



We received 105 responses to our County Championships online survey. The Event Management Team have reviewed the feedback and respond as follows:

- **The Venue for the Championships.**

The Event Team have looked at options inside and outside of the county. These include Westminster Lodge, Woodside, Hertfordshire Sports Village (HSV), Luton and the London Aquatic Centre.

None of the above have proven to be suitable for what we want in terms of dates/times/number of days.

Westminster Lodge / Woodside / Hertfordshire Sports Village – none have sufficient poolside space – they have less than The Venue.

We have also approached Bedfordshire ASA re “sharing” a championship but the suggestion was thrown out.

London Aquatic Centre prices start at £10,000 per day.

We understand the issues at The Venue, however, we have built a good relationship with the centre over the years and they are very accommodating to our needs.

- **Pricing.**

Our pricing policy is to keep all process as low as we can. In 2020 we reduced the entry fee for the long distance events at the request of the coaches, and this meant entry fees for all other events needed to go up to cover the lost revenue.

We feel in terms of the event we offer our entry fees compare favourably with other counties, regions and clubs.

Spectator entry fees have not changed for several years as we appreciate the event can be expensive.

As an organisation we have no control over the parking charges – that is down to the council.

- **Seating & Ticketing.**

The Venue has recently replaced all the seats in the gallery. There are 240 numbered seats. Whilst we do not know the exact numbers, we doubt if Westminster Lodge/Woodside or HSV have very many more.

By virtue of the fact there are fewer seats than there are swimmers competing we have to ticket the event and control entry.

On weekend 1 we had the following numbers of swimmers:

Session 1 347

Session 3 206

Session 4 386

Invariably we cannot accommodate everyone.

Whilst not ideal, double selling some seats did mean that the team managed to get everyone that wanted to, to get in and to be able to see their swimmer compete.

For health and safety reasons, we cannot allow people to sit or stand on the stairs and we actively discourage parents from reserving seats for swimmers.

Similarly, we cannot have all the swimmers and parents in the building at the start of sessions as there are simply too many people for the building. This is why spectators were asked to queue outside.

This is nothing different to what you would do were you going to the theatre where you are not allowed in before the door opening time.

We have considered advance sales of tickets but feel this is too difficult and would probably leave even more people disappointed.