

Tooting Bec Lido Survey 2025

Summary of the results



This summer we invited everyone who uses Tooting Bec Lido – from club members to casual visitors – to share what they love about the pool, what keeps them coming back and what could make their experience even better.

We'd like to say a big Lido "thank you" to everyone who took part in the survey. This leaflet will give you a summary of what we found out.

The survey ran during the busiest period of the year, giving us a snapshot of how the pool is experienced at its peak.

We are sharing the results with Lido users, Wandsworth Council, Places Leisure and SLSC members to give a clear picture of how people feel about the Lido.

This leaflet simply presents the survey findings without recommendations. Once readers have had time to reflect on the results, we'll invite ideas on how best to respond. So, thinking caps on!

Some of our key findings

- Nearly **two-thirds** of those who completed the survey said they visited the Lido for their **"mental and emotional wellbeing"**.
- **97% of respondents** said they were **"very satisfied"** or **"fairly satisfied"** with the Lido facilities.
- **39% of respondents** who use the Lido in the winter do so **"several times a week"**.
- **30%** of respondents **use the Lido café**.
- Respondents used the word **"love"** more than **400 times**.

"A wonderful community and a special place to meet up with friends."

Who responded to the survey

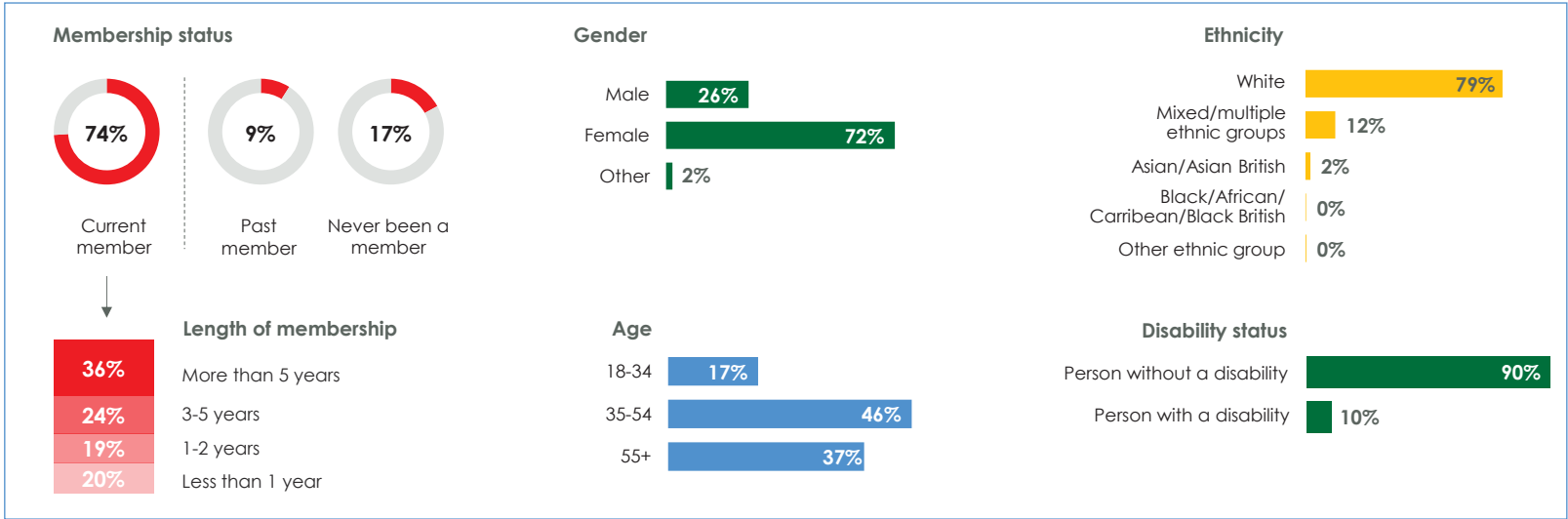
Over 1,000 people took part in the survey and there were more than 5,000 comments. And, yes, we read every word!

The first graph on this page shows how many of these people are members of SLSC and which demographic groups they belong to.

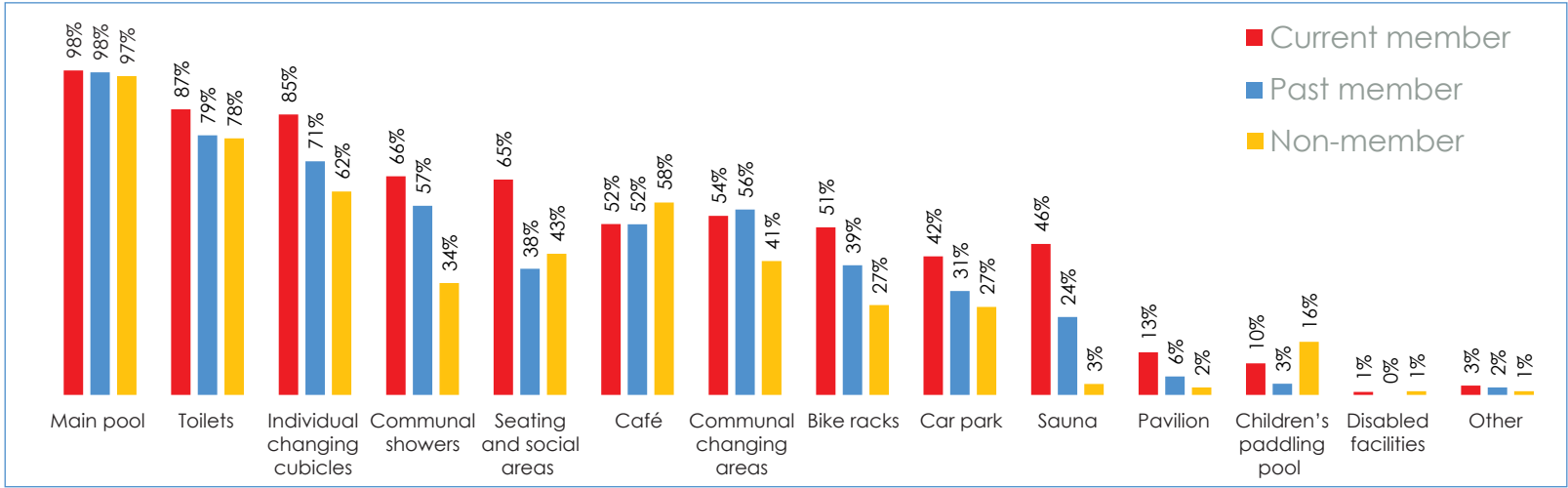
The second graph shows what facilities they use at the Lido.

"The glorious luxury of the size, such a pleasure even at its busiest."

The people who took part in the survey



We asked: Which of the following facilities do you or anyone in your group (e.g. children) typically use when visiting Tooting Bec Lido?



"A better café – one with indoor seating, which would be great in colder months. The food could definitely be improved."



When and why do people use the Lido?

Summer is, unsurprisingly, the peak season for Lido use but 56% of those who responded to the survey also use the pool in the winter, with nearly half of them visiting several times a week between October and April.

"Being outdoors surrounded by trees and wildlife, and being part of a community."

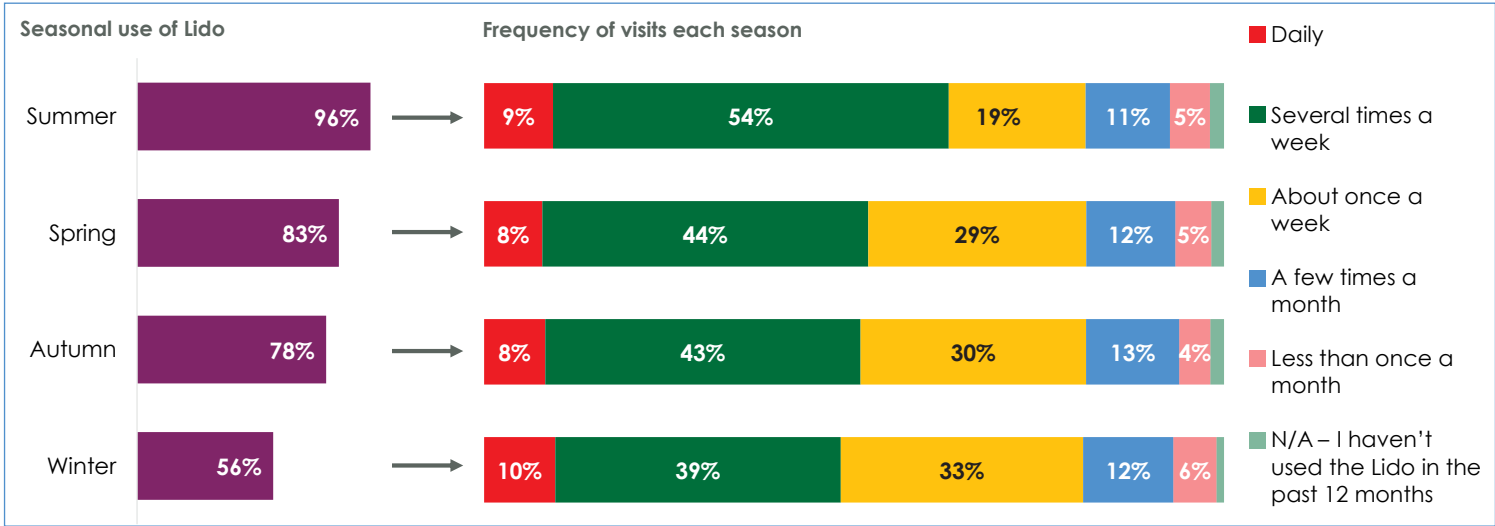
The top reasons for visiting the Lido were:

- **Mental and emotional wellbeing**
- **To be outdoors, surrounded by nature**
- **To improve health and/or get fitter**

The convenience of the Lido's location was more important to younger respondents.

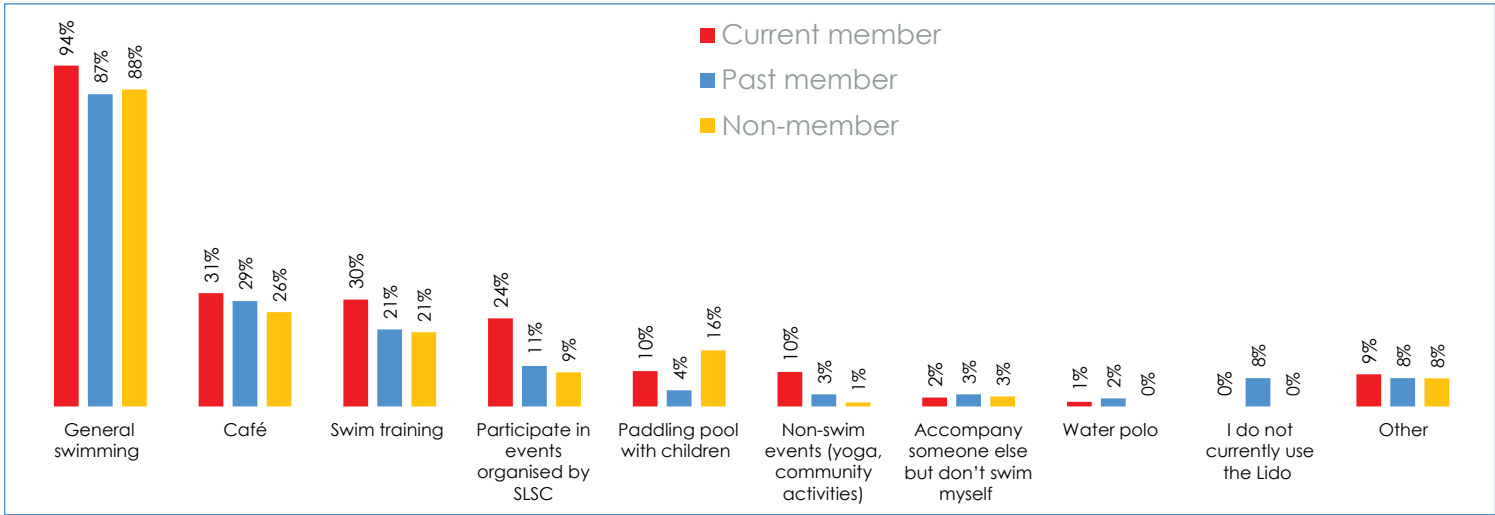
"I never regret going – it is beautiful, we are very lucky to have it."

We asked: In which seasons do you typically visit Tooting Bec Lido?



"Having such a wonderful facility and community of fellow swimmers on my doorstep, and being able to use it throughout the year, day in day out."

We asked: In which of the following ways do you currently use Tooting Bec Lido?



What people like most about Tooting Bec Lido

The Lido is many people’s “happy place”.
The things they love about it include:

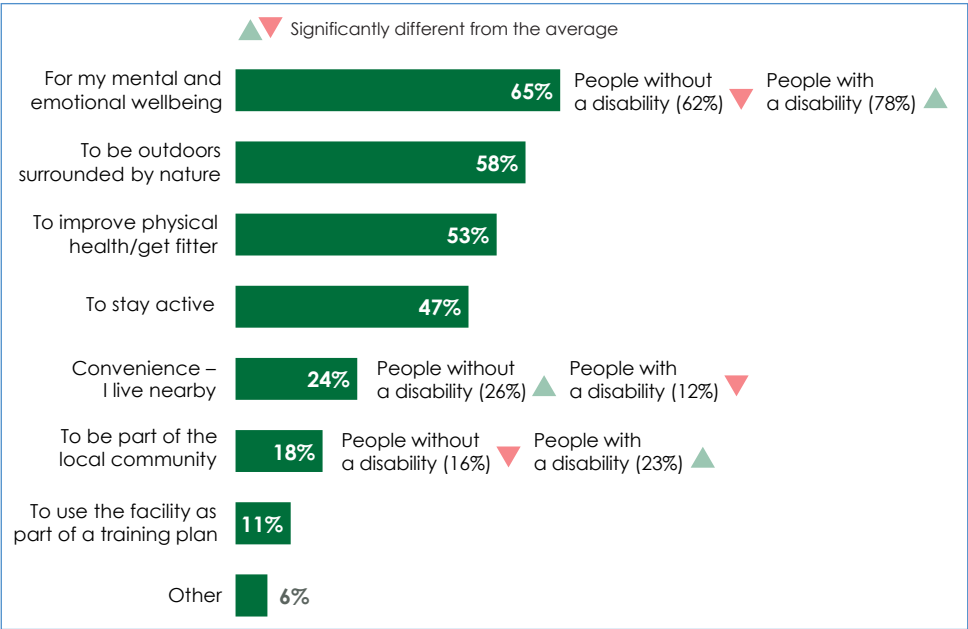
- Swimming outside in a vast, beautiful setting
- The trees, birdsong and big skies
- The sense of an oasis, away from the London bustle
- The feeling of an inclusive, non-judgmental community, with a welcoming atmosphere, familiar faces and chats on poolside and in the sauna
- The mix of ages and abilities
- The friendly lifeguards and other staff
- The wider SLSC culture

“Very calming place to spend time – great that it is so big and unheated. nice to be able to swim surrounded by trees.”

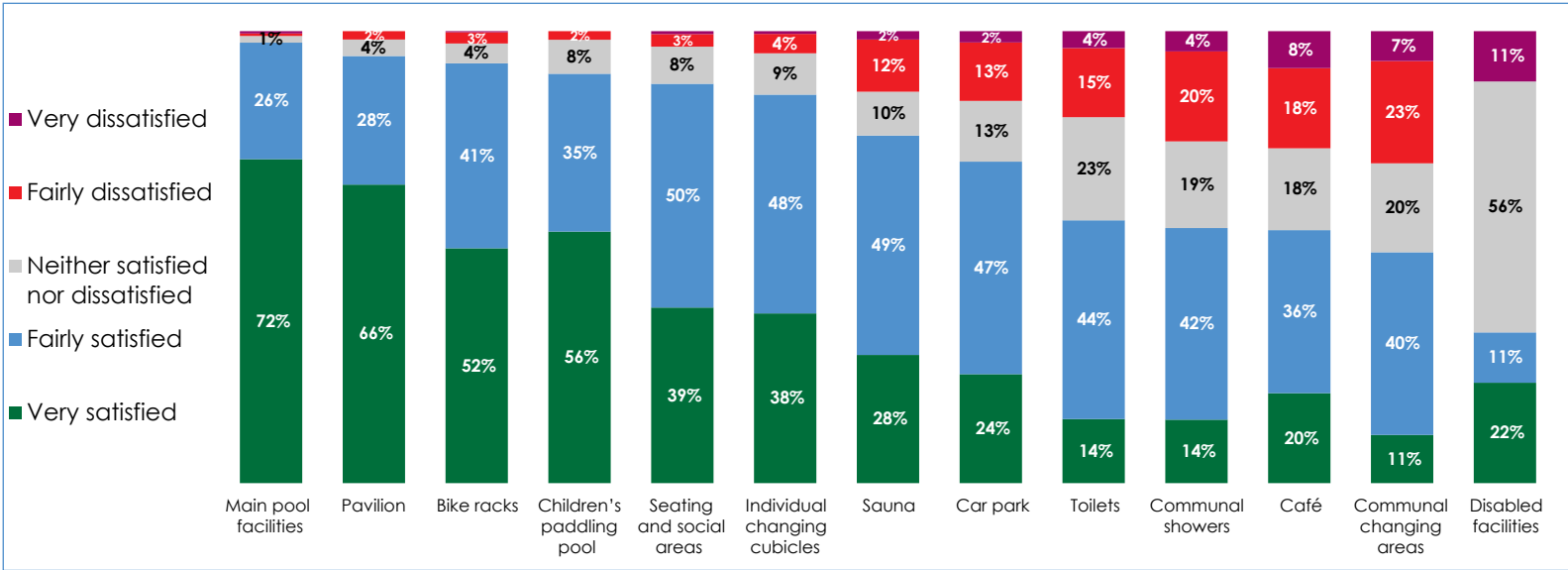
“Beauty, location, all things for all people, sociable.”

“The SLSC community and the events run by the team, particularly Sunday morning races. I also love keeping fit swimming, and there’s no nicer pool in the world.”

We asked: What are your three main reasons for coming to the Lido?



We asked: What do you like most about Tooting Bec Lido?



“For me it’s the sheer beauty and calm of the place but the fact that it is steeped in history too. It is a total blessing and a joy-giving place. I am so grateful for its existence.”

Lido activities and volunteering

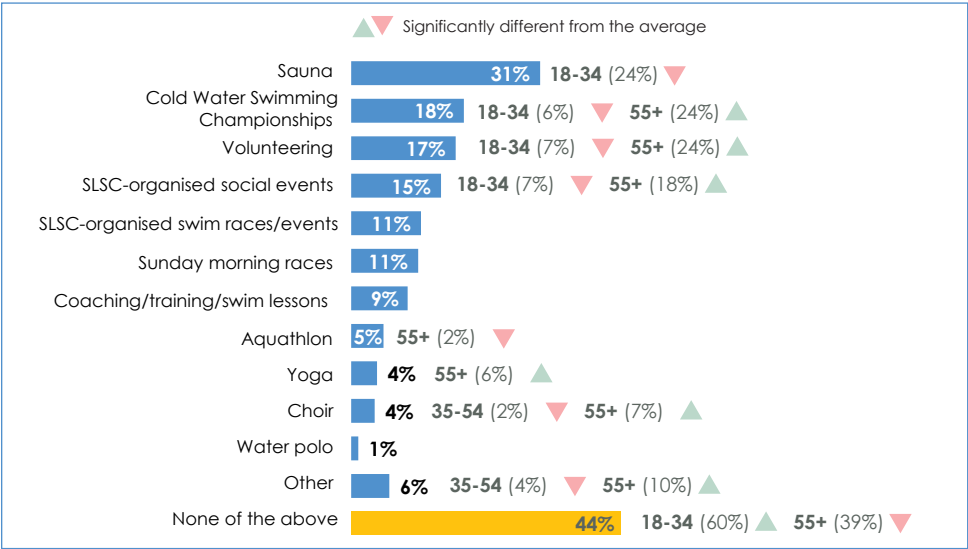
The majority of people use the Lido for swimming. About 30% use the café, 27% attend training sessions and 21% go to organised SLSC events.

The sauna is popular, with 40% of members making use of it.

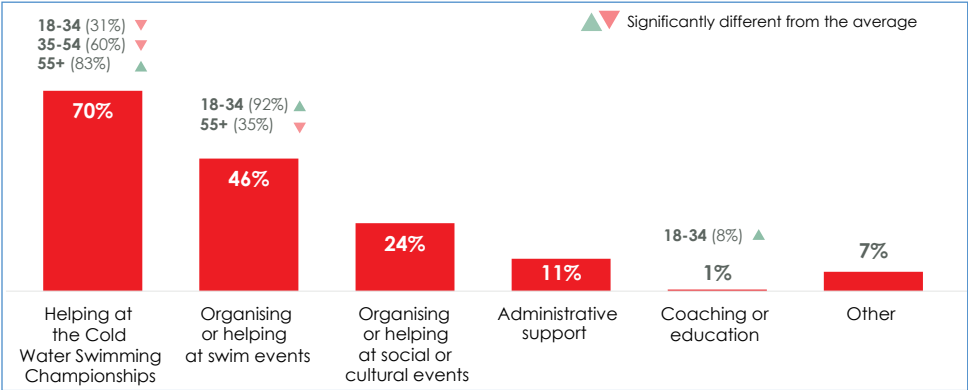
Older members are more likely to participate in activities than the younger population.

Just 17% of those who completed the survey said they volunteered at the Lido. For these people, the SLSC UK Cold Water Swim Championships were easily the most popular way to volunteer, with 70% of them helping out at the “Champs”.

We asked: Which of the following activities at Tooting Bec Lido have you taken part in over the past 12 months?



We asked: You mentioned that you have volunteered at Tooting Bec Lido in the last 12 months. What kind of volunteering have you done?



How could the Lido be improved?

The café, cleanliness, sauna and booking frustrations were the main themes here.

- The café offering was described as overpriced, poor quality and out of step with modern expectations.
- High-traffic areas, such as changing rooms, showers and toilets, are often in need of a deep clean.
- Securing a slot when it's busy can be challenging.

“The seating area is very exposed to the sun in the summer and there is nowhere warm and attractive to sit in the winter.”

While the main pool, toilets and changing facilities are the most used facilities at the Lido, they are also the areas visitors would like to see improved, alongside disabled facilities and the café.

The majority of respondents would like to see improvements to existing facilities prioritised ahead of adding new facilities.

The sauna is cherished but widely seen as too small, and its seasonal closure was frustrating for some people.

Changing and shower facilities feel outdated to many, uncomfortable and, in some cases, inaccessible for disabled users. The communal showers are more commonly used by older than younger visitors.

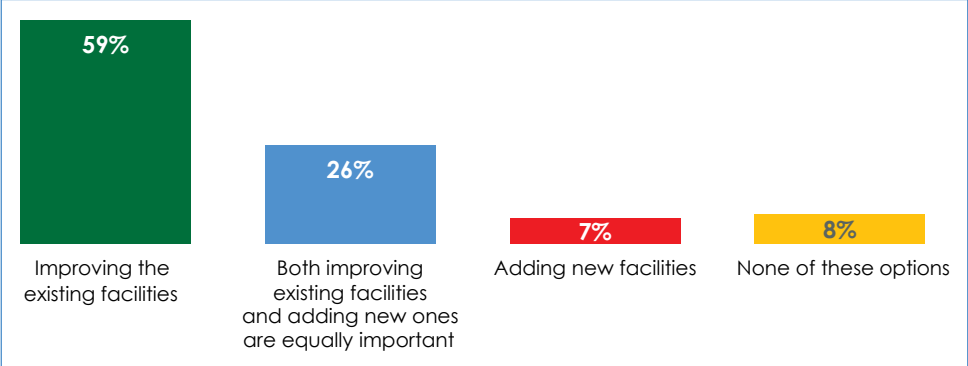
When asked what else they would like to see at the Lido, respondents suggested a larger sauna, available more frequently and throughout the winter, alongside improved showers, better changing rooms, more lockers and small touches such as costume spinners, working clocks and mirrors.

There were also calls for the café to be refurbished with indoor seating, so that it could act as a hub for community events, with perhaps an outdoor kiosk.

Other people would like to see later evening swims, more flexible winter opening hours, extra members-only slots in peak summer periods and better booking arrangements.

“Outdoor showers... nobody showers before going in the water.”

We asked: When it comes to improving the overall facilities at Tooting Bec Lido, which of the following would you most like to see prioritised?



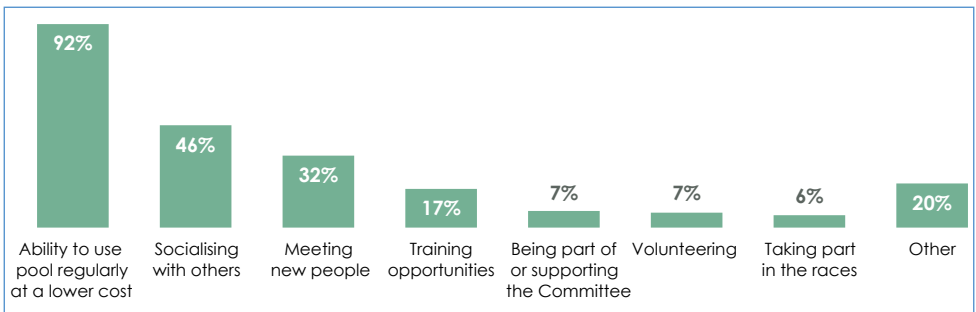
How SLSC members feel about the Club

People value being a member of SLSC for the low cost and for being able to socialise with others. Younger people also appreciate the training opportunities.

Many respondents praised the Committee's voluntary work and said how lucky they felt to be part of the Club. Others wanted clearer, more transparent communication beyond social media, more opportunities to be involved in decision-making and reassurance that the Club won't lose its heritage or become elitist.

A few respondents emphasised the need for investment in admin systems, while others asked for more transparency as to how funds are raised and used.

We asked: What do you value most about being part of the South London Swimming Club?

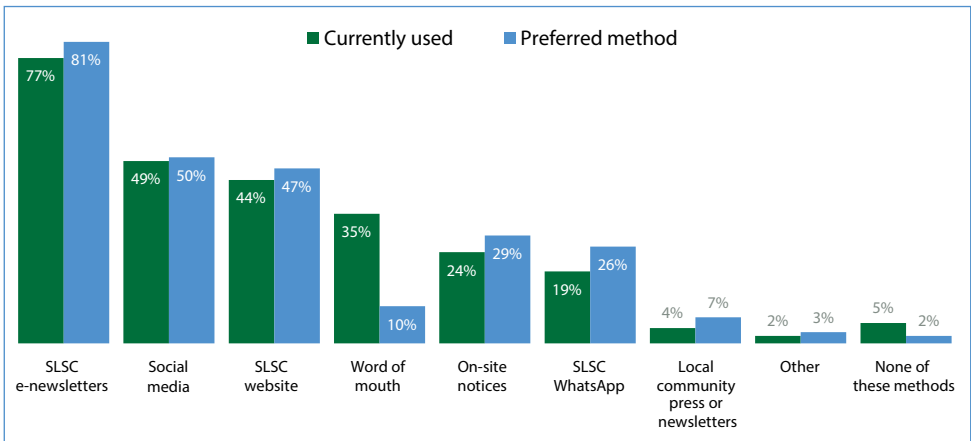


"I've never really felt invited to any of the social events and it can feel a bit intimidating to try and introduce myself. So maybe a new members event? Or a meet and greet."

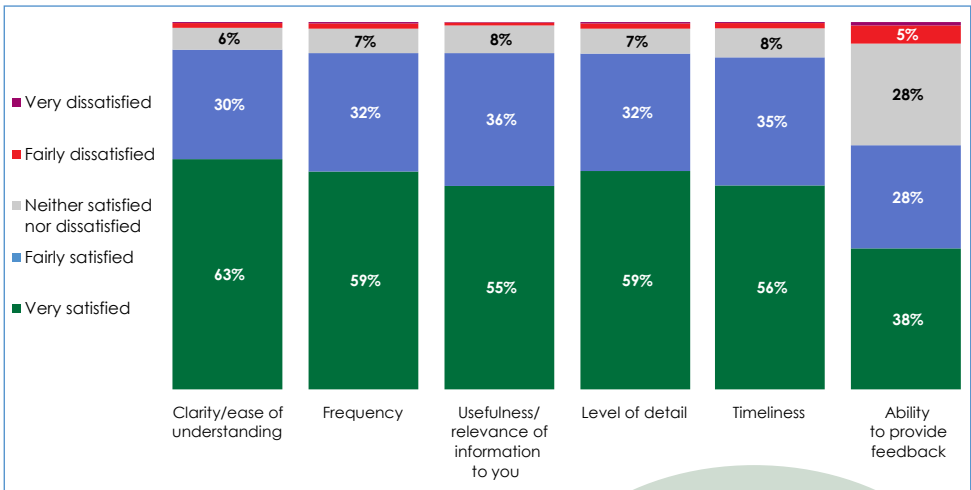


"Overall, the Club and everything within it is amazing. A little more communication from the Committee would be welcome, but this is definitely improving now."

We asked: Which of the following channels, if any, do you currently use to receive updates or information about Tooting Bec Lido?



We asked: How satisfied are you with the information or communication you currently receive from the SLSC?



"I think communication is very top down. There's no obvious way to contact the Committee and make suggestions."

"I love the tone of the communications. Always upbeat and polite even when dealing with difficult matters. Beautifully drafted."

What happens now

There's plenty to digest from the survey, and some strong themes are already emerging. We'd love you to think about how we might respond to what we have found – no idea is a bad idea.

Over the coming months, SLSC members and other Lido users will be able to contribute their ideas through the website or by emailing futurelido@slsc.org.uk. There will also be in-person discussions. Visit slsc.org.uk/survey for updates.

For our part, we will make sure that ideas are channelled to the organisation that has responsibility for that part of the Lido's operation. The chart below shows how these responsibilities are shared between Wandsworth Council, Places Leisure and SLSC. For example, it would be the Council that made any improvements to the changing facilities, whereas the booking system is in the hands of Places Leisure and SLSC looks after the sauna.

Managing the Lido: three partners, three roles

	Wandsworth Council	Places Leisure	South London Swimming Club (SLSC)
Relationship to the Lido	Owns the Lido and its infrastructure.	Operates the Lido on the Council's behalf.	Members' club run by volunteers, based at the Lido.
Which means they're responsible for...	Building work and repairs, plus long-term investment.	Day-to-day running: lifeguards, maintenance, public access, summer booking system.	Exclusive pool use in winter. Year-round races, galas, events, training. Owns, funds and maintains the sauna for exclusive club use during the winter season.
Day-to-day role	Oversees the site and plans improvements.	Keeps the Lido open and safe for the public.	Brings members together through swims, races and community events.

Keep an eye on noticeboards, newsletters and the SLSC website for information. Help out at events: volunteer@slsc.org.uk

 www.slsc.org.uk

 www.facebook.com/SouthLondonSwimmingClub

 [slscldido](https://www.instagram.com/slscldido)

