

From: KLPA Mail klpamailbox@gmail.com
Subject: RE-OPENING THE LADIES' POND FOLLOWING LOCKDOWN
Date: 3 June 2020 at 10:58
To: Warnock, Bob Bob.Warnock@cityoflondon.gov.uk, anne.fairweather@cityoflondon.gov.uk
Cc: Jeal, Paul Paul.jeal@cityoflondon.gov.uk, Paul Maskell paul.maskell@cityoflondon.gov.uk



Dear Bob and Anne,

Thank you for inviting members of the KLPA committee to meet via Zoom yesterday to discuss plans to cautiously re-open the Ladies' Pond following the COVID-19 lockdown.

Please be assured that we do understand the complexities of the situation and the pressures on both individuals and the Heath management. In particular we recognize the need to ration access to swim in order to ensure safety for staff and pond users. On behalf of our 700+ members we would welcome being invited to future meetings and we will make every effort to attend.

Given what we know about the feelings and experiences of many members of our local community during the current health and economic crisis, we would advocate a short term period of grace and goodwill from the Corporation in these unprecedented times. We understand that this will be perceived as a challenge to the authority of the City of London, but we respectfully ask you to reconsider the 100% price increase as a temporary measure during the recovery phase.

We acknowledge that the City of London, in common with other local authorities, businesses and individuals, will lose income this year, in your case as a result of reduced ticket sales, in particular at the Lido. However we believe the costs of establishing an online ticketing system and the employment considerations will already have been budgeted and committed to as part of long term planning following the Heath management's decision on 11 March and, as such, could be recovered over the longer term.

From your own statistics, 19% of visitors come to the Heath to visit the swimming ponds and Lido. As mentioned during the meeting, many local people are currently avoiding the Heath and feel dismayed by the impact of skeleton staffing and increased visitor numbers on their beloved open space.

Our argument is that by offering free or lower cost swimming booked through your new online system – for example by freezing charges at the rates applicable prior to the 11 March decision – you would send a clear message that you value and welcome regular Heath users and swimmers, the people who are likely to model more respectful behaviour. In the medium term this decision will have a considerable positive impact on the reputation of the City of London locally while still reminding people that the 'free to use' model is no longer applicable for the future to anyone other than the genuinely financially disadvantaged. The goodwill and reputational capital generated would be of enormous value now and in the future.

As you are aware, Ladies' Pond swimmers already donate thousands of pounds every year anonymously and we believe that the passion people feel for the ponds has the potential to be translated into a significant financial contribution. During the course of the consultation process earlier this year we established

During the course of the consultation process earlier this year we established that a majority of our members believe it is fair to pay to swim and are willing to do so, we also prepared the ground for that to become the foundational culture. We suggest offering an option to make an additional donation when booking an online ticket, for those who can afford it. It is our understanding from charities using fundraising platforms such as Just Giving that clear communication to potential donors about how money is spent and the vital importance of contributions usually leads to more generous donations (for example, explaining that the cost of a lifebuoy ring is £x).

Sincerely,

Nicky Mayhew (Chair), Ruth Hallgarten (Vice-chair), Mary Powell (committee member), on behalf of the KLPA.