

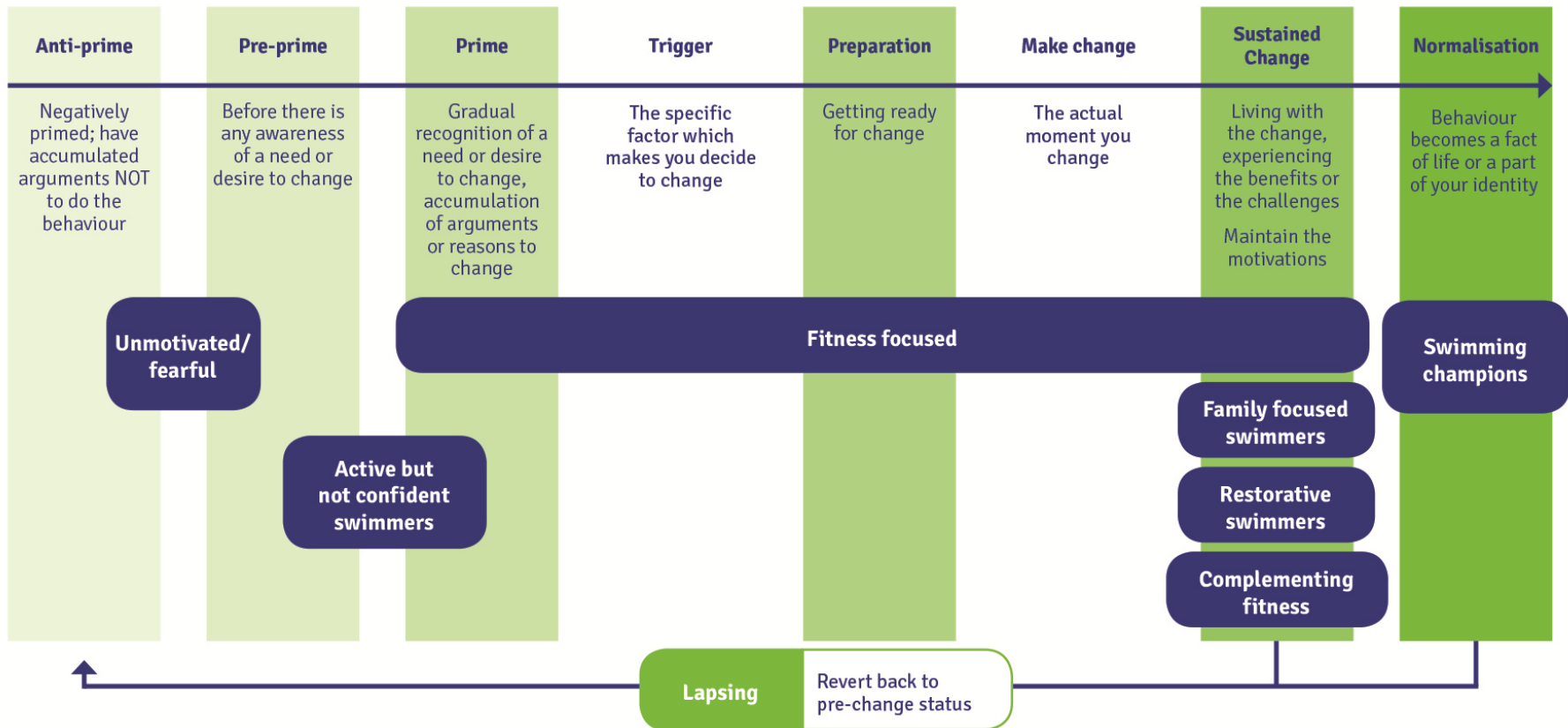
ASA Insight

Behaviour Change Research

Background

- The ASA is on a **journey towards a greater understanding of the English population and their swimming habits** – adults who are both swimmers and non-swimmers
- The ASA developed a **segmentation** across the ‘marketplace’ of consumer types **based on different motivations and barriers to swimming, consulting 20,000 individuals**
- As the next step, a piece of **action-orientated research** was required to understand **how** to move people along the swimming **behaviour change journey**

ASA consumer segmentation



Influencing the behaviour change journey through insight towards advocacy

Methodology

BEHAVIOURAL HYPOTHESES DEVELOPMENT

Review of **previous research** through a Behaviour Change lens

5 x stakeholder interviews gathering **perspectives on challenges & opportunities faced by the ASA**

Half day working session to collaboratively build a **set of 'behavioural hypotheses'** to be explored in primary research

CONSUMER DEEP DIVE: DETECTIVE MISSIONS

Consumers from across the **ASA segments** recruited to complete missions via an **online forum & paper scrapbook**

Swimming products ideas seeded with consumers – capturing instant vs. reflective responses & social dialogue

Swimming missions to visit local pool

Consumers map lifetime **swimming experiences** along a **'swimming behavioural journey'**

CO-CREATION WORKSHOPS

Consumers selected from deep dive to take part in co-creation groups

Sport England stakeholders, ASA Aquatic Officers, pool providers & local authorities worked with consumers to collaboratively **generate ideas** for increasing swimming

Key Behavioural Challenges for Growing Swimmers

5 key behavioural challenges

1. Build confidence and swimming ability

2. Broaden relevance and appeal

3. Talk about the benefits of swimming

4. Priming people to swim

5. Strengthen the 'swimming habit'

1

Build confidence and ability

Lack of skills

Swimming in childhood can **stop before sufficient skills have been established**

Low swimming fitness

People just **assume they will maintain previous levels of swimming fitness** after a break



Reduced confidence

When people re-engage they can have an **unrewarding experience which works against future swimming**



A need to communicate easy & appealing ways to learn/brush up skills, improve swimming fitness & grow confidence

*"I have become more self conscious, and **lacking in ability**, and so swimming **has fallen off the radar.**"*

Female, 25-44 yrs, Unmotivated / Fearful

2

Broaden relevance and appeal

1

Lanes: the pool is for **serious/fast swimmers** – an **intimidating environment** for the less confident



2

Lessons: memories of going swimming are also **dominated by learning to swim** in childhood (& seeing families/kids learning now)



Swimming is seen as a 'solo' activity, which is not as fun for adults



A need to portray swimming away from lessons and lanes to broaden its appeal for adults

3

Talk about swimming benefits

Perceived benefits :

Generally 'good for you'



Key life skill for children



'Low impact'



Potential barriers :

How exactly is it good for me?

Not a progressive fitness activity

Less of a 'workout'

*"It's weird because I have religiously taken my family to learn to swim and yet I have **not considered it myself as an adult who is trying to be fit and healthy....** It just hasn't come into my equation as something to consider."*

Female, Family Focused, Loughborough

Fitness & wellbeing benefits of other **activities are more apparent**



Relate swimming to tangible health, wellbeing & fitness benefits

Priming people to swim

Swimming is more **hidden** than other sports
People express surprise that it is the number 1 sport!

Pool itself is **behind closed doors** vs.
other activities seen in day-to-day life -
e.g. cycling

Large-scale events are less known
about = weaker **social norms** vs. non-
swimming events (e.g. Race for Life)

Absence of apps to provide **social
proof** and prompt swimming



*“It’s **hidden away**, you **can’t even see pool**
unless you pay and swim!”*

Female, Family Focused, Loughborough

4

Priming people to swim

Swimming communications **don't cut through**

*"Swimming adverts are very generic, someone in a pool in a lane. It's just a lot of text, **very wordy and never very personal** so it just makes me switch off."*

Female, Fitness Focused, London

*"After being on the look out for some swimming related media and not finding any, **it's no wonder I'm not a big fan of swimming when there is nothing out there to encourage me.**"*

Male, Fitness Focused, Loughborough

Less **media coverage, advertising and social media** sharing than other sports/fitness activities

Little/no promotion outside leisure centres; poorly promoted inside leisure centres (e.g. leaflets easy to miss)

What does exist **reinforces 'lessons and lanes'** so dismissed as not aimed at me

Can be hard to find all the important information or involves too many steps



Need to strengthen day to day primes to make swimming as visible as other activities

5. Strengthen the 'swimming habit'

The swimming routine can involve too much hassle and complexity

BEFORE

Information can be hard to decode / **not all in one place** - e.g. timetables or session details

Preparation beforehand: packing right kit – especially **time consuming for families**

*"With the kids it's such **a marathon getting ready, shouting, checking we've got everything** we need, 4 swimming costumes, towels, goggles, hairbrush, armbands...!"*
Female, Family Focused, Loughborough

DURING

Unspoken pool etiquette can be **confusing and intimidating**

*"Lane swimming – **this puts me off**. I imagine serious fast swimmers, **I'd be too slow**"*
Female, Restorative Swimmer, Loughborough

AFTER

Getting changed **after** also a **'hassle'** e.g. drying long hair

*"It takes time for me to get ready after a swim, **and my hair is a mess for the rest of the day!**"*

Female, Unmotivated / Fearful, Loughborough



Important to simplify and facilitate the overall swimming experience

5. Strengthen the 'swimming habit'

Swimming is weakened by a number of contextual & operational issues:

Off-putting conditions in and around pool: **dirty, poorly maintained** facilities

Lacking basic amenities: e.g. hair dryers/vanity area, drinking water

Unfriendly/disinterested staff: **Lack of customer service skills; only interact at poolside when enforcing rules**

A busy/crowded pool & competing interests: **exacerbated by short opening hours at some pools**

Lack of culture/functional feel: **nowhere healthy to eat/drink or socialise after swimming; lack of interaction or 'atmosphere' – music etc.**



*These factors add up to create negative memories & **uncertainty around the quality of the swimming experience***

Despite these challenges, people are open to swimming more

Many voice **the potential to change if swimming is made relevant/accessible to them**

Huge opportunity to tap into latent enjoyment from childhood and holidays

*"I always associated swimming with **family and holidays**, we always had fun. **I do wish that I could swim more often**. I definitely **hope to change this in the future after being introduced to these ideas!**"*

Female, Restorative swimmer, Loughborough

*"I think this research has made me think about swimming in a different way. **I have not only realised my love of swimming but also the great potential it has in allowing people to feel better, release stress, get fit and just generally relax!**"*

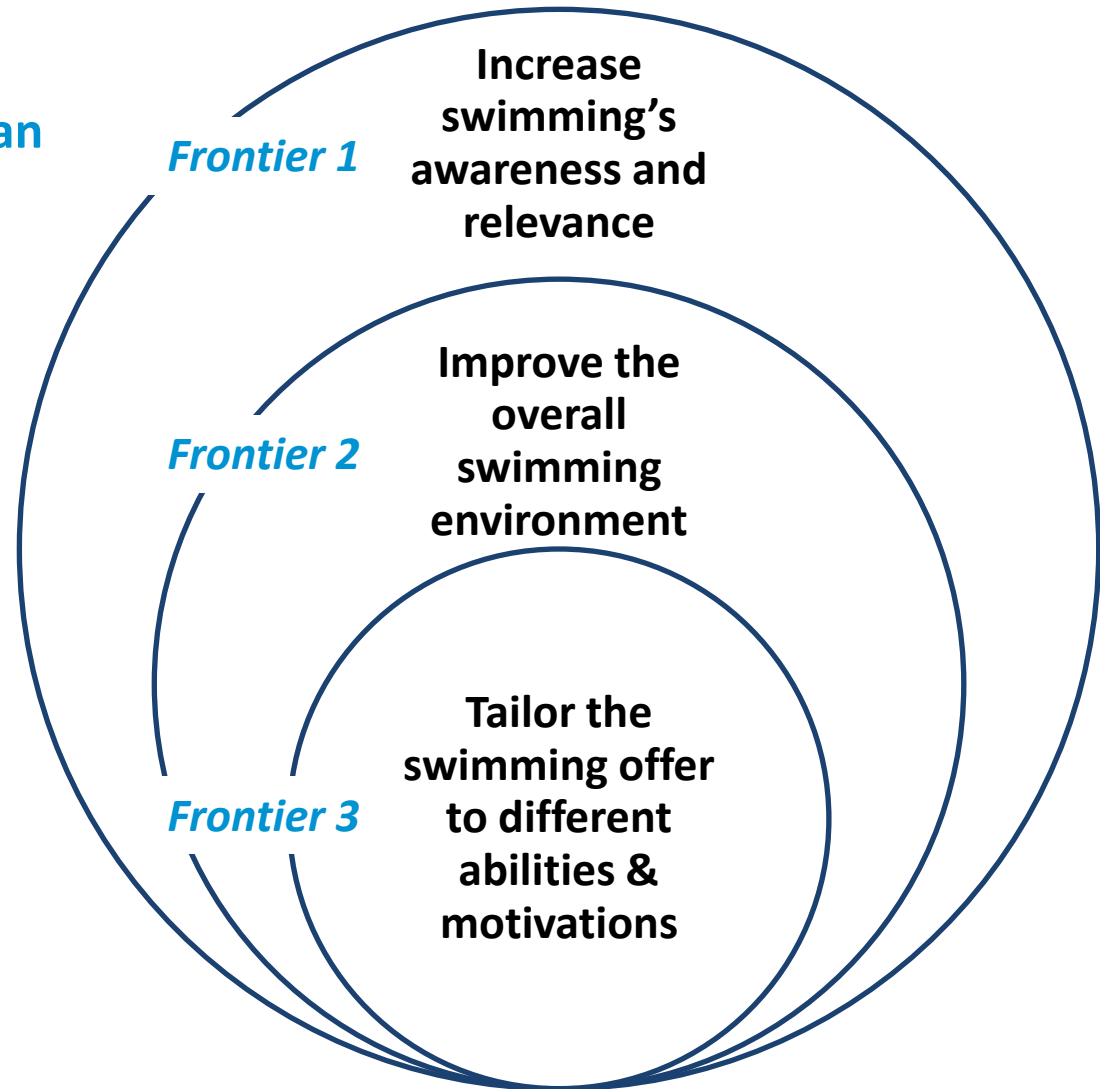
Female, Complementing Fitness, Loughborough

A framework for growing swimming

A framework for growing swimming

Each frontier represents an opportunity to grow swimming

Critical to address ALL 3 FRONTIERS to bring in new audiences and retain existing audiences



FRONTIER 1

Increase swimming's awareness
and relevance

Frontier 1: Swimming awareness and relevance

VISIBILITY + RELEVANCE

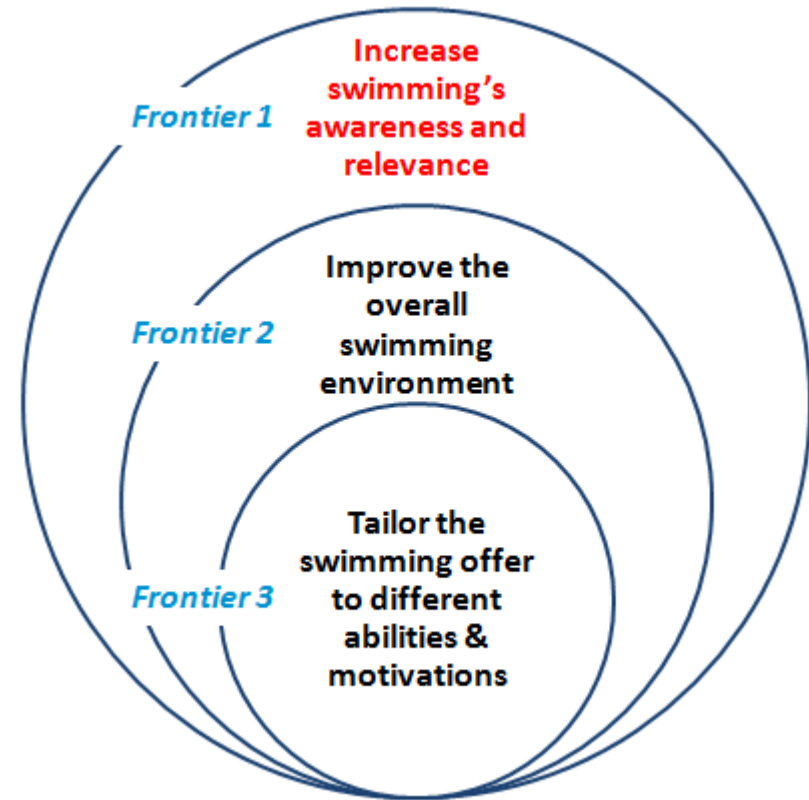
BEHAVIOURAL CHALLENGES

- ✓ Priming people to swim
- ✓ Broaden relevance and appeal
- ✓ Talk about the benefits of swimming

PRIME SWIMMING: More visible in people's everyday lives

INCREASE RELEVANCE: A new way of talking about swimming & how to promote it

REFRAME SWIMMING: Compelling and varied benefits; clearly 'for me'



Thought-starters for increasing visibility: Strengthening day to day primes for swimming

Swimming needs to be marketed and promoted *outside of* leisure centres to have a stronger presence in people's everyday lives



Live more within the community – e.g. supermarket community notice boards; promoted at or alongside adult evening classes



Use the outside of leisure centre as media space for swimming communications



Push social media presence through all channels & incentivise people to follow / like pages so they are regularly reminded about swimming from a *constantly refreshed* portal

Greater prominence of swimming communications *inside* centres - ensure people know what's already there!

Thought-starters for increasing relevance: A new way of talking about swimming & how to promote it

PROMOTION AROUND CLEAR & COMPELLING FITNESS & WELLBEING BENEFITS



Better understanding of motivating benefits, presented in **familiar terms**, i.e. calories burnt

Expert influencers strategy to increase authority: recommended through gym, PT, etc



PRIMING SWIMMING IS FOR PEOPLE 'LIKE ME'



Imagery showing a diversity of people – ability levels, body shapes, ages, swimming attire; groups / friends going swimming together to **show a social side to swimming**

PRIMING VARIED WAYS TO SWIM – BEYOND LESSONS & LANES



Strong imagery that shows people **using the pool in different ways**

Naming sessions on the programme to **communicate a diversity of uses**

LEVERAGING DIGITAL CHANNELS & CONTENT



Swimming's digital presence lags behind other sports. **Give people new ways to hear, see & share swimming experiences through digital media** - e.g. link social media pages to other mainstream media, inspirational bloggers etc. to keep content fresh

FRONTIER 2

Improve the overall swimming
environment

Frontier 2: Improve overall environment

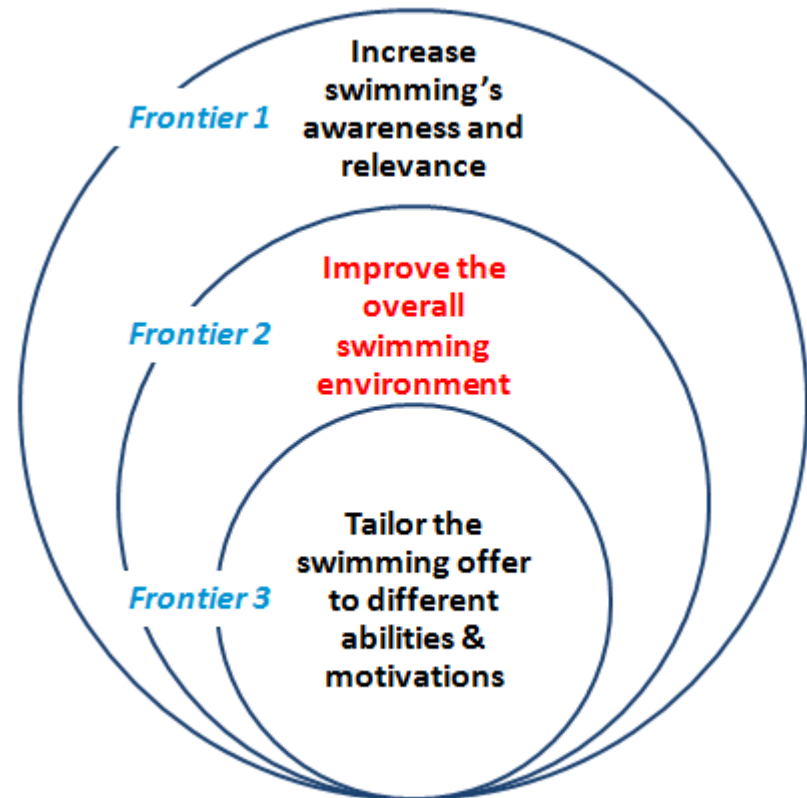
BEHAVIOURAL CHALLENGE

- ✓ Strengthen the swimming habit

INVITING ENVIRONMENT: Cleanliness & Care - getting the basics right, essentials in place

UPSKILLED WORKFORCE: Personalising & humanising the swimming experience

TRANSFORMING THE CULTURE: A step change in overall swimming experience



THOUGHT-STARTERS for a more INVITING ENVIRONMENT

There are opportunities to improve both perceptions & reality

RESPONSIVE CLEANING & MAINTAINENCE



Ensuring cleaner schedule matches peak times, e.g. around busy family sessions

PRIMING A CLEAN ENVIRONMENT



Enhanced visibility of cleaners and pool staff, e.g. 'Clean Team' TShirts

Displaying Cleaning Schedule (as in Service Stations)

Small things can have a big impact on strengthening the swimming habit:

Working, powerful and free hairdryers – leave looking your best!

Poolside hooks for towels – permission to wear on poolside

Bigger, well maintained lockers – removes hassle

Drinking water at poolside/ changing rooms – piggybacking from gym

Longer shower times/ temperature controls on showers

THOUGHT-STARTERS for a more UPSKILLED WORKFORCE

Free individual inductions (gym equivalent)



Welcome induction for new / potential swimmers - walk round facilities, explaining timetable; exploring swimmer's aims, requirements etc. & recommending sessions/ideas to suit them.

A new 'Poolside Coach', beyond 'just a lifeguard'

Friendly face to offer help

Empathetic and equipped to support a broad range of swimmers

Clearly visible, e.g. 'here to help' t-shirt / 'station' poolside

Embodiment of positive pool culture - explains pool etiquette



"It's about someone with the softer skills to identify who needs help and when to approach them, making eye contact, thumbs up etc. It's about getting these skills for the aquatic team"

Sean McBurney, National Group Exercise & Swim Manager, Nuffield Health

THOUGHT-STARTERS for TRANSFORMING THE CULTURE

FROM

TO



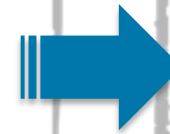
FUNCTIONAL (for lessons & lanes): lacking in atmosphere, stark yet also frequently noisy



INSPIRING (for range of uses): music, mood lighting, poolside gym equipment, floats etc.



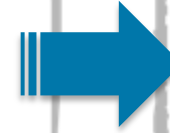
SERVICE USER: weak sense of ownership or contribution



CLUB MEMBER: belonging to a supportive community; potential to make friends with staff, fellow swimmers



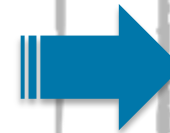
Staff only there to enforce RULES (1 way) and life saving



Staff embody & reinforce CULTURE (2 way): reciprocal consideration for others



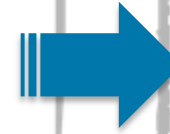
RULES: focus on what you *cannot* do



GUIDELINES: focus on what you *can* do - e.g. ok to wear T-shirt in pool, take towel or dressing gown to poolside



SOLO: relying on strong personal motivation vs. socially triggered, sometimes lonely & isolating



SOCIAL: Price bundling & incentives nudging swimmers to bring a friend; encouraged socialising after group sessions

FRONTIER 3

Tailor the swimming offer to
different abilities and motivations

Frontier 3: Tailoring the offer

BEHAVIOURAL CHALLENGE

- ✓ Build confidence and swimming ability
- ✓ Broaden relevance and appeal
- ✓ Talk about the benefits of swimming

BE A BETTER SWIMMER (CONFIDENCE):

A 'gentle' (re)introduction to swimming

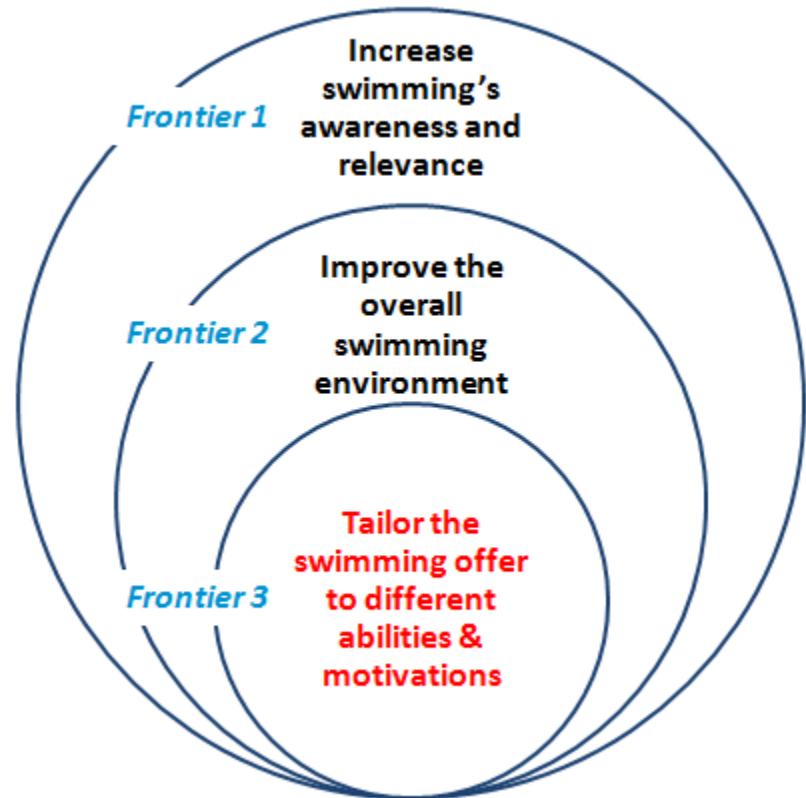
SWIMFIT GYM (SOCIAL FITNESS):

Instructor-led circuits in water with some swimming

BE A BETTER SWIMMER (HONING

TECHNIQUE): An 'MOT' for confident swimmers, with a coach

ACROSS ALL 3 KEY OFFERS: DIGITAL SELF TRACKING to support sustained behaviour



Consumers identified 6 key characteristics that they would like to see across all potential product ideas



***Innovative
format***

***Clearly
defined
benefits***



***A social
element***

***Tailored
sessions***



***A clear
instructor
role***

Progressive

