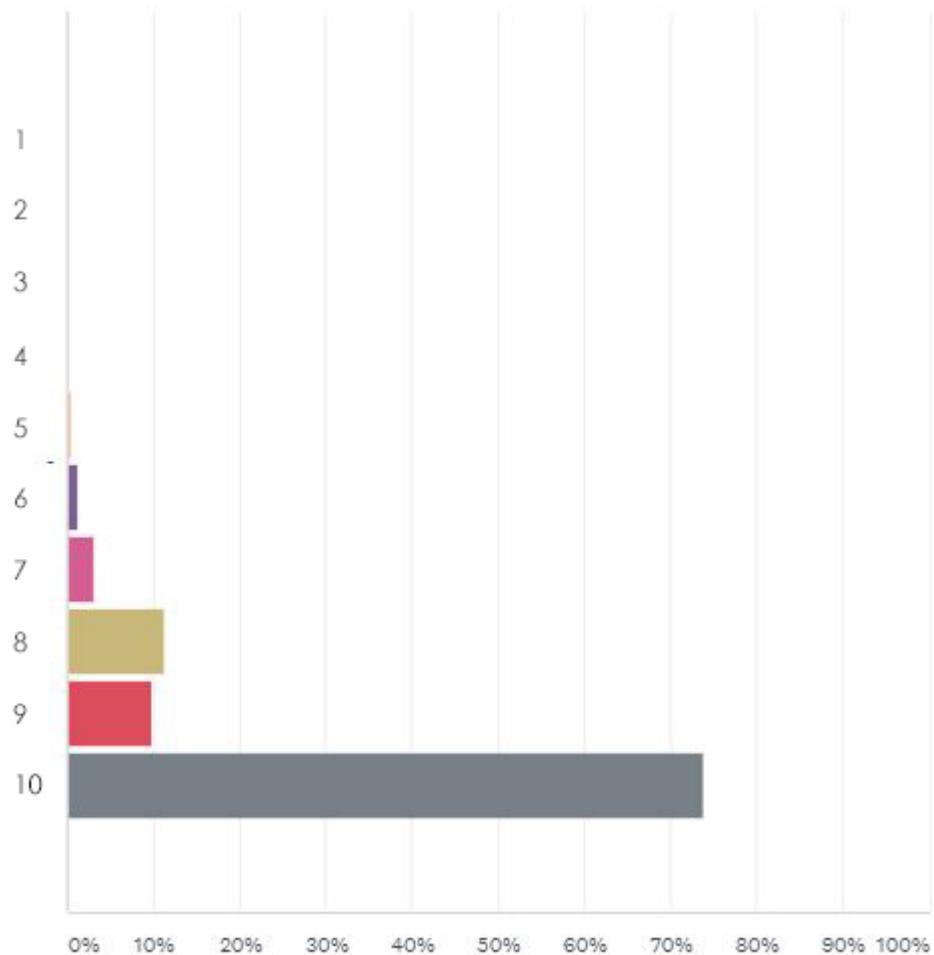
"As someone who grew up in the inner city, the option to try outdoor and winter swimming without needing to rely on support of a parent or income was an invaluable opportunity and improved and changed my life. The ponds have been a rock in my life, helping me through the tough times and have given me so much confidence.[...]"

Word map

quiet well access facility lovely need close nature wildlife cold
relaxed atmosphere Swimming outside able beautiful peace quiet
mental health s pond enjoy women space great day open air
much experience love swimming pool city
natural environment made community pond feels
people summer outdoors exercise London amazing S
accessible relaxed friendly atmosphere environment
water natural surroundings ladies pond setting lido
beauty nature able swim swimming time ponds
fact feeling tranquility space surroundings love
connection nature place freedom cold water now
women safe space peace clean safe Covid free long
natural life used fresh air open staff
Swimming outdoors sanctuary peaceful natural setting go
friendly atmosphere also escape outside ducks connect nature really
calm sense Swimming natural heath good around unique one way
special

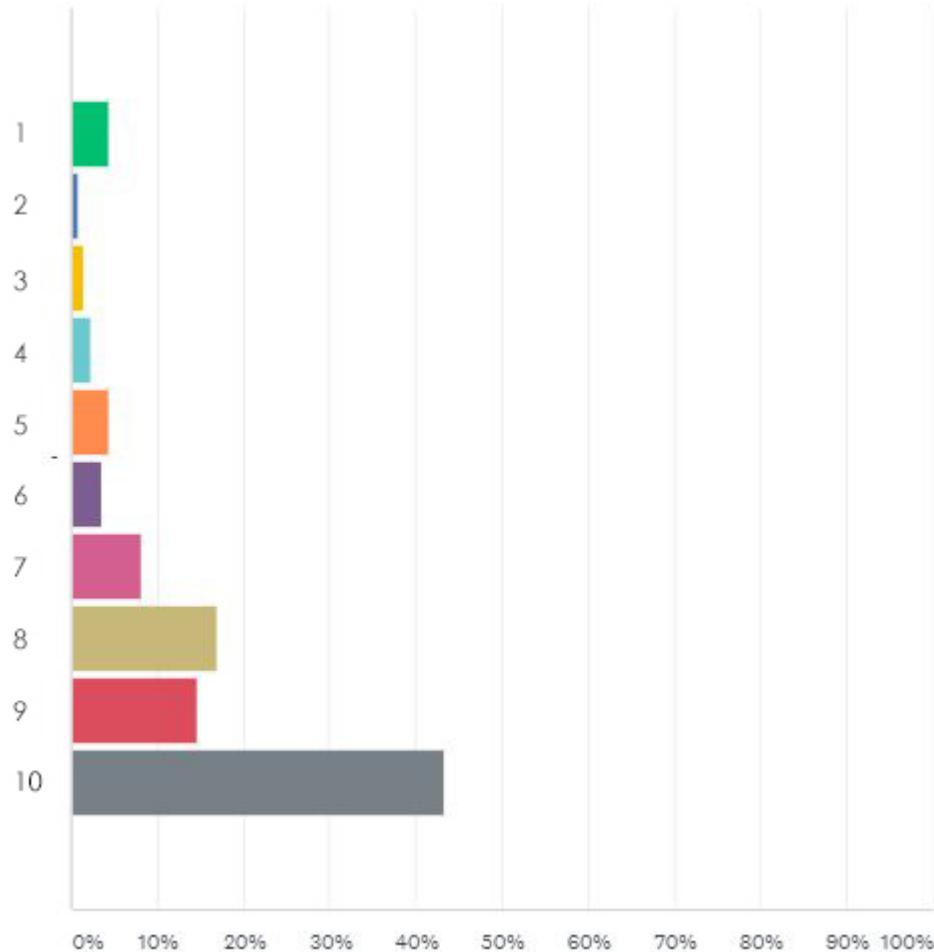


Q6. On a scale of 1 to 10, where 10 is very much and 1 is not at all, how much do the Ponds and Lido benefit your physical and mental health?



NOT AT ALL	2	3	4	5	6	7	8	9	VERY MUCH	TOTAL	WEIGHTED AVERAGE
0.18%	0.00%	0.00%	0.00%	0.45%	1.27%	3.08%	11.32%	9.87%	73.82%	1,104	9.49

Q7. And thinking about your visit overall, on a scale of 1 to 10, where 10 is Excellent and 1 is Very Poor, how would you rate the Coronavirus safety measures that we had in place around the Ponds and Lido?



VERY POOR	2	3	4	5	6	7	8	9	EXCELLENT	TOTAL	WEIGHTED AVERAGE
4.30% 47	0.92% 10	1.56% 17	2.20% 24	4.49% 49	3.57% 39	8.15% 89	16.85% 184	14.74% 161	43.22% 472	1,092	8.20

Q8. In your own words, please tell us your experience of swimming on the Heath this summer during the COVID-19 restrictions?

Below are a selection of answers from respondents from various age, gender and ethnic groups who agreed to their responses being shared:

“Impressed by the hard work to reopen as soon as possible and as safely as possible and trying to accommodate all fairly. Well done and thank you.”

“Everything has been clearly communicated and the ticketing system has been effective.”

“The lockdown was handled in a very professional manner. The facilities were clean and in excellent shape. Lack of partition wall benefited the overall appreciation of the ponds.”

“Better organised, less crowded and more enjoyable having pre-paid slots than before the COVID-19 era.”

“A brilliant reprieve from everything else going on.”

“It has been fantastic to have the Ponds and Lido open again. Given all the worry and restrictions caused by the pandemic, swimming on the Heath has been an oasis of pleasure.”

“Brilliant! Absolutely wonderful, inexpensive, no fuss, friendly staff.”

“Very good overall experience as the measures to ensure the swimmers safety is evident. The Eventbrite app was a good addition to help facilitate booking and track n trace.”

“Well-organised without being too regimented. No feeling of being rushed. Altogether delightful.”

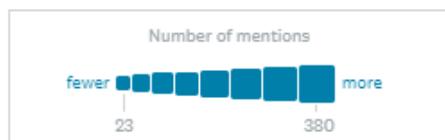
“The Lifeguards are all excellent, and the site is managed very well. I have felt safe and comfortable during the COVID restrictions. I actually prefer it this way. I like the booking system. This is something that could remain it ensures that there is always a comfortable space to swim in. I'm sure it could accommodate season ticket holders - which I have been previously.”

“It has been my sanctuary. I felt very safe swimming and very much appreciate the efforts of staff to keep it going.”

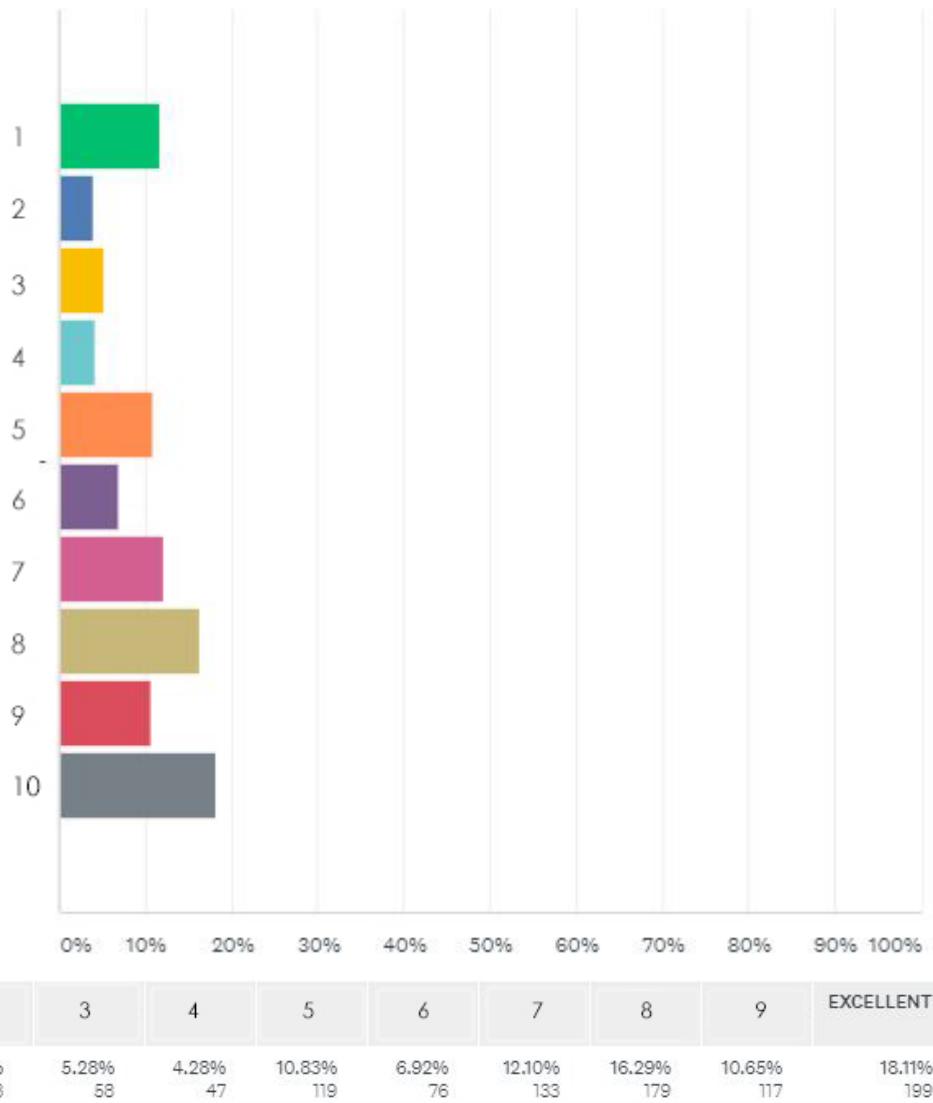
“The new steps you have put in place have made for a much better swimming experience. I'm not so worried about the virus itself, but there have been benefits to booking and time slots, and having less people has made the overall experience more enjoyable.

Word map

Covid things safe disappointed place due relaxed take used now
frustrating facilities swimmers book slot open managed difficult
understand staff able However especially lifeguards season ticket
day restricted found bit really pleasant keep allowed feel
lovely lido water slot though think even experience
meant booked changed go know time way ponds
space swim given good fine booking system long
people expensive made will great visit also atmosphere
felt enjoyed summer well one turn much easy
well organised nice able swim queue S seemed
ladies pond wonderful pay crowded felt safe social distancing loved
Excellent needed shame tickets pool always hour swimming ponds
limited restrictions Thank session new week advance work



Q9 Due to COVID-19 restrictions an online booking system was necessary to allow safe access the Ponds/Lido. On a scale of 1 to 10, where 10 is Excellent and 1 is Very Poor, how would you rate this booking system?



Q10. If you have any specific feedback on the booking system, please tell us here

Below are a selection of answers from respondents from various age, gender and ethnic groups who agreed to their responses being shared:

“Really simple - good to use Eventbrite which I already know how to use.”

“Actually easy to use and good at making me commit to the exercise.”

“Although I book online, I was delighted to see a phone booking could be made as this makes the Lido accessible to all.”

“Keep it! Limiting the numbers and not queuing made the whole experience so much more enjoyable.”

“Please, please retain a booking system. I live a long journey from the Lido and find it very hard to get there for early sessions. I fear that, particularly in good weather, I may have to do this journey only to find that I am unable to get in. I simply can't get there for 6am. I like the booking system and think that it's the fair way forward.”

“I thought it was very user-friendly.”

“I think you did a great job. It was easy to use with the option to phone for those not able to manage the online system.”

“I think the booking system is great and it should stay in place. There is just a nice comfortable amount of people swimming at any one time[...].”

“The additional support via email has been good. Staff are very friendly online and a credit to the institution.”

“Overall it was good. And thank you for having it ready, it was online very quickly after reopening. Well done.”

“It was much better than just turning up - it was brilliant to know you had a slot and guaranteed a swim instead of just turning up and queueing.”

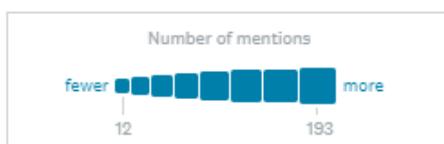
“I like having a specific slot because it means the Lido was never full or stressful, and I was able to access it even during hot summer days.”

“Once I was familiar with the system, it was easy.”

“I would keep it! If you have to limit numbers, why would you cease to use it in favour of managing at the gate? I do not live local and the ability to pre book determines whether I travel to the pool or not.”

Word map

issue advance free never turn option pay unable place look first early see clear
fine trying cancel hour way though easy use especially always
much better need keep know every time S show think online also
poor One now go rather tickets given ponds book slot
booking system lido people many time often
swim worked well book lot slots sometimes good
able day space system means use will Eventbrite
refund make app sessions sold easy hard find nice
difficult many people great able book take charging work annoying
frustrating said much problem seems necessary available start
really week advance None bit friend quickly even N allow understand access
book week advance



Q11. How do you find out/stay up to date on swimming on Hampstead Heath?

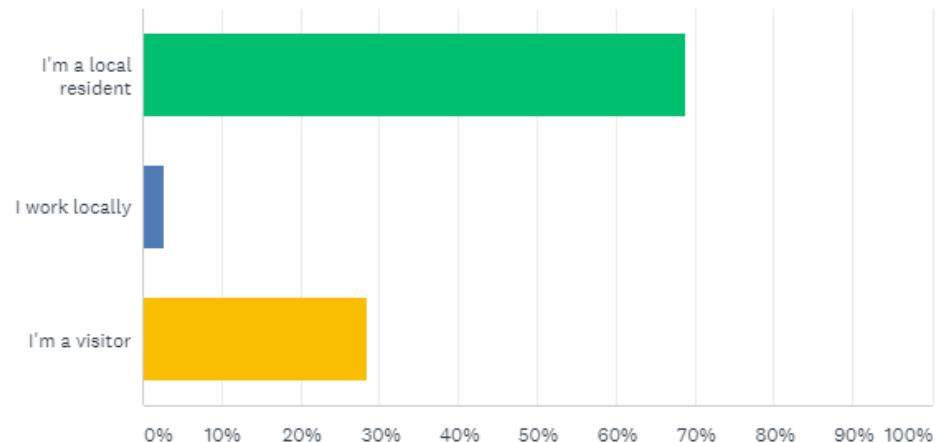
ANSWER CHOICES	RESPONSES	%
Word of mouth	472	42.91%
City of London staff	64	5.82%
National newspaper or magazine article / feature	26	2.36%
Local newspaper or article / feature	72	6.55%
TV programme / TV news item or feature	8	0.73%
Radio programme / radio news feature	6	0.55%
Signage / banners outside the site itself	87	7.91%
City of London/Hampstead Heath website	414	37.64%
Hampstead Heath's social media pages e.g. Facebook, Instagram, Twitter	431	39.18%
Friends / relatives social media posts e.g. comments, pictures	156	14.18%
Review websites e.g. TripAdvisor	4	0.36%
Email / e-newsletter from us	218	19.82%
Swimming Associations	246	22.36%
Internet	237	21.55%
Other (please specify)	134	12.18%
Total Respondents: 1,100	Responses	

Word map of 'Other' answers

Lido heath user group Eventbrite Facebook group save ponds
 Facebook knew PHLUG page twitter website
 KLPA social media emails years ponds group
 swimming Pond association Facebook page Hampstead Heath
 newsletters book Kenwood Ladies Pond

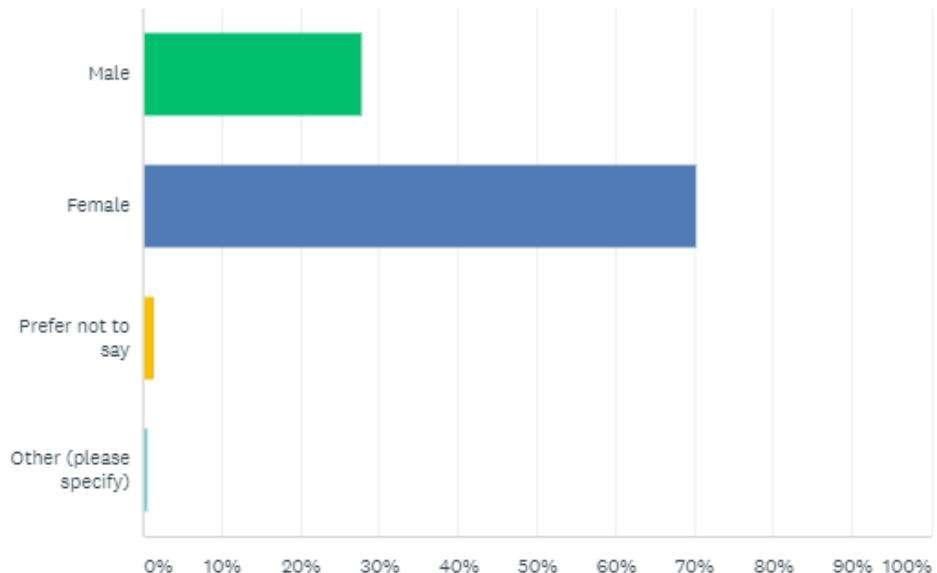


Q13. Do you live or work near the Heath or are you a visitor?



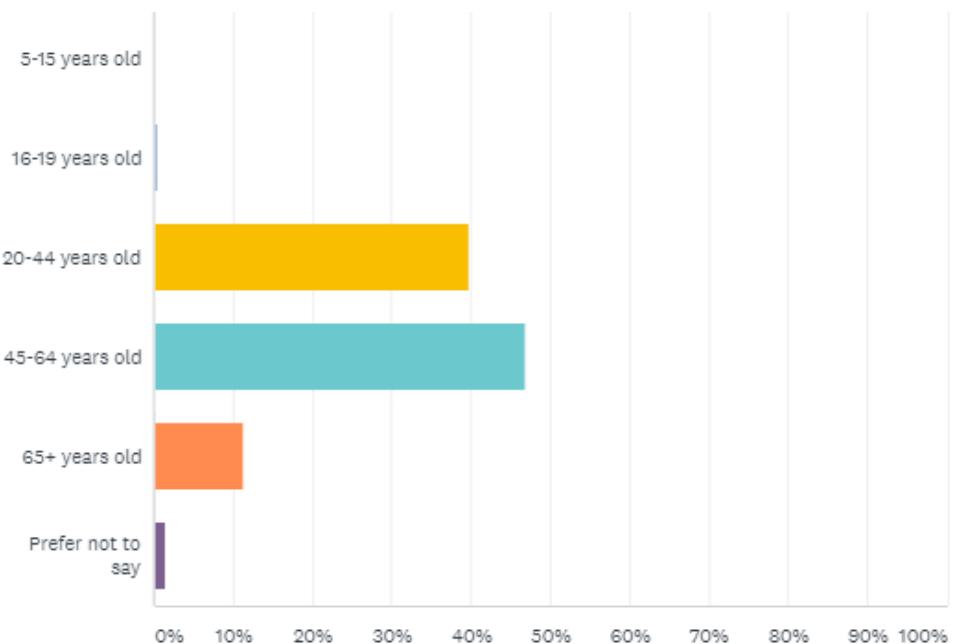
ANSWER CHOICES	RESPONSES
I'm a local resident	68.84%
I work locally	2.76%
I'm a visitor	28.40%
TOTAL	1,088

Q14. What gender do you identify as?



ANSWER CHOICES	RESPONSES
Male	27.73%
Female	70.25%
Prefer not to say	1.47%
Other (please specify)	0.55%
TOTAL	1,089

Q15. What is your age?

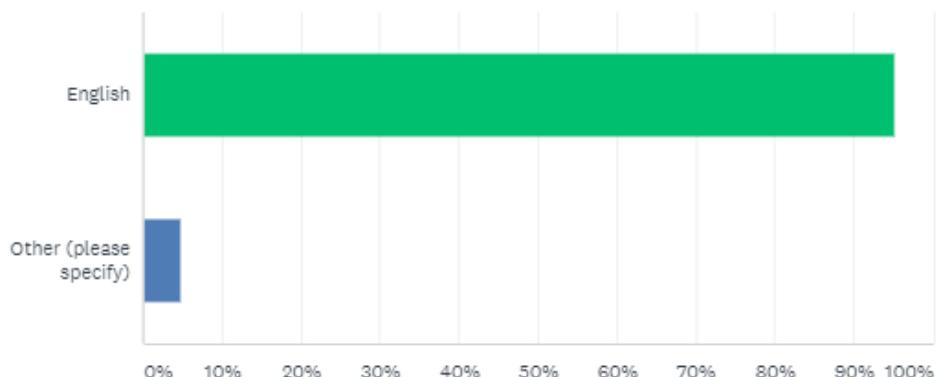


ANSWER CHOICES	RESPONSES
5-15 years old	0.09%
16-19 years old	0.37%
20-44 years old	39.80%
45-64 years old	46.88%
65+ years old	11.40%
Prefer not to say	1.47%
TOTAL	1,088

Q16. What is your ethnic group?

▼ White		47.79%	518
▼ White - Irish		5.54%	60
▼ White - English, Welsh, Scottish, Northern Irish or British		26.85%	291
▼ White - Scottish		1.11%	12
▼ Irish Traveller		0.00%	0
▼ Roma, Gypsy or Traveller		0.09%	1
▼ Other White background		7.38%	80
▼ Black or Black British - Caribbean		0.09%	1
▼ Black or Black British - African		0.09%	1
▼ Other Black background		0.09%	1
▼ Asian or Asian British - Indian		0.55%	6
▼ Asian or Asian British - Pakistani		0.00%	0
▼ Asian or Asian British - Bangladeshi		0.00%	0
▼ Chinese		0.46%	5
▼ Other Asian background		0.37%	4
▼ Mixed - White and Black Caribbean		0.65%	7
▼ Mixed - White and Black African		0.18%	2
▼ Mixed - White and Asian		1.20%	13
▼ Other mixed background		1.48%	16
▼ Arab		0.00%	0
▼ Not known		0.00%	0
▼ Prefer not to say		4.89%	53
▼ Other ethnic background (please specify)	Responses	1.20%	13
TOTAL			1,084

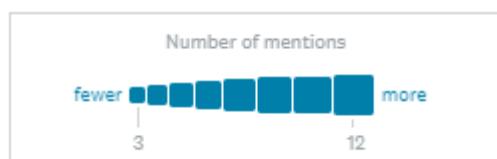
Q17. What is your main language?



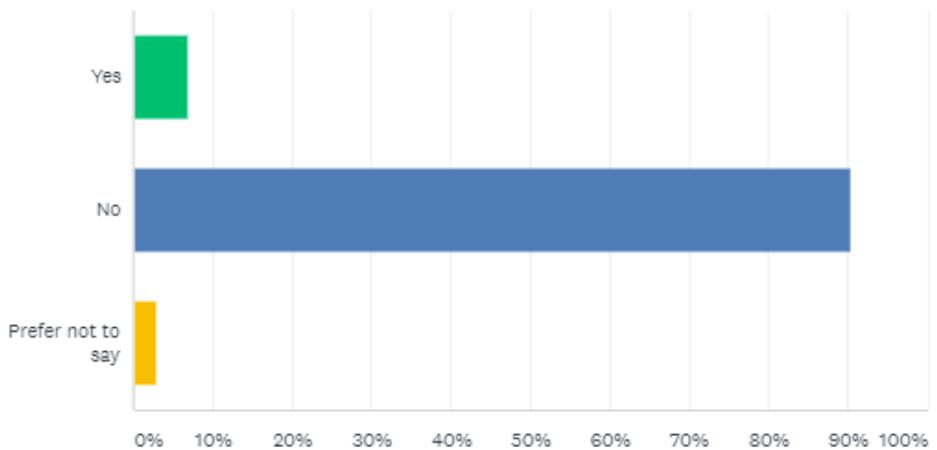
ANSWER CHOICES	RESPONSES
▼ English	95.22%
▼ Other (please specify)	Responses 4.78%
TOTAL	1,087

Word map of 'Other' answers

Portuguese Turkish French Polish German Spanish



Q18. Do you consider yourself to have a disability?

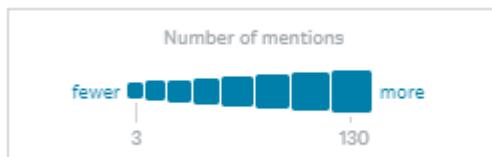


ANSWER CHOICES	RESPONSES
▼ Yes	6.80%
▼ No	90.35%
▼ Prefer not to say	2.85%
TOTAL	1,088

Q19. What is the first half of your postcode?

Word map

N11_{EC1V} N12_{se15} N16_{E8} NW10_{w12} NW11_{SW11} N2_{SE17} N8_{w9} NW1
N N1_{SE1} N6_{N17} NW5_{N3} NW3_{N15} N19_{NW4} NW6_{En5}
N7_{E9} NW2_{E5} N4_{w2} N10_{w6} N5_{SE14} N22_{E10} E17_{NW9} Nw



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