

### **Redditch Borough Council- Leisure Consultation 2017 Results**

This survey was available for completion on line and in paper format between Friday 11 August 2017 and 8 September 2017.

A total of 1669 valid surveys were completed within this period, including those which were partially completed. The number of responses provides the organisation with a 95% confidence level, i.e. a 95% probability the responses accurately reflect the attitudes of the population.

#### **Question 1**

**Are you completing this survey to give your views as:**

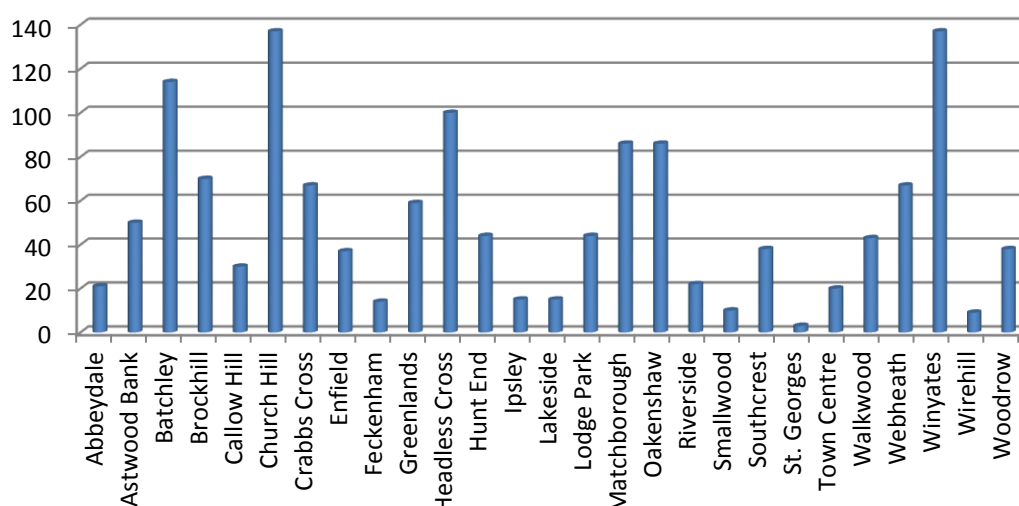
A Redditch resident	84.3%	(1402)
A non-Redditch resident	12.9%	(214)
A representative of a group/club/society	2.8%	(47)

Groups included independent sports teams/sessions, groups who utilise the Abbey Stadium, arts/theatre groups, children's/youth groups and allotment associations.

#### **Question 2**

**Where do you live/which area does your group cover? If you are from outside of Redditch, please enter area in 'other area' box**

Breakdown of areas within Redditch (# of responses):



Number of respondents from other areas included:

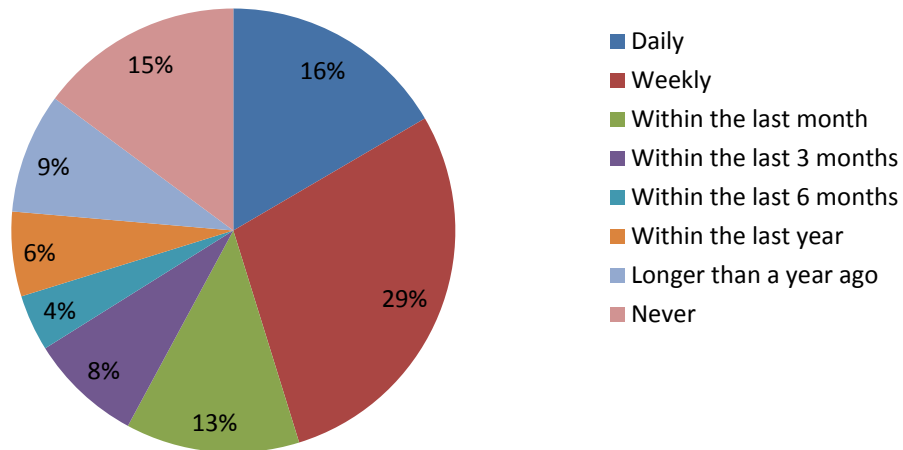
Bromsgrove	64	Wythall	8
Alvechurch	33	Alcester	7
Studley	27	Kings Norton	5
Birmingham	14		

32 groups identified as 'Borough wide'

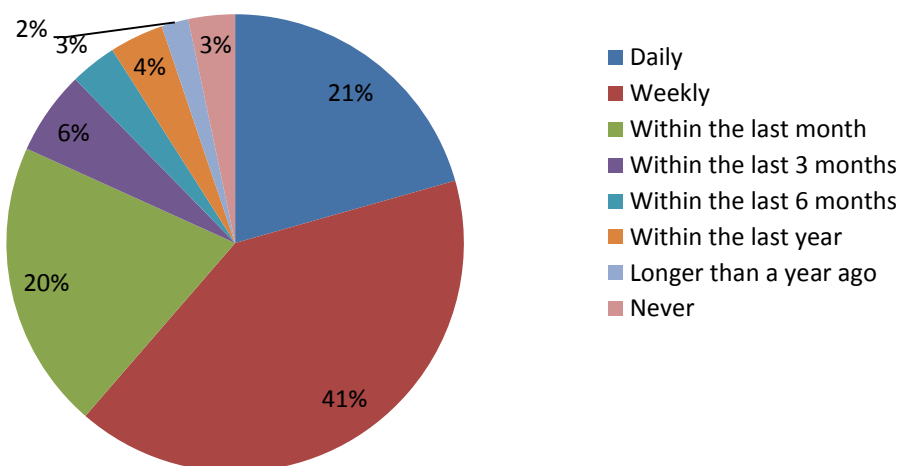
### Question 3

**How often do you use the following Council run leisure and cultural facilities/services?**

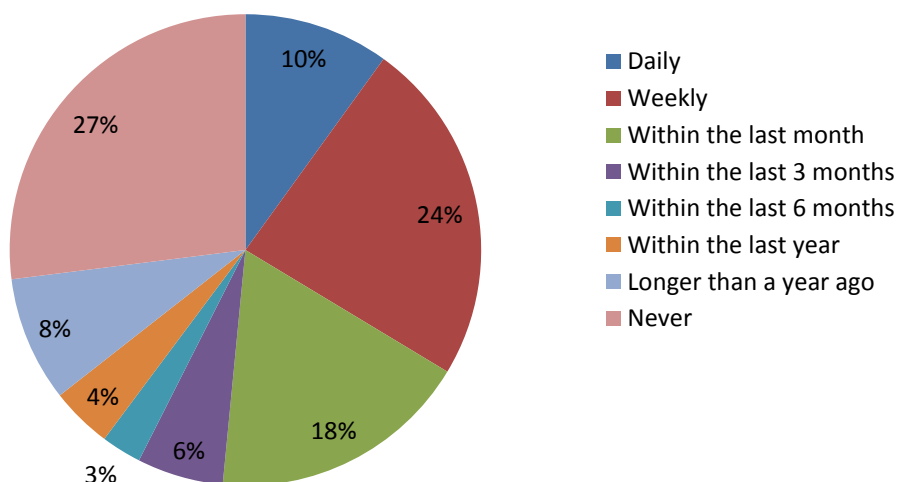
**Abbey Stadium:**



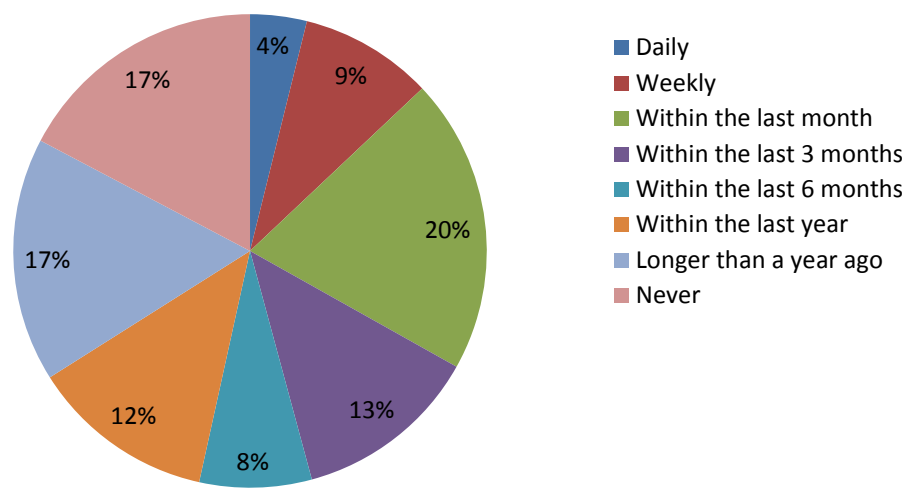
**Parks:**



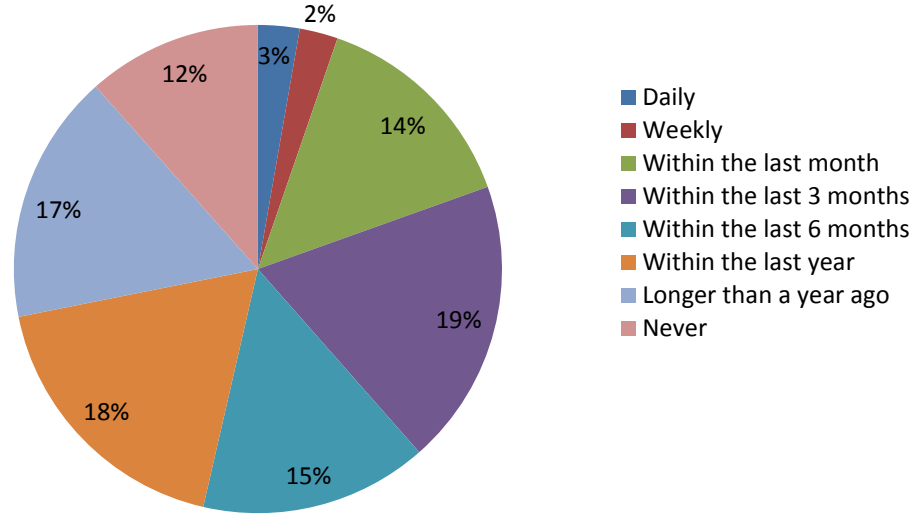
**Play Areas:**



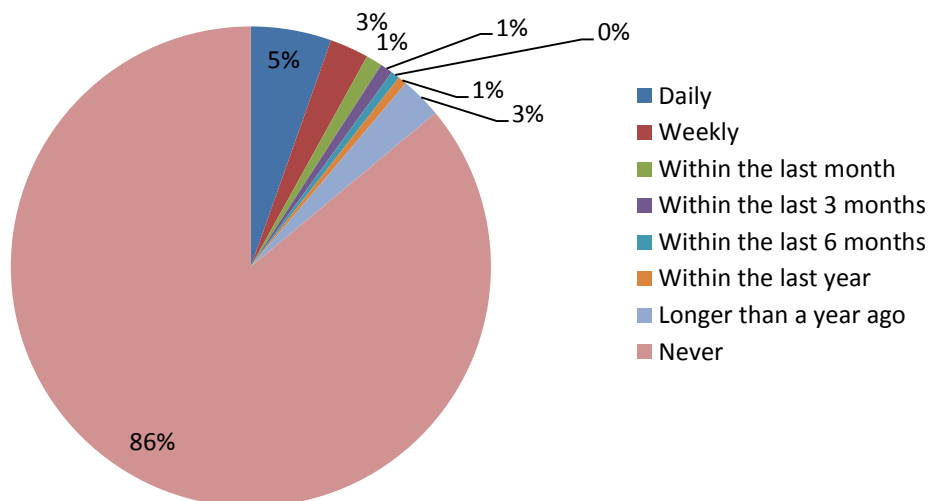
**Forge Mill / Bordesley Abbey:**



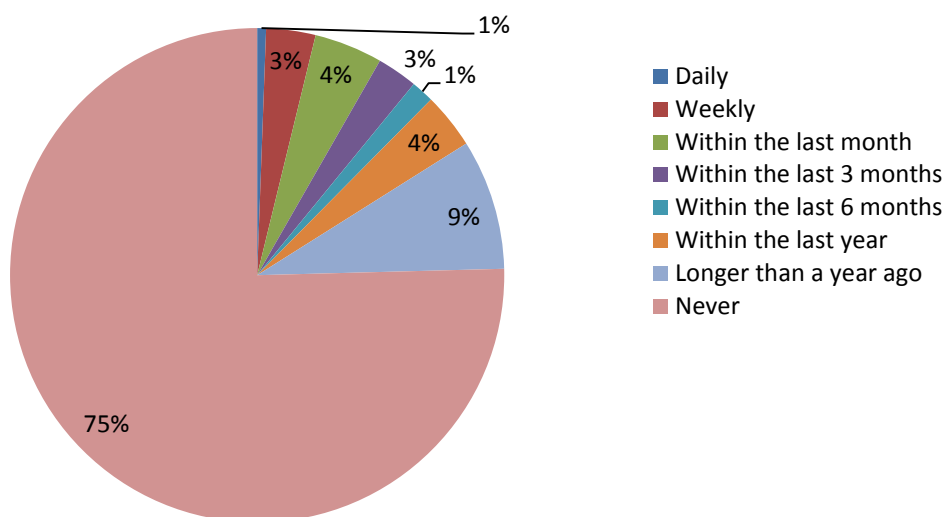
**Palace Theatre:**



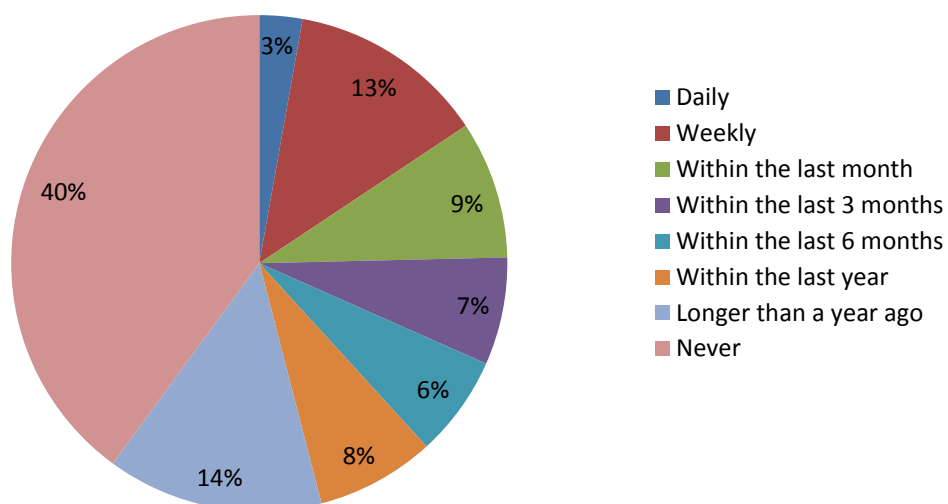
**Allotments:**



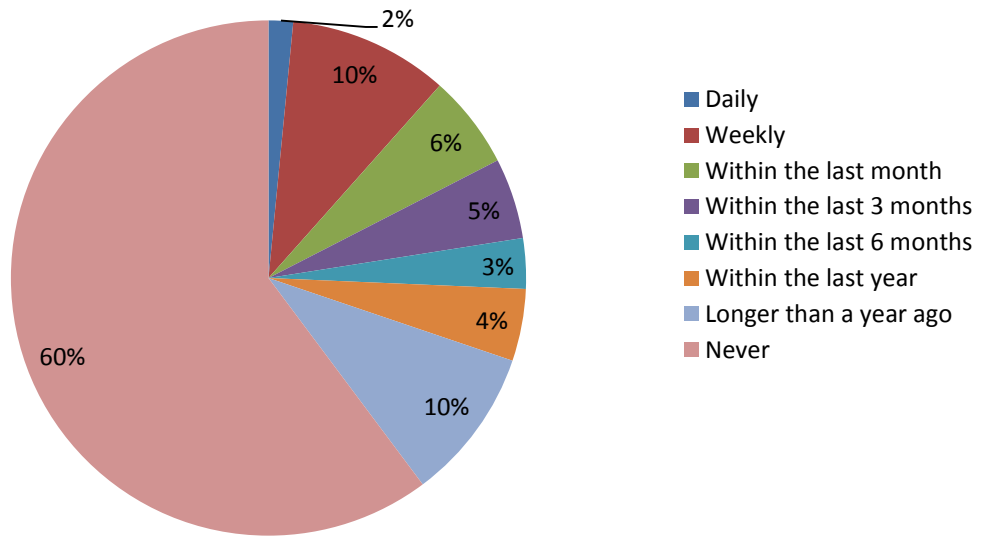
### Pitcheroak Golf Course:



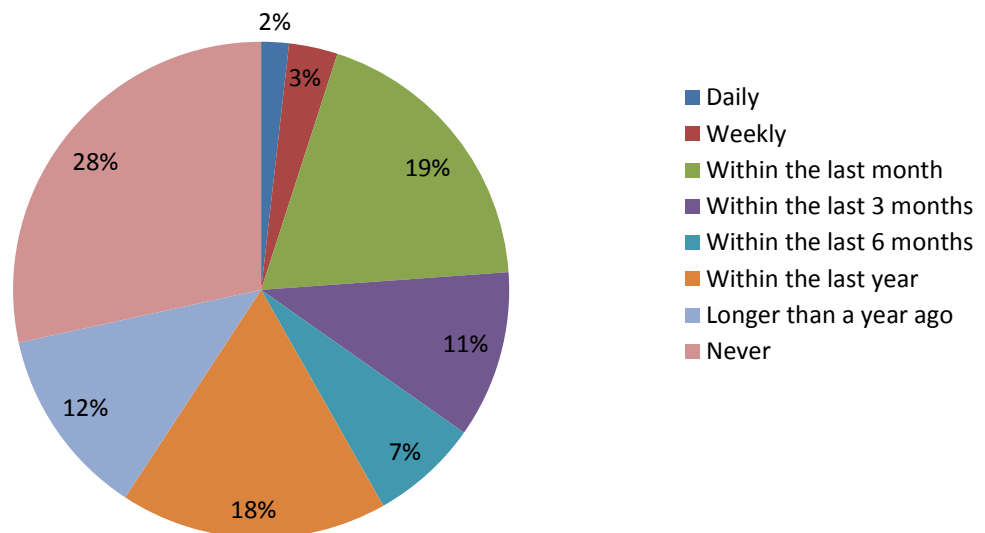
### Community Centres:



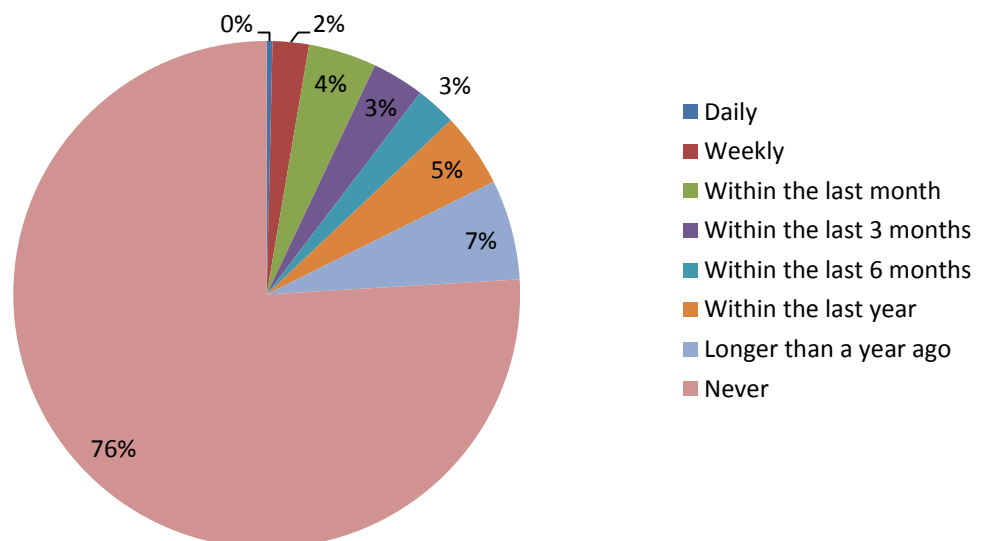
### Sports Development:



### Events:



### Arts Development:



## Issues raised in the comments relating to frequency included:

- Desire to have an allotment
- Difficulty accessing services- cost; Abbey Stadium too busy; live in a rural location; no transport
- Not understanding what sports development or arts development are
- Lack of advertising or promotion
- Removal of facilities, including the impact of the closure of Kingsley pool
- Maintenance of facilities and equipment

## Question 4

### What would encourage you to use it / use it more?

#### *(Top answers for each)*

#### **Abbey Stadium:**

- Better value for money (16.7%)
- More time (14.9%)
- Different opening/class times (14.5%)

#### **Parks:**

- Nothing (22.9%)
- More time (21.7%)
- Greater range of activities on offer (16.7%)

#### **Play areas:**

- Nothing (40.9%)
- Greater range of activities on offer (15.8%)
- More time (11.3%)

#### **Forge Mill / Bordesley Abbey:**

- Nothing (21.5%)
- More time (17.4%)
- Promotion/communication (17.3%)
- Greater range of activities on offer (17.2%)

#### **Palace Theatre:**

- Better value for money (19.2%)
- Nothing (18.4%)
- Promotion/communication (17.7%)

- Greater range of activities on offer (15.7%)
- More time (15.4%)

#### **Allotments:**

- Nothing (64.1%)
- More time (11.2%)
- Promotion/communication (7.3%)

#### **Pitcheroak Golf Course**

- Nothing (62.1%)
- More time (9.3%)
- Promotion/communication (7.8%)

#### **Community Centres**

- Nothing (31.2%)
- Greater range of activities on offer (22.4%)
- Promotion/communication (15.8%)

#### **Sports Development:**

- Nothing (35.1%)
- Greater range of activities on offer (16.4%)
- Promotion/communication (16.2%)
- More time (10.1%)

#### **Events:**

- Promotion/communication (23.7%)
- Greater range of activities on offer (22.7%)
- Nothing (18.3%)
- More time (13.1%)

#### Arts Development:

- Nothing (38.5%)
- Promotion/communication (21.3%)
- Greater range of activities on offer (15.5%)

- Facilities too busy
- Crèche
- Better maintenance/cleanliness
- Toilets at parks
- Negative impact of closing Kingsley /Arrow Vale
- Safety concerns
- Better parking
- Accessibility for people with disabilities
- More opportunities for working people

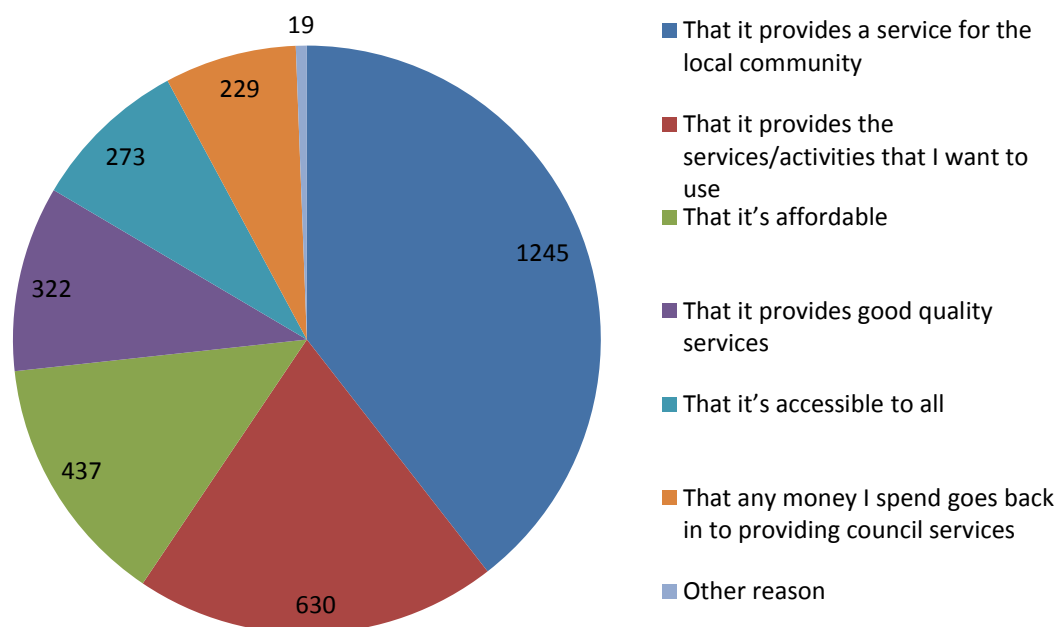
#### Comments/other reasons included:

- Discounts/offers
- More family focused

#### Question 5

**What do you value the most from the CURRENT leisure and cultural facilities/services provided by the council? Please rank the following statements in order, where 1 = most important and 7 = least important**

*The following is numbers of people who ranked each of the following statements as 1 'most important'. Please note; many people ranked all statements with a '1'.*



#### Comments/other reasons included:

- Importance of a focus on health
- User affordability
- Provides value for money

- Importance of being community focused
- Importance of being run by the Council
- Equal number of responses stated the importance of not for profit as provides profit

## **Question 6**

**Do you have any feedback in relation to the facilities/services currently on offer? If you use these services, please tell us what you value and if there are any issues, please tell us what they are and give any suggestions about how they could be improved.**

For each of the areas below, the responses have been categorised and sorted by whether they relate to what people value, what issues they have identified and any suggestions for improvement. Please note, either the top 3 categories (where there has been more than one comment) or any category which had over ten comments have been included under each heading (number of responses in brackets).

### **Abbey Stadium**

<b>They value</b>	<b>Issues</b>	<b>Improvements</b>
Great facilities (90)	Cleanliness (72)	More general swim times (37)
Good offer (80)	Too expensive (56)	Better public transport (30)
Staff (39)	Poor staff attitude (25)	More affordable (28)
Value for money (19)	Demand is too high (20)	Easier/online class booking (27)
Concessions (12)	Adult swim too expensive (13)	Better communication (26)
	Closure of Kingsley (11)	Warmer pool (25)
		Longer opening hours (22)
		More classes (17)
		Better/modern showers (11)
		More swimming lessons (11)
		Spa/sauna/jacuzzi/steam (11)

### **Parks**

<b>They value</b>	<b>Issues</b>	<b>Improvements</b>
Well maintained (59)	Cleanliness/littering (29)	Toilets at MS Park (65)
Green open spaces (19)	Dog fouling (21)	Café at MS Park (18)
Cleanliness (16)	Café poor standard (15)	Better toilets at AV Park (17)
Dog walking (13)	Dogs off lead (11)	Better maintenance (16)



	Toilets (11)	More local parks/revamp (16)
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## Play Areas

They value	Issues	Improvements
Variety equipment/activities (12)	Cleanliness/littering (23)	More local play areas/revamp (60)
Good maintenance (9)	Safety (general) (11)	Better maintenance (48)
Accessible (4)	Vandalism (10)	Modern all age play areas (39)
		Updating required (28)
		Toilets at MS Park (13)
		More equipment (12)

## Forge Mill/Bordesley Abbey

They value	Issues	Improvements
Good offer (41)	Entry/too expensive (7)	Better promotion/communication (57)
Local history/heritage (28)	Areas inaccessible for people with a disability/pushchairs (4)	Wider range of events/activities (23)
Great walks/dog walking (13)	Cleanliness/littering (3)	More events/activities (13)
	Cows (3)	Better public transport (11)
	Poor toilets (3)	

## Palace Theatre

They value	Issues	Improvements
Good offer (74)	Too expensive (74)	Better promotion/communication (38)
Great venue/facility (71)	Cramped/uncomfortable seating (8)	Wider range of shows (35)
Good value (14)	Cost of town centre parking (4)	More comedy acts (10)
Staff (14)		More for children (10)
Asset for town (11)		

## Allotments

They value	Issues	Improvements
Vital for community (10)	Poorly maintained (10)	Better promotion/communication (21)
Focus on health (9)	Poorly managed (6)	More provision (17)
Good value (6)	Security (3)	Community allotments (5)
	Toilets (3)	

## Pitcheroak Golf Course

They value	Issues	Improvements
Great facility (14)	Too expensive (4)	Better promotion/communication (14)
Great café/restaurant (11)	Over provision (3)	Better maintenance (7)
Good value (10)	Poor value (3)	Sell it/build houses (4)

## Community Centres

*\*please note, many people seemed confused between community centres and children's centres*

They value	Issues	Improvements
For communities (15)	Too expensive (6)	Better promotion/communication (40)
Good offer (11)	Closure of community centres (2)	Wider range of offer (24)
Great facilities (7)		Modernisation (16)
Local/good location (7)		

## Sports Development

They value	Issues	Improvements
Couch to 5k (18)	Closure of Kingsley/Arrow Vale (7)	Wider range of offer (23)
Great facilities (17)		Better promotion/communication (22)
Range on offer (5)		More for children (8)
Staff/team (5)		

## Events

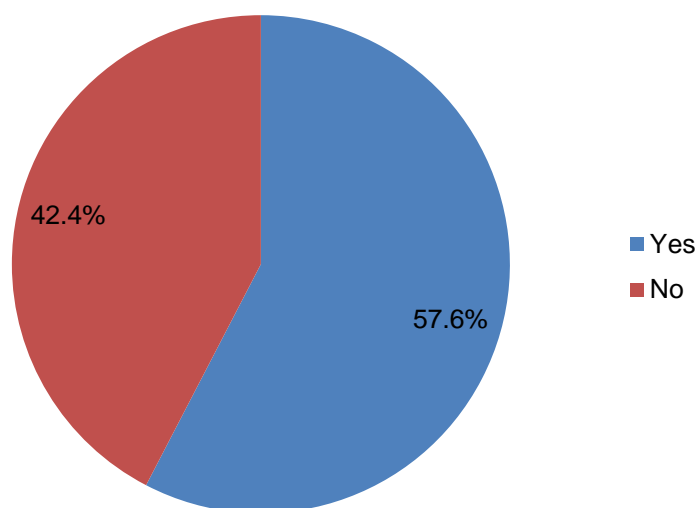
They value	Issues	Improvements
Morton Stanley Festival (21)	Waste of money (6)	Better promotion/communication (51)
Good offer (15)	Costs/expensive (3)	More events (26)
Fireworks (9)	Anti-social behaviour (2)	Wider range of events (14)
	Cycle race (2)	
	Litter (2)	
	Noise (2)	

## Arts Development

They value	Issues	Improvements
Important resource (4)	Waste of money (3)	Better promotion/communication (45)
Pop-up gallery (2)	Underfunded (2)	More arts events (7)
	Waste of time (2)	Wider range of offer (7)

### Question 7

Do you access any leisure and/or cultural facilities/services e.g. gym, theatre, swimming, golf etc. outside of those provided by Redditch Borough Council?



#### Other locations used included:

- Bromsgrove
- Studley
- Local facilities e.g. village halls
- Solihull
- University of Birmingham
- Birmingham theatres
- London theatres

#### Reasons for using other locations included:

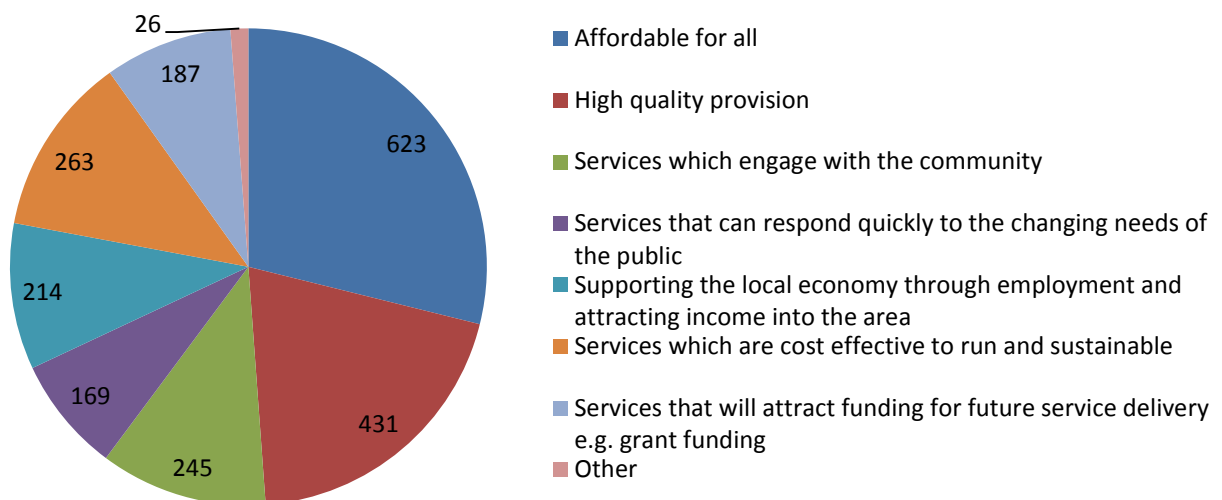
- Wider offer
- Better facilities
- More convenient

- Cheaper
- Better opening times
- Better quality

### **Question 8**

**Please tell us how important each of the following areas are to you in relation to the FUTURE delivery of the council's leisure and cultural services? Please rank the following statements in order, where 1 = most important and 8 = least important**

*The following is numbers of people who ranked each of the following statements as 1 'most important'. Please note; many people ranked all statements with a '1'.*

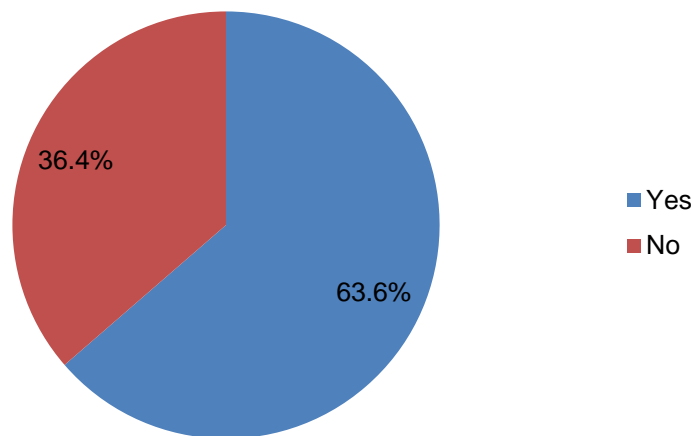


### **Frequent comments/other important issues included:**

- Importance of a focus on health
- User affordability
- Importance of being community focused
- Importance of being not for profit
- Importance of effective management

### **Question 9**

**Should concessionary fees apply to those receiving in/out of work benefits?**



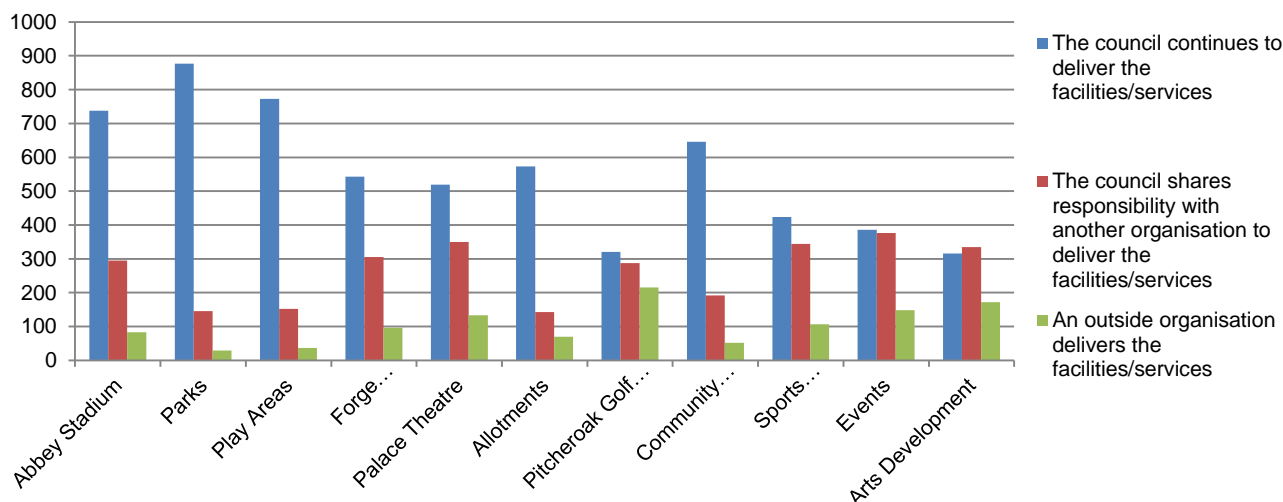
**Reason/s of answer included:**

- Everyone should have access
- Only those on Disability Allowance
- Everyone should pay the same
- Important for health and wellbeing
- Should be affordable for all
- Council should be supporting the vulnerable
- There are already enough free activities
- Working families struggle to afford too

**Question 10**

**For each of the facilities/services listed please tick your preferred delivery model.**

- The council continues to deliver the facilities/services
- The council shares responsibility with another organisation to deliver the facilities/services
- An outside organisation delivers the facilities/services



**Comments included issues such as:**

- Not enough information to make a decision on the best model
- The importance of financial viability of any model
- The importance of ensuring user affordability
- The importance of effective management and a well-run service, regardless of the delivery model
- The belief that the model should be not for profit
- That the model should be community focused
- The importance of protecting local community assets
- The desire for accountability
- The potential for fresh input

In particular relation to the Abbey Stadium, the below analysis breaks down the number/percentage of respondents for each frequency by their stated preferred delivery model (please note, the questions were not mandatory, so not every respondent chose to answer both):

	# using Abbey Stadium	Council continue (738 respondents)		Shared resp. (295 respondents)		Outside org. (83 respondents)	
		#	as % of AS users	#	as % of AS users	#	as % of AS users
Daily	242	136	56.2%	54	22.3%	20	8.3%
Weekly	418	218	52.2%	53	12.7%	15	3.6%
Within the last month	185	88	47.6%	29	15.7%	5	2.7%
Within the last 3 months	120	52	43.3%	21	17.5%	7	5.8%
Within the last 6 months	60	21	35.0%	10	16.7%	3	5.0%
Within the last year	90	35	38.9%	23	25.6%	4	4.4%
Longer than a year ago	128	58	45.3%	20	25.6%	6	4.4%
Never	217	62	28.6%	55	25.6%	17	4.4%

### **Question 11**

**Do you have any additional ideas or innovations that you think should be considered for either the running or the design of the facilities/services? This could include different ways to run a facility/service, areas to make savings, generate more income or deliver new facilities/services.**

**Ideas included:**

### **Abbey Stadium**

- Offer
  - More classes in general
  - More choice of classes
  - More general swim time
  - Online booking
  - More for non-members
  - Better timetable
  - More classes for parent and children
  - More classes for children and teenagers
  - Healthy lifestyle classes
  - Better weekend and evening offer
- Affordability
  - Cheaper
  - Cheaper for off-peak
  - Cheaper adult swim
- Engagement
  - Engage non-users
  - Engage with GP surgeries
  - Better promotion
- Opening times
  - Earlier
  - Extend opening hours
- Facilities
  - More offers
  - Concessions/subsidies
  - Flexible membership
  - Remove joining fee
  - Loyalty scheme

(\*especially if they are with children as they get very little swim)

- Refurbishment/redevelopment
- Spa/sauna/steam room
- Better maintenance/cleanliness
- Warmer pool
- Improved café
- More parking
- Better transport links
- Crèche
- Update equipment

There were numerous suggestions for specific sports or activities/facilities, such as tennis, outdoor pitches, climbing wall, badminton, ballroom dancing and an ice rink.

There were also comments stating that free swimming should be stopped to enable it to be cheaper for everyone; however, there were equally comments suggesting free exercise for older people or free personal training sessions.

## Parks

- Offer
  - More children's activities
  - More events/festival
  - Community clean-ups
  - Bike hire
  - Health and wellbeing activities
  - Better use of lake
- Management
  - Partnership working
  - Park wardens
  - Use volunteers
  - Sponsorship
  - More information and promotion
  - Bike hire
  - Dogs on leads
  - Enhancement of environment
- Facilities
  - Toilets
  - Splash pad
  - Landscaping/redevelopment
  - Better maintenance/cleanliness
  - Cafés/food concessions (\*more options; better managed for AVP)
  - Visitor Centre (MSP)
  - More parking (\*including charging)
  - Safety inc. better lighting or CCTV
  - Forest school
  - Lido
  - Zip wire
  - Cycle access
  - Dog washing facilities

The need for toilet facilities, particularly at Morton Stanley Park and improved cafés were significant responses, with the Countryside Centre at Arrow Valley Park being described as underutilised and the café in need of substantial improvement or alternative management.

## Play Areas

- Facilities
  - (More) Modern and challenging equipment
  - Splash pad
  - Better maintenance/cleanliness
  - Safety inc. better lighting or CCTV

- Multi-age facilities
- Toilets
- Offer
  - More events
- Management
  - Involve community
  - Play wardens
  - Sponsorship
  - More information and promotion

Having more play areas, particularly with up-to-date and challenging equipment and activities was important to many respondents, as was the inclusion of a splash pad which would attract more visitors.

### **Forge Mill/Bordesley Abbey**

- Facilities
  - Better transport links
  - Better catering facilities
  - More accessible
- Offer
  - Wider variety of events/displays
  - Use for weddings
  - Focus on archaeology/heritage
  - Work with schools/children's groups
- Management
  - More information and promotion
  - Involve/engage community
  - Charge more
  - Cheaper/free entry inc. concessions
  - Longer opening times
  - Access funding
  - Specialist provider to run (\*NT, EH)
  - Close/sell it

Utilising the venue for events and capitalising on the heritage were common responses; however the need for better advertng and promotion was frequently mentioned, as was having a wider variety of events and activities on offer

### **Palace Theatre**

- Affordability
  - Cheaper
  - Family offers
  - Remove booking fee
  - Loyalty scheme
- Offer
  - Wider variety of shows inc. music, comedians
- Facilities
  - Better acts/better quality
  - Summer activities
  - More matinees
  - Adult classes
  - Work with schools/children's groups
  - Work with local groups



- Free parking
- Comfier seating
- Management
  - More information and promotion
  - Involve/engage community
  - Better promotion
- Keep as Council run
- Close it/sell it/privatise it
- Sponsorship/external funding
- Improve online booking

Ensuring that The Palace was affordable for people was a very frequent response, particularly in relation to families being able to access shows together. Respondents also commented on having a wider and more diverse programme.

## Allotments

- Management
  - More information and promotion
  - Involve/engage community
  - Community run
  - Sell
  - Access grant funding
  - Greater investment
- Offer
  - Vegetable shows
  - Produce market
  - Gardening club
  - Summer BBQs
  - Work with schools/children's groups
- Facilities
  - Reduce plot size (more plots)
  - Better security and maintenance
  - More accessible (\*raised beds; level surfaces)
- Affordability
  - Reduce rent/peppercorn rent
  - Increase rent

Several respondents referred to the importance of effective management of allotments provision and involving the community in their running and development.

## Pitcheroak Golf Course

- Management
  - Sell/privatise it
  - More information and promotion
  - Involve/engage community
  - Council to collect green fees
  - Sponsorship
  - Council run café
- Improved staff attitude
- Facilities
  - Improve course/driving range
  - Better maintenance
  - Utilise popular café
- Offer

- More for young people
- Family days
- More competitions
- Taster sessions
- Events
- Affordability
  - Cheaper
  - Increase costs
  - 'Pay-as-you-go' coaching
  - Different memberships

Several respondents felt that the golf course may be better run by someone else or sold off entirely. Others felt the need for a greater focus on families and young people. Specific comments relating to the current management and delivery of the site were keen for the Council or the café to collect the green fees.

## Community Centres

- Management
  - More information and promotion
  - Involve/engage community
  - Community run
  - Sell underused assets
  - Caretakers for each centre
- Offer
  - Wider range of classes
  - Evening/weekend activities
  - More for children/young people
  - School holiday clubs
  - More events
- Facilities
  - Renovate centres
  - Better security and maintenance
  - Save energy (lights and heating)
  - More storage

For Community Centres, the importance of good advertising and a diverse range of activities for different age groups were frequent comments.

## Sports Development

- Offer
  - Focus on health
  - Wider variety of options
  - More at evenings/weekends
  - Taster sessions
  - Work with schools/children's groups
- Affordability
  - Cheaper
  - Cut funding
- Management
  - More information and promotion

- Involve/engage community
- Sponsorship
- Partnership working
- Generate income
- Utilise volunteers

The contribution of sports development to health and wellbeing was noted by several respondents. The desire for a wider range of activities for all demographics was also commented on. It was felt by some that the service needed to be promoted better.

## Events

- Offer
  - Different events/festivals/fayres
  - Focus on health
  - Stop events
  - More for all ages
  - More for families
  - Carnival
  - Year-round bandstand events
  - Different locations
- Affordability
  - Charge for entry
  - Review funding
- Management
  - More information and promotion
  - Involve/engage community
  - Sponsorship

There were a range of suggestions for different events and festivals which residents would like to see, from a Country and Western Festival to a Christmas Market and a Food Festival. Several comments related to the need for better promotion and advertising with sufficient notice to attend. Some respondents felt that certain events were not cost effective and should be stopped.

## Arts Development

- Offer
  - Wider range of events
  - Work with schools/children's groups
  - Support local artists
  - Arts Centre
  - Stop arts development
  - Arts and crafts courses
  - Concessions
- Management
  - More information and promotion
  - Involve/engage community
  - Partnership working
  - Community management

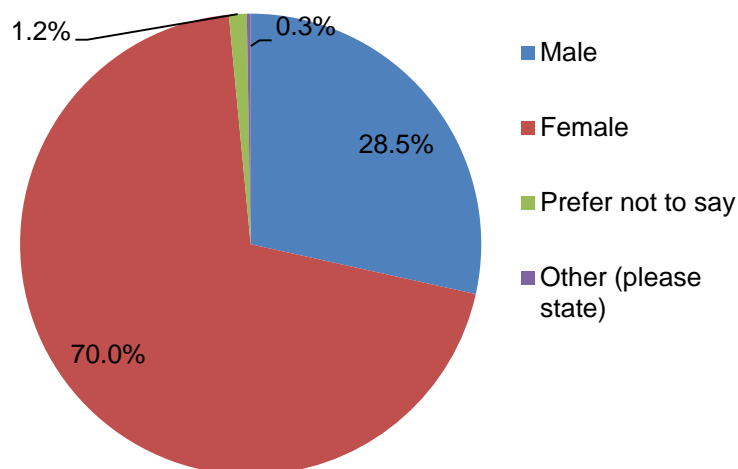
Suggestions included showcases for local artists, community based classes, film and literature festivals and a dedicated arts centre for Redditch. Several comments related to the need for better promotion and advertising of arts development in general and the need to involve schools and young people.

#### General comments included:

- Support everyone not just those on benefits
- Understand what residents want/need
- Utilise grants
- Increase audiences
- Outsource if not profitable
- Loyalty card
- Money off vouchers
- Look for good practice elsewhere
- Be inclusive- all ages, abilities and groups
- Introduce charges
- Prioritise community spending
- Communicate better
- Run things like a business
- Use venues across the Borough
- Work with community groups
- Use volunteers
- Deal with litter and anti-social behaviour
- Concern about recent closures
- Not enough toilets
- Play scheme during school holidays
- Adult learning classes during the evening

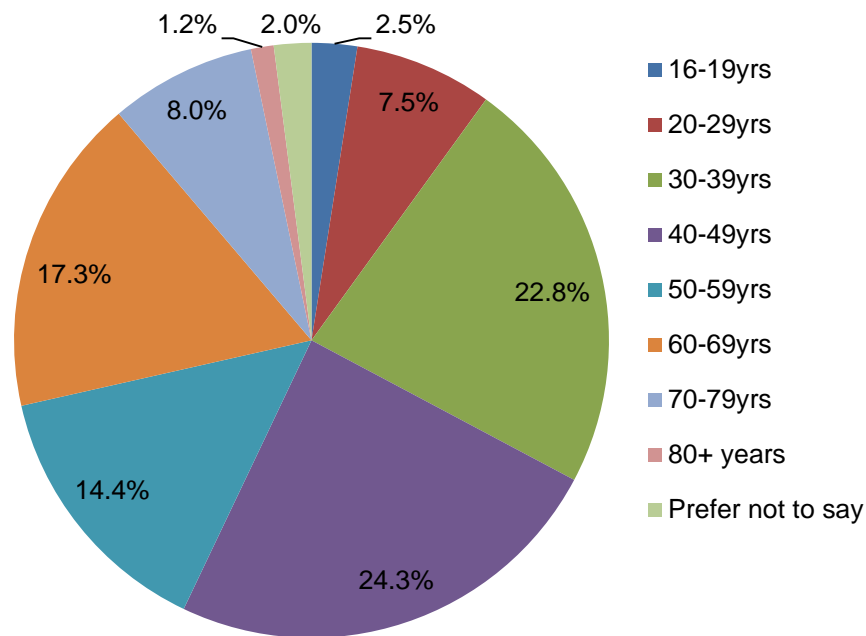
#### Question 12

What sex are you?



#### Question 13

Which of the following best describes your age?



#### **Question 14**

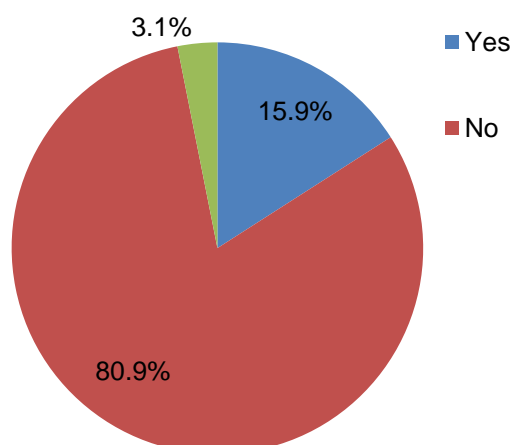
**Which of the following best describes your ethnic group?**

	Response Percent	Response Total
White - British, English, Northern Irish, Scottish or Welsh	91.0%	1025
White - Irish	0.7%	8
White - Gypsy or Irish traveller	0.1%	1
Any other white background (*please specify)	1.3%	15
Mixed or multiple ethnic - white and black Caribbean	0.6%	7
Mixed or multiple ethnic - white and black African	0.1%	1
Mixed or multiple ethnic - white and Asian	0.3%	3
Any other mixed or multiple ethnic background (*please specify)	0.4%	4
Asian or Asian British - Indian	0.2%	2
Asian or Asian British - Pakistani	0.5%	6
Asian or Asian British - Bangladeshi	0.1%	1
Asian or Asian British - Chinese	0.1%	1

Any other Asian (*please specify)	0.2%	2
Black, African, Caribbean or black British - Caribbean	0.4%	4
Black, African, Caribbean or black British - African	0.2%	2
Any other black British, African or Caribbean (*please specify)	0.1%	1
Other ethnic group - Arab	0.0%	0
Any other ethnic group (please specify in box below)	0.2%	2
Prefer not to say	3.6%	41
* Please specify:	0.0%	0
* Please specify:		27
<i>answered</i>		1126
<i>skipped</i>		543

## Questions 15 & 16

**Do you have a disability, long term illness or health condition?**



If yes, please indicate below (tick all that apply)		
Answer Choice	Response Percent	Response Total
1 Mobility e.g. climbing stairs, walking short distances	31.5%	63
2 Physical disability	15.5%	31
3 Learning disability	6.0%	12
4 Mental health	15.0%	30
5 Visual impairment	3.5%	7
6 Hearing impairment	12.0%	24
7 Prefer not to say	16.0%	32
8 Other (please specify):	33.5%	67
<i>answered</i>		200
<i>skipped</i>		1469