

Stonehaven Open Air Pool Customer Survey 2009

The survey was conducted mainly on 4 dates, Sunday 19th July, Friday, Saturday and Sunday 31st July, 1st and 2nd August, with a few further responses on 3rd and 4th August.

There were 140 responses, representing 513 people. Of these there were 213 males and 300 females. Group size was indicated below.

Group Size	Number of Groups	Number of People
1	21	21
2	25	50
3	24	72
4	27	108
5	28	140
6	7	42
7	3	21
8	1	8
12	3	36
15	1	15
TOTALS	140	513

Responses to questions 2 – 14 were as indicated below

Question 2 Where people came from

	Responses	People	%	2008 %
Residents of Stonehaven	20	55	11	14
Immediate Area	14	33	6	32*
Visitors from outside Area	84	334	65	24*
Holidaymakers staying in area	22	91	18	30
TOTALS	140	513		

The two categories marked * have changed slightly. The two taken together should correspond with the two figures from this year.

Visitors from **outside the area** came from

Aberdeen (13), Alford, Arbroath, Blairgowrie, Culter, Cults, Dundee (2), Edinburgh, Fintray, Forfar, Fraserburgh, Gourdon, Inverness, Kintore, Kirriemuir, Laurencekirk (2), Leven, London, Maryculter, Montrose (2), Perth, Peterhead, Strachan, Torphins

Numbers in brackets indicate the number of groups from each area. Over half did not respond to the supplementary question

Holidaymakers came from

Bedford, Birmingham, Chesterfield, Cornwall, Edinburgh, Glasgow, Kilmalcolm, Kircaldy, Leeds, London, Market Harborough, Motherwell, Ormskirk, Redcar, Wales. Seven groups did not respond.

Question 3

	Number	%	2008 %
First Time Visitors	176	34	37
Regular Users	59	12	14
Occasional Users	236	46	40
Most Seasons	42	8	9
Total	513		

Regular Users

Times per week	Number of people
1	13
2	12
3	13
4	9
5	3
6	1
7	1
No response	7

Occasional Users

Times per year	Number
1	52
2	22
3	39
4	25
5	22
6	10
7	5
10	2

Question 4 What influenced your visit?

	Number responses	%	2008 %
Press and TV	3	2	4
Pool leaflet	17	12	6
Website	13	9	3
Visit Scotland	-		
Rarin 2 Go	3	2	
Word of mouth	47	34	37
Website recommendation	1	1	
Other	67	48	50
No response	2	1	

Other

	Number	%
Know its there	9	6
Local knowledge	42	30
Weather	5	4
Been as a child	5	4
Prior visit	1	1
Noticed Pool was there	2	1
Stonehaven sign	1	1
Persuasion by grandchildren	1	1
Photo in Children's Hospital	1	1

Question 5

Website

	Responses	%	2008 %
Used	53	38	43
Not used	85	61	56
No response	2	1	1

Of those who used the website all except one found it easy to navigate. The person who didn't was new to computers.

Question 6

Comments about the pool were grouped into categories

	Responses
Fantastic, fabulous, brilliant, excellent, exciting	29
Lovely, v. good, enjoyable, pleasant, great	38
Good fun	9
Unique, special atmosphere, colour scheme	9
Relaxing, refreshing	7
Too salty	4
Salt water great	4
Clean facilities	5
Well supervised, good standard of safety	3
Great cafe	3
Best swimming in Scotland	3
Good slide / swoopee / floats	7
Great family day out	2
No response	30

Question 7

Will you come back?

	Responses	%	2008 %
Definitely	128	91	96
Possibly	11	8	4
Unlikely	1	1	0
Definitely not	0	0	0

Question 8

Atmosphere / attitude of staff

	Responses	%	2008 %
Welcoming	63	45	40
Friendly	49	35	43
Welcoming and friendly	28	20	18
Unfriendly	0		
Unhelpful	0		

Question 9**Splash Cafe**

	Responses	%	2008 %
Used splash cafe	110	79	63
Did not use cafe	29	21	34
No response	1	1	3

Of those who used the café 86 enjoyed the food, 22 did not comment, mainly because they only had drinks. One person said the café was very much improved from last year but one said the service was slow.

Reasons for not using café

Live nearby	5
Time constraint	2
Don't need food	2
Own food	3
Already eaten	2
Too early for food	2
Prefer eating somewhere else	3
Children too small	1
No comment	7

Question 10**Did your children use paddling pool?**

	Responses	%
Yes	38	27
No / no comment	102	73

Of those whose children used the paddling pool, 10 said the paddling pool influenced their decision to come. (7% of responses)

Question 11**Is age restriction of 4 and under acceptable?**

	Responses
Yes	106
No	10

Of those who thought the restriction unacceptable, suggestions were

- age limit of 5 (1)
- age limit of 6 (4)
- age limit of 8 (1)
- age limit of 10 (2)
- open to older disabled children or non – swimmers
- primary age (1)
- children aged 4 and under together with companions (older brothers / sisters)

Question 12 Is ticket good value?

	Responses	%
Yes	133	95
No	5	4
No comment	2	1

Four of those who said yes qualified their answers

- Good value if weather is good (2)
- Not good value if don't stay long
- Would be good to have a weekend ticket

Of those who said no

- Four thought the price too high
- One said that the all day option was irrelevant for most people

Question 13 Did you visit any other shop / attraction?

	Responses	%	2008 %
Yes	94	67	68
No	43	31	24
No comment	3	2	8

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

No response	43
Leave as it is	9
Showers	18
Changing facilities	8
Lockers	6
Another small slide	6
Longer season	5
Fresh water	3
More chairs	3
Lanes out when busy (10 – 11)?	2
Diving board	3
Turn off radio	3
Disabled changing (clothes hangers?)	2
More activities in pool	2
Better signage of pool from car park / seaside	2
Better / more hair driers + in mens	2

Individual comments

- Heat changing rooms
- Better baby changing facilities
- Solar panels
- Cleaner changing rooms
- Signage to poolside from ladies
- Family changing area
- More staff in café
- Open punctually
- Extractor in café
- Warmer paddling pool
- Leaflets in Deeside Schools
- Improve spectator area
- Toilet paper in toilets
- Drinking fountains not hygienic

Question 15

A list of people willing to become active friends has been passed to relevant people.

Comments on Survey

If these figures are a representative sample

- Approx 20 000 people from outside Stonehaven have visited the pool (+ 5 500 holidaymakers)
- The pool has attracted 10 200 first time customers
- Those who come because of the leaflet have doubled this year – 3 700 customers. This represents very good value for money (£10 000 - £11 000!). Also very effective leaflet distribution
- Almost half our customers have used the website – all find it easy to use
- Many new comments this year ‘well supervised’, ‘Great café’, ‘Great family day out’, ‘Clean facilities’ This reflects on the vastly improved operation this year.
- Better usage of café – up 16 %
- The paddling pool brought in about 2100 new customers (£6000)

David Culshaw

23rd September 2009