

# Flevoparkbad extended opening days due to heat period

By Sophie Weresch, 15<sup>th</sup> September 2016

A massive interest overwhelmed the Flevoparkbad Amsterdam on the extended opening days at the beginning of September in virtue of the current heat wave. The public swimming pool was considered to be shut down this year but not is likely to remain open due to a campaign initiated by the Vrienden van het Flevoparkbad.

Summer had its comeback at the beginning of September in Amsterdam. The temperature was almost hitting 30 degrees five days in a row this week. Likely related to the climate change this heat wave at almost middle of September wasn't expected and most swimming pools were supposed to close at the beginning of September.

The season at Flevoparkbad, which is a public outdoor swimming pool located in Amsterdam East, was also supposed to end on the 4<sup>th</sup> of September 2016. Due to the good weather forecast "the sports department of the city of Amsterdam allowed a week extra and an extra opening day today" says a member of the Vrienden van het Flevoparkbad.

As the temperature was almost tropical on the 14<sup>th</sup> of September, which was the last day Flevoparkbad was open to the public, the number of visitors increased again. Not everyone who wanted to take a swim was able to enter the Flevoparkbad as it was overcrowded this day.

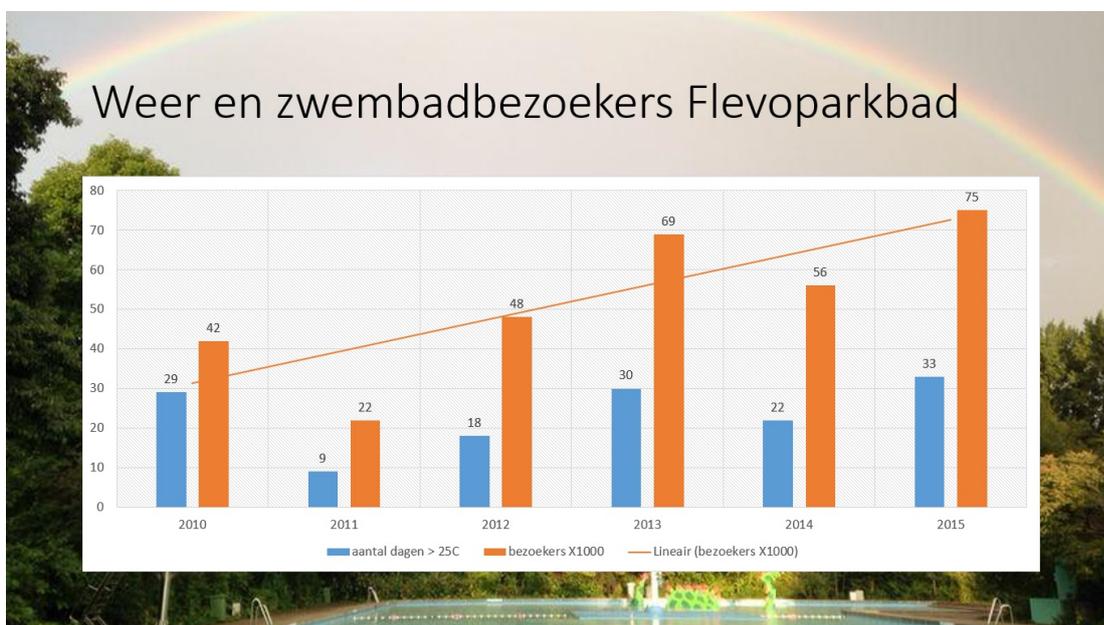


(Queue in front of Flevoparkbad on the extended opening day on the 14<sup>th</sup> of September 2016)

Unfortunate for the visitors who didn't had the chance to enter the pool on this day, the heavy crush confirmed that the Vrienden van het Flevoparkbad, who are aiming "to preserve this pool as a public open air pool.", are doing the right thing. The owner of the Flevoparkbad is the city of Amsterdam who "considered to close the pool, supposedly because of a lack of visitors, and as a cut in public expenses.", so a member of the Vrienden van het Flevoparkbad.

Therefore the Vrienden van het Flevopark started of a campaign to create "a community around Flevoparkbad" and to advocate for the further existence of the public swimming pool. The publicity created through the campaign raised the number of visitors to an amount of "70.000 people" in 2015 and thus convinced the city of Amsterdam to remain open.

Through the campaign and the extended opening days the number of visitors continues to increase, which the following info graphic shows.



(Info graphic showing the amount of visitors related to days with over 25° degrees from 2010-2015)

"Yet the future of the Flevoparkbad as an open air swimming pool is not secured" but the Vrienden van het Flevoparkbad are positive about the fact that the swimming pool will remain open to the public. Days like the 14<sup>th</sup> of September, with temperatures close to 30° degrees, proof that the Flevoparkbad has a lot of fans and is worth to keep maintained. "We invested enormous effort and that achieved results: the local

government has chosen to invest in the pool to improve it after years of neglect”  
quoting the website of [flevoparkbad.com](http://flevoparkbad.com).