



Leisure Facilities Customer Survey

Primary Research

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Report Overview

- 1.1 A full review of the Leisure Centre Engagement survey has been completed, including analysis of free-form feedback that was received. Free-form text responses are answers given by respondents in their own words.
- 1.2 1,636 respondents completed the survey. The service's data analyst has reviewed the full set of data. The data has been processed through descriptive methods, for example, charts and maps to create an overview of respondent activity at the time of survey completion. The full set of data has been structured by a respondent's most used site. This builds a picture of site-specific behaviour, in turn supporting site-specific decision-making.
- 1.3 The survey results included both qualitative and quantitative data. The quantitative data was analysed using frequency analysis and statistics.

The qualitative data was analysed using frequency analysis, sentiment analysis and thematic analysis. Frequency analysis counts the number of times an item, word or activity occurs to determine patterns in the data. Sentiment analysis scrutinises natural language to provide insight into respondents' attitudes and opinions. Thematic analysis draws out themes from the content of respondent feedback.

- 1.4 Rule-based sentiment analysis has been used to validate the data analyst's own sentiment analysis. The computer-based method assigns positive and negative scores to words using a pre-defined dictionary. The frequency of positively or negatively scoring words determines the overall emotional tone (positive, negative, or neutral) of the text.

The validation was performed on the largest set of qualitative data, i.e., responses to 'How satisfied are you with the council's leisure centres? – Comment on satisfaction level'. This process has undergone multiple iterations and checks to ensure a high level of confidence. The validation produced an 80% close match on the sentiment analysis performed by the service's data analyst.

- 1.5 Comments about satisfaction have been reviewed and summarised for each site. The summaries present the main issues and positive feedback raised by respondents.
- 1.6 The report is split into two sections. The first section is categorised by facility and sets out the key findings about that site's customer behaviour, preferences and opinions. Each facility breakdown contains:
 - A list of the site assets
 - Respondent travel preferences and centre usage information
 - Reasons why respondents use the leisure centre
 - Respondent satisfaction levels
 - Analysis of respondent feedback

The second section summarises responses by non-customers.

- 1.7 The number of responses varies between questions because not every respondent answered every question. Some questions allowed respondents to select more than one answer, so totals may exceed the number of respondents.

Leisure Centre Responses

Aylestone Leisure Centre

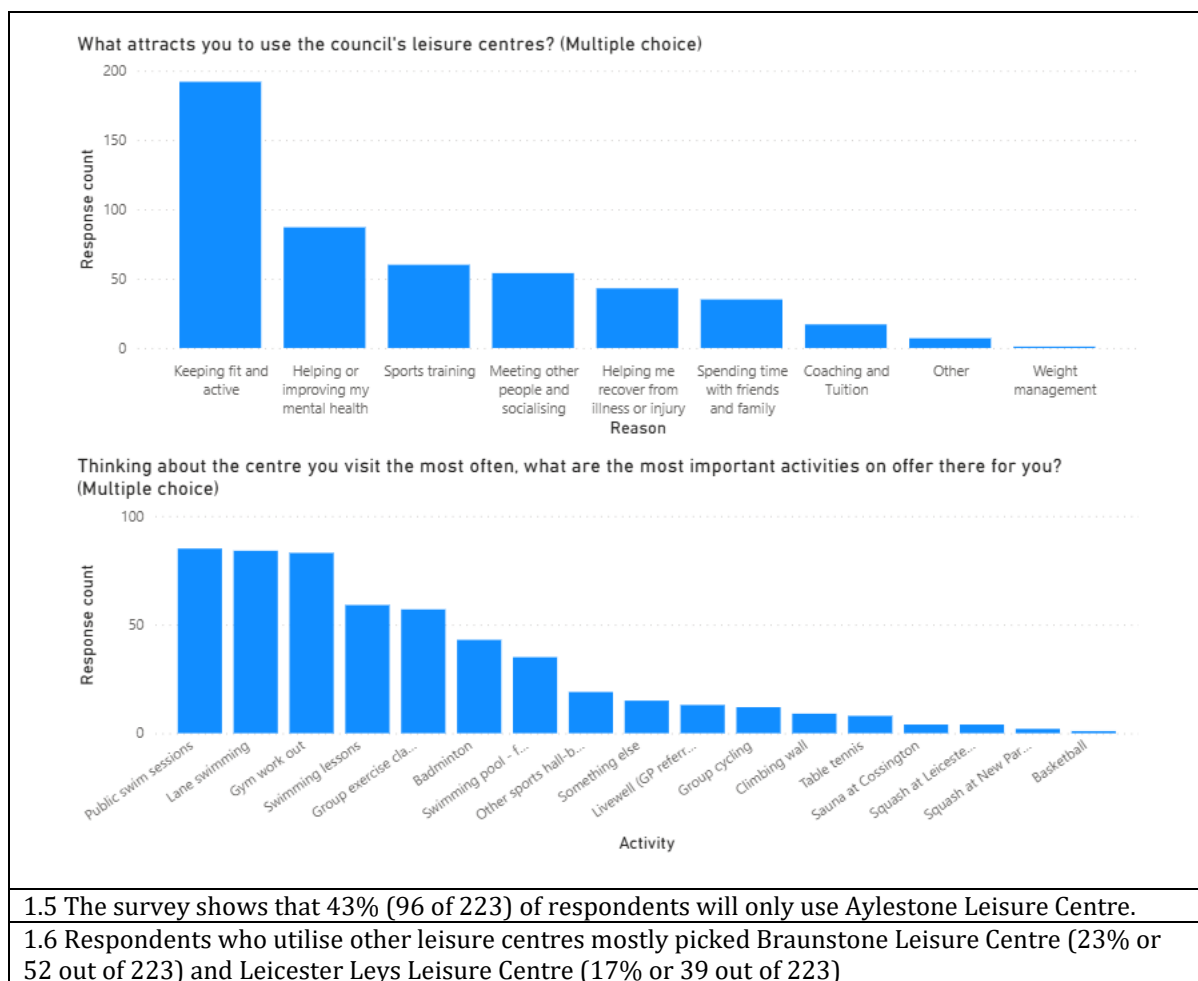
Built in 1988	
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Assets

2 No Swim pools 25m x 9m and 18m x 5m 392 sqm Pool Space provided	Learn 2 Swim Open swim sessions Individual lessons Parties	Sports Hall	6 No Badminton courts Basketball. Netball. Pickle ball. Roller skating. Indoor bowls.
Gym	70 stations Refurbished 2020	Studio	Refurbished 2023 Space for 25 users Fitness classes. Yoga
Spin room	15No Static cycles Spin classes	Aylestone Library	Part manned

Travel and Usage

1.1 60% of respondents said they travel less than a mile to access the centre. (131 out of 223 responses)
1.2 83% of respondents indicated that they plan to use the centre regularly (at least once a week) in the next 6 months. (185 out of 223)
1.3 Responses for Aylestone Leisure Centre show that the most popular activities that respondents participate in is swimming and attending the gym or exercise class.
1.4 Key responses for understanding the use and attractiveness of the leisure centre:



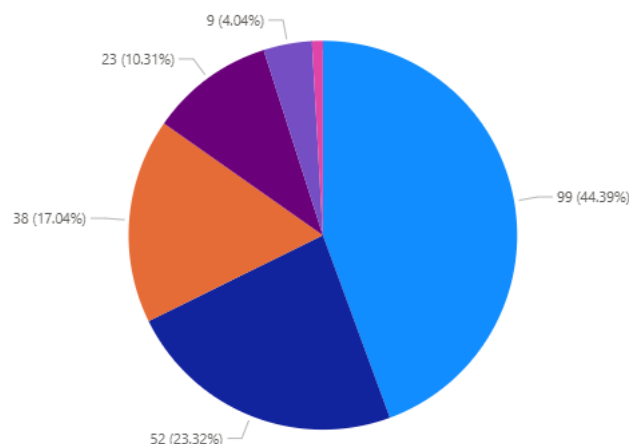
Satisfaction Levels

1.7 Of the 223 respondents allocated to Aylestone Leisure Centre, 61% were satisfied or very satisfied with the centre and 14% were dissatisfied or very dissatisfied. The chart below provides the full breakdown, including neutral and unanswered responses.

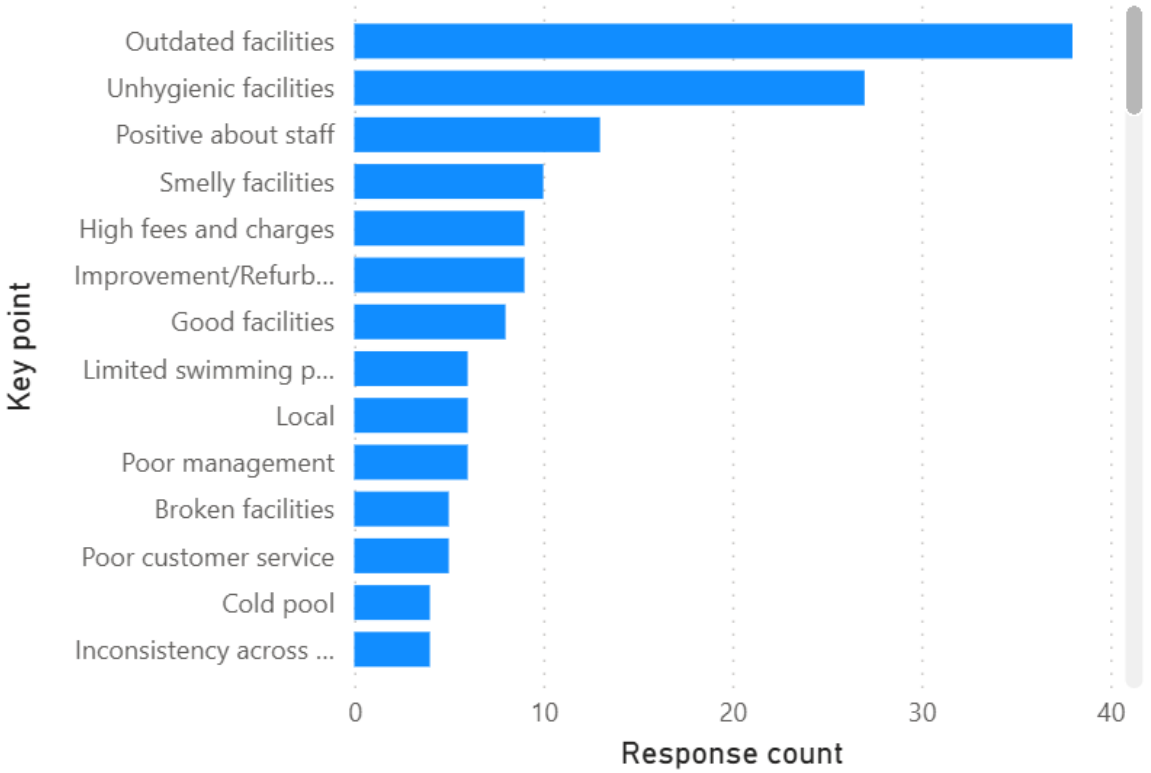
1.8:

How satisfied are you with the council's leisure centres?

How satisfied are you with the c... ● Satisfied ● Neutral ● Very satisfied ● Dissatisfied ● Very dissatisfied ● Not Answered



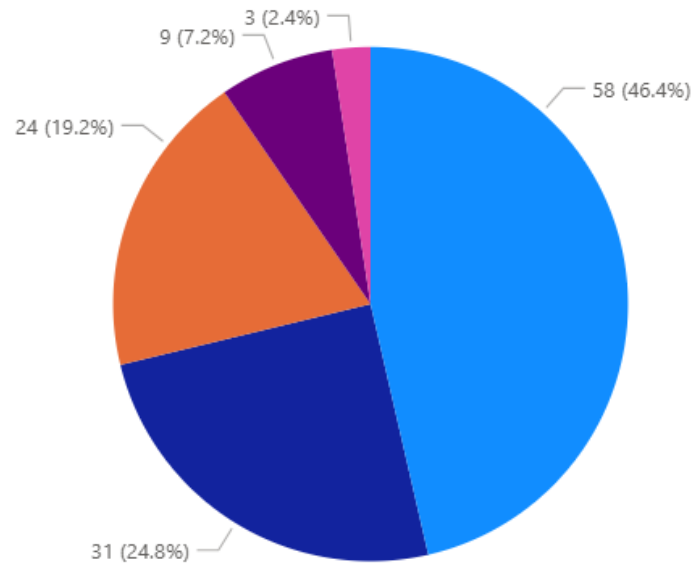
Feedback and Sentiment Analysis

1.9 Free-form responses to the question, “How satisfied are you with the council’s leisure centres? Comment on your satisfaction level”, were reviewed using thematic analysis. The themes identified most frequently concerned outdated facilities and the need for refurbishment. Respondents also raised concerns about cleanliness, particularly in the changing rooms and pool area.																															
Count of key points raised by respondents <table><thead><tr><th>Key point</th><th>Response count</th></tr></thead><tbody><tr><td>Outdated facilities</td><td>38</td></tr><tr><td>Unhygienic facilities</td><td>27</td></tr><tr><td>Positive about staff</td><td>13</td></tr><tr><td>Smelly facilities</td><td>10</td></tr><tr><td>High fees and charges</td><td>9</td></tr><tr><td>Improvement/Refurb...</td><td>9</td></tr><tr><td>Good facilities</td><td>8</td></tr><tr><td>Limited swimming p...</td><td>6</td></tr><tr><td>Local</td><td>6</td></tr><tr><td>Poor management</td><td>6</td></tr><tr><td>Broken facilities</td><td>5</td></tr><tr><td>Poor customer service</td><td>5</td></tr><tr><td>Cold pool</td><td>4</td></tr><tr><td>Inconsistency across ...</td><td>4</td></tr></tbody></table>		Key point	Response count	Outdated facilities	38	Unhygienic facilities	27	Positive about staff	13	Smelly facilities	10	High fees and charges	9	Improvement/Refurb...	9	Good facilities	8	Limited swimming p...	6	Local	6	Poor management	6	Broken facilities	5	Poor customer service	5	Cold pool	4	Inconsistency across ...	4
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Poor customer service	5																														
Cold pool	4																														
Inconsistency across ...	4																														
1.10 The comments most frequently concerned the condition and cleanliness of the changing rooms, toilets, showers and pool area. Several respondents called for refurbishment or repairs. Other comments concerned pool opening times, lane-swimming arrangements and customer behaviour around the pool. Positive comments were also received about the gym and the availability of swimming at other council facilities.																															

1.11 A manual sentiment analysis was carried out on 125 free-form responses relating to Aylestone Leisure Centre. Of these, 58 responses, or 46.4%, were classified as negative and 31 responses, or 24.8%, as neutral. The accompanying chart provides the full sentiment breakdown.

Sentiment analysis of satisfaction comments

Sentiment ● Negative ● Neutral ● Positive ● Very negative ● Very positive



Negative comments most frequently concerned outdated or unclean facilities and fees and charges. Neutral comments frequently included mixed observations about the condition of the changing rooms, showers and toilets, and the need for refurbishment.

Braunstone Leisure Centre

Built 2005	
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Assets

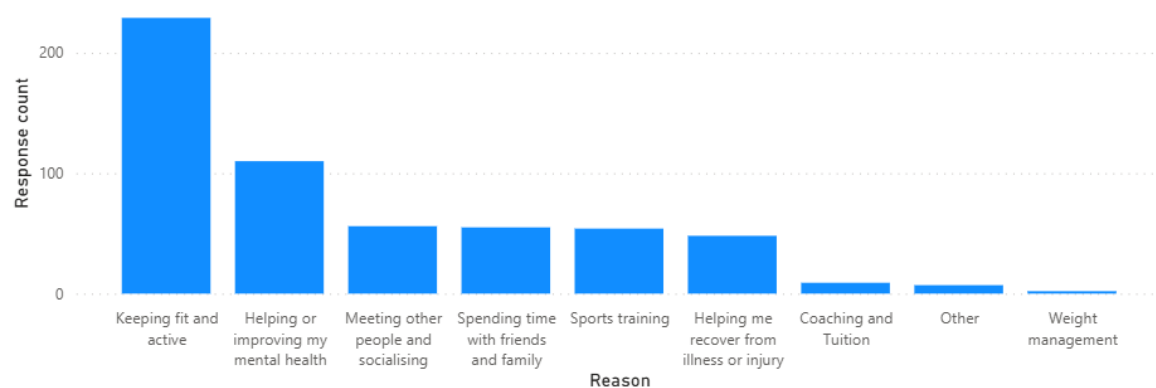
2 No Swim pools 25m x 17m and 18m x 8m 637 sqm Pool space	Learn 2 Swim Open swim sessions Individual lessons Parties 300 spectator seating	Sports Hall	6 No Badminton courts. Basketball Netball. Pickle ball. Gymnastics. 5-a side football. Korfball. Roller skating. Wheels for all (Junior). Trampoline. Group Exercise.
Gym	90 stations - refurbished 2022	Spin room	Spin room. 20 No Static cycles refurbished 2022

Travel and Usage

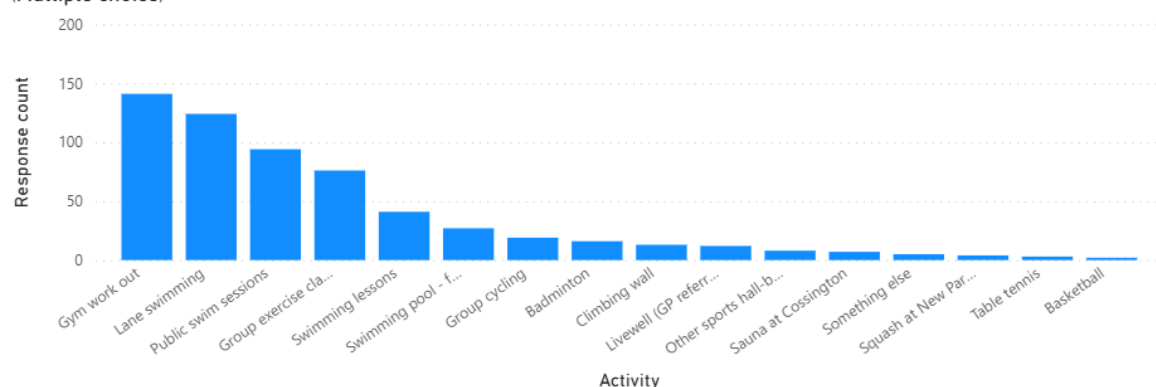
2.1 49% of respondents said they travel less than a mile to access the centre (124 out of 254 responses), with 51% saying they are prepared to travel more than a mile.
2.2 87% of respondents indicated that they plan to use the centre regularly (at least once a week) in the next 6 months. (221 out of 254)
2.3 Responses for Braunstone Leisure Centre show that the most popular activities that respondents participate in is gym sessions, swimming and group exercise classes.

2.4 Key responses for understanding the use and attractiveness of the leisure centre:

What attracts you to use the council's leisure centres? (Multiple choice)



Thinking about the centre you visit the most often, what are the most important activities on offer there for you? (Multiple choice)

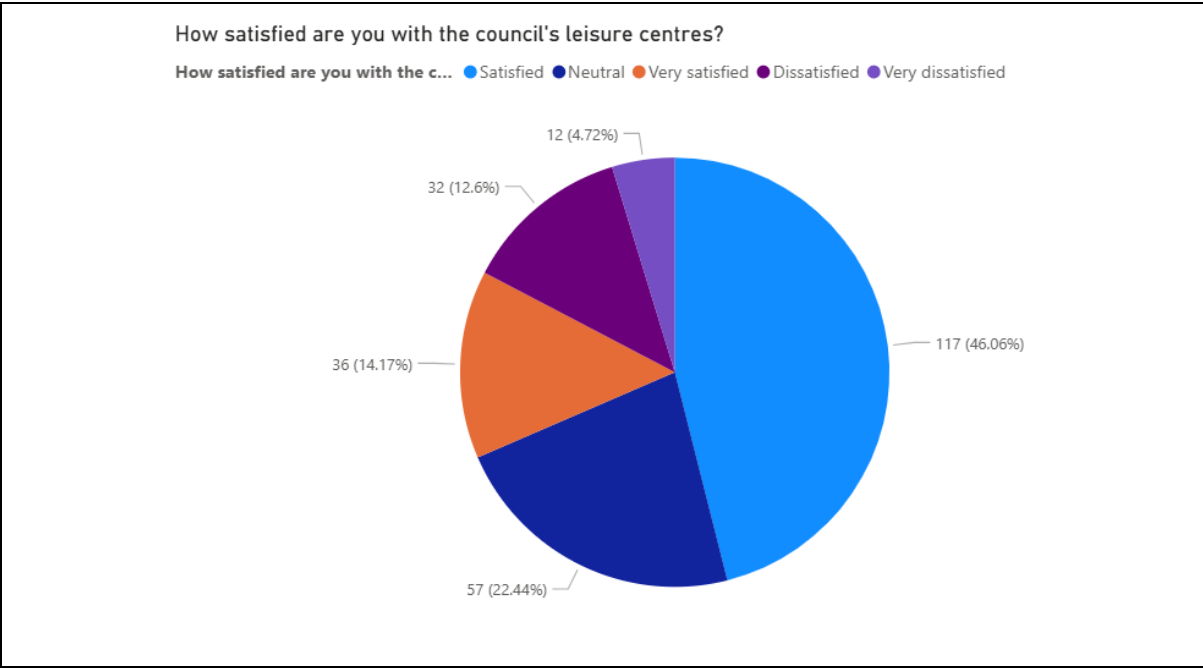


2.5 The survey shows that 44% (111 of 254) of respondents will only use Braunstone Leisure Centre.

2.6 Respondents who utilise other leisure centres mostly picked Leicester Leys Leisure Centre (28% or 70 out of 254) and New Parks Leisure Centre (27% or 60 out of 223)

Satisfaction Levels

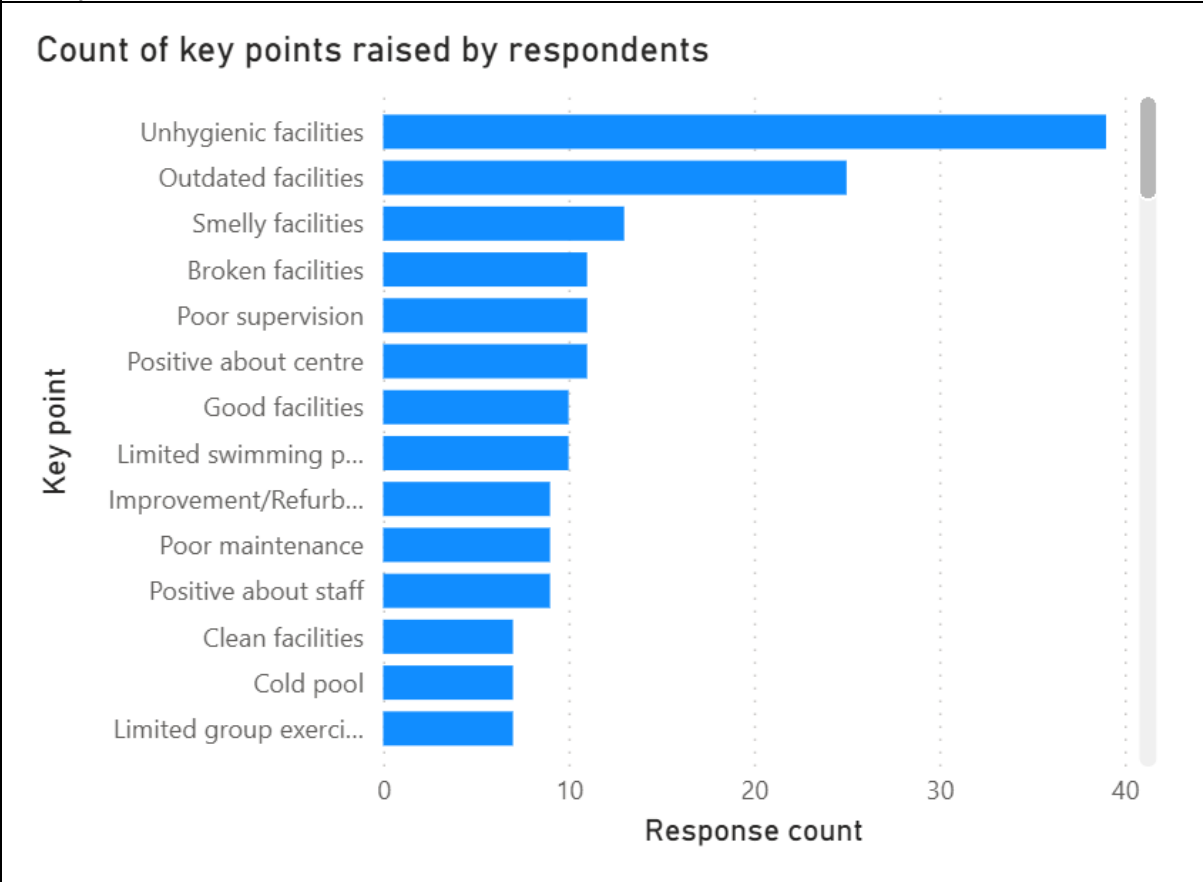
2.7 Of the 254 responses for Braunstone 60% identified they were either satisfied or very satisfied with the centre. 17% said they were dissatisfied or very dissatisfied with the facility. The remaining responses were neutral or did not answer.



Feedback and Sentiment Analysis

2.9 A review of the free-form responses provided to the question “How satisfied are you with the council’s leisure centres? – Comment on satisfaction level” was carried out.

Thematic analysis of the responses received show that the most common feedback was the facility was facility cleanliness and the need for refurbishment:



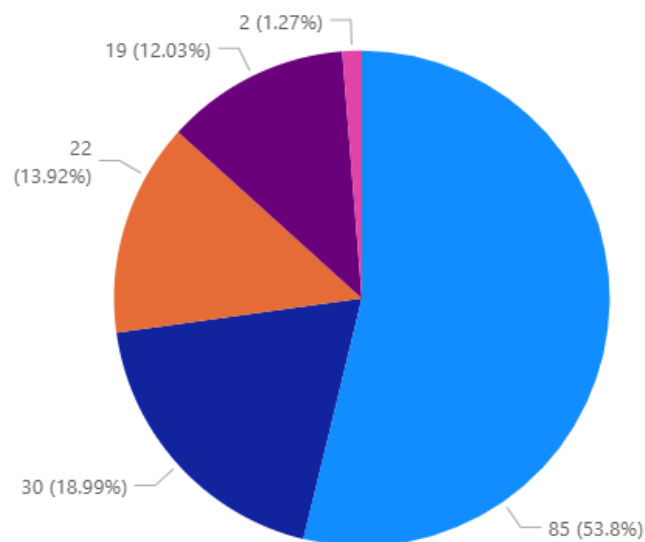
2.10 Comments included positive feedback about staff, swimming teachers and the pools. Concerns raised included cleanliness, maintenance, broken lockers, busy gym facilities and the availability of

swimming sessions. Some respondents also reported difficulties with online membership and swimming lesson accounts.

2.11 A manual sentiment analysis was performed on the free-form text responses.

Sentiment analysis of satisfaction comments

Sentiment ● Negative ● Neutral ● Positive ● Very negative ● Very positive



Braunstone Leisure Centre received 158 comments. Of these, a 53.8% majority (85 out of 158) contained negative sentiment, followed by 18.9% (30 out of 158) of comments containing a neutral sentiment.

Comments with a negative sentiment most frequently contained themes on unhygienic facilities, outdated facilities, and limited swimming pool timetable.

Comments with a neutral sentiment most frequently contained content on clean facilities, positivity about centre and broken facilities. These comments contain both positive and negative opinions and have been assigned a sentiment analysis of neutral to account for this.

Cossington Street Sports Centre

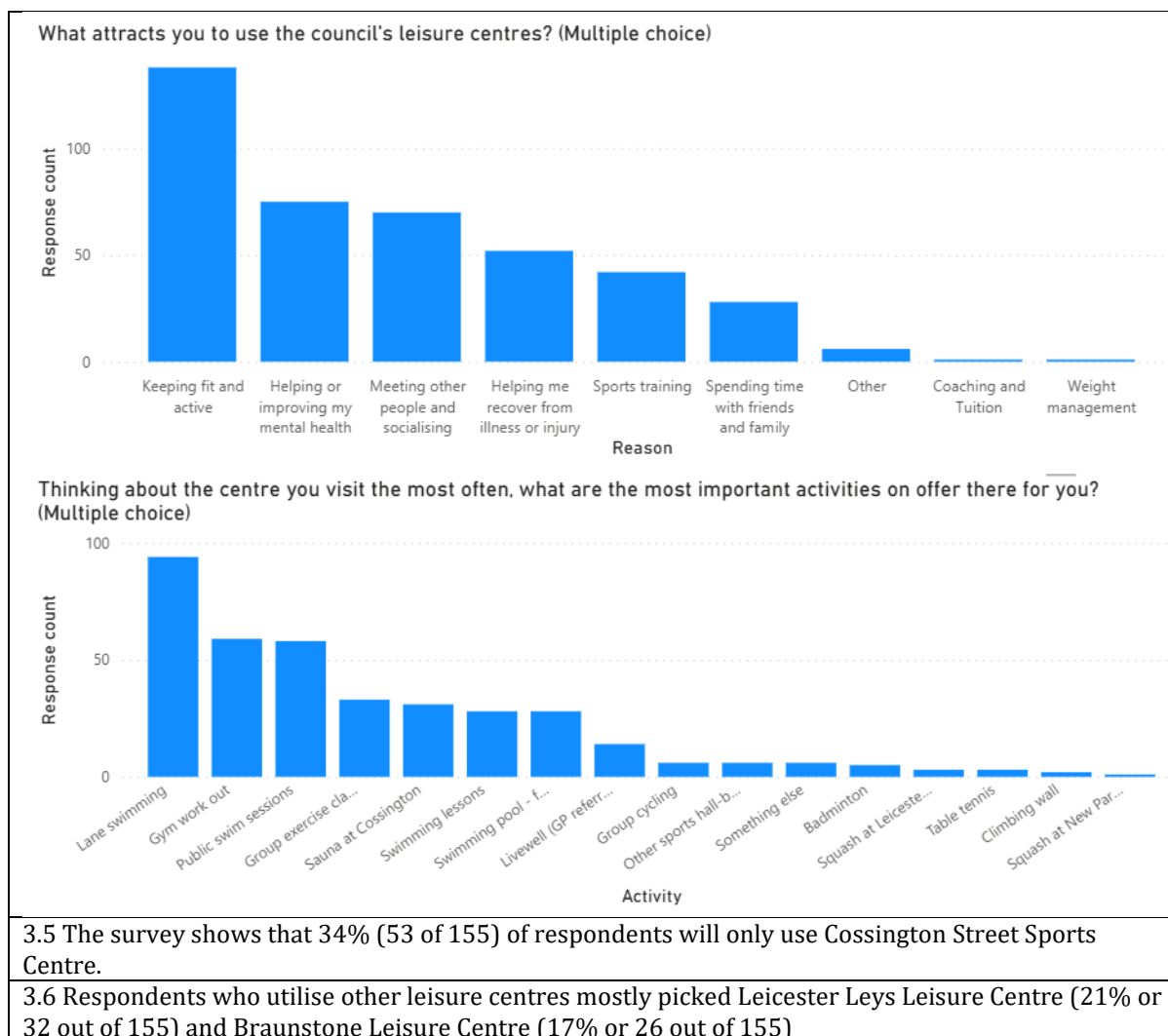
Swimming Pool built 1897 Sports Hall built 1976	
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Assets

Swim pool pools 30m x 14.5m 435 sqm pool space	Learn 2 Swim Open swim sessions Individual lessons Parties	Gym	70 stations - refurbished 2021
		Studio	Space for 25 users Fitness classes. Yoga

Travel and Usage

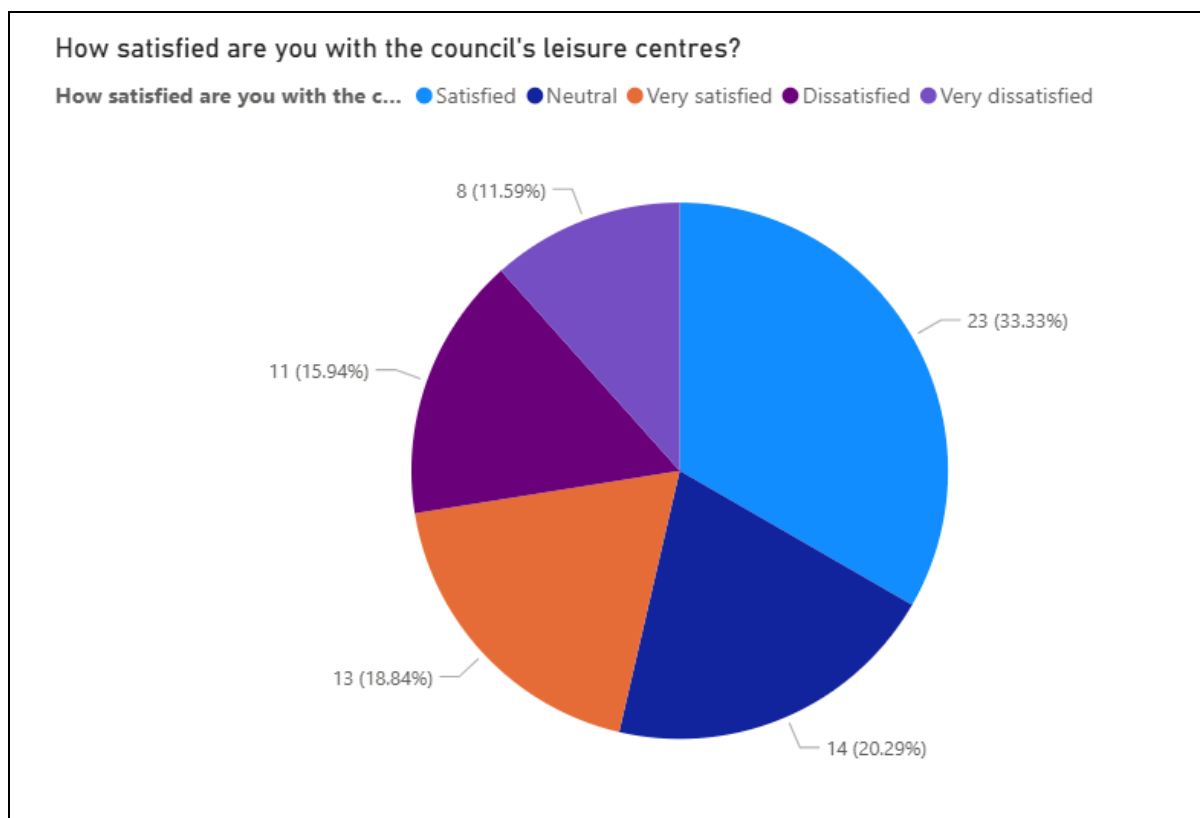
3.1 60% of respondents said they travel less than a mile to access the centre. (93 out of 155 responses)
3.2 95% of respondents indicated that they plan to use the centre regularly (at least once a week) in the next 6 months. (147 out of 155 responses)
3.3 Responses for Cossington Street Sports Centre show that the most popular activities that respondents participate in is swimming and attending the gym or exercise class.
3.4 Key responses for understanding the use and attractiveness of the leisure centre:



Satisfaction Levels

3.7 Of the 155 responses for Cossington 70% of identified they were either satisfied or very satisfied with the centre. 13% said they were dissatisfied or very dissatisfied with the facility. The remaining responses were neutral or did not answer.

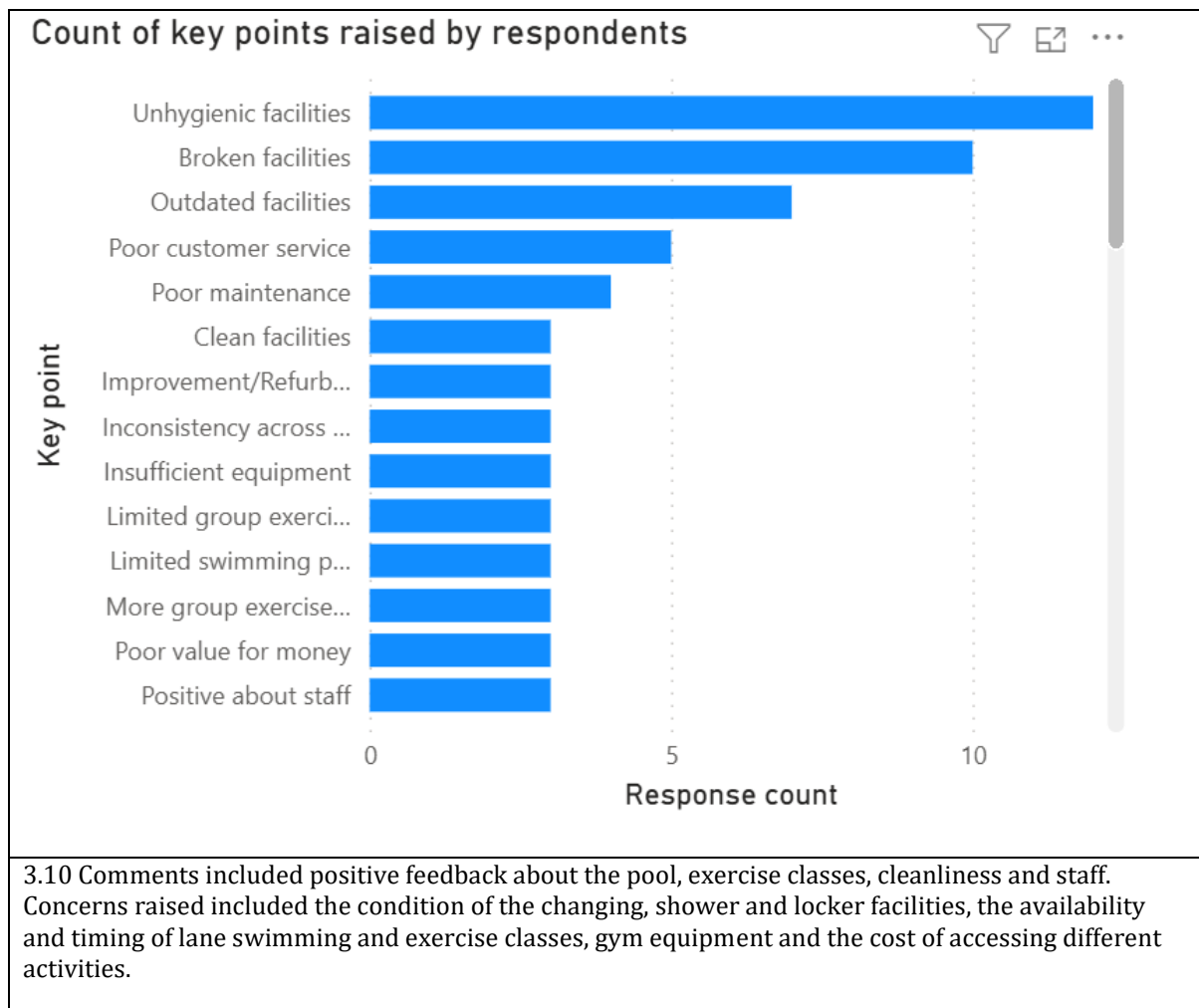
3.8



Feedback and Sentiment Analysis

3.9 A review of the free-form responses provided to the question “How satisfied are you with the council’s leisure centres? – Comment on satisfaction level” was carried out.

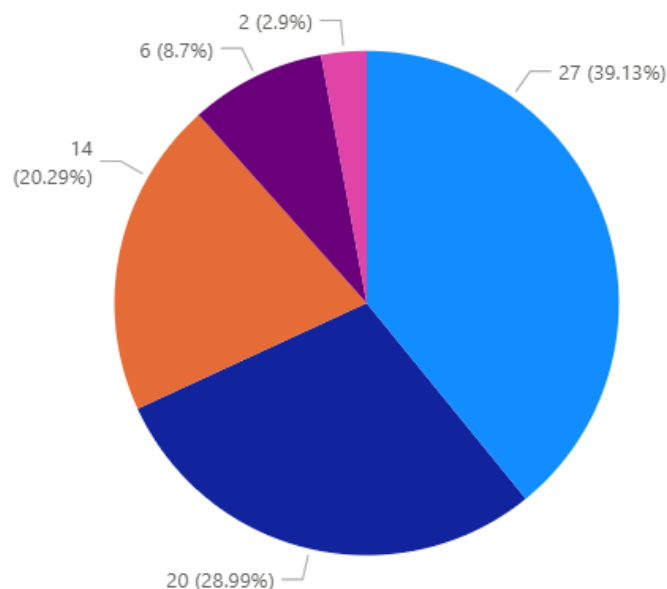
Thematic analysis of the responses received show that the most common feedback was about facility cleanliness issues, followed by issues of broken facilities and outdated facilities.



3.11 A manual sentiment analysis was performed on the free-form text responses.

Sentiment analysis of satisfaction comments

Sentiment ● Negative ● Neutral ● Positive ● Very negative ● Very positive



Cossington Street Sports Centre received 69 comments. Of these, 39.13% (27 out of 69) contained negative sentiment, followed by 28.99% (20 out of 69) of comments containing a neutral sentiment.

Comments with negative sentiments most frequently contained themes on unhygienic facilities, outdated facilities, and poor customer service.

Comments with a neutral sentiment most frequently contained content on inconsistency across leisure centres. This was followed by comments on clean facilities and that facilities require improvement/refurbishment. These comments contain both positive and negative attitudes and have been assigned a sentiment analysis of neutral to account for this.

Evington Leisure Centre

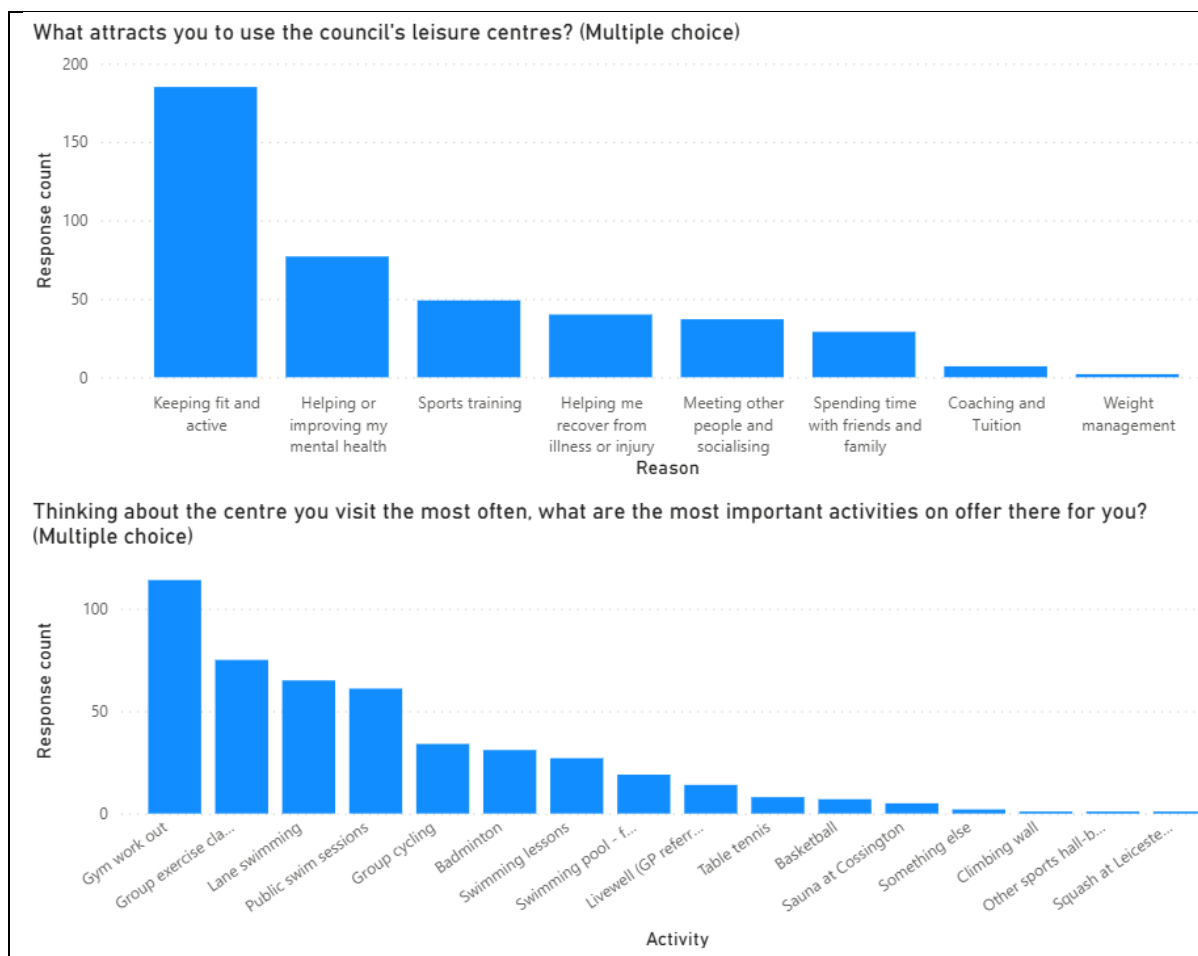
Swimming Pool built 1973 Sports Hall & Gym built 2007 Gym & Spin room extended 2021	
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Assets

2 No Swim pools 25m x 9m and 18m x 5m 315 sqm pool space	Learn 2 Swim Open swim sessions Individual lessons Parties	Sports Hall	4 No Badminton courts Basketball. Netball Indoor football. Cricket nets. City of Leicester School exclusive use during term time.
Gym	75 stations – refurbished 2021	Studio	Refurbished 2021 Space for 25 users Fitness classes. Yoga
Spin room	15No Static cycles		

Travel and Usage

4.1 41% of respondents said they travel less than a mile to access the centre. (81 out of 199 responses)
4.2 84% of respondents indicated that they plan to use the centre regularly (at least once a week) in the next 6 months. (167 out of 199 responses)
4.3 Responses for Evington Leisure centre show that the most popular activities that respondents participate in is swimming and attending the gym or exercise class.
4.4 Key responses for understanding the use and attractiveness of the leisure centre:



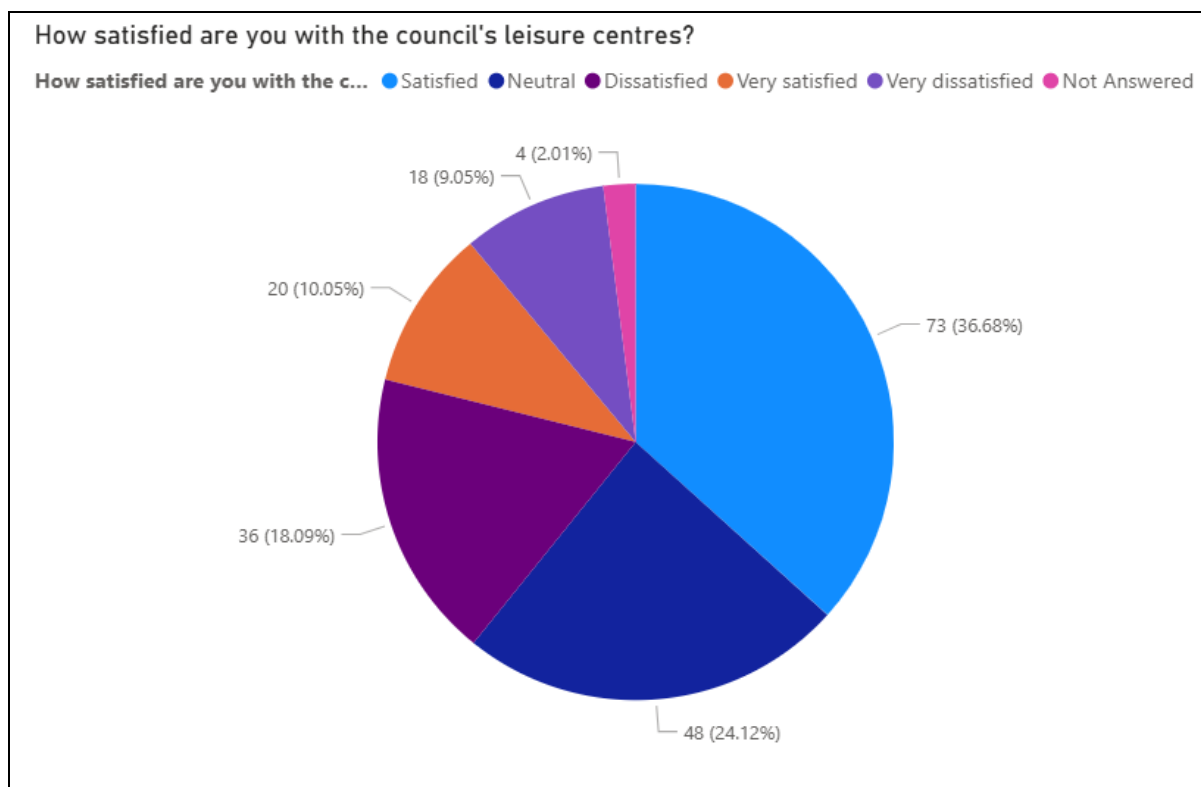
4.5 The survey shows that 39% (78 of 199) of respondents will only use Evington Leisure Centre.

4.6 Respondents who utilise other leisure centres mostly picked Spence Street Sports Centre (31% or 62 out of 199) and Aylestone Leisure Centre (12% or 24 out of 199)

Satisfaction Levels

4.7 Of the 199 responses for Evington 47% of identified they were either satisfied or very satisfied with the centre. 27% said they were dissatisfied or very dissatisfied with the facility. The remaining responses were neutral or did not answer.

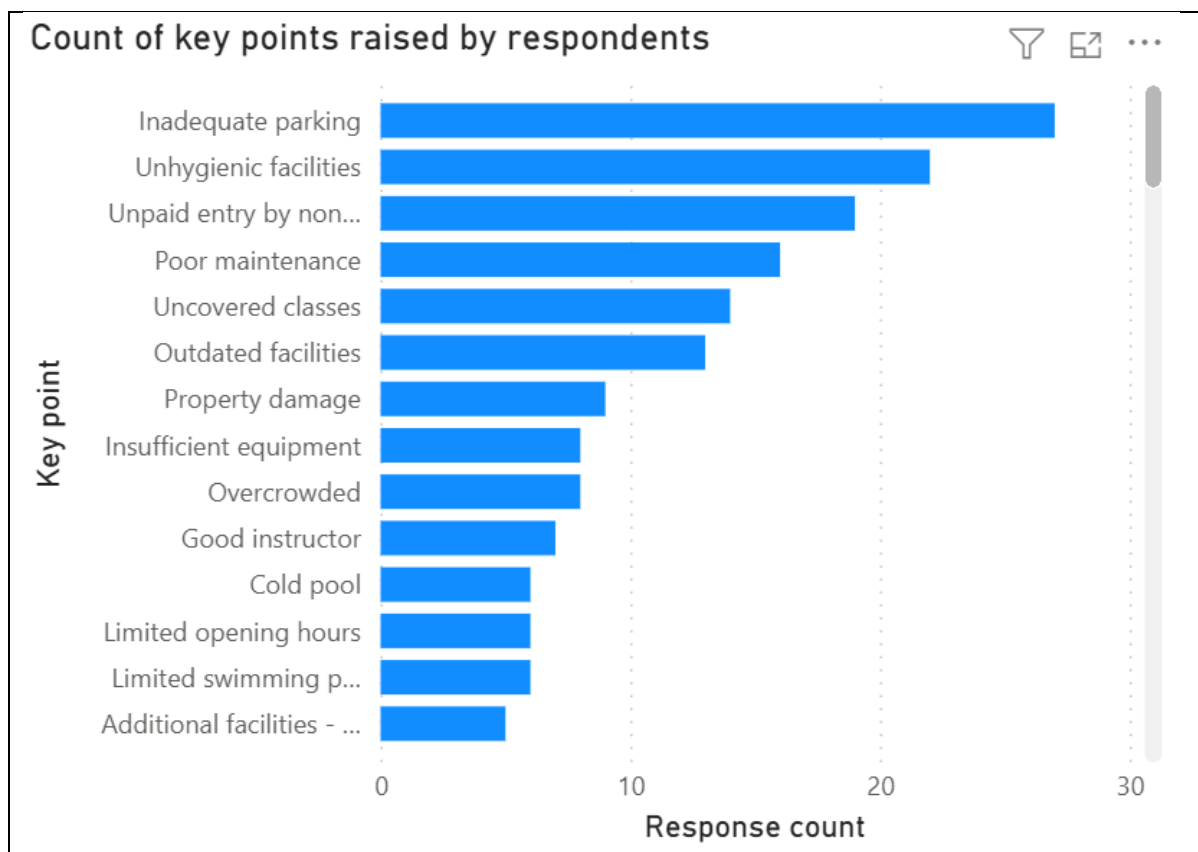
4.8:



Feedback and Sentiment Analysis

4.9 A review of the free-form text responses provided to the question "How satisfied are you with the council's leisure centres? – Comment on satisfaction level" was carried out.

Thematic analysis of the responses received show that the most common feedback was inadequate parking at the site followed by cleanliness issues.

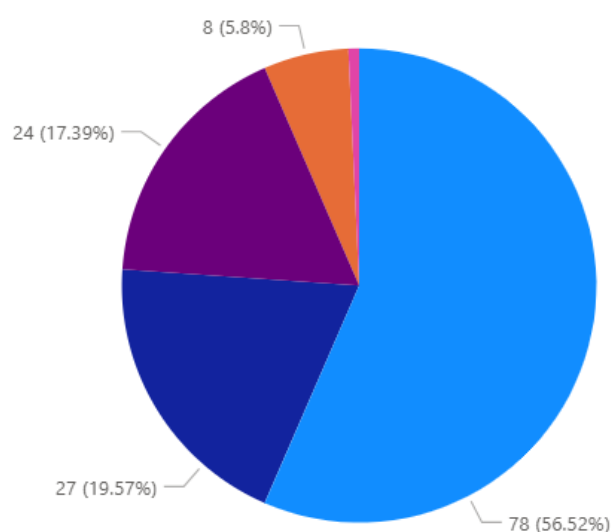


4.10 Comments most frequently concerned parking availability, cleanliness and the condition of the changing rooms. Respondents also raised concerns about cancelled classes, opening arrangements and access controls at the centre.

4.11 A manual sentiment analysis was performed on the free-form text responses.

Sentiment analysis of satisfaction comments

Sentiment ● Negative ● Neutral ● Very negative ● Positive ● Very positive



Evington Leisure Centre received 138 comments. Of these, over half of all comments, 56.52% (78 out of 138) contained negative sentiment, followed by 19.57% (27 out of 138) of comments containing a neutral sentiment.

Comments with a negative sentiment most frequently contained themes on unhygienic facilities. This is followed by comments on poor maintenance and inadequate parking at the site.

Comments with a neutral sentiment most frequently contained content on having a sauna as an additional facility, limited opening hours (in particular, customers looking for the gym to be open earlier or later), and having an additional subscription for group exercise classes only.

Leicester Leys Leisure Centre

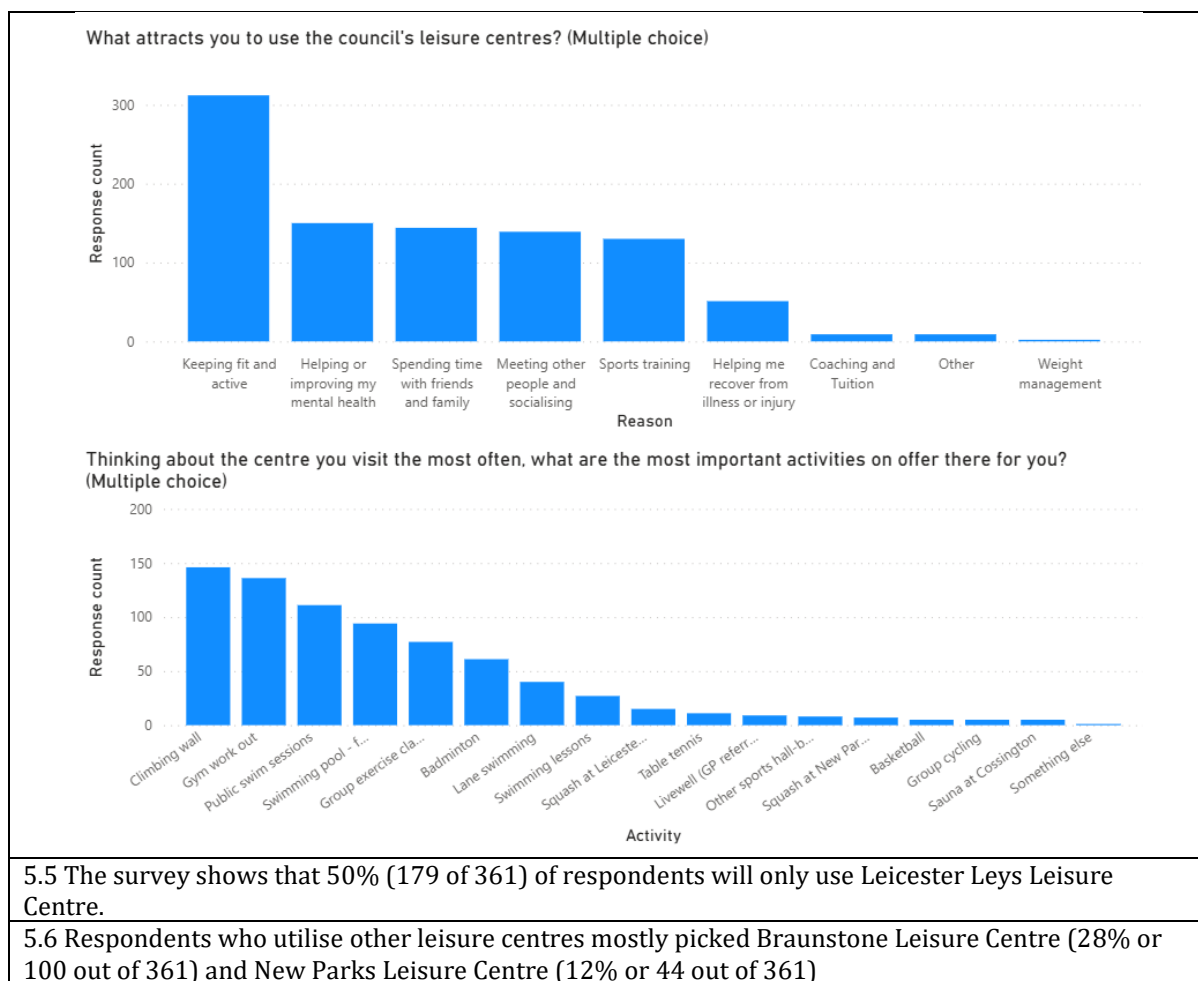
Built 1985	
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Assets

Leisure pool, 30mx13m. Beach access, wave machine. Activity, toddler, and dimple pools. 546 sqm pool space	Leisure water area. Parties. Fun slides	Sports Hall	3 No Badminton courts Part gym use Gymnastics. Circuit training Parties
Gym	100 stations – using part sports hall and separate small rooms.	Studio	Space for 16 users Fitness classes. Yoga. Table tennis
Climbing wall	15m high tower. Sport climbing Bouldering Block – training	Squash	2No courts

Travel and Usage

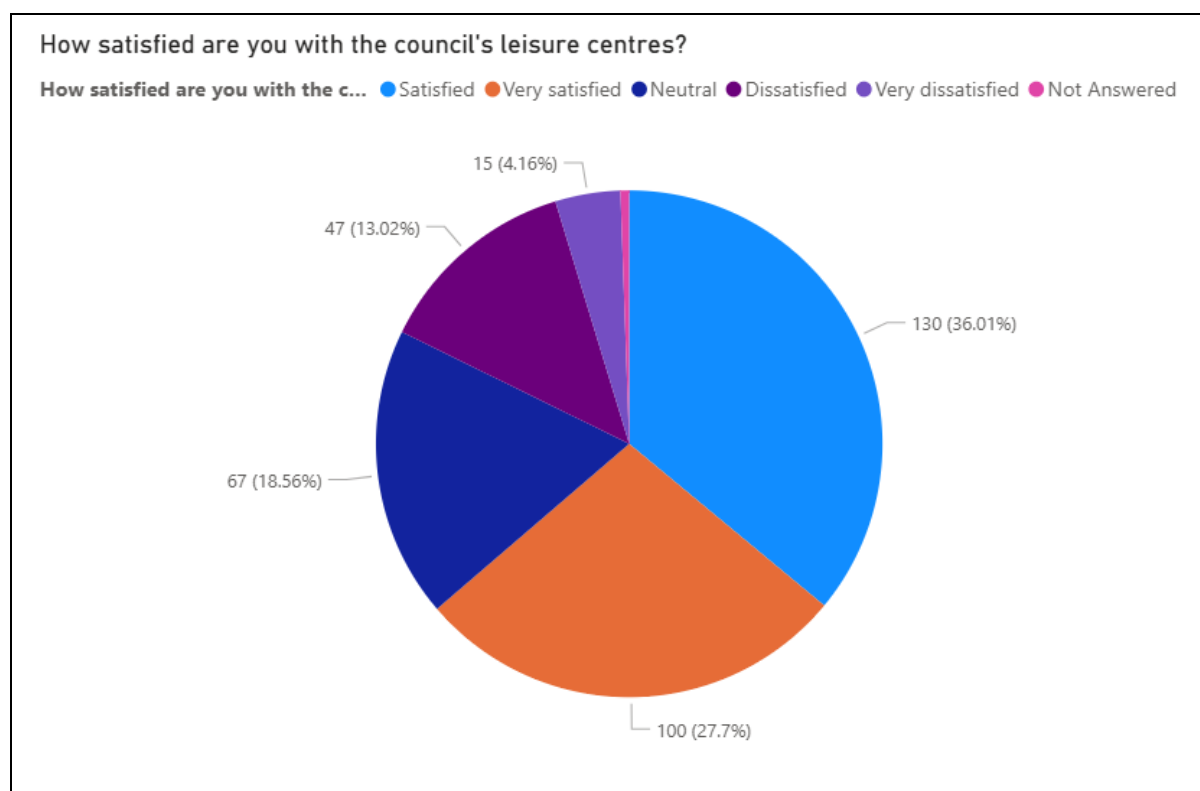
5.1 35% of respondents said they travel less than a mile to access the centre (127 out of 361 responses), 50% of respondents said they would travel over 2 miles (180 out of 361).
5.2 84% of respondents indicated that they plan to use the centre regularly (at least once a week) in the next 6 months. (303 out of 361)
5.3 Responses for Leicester Leys Leisure Centre show that the most popular activities that respondents participate in are climbing, attending the gym and swimming.
5.4 Key responses for understanding the use and attractiveness of the leisure centre:



Satisfaction Levels

5.7 Of the 361 responses for Leicester Leys 64% of identified they were either satisfied or very satisfied with the centre. 17% said they were dissatisfied or very dissatisfied with the facility. The remaining responses were neutral or did not answer.

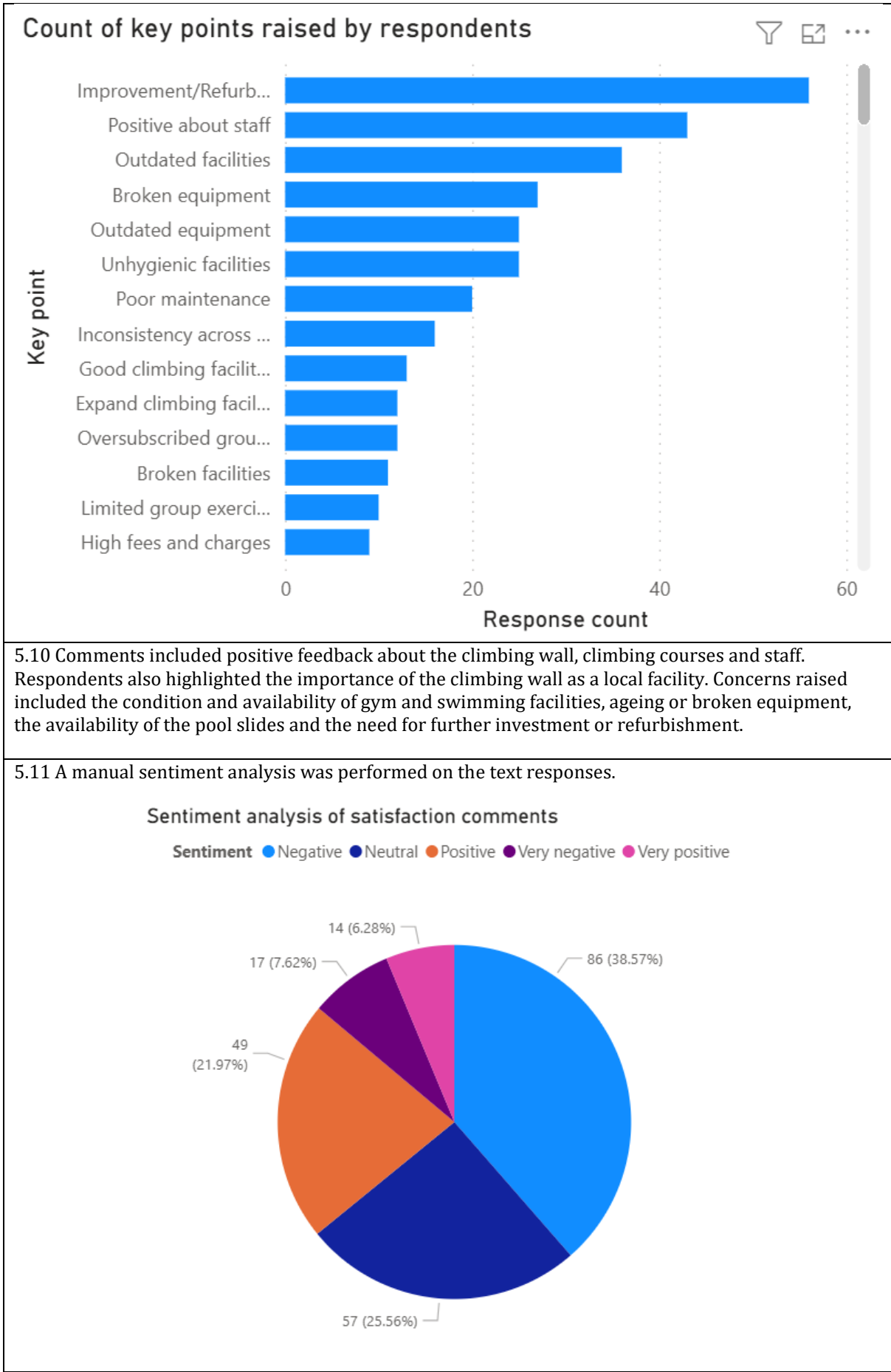
5.8:



Feedback and Sentiment Analysis

5.9 A review of the free-form text responses provided to the question "How satisfied are you with the council's leisure centres? – Comment on satisfaction level" was carried out.

Thematic analysis of the responses received show that the most common feedback was the facility needs improvements/refurbishment followed by being positive about staff.



Leicester Leys Leisure Centre received 223 comments. Of these 38.57% (86 out of 223) contained negative sentiment, followed by 25.56% (57 out of 223) of comments containing a neutral sentiment.

Comments with a negative sentiment most frequently contained comments on improvement/refurbishment being required to the facility. This is followed by comments on unhygienic facilities and broken equipment.

Comments with a neutral sentiment most frequently contained content on improvement/refurbishment to the facility being required. This was followed by positive comments about the site staff and comments on outdated facilities.

New Parks Leisure Centre

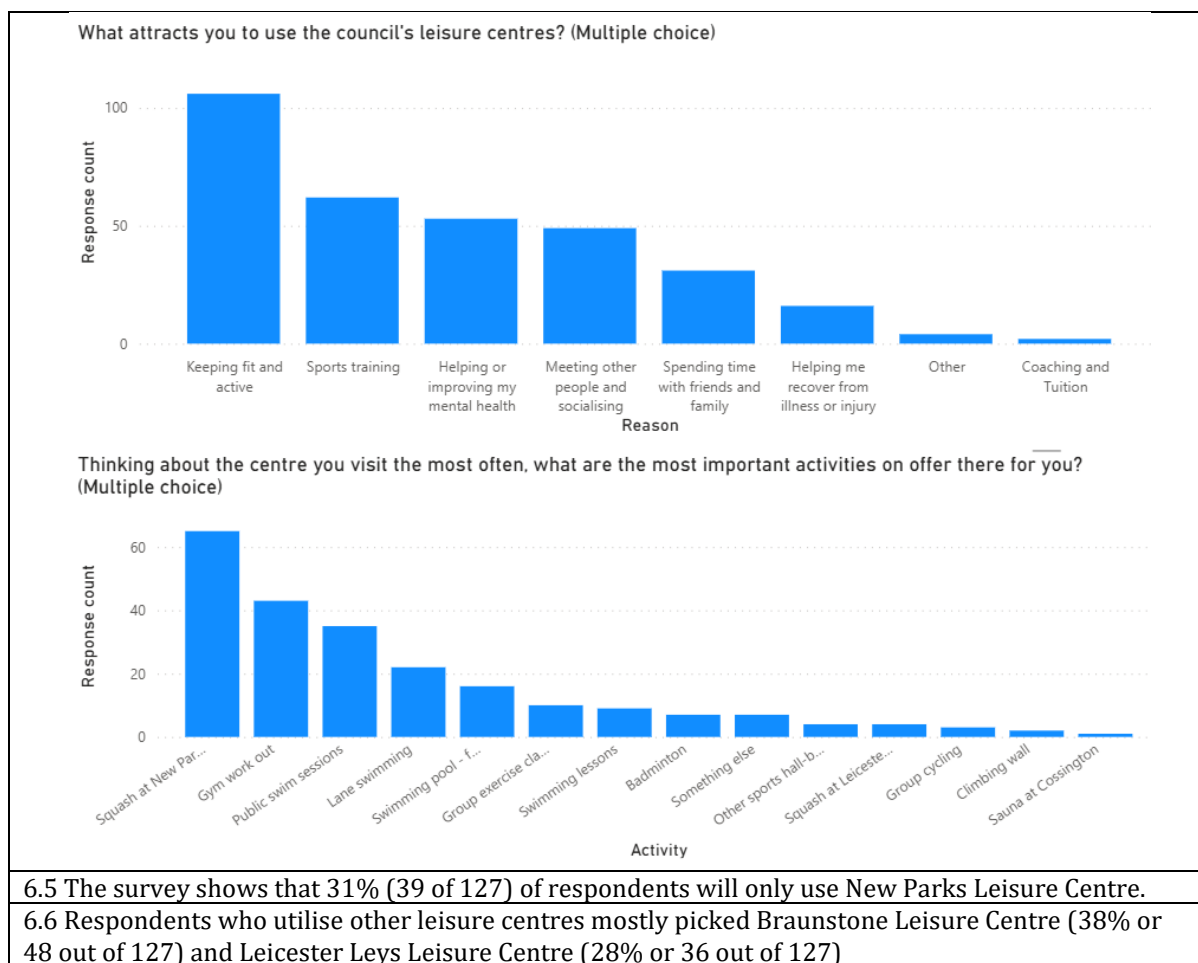
Built 1975	
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Assets

Swim pools 25m x 10m 18m x 5m. 340 sqm pool space	Learn 2 Swim Open swim sessions Individual lessons Parties	Gym	20 stations
Squash	5No courts	Function/ activity room	

Travel and Usage

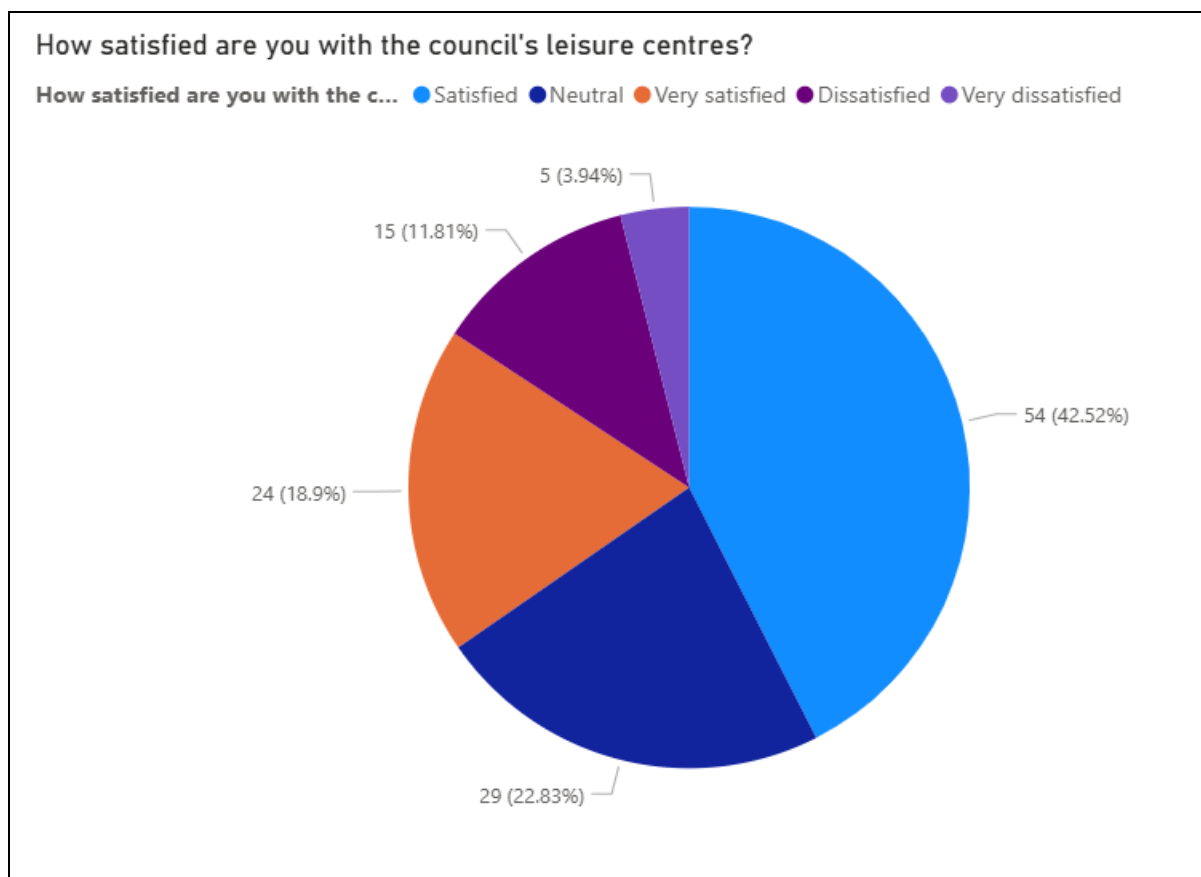
6.1 36% of respondents said they travel less than a mile to access the centre. (46 out of 127 responses)
6.2 76% of respondents indicated that they plan to use the centre regularly (at least once a week) in the next 6 months. (97 out of 127 responses)
6.3 Responses for New Parks Leisure Centre show that the most popular activities that respondents participate in are squash, attending the gym and swimming.
6.4 Key responses for understanding the use and attractiveness of the leisure centre:



Satisfaction Levels

6.7 Of the 127 responses for New Parks 61% of identified they were either satisfied or very satisfied with the centre. 16% said they were dissatisfied or very dissatisfied with the facility. The remaining responses were neutral or did not answer.

6.8:

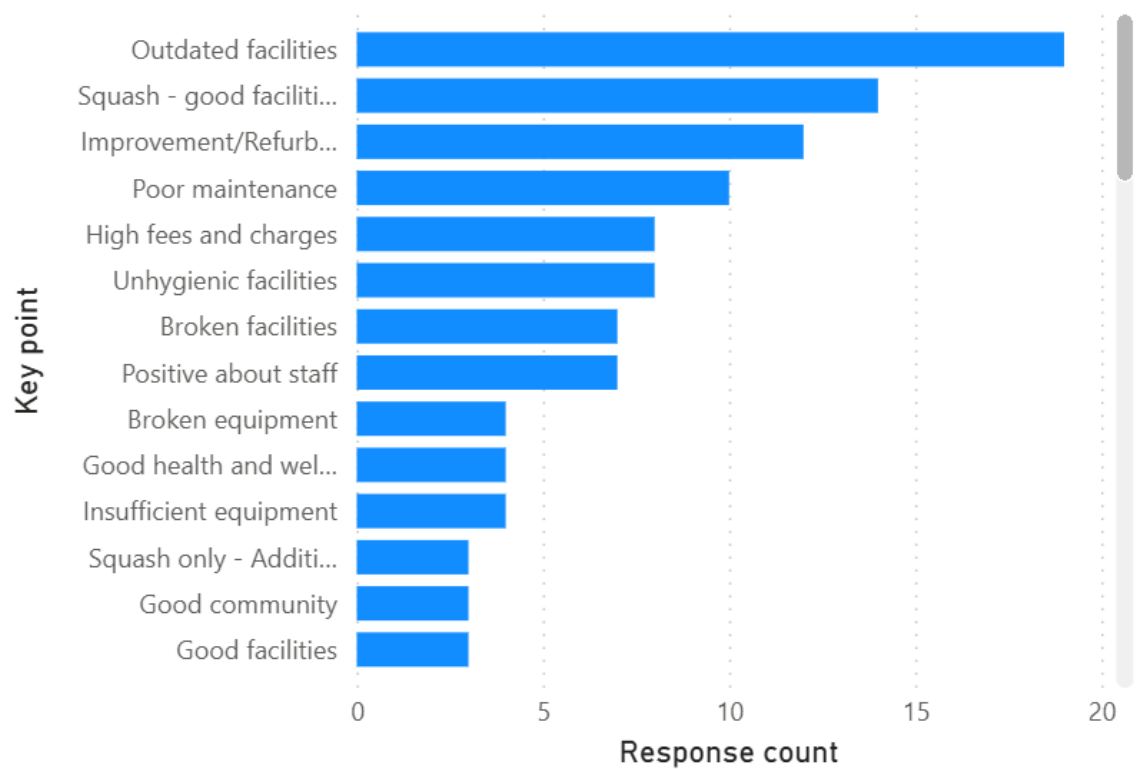


Feedback and Sentiment Analysis

6.9 A review of the free-form text responses provided to the question “How satisfied are you with the council’s leisure centres? – Comment on satisfaction level” was carried out.

Thematic analysis of the responses received show that the most common feedback was the facility was outdated followed by praise for the squash facilities.

Count of key points raised by respondents

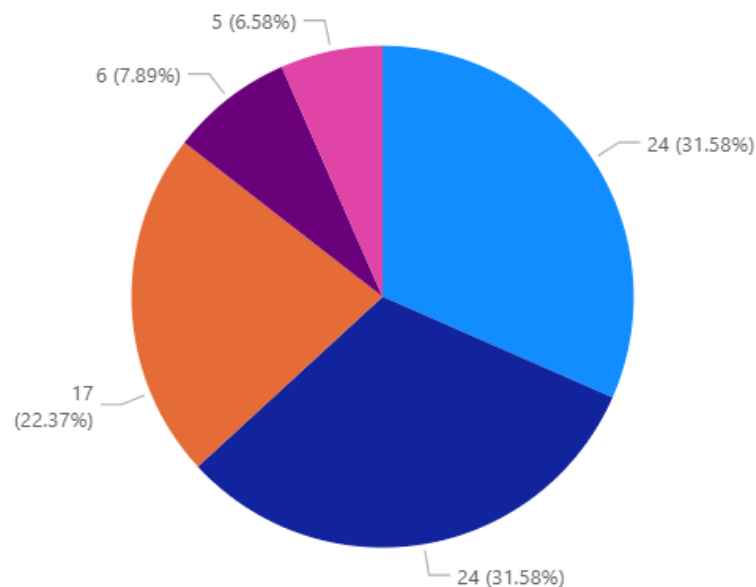


6.10 Comments included positive feedback about the quality of the squash courts, their importance to local players and their use for club and competitive squash. Respondents also raised concerns about the age and condition of the changing rooms and toilets, with several indicating that these areas needed updating.

6.11 A manual sentiment analysis was performed on the free-form responses.

Sentiment analysis of satisfaction comments

Sentiment ● Negative ● Neutral ● Positive ● Very negative ● Very positive



New Parks Leisure Centre received 76 open text comments. Of these 31.58% (24 out of 76) contained negative sentiment, followed by 31.58% (24 out of 76) of comments containing a neutral sentiment.

Comments with a negative sentiment most frequently contained content on outdated facilities. The second most frequently occurring comment is about high fees and charges, then poor maintenance.

Comments with a neutral sentiment most frequently contained content on how improvement/refurbishment is required at the site. This was followed by comments on outdated facilities and praise for staff.

Spence Street Sports Centre

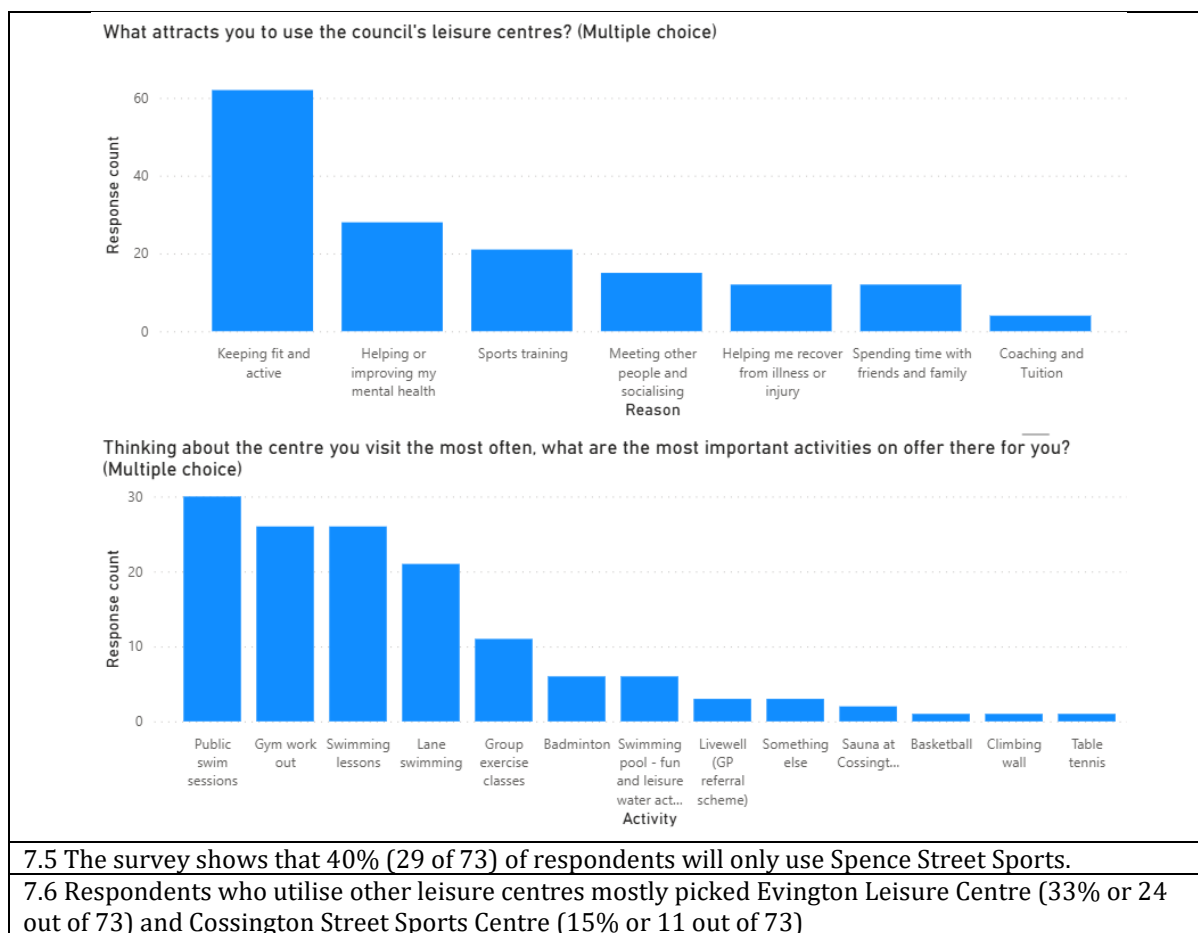
Swimming Pool built 1980 Sports Hall built 1986 Sports Hall upgraded to Gym and studio 2022	 
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Assets

2 No Swim pools 25m x 10m and 18m x 5m 340 sqm water space	Learn 2 Swim Open swim sessions Individual lessons Parties	Detached gym	70 stations - refurbished 2022
		Studio	Space for 25 users Fitness classes. Yoga

Travel and Usage

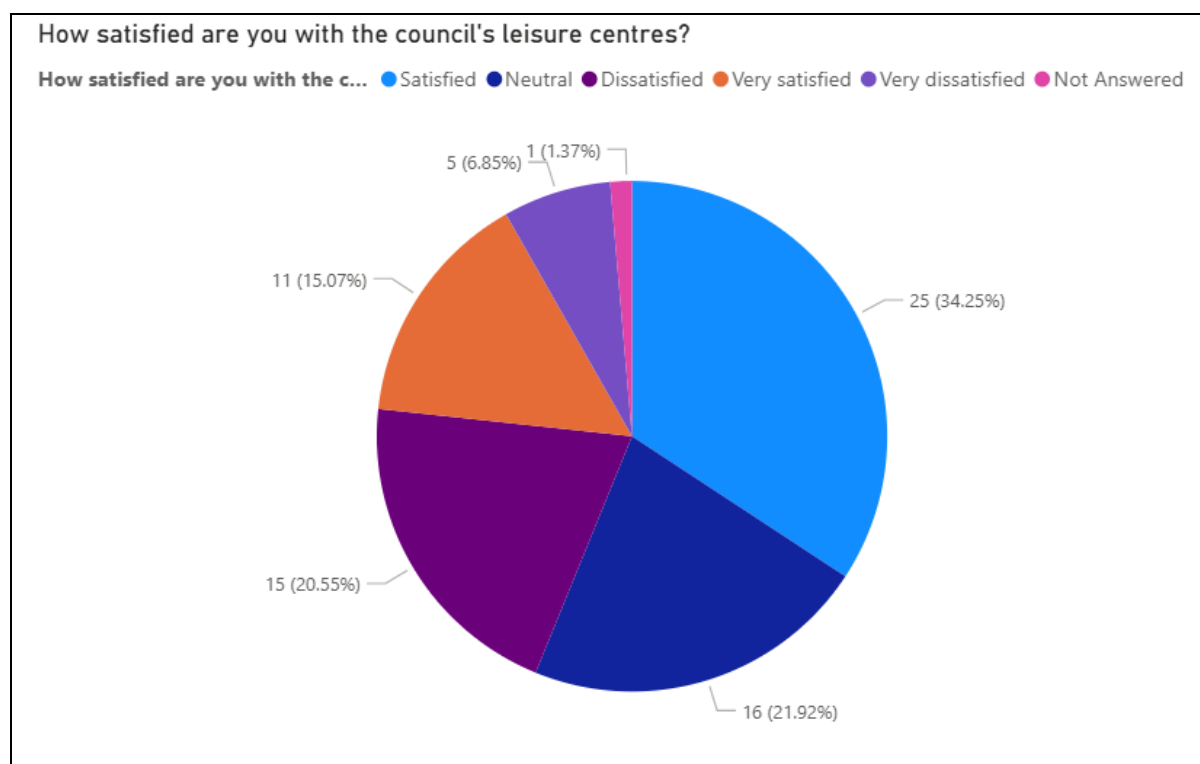
7.1 48% of respondents said they travel less than a mile to access the centre. (35 out of 73 responses)
7.2 84% of respondents indicated that they plan to use the centre regularly (at least once a week) in the next 6 months. (61 out of 73 responses)
7.3 Responses for Spence Street Sports Centre show that the most popular activities that respondents participate in is swimming and attending the gym or swimming lessons.
7.4 Key responses for understanding the use and attractiveness of the leisure centre:



Satisfaction Levels

7.7 Of the 73 responses for Spence Street 49% identified they were either satisfied or very satisfied with the centre. 27% said they were dissatisfied or very dissatisfied with the facility. The remaining responses were neutral or did not answer.

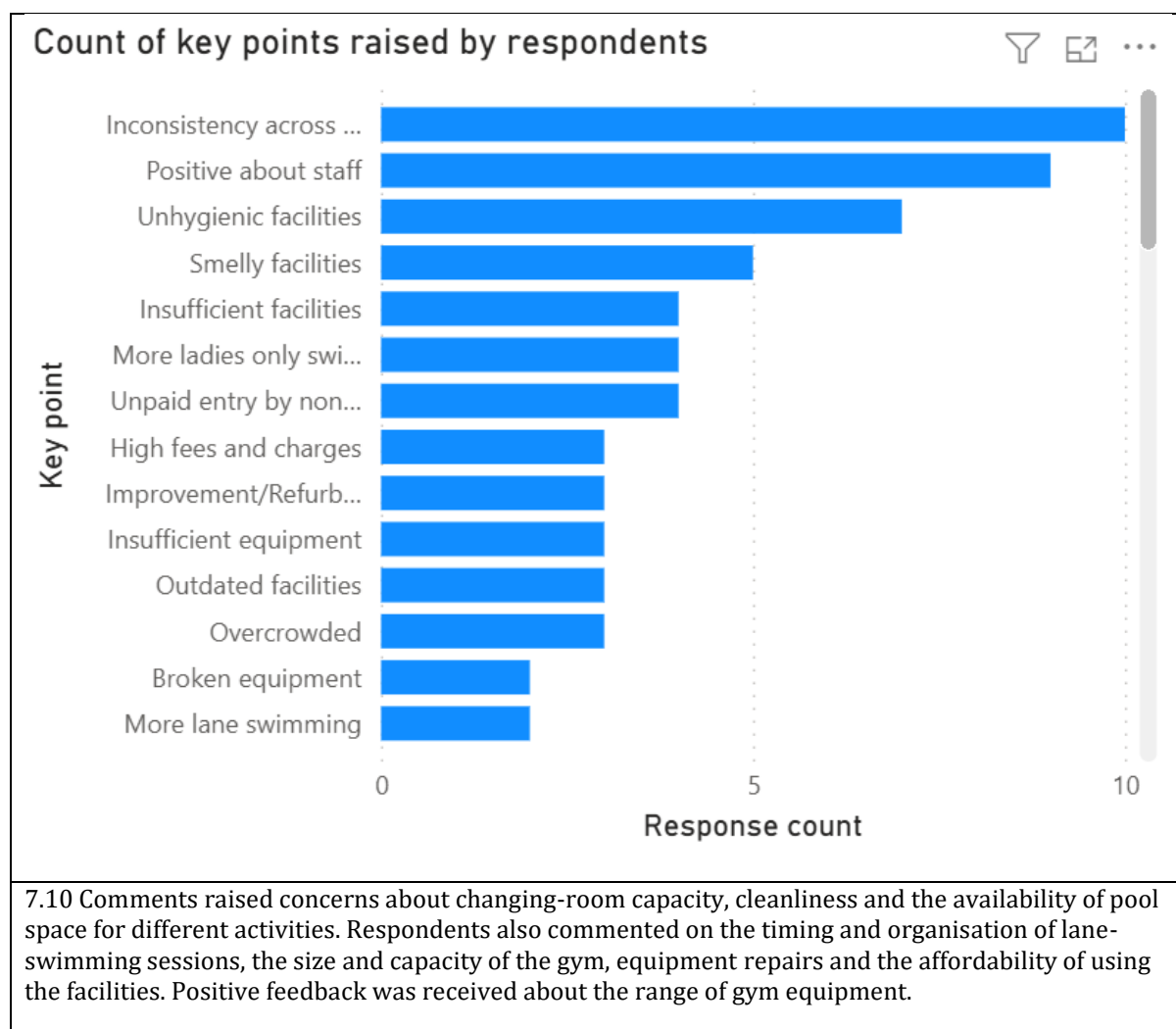
7.8:



Feedback and Sentiment Analysis

7.9 A review of the free-form text responses provided to the question “How satisfied are you with the council’s leisure centres? – Comment on satisfaction level” was carried out.

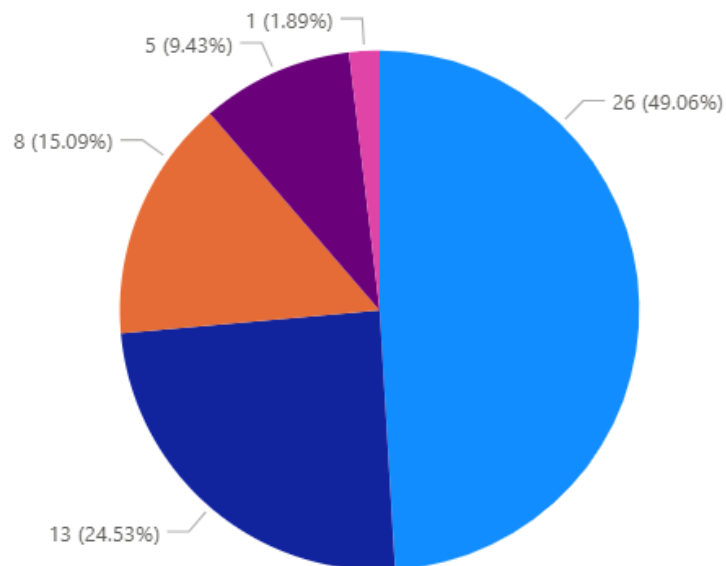
Thematic analysis of the responses received show the most common feedback was that there is inconsistency across centres followed by positivity for staff.



7.11 A manual sentiment analysis was performed on the free-form text responses.

Sentiment analysis of satisfaction comments

Sentiment ● Negative ● Neutral ● Positive ● Very negative ● Very positive



Spence Street Sport Centre received 53 comments. Of these 49.06% (26 out of 53) contained negative sentiment, followed by 24.53% (13 out of 53) of comments containing a neutral sentiment.

Comments with a negative sentiment most frequently contained content on 'insufficient facilities', 'smelly facilities' and 'high fees and charges'.

Comments with a neutral sentiment most frequently contained content on 'inconsistency across centres', followed by comments on 'positive about staff' and 'broken equipment' respectively.

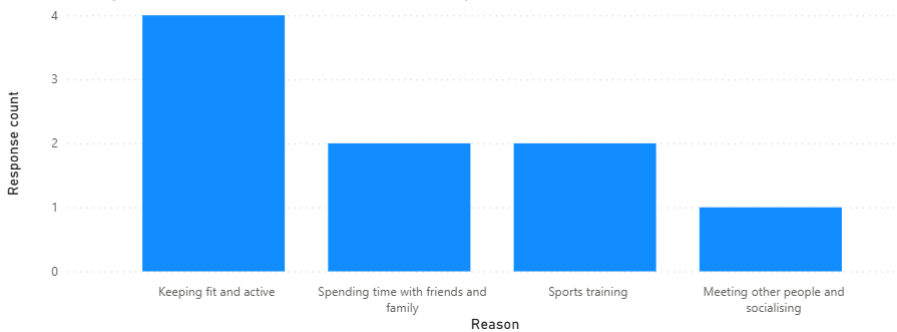
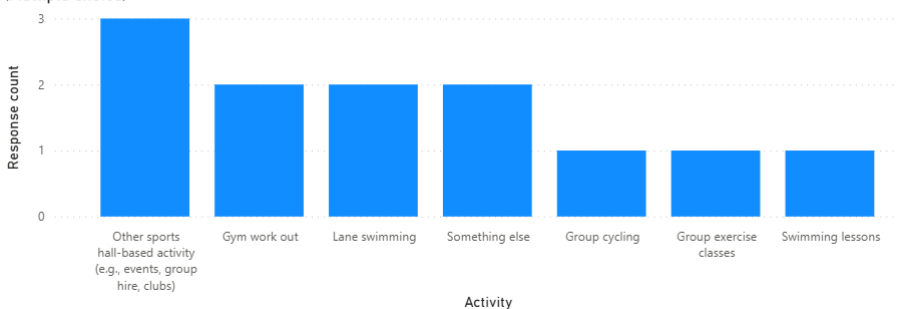
Saffron Lane Athletics Stadium

Built 1967 Pavilion 2006	
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Assets

8 lane running track. In-field sports	Athletics club usage. Athletics events, field sports and training use.	Pavilion	Competitor changing. Meeting room. Toilets.
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Travel and Usage

8.1 These findings are based on five responses and should be interpreted with caution.
8.2 40% of respondents said they travel less than a mile to access the centre. (2 out of 5 responses)
8.3 80% of respondents indicated that they plan to use the centre regularly (at least once a week) in the next 6 months. (4 out of 5 responses)
8.4 Responses for Saffron Lane Athletics Stadium that the most popular activity that respondents participate in group hire sessions.
8.5 Key responses for understanding the use and attractiveness of the leisure centre: What attracts you to use the council's leisure centres? (Multiple choice)  Thinking about the centre you visit the most often, what are the most important activities on offer there for you? (Multiple choice) 
8.6 The survey shows that 60% (3 of 5) of respondents will only use Saffron Lane Athletics Stadium.

8.7 Respondents who utilise other leisure centres mostly picked Aylestone Leisure Centre (60% or 3 out of 5).

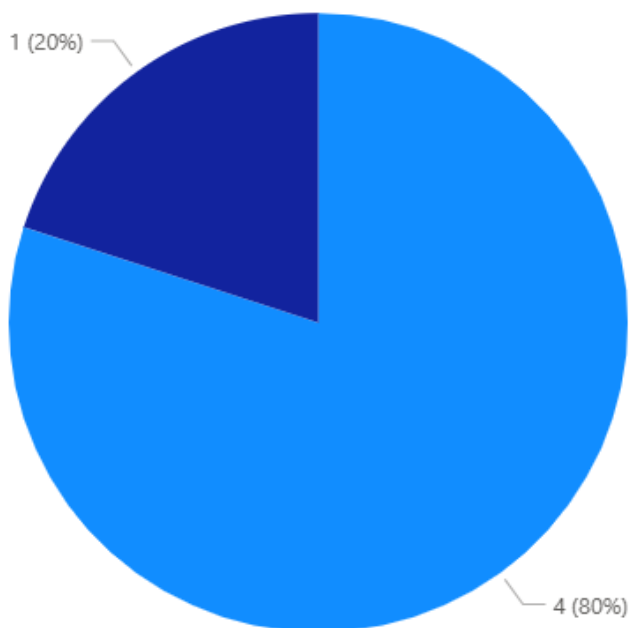
Satisfaction Levels

8.8 Of the 5 responses for Saffron Lane 80% of identified they were either satisfied with the centre. 0% said they were dissatisfied or very dissatisfied with the facility. The remaining responses were neutral or did not answer.

8.9:

How satisfied are you with the council's leisure centres?

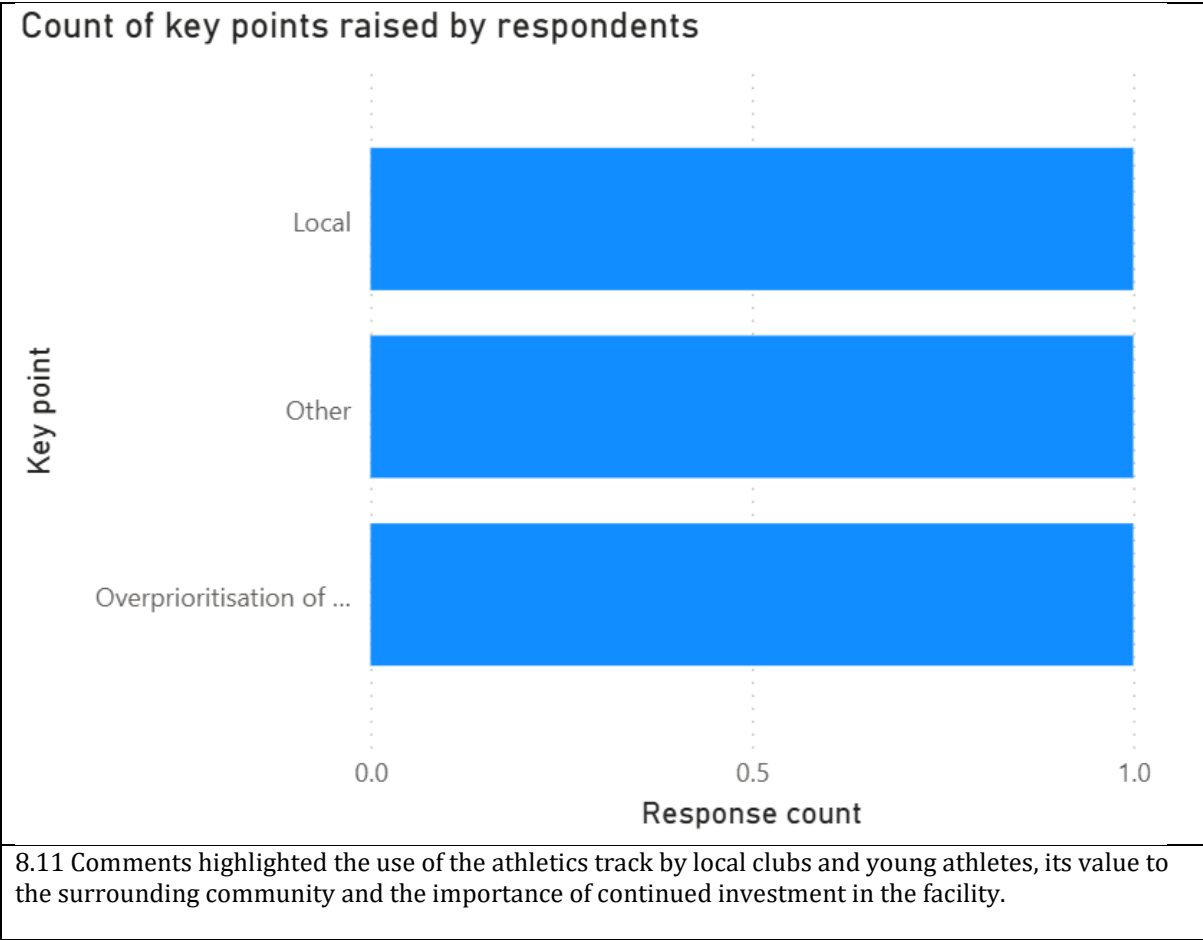
How satisfied are you with the c... ● Satisfied ● Neutral



Feedback and Sentiment Analysis

8.10 A review of the free-form text responses provided to the question "How satisfied are you with the council's leisure centres? – Comment on satisfaction level" was carried out.

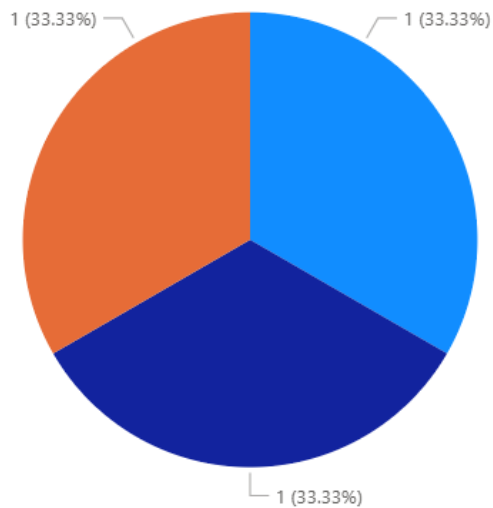
Thematic analysis of the responses received show the most common feedback was that the centre is local.



8.12 Three written comments were included in the original sentiment analysis. Given the small number of comments, and because some did not clearly relate to Saffron Lane Athletics Stadium, no firm conclusions should be drawn from this analysis.

Sentiment analysis of satisfaction comments

Sentiment ● Negative ● Neutral ● Positive



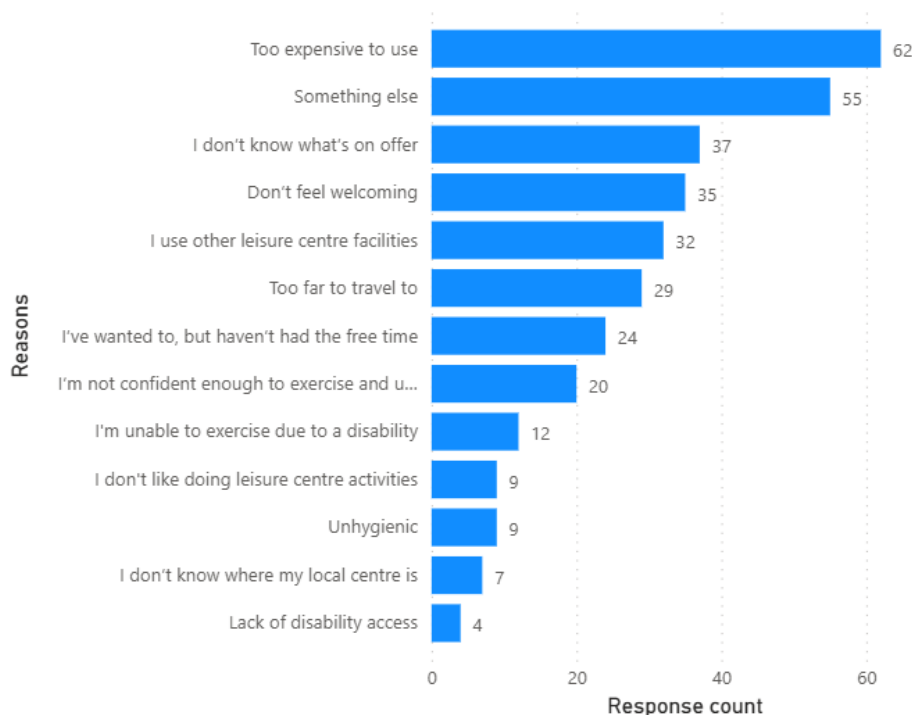
Non-Customer Responses

Reasons for not attending leisure centres

2.1 Respondents were asked, “What are the reasons why you don’t use the council’s leisure centres?” This question was answered by 164 respondents who said they did not plan to visit a leisure centre within the next six months.

The most popular response is that it is ‘too expensive to use’, followed by ‘Something else’. The third most popular response was ‘I don’t know what’s on offer’.

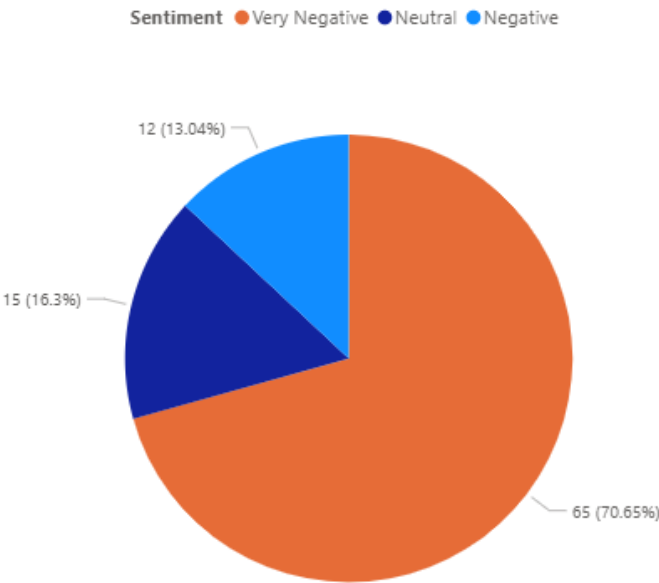
What are the reasons why you don't use the council's leisure centres? (Multiple choice)



2.2 92 respondents provided additional comments about why they did not use the council’s leisure centres. The issues raised included cost, the condition and cleanliness of changing facilities, limited availability of classes and swimming sessions, opening times, overcrowding and the location of facilities. Some respondents said that other providers offered facilities or opening hours that better suited their needs.

2.3 A rule-based sentiment analysis was carried out on the 92 free-form responses. Of these, 65 were classified as very negative, 15 as neutral and 12 as negative. No responses were classified as positive.

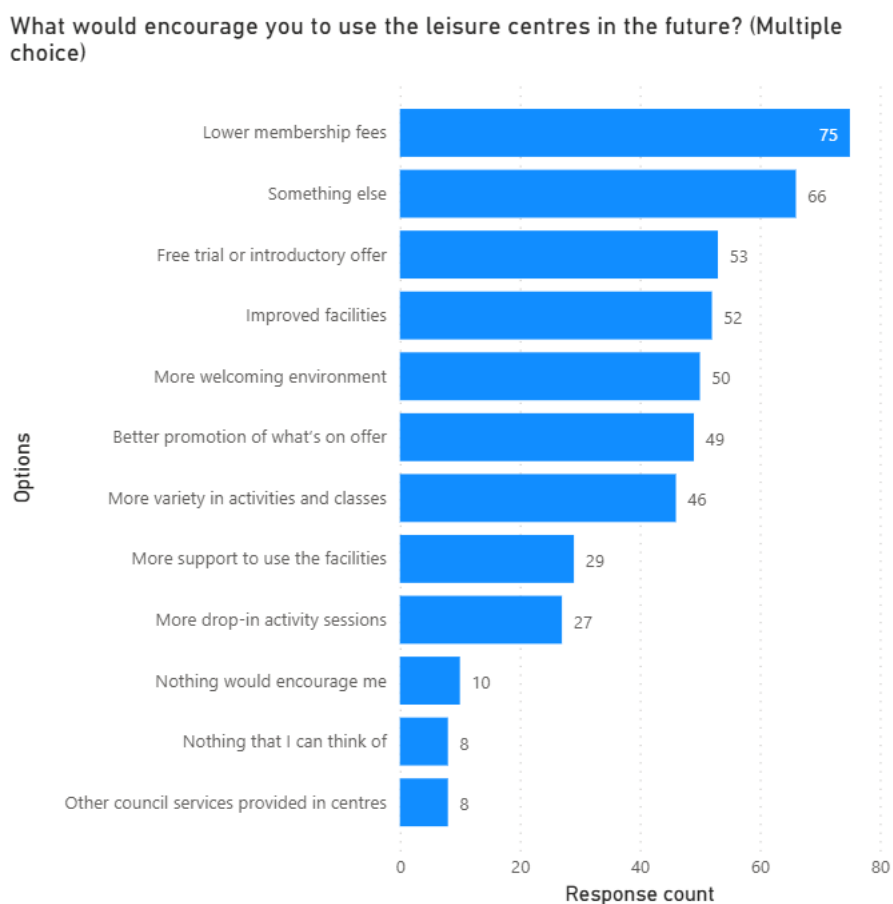
Sentiment analysis of free text responses to 'What are the reasons why you do not use the leisure centres?'



Encouraging leisure centre usage

3.1 Respondents were asked 'What would encourage you to use the leisure centres in the future?', more than one answer could be selected.

The most popular response was that lower membership fees would encourage non-customers to use the leisure centres in the future. The second most popular response was 'Something else' and thirdly, a free trial or introductory offer.



3.2 66 respondents provided additional comments about what would encourage them to use a council leisure centre. Suggestions included earlier opening and later closing times, more accessible swimming and class timetables, lower fees, improved cleanliness and facilities, and better support for people with disabilities. Respondents also raised the availability and location of facilities in different parts of the city.

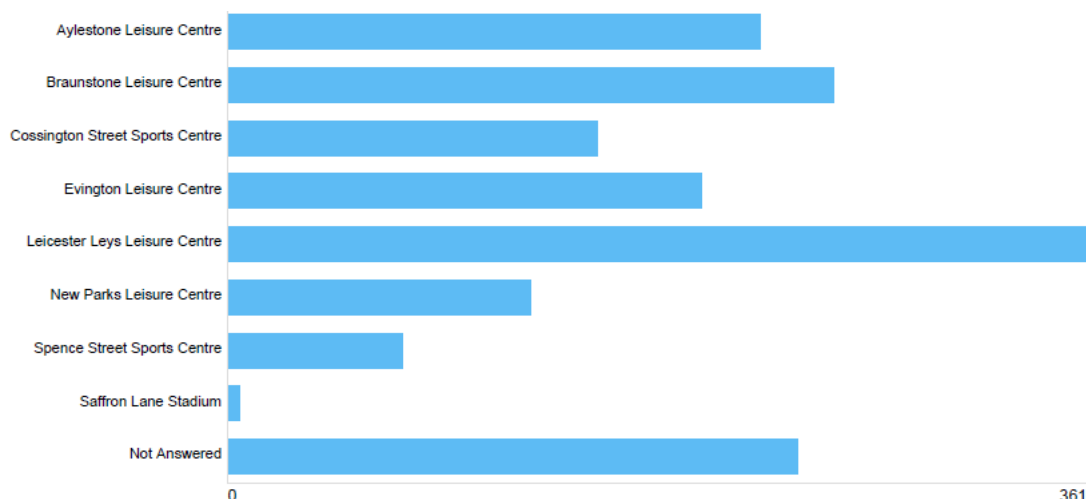
Overall Survey Findings

Respondent Profile

- 4.1 The survey received 1,636 responses. Respondents represented a broad range of age groups. The largest single group aged 36 - 45 years, accounting for 20.54% (336 individuals). This was closely followed by the 46 - 55 years age group at 19.13% (313 individuals). Together, respondents aged 26 to 65+ formed most responses.
- 4.2 Of the survey respondents, 55% selected female and 39% selected male. The remaining 6% selected another response or preferred not to answer.
- 4.3 Respondents represented a range of ethnic backgrounds. White British respondents formed the largest single group, accounting for 54% of responses to this question.
- 4.4 14% reported that they were disabled.
- 4.5 Analysis of respondent postcode data indicated that responses were received from across the city.

Active Leicester Leisure centre – respondent preference

- 4.6 Of the 1,636 respondents, 1,237, or 76%, indicated that they planned to use a facility at least once a week. In total, 89% indicated that they were likely to use a facility within the next six months, while 11% said they did not plan to use a council leisure centre during that period.
- 4.7 The survey responses were weighted towards people who used, or expected to use, the council's leisure centres regularly.
- 4.8 The graph below illustrates the leisure centres which residents indicated that they are most likely to use.



4.9 As a follow up question the survey asked respondents to tell us which council leisure centres they would also use on an occasional basis or as an alternative to their preferred leisure centre. The table below shows how respondents use occasionally other council leisure centre as an alternative centre.

Note: Respondents could select more than one answer.

Alternative/Occasional Leisure Centre	Total	%
Aylestone Leisure Centre	174	10.64%
Braunstone Leisure Centre	288	17.6%
Cossington Sports Centre	136	8.31%
Evington Leisure Centre	133	8.13%
Leicester Leys Leisure Centre	279	17.05%
New Parks Leisure Centre	159	9.72%
Spence Street Sports Centre	133	8.13%
Saffron Lane	30	1.83%
I won't use any other leisure centre or facility	475	29.03%
Didn't answer	292	17.85%

Active Leicester - User Analysis

4.10 Residents were asked how far they travel to get to their preferred leisure centre. Approximately 43% of respondents said that they are within 1 mile (20-minute walk).

The results however indicated that about 33% of people are prepared to travel more than 2 miles to access the leisure centre of their choice.

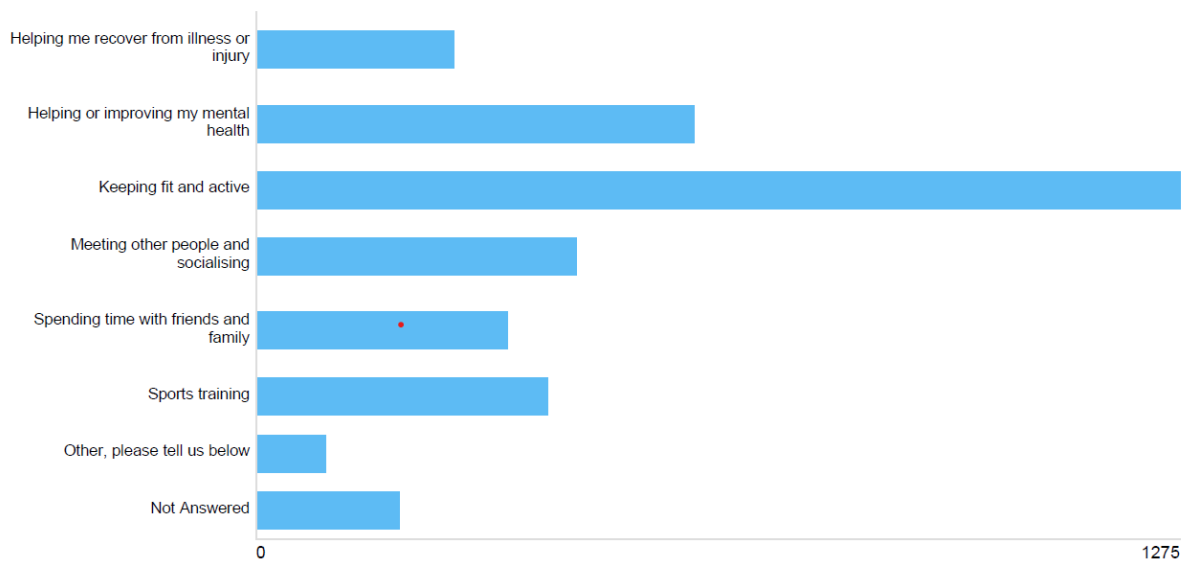
Prepared to travel to leisure centre	Total	%
Only local to me (short drive, or up to 5 minute walk)	201	12.29%
Within ½ a mile (up to 10 minute walk)	208	12.71%
Up to 1 mile (up to 20 minute walk)	290	17.73%
Above a mile (20-30 minute walk)	221	13.51%
Above 2 miles (30+ minute walk)	538	32.89%
Not answered	178	10.88%

4.11 Responses indicated that 53% of users are either very satisfied or satisfied with the facilities, with only 16% of users identifying their dissatisfaction.

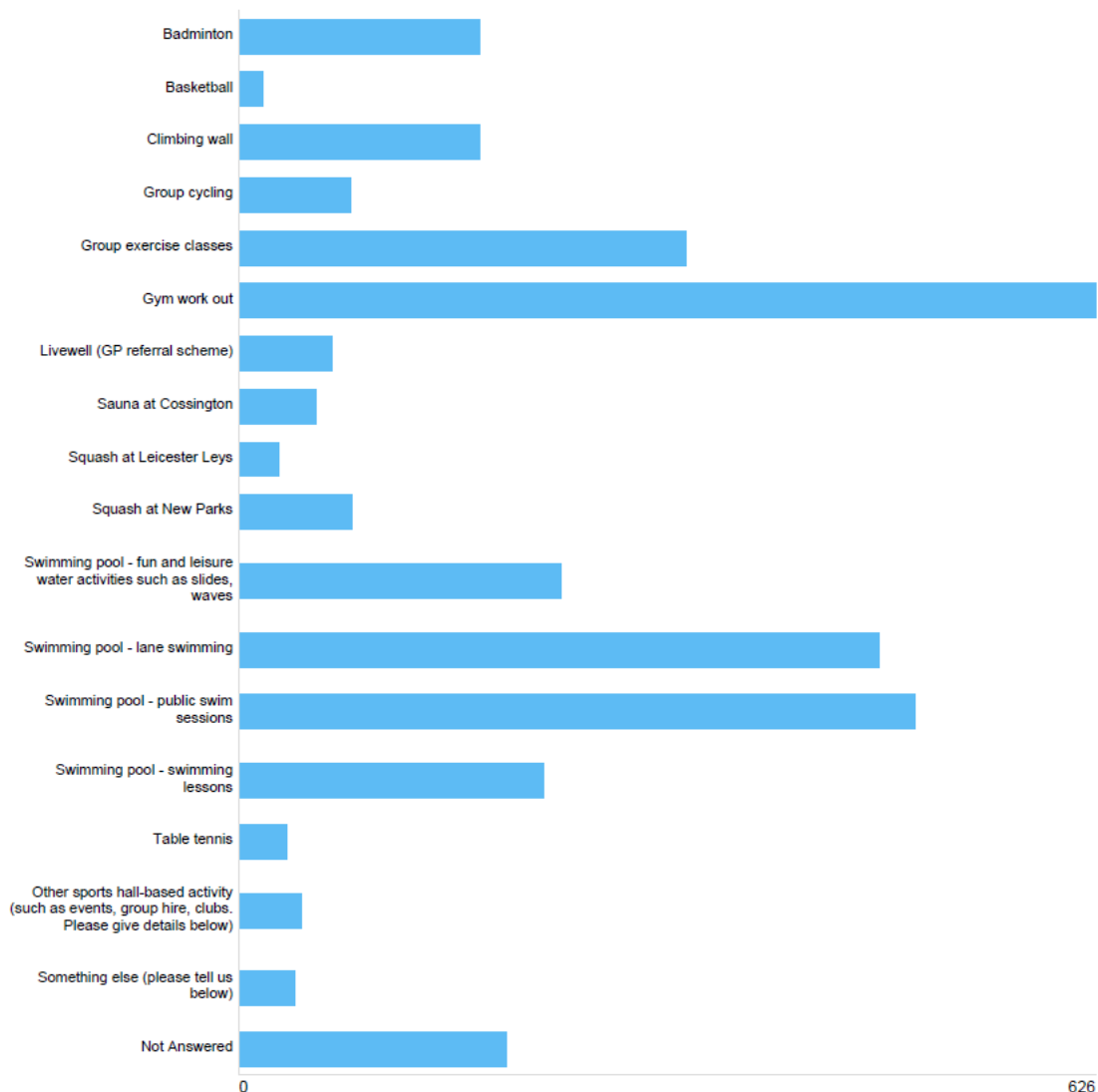
Resident Satisfaction with Council Leisure Centres	Total	%
Very satisfied	282	17.24%
Satisfied	586	35.82%
Neutral	315	19.25%
Dissatisfied	194	11.86%
Very dissatisfied	75	4.58%
Not Answered	184	11.25%

4.12 The main reason given for people using the council's leisure centres is to '**keep fit**', 1275 people said this was important to them, but people also cited that using a centre for physical or mental wellbeing were also important reasons why residents use leisure centres.

Reasons to use leisure centres



4.13 The most popular activities that respondents valued were using the gym and swimming pool for leisure, lessons or lane swimming. The graph on the following page illustrates the variety of responses received.

Important activities

Non-Active Leicester user – respondent analysis

4.14 There were 174 respondents who said they did not use an Active Leicester facility. This section explores the reasons they provided.

4.15 Of the 174 respondents, 62 selected “They are too expensive to use”, making this the most frequently selected reason for not using the facilities. A further 53 selected “Something else”. The full results are shown in the table below.

Reason	Count	Percentage
They are too expensive to use	62	3.79%
Something else (please tell us below)	53	3.24%
I don't know what's on offer	37	2.26%

They don't feel welcoming	35	2.14%
I use other leisure centre facilities (private or county council)	32	1.96%
They are too far to travel to	28	1.71%
I've wanted to, but haven't had the free time	24	1.47%
I'm not confident enough to exercise and use them	20	1.22%
I'm unable to exercise due to a disability	12	0.73%
I don't like doing leisure centre activities	9	0.55%
I don't know where my local centre is	7	0.43%

Note: Percentages are based on all 1,636 survey respondents. Respondents could select more than one answer.

- 4.16 Non-users were also asked what would encourage them to use a leisure centre in the future. Lower membership fees was the most frequently selected response, followed by improved facilities and a free trial or introductory offer. These responses indicate that cost and the condition of facilities are important considerations for non-users.

Option	Total	percent
Better promotion of what's on offer	49	3.00%
Free trial or introductory offer	53	3.24%
Improved facilities	62	3.79%
Lower membership fees	74	4.52%
More drop-in activity sessions	27	1.65%
More support to use the facilities	29	1.77%
More variety in activities and classes	45	2.75%
More welcoming environment	50	3.06%
Other council services provided in centres	8	0.49%
Nothing that I can think of	8	0.49%
Nothing would encourage me	10	0.61%

Note: Percentages are based on all 1,636 survey respondents. Respondents could select more than one answer.

Qualitative responses

- 4.17 The survey also invited respondents to provide comments and further detail alongside the multiple-choice questions. In total, 883 respondents provided a written response. The main themes from these responses are presented throughout this report.