

Future Leisure Provision Consultation Summer 2017 Findings report

To help inform the Council's new Physical Activity Strategy and to understand how the Council's current leisure assets located in Market Harborough and Lutterworth are meeting the needs of the our residents, now and in the future, the Council undertook a consultation to seek views from residents to understand what was important to them.

Methodology

Starting in June 2017, an eight week consultation was undertaken which consisted of an on-line survey, as well as a series of engagement activities with residents across the district, which are listed below.

- Residents Survey
- Meeting with the Indoor Bowls Club
- Engagement with residents with learning and physical disabilities
- Sports Club Forum
- Street Survey
- Engagement with Schools & under 18's
- Parish Council Meeting
- Engagement with current Leisure Centre Clubs Users
- Drop-in Sessions
- Luncheon Club and GP surgery's

For each engagement activity undertaken a report can be found within the background papers of the covering report. The findings of the survey are noted below.

To promote the consultation and to raise awareness, bin tags were placed on black bins across the district which has been successfully used by the Council's Waste Team in the past. A programme of communication activity was also prepared which included radio, press releases, social media and banners/posters. The communication activity was supported and managed through the Health Harborough Communications Plan.

Key findings & Actions arising from the residents survey

Key findings:

- A total of 2,321 people completed the survey online or in paper copy; although this is an encouraging response.
- The respondents lived across the whole district and not purely focused on one or two areas.
- 60% of respondents to the questions were aged over the aged between 30 to 59 years and just over 29% are aged 60+. We had little representation from the

younger demographic (under 18's), and this could be due to parents responding on their behalf as we did receive many comments relating to family activities.

- Majority of people who responded to the survey considered themselves to be 'active', with only 4.52% (105) saying they did not take part in any physical activity.
- A lack of local resources and time constraints were key factors to why people were not as active as they would like to be.
- The results of the survey do not necessarily corroborate with our knowledge of the district – insight tells us that the districts population is ageing and that this will exacerbate, yet activities for older people remain a low priority for respondents.
- 28% (657) used leisure centres located outside the Harborough District, with Corby and Enderby being the highest alternatives to swimming and gym facilities. This was mainly due to either location, opening hours, cleanliness or value for money.
- From the responses received the top three most used facilities at both at Market Harborough and Lutterworth Leisure Centres were swimming, sport hall activities and gym.

Actions:

- The three core activities which should be considered as part of a tender process for future leisure provision should be swimming, sports hall and gym, as these featured as the most popular amongst respondents.
- From responses received, there is a wide range of other facilities/activities our residents would like to see at both leisure centres. These have been captured and should be used to inform any future provision.
- To enable people to become more active, consideration should be given to working with local parishes and communities to ensure local facilities are accessible and/or available.
- Where concerns have been raised by respondents which relate to the current leisure provision at Lutterworth and Market Harborough, the Council will liaise with the current management company to ensure, where possible, these concerns are acted upon.
- Use the data captured from the consultation to develop the Physical Activity Strategy and inform future leisure provision in the district.
- To further inform the Physical Activity Strategy further engagement should be considered with young people (14-19 years).

Residents Survey: Analysis and findings

A total of 2,321 people completed the survey and below is a report which shows the responses to each question asked. For ease of monitoring, all comments which have been left by respondents have been captured and re-organised into high-level categories. Some key comments/categories have been included within this report. These comments will help inform the development of the Physical Activity Strategy and the future provision of the Council's current leisure assets in Lutterworth and Market Harborough.

To help with completing the survey and to assist with analysing the data, the survey was split into four sections; these were:

- About the respondents – postcodes, if/how/where/why they participate physical activity.
- Market Harborough Leisure Centre – current and future
- Lutterworth Leisure Centre – current and future
- Equalities monitoring

About the respondents

As expected, the majority of respondents indicated that they lived in the district, although there were some responses from the surrounding areas. A mapping exercise was undertaken, based on the postcode received, which showed the good geographical spread of respondents across the whole district, and neighbouring districts.

On average just over 2,000 people responded to the equalities monitoring questions. The 2011 census data for the district shows the split between males and females is 50.40% and 49.60% respectively. From the results of survey it indicates a response rate of 39.98% male and 58.64% female respondents, 1.38% did not want declare their gender.

Of those who responded to the equality questions, 81.63% did not consider themselves to have a disability or a health problem; 12.83% said they were limited a little by either health or disability and 3.55% health or disability affected they a lot. 1.98% preferred not to say.

The table below shows the ages of respondents who chose to answer the equalities questions, compared to the 2011 census data:

What is your age?			
Answer Choices	Responses		2011 census data
Under 18	1.11%	23	21.33%
18 to 24 years	2.91%	60	6.34%
25 to 29 years	4.12%	85	4.33%
30 to 44 years	29.18%	602	19.71%
45 to 59 years	31.02%	640	22.42%
60 to 64 years	9.69%	200	7.10%
65 or over	20.41%	421	18.26%
I do not wish to declare my age	1.55%	32	

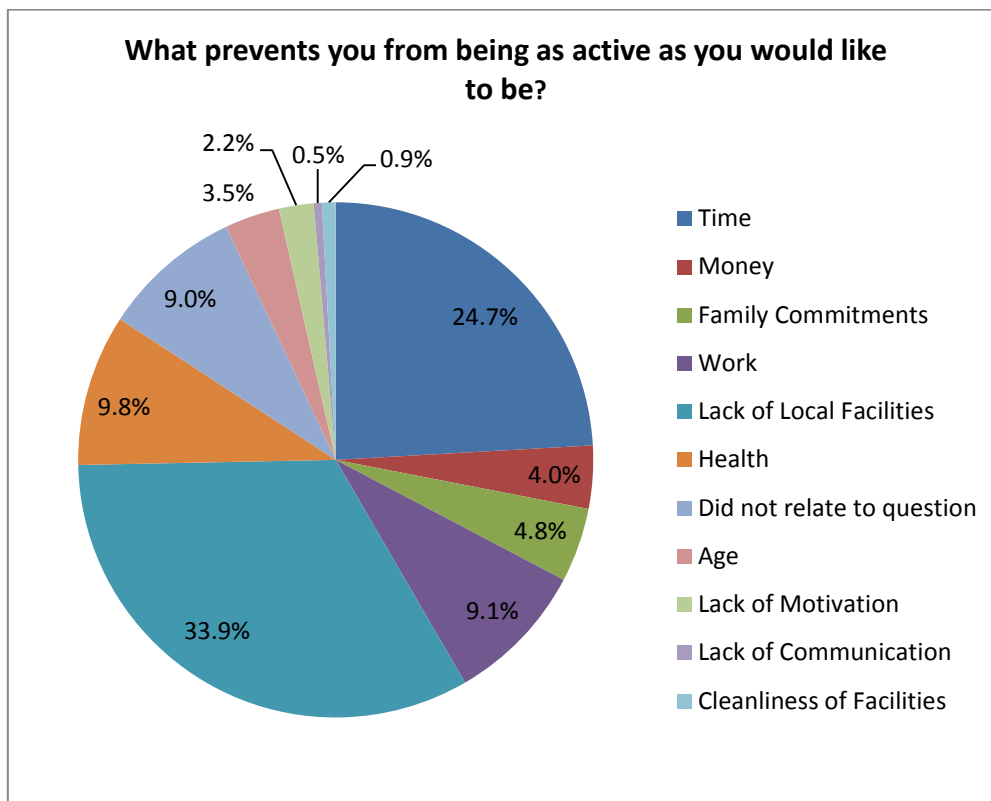
Respondents were asked to identify, in a typical week, how much time they spent undertaking moderate physical activity. From the 2,321 people who answered this question, almost half, 46.32% spent 2hrs 30min or more undertaking physical activity; 38.82% undertook 31min to 2hrs 30mins; 10.34% respondents undertook upto 30mins of activities and 4.52% did not undertake any moderate physical activity.

Respondents were then asked to tell us about their current physical activities, and the table below shows the 2,298 responses received to the question:

	I do this at least once a week		I do this at least once a month		I would like to start doing more of this		Total
Activities in my own home (e.g. gardening, housework, personal workout)	89.21%	1719	7.84%	151	4.36%	84	1927
Walking (moderate to high intensity)	83.22%	1527	10.41%	191	8.88%	163	1835
Jogging (on roads, in parks, or along footpaths)	50.65%	429	19.72%	167	31.29%	265	847
Cycling	37.48%	389	22.35%	232	42.77%	444	1038
Swimming	32.88%	455	13.73%	190	56.72%	785	1384
Gym or exercise classes in a public facility (e.g. spinning, zumba)	50.34%	593	6.37%	75	44.91%	529	1178
Gym or exercise classes in a private facility (please specify below)	47.97%	414	7.07%	61	46.70%	403	863
Indoor sport in a public facility (e.g. badminton, gymnastics)	28.39%	251	8.71%	77	65.16%	576	884
Indoor sport in a private facility or school (please specify below)	37.36%	229	7.83%	48	56.12%	344	613
Indoor group classes in village and community halls (e.g. yoga, new age kurling)	36.91%	306	6.63%	55	58.50%	485	829
Outdoor sport (e.g. football, cricket)	49.85%	322	10.84%	70	40.56%	262	646
Outdoor group classes (e.g. parkrun, buggy walks)	27.63%	176	15.70%	100	58.40%	372	637
Outdoor gym	12.55%	61	8.64%	42	79.42%	386	486
Other (please provide details)	60.21%	227	5.84%	22	35.01%	132	377
Please provide any additional details if applicable							465
					Answered		2298

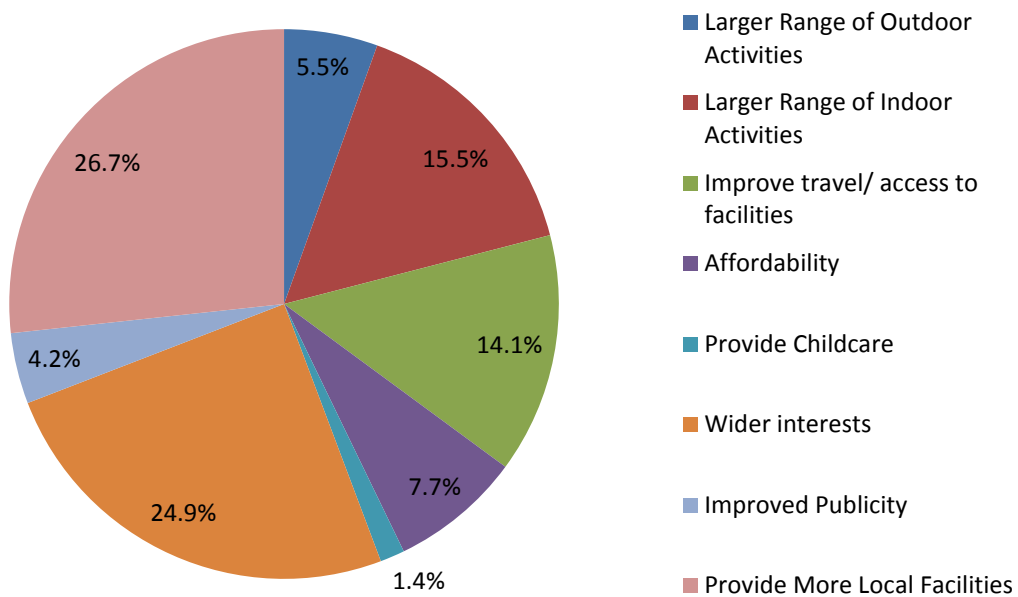
465 respondents provided additional comments and/or other activities some of which were repeated from the list above, although in more detail, for example 'I walk my dog' or 'gym weights' or 'football'. As there are so many different activities mentioned within these comments, they have been categorised into sections which will be used by officers to inform the Physical Activity Strategy and future Leisure Provision.

Respondents were asked to let us know what prevented them from being as active as they would like to be, of the 1,974 people responded to this question, just over a third (33.9%) felt this was due to a lack of local facilities, such as availability of facilities within their village, within village halls etc. The next highest contributing factors were time constraints (24.7%), health (9.8%) and work commitments (9.1%). 9% of responses received did not relate to the question asked for example 'nothing', 'Rain', 'weather' ' n/a I am active'. The responses have been categorised are noted below.



Question five, asked respondents what could local services do to help respondents to become more active, 1,691 answered this question and 497 respondents skipped the question. Of those who responded, just over a quarter of respondents, 26.7% (480), felt more local facilities would help them become more active. Some of the local services suggested by respondents included more provision in villages and access to a local swimming pool/leisure centre. 24.9% (447) of comments received did not relate specifically to this question, and have been categorised as 'wider interests'. These include comments relating to respondents health/general lack of fitness or just stated 'N/A', 'Private Gym', 'none', 'save time to fit more activities into our lifestyle', 'maintain local footpaths/bridleways', 'provide facilities', 'supplement costs of classes in village halls'.

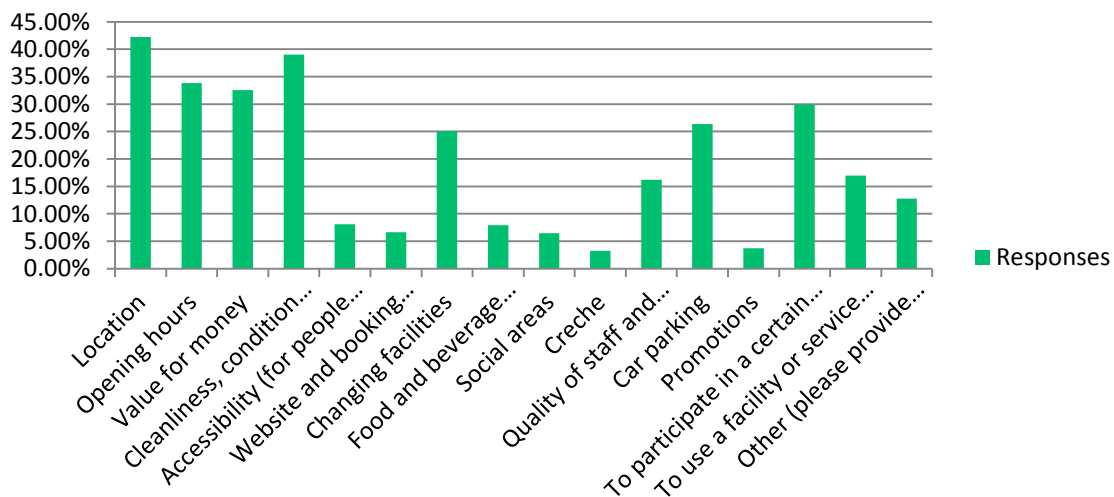
What could local services do to help you become more active?



We did receive responses from people living outside the district who are members or casual users of our two leisure centres. To help inform any future provision we also need to understand if our residents use neighbouring leisure centres and the reasons why. 2,309 people responded to question six, with 28.45% (657) saying they did use other leisure centres; with Corby and Enderby being this most visited. 71.55% (1,652) said they did not use other leisure centres.

When asked why respondents preferred to visit the other leisure centres, this was due to a number of reasons as shown in the table below. The main reasons related to location, cleanliness/condition and maintenance of the facilities and equipment, opening hours and offering value for money. 314 respondents completed the 'other' section with more details of the activities they undertook for example 'diving' 'athletics track' 'frequently cleaned' 'great clean disabled facilities'.

What is it that attracts you to this leisure centre? Please tick all that apply



Market Harborough Leisure Centre

When asked which leisure centres respondents currently used, 33.78% (774) said they used Market Harborough and 25.21% (566) used Lutterworth.

When asked what 'type of user' they were at Market Harborough, the following responses were received:

Answer Choices	Responses	
Member	53.87%	404
Casual User	41.87%	314
School or college user	1.47%	11
Sports club user	8.13%	61
Other (please specify)		57
	Answered	750

Respondents who used the Market Harborough Leisure were asked what activities they, or their family, participated in. These activities are listed below:

Answer Choices	Responses	
Classes and activities	32.31%	241
Gym	44.37%	331
General swimming	66.22%	494
Children's swimming lessons	19.17%	143
Children's activities and school holiday clubs	7.91%	59
Sports hall activities (e.g. badminton)	15.82%	118
Club activities (e.g. gymnastics)	9.65%	72
Please provide any additional details if applicable		135
	Answered	746

When visiting Market Harborough Leisure centre, of the 770 who responded to this question,

- 57.01% (439) visited weekdays: daytime;
- 49.09% (378) visited weekdays: evening;
- 48.44% (373) visited weekends.

Respondent were then asked to say how often they visited the leisure centre and these responses are noted below:

Answer Choices	Responses	
4 or more times a week	17.31%	134
1 to 3 times a week	53.88%	417
1 to 3 times a month	14.21%	110
Less than once a month	14.60%	113
	Answered	774

When traveling to Market Harborough Leisure Centre of the 768 who responded, the majority did so by car (over 80%). 12.84% walked, 5.87% cycled and a small number, 0.68%, used the bus.

When asked if there were any issues that prevented respondents using the Market Harborough Leisure Centre, of the 1,476 who responded, 66.67% said yes; where as 33.33% said no. People were asked to specify what these issues were and 985 completed this question which has been categories and noted below:

• Travel Issue	72.3%	712
• Standard & Cleaniness of Facilities	10.8%	106
• Range of Activities	3.5%	34
• Affordability	2.7%	27
• Management and Staff	1.2%	12
• Opening Times	1.1%	11
• Did not relate to the question	8.4%	83

Looking forward, respondents were asked if they would like to help shape the future of Market Harborough Leisure Centre; of 1,505 people who answered this question, 22.92% (345) said 'Yes', and 77.08% (1,160) said 'No'.

If the Council considered to rebuild Market Harborough Leisure Centre, respondent were asked what facilities are most important to them. The top facilities which were 'very important' to the 1,081 respondent were:

- Cleaniness, condition and maintenance of facilities and equipment (92.28%)
- Swimming pool (80.51%)
- Changing facilities (75%)
- Car Parking (72.53%)
- Gym (60.77%)
- Accessible faiclites (eg young families or people with disabilities) (48.24%)
- Sports Hall (45.24%)

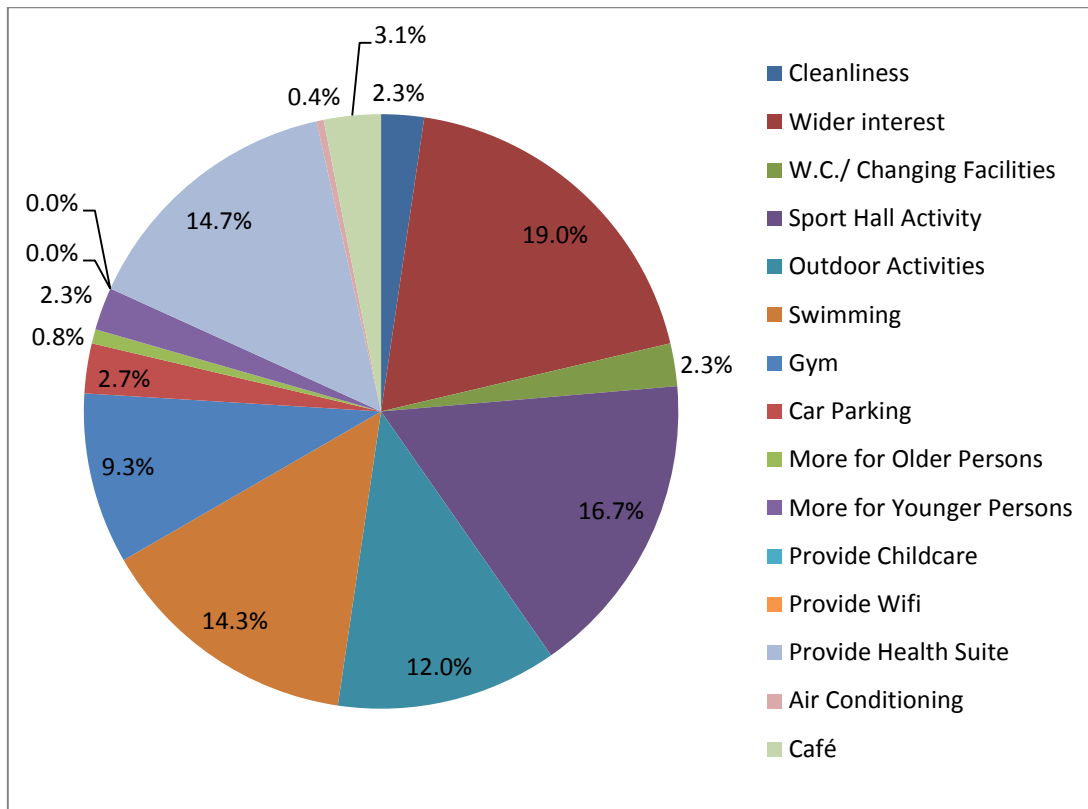
The facilities which were low on the 'very important' option were:

- Indoor bowling (10.79%)
- Creche (15.29%)
- Specialist rooms or facilities (physiotherapy rooms/hydrotherapy (29.45%)

The table below shows all responses:

	Very Important		Quite Important		Not Important		No Opinion		Total
Swimming pool	80.51%	814	13.06%	132	3.17%	32	3.36%	34	1011
Gym	60.77%	587	23.50%	227	10.66%	103	5.18%	50	966
Learner swimming pool	42.33%	389	22.42%	206	21.65%	199	14.04%	129	919
Beach/ family swimming pool	42.72%	396	23.09%	214	23.09%	214	11.65%	108	927
Sports hall	45.24%	423	29.95%	280	12.94%	121	12.30%	115	935
Specialist equipment or studios (e.g. spin bikes)	37.95%	356	31.45%	295	19.51%	183	11.30%	106	938
Specialist rooms or facilities (e.g. physiotherapy rooms/ hydrotherapy)	18.96%	179	36.33%	343	29.45%	278	15.47%	146	944
Accessible facilities (e.g. young families or people with a disability)	48.24%	452	26.25%	246	13.55%	127	12.49%	117	937
Tennis/ netball courts	20.94%	191	33.22%	303	28.95%	264	17.00%	155	912
Indoor bowling	10.79%	101	15.38%	144	47.97%	449	26.07%	244	936
Website and booking systems (e.g. online and in person)	58.09%	567	30.84%	301	6.97%	68	4.51%	44	976
Changing facilities	75.40%	763	18.97%	192	3.75%	38	2.08%	21	1012
Food and beverage facilities	27.21%	265	39.43%	384	28.44%	277	5.34%	52	974
Social facilities (e.g. comfy seating and social areas)	27.61%	267	38.57%	373	26.47%	256	7.45%	72	967
Crèche	15.29%	137	20.42%	183	39.29%	352	25.45%	228	896
Car parking	72.53%	742	20.72%	212	4.40%	45	2.64%	27	1023
Cleanliness, condition and maintenance of the facilities and equipment	92.28%	968	6.01%	63	0.86%	9	1.14%	12	1049
Other (please provide details)	42.81%	134	5.75%	18	8.63%	27	42.81%	134	313
Please provide any additional details if applicable									258
							Answered		1081

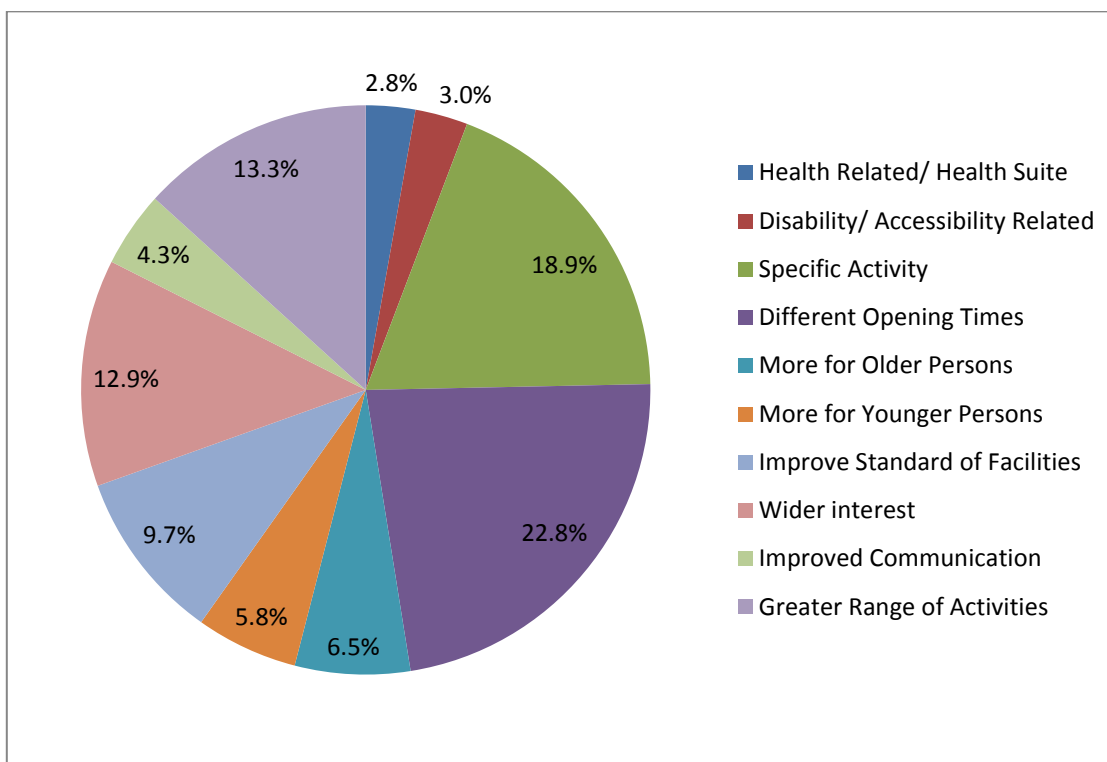
258 people who responded to this question, provided additional details which tended to provided more details of the already identified facilities (noted above). These have been categorised and noted below. 19% (45) of responses were categorised as 'wider interest', example 'training of staff', 'too far away', 'more facilities around the district' 'weekly bus service direct to leisure centres', 'more attractive ie flower beds'.



Thinking about the future, respondents were asked if there was anything else they would like the leisure facilities in Market Harborough to provide or change, the responses are noted below:

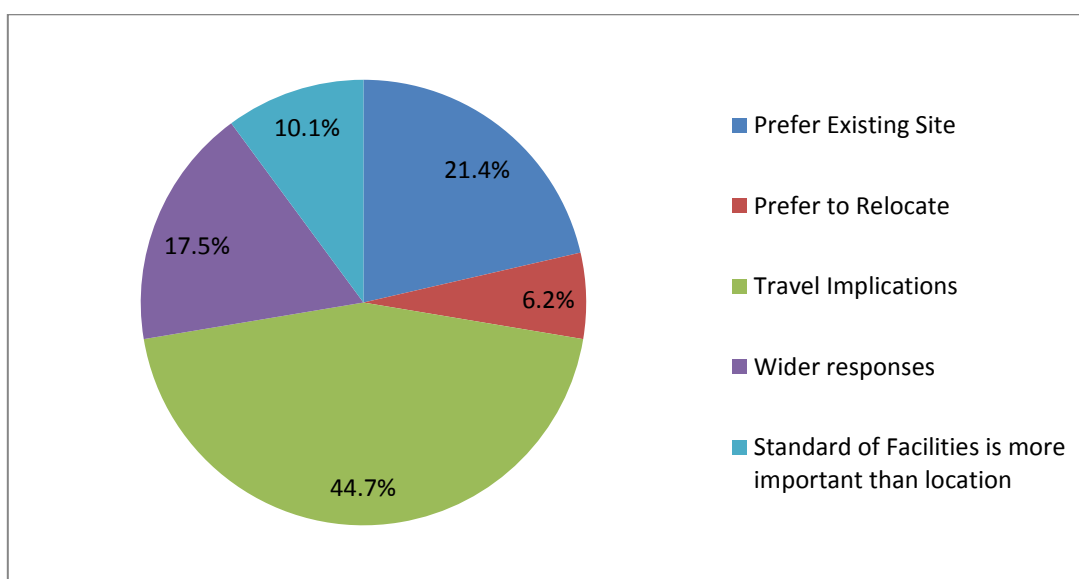
Answer Choices	Responses	
Activities offered at other locations and venues across the district e.g. your local community hall	31.35%	253
Local sport and physical activities advertised in one place e.g. one stop shop website or app	36.56%	295
Introduce a new sport or activity (please provide details)	22.68%	183
More available time or facilities for a particular activity (please provide details)	34.94%	282
More activities for young people (please provide details)	22.68%	183
More activities tailored to the 55+ age group (please provide details)	27.14%	219
Opening hours (please provide details)	27.26%	220
Other (please provide details)	10.78%	87
Please provide any additional details if applicable		535
	Answered	807

535 people provided additional details which have been categorised and are noted below. The details within these categories will be used to inform future leisure activities and the Physical Activity Strategy.



When asked, if Market Harborough Leisure Centre was to be relocated to a site north of the town would it make a difference to how often the respondent visited, of the 1,040 who answered the questions, the majority 59.42% said it would not affect how often they visited the leisure centre. 21.83% said they would visit more often and 18.75% said they would visit less often.

Respondents were asked to provide any additional details if applicable, and 257 comments which have been categorised and are noted below. 45 of the 257 responses have been categorised as 'wider responses' for example, 'needs to be central to all', 'Don't know', 'depends whereabouts in the town', 'closer to main/new housing estates'.



Lutterworth Leisure Centre

When asked which leisure centres respondents currently used, 33.78% (774) said they used Market Harborough and 25.21% (566) used Lutterworth.

When asked what 'type of user' they were at Lutterworth, the following responses were received:

Answer Choices	Responses	
Member	46.31%	251
Casual User	48.34%	262
School or college user	1.85%	10
Sports club user	6.83%	37
Other (please specify)		56
	Answered	542

Respondents who used Lutterworth Leisure were asked what activities they, or their family, participated in. These activities are listed below:

Answer Choices	Responses	
Classes and activities	36.40%	202
Gym	44.14%	245
General swimming	62.52%	347
Children's swimming lessons	20.54%	114
Children's activities and school holiday clubs	6.13%	34
Sports hall activities (e.g. badminton)	16.58%	92
Club activities (e.g. gymnastics)	7.21%	40
Please provide any additional details if applicable		47
	Answered	555

When visiting Lutterworth Leisure Centre, of the 559 who responded to this question,

- 51.26% (285) visited weekdays: daytime
- 51.44% (286) visited weekdays: evening
- 45.86% (255) visited weekends

Respondent were then asked to say how often they visited the leisure centre and these responses are noted below:

Answer Choices	Responses	
4 or more times a week	13.95%	78
1 to 3 times a week	50.81%	284
1 to 3 times a month	15.92%	89
Less than once a month	19.32%	108
	Answered	559

When traveling to Lutterworth Leisure Centre of the 558 who responded, the majority did so by car (85.84%), 9.50% walked, 2.15% cycled and 2.51% used the bus.

When asked if there were any issues that prevented respondents using Lutterworth Leisure Centre, of the 1,592 who responded, 43.78% said 'Yes'; where as 56.22% said 'No'. People were asked to specify what these issues were and 697 completed this question which has been categories and noted below:

• Travel Issue	536	76.9%
• Standard of Facilities	50	7.2%
• Range of Activities	15	2.2%
• Affordability	16	2.3%
• Management and Staff	10	1.4%
• Opening Times	16	2.3%
• Cleanliness of Facilities	2	0.3%
• Did not relate to the question	52	7.5%

Looking forward, respondents were asked if they would like to help shape the future of Lutterworth Leisure Centre; of 1,673 people who answered this question, 8.97% (150) said 'Yes', and 91.03% (1,523) said 'No'.

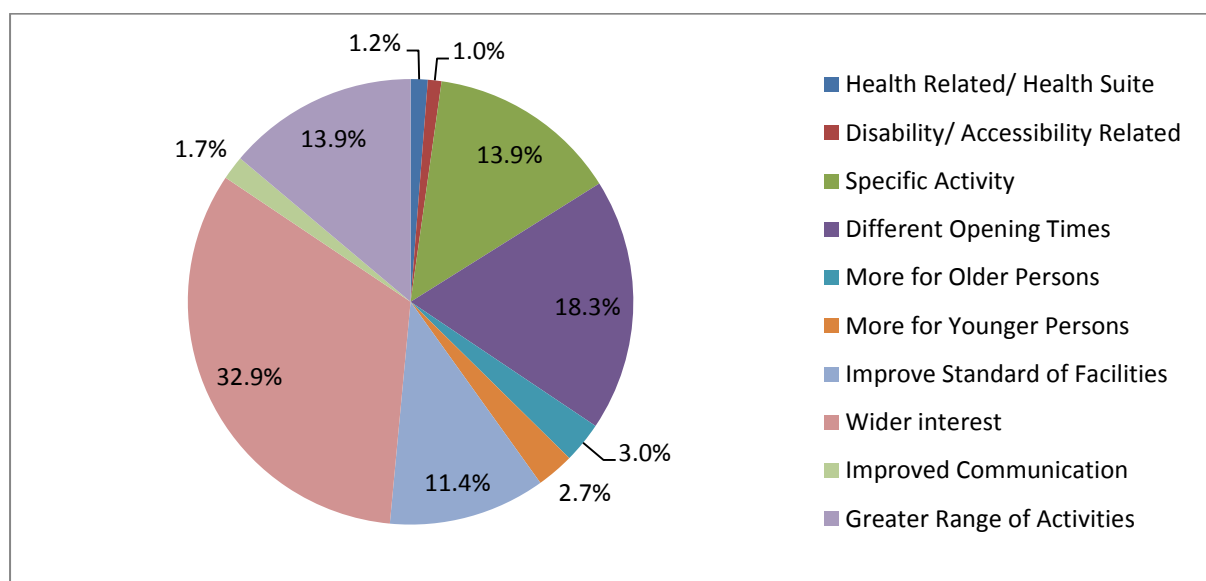
If the Council considered to refurbish Lutterworth Leisure Centre, respondent were asked what facilities are most important to them. The responses are noted below:

	Very Important		Quite Important		Not Important		No Opinion		Total
Swimming pool	57.05%	591	12.07%	125	6.27%	65	24.81%	257	1036
Gym	40.79%	412	18.51%	187	11.49%	116	29.60%	299	1010
Sports hall	26.92%	263	23.34%	228	15.97%	156	34.19%	334	977
Specialist equipment or studios (e.g. spin bikes)	23.30%	229	22.89%	225	19.02%	187	35.61%	350	983
Specialist rooms or facilities (e.g. physiotherapy rooms/ hydrotherapy)	11.09%	108	23.82%	232	27.10%	264	38.40%	374	974
Accessible facilities (e.g. young families or people with a disability)	28.44%	281	20.95%	207	15.79%	156	35.12%	347	988
Tennis/ netball courts	12.06%	117	20.21%	196	28.14%	273	39.79%	386	970
Website and booking systems (e.g online and in person)	34.86%	351	25.72%	259	10.33%	104	29.29%	295	1007
Changing facilities	50.68%	518	17.32%	177	6.16%	63	26.32%	269	1022
Food and beverage facilities	18.10%	183	27.30%	276	24.83%	251	30.17%	305	1011
Social facilities (e.g. comfy seating and social areas)	19.05%	189	28.63%	284	21.98%	218	30.54%	303	992
Crèche	10.59%	102	12.88%	124	33.54%	323	43.51%	419	963
Car parking	44.13%	455	22.70%	234	7.76%	80	25.70%	265	1031
Cleanliness, condition and maintenance of the facilities and equipment	64.84%	673	7.61%	79	3.18%	33	24.47%	254	1038
Other (please provide details)	15.20%	74	1.64%	8	8.42%	41	74.74%	364	487
Please provide any additional details if applicable									198
							Answered		1074

Thinking about the future, respondents were asked if there was anything else they would like the leisure facilities in Lutterworth to provide or change, the responses are noted below:

Answer Choices	Responses	
Activities offered at other locations and venues across the district e.g. your local community hall	42.86%	282
Local sport and physical activities advertised in one place e.g. one stop shop website or app	25.99%	171
Introduce a new sport or activity (please provide details)	19.76%	130
More available time or facilities for a particular activity (please provide details)	29.94%	197
More activities for young people (please provide details)	21.73%	143
More activities tailored to the 55+ age group (please provide details)	25.53%	168
Opening hours (please provide details)	20.82%	137
Other (please provide details)	15.05%	99
Please provide any additional details if applicable		404
	Answered	658

Respondents were asked to provide additional details, where applicable, about facilities at Lutterworth Leisure Centre. 658 comments were received and have been re-organised into high-level categories, as shown in the table below. Almost a third, 32.9%, of these comments have been categorise to 'wider interest' and many of the comments in this category relate to Broughton Astley and the need for a leisure centre.



Equalities Data

What is your gender?		
Answer Choices	Responses	
Male	39.84%	820
Female	58.70%	1208
I do not wish to declare my gender	1.46%	30
	Answered	2058

What is your age?		
Answer Choices	Responses	
Under 18	1.11%	23
18 to 24 years	2.91%	60
25 to 29 years	4.12%	85
30 to 44 years	29.18%	602
45 to 59 years	31.02%	640
60 to 64 years	9.69%	200
65 or over	20.41%	421
I do not wish to declare my age	1.55%	32
	Answered	2063

How would you describe your ethnic origin?		
Answer Choices	Responses	
White - British / English / Northern Irish / Scottish / Welsh	92.06%	1889
White - Irish	0.63%	13
White - Gypsy or Irish Traveller	0.10%	2
White - Other (please state below)	0.39%	8
Asian / Asian British - Bangladeshi	0.00%	0
Asian / Asian British - Chinese	0.15%	3
Asian / Asian British - Indian	0.83%	17
Asian / Asian British - Pakistani	0.00%	0
Asian / Asian British - Other (please state below)	0.00%	0
Black / African / Caribbean / Black British - African	0.05%	1
Black / African / Caribbean / Black British - Caribbean	0.10%	2
Black / African / Caribbean / Black British - Other (please state below)	0.10%	2
Mixed / multiple ethnic group - White and Asian	0.00%	0
Mixed / multiple ethnic group - White and Black African	0.05%	1
Mixed / multiple ethnic group - White and Black Caribbean	0.15%	3
Mixed / multiple ethnic group - Other mixed (please state below)	0.15%	3
Other ethnic group - Any other (please state below)	0.00%	0
Do not wish to declare my ethnic origin	3.75%	77
Other (please specify)	1.51%	31
	Answered	2052

What is your religion or belief (if any)?		
Answer Choices	Responses	
Christian (including Catholic, Church of England, Protestant and all other Christian denominations)	54.68%	1109
Buddhist	0.25%	5
Hindu	0.30%	6
Jewish	0.15%	3
Muslim	0.20%	4
Sikh	0.25%	5
No religion or belief	29.93%	607
Other religion or belief (please state below)	0.30%	6
Do not wish to declare my religion or belief	11.44%	232
Other (please specify)	2.51%	51
	Answered	2028

Are your day-to-day activities limited because of a health problem or disability?		
Answer Choices	Responses	
Yes - Limited a little	13.09%	268
Yes - Limited a lot	3.62%	74
No	81.44%	1667
Prefer not to say	1.86%	38
	Answered	2047