

Newmarket Leisure Centre Consultation Report

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The purpose of this consultation was to help Abbeycroft Leisure and West Suffolk Council to engage with the local community and local agencies to ensure that the leisure offer currently and in the future is accessible for all residents and enables them to lead healthy and active lives.

The survey was designed so that the local community could share their thoughts and current experiences of Newmarket Leisure Centre as well as their usage of the current facilities and what they would like to see in the future.

CONSULTATION PERIOD

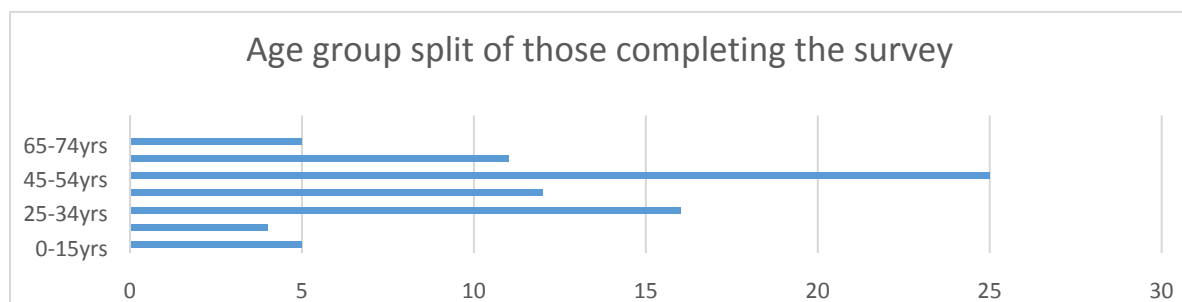
Consultation began on Tuesday 7th May and continued until Friday 31st May. Three face to face consultation sessions were carried out by the General Manager, two at Newmarket Leisure Centre and one session at Tesco’s (Fordham Rd). The survey was also available to complete online via Abbeycroft social media platforms as well as physical surveys available at Reception at Newmarket Leisure Centre.

SURVEY DEMOGRAPHIC

A total of 78 people completed the survey of which 68 (91%) completed it for themselves, 5 (7%) on behalf of their child and 2 (2%) on behalf of a family member. (3 respondents did not complete this question on survey)

In regards to gender 59 (76%) of respondents were female and 18 (23%) were male with 1 respondent preferring not to say.

A range of age groups completed the survey with the largest respondents being between the ages of 25 and 64 years of age.



A total of 70 of the respondents were current Abbeycroft customers who had used the centre within the last 12 months. The other 8 respondents were a combination

of club users using the facility, a previous user who had not used the centre for over 12 months or someone who had never used the centre before.

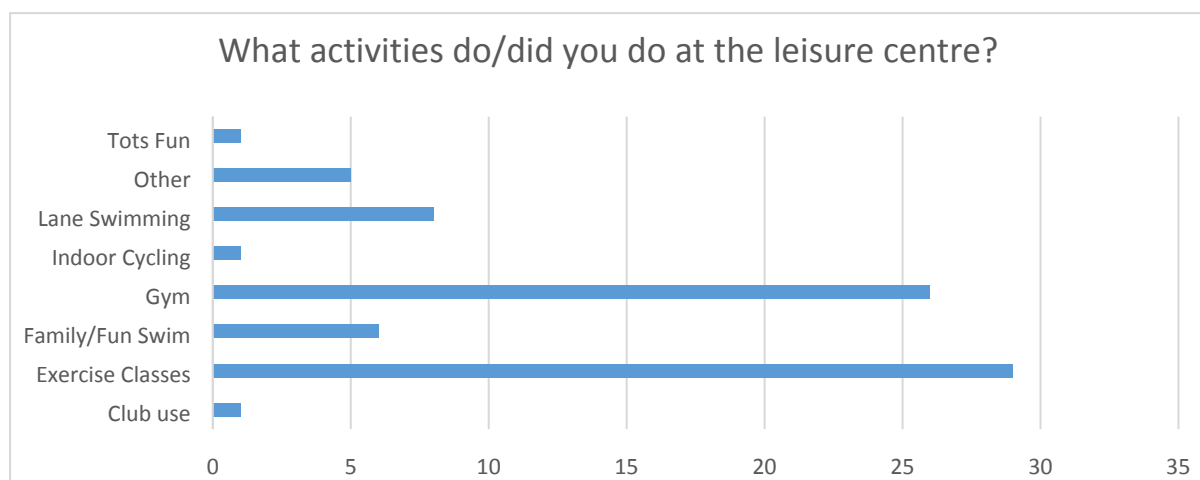
The type of member completing the survey consisted of 72% as a monthly member on a direct debit, 13% as an annual member, 9% as a pay and play user with an Inspire Card and 1% as a pay and play user without an Inspire Card. The remaining 5% of respondents did not complete this question.

TRAVEL ARRANGEMENTS

The survey then went on to ask how participants travel to Newmarket Leisure Centre. 83% of respondents identified that they travelled by car, 14% walked and 3% cycled.

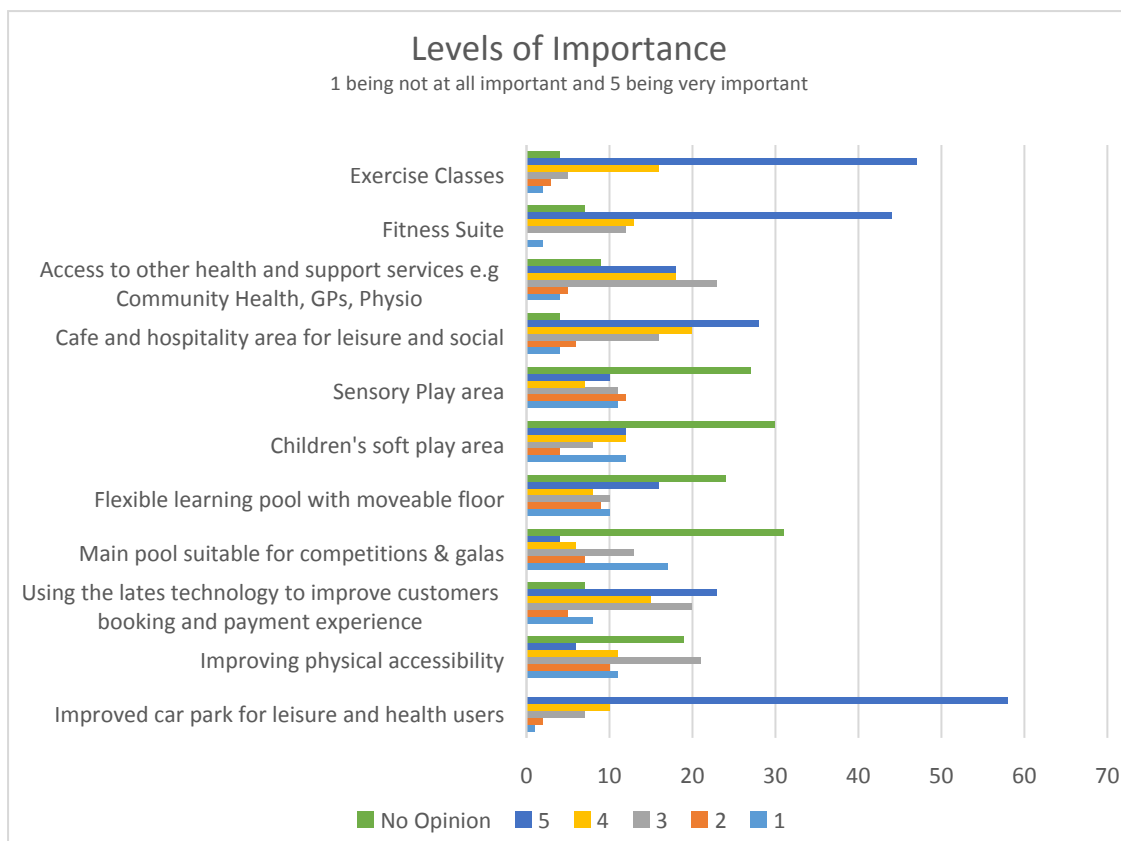
CURRENT FACILITY MIX

Respondents were then asked what activities they currently or used to use most frequently at Newmarket Leisure Centre. As expected the majority of users took part in the three main fitness activities of Gym, Exercise Classes or Swimming (either lane swimming or family/fun swimming). The other main activities identified were Swim Academy users and members of local clubs including Newmarket Joggers and Triathlon Club.



NEW FACILITY MIX

We then asked what was important to people in terms of how they would like to use the new leisure facility. Rating each activity or service on a scale based on importance (where 1 is not at all important and 5 is very important):



The three key areas that were identified as the most important were an **improved car park for all health and leisure users** as well as an **enhanced Fitness Suite and Exercise Class provision**. An improved café and hospitality area for leisure and social users as well as access to health and support services such as Community health groups and physios were also identified as important services moving forward. There was also some support identified for the need of a Children's soft play and sensory area as well as using the latest technology to improve customers booking and payment experience.

USER INSIGHT

The main issues that respondents identified to be the reasons why they may not currently access the health and wellbeing services they needed included time constraints and the difficulty of parking at the centre to attend the facilities on offer. Other issues identified were that a number of classes were always fully booked at peak times and that some of the sessions they wished to attend were not at convenient times around work commitments.

Other key comments and things people would like to see improved in the future at Newmarket Leisure Centre included:

- Improved Wetside Changing Facilities and cleanliness
- More access to pool for casual swimmers between 6-8pm as currently used for swimming lessons and swim clubs.
- Increased availability of gym equipment
- More health and wellbeing services and classes such as Yoga and Pilates.

ADDITIONAL DATA

The make town survey – phase 1 winter 2018/19 data also supports these findings. 127/290 residents reported that there were not enough opportunities for physical activity in Newmarket.

When asked which facilities or activities people were aware of involving physical activity in the town, 72% were aware of swimming, 49% football then a smaller number for running (36%) and walking (34%). Fewer people said they were aware of netball, dancing, basketball and weightlifting.

- Five people said they would like to see more gyms in the town, four said more sports facilities, then three said more bowling and classes for the over 60s.
- When asked what factors would help you take part in more sport / physical activity, there was an interesting consensus by age. All of the 18 year olds and under said the biggest single factor was having friends with which to take part in activity. 26-35 year olds said the most important thing for them was family-friendly activities. A smaller number of 46-55 year olds said better advertising and awareness and then there was a mixture of responses around having better quality facilities and more time to take part.
- 36-45 year olds said the cost was the single biggest reason that deterred them from taking part in physical activity, or that cheaper opportunities would inspire them to do more physical activity
- For 46-55 year olds, having more time was the greatest reason given for not taking part in more physical activity
- The 36-55 year old age range said having a greater range of facilities of a better quality would inspire them to take part in more physical activity
- Advertising and awareness was the biggest issue for 46-55 year olds
- 24 respondents said the lack of free time, mainly attributed to their working hours, was the reason for not taking part in more physical activity. 18 people attributed this to their poor health and/or a physical injury
- When asked what would encourage people to do more physical activity, the majority said having more free time and better advertising/awareness

SUMMARY OF FINDINGS

Overall the survey identified that Newmarket Leisure Centre was seen as a valuable facility in the community and provided a central hub for leisure for those that lived in Newmarket and the surrounding villages. The respondents identified the wide ranging opening hours, professional/friendly staff and the reasonable membership prices as key to what they liked and valued about the centre.

This survey supports the proposed facility mix identified in the plans currently being created by Alliance Leisure on behalf West Suffolk Council.