

Birtley Community Pool

Annual Customer Survey Report 2026

Customer satisfaction survey

We have now closed our customer satisfaction survey after receiving 81 responses, thanks very much to everyone who contributed

These are the average scores out of ten that we received for each question:

Question	Average score / 10
1. Overall, how satisfied are you with your experience at our swimming pool?	9.1
2. How likely are you to recommend us to a friend or colleague?	9.1
3. How likely are you to continue using our pool?	9.2
4. How would you rate the cleanliness of the changing rooms, toilets, and pool area?	8.0
5. How satisfied are you with the overall condition and maintenance of the facilities?	8.6
6. How satisfied are you with the water temperature?	8.4
7. How safe do you feel during your visits?	9.6
8. How satisfied are you with the range of activities we offer?	8.7
9. Are our opening times and sessions convenient for you?	8.7
10. How would you rate the approachability of our staff?	9.3
11. How would you rate staff helpfulness and knowledge?	9.4
12. Do you feel the pool offers good value for money?	9.0
13. How well do we communicate updates, changes, and events?	9.0
14. How accessible do you find the pool and its facilities?	9.4
15. How important is it to you that the pool reduces energy use and costs, so more money can be reinvested into activities, facilities, and keeping the pool affordable?	7.4
Overall average satisfaction score	8.9

Many customers provided helpful comments as well as scoring the questions. The main themes from these comments were as follows:

Positive feedback received	40 comments received
Cleanliness issues (mainly changing area)	10 comments received
Pool water temperature too cold	10 comments received
Pool timetable suggestions	8 comments received
Insufficient car parking	7 comments received
Parking Eye issues	6 comments received
Minor upgrades suggested to facilities	5 comments received
Other miscellaneous comments	19 comments received

The Trustees and management at Birtley Community Pool will be developing an action plan to address these main themes over the next few months and will provide an update later this year.

Reducing our energy consumption and carbon emissions

We have already made significant progress in reducing our energy consumption since we reopened the pool. We have achieved close to a 50% reduction in both our gas and electricity usage compared to the amount used by Gateshead Council before they closed the pool. This has been achieved through the following initiatives

Description of initiative to reduce gas usage	Gas usage reduction
• Replacement of the old boilers with new, more energy efficient boilers	27.5%
• Insulation of pipework and heat exchangers in plant room	20.0%
Total gas reduction to date	47.5%

Description of initiative to reduce electricity usage	Electricity usage reduction
• Replacement of existing lighting with LED lighting	9.0%
• Reduce pool water pump frequency to 40% overnight	14.3%
• Reduce UV treatment to 6 hours per day from 24/7	13.7%
• Switch off the air handling system overnight	13.4%
Total electricity reduction to date	48.4%

Further plans to reduce our energy consumption

We have submitted several funding applications to fund an investment in 120 solar panels, which will be installed on the flat roof above the pool hall. If we achieve the required funding, we will reduce our electricity consumption by a further 12% and our annual carbon emissions by 9,800 kg per year. We have already been successful in one of these applications and are waiting to hear from the remaining two funds that we have applied for.

We are about to submit a funding application to fund an investment in destratification fans, which will reduce the cost of heating the air in the pool hall.

- Thermal stratification is when hot, lighter air rises upwards and cool air falls to the floor, resulting in a significant temperature difference between floor and ceiling.
- As our Pool Hall has a high ceiling this means that all the warm air we are heating goes up into the roof space.
- Our air handling system (HVAC) has to over-heat our pool hall air to offset thermal stratification, increasing our energy bills.

Destratification fans are proven technology which send warm air down to the floor and circulates cooler air back to the ceiling, saving 35% on HVAC costs. If we are successful in this funding application, we will reduce our gas consumption by a further 9% and our annual carbon emissions by 28000 kg per year. More importantly, for our customers it will mean that there will be warmer air on the floor area and not up in the roof space.