

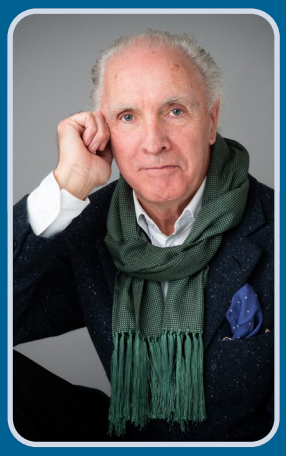
SPOTLIGHT 2023

UK SWIMMING INDUSTRY

Your complimentary overview of the

State of the UK Swimming Industry Report 2023





LIGHTBULB MOMENTS

I have a confession to make while writing this foreword: something I haven't admitted before. In spite of my love for triathlon, I'm a hopeless swimmer. There, I said it – and I'm happy to share this news now as part of the wider sharing, openness and frankness that's taking place in this transformative report.

As is the case every year, the **State of the UK Swimming Industry Report 2023** paints a clear picture of the UK's swimming pool stock – openings and closures, pool counts and locations, top operators, pricing changes.

What's new this time is our deep dive behind the statistics, with an incredible line-up of experts providing a fascinating and insightful narrative. I have learnt so much, and I'm sure you will, reading all these contributions to the national debate on what the pool stock should look like, who should provide it, fund, programme and manage it.

I have learnt so much, and I'm sure you will, reading all these contributions to the national debate on the UK's pool stock.

DAVID MINTON
Founder, Leisure DB

I had never before thought about applying retention strategies to swimmers, for example, so thanks to Marc Jones for that lightbulb moment. Also interesting is that premiumisation exists in swimming as it does in fitness, with 'PT in the pool' from the likes of Swimming Nature and luxury operator Third Space naming pools as its top-performing digital marketing asset.

Then there's the tech that's making an impact on the swim customer experience, from AI lifeguarding to learn-to-swim tracking apps to online bookings that mean we finally have rich, product-informing data on all types of swimmers.

Yet we still need to put much more thought into the customer experience, says Sophie Lawler of Total Fitness. Other contributors, including GLL and 1Life, vent their frustration over funding; public sector operators call for a financial model to protect pools by rethinking the tendering process; and new partnerships with the likes of Good Boost show how pools can be harnessed to support the NHS.

Finally, Helen Bull is spot on when she says there's no one single leading voice in the industry. To that I would add 'or data source'. Leisure DB's report – and the database sitting behind it – is the most granular facility data available and the only complete audit of all UK pools, but usage data remains limited and patchy.

More must be done, and I urge the whole sector to dive in and embrace the best practice showcased in this year's **State of the UK Swimming Industry Report**. To purchase your copy, visit **leisuredb.com/publications** and use promo code **SWIM15** for **15% OFF** until the end of September 2023.

Purchase the full **State of the UK Swimming Industry Report 2023** before 30 September 2023 and receive **15% OFF**.
Visit **leisuredb.com/publications** and use promo code **SWIM15**.



SHARING **BEST PRACTICE**

As a former operator leading portfolios of private health and wellness clubs for 30 years, I know first-hand the challenges the industry faces in its attempt to future-proof pools – especially when up against today's many variables, from eye-watering energy costs to rising wages that put pool safeguarding resources at a premium.

There are, however, numerous opportunities to maximise pool revenue streams, as well as to get energy costs under control; the operator and partner interviews interspersed throughout Leisure DB's **State of the UK Swimming Industry Report 2023** offer invaluable advice and best practice from which we can all draw great learnings.

It all adds up to make this year's report a more compelling read than ever – a report that since its first edition in 2010 has been the go-to resource for the sector, providing a comprehensive annual audit of all private and public swimming facilities in the UK.

We hope to support our sector as it moves to future-proof the vital, life-saving resource that pools represent.

HEIDI BLACKBURN
COO, Leisure DB

Purchase the full State of the UK Swimming Industry Report 2023 before 30 September and benefit from 15% OFF, using promo code SWIM15.

For me, one of the most interesting challenges and opportunities lies in the realm of energy consumption: across the UK, pools are a major energy consumer, with heating pool water and ventilating pool halls accounting for around 65% of total pool energy bills.

Address this and we also address carbon emissions, which is something we'd all like to see, creating a more environmentally-sustainable network of swimming pools across the UK.

Conducting a carbon audit can be a good first step, analysing current carbon performance and offering actionable steps to reduce pools' carbon footprint – and in the process, promote better energy management.

And there's good news for operators, with some government funding available to support these efforts. Often only visibly promoted to the public sector – in the shape of the Public Sector Decarbonisation Scheme, for example – funding is in fact also open to some private sector operators too. In this case, operators must be serving the local community, and must be able to demonstrate – via a means test and open book policy – that they are under pressure to future-proof their pools and need financial support to reduce carbon emissions and energy consumption.

So there is some support out there – and combined with the data, advice and partner solutions in this year's report, we hope to support our sector as it moves to future-proof the vital, life-saving resource that pools represent to communities across the UK.

THE WORD FROM **THE OPERATORS**

"The cost to GLL per swim is between £10 and £15. We charge between £1 and £6. That's a big subsidy."

GLL has calculated how much it actually costs the business to deliver swimming services. Mark Sesnan & Andrew Clark outline what this means to swimming provision moving forward.

"We have to hope local authorities continue to allow some flexibility around the services being delivered in pools."

1Life's Steve Bambury explains how, faced with continued high costs and limited public budgets, councils are currently willing to allow more flexibility to dedicate more pool hours to lessons, to drive the revenues that ensure pools remain viable and open.

"Some might say we should introduce more commercial elements, but doesn't that miss the whole point of public leisure?"

Freedom Leisure's Ivan Horsfall Turner & Emma Reeve explain why a public leisure facility must be viewed as one whole service that delivers physical, mental and social health benefits to local communities, and why within that, it's OK for some products to be subsidised.

"The risk is that scarcity rather than customer appreciation can be the driving force of commercial success."

Sophie Lawler explains how Total Fitness's research into sector-wide pool-side experiences, including its own, has been both "fascinating and harrowing".

"For every child who joins a class one day sooner, we drive an additional £1 in revenue."

Parkwood Leisure has blazed a trail in automating swimming lesson booking to maximise capacity in every class, says Alex Godfrey.

"The data gives us the confidence to try things, knowing we can measure the impact and quickly understand if it's working."

Everyone Active has been quick to embrace the insights from online booking data to shape its swim product, say Jacqui Tillman & Ian Cotton.

"When we have two or three clubs reasonably close to each other, it's not entirely necessary to have a pool in each of them."

John Penny outlines Third Space's new network approach to pool provision within London.



FIND OUT **MORE**

Read our operator interviews in full in the **State of the UK Swimming Industry Report 2023**.

Get **15% OFF** the purchase price using promo code **SWIM15** at **leisuredb.com/publications** (offer ends 30 September 2023).

TOTAL MARKET

Total number of sites with pools

-1.8%

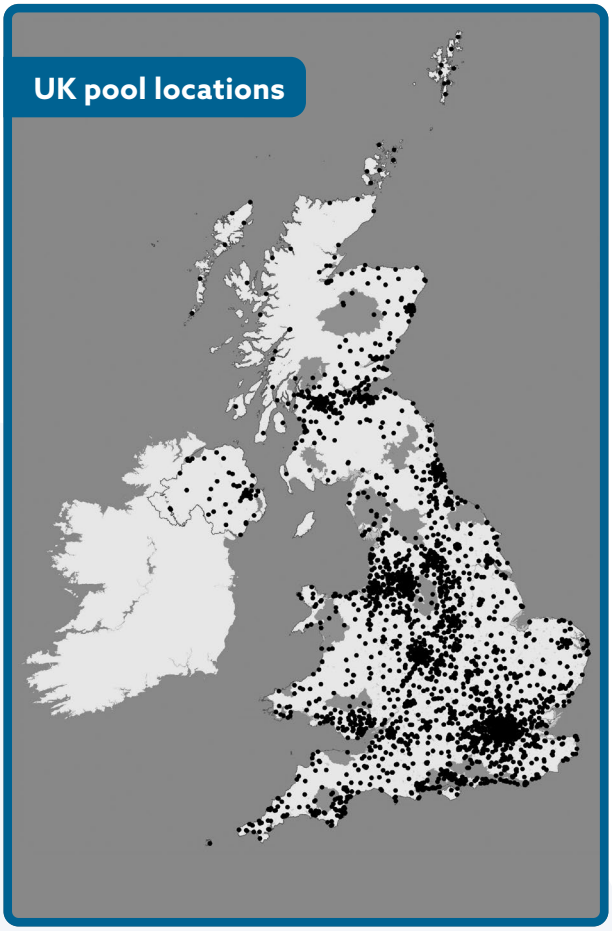
Total number of pools

-0.8%

In the 12 months to the end of March 2023, the total number of UK sites operating a swimming pool fell -1.8% compared to March 2022, with the drop more marked in the private than in the public sector – for more details, see full report.

The continued downward trend is sadly to be expected given the very significant repercussions of persistently high energy costs. With this in mind, what's surprising in our 2023 figures is that we haven't seen a more significant decrease in pool numbers: there's been less of an overall reduction in pool stock over the past 12 months than in the year directly following COVID.

UK pool locations

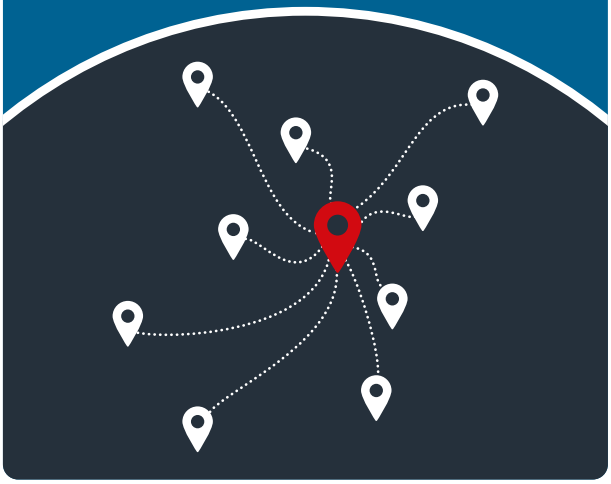


83.1%

of the total UK population live within 2 miles of a swimming pool

Want to know where your members come from?

Why not ask Leisure DB



Purchase the full **State of the UK Swimming Industry Report 2023** before 30 September 2023 and receive **15% OFF**.
Visit **leisuredb.com/publications** and use promo code **SWIM15**.

TOTAL MARKET

- Nuffield Health and GLL remain the UK's leading private and public operators, respectively, by number of sites with a pool.
- Trusts dominate in the public sector, managing over half of all UK pools.
- Only two of the top operators – across the public and private sectors combined – have added more than one site with a swimming pool in the last 12 months... but for one of these operators, the growth was notable.
- The average public sector pay per swim fee is over £5 for the first time.

One big trend this year: operators are upping the ante on swimming lessons, both to meet surging post-pandemic demand and to maximise revenues to keep pools viable. We deep dive into this trend in the full **State of the UK Swimming Industry Report 2023.**

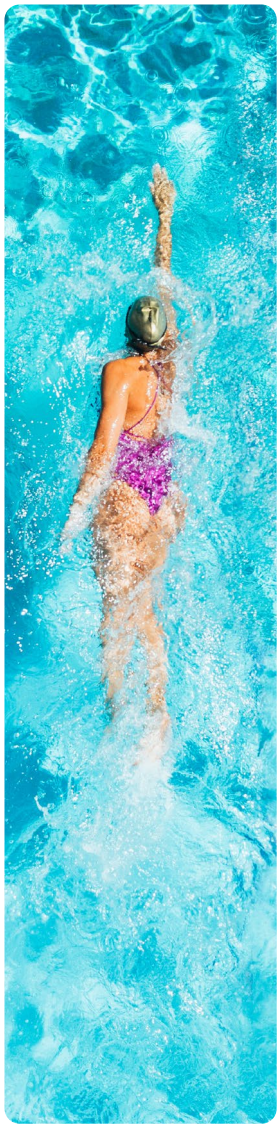
It is, however, almost inevitable that rising costs will cause more casualties. The coming 12 months will be critical as big decisions are made on the future of pools across the UK.

Helen Bull, Board Member for RLSS UK & Swim England Qualifications, hits the nail on the head when she says: "It's time to admit that what has previously been done, hasn't worked. The industry now needs to do things differently."

For detailed stats, plus more in-depth commentary and analysis, purchase the full report at: **leisuredb.com/publications**



Purchase the full **State of the UK Swimming Industry Report 2023** before 30 September 2023 and receive **15% OFF**. Visit **leisuredb.com/publications** and use promo code **SWIM15**.



HEAR FROM **THE EXPERTS**

"Swimming needs attention and it needs funding – it isn't rocket science – but there's nobody leading this. The current situation reflects a lack of joined-up action."

HELEN BULL
RLSS UK & Swim England Qualifications Board Member

"If you want to drive participation, it's time to look at things from a user needs perspective. Be less rigid in your approach."

MARC JONES
Head of Customer Experience, Fitronics

"The industry must shift from a service provision mindset to recognise that pool operations are businesses."

BETHAN LAKER
Director, The Leisure Experts

"Pools cost a lot to run, but we can't charge £10–15 a swim to cover those costs, because then it becomes a rich person's sport."

MARK SESNAN
Founder, GLL

"We must all agree – right now – that sustainability-focused investment today is good for our future."

KEITH ASHTON
CEO, SPACE&PLACE | Board Director, British Swimming



FIND OUT **MORE**

Dive into lots more expert advice and commentary in the full **State of the UK Swimming Industry Report 2023**.

Get **15% OFF** the purchase price using promo code **SWIM15** at **leisuredb.com/publications** (offer ends 30 September 2023).

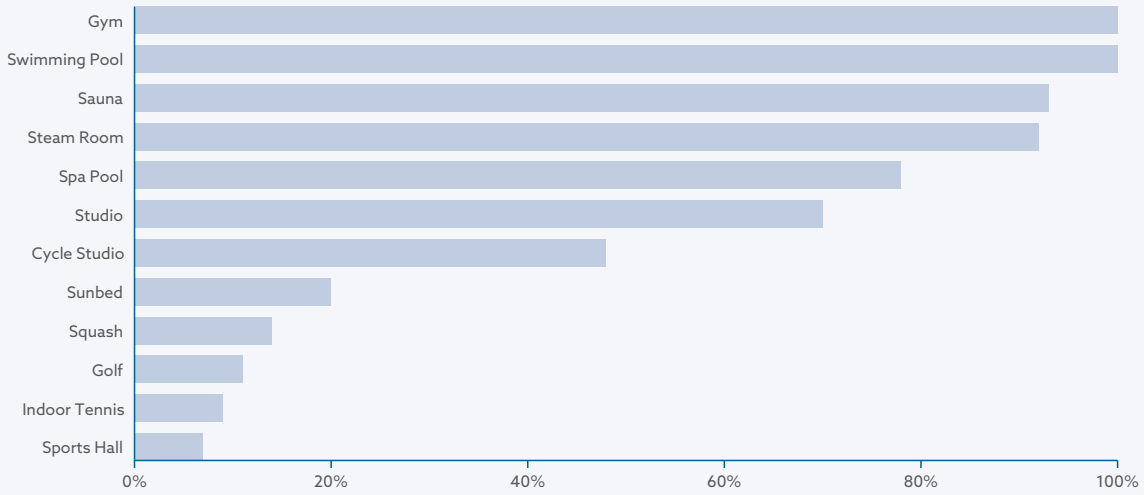
PRIVATE SECTOR

The top 10 operators account for 36% of all UK private sector clubs with a swimming pool; some have multiple pools. The top three – Nuffield Health, David Lloyd Clubs and Bannatyne – account for over 20%.

59% of all private sector pools are main pools; only 10% are outdoor pools. A detailed breakdown of pool types can be found in the full report.

Many private sector clubs also have a more extensive wet offering alongside the pool as consumers increasingly look for relaxation and recovery as well as fitness.

Facility breakdown





GET THE **FULL LOW-DOWN**

This Spotlight summary is just the tip of the **State of the UK Swimming Industry Report** iceberg.

Purchase the full 2023 report online using promo code **SWIM15** for a 15% discount before 30 September 2023 at **leisuredb.com/publications**

PUBLIC SECTOR

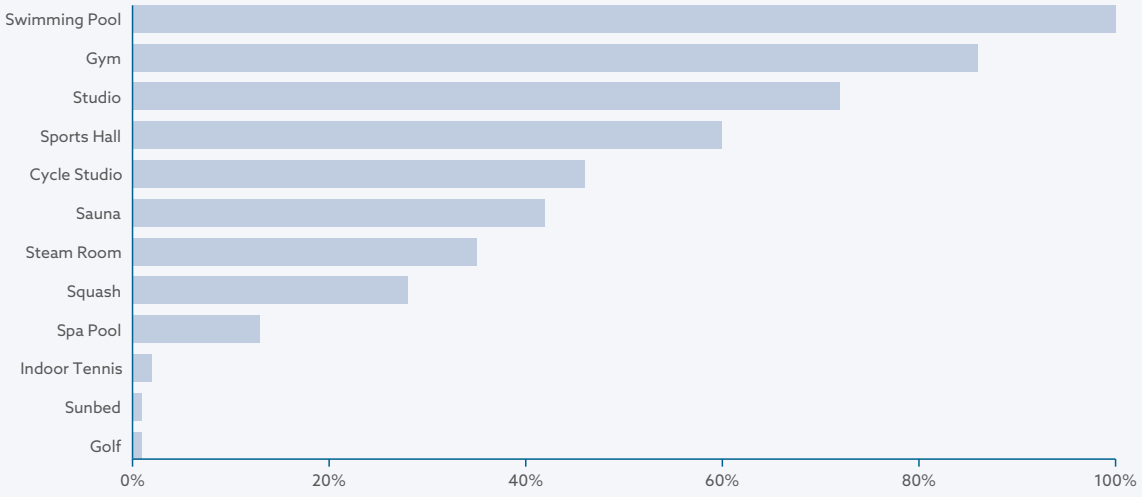
Between them, the top 10 operators manage a third of all public sector pools.

The top three operators of pools in the public sector are GLL, SLM (Everyone Active) and Freedom Leisure; the full **State of the UK Swimming Industry Report 2023** includes interviews with each of these three operators.

59% of all public sector pools are main pools; only 6% are outdoor pools. A detailed breakdown of pool types can be found in the full report.

However, only 86% of public sector centres with a pool also have a gym on-site – perhaps surprisingly low given that many of our public sector interviewees reference fitness memberships as the revenue stream that continues to subsidise pools.

Facility breakdown





WANT THE **FULL BRIEFING?**

If this Spotlight summary has whetted your appetite, head to our online store – **leisuredb.com/publications** – and purchase the full **State of the UK Swimming Industry Report 2023** using promo code **SWIM15** for a 15% discount (offer ends 30 September 2023).

OUR REPORT **METHODOLOGY**

ANNUAL AUDIT

Leisure DB conducts an audit of all private health clubs and public fitness and swimming facilities each year. We also carry out an intelligent audit throughout the year; this picks up changes as they happen, including new openings, closures, facility changes and site / management takeovers. The result of these audits are used as the basis for this annual report, with the 12-month reporting period set as 1 April through to the following 31 March.

SWIMMING POOLS INCLUDED IN THIS REPORT

To be included in this report, a swimming pool facility must have an enclosed area of water specifically maintained for all forms of water-based sport and recreation that fits into one of the following five sub-types: indoor main pool, indoor teaching pool, indoor leisure pool, indoor diving pool, outdoor pool. It must be freely available to users on a pay-and-play or membership basis.

SWIMMING POOLS NOT INCLUDED IN THIS REPORT

This report does not include corporate pools, swim schools or privately-owned pools that do not have a fitness gym.

PRIVATE CLUBS WITH SWIMMING POOL

Refers to commercially-owned sites with a health & fitness gym and swimming pool facility that's available to members of the general public on a pay-and-play or membership basis.

PUBLIC CENTRES WITH SWIMMING POOL

Refers to publicly-owned sites with a swimming pool facility that's available to members of the general public on a pay-and-play or membership basis.

INCREASING AUDIT COVERAGE

Leisure DB receives market intelligence from a number of sources and continues to broaden its knowledge of the UK fitness and swimming markets each year, ensuring that our reports' coverage and insights – already market-leading – become increasingly comprehensive over time.



DON'T **MISS OUT!**

For details of all the great data, insights and expert commentary you'll find in the full **State of the UK Swimming Industry Report 2023,** please refer to pages 13 & 14 of this Spotlight Report.

Purchase the full **State of the UK Swimming Industry Report 2023** before 30 September 2023 and receive **15% OFF**.
Visit **leisuredb.com/publications** and use promo code **SWIM15**.

OUR REPORT **DEFINITIONS**

PRIVATE CLUBS	All UK private health and fitness clubs with a gym and swimming pool facility that's available to members of the general public on a pay-and-play or membership basis.
PUBLIC CENTRES	All UK public centres with a swimming pool facility that's available to members of the general public on a pay-and-play or membership basis.
AVERAGE FEE	Monthly peak membership fee on the non-contract option if this is available, or the rolling peak monthly membership fee in the absence of a non-contract option.
AVERAGE PAY-AND-PLAY FEE	Single adult non-member, peak time pay-and-play (pay per swim) fee.
OPENINGS	Clubs/centres with new swimming pools that opened between 01/04/2022 and 31/03/2023, either as a result of a swimming pool being added to an existing dry site or the opening of a new-build club/centre with a pool. This does not include swimming pools added to a club/centre already with a swimming pool; swimming pools that have been refurbished; or clubs/centres where a new swimming facility has been constructed to replace an existing one.
CLOSURES	Clubs/centres with swimming pools that closed between 01/04/2022 and 31/03/2023, either as a result of a full site closure or an individual pool being closed at an existing club/centre, meaning there is no remaining swimming pool. If a club/centre is taken over by another operator, this is not counted as a closure or a new opening.
TOP 10/30 OPERATORS	Clubs/centres belonging to the top 10/30 operators, as ranked by number of locations with a swimming pool.



WANT THE **FULL STORY?**

A comprehensive, UK-wide breakdown of pool counts, pay-and-play fees by region, management models and top pool operators can be found in the full **State of the UK Swimming Industry Report 2023**.

Get **15% OFF** when you purchase the full report before 30 September 2023. Visit **leisuredb.com/publications** and use promo code **SWIM15**.

STATE OF THE UK SWIMMING INDUSTRY REPORT 2023 CONTENTS



Purchase the full **State of the UK Swimming Industry Report 2023** and enjoy a brand new feature: in-depth operator interviews and commentary that provide fascinating insights into the stories behind the statistics.

- 1Life
- Everyone Active
- Freedom Leisure
- GLL
- Parkwood Leisure
- Third Space
- Total Fitness

Alongside these interviews sits all the data the **State of the UK Swimming Industry Report** is known for, with a full breakdown of pool numbers and regional coverage, openings and closures, public and private sector analysis and expert commentary on the trends.

TOTAL MARKET

- Infographic showing number of sites with pools and total number of pools for total market (public and private combined) and then number of private clubs/public centres with pools in 2019, 2022 & 2023.
- Graph showing number of sites with a swimming pool for public and private sectors between 2010-23.
- Infographic showing % of the UK population that live within 2 miles of a swimming pool.
- Graph showing number of new openings split by month (since 1 April 2022) and public and private sectors.
- Graph showing number of closures split by month (since 1 April 2022) and public and private sectors.
- Infographic showing number of sites, number of pools, number of openings and number of closures split by public and private sectors.
- Infographic showing number of sites and number of pools split by country and London.
- Map showing pool locations in the UK.

PRIVATE SECTOR: OVERVIEW

- Infographic showing number of clubs with a swimming pool, number of pools, number of openings, number of closures and average membership fee.
- Infographic showing number of clubs and number of pools split by top 10 operators, multi-club operators and independents in 2022 & 2023.
- Graph showing the % of pools that are a main pool, teaching pool, leisure pool or outdoor pool.
- Graph showing % of clubs with the following other facilities: gym, studio, squash courts, sports hall, indoor tennis, group cycling, sauna, steam room, sunbed, spa pool and golf.
- Graph showing the % of clubs that have a main pool.
- Graph showing the % of clubs that have a teaching pool.
- Graph showing the % of clubs that have an outdoor pool.

PRIVATE SECTOR: POOL LOCATIONS

- Graph showing number of clubs split by region in 2022 & 2023.
- Table showing number of clubs split by region.
- Infographic showing % of the UK population that live within 2 miles of a private club with a swimming pool.

PRIVATE SECTOR: OPENINGS & CLOSURES

- Graph showing openings and closures between 2011-23.

Purchase the full **State of the UK Swimming Industry Report 2023** before 30 September 2023 and receive **15% OFF**.
Visit **leisuredb.com/publications** and use promo code **SWIM15**.

STATE OF THE UK SWIMMING INDUSTRY REPORT 2023 CONTENTS

PRIVATE SECTOR: TOP 30 POOL OPERATORS

- Table showing the top 30 pool operators by number of clubs open on the 31 March 2023.

PRIVATE SECTOR: TOP 10 POOL OPERATORS

- Number of clubs and number of pools.
- Table showing top 10 pool operators by number of clubs.
- Graph showing top 10 operators' combined pool market share, versus rest of market.
- Graph showing top 10 pool operators by number of clubs in 2019, 2022 & 2023.

PRIVATE SECTOR: INDEPENDENTS & MULTI-CLUB

- Graph showing number of clubs with a pool for independents and multi-clubs between 2015-23.

PUBLIC SECTOR: OVERVIEW

- Infographic showing number of centres, number of pools, number of openings, number of closures and average membership fee.

PUBLIC SECTOR: OPENINGS & CLOSURES

- Graph showing openings and closures between 2011-23.

PUBLIC SECTOR: POOL LOCATIONS

- Graph showing number of centres with a swimming pool split by region in 2022 & 2023.
- Table showing number of centres split by region.
- Infographic showing % of the UK population that live within 2 miles of a public sector swimming pool.

PUBLIC SECTOR: FEES & PRICING

- Table showing average swim fee split by region.
- Graph showing average swim fee between 2015-23.

PUBLIC SECTOR: MANAGEMENT MODELS

- Infographic showing number of centres and number of pools split by trust operators, leisure management contractor operators and In-house operators in 2022 & 2023.
- Graph showing % of public management market share by type.
- Graph showing % of public management market share by type and then split by country.

PUBLIC SECTOR: POOL FACILITIES

- Graph showing the % of pools that are a main pool, teaching pool, leisure pool or outdoor pool.
- Graph showing % of centres with the following other facilities: gym, studio, squash courts, sports hall, indoor tennis, group cycling, sauna, steam room, sunbed, spa pool and golf.
- Graph showing the % of centres that have a main pool.
- Graph showing the % of centres that have a teaching pool.
- Graph showing the % of centres that have an outdoor pool.

PUBLIC SECTOR: TOP 10 POOL OPERATORS

- Number of centres, number of pools and average fee.
- Table showing top 10 pool operators by number of centres.
- Graph showing top 10 operators' combined pool market share, versus rest of market.
- Graph showing top 10 pool operators by number of centres in 2019, 2022 & 2023.
- Graph showing top 10 operators by number of centres and average swim fee.
- Graph showing top 10 operators by average swim fee.

Purchase the full **State of the UK Swimming Industry Report 2023** before 30 September 2023 and receive **15% OFF**.
Visit **leisuredb.com/publications** and use promo code **SWIM15**.

OUR PARTNERS

AIRIUS

Airius are world leaders in destratification fan systems, which save an average of 35% on heating and cooling costs and provide a typical ROI of 6 to 24 months. Offering an extensive range of products ideally suited to indoor leisure applications, Airius supplies the only range suitable for indoor swimming pools.

Contact Airius at **www.airius.co.uk**

ALLIANCE LEISURE

Alliance Leisure develops facilities on behalf of leisure operators that want to improve or expand the leisure products and services they offer. As a multi award-winning team for our design, build, fund and partnership services we have carried out over 220 leisure developments and invested over £300m in the UK leisure market.

Contact Alliance Leisure at **www.allianceleisure.co.uk**

BLU LEISURE

Blu Leisure has accrued almost 20 years specialist experience providing branded uniforms and promotional merchandise to major multisite leisure operators. Current partners include industry big hitters Bannatyne Fitness, Macdonald Hotels, Everyone Active, Places for People and Freedom Leisure. In addition, Blu Leisure's extensive collection of trends driven, eye-catching fitness apparel, swimwear and accessories is designed to maximise secondary income opportunities for leisure providers. With unbeatable trade prices, backed by exceptional customer service, partners benefit from unrivalled profit margins on their retail sales. Blu Leisure currently stocks more than 200 retail units in gyms, leisure centres and hotels across the UK.

Contact Blu Leisure at **www.bluleisure.co.uk**

COURSE PRO

CoursePro is a comprehensive sports management software which benefits coaches from diverse sporting backgrounds. Its user-friendly interface simplifies administrative tasks including taking payments, bookings and conducting assessments freeing up valuable time for coaches to focus on their core responsibilities whilst allowing parents to track their child's progress.

Contact CoursePro at **www.fitronics.com/coursepro**

GREEN WING ENERGY SOLUTIONS

Green Wing Energy Solutions burst onto the scene in August 2009 and since then the company has helped many home and business owners benefit from an array of proven energy saving solutions. After 13 years of supporting clients, we boast over 25 different energy and water saving solutions to help customers significantly reduce energy consumption, carbon and costs! We understand that not every client has the same needs, so offering an array of proven solutions helps us to tailor our support.

Contact Green Wing Energy Solutions at **www.greenwingenergysolutions.com**

Purchase the full **State of the UK Swimming Industry Report 2023** before 30 September 2023 and receive **15% OFF**.
Visit **leisuredb.com/publications** and use promo code **SWIM15**.

OUR **PARTNERS**

HYDROHEX

Hydrohex Fitness Classes are a new and exciting cinematic virtual aqua fitness experience! Combining clear underwater imagery with changing camera angles, inspiring instructors and motivating music, Hydrohex brings the full benefits of virtual fitness to your pool. Hydrohex Fitness Classes offer a variety of experiences through four class types, each with its own focus and style and instructors always instructing from the pool, making following the class easy and engaging.

Contact Hydrohex at **www.hydrohex.com**

PARAGON STRUCTURES

Paragon Structures, the UK partner of Sprung Structures, specialises in premium tensile membrane swimming facilities. Our innovative insulated tensioned membrane structures are delivered with speed and cost-effectiveness. Committed to sustainability, our facilities can help you achieve a net zero carbon footprint with cutting-edge technologies, sustainable materials, and airtightness approaching Passivhaus levels.

Contact Paragon Structures at **www.paragonstructures.com**

PROSPEC

Prospec are the UK's leading leisure industry providers of locker, changing and shower room solutions. Established in 1977, Prospec are not just another locker and cubicle supplier, we pride ourselves on being the leading UK provider of high-quality storage and changing solutions, able to design, manufacture and install our products using our own in-house team.

Contact Prospec at **www.prospec.co.uk**

RLSS

RLSS UK are experts in water safety, we pride ourselves on providing the highest quality qualifications, training, guidance and consultancy to help operators to ensure everyone can enjoy water safely. As the first choice for swimming pool safety over 90% of all swimming pool lifeguards hold an RLSS UK qualification, and we work with over 3,000 swimming pools.

Contact RLSS at **www.rlss.org.uk**

SPACE & PLACE

At SPACE&PLACE we believe in creating 'Architecture for Human Beings', it's our mantra, it's why we do what we do. It's not about us; it's not all about awards or badges, for S&P it's about helping make a difference through the way people use the spaces and places we create. Every year the buildings we've designed are used over 100 million times by every type of person. That's a lot of responsibility, but also a lot of opportunity to nudge and influence; to create environments to improve everyone's life experiences; and promote the re-thinking around improving community and economic benefit, zero carbon, and increased physical and mental wellbeing.

Contact SPACE&PLACE at **www.space-place.com**

Purchase the full **State of the UK Swimming Industry Report 2023** before 30 September 2023 and receive **15% OFF**.
Visit **leisuredb.com/publications** and use promo code **SWIM15**.

OUR **PARTNERS**

STA

As a national governing body for swimming and an educational charity, STA is dedicated to the teaching of swimming and water safety. For the last 90 years, STA has worked to deliver the highest standards of swimming teaching, and today represents 17,500 members, and partners with swim schools/leisure operators in the UK and internationally.

Contact STA at **www.sta.co.uk**

SWIMMING NATURE

Swimming Nature offers a scientifically-backed methodology along with a blueprint for profitable private swimming tuition nationwide. We offer a business model, training, technology and expertise that delivers sophisticated and tailored services to operators looking to expand their business and develop additional revenue streams.

Contact Swimming Nature at **www.swimmingnature.com**

Our thanks go to all our partners for their support in producing this year's report, and for their ongoing commitment to swimming provision in the UK.

Purchase the full **State of the UK Swimming Industry Report 2023** before 30 September 2023 and receive **15% OFF**.
Visit **leisuredb.com/publications** and use promo code **SWIM15**.

UNLEASH THE **POWER OF YOUR DATA**

Important business decisions should never be based on guesswork. Leisure DB unlocks the power of data to secure a competitive advantage for your business.

HEIDI BLACKBURN
COO, Leisure DB

ABOUT US

Leisure DB is a leading independent specialist in the UK leisure sector, providing key market intelligence and analysis across the full scope of an increasingly diverse industry. Established over 30 years ago, we work with a wide range of leisure operators, suppliers, consultants and investors to empower you with the insights and tools you need to make informed decisions and thrive in your market. Armed with the knowledge we provide, your business can make strategic decisions with confidence and precision.

WHAT WE DO

By providing the UK's most robust market data, in-depth site and customer analysis and highly tailored advice, we help your business achieve its full potential. Imagine being in a position of truly understanding your customers and their preferences. Imagine being given new insights that hand you a compelling competitive edge. Imagine being able to pinpoint precise, perfect locations for your brand. Perhaps you simply need access to licensed data, historical stats and industry insights for a comprehensive view of the ever-evolving landscape. Leisure DB delivers all this, and more.

WHY CHOOSE US

Put simply, important business decisions should never be based on guesswork. Leisure DB unlocks the power of data to secure a competitive advantage for your business, with a team of experts on-hand and ready to guide you through the data, deep dive into specific report metrics and tailor advice to the needs of your business. By providing you with an in-depth understanding of your target markets and customers, we help you make more confident decisions, better investments and better strategies for success, leading to happier, more loyal customers. Let us help you take control of your success – today.

CUSTOMER PROFILING
Defining your customer to enable key marketing decisions

SITE ANALYSIS
Identifying gaps in the market for competitive advantage

MARKET DATA
Buying market intelligence and insights for informed business decisions

INDUSTRY REPORTS
Supporting the fitness, boutique and swimming industries with accurate market data

Purchase the full **State of the UK Swimming Industry Report 2023** before 30 September 2023 and receive **15% OFF**.
Visit **leisuredb.com/publications** and use promo code **SWIM15**.





Addleisure Limited trading as Leisure DB, Finsgate, 5-7 Cranwood Street, London EC1V 9EE.
Registration Number: 11798301 email: enquiries@leisuredb.com

www.leisuredb.com