



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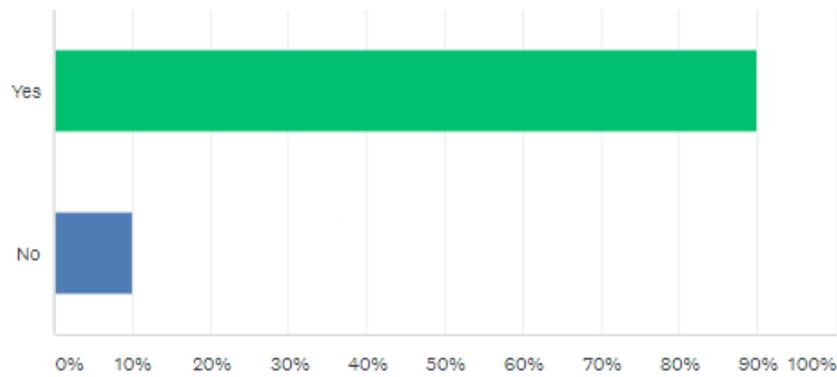
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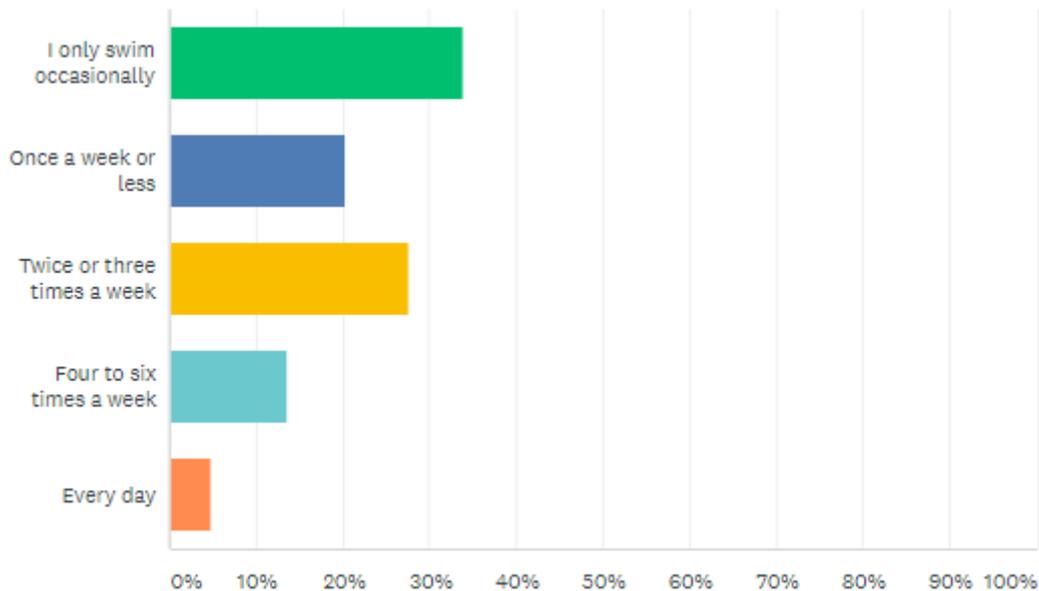
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## Q1. Have you swum at the Heath's Bathing Ponds or the Parliament Hill Fields Lido prior to this summer?



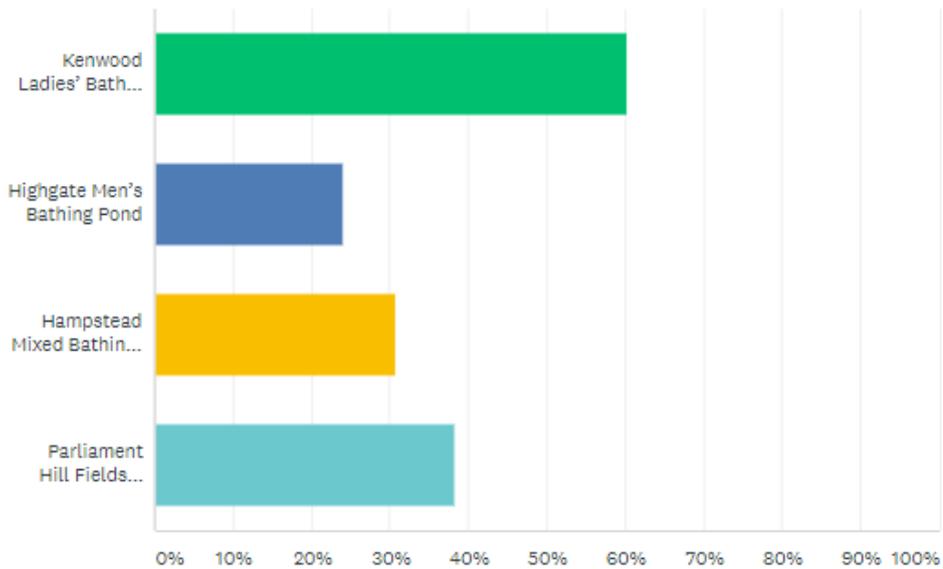
ANSWER CHOICES	RESPONSES
Yes	89.95% 994
No	10.05% 111
<b>TOTAL</b>	<b>1,105</b>

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



ANSWER CHOICES	RESPONSES
I only swim occasionally	33.82% 370
Once a week or less	20.20% 221
Twice or three times a week	27.51% 301
Four to six times a week	13.62% 149
Every day	4.84% 53
<b>TOTAL</b>	<b>1,094</b>

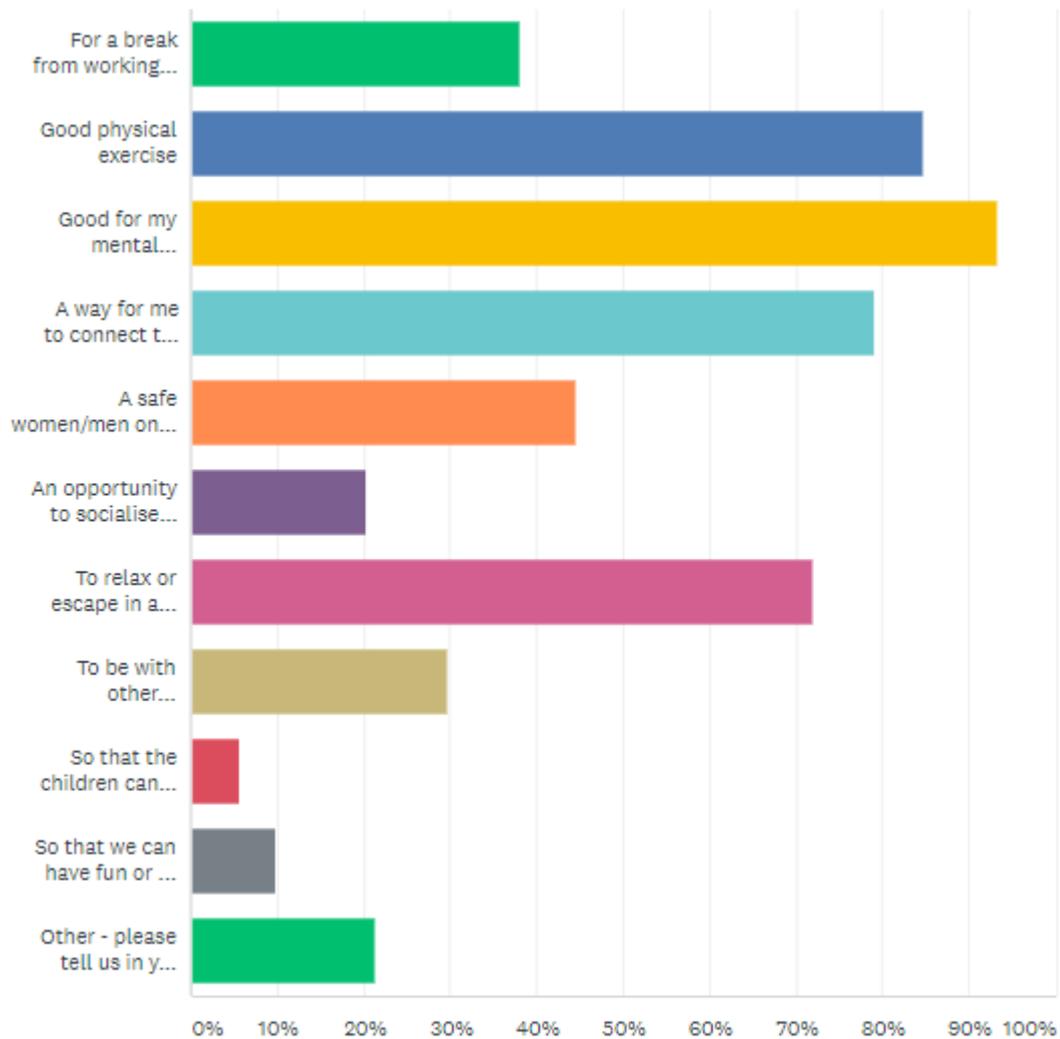
### Q3. Which swimming facilities do you use?



ANSWER CHOICES	RESPONSES
Kenwood Ladies' Bathing Pond	60.33% 666
Highgate Men's Bathing Pond	24.00% 265
Hampstead Mixed Bathing Pond	30.80% 340
Parliament Hill Fields Lido	38.22% 422
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	<a href="#">Responses</a> 21.41% 237
<b>Total Respondents: 1,107</b>	

### Word map of 'Other' answers

important experience feel good beautiful places London heat  
swimming Ladies pond away work help improves winter  
natural space peace s well 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."***

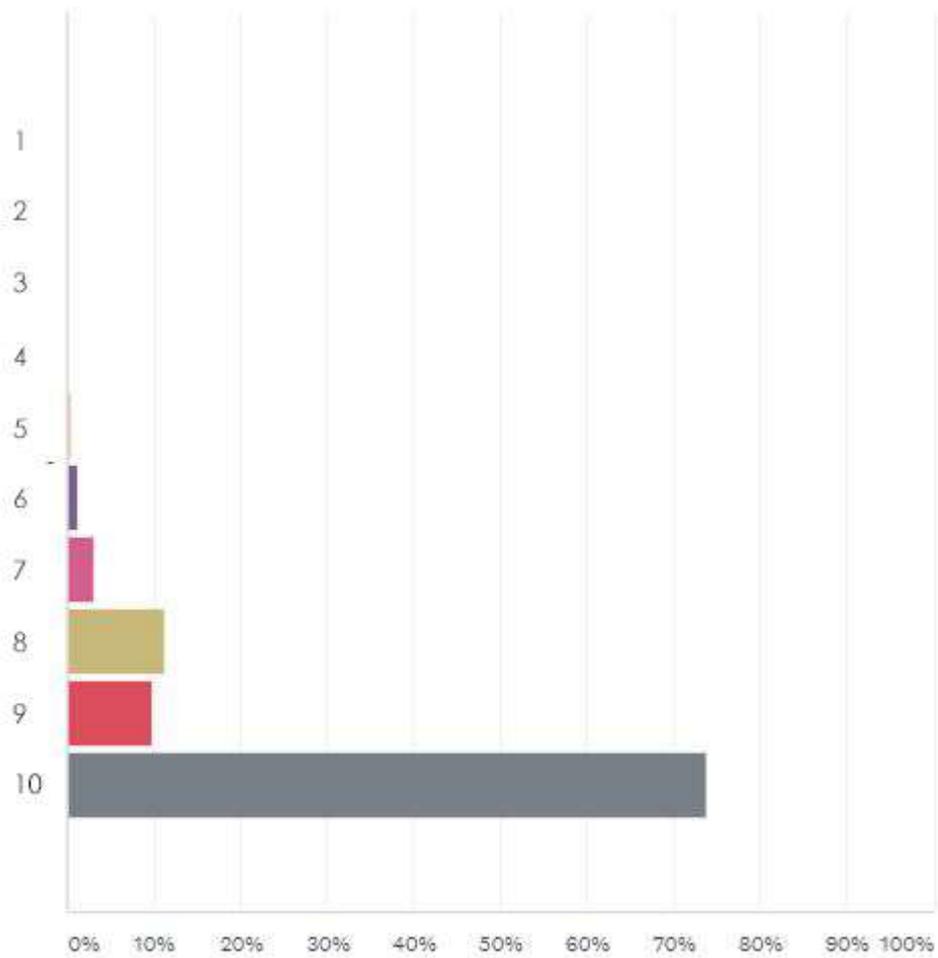
***"As someone who grew up in the inner city, the option to try outdoor and winter swimming without needing to rely on support of a parent or income was an invaluable opportunity and improved and changed my life. The ponds have been a rock in my life, helping me through the tough times and have given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

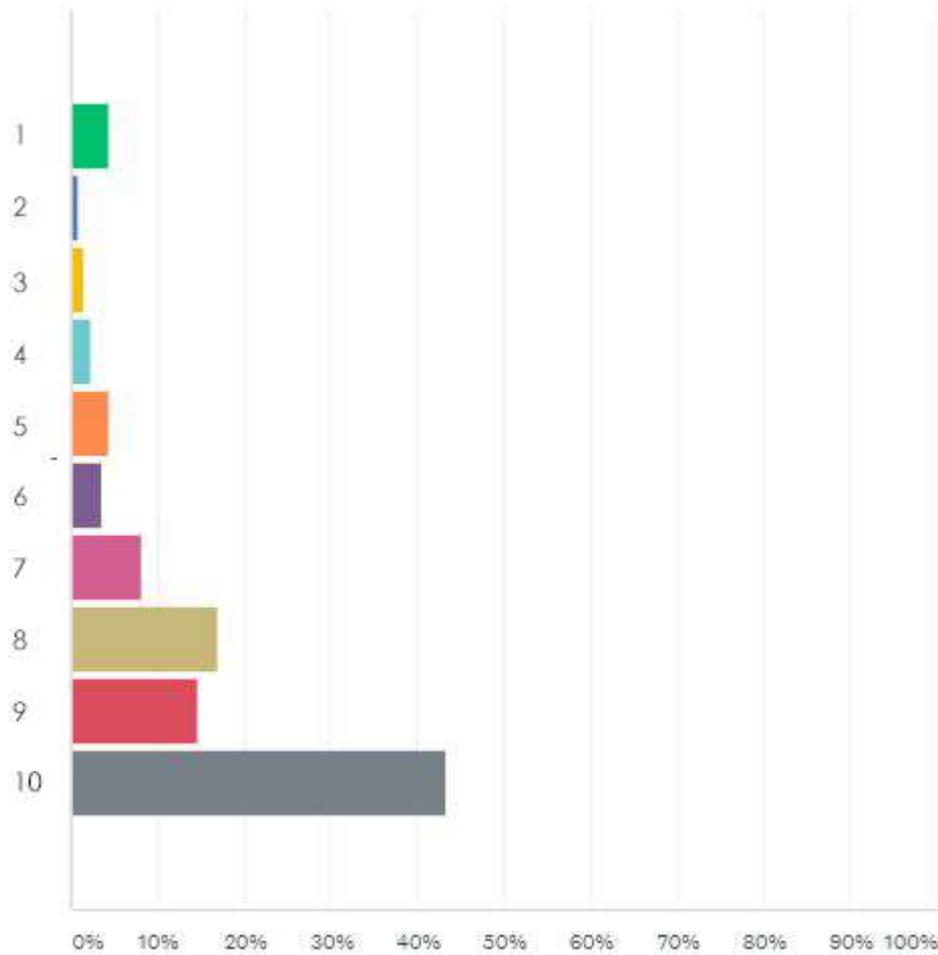


**Q6. On a scale of 1 to 10, where 10 is very much and 1 is not at all, how much do the Ponds and Lido benefit your physical and mental health?**



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
2	0	0	0	5	14	34	125	109	815		

**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%	0.92%	1.56%	2.20%	4.49%	3.57%	8.15%	16.85%	14.74%	43.22%	1,092	8.20
47	10	17	24	49	39	89	184	161	472		

## **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.”***

***“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.”***

***“A blessing and also somewhat frustrating. I appreciate the great lengths you went to to facilitate reopening the ponds, but the requirement to preplan visits a week ahead seemed exclusionary and counter to the open nature of the ponds.***

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

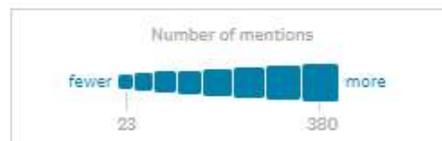
***“The Lifeguards are all excellent, and the site is managed very well. I have felt safe and comfortable during the COVID restrictions. I actually prefer it this way. I like the booking system. This is something that could remain it ensures that there is always a comfortable space to swim in. I’m sure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

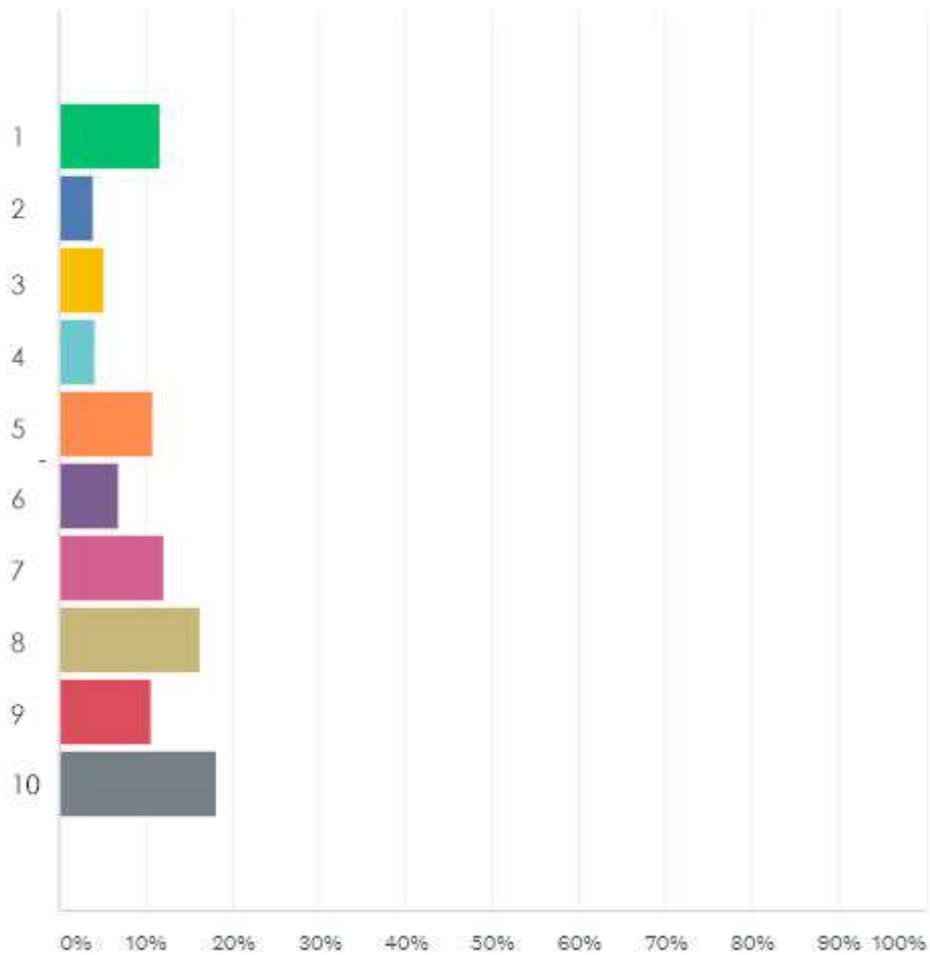
***“I barely used the ponds over the Summer - initially the difficulties using the system and getting a slot made it impossible, and I gave up as I did not want to be constantly disappointed. I had a swim in September which was fine, and I appreciated the relatively low-key and relaxed atmosphere which staff had created.***

## 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?**



VERY POOR	2	3	4	5	6	7	8	9	EXCELLENT	TOTAL	WEIGHTED AVERAGE
11.65%	3.91%	5.28%	4.28%	10.83%	6.92%	12.10%	16.29%	10.65%	18.11%	1099	6.40
128	43	58	47	119	76	133	179	117	199		

## **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:

***“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.”***

***“The booking system has been well organised but I hate having to book in advance (+ it is often not convenient) and really miss being able to turn up without booking.”***

***“So difficult to book family swim sessions. Frustrating to book in advance and not be able to cancel or transfer. I was ill and had to miss two sessions which was a shame if someone else could have used them.”***

***“Outside of very hot weather, I’d prefer a more relaxed system- and season tickets for regular swimmers”***

***“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[...].”***

***“Having to book a week in advance is off putting. As a free spirit I prefer to swim as the mood takes me. If I book in advance I have to worry about the weather or I might not feel up to swimming on that particular day.***

***“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.”***

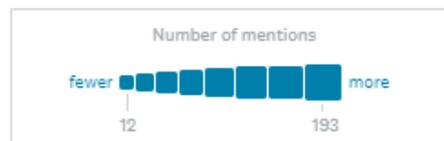
***It was so difficult to book slots and I’m a digital-savvy millennial. I wonder how many long time pond swimmers were excluded.***

***“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.”***

## 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

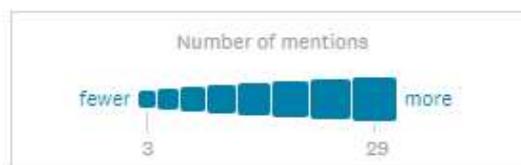


## Q11. How do you find out/stay up to date on swimming on Hampstead Heath?

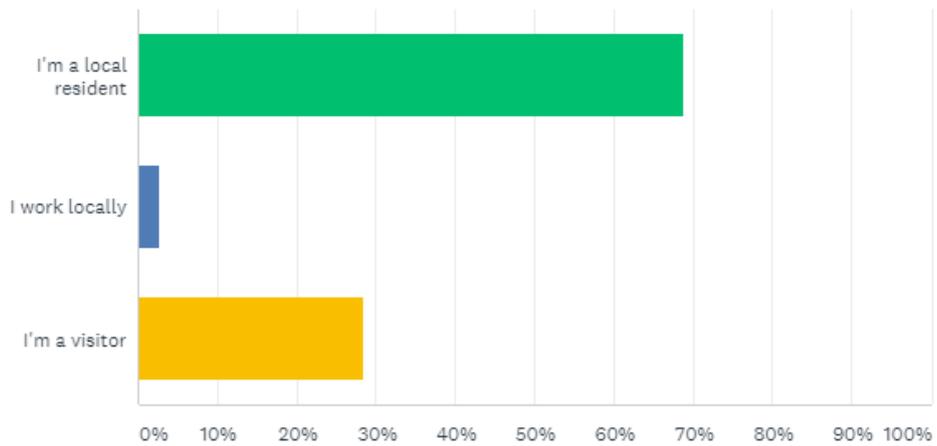
ANSWER CHOICES	RESPONSES
Word of mouth	42.91% 472
City of London staff	5.82% 64
National newspaper or magazine article / feature	2.36% 26
Local newspaper or article / feature	6.55% 72
TV programme / TV news item or feature	0.73% 8
Radio programme / radio news feature	0.55% 6
Signage / banners outside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

### 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

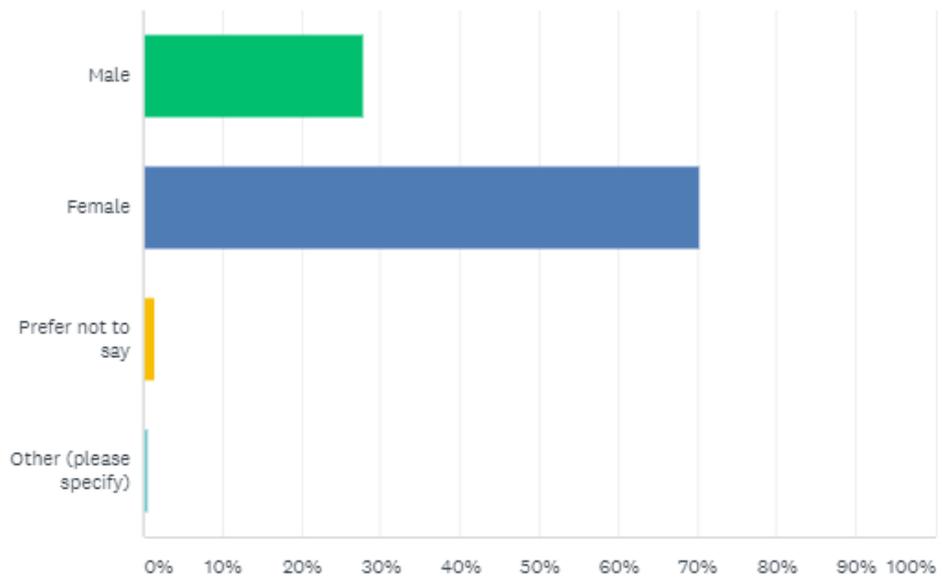


### Q13. Do you live or work near the Heath or are you a visitor?



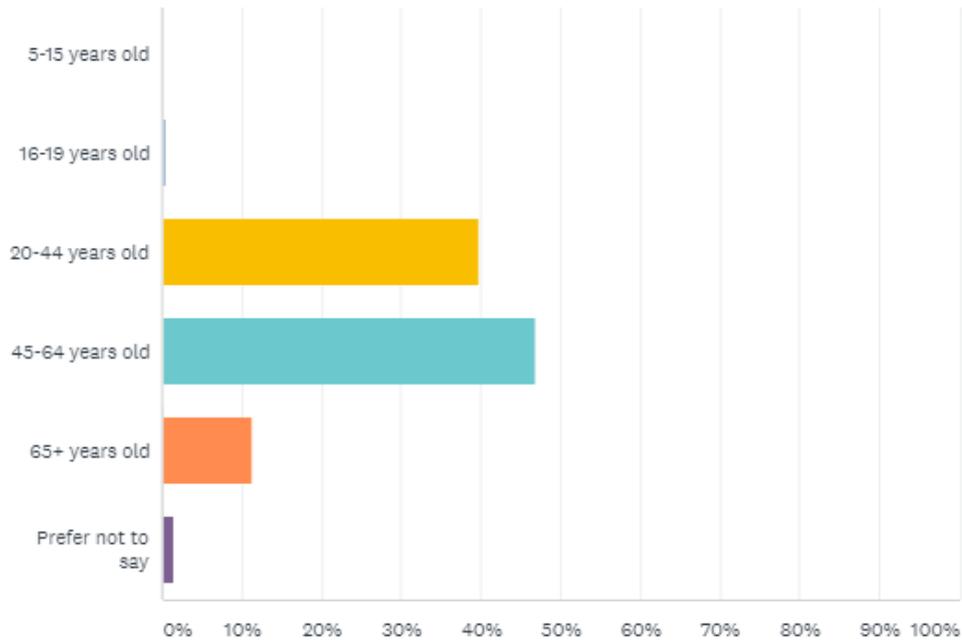
ANSWER CHOICES	RESPONSES
▼ I'm a local resident	68.84% 749
▼ I work locally	2.76% 30
▼ I'm a visitor	28.40% 309
<b>TOTAL</b>	<b>1,088</b>

### Q14. What gender do you identify as?



ANSWER CHOICES	RESPONSES
▼ Male	27.73% 302
▼ Female	70.25% 765
▼ Prefer not to say	1.47% 16
▼ Other (please specify)	Responses 0.55% 6
<b>TOTAL</b>	<b>1,089</b>

## Q15. What is your age?

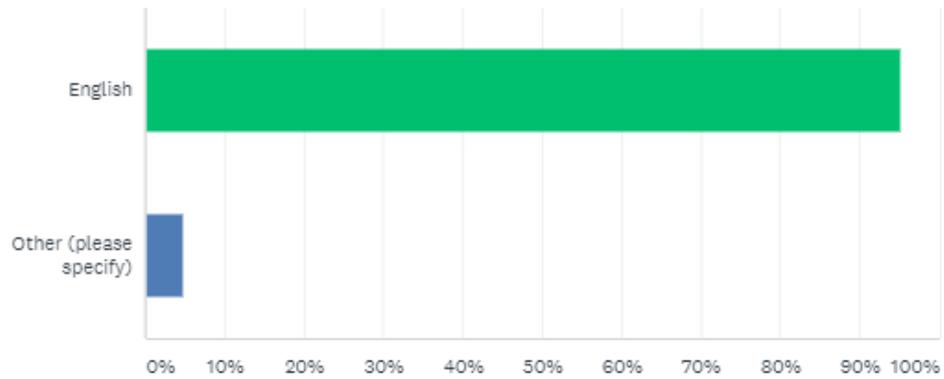


ANSWER CHOICES	RESPONSES
▼ 5-15 years old	0.09% 1
▼ 16-19 years old	0.37% 4
▼ 20-44 years old	39.80% 433
▼ 45-64 years old	46.88% 510
▼ 65+ years old	11.40% 124
▼ Prefer not to say	1.47% 16
<b>TOTAL</b>	<b>1,088</b>

## 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)	<a href="#">Responses</a> 1.20%	13
<b>TOTAL</b>		<b>1,084</b>

## Q17. What is your main language?



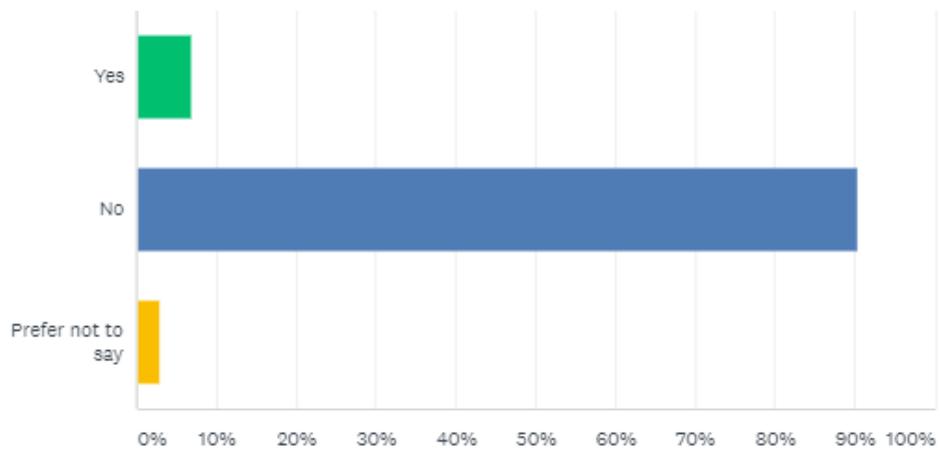
ANSWER CHOICES	RESPONSES
English	95.22% 1,035
Other (please specify)	Responses 4.78% 52
<b>TOTAL</b>	<b>1,087</b>

### 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% 74
▼ No	90.35% 983
▼ Prefer not to say	2.85% 31
<b>TOTAL</b>	<b>1,088</b>

Q19. What is the first half of your postcode?

### Word map

N11<sub>EC1V</sub> N12<sub>SE15</sub> N16<sub>E8</sub> NW10<sub>W12</sub> NW11<sub>SW11</sub> N2<sub>SE17</sub> N8<sub>W9</sub> NW1  
N N1<sub>SE1</sub> N6<sub>N17</sub> NW5<sub>N3</sub> NW3<sub>N15</sub> N19<sub>NW4</sub> NW6<sub>EN5</sub>  
N7<sub>E9</sub> NW2<sub>E5</sub> N4<sub>W2</sub> N10<sub>W6</sub> N5<sub>SE14</sub> N22<sub>E10</sub> E17<sub>NW9</sub> NW



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