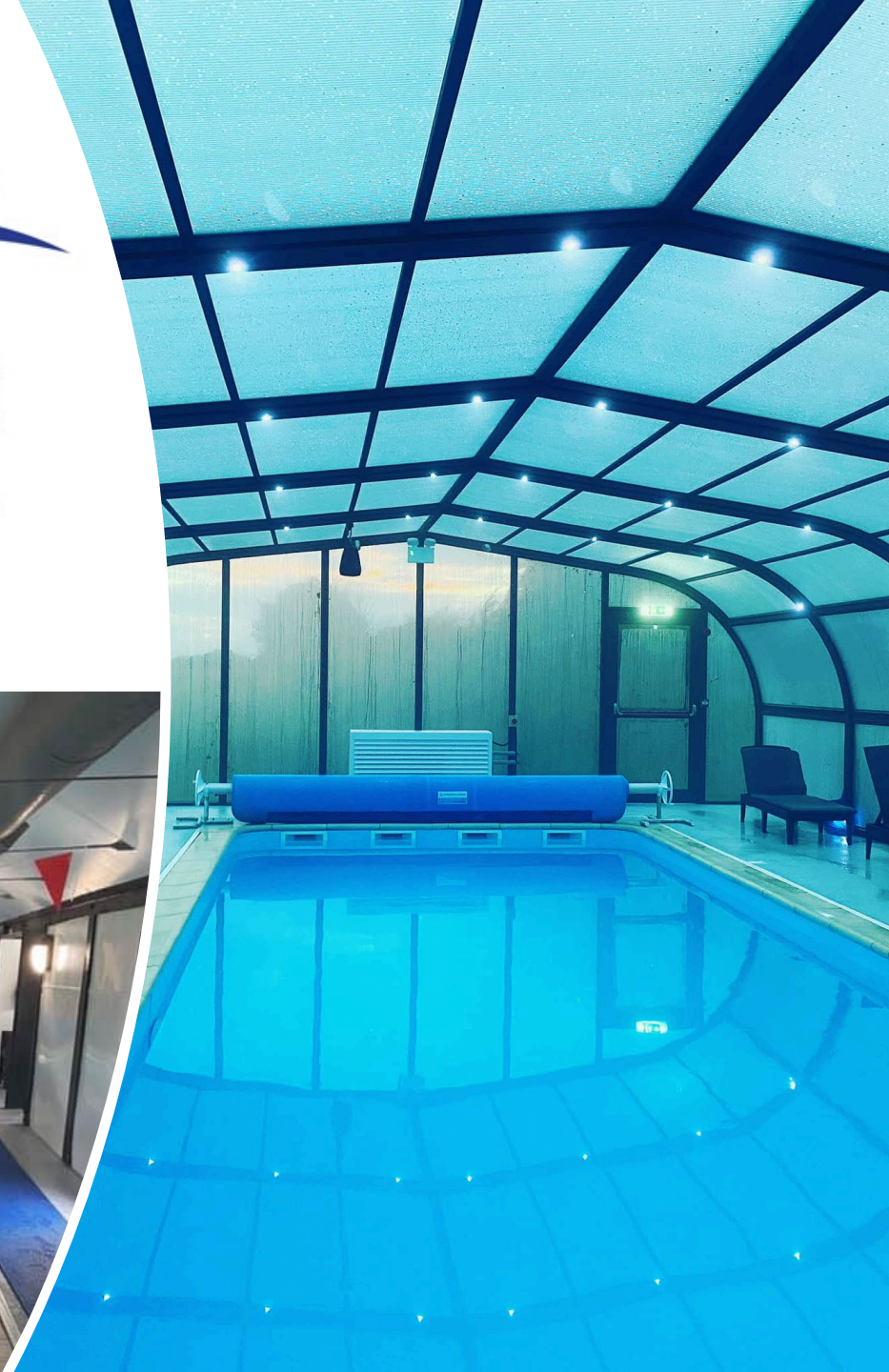




Grange Farm Swim School

Customer
satisfaction
survey 2025



Who has completed the survey?

Existing and previous clients who we have email addresses for or have seen the poster requests displayed for a month in the building or seen the social media links we have shared.

In January/February 2025 we asked our clients to complete an online satisfaction survey. 288 people completed it which is the highest number ever. **Thank-you for your incredibly valuable input!**

This is the 4th time the survey has taken place, every 2-3 years (as shown in the graph on the right). We were consistent with the questions asked, and the time of year of the survey, so results can be compared. It took just under 5 minutes on average to complete the survey for our clients.

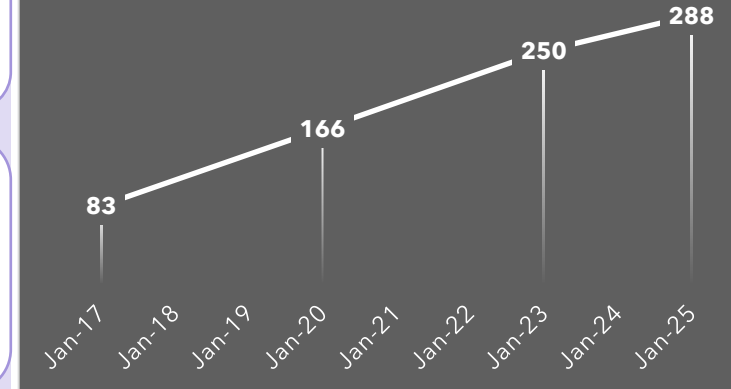
This year the responses were from all services of our business, which gives us a fantastic representation thank-you.

The main change in our business since the last survey is that we built our second pool (Sunset Enclosure Pool). We had great representation in our survey from users of this newer pool.

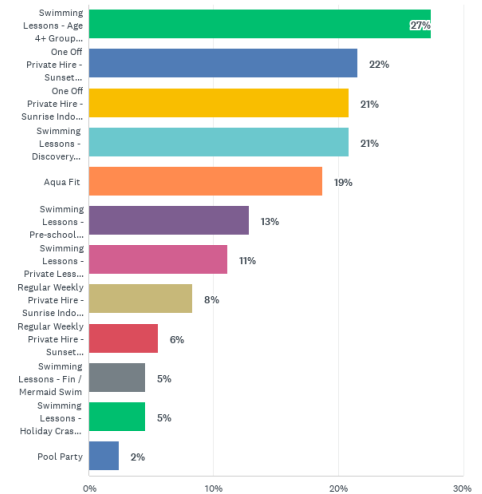
The feedback was high quality, with detailed and considered suggestions.

We have immediately made a start at improvements to address many of the biggest concerns raised.

NUMBER OF RESPONSES



Q1 What service do / did you use at Grange Farm Swim School? (Multiple options can be selected)



What questions did we ask?

We asked 13 questions & the average response time was 5 minutes. Some questions were multiple choice, some open comments.

Our manager and team have reviewed every comment.

1. What service do/did you use at Grange Farm Swim School?
2. How would you rate the access, parking and outside approach to the pool entrance?
3. How would you rate the entrance area, waiting room and changing rooms?
4. How would you rate the swimming pool and pool area (for Sunrise Indoor Pool and Hot Tub, for Sunset Enclosure Pool)?
5. What do you value most about Grange Farm Swim School? What is important to you?
6. How would you rate the teachers?
7. What does Grange Farm Swim School do really well?
8. How likely are you to recommend Grange Farm Swim School to a friend?
9. Do you think prices at Grange Farm Swim School are too high., too low, or about the right price?
10. What would you change about the venue or service?
11. How did you find out about Grange Farm Swim School?
12. How do you like us to communicate with you and provide you with any updates?
13. Do you have any other comments, questions, or concerns?



What are the key findings?

Having nearly 300 of our clients complete the survey reflects how involved you all feel with the business, and how your comments are worth making so that we can keep improving our services

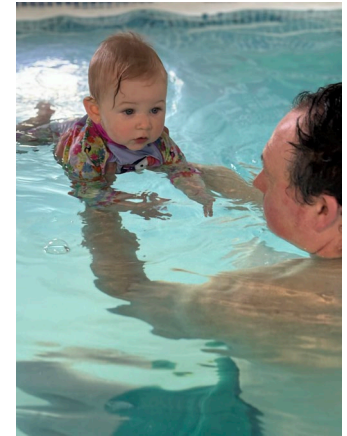
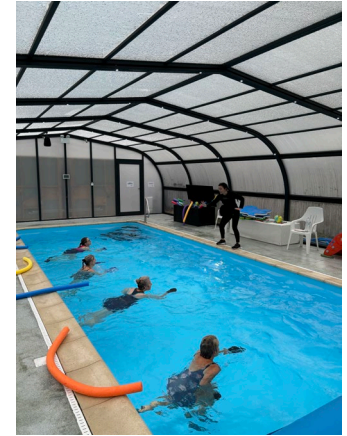
4.6 out of 5 Star Teaching! (This has been consistent across the last 3 surveys covering over 5 years!)

89% are likely or very likely to recommend us to a friend

80% are "very satisfied" or "satisfied" with the Pools

- Thanks so much wonderful clients for your excellent feedback, and thanks to my hardworking team here at Grange Farm Swim School! The results from the survey are truly exceptional and very valuable as we continue to try to improve what we offer our community.
- Teaching has been ranked 4.6 out of 5 - which is truly outstanding.
- 89% of our clients would recommend Grange Farm Swim School to a friend
- Our clients most value our STAFF and how FRIENDLY our venue is. They also say that CHILDREN ENJOY THEIR LESSONS, and that we are CONVENIENT, CLEAN, and PRIVATE.

If people feel relaxed and confident then they can learn to swim and enjoy the benefits of this life saving skill.

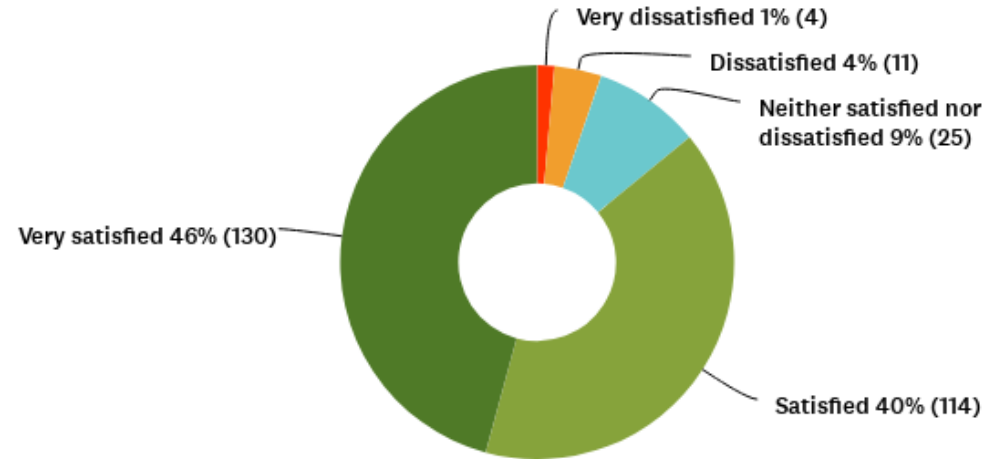


Q2 How would you rate the access, parking and outside approach to the pool entrance?

How would you rate the parking and outside approach to the pool entrance?

86% rate the parking and outside approach as Very Satisfied or Satisfied (versus 87% in our last survey).

5% are dissatisfied or very dissatisfied (up from 1% in our previous survey).



We have made a number of improvements in recent years, including tarmacking the drive, widening the entrance at the road, extending and gravelling the parking, adding accessible parking spaces. Since the last survey the carpark was extended considerably - partly to support the second swimming pool. 88% of those dissatisfied mentioned pot holes, which we have taken action to fill in again. This work is ongoing and represents a considerable investment each year.

Q3 How would you rate the entrance area, waiting room and changing rooms

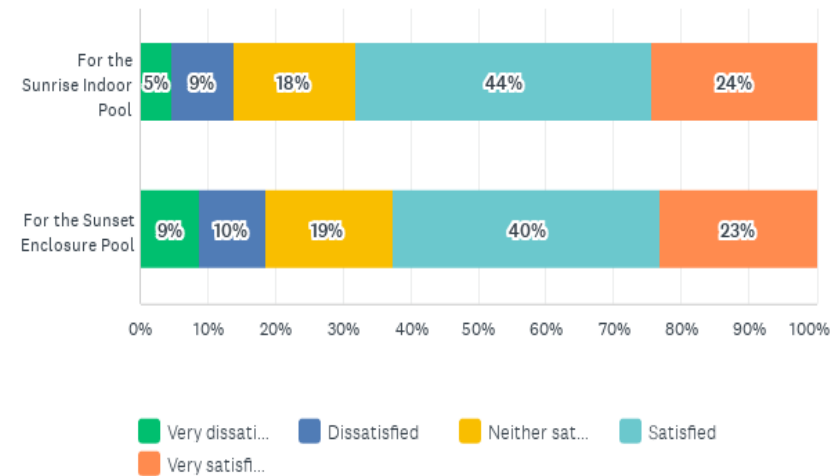
How would you rate the immediate entrance area, waiting room and changing facilities?

68% are satisfied or very satisfied with the entrance, waiting room and changing rooms for Sunrise Indoor Pool

14% are dissatisfied with this aspect for our Sunrise Indoor Pool

63% are satisfied or very satisfied with the entrance, waiting room and changing rooms for the Sunset Enclosure Pool

19% are dissatisfied with this aspect for our Sunset Pool.



In 2017 only 36% of people were happy with this aspect of our facility. This led to a £200,000 extension in 2018 to deliver the changing rooms, waiting room and entrance hall in use today. However, this is still an area for improvement with only 63-68% Satisfied or Very Satisfied with this aspect.

The biggest area of dissatisfaction was that changing can feel tight after busy lessons. In particular people wanted more baby change tables in cubicles, and changing rooms to be warmer after swimming. Having mixed sex communal changing after lessons also cause concern for some. 4 new baby change tables have been installed, including 3 in private cubicles to help mitigate this issue.

20% of comments suggested changing rooms looked tired and in need of decorating. As a result the decorators have been booked for April to repaint the entire Sunrise pool hall and entrance area, waiting room and changing rooms.

Covid brought us the one-way system, which we have continued with for changing. Private hire clients love this arrangement, as it increases privacy and pool time for swimming. However, for lessons, particularly parent and child, some have found more congestion and difficulties with mixed sex changing. We will keep trying to come up with better solutions. Please note new notices displaying the Swim England Safeguarding Policy that phones and mobile devices should not be used in changing rooms.

Q4 How would you rate the swimming pool and pool area ?

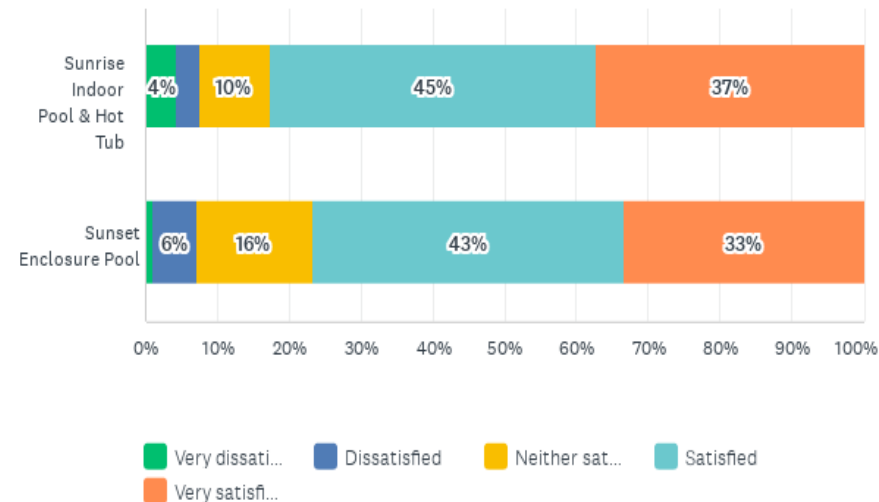
How would you rate the main pool hall and hot tub?

82% were satisfied or very satisfied with our Sunrise Indoor Pool and Hot tub. This is lower than the last survey that was 94%

7% were dissatisfied or very dissatisfied. This is higher than the last survey that was only 1%

77% were satisfied or very satisfied with the Sunset Enclosure Pool.

7% were dissatisfied or very dissatisfied.



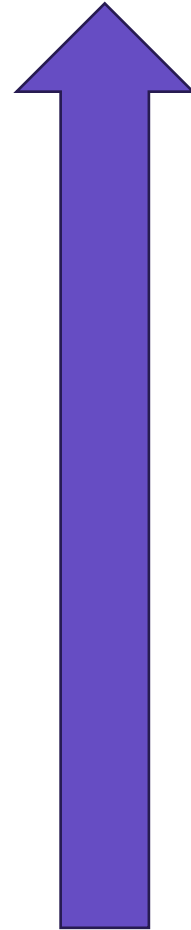
The main feedback was that some areas are looking tired and in need of redecorating.

As a result we have booked the decorators for April, and will replace the pool liner on our Sunrise Indoor pool over the coming months. These are both huge investments.

In that last 12 months have invested in a new hot tub, which while being a lovely part of our offering, has brought challenges with different water management practices that have created much more work to maintain. Some people have experienced poor water quality for their private hire when using the hot tub, which is not what we want. We are working hard on new ways to keep the hot tub lovely for each client's use.

18% of feedback was that people would prefer the water warmer and the temperature more consistent. This has always been feedback, and probably every other mixed use pool. Average swimming pool temperatures have risen considerably over recent years, and unfortunately the energy costs and challenges are a constant balancing act. Last year we installed a new Heat Pump for the Sunrise indoor pool water heating, which is starting to deliver faster, warmer water. However this means that the air also has to be warmer - otherwise condensation and humidity levels are too high. It is a very tricky balance, but we appreciate it is particularly important for our baby classes and those with arthritis.

Q5 What do you value most about the venue?



1. Good staff 42%
2. Friendly 31%
3. Children enjoy lessons 23%
4. Convenience 19%
5. Private 16%
6. Clean 15%
7. Students treated as individuals 11%
8. Local to me 11%
9. Good Pricing 8%
10. Lovely Pools 7%

Q6 How would you rate the teachers?

72% of you rated our teachers as 5/5 THE BEST!

Our average rating was 4.6 which is just incredible.

Our Aqua Fit instructors Georgia and Nicola are exceptional.

Thank-you for your trust and confidence!

Q6 How would you rate the teachers? (Select N/A if you do not have a teacher/instructor/lifeguard)

4.6★
average rating



So patient and great at putting children at ease and building confidence

Very knowledgeable!

Georgia is the best (Aqua Fit)

The best

Instructors are so welcoming and encouraging

Nicola (Aqua Fit) is brilliant, she is friendly and makes the sessions fun

Child adores her swim teachers

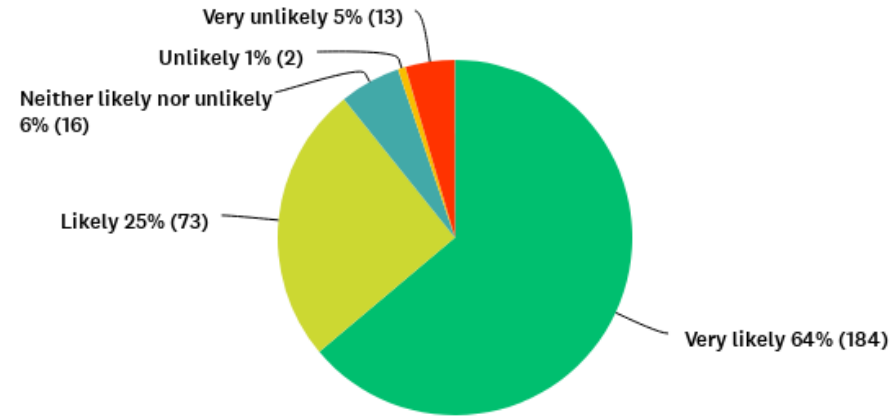
Q7 What does Grange Farm Swim School do really well?

instructors good availability space Staff always safe parking environment size staff
affordable times opportunity facilities Aquafit well helpful easy Gives clean aqua fit
parents us fun Excellent always system Keeping Everything
great nice swimming needs Teaching Use good
children swim children progress pool booking classes
Privacy friendly prices Communication Encouragement
Provides engaged lesson Booking system making make lessons fun
Easy book atmosphere teachers choice N work sessions Update Offers
individual welcoming Variety really everyone swimming lessons great facilities learning
Easy booking system Support private hire

We have over 250 different responses on what we do well. The word cloud above picks out the most common words, but there is real variety in the things mentioned.

How likely are you to recommend Grange Farm Swim School to a friend?

Q8 How likely are you to recommend Grange Farm Swim School to a friend?



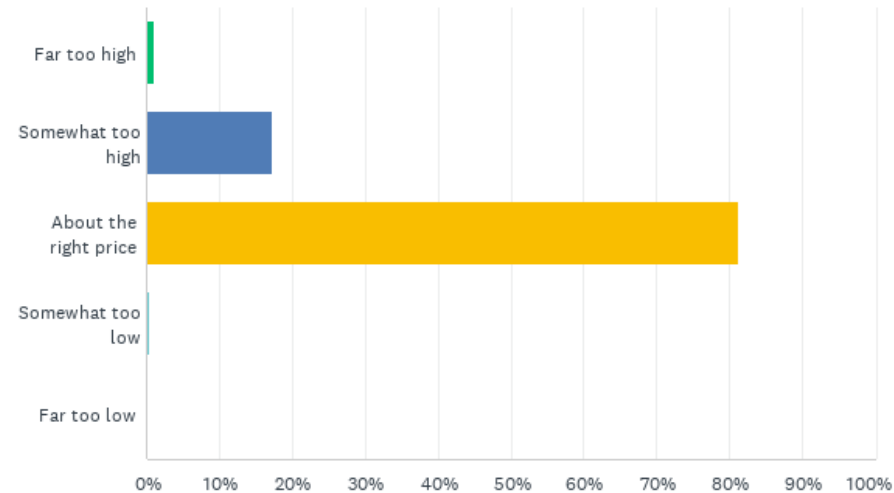
89% of you are very likely or likely to recommend us to a friend!

Your referrals are the best way for people to hear about us - so please continue to do so



Do you think prices at Grange Farm Swim School are too high, too low or about right?

Q9 Do you think prices at Grange Farm Swim School are too high, too low or about right?



81% think prices at Grange Farm Swim School are about the right price

What would be the most important thing you would change about the venue or service?

- 27% of you said NOTHING
- 20% mentioned the changing facilities
- 13% mentioned various things about the pools
- Every single comment is valuable, and we will continue to work hard to bring improvements that make a difference to our clients.

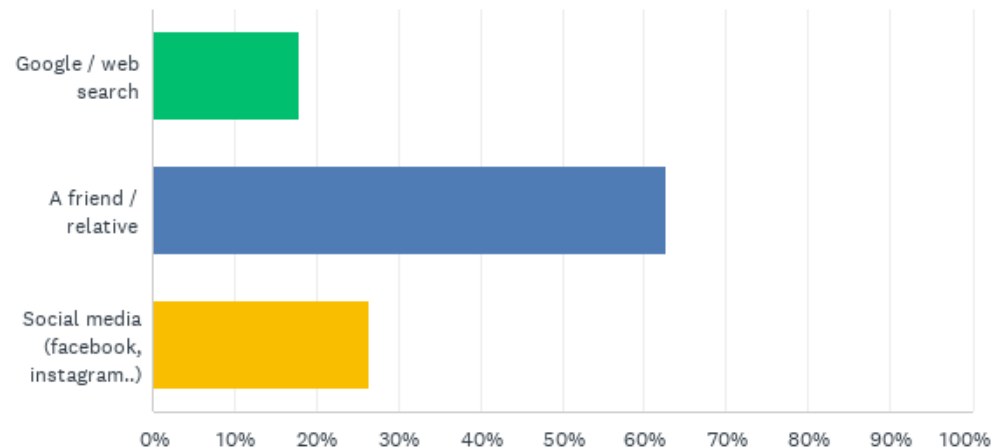
Q10 What would you change about the venue or service?

lot pool hot tub However wouldn't pot holes us improving watch people see children gone
Cleanliness levelling sometimes walls bigger run cleaned know room nice one
available cubicles baby classes water Larger changing warmer make
area privacy shower s class poolside time kids change
floats Nothing indoor pool changing rooms
access pool Warmer pool good temperature
changing area parents book cold swimming working
little school need sunset pool lessons waiting area toilet things use pay
facilities private also anything changing facilities bit Maybe think N clearer space
last great Add babies feel swimming pool private hire day bit warmer waiting

How did you find out about Grange Farm Swim School?

- The majority of you found out about us through a friend or relative. This ties in with nearly 90% of you saying that you would recommend us to a friend! Thanks so much for your help in spreading the word about our services.
- Over the last few months we have been working hard to improve our website online booking availability, and social media presence.
- We hope this helps people to find the information they want - when they are looking for it.

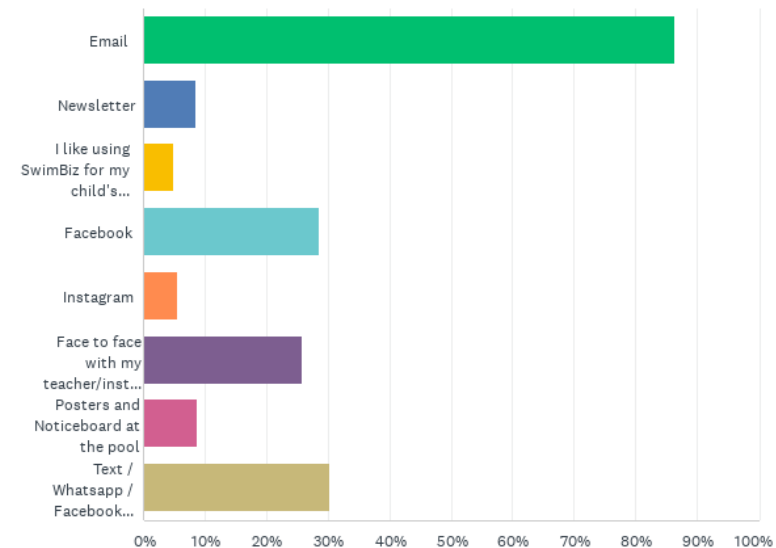
Q11 How did you find out about Grange Farm Swim School?



How do you like us to communicate with you and provide any updates ?

- Email is the most popular way for you to hear from us, with 86% of you choosing this
- Text/Whatsapp/facebook messenger is also popular for immediate queries for 30% of you
- 29% of you like the convenience of information on facebook
- Face to face discussions with the instructors and administrators are also appreciated by 26% of you
- Only 4% mentioned using the swim school software Thinksmart SwimBiz, so we still have work to do on training and spreading the word on that

Q12 Finally, how do you like us to communicate with you and provide any updates ?



Final thoughts from our clients

Q13 Do you have any other comments, questions, or concerns?



Thank-you



Grateful



Your hard work doesn't go unnoticed.



Would prefer to be able to change bookings at later notice if there is sickness



Such a supportive atmosphere, especially Nicola sitting and listening to all the gossip, life troubles etc Continued aims to improve the drive and parking are also appreciated



Warmer changing rooms after swimming please.



Bring back 11am aqua fit

Improvements being made as a direct result of this survey information

Investment Costs

Pot Holes	• Fill in pot holes in drive and cut back overgrowth	£1,800
New Liner	• New pool liner for Sunrise Pool	£18,050
Tired paintwork	• Redecorate Sunrise Pool, changing rooms, entrance and waiting room	£6,950
Hot Tub	• Gas heater to speed up empty and refill process of hot tub	£695
Changing	• Additional baby change tables installed, including in cubicles	£360
Changing	• New showerboards for Sunset Pool changing rooms	£1,450
Waiting room	• New Chairs for entrance and waiting room	£200
Changing	• Mirrors for Sunset Pool changing	£20
		£29,525