

The background image shows an aquatic center with a large water wheel on the right side. In the foreground, there are pool lanes with lane numbers 6, 7, and 8 visible. The image is slightly faded and has a blue tint.

Making the Case for the 8 – Lane Pool – November 4th 2010
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1. A provincial understanding of how we came to have the pool inventor we have today and why it needs to change.
2. A philosophical case for why building or retrofitting an existing pool should have sport training facility incorporated within its designs
3. A Business case for a 7 and 8 lane vs. the traditional 6 lane pool or leisure pool.
4. Sharing of best practices and program model building

New Builds and Retrofits Past 30 years

- Recreation Swim attendance in the 1980's and prevailing reacts
- The perceived populism of leisure pools
- The respect schism between aquatic sport club and municipalities





GOALS

IT'S BEST TO AVOID STANDING DIRECTLY BETWEEN A COMPETITIVE JERK AND HIS GOALS.



BUREAUCRATS

Your tax dollars (not) at work

- In this province there are very few companies who obtain work as recreational facility needs assessment consultants
- Current business cases and how numbers are currently classified for many consultants and project analysts

Why choose a training pool?

- It is not the sexy choice.
- Leisure pools are not square, they have fountains, spas, waterslides, little notch and can have fun water creatures they look attractive and modern



Decision Points

1. Shoulder Hours
2. Female Participation in Aquatic Sports
3. Aging Population
4. Drowning Prevention
5. Cost and Participation



Flexibility of program delivery

Adventure racing: www.adventureracingcanada.com

Canoeing www.canoeontario.net

Canoe slalom

Canoe sprint www.ocsra.ca

White water racing

Surf ski (ocean racing) www.lifesavingsociety.com

Diving www.diveontario

Dragon boat racing www.dragonboat.ca

Fin swimming www.cuga.org

Kayaking www.conoekayak.ca

Lifesaving sport www.lifesavingsociety.com

Master swimming www.mastersswimmingontario.ca

Rowing www.roeOntario.ca

SCUBA diving www.underwatercouncil.com

Solo swimming www.soloswims.com

Surfing www.waveloch.com

Swimming www.swimontario.com

Synchronized swimming www.synchroOntario.com

Triathlon www.triathlonOntario.com

Underwater hockey www.CUGA.org

Water polo www.Ontariowaterpolo.ca

Female Participation in Sports

Gender makes a difference. There remains a huge gender gap in sports participation: men participate in sport much more than women; 36% of men and only 21% of women participate in sport. (See participation in Canada, 2005)

Participation is highly concentrated in a few sports. Out of nearly 100 sports played in Canada, participation is highly concentrated in about 20 sports. Swimming is the 3rd most popular sport in Canada. For men the primary sports are ice hockey, golf, basketball and soccer. But for women there is a very different participation pattern – **swimming is the female sport of choice** followed by golf, soccer and volleyball.

(See Sport Participation in Canada, 2005)



Additional aquatic training and competition facilities will allow women to narrow the participation gender gap. Swimming pools are the female hockey arena. To address the gender imbalance, municipalities need to address the facility imbalance between swimming pools and arenas.



Aging Population

Demographic changes

Demand for outside of daytime hours



Drowning Prevention

- More and more data is now coming out that learning to swim prevents drowning
- Most drowning in Ontario happen to people who where not planning to be in the water and occur last them 50 metres from shore.
- New Canadians are less likely to be able to learn to swim but are just as likely to be in on or around the water as all other Canadians

Largest barriers to taking swimming lessons

1. Size and cleanliness of change rooms.
2. Time/schedule – hours that lessons are offered.
3. Lining up siblings – Does the lesson block offer scheduling options for all.
4. New Canadians (still learning this) Language, Cost and Knowledge?

The Case for Training Pools

Roll Up	Total		
	6 Lane	7 Lane	8 Lane
REVENUES			
Recreational Swim			
Swim Lesson Revenue	285,163	316,533	384,037
Rental Revenue	65,376	79,362	90,345
Other revenue	40,000	40,000	40,000
Sponsorship / Naming			
Total Gross Revenue	390,539	435,895	514,382
Item			
Full Time Staff	184,722	184,722	184,722
Swim lessons	156,055	168,000	190,453
Recreational/ Lane Swim	153,522	153,522	153,522
Life Guards for Competition Rentals	35,680	49,628	49,628
Staff Training	9,973	9,973	9,973
Part Time Staff	539,952	565,844	588,298
Mileage	-400	-400	-400
Conferences	-1200	-1200	-1200
Training	-1000	-1000	-1000
Program Supplies	-2000	-2000	-2000
Pool Equipment/ Repair	-1500	-1500	-1500
Pool Maintenance Supplies	-4000	-4500	-5000
Pool Utilities (hydro, gas, water) 4.50 per Sq Ft.	-177188	-186717	-196246
Total Hard Costs	-187288	-197317	-207346
Total Gross Expenditures	-727,240	-763,161	-795,644
Net	-336,701	-327,266	-281,262
Net without Utilities	-149,413	-129,949	-73,916

The Case for Training Pools

6 Lane Pool Schedule Fall / Winter / Spring (10 months)

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00 AM	Swim Club	Open Lane Swim	Swim Club	Open Lane Swim	Swim Club	Swim Club	Synchro
6:30 AM							
7:00 AM							
7:30 AM							
8:00 AM	Daytime Fitness		Daytime Fitness		Daytime Fitness		
8:30 AM							
9:00 AM	Daytime School Usage	Daytime School Usage	Daytime School Usage	Daytime School Usage	Day Time Lessons	Community Lessons	Discount Lessons & Leadership
9:30 AM							
10:00 AM							
10:30 AM							
11:00 AM							
11:30 AM							
12:00 PM	Open Lane Swim	Open Lane Swim	Open Lane Swim	Open Lane Swim	Open Lane Swim	Open Lane Swim	Open Lane Swim
12:30 PM							
1:00 PM	Daytime School Usage	Daytime School Usage	Daytime School Usage	Daytime School Usage	Home School Lessons	Rec Swim	Rec Swim
1:30 PM							
2:00 PM							
2:30 PM							
3:00 PM							
3:30 PM							
4:00 PM	Synchro	Swim Club	Synchro	Swim Club	Synchro	Waterpolo	Diving
4:30 PM							
5:00 PM							
5:30 PM							
6:00 PM	Lessons	Lessons	Lessons	Lessons	Diving	Leadership	Scuba
6:30 PM							
7:00 PM							
7:30 PM							
8:00 PM						Private Rental	Women Only Swim
8:30 PM							
9:00 PM	Master Swim	Leadership	Waterpolo	Master Swim			
9:30 PM							
10:00 PM							

8 Lane Pool Schedule Fall / Winter / Spring (10 months)

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00 AM							
6:30 AM	Swim Club (5)	Swim Club (5)	Swim Club (5)	Swim Club (5)	Swim Club (5)		
7:00 AM	Open Lane Swim (3)	Open Lane Swim (3)	Open Lane Swim (3)	Open Lane Swim (3)	Open Lane Swim (3)	Swim Club (8)	Synchro (8)
7:30 AM							
8:00 AM	Water Fitness	Water Fitness	Water Fitness	Water Fitness	Water Fitness		
8:30 AM							
9:00 AM	Daytime School Usage(4)	Day Time Lessons (4)	Daytime School Usage(8)	Day Time Lessons (4)	Daytime School Usage(8)	Daytime School Usage(4)	Day Time Lessons (4)
9:30 AM							
10:00 AM							
10:30 AM							
11:00 AM							
11:30 AM							
12:00 PM	Open Lane Swim (8)	Open Lane Swim (8)	Open Lane Swim (8)	Open Lane Swim (8)	Open Lane Swim (8)	Open Lane Swim (4)	Learn to Comp Swim (4)
12:30 PM							
1:00 PM							
1:30 PM	Daytime School Usage(8)	Daytime School Usage(4)	Day Time Lessons (4)	Daytime School Usage(8)	Daytime School Usage(4)	Day Time Lessons (4)	Home School Usage(8)
2:00 PM							
2:30 PM							
3:00 PM							
3:30 PM							
4:00 PM	Synchro (8)	Swim Club (5)	Lesson (3)	Synchro (8)	Swim Club (5)	Lesson (3)	Synchro (8)
4:30 PM							
5:00 PM							
5:30 PM							
6:00 PM							
6:30 PM	Lesson (7)	Lesson (5)	Learn to Dive (1) Board	Lesson (7)	Lesson (7)	Discount lessons (shallow 1 lane)	Diving (Deep)
7:00 PM							
7:30 PM							
8:00 PM							
8:30 PM							
8:30 PM							
9:00 PM	Master Swim (8)	Master Swim (5)	Leadership (3)	Waterpolo (8)	Master Swim (8)	Leadership (shallow 1 lane)	Women's only Lesson & Swim (8)
9:30 PM							
10:00 PM							

Summary

- More lanes will provide greater primetime lessons opportunities therefore better budget numbers
- More of the community can get access to the pool when they want it
- More space for pool sharing both in shoulder hours and in primetime

- Discuss weekly scheduling for your current pool and what additional lanes to your pools inventory can do. Participation, Dollars, LTS #

Question?