SPORT ENGLAND

Moving Communities

Community Survey report for XX Council

November 2023

Prepared by Active-Insight and SIRC

Active Insight
Moving Leisure-net forward

Sheffield Hallam University | Sport Industry Research Centre

Introduction/background

This survey is designed for the local authorities and the leisure operators registered with Moving Communities to engage with residents and to uncover their attitudes and perceptions about physical activity; and to identify what would encourage them to be more active.

The data within this report are derived from respondents to a self-selected online survey of XX residents of XX between May and October 2023.

Executive Summary – KPI’s

ACTIVE 5+ TIMES/WEEK(Q1) – % of people who are active 5 days or more a week

LC USAGE IN L12 MONTHS (Q9) – % of people using a centre at least once in the last 12 months.

ACTIVE TRAVEL WEEKLY (Q20) – % of people who said they walk/cycle at least 1 day a week, calculated as the subtraction of the people who don’t walk or cycle at all or haven't responded the question from the total respondents.

LOCAL LC RATING – % of people having responded 'Very Good' or 'Good' to Q14

		National
ACTIVE 5+ TIMES/WEEK	35.29% Nov 23	34.67% Nov 23
LC USAGE IN L12 MONTHS	85.98% Nov 23	67.98% Nov 23
ACTIVE TRAVEL WEEKLY	74.91% Nov 23	77.78% Nov 23
HIGH LOCAL LC RATING	47.6% Nov 23	47.36% Nov 23

The national benchmarks are based on 3,743 responses gathered through community surveys across 9 local authorities. These national benchmark figures are correct as of the 27th of November 2023.

The national benchmark figures on the Moving Communities platform are updated regularly as increasing numbers of local authorities take part. It is therefore likely that they will change over time as the Community Survey increases its reach across England.

Executive Summary – Key Findings

- The survey sample was weighted to better represent XX population in terms of age and gender as the sample was skewed considerably by female respondents aged 35 to 74.
- Whilst 81% of the survey respondents considered themselves to have good health; c.19% rated themselves as having fair or bad health. Around 20% of the respondents self-reported as having a long-term health condition or illness.
- Residents from ethnically diverse backgrounds are underrepresented in this survey (c.5%) when compared with their incidence (12%) in the local population (Census 2021).
- The level of deprivation amongst survey respondents is broadly in line with that of XX population in terms of the Index of Multiple Deprivation as derived from postcodes.
- The majority of the respondents were either in employment (65%) or have retired (27%); whilst less than 1% were unemployed.

Executive Summary – Key Findings

- 35% of the respondents have done at least 30 minutes of physical activity on five or more days in the last week; which matches the national benchmarks (35%).
- The majority (at least 74%) of the respondents agreed that they have the capability, opportunity and motivation to be active.
- The top three most stated reasons for doing a sport or physical activity are for health reasons, namely to improve or manage both physical health and mental health; and, for fun.
- Overall, 61% of the survey respondents would like to be more active, particularly in indoor leisure activities, followed by outdoor leisure activities.
- Specific sessions (for beginners; women and girls; as well as older people), and strategic programming of activities (i.e. timing and availability as well as suitability of activities to participants' ability levels) are key to encouraging XX residents to be more active.
- 86% of total respondents have used the leisure centres in XX in the last 12 months, which is well above the national average of 68%.

Executive Summary – Key Findings

- 73% of total respondents were ‘regular’ users of leisure centres (which is defined as using them at least once a month).
- Overall 92% of respondents gave the local authority-owned sport and leisure centres a satisfaction rating; and of these 48% rated them as good or very good which is marginally above the national benchmark (47%).
- ‘Non-availability of activities at a convenient time’ and ‘it is too expensive’ were the two most stated reasons for non-usage of leisure centres.
- ‘Price or affordability’ and ‘activities on offer’ are the top two most stated important considerations for XX residents when choosing an indoor sport and leisure centre to use; followed by ‘parking’.
- Discount prices was the most stated factor that would encourage the usage of leisure centre in the near future.
- 52% of total respondents said that they intended to exercise more often at a leisure centre.

Executive Summary – Key Findings

- Swimming pools and gyms are the facility types in which XX residents would like to have more investment.
- Parks and green spaces are the most cited places in which people get active outdoors followed by roads and streets, and woodlands.
- 95% of the respondents agreed that they had easy access to a green space or park whilst 79% agreed that they felt safe using those green spaces or parks in their neighbourhood.
- Improved safety (reduced crime and antisocial behaviour; and improved lighting in parks or open spaces); and improved access and footpath routes for walking or cycling are some of the most cited factors which would encourage more use of the outdoors for sport and physical activity.

Executive Summary – Key Findings

Moving Communities

- Around 75% of total respondents had either walked or cycled at least once for active travel purposes in an average week; which is slightly lower than the national average of 78%.
- ‘Walkers/cyclists separated from traffic’ and ‘improved safety features/feeling safer’ are the top two most cited factors which would encourage more active travel.
- According to the 25% of respondents who were responsible for children under 16, ‘lack of money’, ‘availability of children’s sessions’; ‘lack of facilities near me’ and ‘lack of sports club for children’ are the top four most cited barriers for children to get active.
- The majority of the respondents were satisfied with their lives, happy and not feeling anxious.

Other notes

The survey results are weighted, except for the sample profile, active travel time and bespoke local questions.

All questions include ‘not answered’ in the results unless stated otherwise.

For questions relating to a filter question, the number of relevant responses may not necessarily reconcile exactly with the number of cases recorded in the preceding question due to minor routing issues.

Commentaries are based on weighted results where both weighted and unweighted results are present.

For multiple-response questions, the percentages are calculated based on the total number of responses.

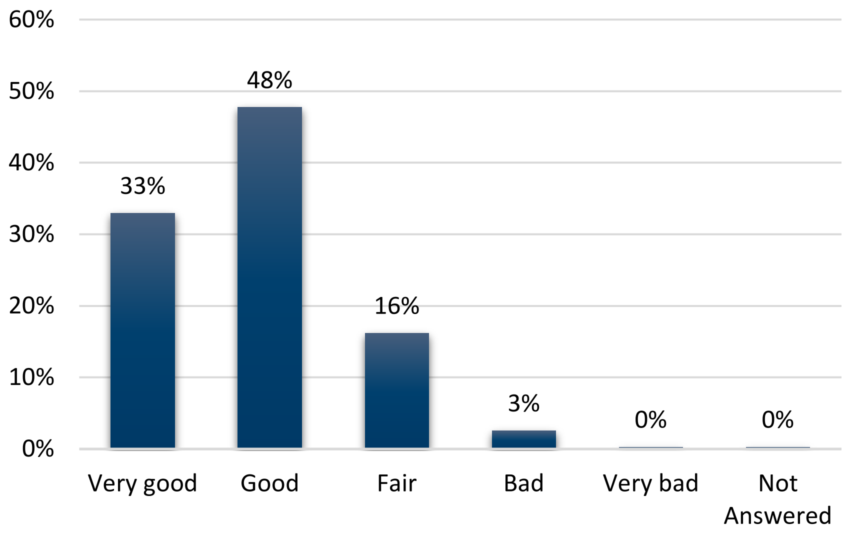
Sample Profile

The questions in the standardised survey cover the following key areas:

- self-reported general health;
- disability or long-term health condition;
- demographic profile and employment status of survey respondents; and
- Index of Multiple Deprivation (IMD) based on respondents' postcodes.

How is your health in general?

How is your health in general?	Responses	%
Very good	116	32.95%
Good	168	47.73%
Fair	57	16.19%
Bad	9	2.56%
Very bad	1	0.28%
Not Answered	1	0.28%

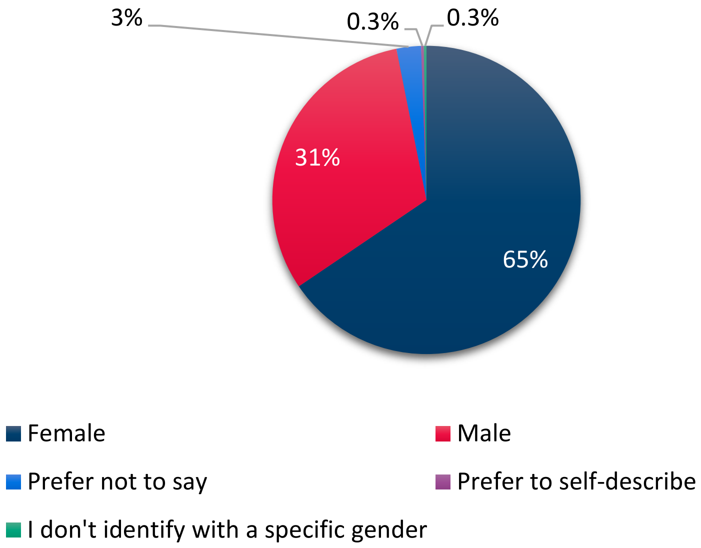


Whilst 81% of the survey respondents considered themselves to have good or very good health; c.19% rated themselves as having fair or bad health. These figures are broadly in line with the health data recorded in Census 2021 for XX population (85% and 15% respectively). The differences between this survey and the Census data may in part be attributable to the sampling methods, or sampling bias.

What is your gender?

Moving Communities

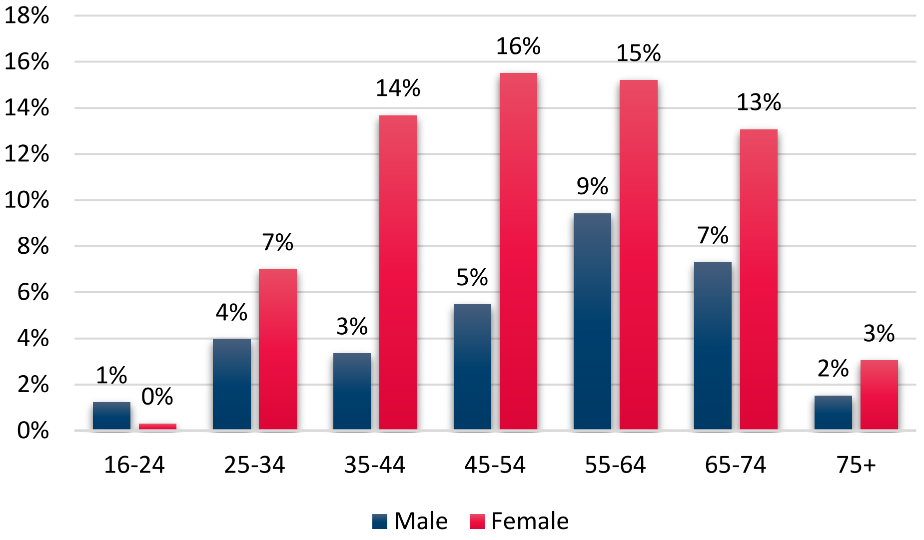
Are you...?	Responses	%
Female	230	65.34%
Male	110	31.25%
Prefer not to say	9	2.56%
Prefer to self-describe	1	0.28%
I don’t identify with a specific gender	1	0.28%
Not Answered	1	0.28%



Females account for 65% of total respondents and are over-representative of XX female population (50%) in this survey.

Please state your age

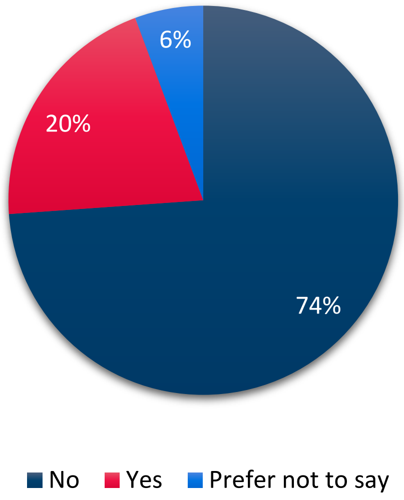
Description	Responses	%
Female 16-24	1	0.30%
Female 25-34	23	6.99%
Female 35-44	45	13.68%
Female 45-54	51	15.50%
Female 55-64	50	15.20%
Female 65-74	43	13.07%
Female 75+	10	3.04%
Male 16-24	4	1.22%
Male 25-34	13	3.95%
Male 35-44	11	3.34%
Male 45-54	18	5.47%
Male 55-64	31	9.42%
Male 65-74	24	7.29%
Male 75+	5	1.52%



The survey sample was unrepresentative of XX population, with relatively low levels of response by some age groups (in particular, the 16-24 age group and the 75+ age group); and the male population.

Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?

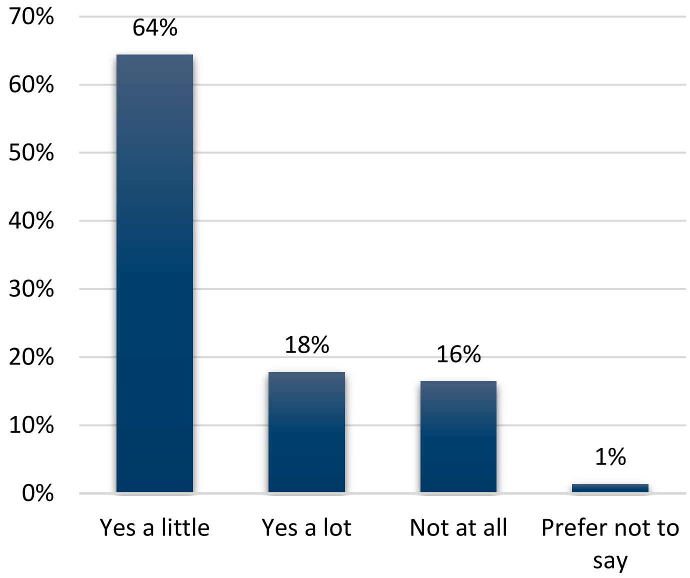
Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more? (A disability is an impairment that has (or is likely to have) a substantial (more than minor), adverse, long-term (more than a year) effect on the ability to carry out normal day-to-day activities).		
Answer	**Responses**	**%**
No	260	73.86%
Yes	72	20.45%
Prefer not to say	20	5.68%
Not Answered	0	0%



Overall, c.20% of the respondents self-reported as having a long-term health condition or illness.

Do any of your conditions or illnesses reduce your ability to carry out day to day activities?

Do any of your conditions or illnesses reduce your ability to carry out day to day activities?	Responses	%
Yes, a little	47	64.38%
Yes, a lot	13	17.81%
Not at all	12	16.44%
Prefer not to say	1	1.37%



82% of the 72 respondents who reported a long-term health condition or illness also reported that their conditions and illnesses reduced their ability to carry out day-to-day activities.

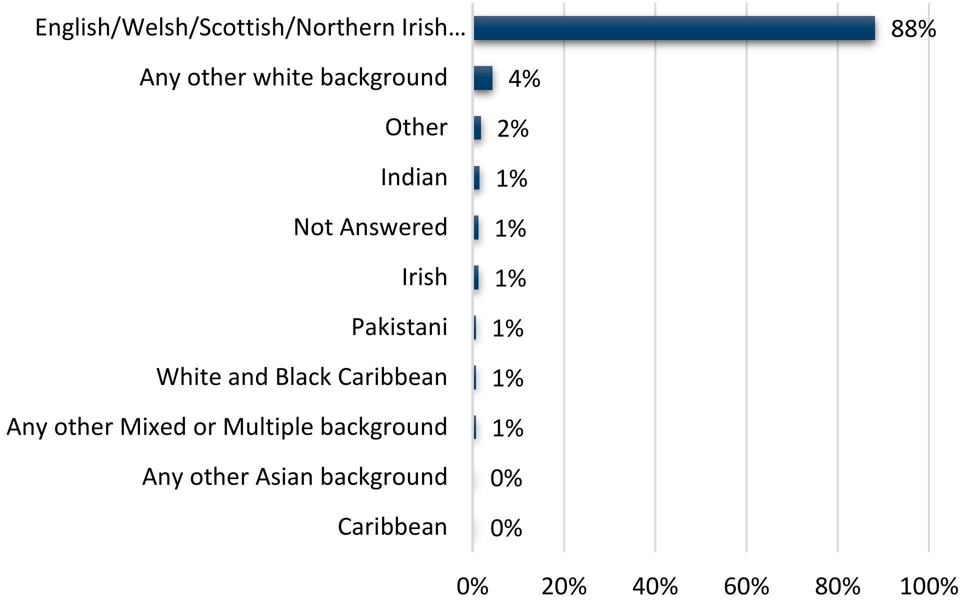
Please tick the box(es) below that best describe your impairment(s).

Moving Communities

Please tick the box(es) below that best describe your impairment(s). We list a few examples but recognise many other conditions could also be listed.	Responses	%
Long-term illness or health (e.g. cancer/HIV/diabetes/chronic heart disease/arthritis/chronic asthma)	37	33.04%
Mental ill health (e.g. depression/anxiety/bipolar disorders/schizophrenia)	25	22.32%
Mobility or physical (e.g. walking/dexterity)	13	11.61%
Hearing (e.g. mild to profound deafness)	8	7.14%
Impaired memory/concentration or ability to understand (e.g. head injury/stroke/dementia)	4	3.57%
Autistic Spectrum Disorders or Attention Deficit Disorders or Attention Deficit Hyperactive Disorders	4	3.57%
Prefer not to say	4	3.57%
Communication (e.g. impaired speech)	3	2.68%
Developmental (e.g. dyslexia)	3	2.68%
Visual (e.g. partial sighted to blind)	2	1.79%
Learning (e.g. mild to profound learning disability)	1	0.89%

What is your ethnicity?

What is your ethnicity?	Responses	%
English/Welsh/Scottish/Northern Irish or British	310	88.07%
Any other white background	15	4.26%
Indian	5	1.42%
Irish	4	1.14%
Any other Mixed or Multiple background	2	0.57%
White and Black Caribbean	2	0.57%
Pakistani	2	0.57%
Caribbean	1	0.28%
Any other Asian background	1	0.28%
Other	6	1.70%
Not Answered	4	1.14%

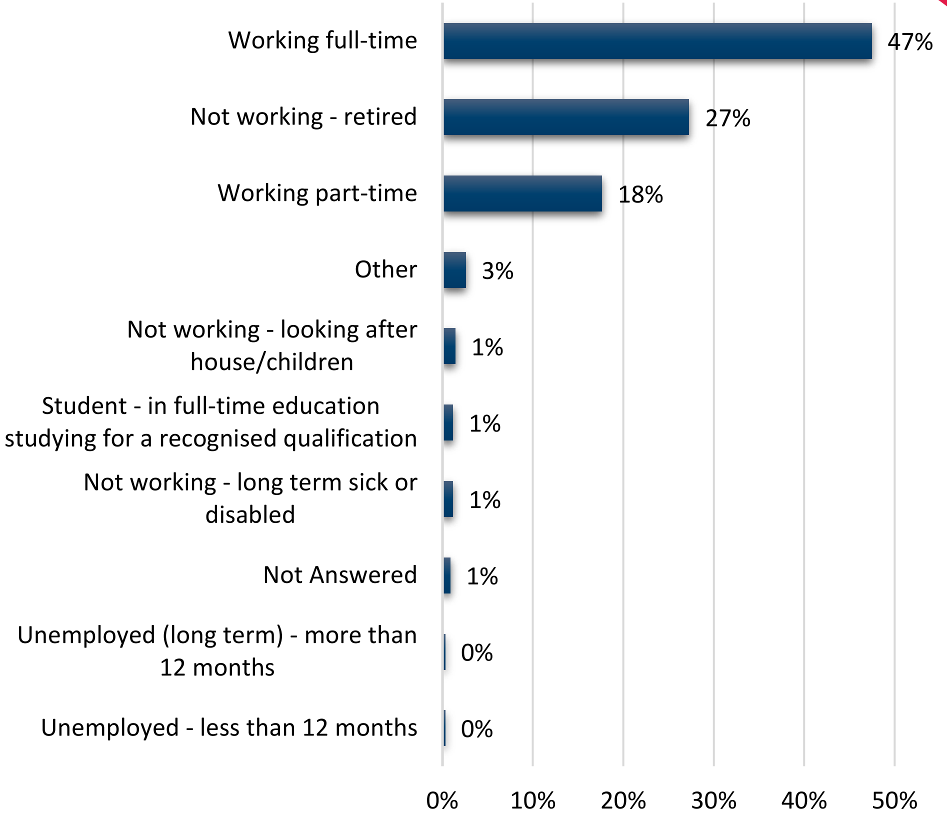


Residents from ethnically diverse backgrounds are underrepresented in this survey (c.5%) when compared with their incidence (12%) in the local population (Census 2021).

What is your current working status?

What is your current working status? Please select your main status	Responses	%
Working full-time	167	47.44%
Not working – retired	96	27.27%
Working part-time	62	17.61%
Not working - looking after house/children	5	1.42%
Not working - long term sick or disabled	4	1.14%
Student - in full-time education studying for a recognised qualification	4	1.14%
Unemployed - less than 12 months	1	0.28%
Unemployed (long term) - more than 12 months	1	0.28%
Other	9	2.56%
Not Answered	3	0.85%

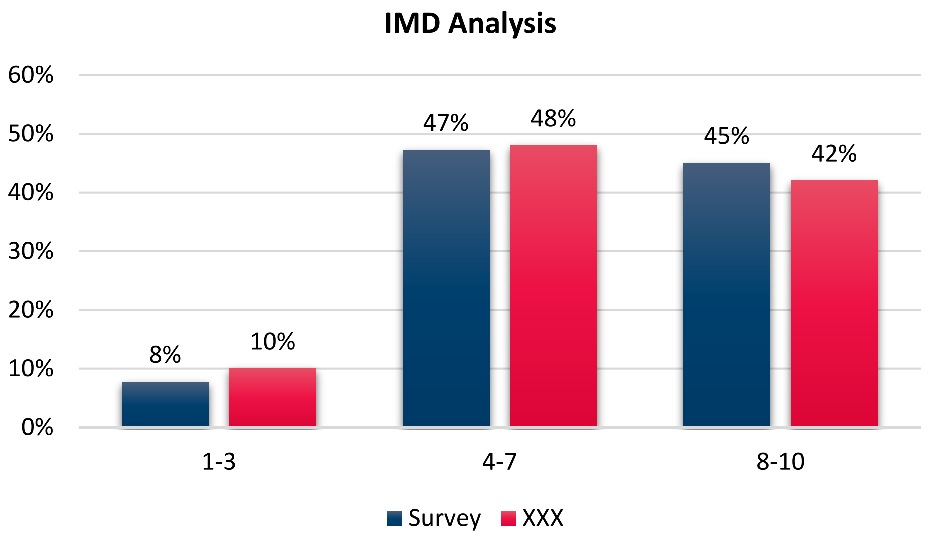
The majority of the respondents were either in employment (65%) or have retired (27%); whilst less than 1% were unemployed.



Index of Multiple Deprivation (IMD) of respondents' postcodes

1 = High Deprivation, 10 = Low Deprivation

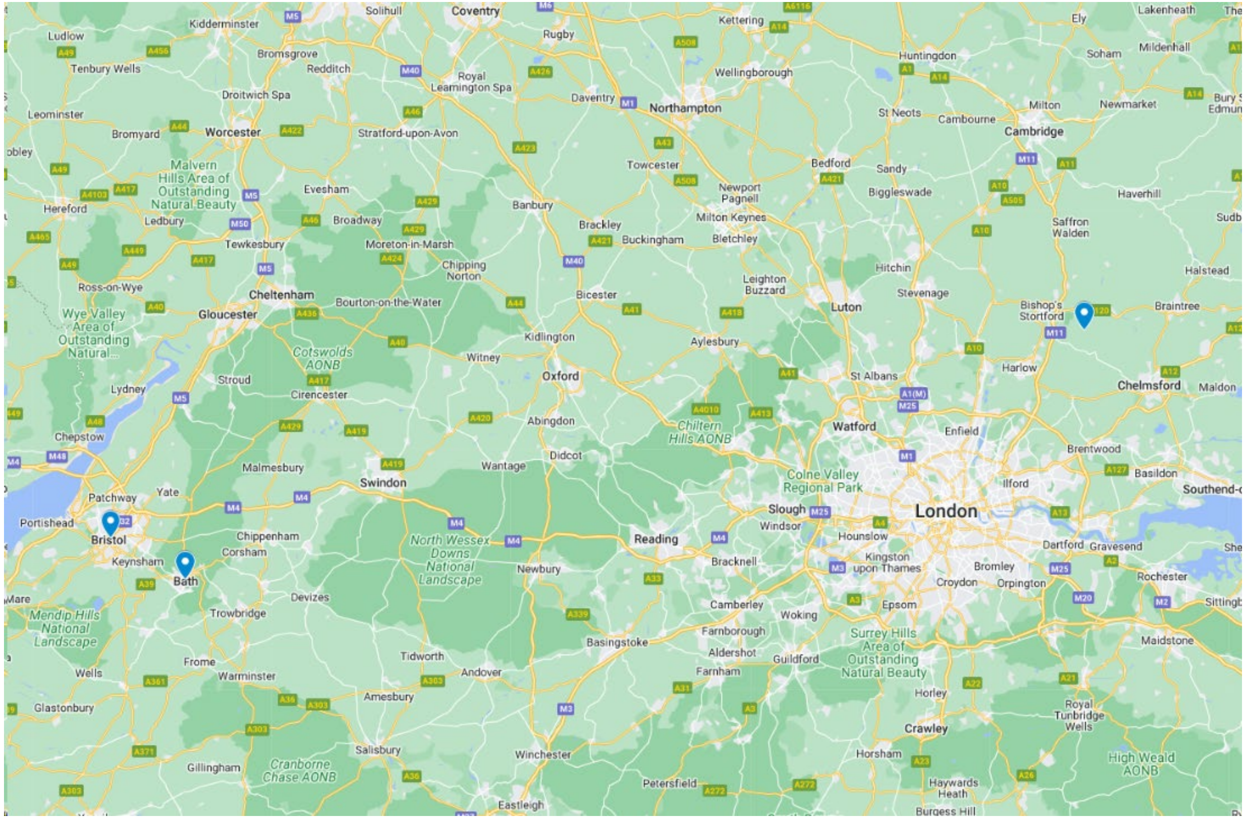
IMD Decile	Responses	%
1	1	0.37%
2	17	6.27%
3	3	1.11%
4	13	4.80%
5	27	9.96%
6	34	12.55%
7	54	19.93%
8	31	11.44%
9	54	19.93%
10	37	13.65%



The level of deprivation amongst survey respondents is broadly in line with that of XX population in terms of the Index of Multiple Deprivation as derived from postcodes.

Map pins of respondents’ postcodes

Moving Communities



Weighting

In general, the survey sample was over-representative of female residents and was under-representative of some age groups when compared with their incidence in XX population.

The survey results are weighted by age and gender to improve the demographic representativeness of XX population.

The next slide shows the age and gender composite percentages of the survey sample and the local authority population (based on Census 2021).

Where necessary, the weight values were capped to avoid over-inflating or over-deflating the original responses. For responses of 5 or fewer, the results of such a group are deemed unreliable and are therefore excluded from the weighted analysis.

Weighted sample mix

Moving Communities

Description	LA Population %	LA Survey Responses	LA Unweighted Survey %	LA Weighted Survey %
Female 16-24	5.31%	1	0.30%	0.00%
Female 25-34	8.77%	23	6.99%	10.70%
Female 35-44	8.82%	45	13.68%	10.70%
Female 45-54	8.56%	51	15.50%	10.33%
Female 55-64	7.80%	50	15.20%	9.59%
Female 65-74	5.98%	43	13.07%	8.12%
Female 75+	5.60%	10	3.04%	6.64%
Male 16-24	5.69%	4	1.22%	0.00%
Male 25-34	8.78%	13	3.95%	9.59%
Male 35-44	8.66%	11	3.34%	8.12%
Male 45-54	8.41%	18	5.47%	10.33%
Male 55-64	7.74%	31	9.42%	9.23%
Male 65-74	5.57%	24	7.29%	6.64%
Male 75+	4.32%	5	1.52%	0.00%

Note. For responses of 5 or fewer, the result of such a group is excluded from the weighted analysis. For XX, three groups are excluded (female 16-24, male 16-24; and male 75+).

Key areas surveyed

The questions in the standardised survey cover the following key areas:

- Current levels of physical activity;
- Physical activity aspirations;
- Indoor physical activity (including local leisure centre provision);
- Outdoor physical activity (including local outdoor provision);
- Active travel; and
- Children and families.

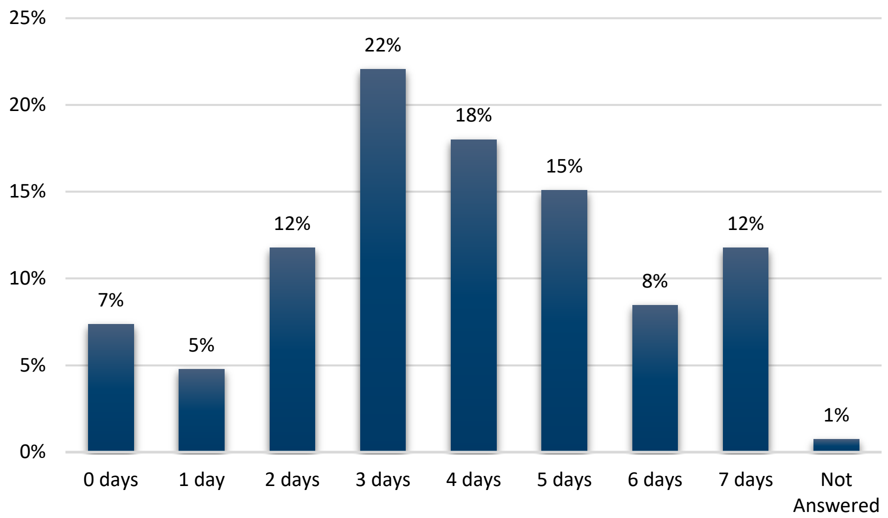
Section 1 – Current Levels of Physical Activity

The questions in the standardised survey cover the following key areas:

- the number of days on which respondents did at least 30 minutes of moderate intensity physical activity (MIPA);
- local responses to capability, opportunity, motivation leading to behaviour change (COM-B) questions, as well as attitudes towards physical activity;
- motivations for doing sport or physical activity; and
- the methods by which respondents usually get active.

Q1. In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate? This may include sport, exercise and brisk walking or cycling for recreation or to get to and from places but should not include housework or physical activity that is part of your job.

Answer	Responses	%	Weighted Responses	Weighted %
0 days	22	6.25%	20	7.35%
1 day	22	6.25%	13	4.78%
2 days	46	13.07%	32	11.76%
3 days	71	20.17%	60	22.06%
4 days	60	17.05%	49	18.01%
5 days	57	16.19%	41	15.07%
6 days	30	8.52%	23	8.46%
7 days	43	12.22%	32	11.76%
Not answered	1	0.28%	2	0.74%

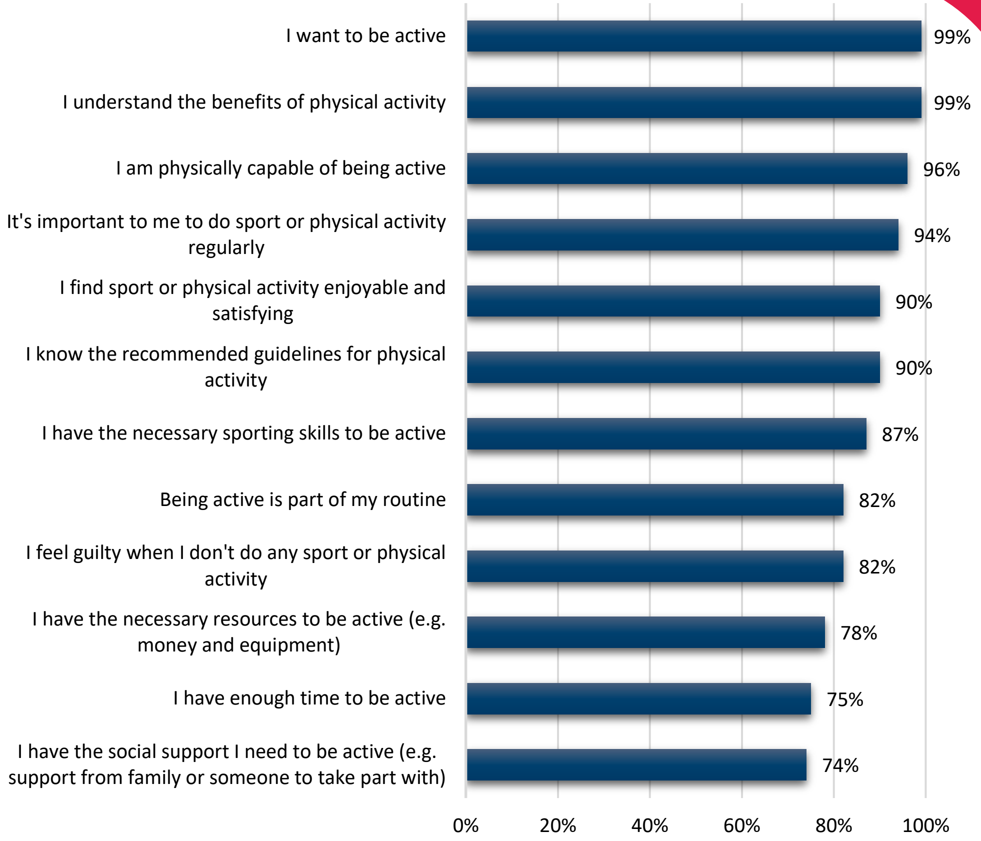


35% of the total respondents have done at least 30 minutes of physical activity on five or more days weekly; which meets the UK Chief Medical Officer's recommendation for adults to take part in at least 150 minutes of moderate-intensity physical activity per week. The survey uses the Single Item Measurement (SIM) question and is not directly comparable to findings from other surveys such as Sport England's Active Lives Survey.

Q2. Please tell us how much you agree or disagree with the following statements about physical activity? (Agree & Strongly Agree)

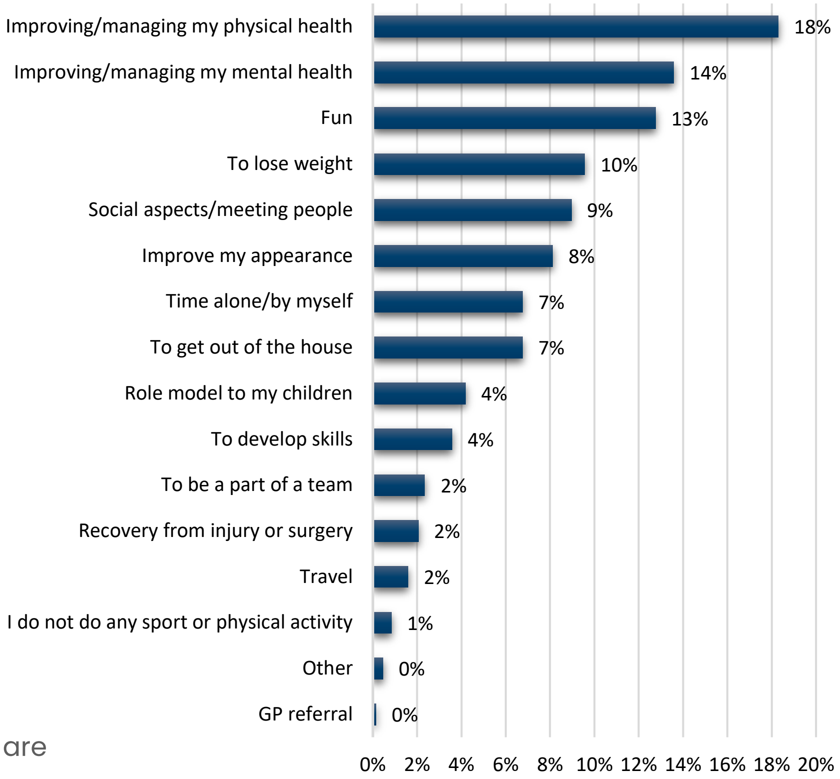
Moving Communities

Statement	Agree/Strongly agree		Agree/Strongly agree (weighted)	
I want to be active	341	99%	263	99%
I understand the benefits of physical activity	344	99%	267	99%
I am physically capable of being active	334	97%	258	96%
It's important to me to do sport or physical activity regularly	321	93%	251	94%
I find sport or physical activity enjoyable and satisfying	311	90%	240	90%
I know the recommended guidelines for physical activity	312	90%	242	90%
I have the necessary sporting skills to be active	291	84%	231	87%
Being active is part of my routine	288	83%	221	82%
I feel guilty when I don't do any sport or physical activity	279	80%	220	82%
I have the necessary resources to be active (e.g. money and equipment)	263	76%	209	78%
I have enough time to be active	266	77%	199	75%
I have the social support I need to be active (e.g. support from family or someone to take part with)	263	76%	198	74%



Q3. Why do you do sport or physical activity?

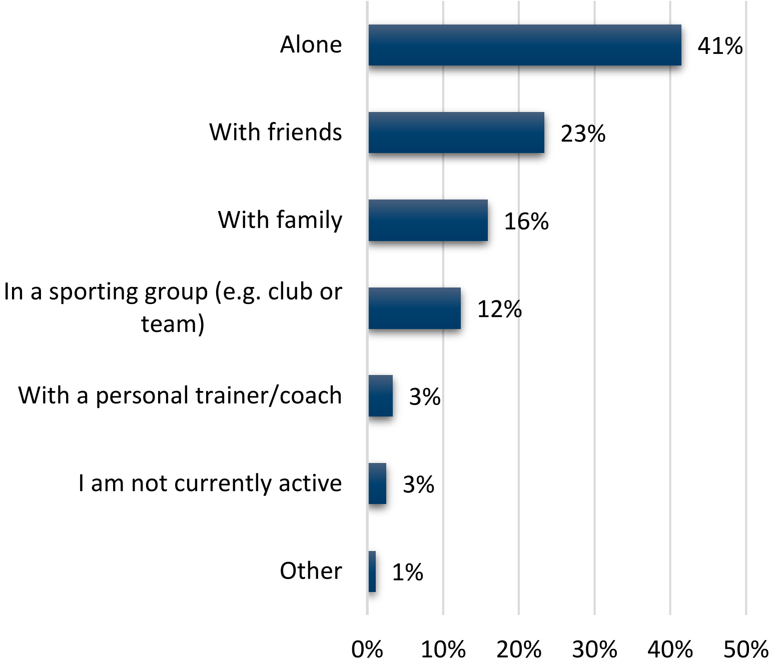
Why do you do sport or physical activity? Please select all that apply	Responses	%	Weighted Responses	Weighted %
Improving/managing my physical health	311	18.73%	241	18.30%
Improving/managing my mental health	233	14.04%	179	13.59%
Fun	205	12.35%	168	12.76%
To lose weight	159	9.58%	126	9.57%
Social aspects/meeting people	149	8.98%	118	8.96%
Improve my appearance	135	8.13%	107	8.12%
To get out of the house	113	6.81%	89	6.76%
Time alone/by myself	100	6.02%	89	6.76%
Role model to my children	65	3.92%	55	4.18%
To develop skills	57	3.43%	47	3.57%
Recovery from injury or surgery	43	2.59%	31	2.35%
To be a part of a team	37	2.23%	27	2.05%
Travel	22	1.33%	21	1.59%
I do not do any sport or physical activity	20	1.20%	11	0.84%
GP referral	4	0.24%	2	0.15%
Other	7	0.42%	6	0.46%



The top three most stated reasons for doing a sport or physical activity are to improve or manage physical and mental health; and for fun.

Q4. Who, if anyone, do you usually get active with?

Who, if anyone, do you usually get active with? Please select any that apply	Responses	%	Weighted Responses	Weighted %
Alone	253	41.61%	199	41.46%
With friends	136	22.37%	112	23.33%
With family	98	16.12%	76	15.83%
In a sporting group (e.g. club or team)	68	11.18%	59	12.29%
I am not currently active	18	2.96%	16	3.33%
With a personal trainer/coach	24	3.95%	12	2.50%
Other	9	1.48%	5	1.04%



Section 2 – Physical Activity Aspirations

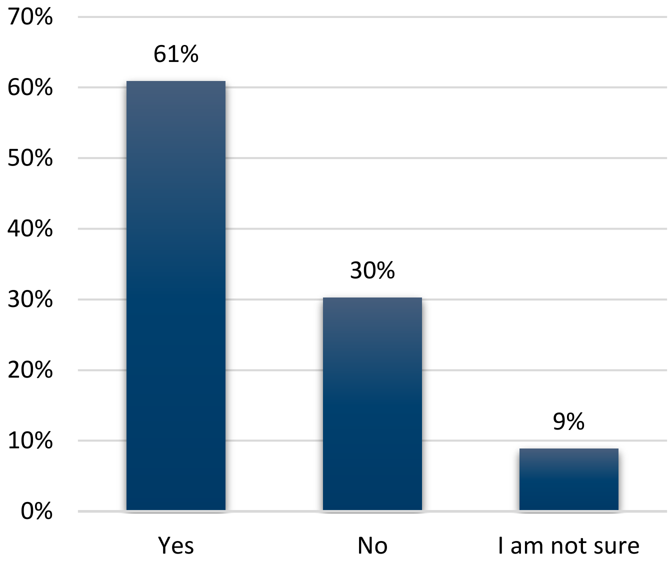
The questions in the standardised survey cover the following key areas:

- respondents' desire to be more active;
- types of activities that respondents would like to do more; and
- factors that would encourage respondents to take part in more physical activity.

Q5. Do you want to be more physically active than you are now?

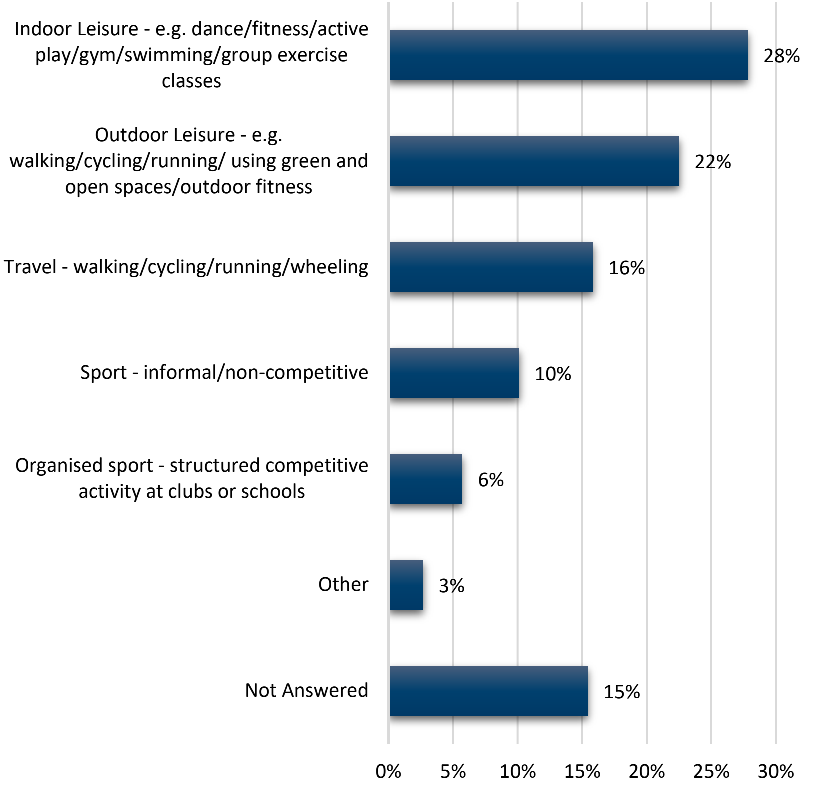
Moving Communities

Do you want to be more physically active than you are now?	Responses	%	Weighted Responses	Weighted %
Yes	206	58.52%	165	60.89%
No	106	30.11%	82	30.26%
I am not sure	40	11.36%	24	8.86%



Q6. Which types of activities, if any, would you like to do more of ?

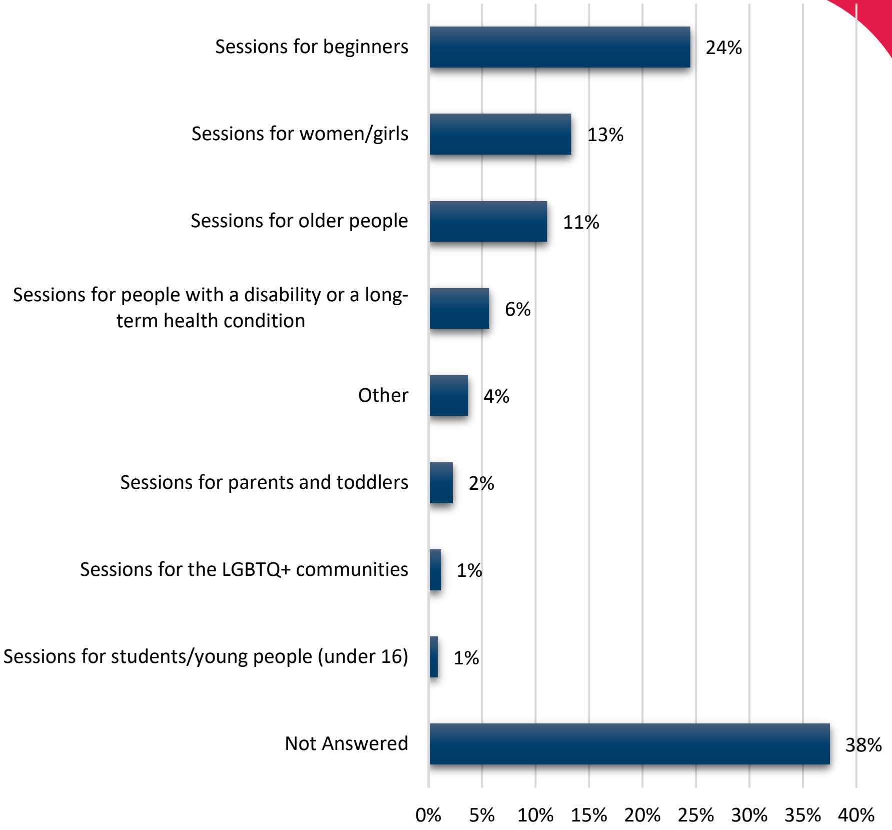
Which types of activities, if any, would you like to do more of? Please select up to three areas	Responses	%	Weighted Responses	Weighted %
Indoor Leisure - e.g. dance/fitness/active play/gym/swimming/group exercise classes	204	30.58%	146	27.81%
Outdoor Leisure - e.g. walking/cycling/running/ using green and open spaces/outdoor fitness	144	21.59%	118	22.48%
Travel - walking/cycling/running/wheeling	110	16.49%	83	15.81%
Sport - informal/non-competitive	57	8.55%	53	10.10%
Organised sport - structured competitive activity at clubs or schools	32	4.80%	30	5.71%
Other	15	2.25%	14	2.67%
Not Answered	105	15.74%	81	15.43%



Overall, 61% of the survey respondents would like to be more active, particularly in indoor leisure activities, followed by outdoor leisure activities.

Q7. Would any of the following sessions encourage you to be more active?

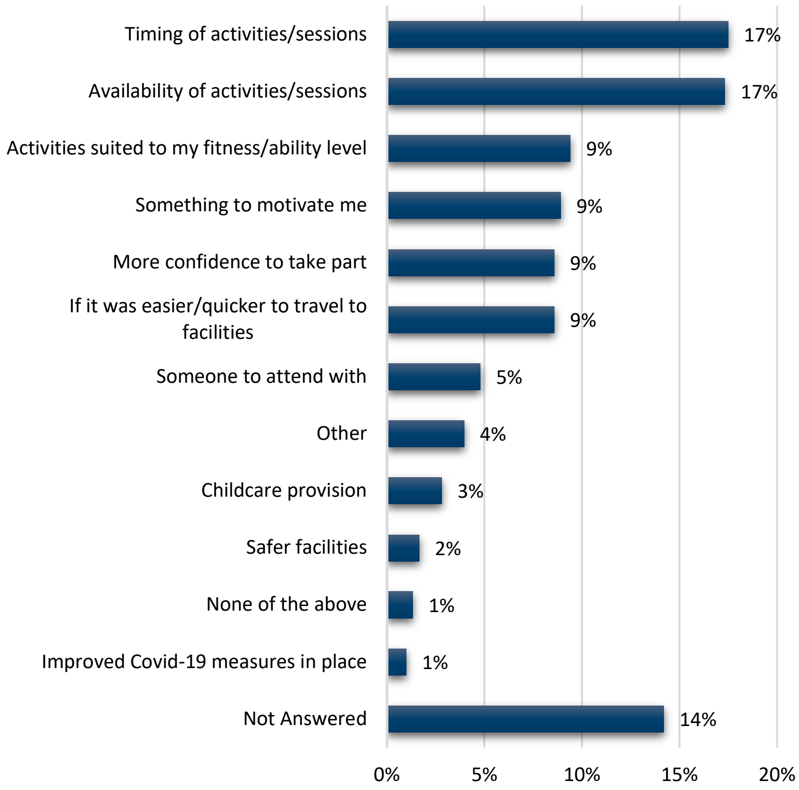
Would any of the following sessions encourage you to be more active? Please select any that apply	Responses	%	Weighted Responses	Weighted %
Sessions for beginners	106	22.08%	86	24.43%
Sessions for women/girls	75	15.63%	47	13.35%
Sessions for older people	64	13.33%	39	11.08%
Sessions for people with a disability or a long-term health condition	28	5.83%	20	5.68%
Sessions for parents and toddlers	12	2.50%	8	2.27%
Sessions for the LGBTQ+ communities	6	1.25%	4	1.14%
Sessions for students/young people (under 16)	4	0.83%	3	0.85%
Other	19	3.96%	13	3.69%
Not Answered	166	34.58%	132	37.50%



Q8. What else, if anything, would encourage you to be more active?

Moving Communities

What else, if anything, would encourage you to be more active? Please select any that apply	Responses	%	Weighted Responses	Weighted %
Timing of activities/sessions	145	18.57%	106	17.49%
Availability of activities/sessions	144	18.44%	105	17.33%
Activities suited to my fitness/ability level	79	10.12%	57	9.41%
Something to motivate me	61	7.81%	54	8.91%
If it was easier/quicker to travel to facilities	64	8.19%	52	8.58%
More confidence to take part	57	7.30%	52	8.58%
Someone to attend with	32	4.10%	29	4.79%
Childcare provision	21	2.69%	17	2.81%
Safer facilities	11	1.41%	10	1.65%
Improved Covid-19 measures in place	8	1.02%	6	0.99%
None of the above	12	1.54%	8	1.32%
Other	34	4.35%	24	3.96%
Not Answered	113	14.47%	86	14.19%



Specific sessions (for beginners; women and girls; as well as older people), and strategic programming of activities (i.e. timing and availability as well as suitability of activities to participants' ability levels) are key to encouraging XX residents to be more active.

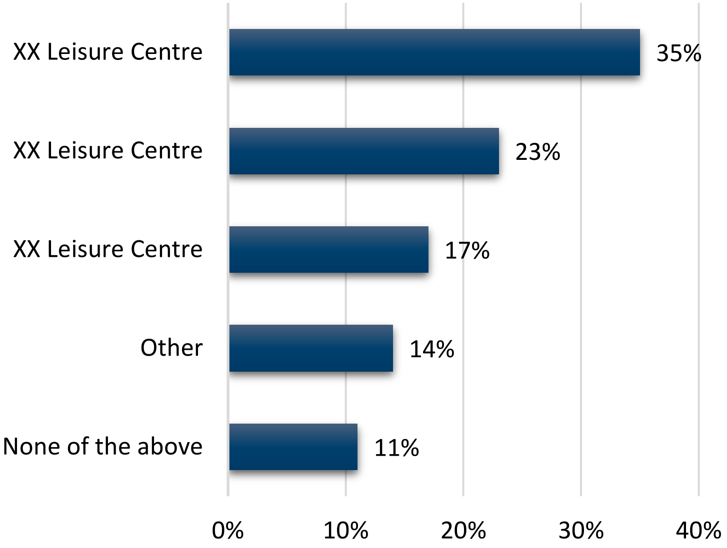
Section 3 – Indoor Physical Activity

The questions in the standardised survey cover the following key areas:

- usage of leisure centres in the last 12 months;
- regularity of using leisure centres;
- reasons for not using leisure centres;
- factors that would encourage the use of leisure centres;
- intention to use leisure centres in the near future;
- awareness of, and attitudes towards, local sport and leisure facilities; and
- residents' rating of their local leisure centres.

Q9. Have you used any of the following leisure centres to do a physical activity at least once in the last 12 months?

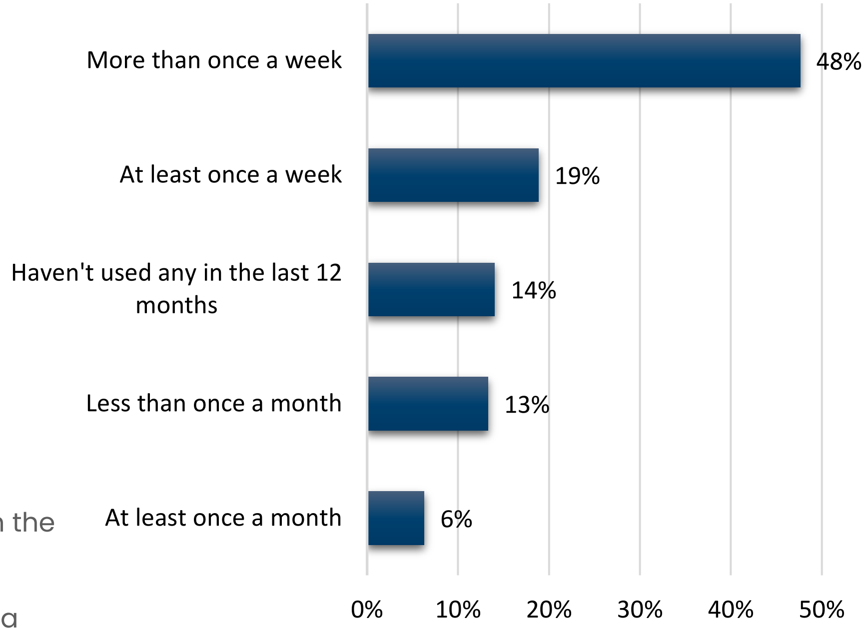
Have you used any of the following leisure centres to do a physical activity at least once in the last 12 months? Please select any that apply	Responses	%	Weighted Responses	Weighted %
XX Leisure Centre	143	33.65%	114	34.86%
XX Leisure Centre	102	24%	74	22.63%
XX Leisure Centre	75	17.65%	56	17.13%
None of the above	42	9.88%	36	11.01%
Other	63	14.82%	47	14.37%



The majority of respondents (c.75%) have used one of the three listed leisure centres in the last 12 months.

Q10. How regularly have you used these sports and leisure centres in the last 12 months?

How recently and regularly have you used these sports and leisure centres in the last 12 months?	Responses	%	Weighted Responses	Weighted %
More than once a week	173	49.15%	129	47.60%
At least once a week	72	20.45%	51	18.82%
Haven't used any in the last 12 months	44	12.50%	38	14.02%
Less than once a month	42	11.93%	36	13.28%
At least once a month	21	5.97%	17	6.27%



Overall, 86% of total respondents have used the leisure centres in XX in the last 12 months, which is well above the national average of 68%.

Whilst 73% of respondents have used the leisure centres at least once a month (of which c.66% have used them at least once a week); 14% of the total respondents have not used any of the leisure centres in the last twelve months.

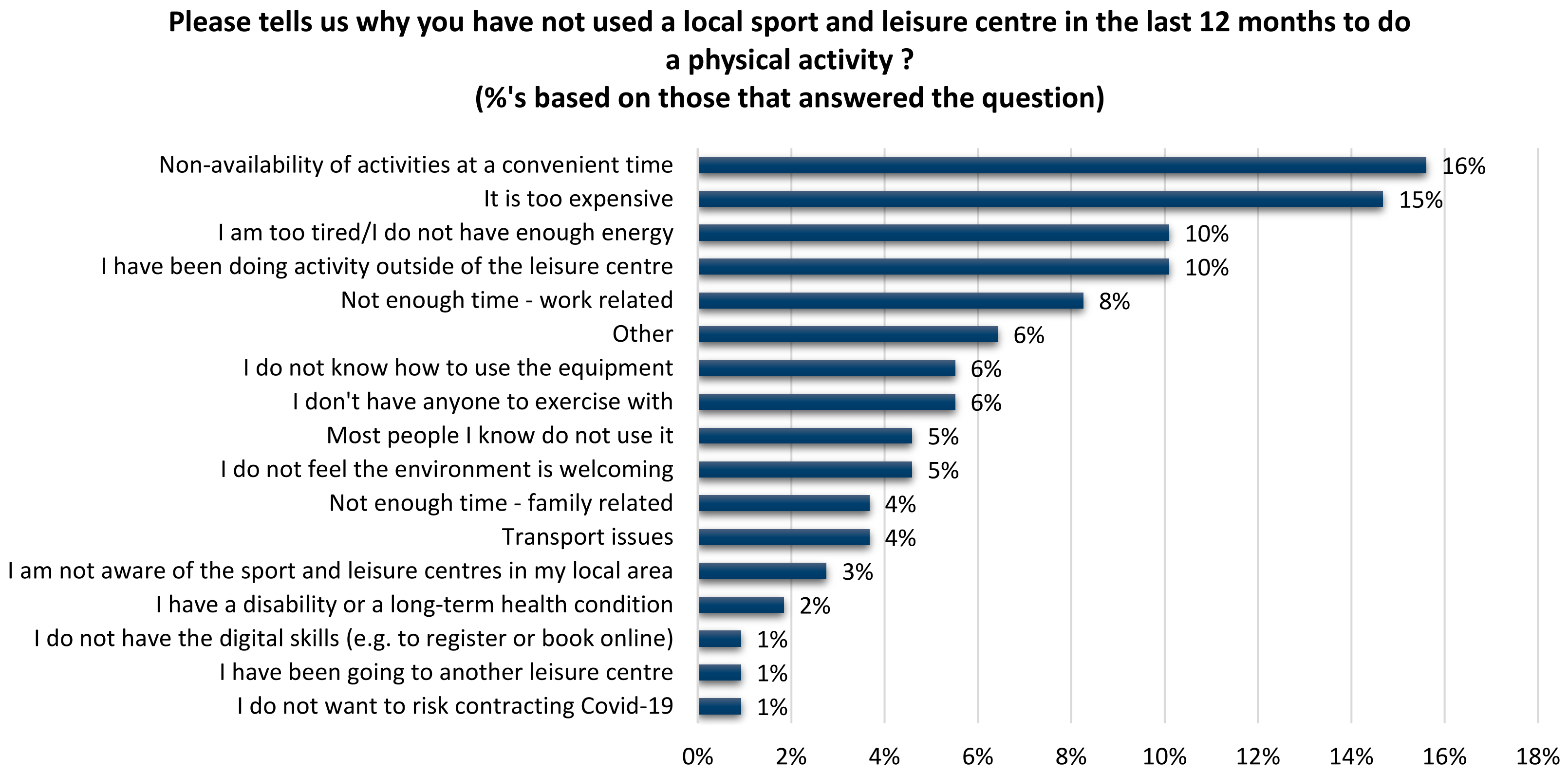
Q11. Please tells us why you have not used a local sport and leisure centre in the last 12 months to do a physical activity ?

Please tell us why you have not used a local sport and leisure centre in the last 12 months to do a physical activity. Please select any that apply	Responses	%	Weighted Responses	Weighted %
Non-availability of activities at a convenient time	13	3.02%	17	4.96%
It is too expensive	17	3.94%	16	4.66%
I have been doing activity outside of the leisure centre	14	3.25%	11	3.21%
I am too tired/I do not have enough energy	11	2.55%	11	3.21%
Not enough time - work related	9	2.09%	9	2.62%
I don't have anyone to exercise with	7	1.62%	6	1.75%
I do not know how to use the equipment	7	1.62%	6	1.75%
I do not feel the environment is welcoming	8	1.86%	5	1.46%
Most people I know do not use it	7	1.62%	5	1.46%
Transport issues	3	0.70%	4	1.17%
Not enough time - family related	5	1.16%	4	1.17%
I am not aware of the sport and leisure centres in my local area	2	0.46%	3	0.87%
I have a disability or a long-term health condition	5	1.16%	2	0.58%
I do not want to risk contracting Covid-19	2	0.46%	1	0.29%
I have been going to another leisure centre	2	0.46%	1	0.29%
I do not have the digital skills (e.g. to register or book online)	1	0.23%	1	0.29%
Other	9	2.09%	7	2.04%
Not Answered	309	71.69%	234	68.22%

Graph on pg.38 shows percentages based on valid responses.

Q11. Please tells us why you have not used a local sport and leisure centre in the last 12 months to do a physical activity ?

(Percentages in this graph are based on valid responses (excluding 'not answered')



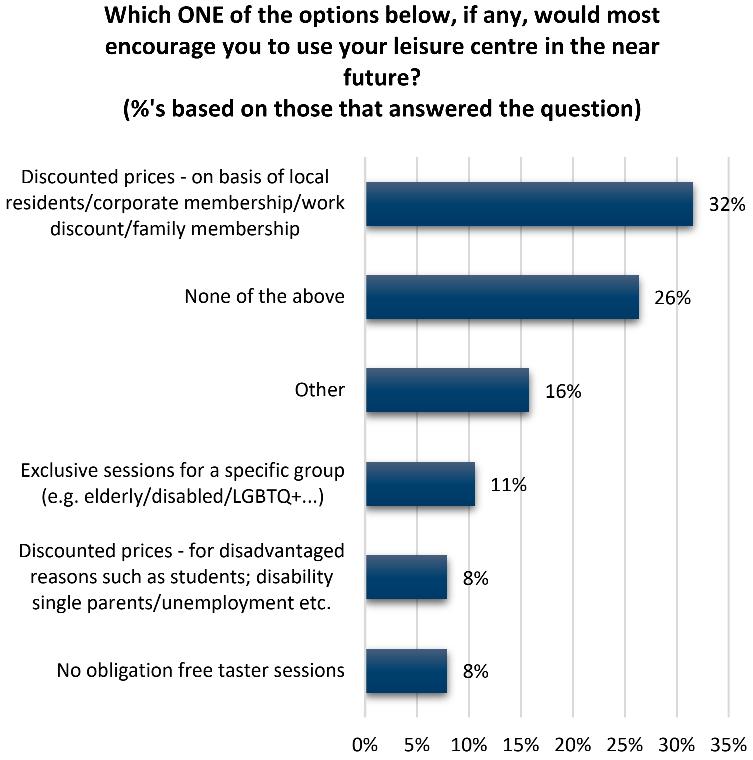
'Non-availability of activities at a convenient time' and 'it is too expensive' were the two most cited reasons for not using a leisure centre.

Q12. Which ONE of the options below, if any, would most encourage you to use your leisure centre in the near future?

(Percentages in the graph are based on valid responses (excluding 'not answered')

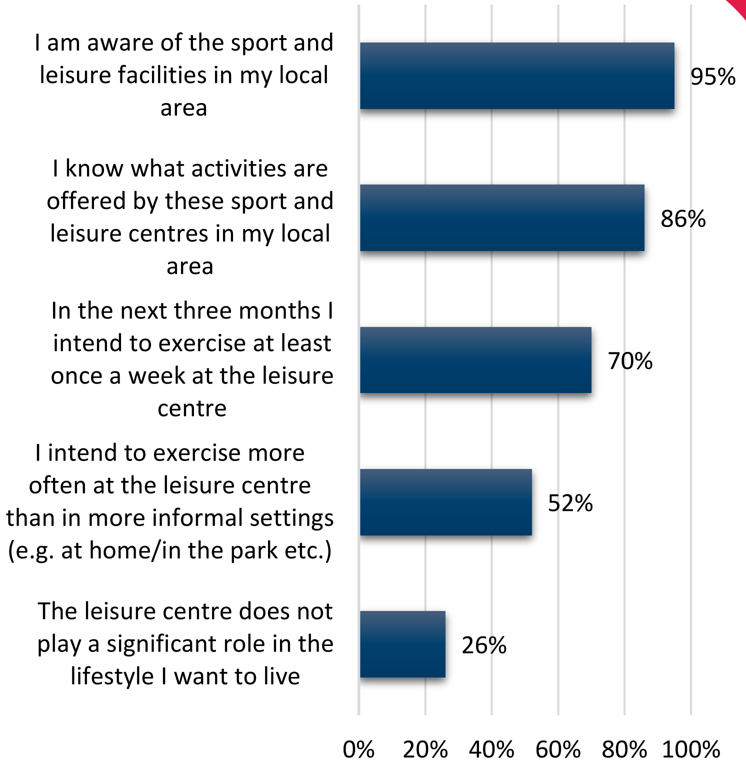
Which ONE of the options below, if any, would most encourage you to use your leisure centre in the near future? Please select one only	Responses	%	Weighted Responses	Weighted %
Discounted prices - on basis of residents/corporate membership/work discount/family membership	10	2.84%	12	4.41%
Exclusive sessions for a specific group (e.g. elderly/disabled/LGBTQ+...)	9	2.56%	4	1.47%
No obligation free taster sessions	4	1.14%	3	1.10%
Discounted prices - for disadvantaged reasons such as students; disability single parents/unemployment etc.	3	0.85%	3	1.10%
None of the above	12	3.41%	10	3.68%
Other	5	1.42%	6	2.21%
Not Answered	309	87.78%	234	86.03%

Discount prices are most likely to encourage current non-users to use the leisure centres for their activities in the near future.



Q13. Please tell us how much you agree or disagree with the following statements

Statement	Agree/Strongly agree		Agree/Strongly agree (weighted)	
I am aware of the sport and leisure facilities in my local area	334	95%	256	95%
I know what activities are offered by these sport and leisure centres in my local area	295	85%	230	86%
In the next three months I intend to exercise at least once a week at the leisure centre	249	72%	187	70%
I intend to exercise more often at the leisure centre than in more informal settings (e.g. at home/in the park etc.)	189	54%	141	52%
The leisure centre does not play a significant role in the lifestyle I want to live	83	24%	69	26%

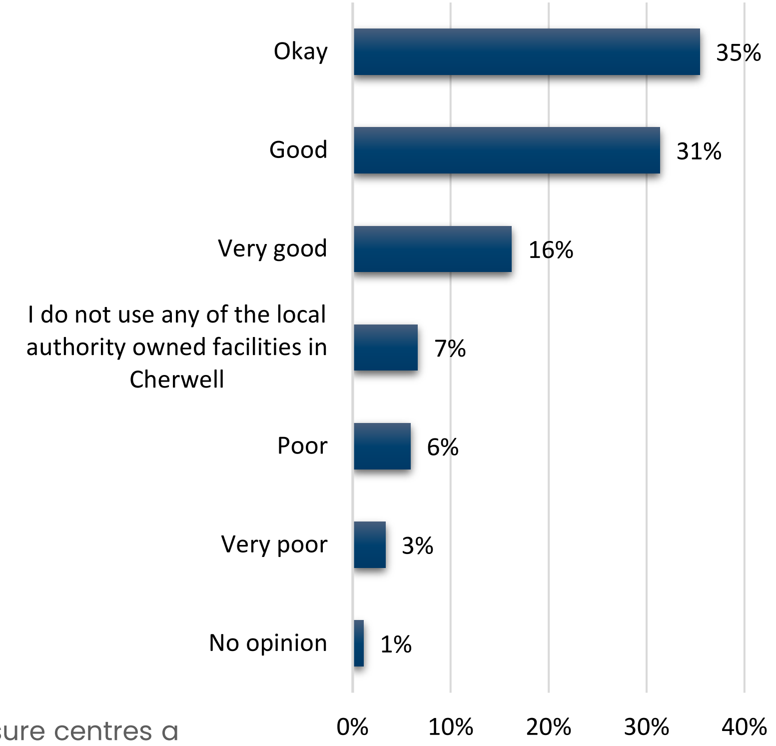


52% of the respondents said that they intended to exercise more often at a leisure centre. The majority of the respondents were aware of the leisure centres in the areas and the activities on offer.

Q14. How would you rate the local authority owned sport and leisure facilities in XX?

Moving Communities

How would you rate the local authority owned sport and leisure facilities in XX?	Responses	%	Weighted Responses	Weighted %
Very good	57	16.19%	44	16.24%
Good	111	31.53%	85	31.37%
Okay	124	35.23%	96	35.42%
Poor	24	6.82%	16	5.90%
Very poor	11	3.13%	9	3.32%
I do not use any of the local authority owned facilities in XX	22	6.25%	18	6.64%
No opinion	3	0.85%	3	1.11%
Not Answered	0	0%	0	0%



Overall 92% of respondents gave the local authority-owned sport and leisure centres a satisfaction rating; and of these 48% rated them as good or very good which is marginally above the national benchmark (47%).

Section 4 – Indoor Sport & Leisure Facilities

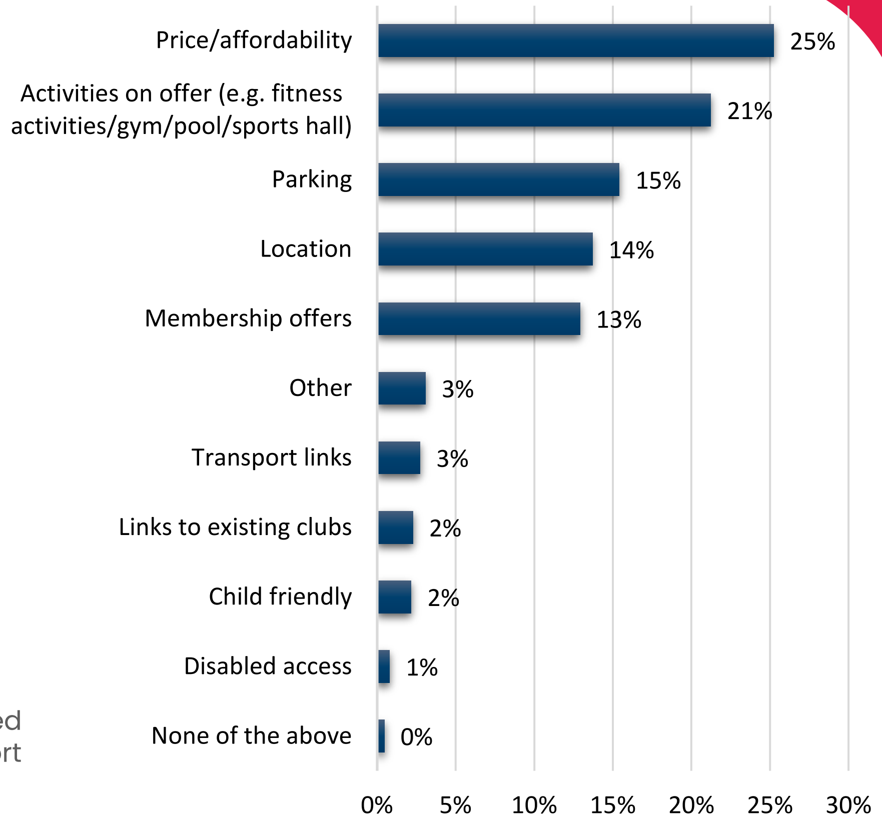
The questions in the standardised survey cover the following key areas:

- factors that are important to residents in choosing to use an indoor sport and leisure centre; and
- the investment that local residents would like to see made at their local sport and leisure centres.

Q15. What is important to you when choosing an indoor sport and leisure facility to use?

What is important to you when choosing an indoor sport and leisure facility to use? Please select all that apply	Responses	%	Weighted Responses	Weighted %
Price/affordability	283	24.98%	221	25.23%
Activities on offer (e.g. fitness activities/gym/pool/sports hall)	252	22.24%	186	21.23%
Parking	175	15.45%	135	15.41%
Location	151	13.33%	120	13.70%
Membership offers	146	12.89%	113	12.90%
Transport links	28	2.47%	24	2.74%
Child friendly	23	2.03%	20	2.28%
Links to existing clubs	26	2.29%	19	2.17%
Disabled access	7	0.62%	7	0.80%
None of the above	3	0.26%	4	0.46%
Other	39	3.44%	27	3.08%

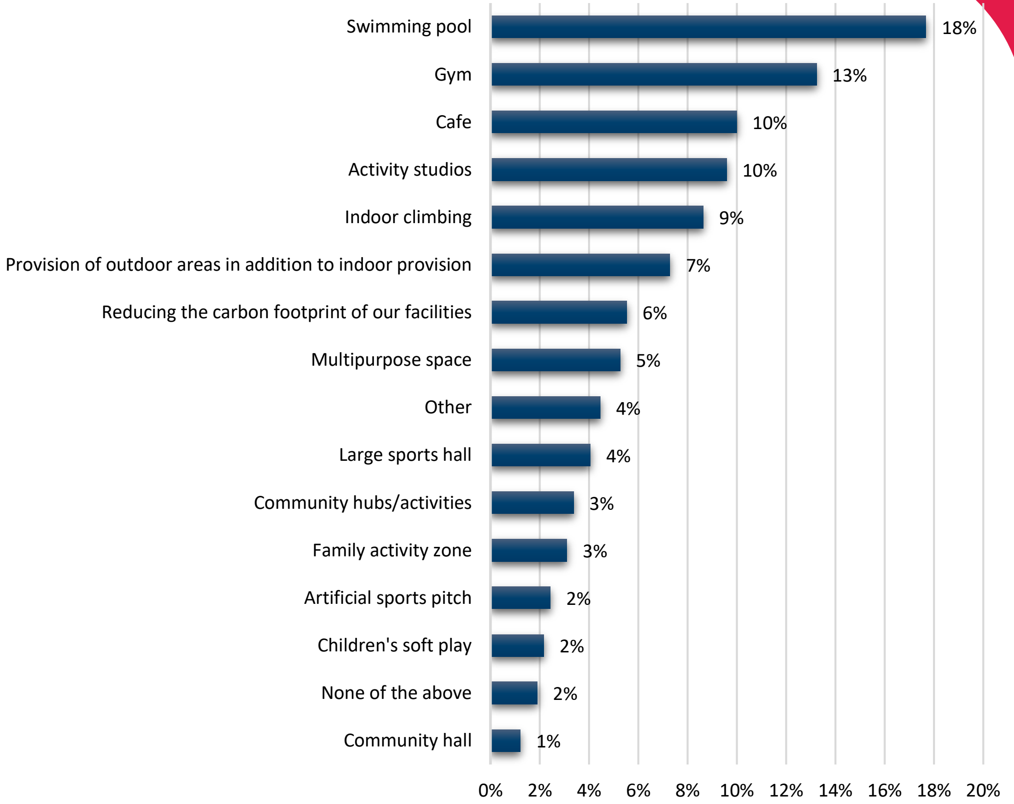
‘Price or affordability’ and ‘activities on offer’ are the top two most stated important considerations for xx residents when choosing an indoor sport and leisure centre to use; followed by ‘parking’.



Q16. What would you like to see us invest in at local indoor sport and leisure facilities?

Moving Communities

Are there any of the following facilities that you feel need further investment/development? Please select up to three facilities/services.	Responses	%	Weighted Responses	Weighted %
Swimming pool	175	19.08%	131	17.68%
Gym	108	11.78%	98	13.23%
Cafe	94	10.25%	74	9.99%
Activity studios	87	9.49%	71	9.58%
Indoor climbing	74	8.07%	64	8.64%
Provision of outdoor areas in addition to indoor provision	64	6.98%	54	7.29%
Reducing the carbon footprint of our facilities	56	6.11%	41	5.53%
Multipurpose space	45	4.91%	39	5.26%
Community hubs/activities	37	4.03%	30	4.05%
Family activity zone	31	3.38%	25	3.37%
Large sports hall	31	3.38%	23	3.10%
Children's soft play	20	2.18%	18	2.43%
Artificial sports pitch	19	2.07%	16	2.16%
Community hall	13	1.42%	9	1.21%
None of the above	18	1.96%	14	1.89%
Other	42	4.58%	33	4.45%
Not Answered	3	0.33%	1	0.13%



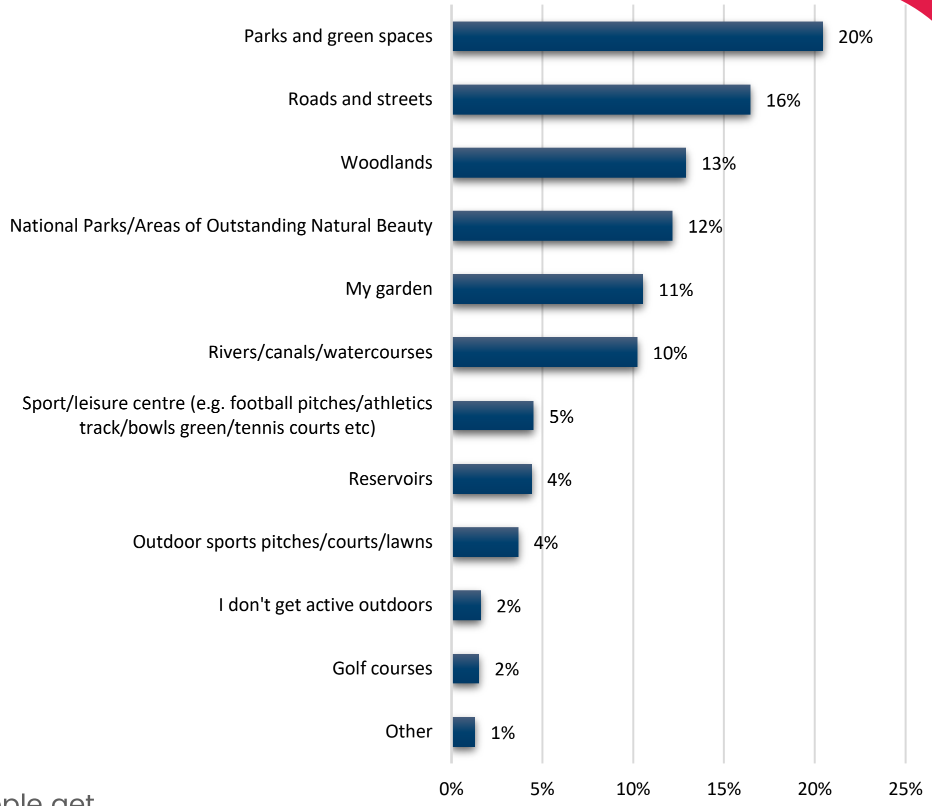
Section 5 – Outdoor Physical Activity

The questions in the standardised survey cover the following key areas:

- how do local residents get active outdoors; and
- residents' perceptions of their local parks and green spaces.

Q17. Which of the following places do you use to get active outdoors?

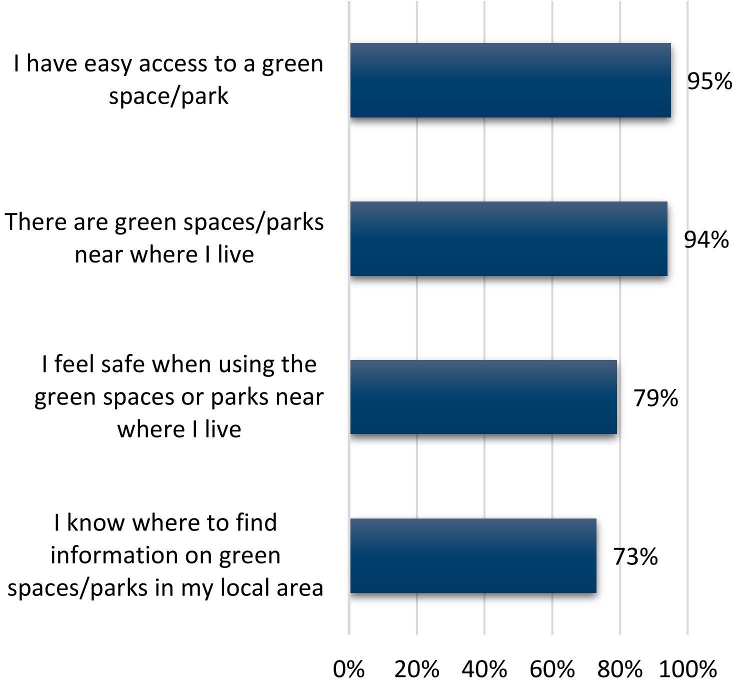
Which of the following places do you use to get active outdoors? Please select all that apply	Responses	%	Weighted Responses	Weighted %
Parks and green spaces	241	19.37%	190	20.43%
Roads and streets	194	15.59%	153	16.45%
Woodlands	169	13.59%	120	12.90%
National Parks/Areas of Outstanding Natural Beauty	156	12.54%	113	12.15%
My garden	142	11.41%	98	10.54%
Rivers/canals/watercourses	130	10.45%	95	10.22%
Reservoirs	56	4.50%	42	4.52%
Sport/leisure centre (e.g. football pitches/athletics track/bowls green/tennis courts etc)	52	4.18%	41	4.41%
Outdoor sports pitches/courts/lawns	44	3.54%	34	3.66%
I don't get active outdoors	19	1.53%	15	1.61%
Golf courses	19	1.53%	14	1.51%
Other	18	1.45%	12	1.29%
Not Answered	4	0.32%	3	0.32%



Parks and green spaces are the most cited places in which people get active outdoors followed by roads and streets, and woodlands.

Q18. Please tell us how much you agree or disagree with the following statements regarding green spaces and parks?

Statement	Agree/Strongly agree		Agree/Strongly agree (weighted)	
I have easy access to a green space/park	334	95%	257	95%
There are green spaces/parks near where I live	331	95%	254	94%
I feel safe when using the green spaces or parks near where I live	273	78%	215	79%
I know where to find information on green spaces/parks in my local area	246	71%	196	73%



95% of the respondents agreed that they had easy access to a green space or park whilst 79% agreed that they felt safe using those green spaces or parks in their neighbourhood.

Section 6 – Outdoor Sport & Leisure Facilities

Moving Communities

The questions in the standardised survey cover the following key areas:

- factors that would encourage greater use of the outdoors for physical activity.

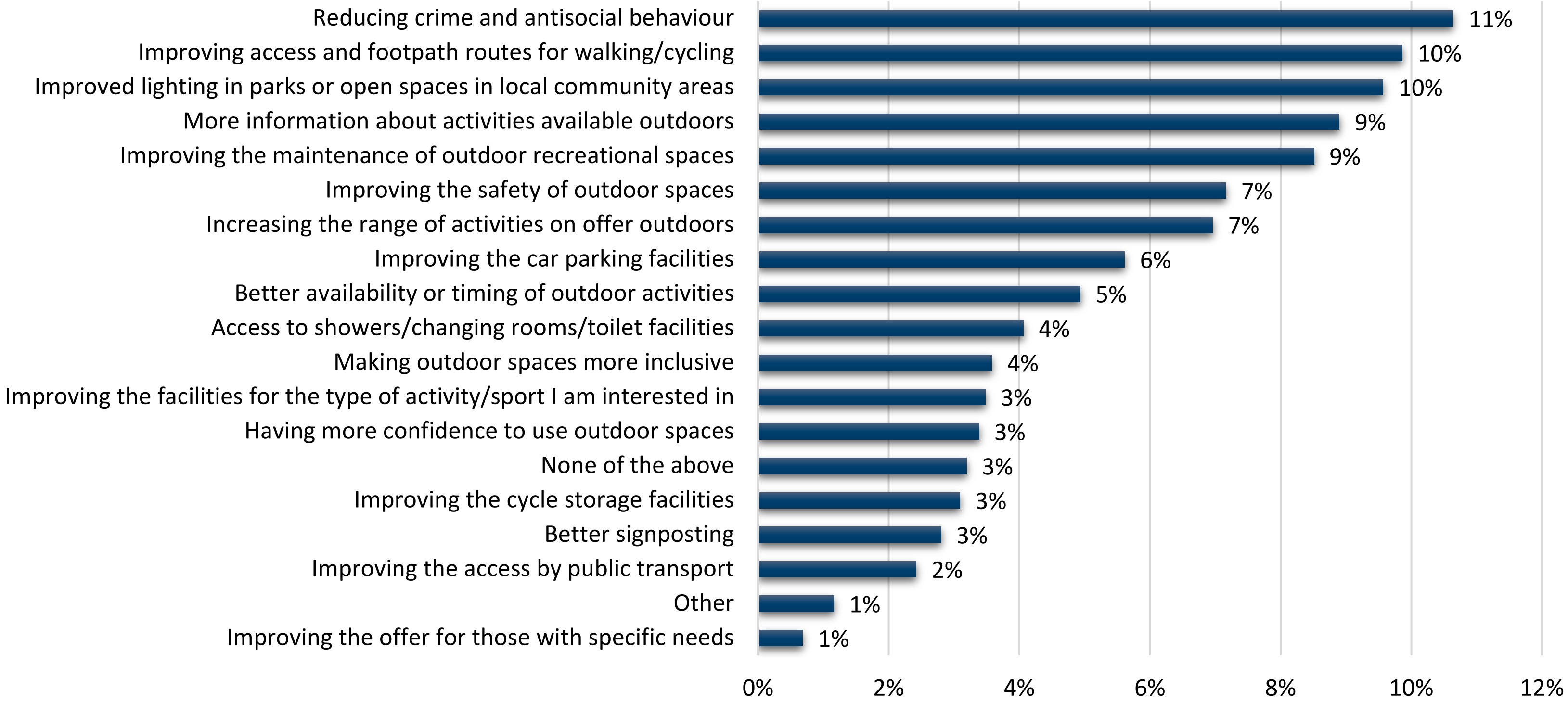
Q19. What would encourage you to use the outdoors for sport and physical activity more?

Moving Communities

What would encourage you to use the outdoors for sport and physical activity more? Please select all that apply	Responses	%	Weighted Responses	Weighted %
Reducing crime and antisocial behaviour	149	11.10%	110	10.64%
Improving access and footpath routes for walking/cycling	134	9.99%	102	9.86%
Improved lighting in parks or open spaces in local community areas	125	9.31%	99	9.57%
More information about activities available outdoors	131	9.76%	92	8.90%
Improving the maintenance of outdoor recreational spaces	105	7.82%	88	8.51%
Improving the safety of outdoor spaces	96	7.15%	74	7.16%
Increasing the range of activities on offer outdoors	92	6.86%	72	6.96%
Improving the car parking facilities	72	5.37%	58	5.61%
Better availability or timing of outdoor activities	66	4.92%	51	4.93%
Access to showers/changing rooms/toilet facilities	56	4.17%	42	4.06%
Making outdoor spaces more inclusive	49	3.65%	37	3.58%
Improving the facilities for the type of activity/sport I am interested in	46	3.43%	36	3.48%
Having more confidence to use outdoor spaces	45	3.35%	35	3.38%
Improving the cycle storage facilities	37	2.76%	32	3.09%
Better signposting	35	2.61%	29	2.80%
Improving the access by public transport	34	2.53%	25	2.42%
Improving the offer for those with specific needs	12	0.89%	7	0.68%
None of the above	39	2.91%	33	3.19%
Other	16	1.19%	12	1.16%
Not Answered	3	0.22%	0	0.00%

Graph on pg.50

Q19. What would encourage you to use the outdoors for sport and physical activity more?



'Reducing crime and antisocial behaviour'; 'improving access and footpath routes for walking or cycling'; and 'improving lighting in parks or open spaces' are the most cited factors which would encourage more use of the outdoors for sport and physical activity.

Section 7 – Active Travel

The questions in the standardised survey cover the following key areas:

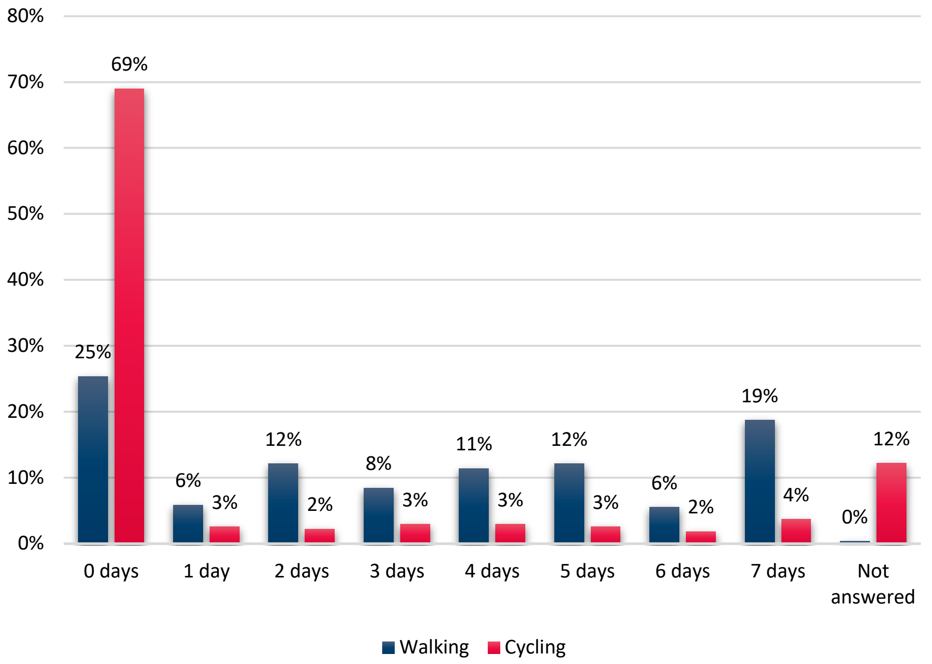
- weekly active travel; and
- factors that would encourage more active travel.

Q20. Thinking back over the last 4 weeks, in an average week, how often did you walk or cycle for active travel purposes ?

Moving Communities

Thinking back over the last 4 weeks, in an average week, how often did you walk or cycle for active travel purposes (e.g. to and from work, school or local shops)?

Walking	Responses	%	Weighted responses	Weighted %
0 days	85	24%	69	25%
1 day	23	7%	16	6%
2 days	41	12%	33	12%
3 days	36	10%	23	8%
4 days	36	10%	31	11%
5 days	44	13%	33	12%
6 days	20	6%	15	6%
7 days	65	18%	51	19%
Not answered	2	1%	1	0%
Cycling	**Responses**	**%**	**Weighted responses**	**Weighted %**
0 days	239	68%	187	69%
1 day	9	3%	7	3%
2 days	11	3%	6	2%
3 days	11	3%	8	3%
4 days	7	2%	8	3%
5 days	6	2%	7	3%
6 days	7	2%	5	2%
7 days	13	4%	10	4%
Not answered	49	14%	33	12%

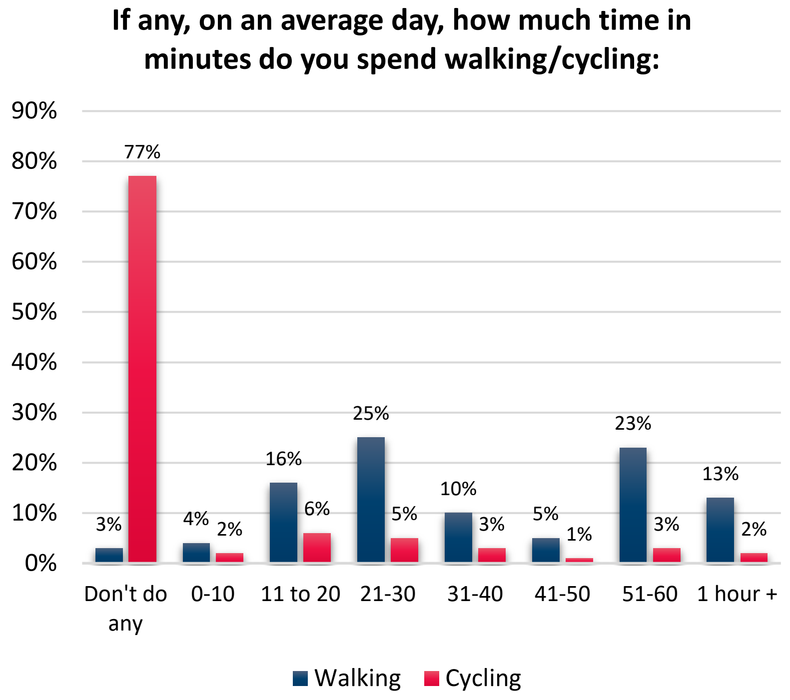


Overall, 75% of total respondents had either walked or cycled at least once for active travel purposes in an average week; which is slightly lower than the national average of 78%.

Q21. On an average day, how much time do you spend walking and cycling for active travel purposes?

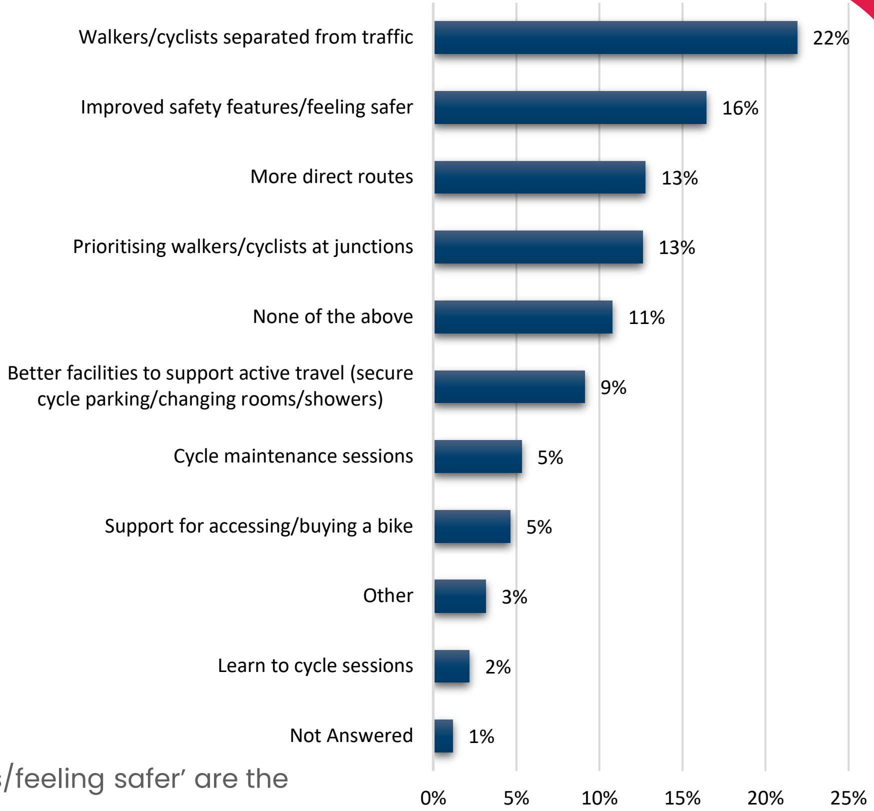
Moving Communities

If any, on an average day, how much time in minutes do you spend walking:	Responses	%
Don't do any	8	3%
1-10	14	4%
11-20	51	16%
21-30	80	25%
31-40	32	10%
41-50	15	5%
51-60	73	23%
1 hour +	41	13%
If any, on an average day, how much time in minutes do you spend cycling:	**Responses**	**%**
Don't do any	232	77%
1-10	6	2%
11-20	18	6%
21-30	16	5%
31-40	9	3%
41-50	2	1%
51-60	10	3%
1 hour +	7	2%



Q22. What, if anything, would encourage you to travel actively by walking or cycling or other means rather than by vehicle?

Is there anything that would encourage you to travel by walking or cycling or other active means instead of by vehicle or, if you already travel actively, is there anything that would support you to do this more often? Please select all that apply	Responses	%	Weighted Responses	Weighted %
Walkers/cyclists separated from traffic	163	20.98%	132	21.89%
Improved safety features/feeling safer	134	17.25%	99	16.42%
Prioritising walkers/cyclists at junctions	95	12.23%	77	12.77%
More direct routes	95	12.23%	76	12.60%
Better facilities to support active travel (secure cycle parking/changing rooms/showers)	71	9.14%	55	9.12%
Cycle maintenance sessions	41	5.28%	32	5.31%
Support for accessing/buying a bike	30	3.86%	28	4.64%
Learn to cycle sessions	18	2.32%	13	2.16%
None of the above	94	12.10%	65	10.78%
Other	24	3.09%	19	3.15%
Not Answered	12	1.54%	7	1.16%



'Walkers/cyclists separated from traffic' and 'improved safety features/feeling safer' are the top two most cited factors which would encourage more active travel.

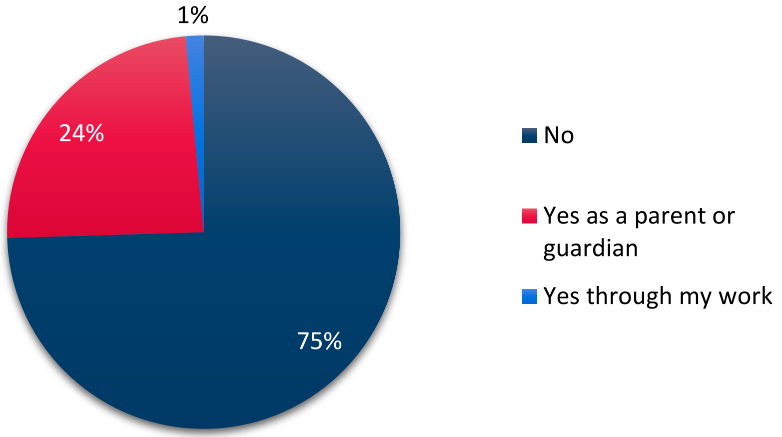
Section 8 – Children & Young People

The questions in the standardised survey cover the following key area:

- barriers to getting children active.

Q23. Are you responsible for children under 16?

Are you responsible for children under 16?	Responses	%	Weighted Responses	Weighted %
No	267	75.85%	202	74.54%
Yes, as a parent or guardian	79	22.44%	65	23.99%
Yes, through my work	6	1.70%	4	1.48%



Around 25% of the respondents were responsible for children under 16.

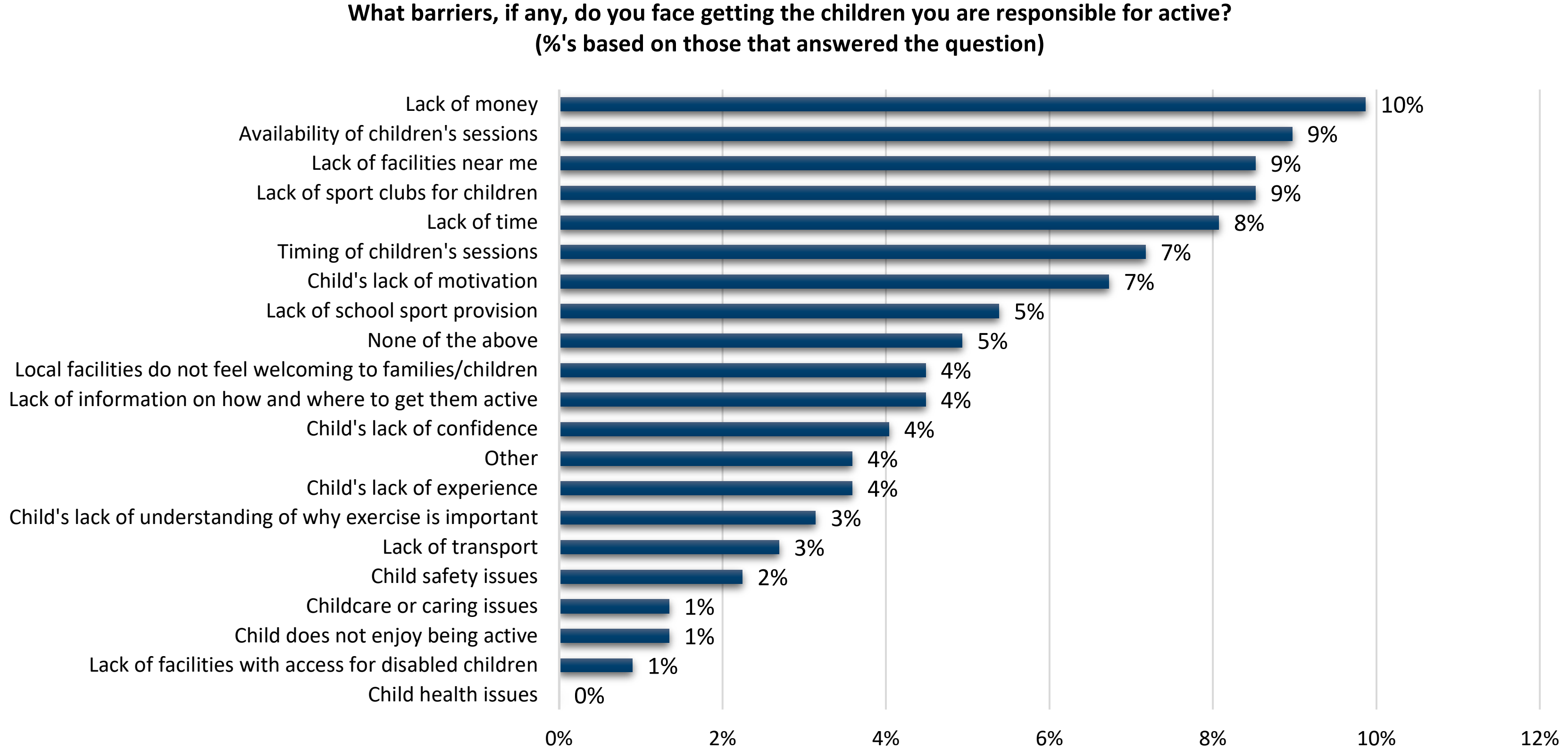
Q24. What barriers, if any, do you face getting the children you are responsible for active?

What barriers, if any, do you face getting the children you are responsible for active? Please select all that apply	Responses	%	Weighted Responses	Weighted %
Lack of money	31	5.69%	22	5.18%
Availability of children's sessions	24	4.40%	20	4.71%
Lack of time	22	4.04%	19	4.47%
Lack of facilities near me	24	4.40%	19	4.47%
Timing of children's sessions	21	3.85%	18	4.24%
Child's lack of motivation	19	3.49%	16	3.76%
Lack of sport clubs for children	19	3.49%	15	3.53%
Lack of information on how and where to get them active	14	2.57%	12	2.82%
Lack of school sport provision	14	2.57%	10	2.35%
Child's lack of confidence	13	2.39%	10	2.35%
Local facilities do not feel welcoming to families/children	9	1.65%	9	2.12%
Child's lack of experience	9	1.65%	8	1.88%
Child's lack of understanding of why exercise is important	8	1.47%	7	1.65%
Lack of transport	9	1.65%	6	1.41%
Child does not enjoy being active	6	1.10%	5	1.18%
Child safety issues	4	0.73%	3	0.71%
Childcare or caring issues	5	0.92%	3	0.71%
Lack of facilities with access for disabled children	4	0.73%	2	0.47%
Child health issues	1	0.18%	0	0%
None of the above	14	2.57%	11	2.59%
Other	8	1.47%	8	1.88%
Not Answered	267	48.99%	202	47.53%

Graph on pg.58

Q24. What barriers, if any, do you face getting the children you are responsible for active?

(Percentages in this graph are based on valid responses (excluding 'not answered')



'Lack of money', 'availability of children's sessions'; 'lack of facilities near me' and 'lack of sports club for children' are the top four most stated barriers for children to get active.

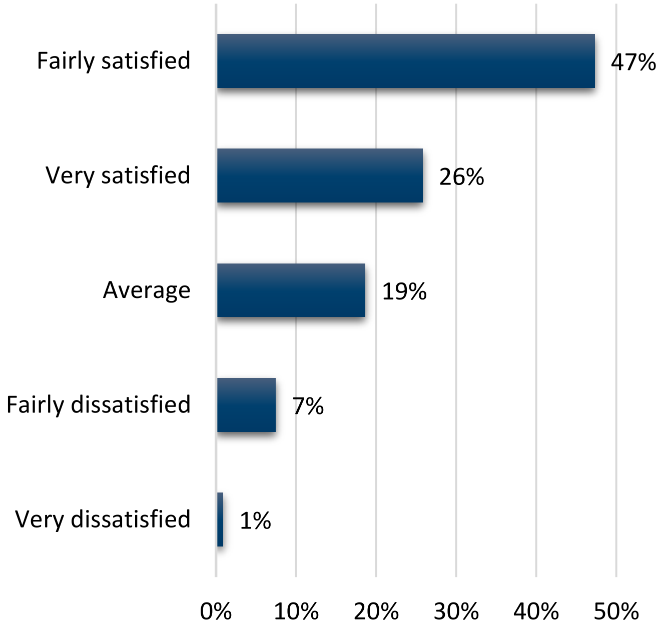
Section 9 – local questions

The results for bespoke local questions in this section are not weighted.

Section 9 – Local Questions

Q1. Overall, how satisfied are you with your life nowadays?

Overall, how satisfied are you with your life nowadays?	Responses	%
Very satisfied	90	26%
Fairly satisfied	165	47%
Average	65	19%
Fairly dissatisfied	26	7%
Very dissatisfied	3	1%

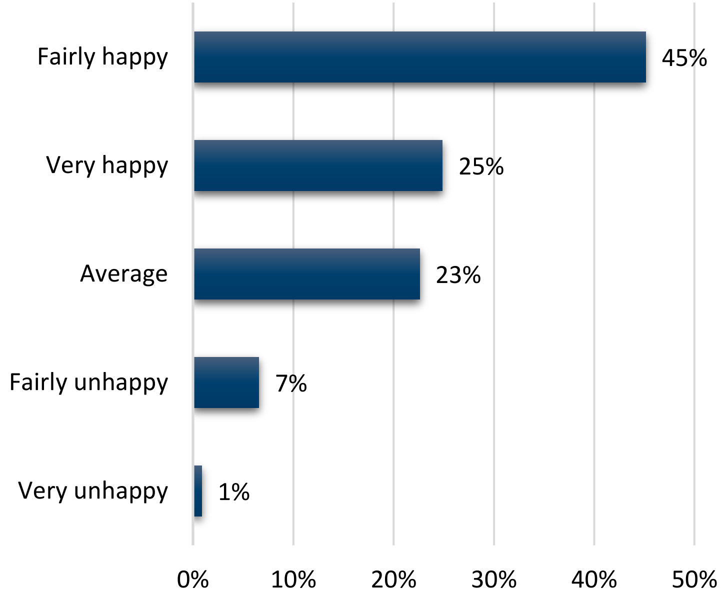


73% of the respondents were fairly satisfied (47%) or very satisfied (26%) with their lives nowadays.

Section 9 – Local Questions

Q2. Overall, how happy did you feel yesterday?

Overall, how happy did you feel yesterday?	Responses	%
Very happy	87	25%
Fairly happy	158	45%
Average	79	23%
Fairly unhappy	23	7%
Very unhappy	3	1%



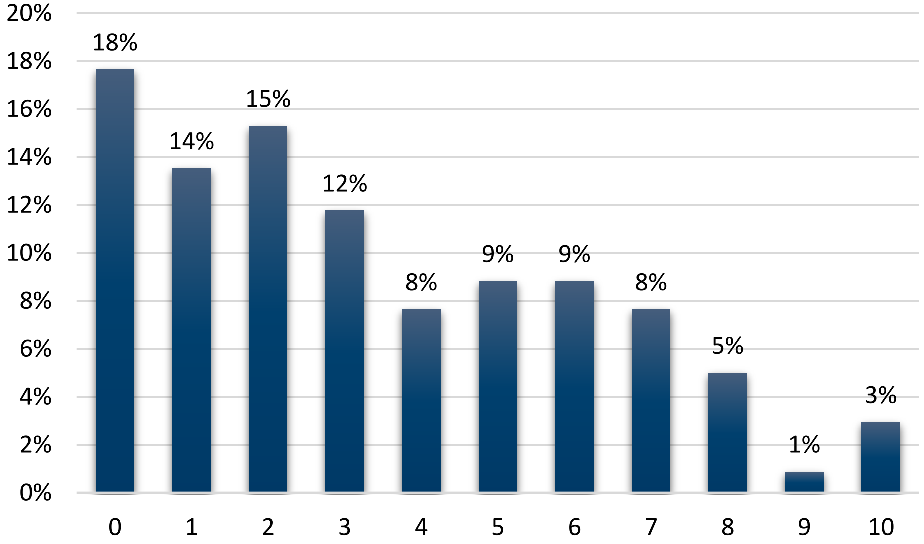
70% of the respondents were feeling fairly happy (45%) or very happy (25%).

Section 9 – Local Questions

Q3. On a scale where 0 is 'not at all anxious' and 10 is 'completely anxious', overall, how anxious did you feel yesterday?

Moving Communities

On a scale where 0 is 'not at all anxious' and 10 is 'completely anxious', overall, how anxious did you feel yesterday?	Responses	%
0	60	18%
1	46	14%
2	52	15%
3	40	12%
4	26	8%
5	30	9%
6	30	9%
7	26	8%
8	17	5%
9	3	1%
10	10	3%



XX average anxiety score is 3.4, which is marginally lower than the national average of 3.6 (Active Lives Adult Survey 2021-22).

SPORT ENGLAND

Thank you