



CUSTOMER SURVEY 2026

INTRODUCTION

In early 2026 we conducted our second annual survey of pool users and supporters. We received 154 responses. Whilst this was down on the number received for the first survey in 2025, it still provided with a good sample.

MAIN CONCLUSIONS

You like us

The most common comment was that you like the pool and are happy with the way we do things. Many of you commented on the friendliness and professionalism of the staff, which we appreciate. You like the facilities and the variety of sessions both in the pool and the classes that we offer in fitSpace.

Prices

Last year there were a number of unfavourable comparisons between our prices and those of other, council run, leisure centres. As we explained, unlike the publicly funded centres, we receive no regular support from either the local authority or government. Our only regular sources of income are the prices we charge users and the money we make through our fund-raising shops. However, **we can now say that this spring there will be no increase in our charges.** We are able to do this thanks largely to increased income from our fund-raising, especially the phenomenal success of the new unit on the Sowarth Industrial Estate, but also in part due to increase usage of the pool and especially the success of classes in fitSpace. The number of members has also increased in the past year and the best way to get value for money from use of the centre is by becoming a member and making regular use of the facilities.

A cleaner building

A number of you commented on the cleanliness of the facility. It is difficult to keep up with cleaning when the place gets so much use but we have now introduced regular deep clean sessions and are confident this will make a difference. Do let us know of particular problems you encounter.

Pool temperatures

This year there were fewer comments regarding water temperature. Once again we do our best to meet the needs both of children learning to swim, who need warmer water, and lane swimmers who want lower temperatures.

Timetable and classes

Inevitably our timetable will not suit everyone. But with increased usage, classes often full to capacity and the introduction of new sessions such as tai chi we think we are getting better at meeting customers' requirements. Some customers asked for longer opening hours at weekends and opening on days such as New Year's Eve, our assessment is that whilst such sessions might attract some users they are unlikely to attract the sort of numbers to justify opening, but we do keep looking at our opening hours and how best to meet customer requirements.

Carpark

We recognise that some customers arriving by car find it hard to find a space to park at busy times. Unfortunately, we do not have control over the carpark. It is owned by North Yorkshire Council and shared between us and Settle College, who need it especially for the coaches used by Bibby's for school transport. We are looking at what we might do to improve the situation but there is no obvious answer.

Long term ambitions

A number of you reminded us of your long-term ambitions for facilities such as a sauna, learner pool and climbing wall. We share those ambitions and hope in the long term to extend facilities, but for now our priorities have to be to ensure we continue to cover our costs and pay off the loans that made possible the major development undertaken in the earlier 2020s.

THE RESPONSES IN DETAIL

Question 1) How often do you visit Settle Pool

Several Times a Week:	54
Once a Week:	42
Several Times a month:	29
Once a Month:	8
Less than once a month:	3
Never:	6

Question 2) Which facilities have you or your family used at the pool within the past 2 months?

Swim:	127
Water Based classes or lessons:	38
fitSpace Classes:	38

The Gym:	14
The Café:	51
Other:	22

Question 3) Why do you use Settle Pool?

For Fitness/health:	137
For Fun:	71
To acquire a new skill:	19
To meet people:	32

Question 4) What do you like about Settle Pool?

Great facilities and friendly staff is the best way to sum up the many favourable comments.

Question 5) What can we do to improve the things we offer?

Cheaper prices, longer hours and warmer water for tots' sessions were among the comments. Access to the gym was also mentioned and different times for sessions were also among the comments. Whilst all comments are appreciated. Meeting many of the specific points would be difficult and expensive. But do keep your comments coming in as we will do what we can to meet them. For instance, following last year's survey we have been able to address the issues relating to the length of time for which the showers run.

New facilities

A drier for costumes, slide for kids, steam room and sauna, fun equipment, longer opening hours, classes for teenagers, rowing machine, step classes. Again we are grateful for the suggestions, some of which we might be able to address but others are beyond our means at present.

Sustainability

Very important 66

Quite important 66

Not important 19

On sustainability the new batteries for our solar panels will ensure that not only will our electricity bills be reduced but our use will be more sustainable.

Ways in which you support the pool

Membership	51
Donate money	33
Donate items to charity shop	116
Buy items from fundraising shop	103
Volunteer at fundraising shop/unit	7
Host/run fundraising events	2
Attend fundraising events	36
Other	17

Disabled

Yes	13
No	134
Prefer not to say	4

How far do you live from the pool

Less than a mile	63
Between one and five miles	46
Between five and ten miles	23
More than ten miles	19

How to you travel to the pool

On foot	51
By bike	4
By car	96
By public transport	1

Age

Under 20	0
20-29	2
30-39	18
40-49	26

50-59	17
60-69	48
Over 70	38
Didn't say	3

Gender

Male	34
Female	115
Prefer not to say	4

Other comments

These were mainly positive. specific issues raised included: reception unstaffed at times, more benches and grab rails in the showers. On reception coverage, we try to ensure the reception desk is covered around the time sessions are starting, and that no one is left waiting for longer than necessary but to staff the desk throughout opening hours, when other tasks need to be undertaken would not be the best use of our limited resources. We will look at all issues raised regarding equipment.

CONCLUSION

We appreciate your feedback, welcome your praise and will attempt to meet criticisms as best we can.

Do not forget you can give us your feedback throughout the year, either in writing at the pool reception or by email at info@settleswimmingpool.co.uk