

# Stonehaven Open Air Pool Customer Survey 2010

The survey was conducted mainly on 3 dates, Saturday 17<sup>th</sup> July, Friday, Sunday 18<sup>th</sup> July, Sunday 8<sup>th</sup> August, with a few further responses on 10<sup>th</sup> and 11<sup>th</sup> August. The weather on these dates was generally favourable, but they were not hot sunny days – probably quite typical of the weather throughout the summer.

There were 145 responses, representing 554 people. Of these there were 264 males and 290 females. Group size was indicated below.

Group Size	Number of Groups	Number of People
1	20	20
2	29	58
3	29	87
4	30	120
5	14	70
6	5	30
7	4	28
8	4	32
9	3	27
10	4	40
12	1	12
14	1	14
16	1	16
<b>TOTALS</b>	<b>145</b>	<b>554</b>

Responses to questions 2 – 14 were as indicated below

## Question 2 Where people came from

	Responses	People	%	2009 %
Residents of Stonehaven	30	85	15	11
Immediate Area	7	29	5	6
Visitors from outside Area	80	326	59	65
Holidaymakers staying in area	28	114	21	18
<b>TOTALS</b>	<b>145</b>	<b>554</b>		

Visitors from **outside the area** came from

Aberdeen(11), Arbroath, Auchenblae, Banchory(3), Culter, Dundee, Edinburgh(4), Ellon, Falkirk, Fife(2), Forres(2), Fraserburgh, Gourdon, Inverbervie, Inverurie(2), Keith, Kirriemuir, Laurencekirk(4), Livingston, Montrose, Old Meldrum, Perth, Portlethen, St Cyrus, Stirling, Turriff, Westhill(2),

Numbers in brackets indicate the number of groups from each area. 39% did not respond to the supplementary question regarding home area.

Holidaymakers came from

Ayrshire, Barnsley, Birmingham, Brazil, Buxton, Chepstow, Cumbria, Dunbar, Edinburgh(2), Falkirk, Fort William, Friockheim, Glasgow, Inverness, Kirkintilloch, Leek (Staffs), Leicester, Melrose, N Zealand, Perth, Poland, Sheildaig, USA (Georgia), Wiltshire

11% did not give information about home area

### Question 3

	Number	%	2009 %
First Time Visitors	204	37	34
Regular Users	63	11	12
Occasional Users	241	44	46
Most Seasons	46	8	8
<b>Total</b>	<b>554</b>		

#### Regular Users

Times per week	Number of people
1	13
2	8
3	21
4	13
6	2
7	2
No response	4

#### Occasional Users

Times per year	Number
1	20
2	58
3	38
4	29
5	15
6	35
8	12
10	1
20	3
No response	30

### Question 4 What influenced your visit?

	Number responses	%	2009 %
Press and TV	6	3	2
Pool leaflet	33	19	12
Website	18	10	9
Visit Scotland	4	2	-
Rarin 2 Go	1	1	2
Word of mouth	56	32	34
Website recommendation	2	1	1
Other	52	30	48
No response	4	2	1

#### Other

	Number	%
Local knowledge	25	14
Previous knowledge	17	10
Saw pool on visit to area	4	2
Friends of pool	2	1
Cafe	2	1
Availability of 2 week ticket	1	1
Used to work there	1	1
Son came with school	1	1

Very few comments regarding source of leaflets – Olympia (Dundee), Dundee Airport, delivered through door

One respondent Learned of pool from Scotland on Sunday

**Question 5**

## Website

	Responses	%	2009 %
Used	56	39	38
Not used	86	59	61
No response	3	2	1

All of those who used the website found it easy to navigate.

**Question 6**

Comments about the pool were grouped into categories

	Responses
Fantastic, fabulous, brilliant, excellent, exciting, awesome, luxurious	37
Lovely, v. good, enjoyable, pleasant, great	42
Good / great fun	22
Nice and warm / surprisingly warm	8
Unique, special atmosphere	6
Too salty	6
Salt water great	2
Relaxing, refreshing, exhilarating	4
Clean facilities, bright appearance, nice environment	3
Well supervised, safe pool	2
Children love it	3
Great inflatable	2
Great chute	1
Great family day out, family friendly	2
No response	23

**Question 7**

## Will you come back?

	Responses	%	2009 %
Definitely	129	89	91
Possibly	15	10	8
Unlikely	-	0	1
Definitely not	1	1	0

Those who answered 'possibly' were generally quite a long way distant or on a 'one off' holiday. The person who would not come back hated the salt water.

**Question 8**

## Atmosphere / attitude of staff

	Responses	%	2009 %
Welcoming	58	40	45
Friendly	50	34	35
Welcoming and friendly	35	24	20
Unfriendly	0		
Unhelpful	2	1	
Other written responses	2	1	

**Question 9**

## Splash Cafe

	Responses	%	2009 %
Used splash cafe	101	70	79
Did not use cafe	44	30	21

Of those who used the café 87 enjoyed the food, 12 did not comment, mainly because they only had drinks. One person said the food was ok but disappointed because muffins were shop bought. One did not enjoy the food.

## Reasons for not using café

Live nearby / no need	4
Time constraint	3
Not hungry	4
Own food / picnic	7
Already eaten	3
Too early for food	2
Café too stuffy / chip smell	2
No comment	19

There were four other written comments three extremely favourable, the other slightly critical of one aspect of operation.

**Question 10**

## Did your children use paddling pool?

	Responses	%	2009 %
Yes	27	19	27
No / no comment	118	81	73

Of those whose children used the paddling pool, 11 said the paddling pool influenced their decision to come. (4% of responses)

**Question 11** Is age restriction (7 and under) acceptable?

	Responses
Yes	104
No	4
No comment / not relevant	37

Of those who thought the restriction unacceptable, suggestions were

- 5 and under (3)
- under 5 (1)

**Question 12** Is ticket good value?

	Responses	%	2009 %
Yes	127	88	95
No	13	9	4
No comment	5	3	1

Four of those who said yes qualified their answers

- Very good value Excellent value / extremely good value

Of those who said no

- One said spectator ticket too expensive
- One said expensive as a **swim** ticket, if not wanting long time in pool
- One family said expensive for family wanting quick swim in cold weather!
- One said expensive for young person
- Others just said too expensive

**Question 13** Did you visit any other shop / attraction?

	Responses	%	2009 %
Yes	95	66	67
No	49	34	31
No comment	2	1	2

**Question 14** One thing to improve – what would it be?

No response	52
Leave as it is	12
Showers	18
Update changing facilities	11
Bigger / better lockers	11
Clean changing rooms better / more often	4
Heat changing rooms	4
Permanent small slide at shallow end	3
Music terrible – better music / sound	3
Fresh water	3
Some of gents showers too hot	2
Longer season	2
Lanes out when busy (10 – 11)?	2
Inflatables up longer	2
More shelter for spectators	2

There were many single responses

- Prompt opening at 10.00am
- More sun loungers
- Put out a lane
- Improve staff attitude
- Outside shower
- Solar panels on roof
- Sauna
- Rocket slide out more often
- Put shower curtain in ladies
- Sign poolside from changing rooms
- Unisex changing rooms
- Display paddling pool opening times
- Credit / debit card use at reception and in café
- Spin drier for costumes in changing rooms
- Better arrangements for exiting poolside
- Trees in pots on poolside
- Change gaudy colour scheme
- Locks on changing room cubicles
- Cubicles too low
- Suggest bathers use cubicles

**Question 15**

A list of people willing to become active friends will be passed to relevant people.

## Comments on Survey

If these figures are a representative sample, and there is no reason to suggest that they are not

- In spite of lower visitor numbers more Stonehaven folk used the pool than than last year, up from 3300 to 3900 (leaflet campaign!)
- The number of holiday makers remained almost constant (5500)
- The number of 'day' visitors from outside Stonehaven dropped from 20000 to 16600. This could easily be attributed to cost of fuel, weather forecasts / weather, recession.
- The pool still attracted 9600 first time customers
- Those who came because of the leaflet continued to increase – 4940 as against 3700 last year. This easily justifies the extra expenditure
- The majority of the customers made very positive comments about the facility
- The number using the café has fallen (23700 – 18200), although most who used the café were very happy with the food.
- Most customers are now happy with the paddling pool age restriction.
- Paddling pool usage was down this year but it still brought in extra customers (over 1000)
- 17 200 customers visit other shops or attractions when visiting the pool.

David Culshaw

27th September 2010