



**Consultation of interim sports  
activities provision in the  
Kidsgrove area, July to August  
2017**

## **Summary / headline findings**

- 238 responses
- 97 per cent see the provision of swimming as important / very important
  - 90 per cent see it as very important
  - 82 per cent say they personally would use swimming facilities
- More than half say they would also use a gym, family leisure events and group exercise / dance
- Fewer than half say they would use street games, park games, beginners running or walking netball / football / cricket
- Most respondents were regular sports / leisure users
- 89 per cent were from the borough, 11 per cent from Cheshire East or Stoke-on-Trent
- 95 per cent would not be prepared to travel more than 20 minutes to access services
- 53 per cent would use a car to travel to access services
  - 43 per cent would walk
- Badminton and yoga were the most popular 'other' option suggested.

## **Background**

The survey was available for four weeks from 17 July to 14 August 2017. Previous members of Kidsgrove Leisure Centre were sent either emails with links to the online version of the survey, hosted on the council's website, or paper copies of the survey with QR codes. Posters were provided for display in public venues and the survey was advertised to the council's e-panel and to its social media followers.

## Analysis

Question 1 asked '**If the following activities were made available, which would you use?**', with respondents given a list of eight responses to choose from – and they were asked to select as many of these as they wanted.

There was a significant difference in popularity between four very popular choices, and four that were not at all popular.

• Swimming	82 per cent
• Gym	73 per cent
• Family leisure events	56 per cent
• Group exercise / dance	54 per cent
• Walking netball / football / cricket	25 per cent
• Beginners running	21 per cent
• Park games	18 per cent
• Street games	10 per cent.

### 2) How important would you say that the following activities are?

The following set of questions invited the respondents to say how important they felt the above eight activities to be.

Even though many respondents would not make use of various activities, as shown by answers to the previous question, they still thought they were important. The majority of respondents considered every activity to be important, with the lowest support for street games (55 per cent classed it as important or very important) and the highest support for swimming (97 per cent classed it as important or very important). The options are analysed below in the order that they were listed on the survey.

Figure 1: How important would you say that beginners running is? 238 responses

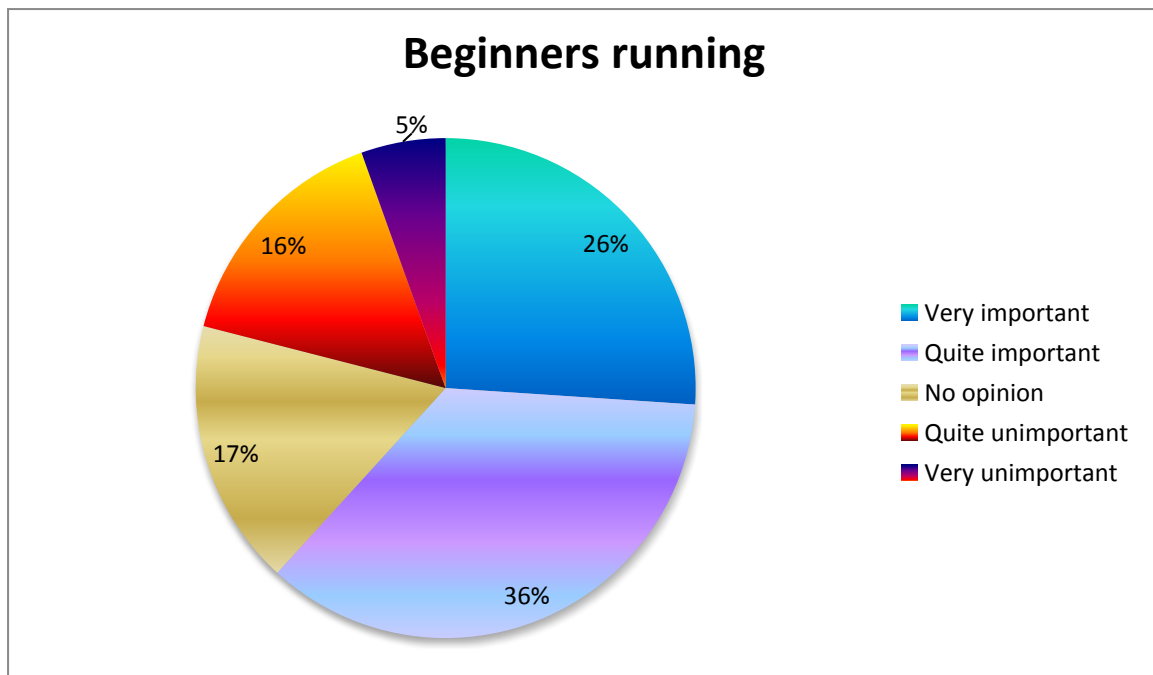


Figure 2: How important would you say that family leisure events are? 229 responses

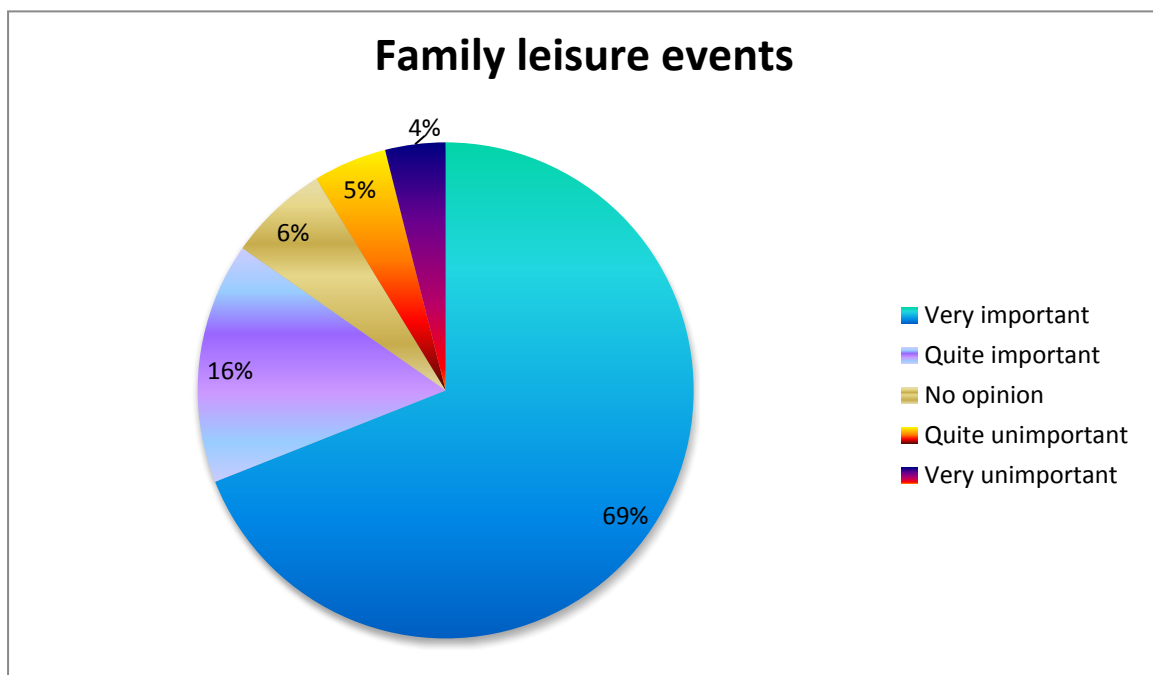


Figure 3: How important would you say group exercise was? 233 responses

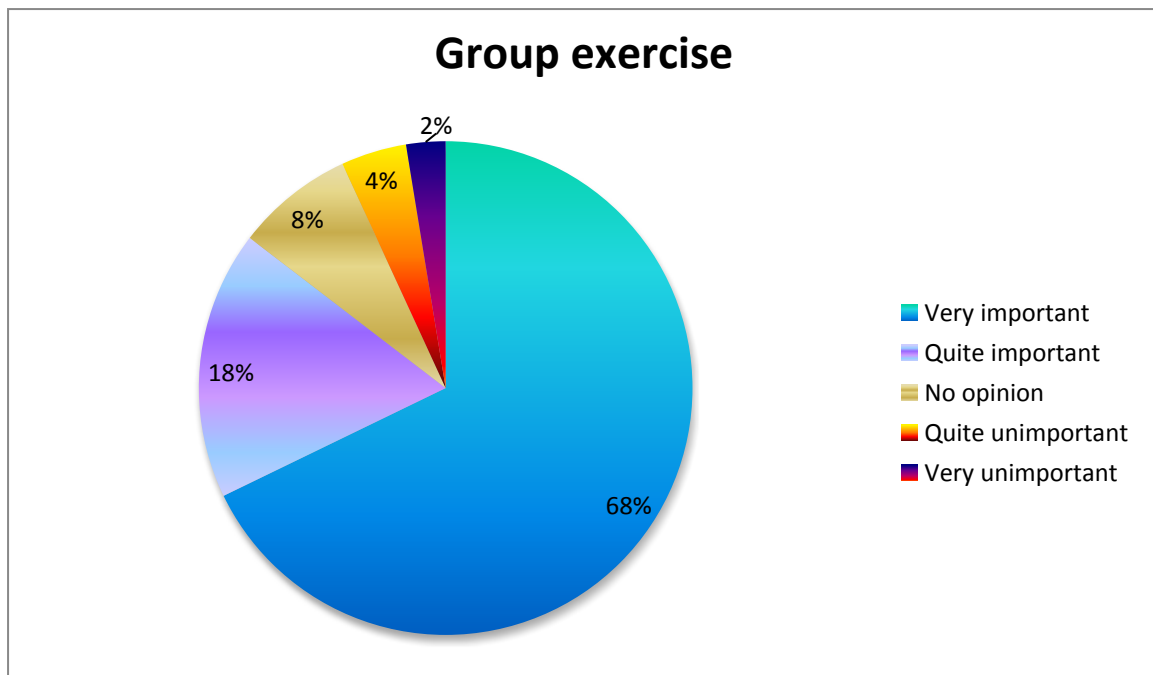


Figure 4: How important would you say a gym was? 237 responses

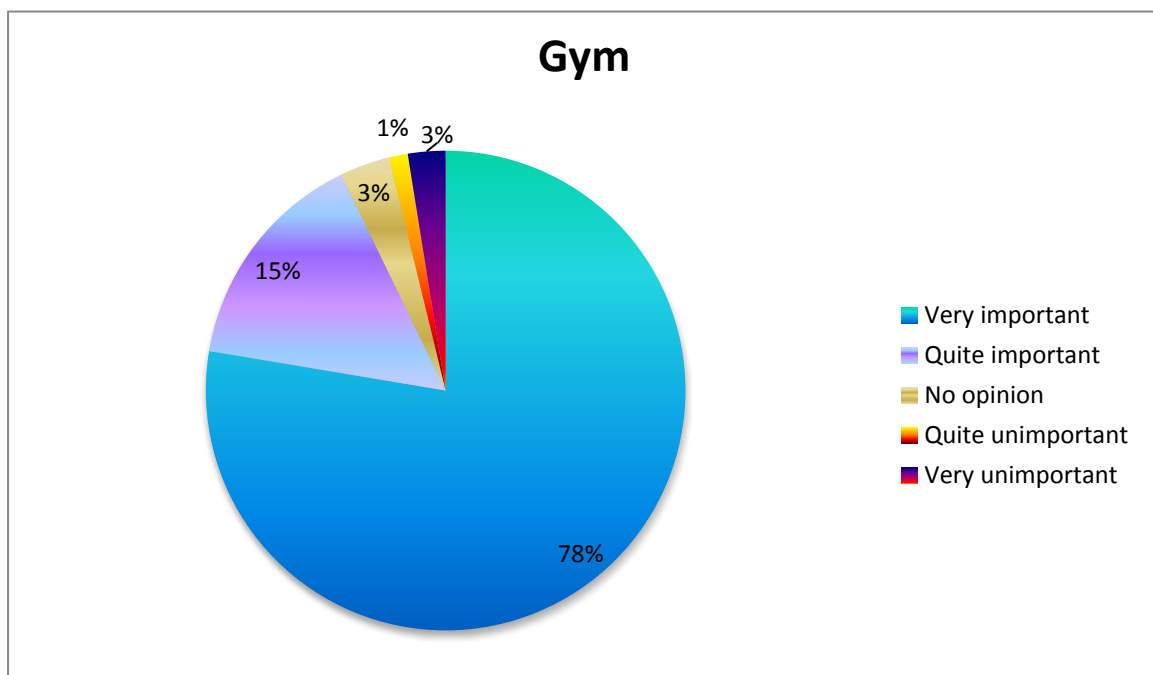


Figure 5: How important would you say that park games are? 218 responses

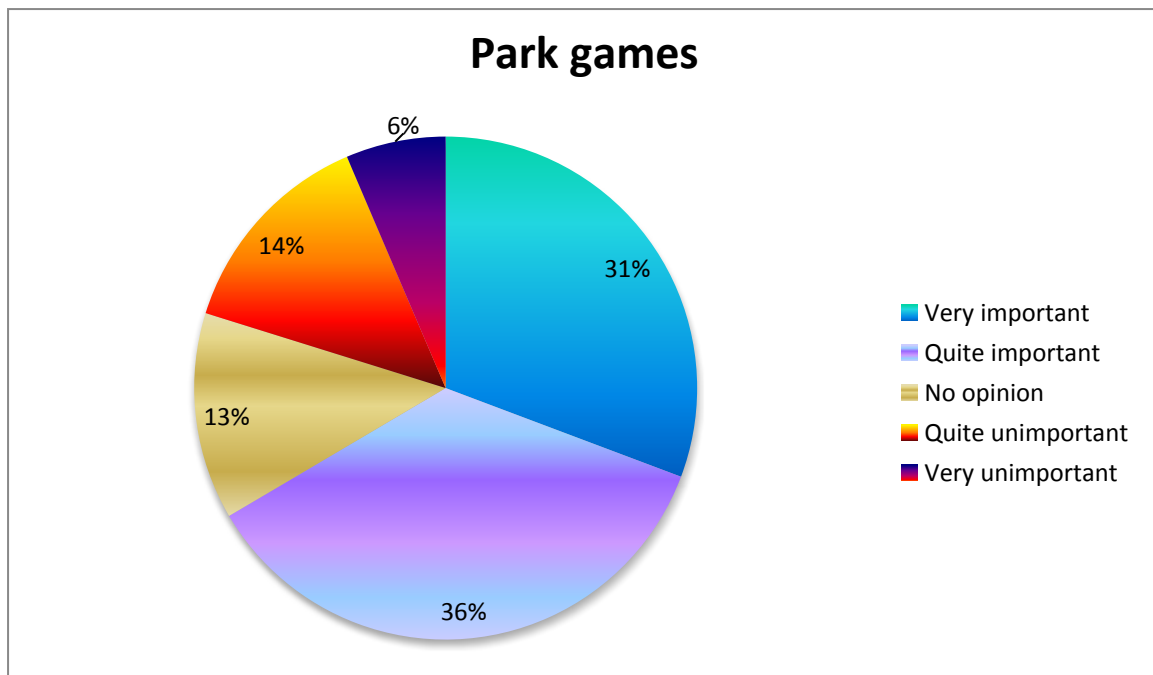


Figure 6: How important would you say street games are? 219 responses

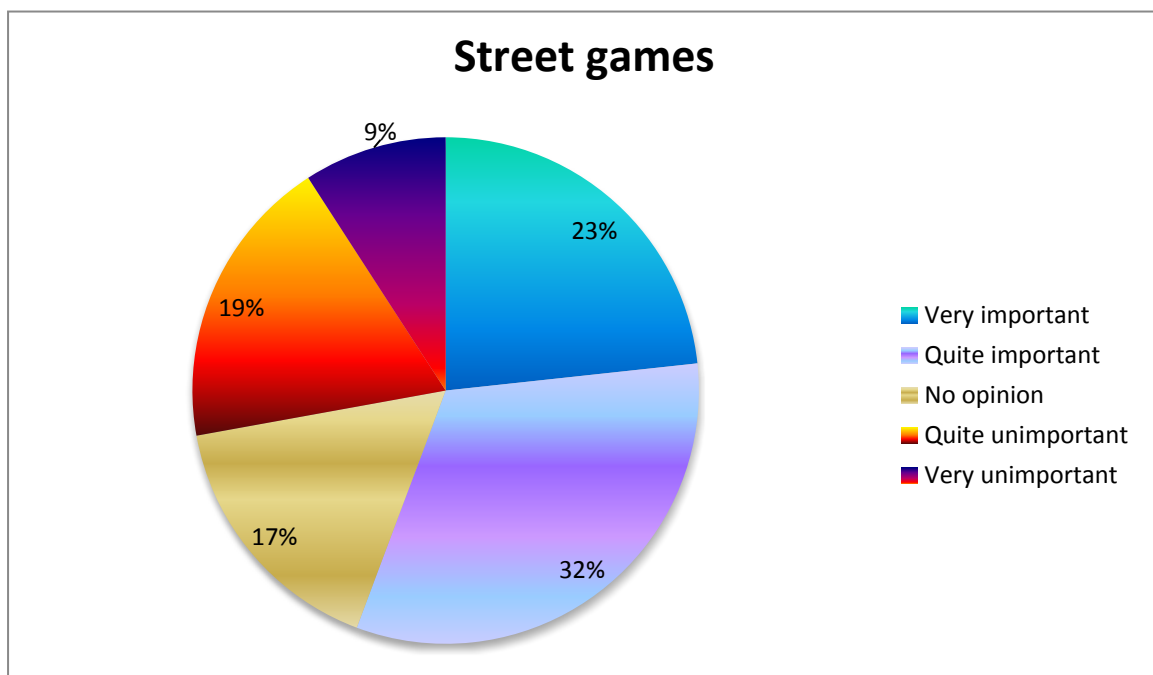


Figure 7: How important would you say swimming was? 236 responses

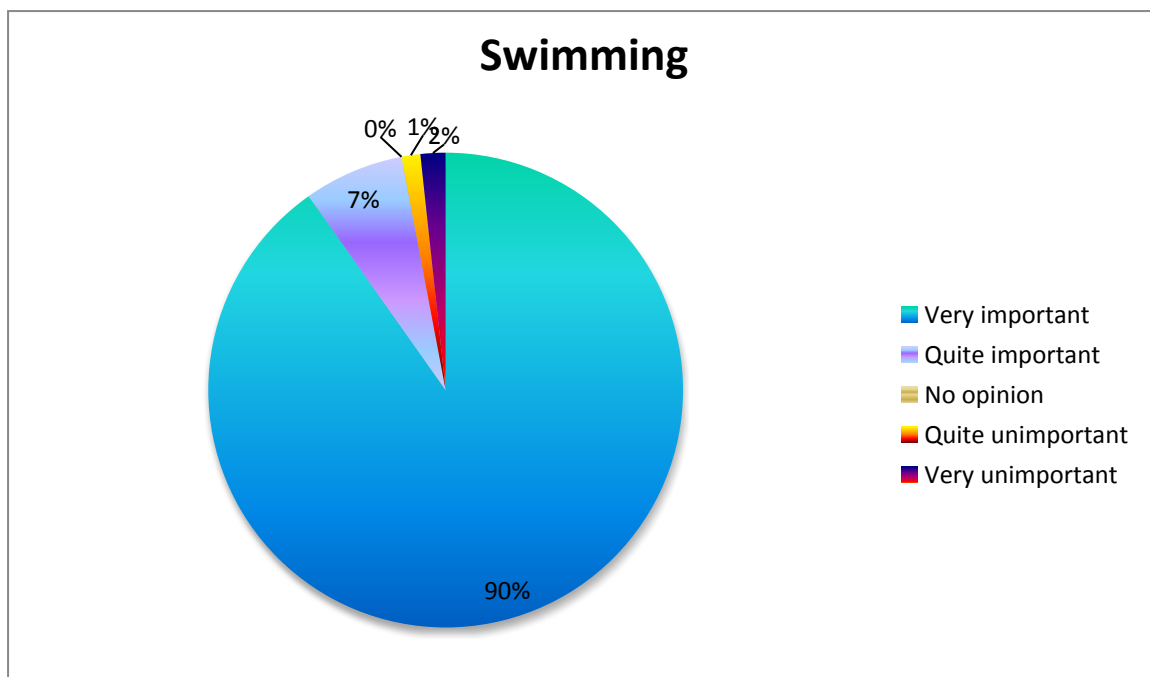
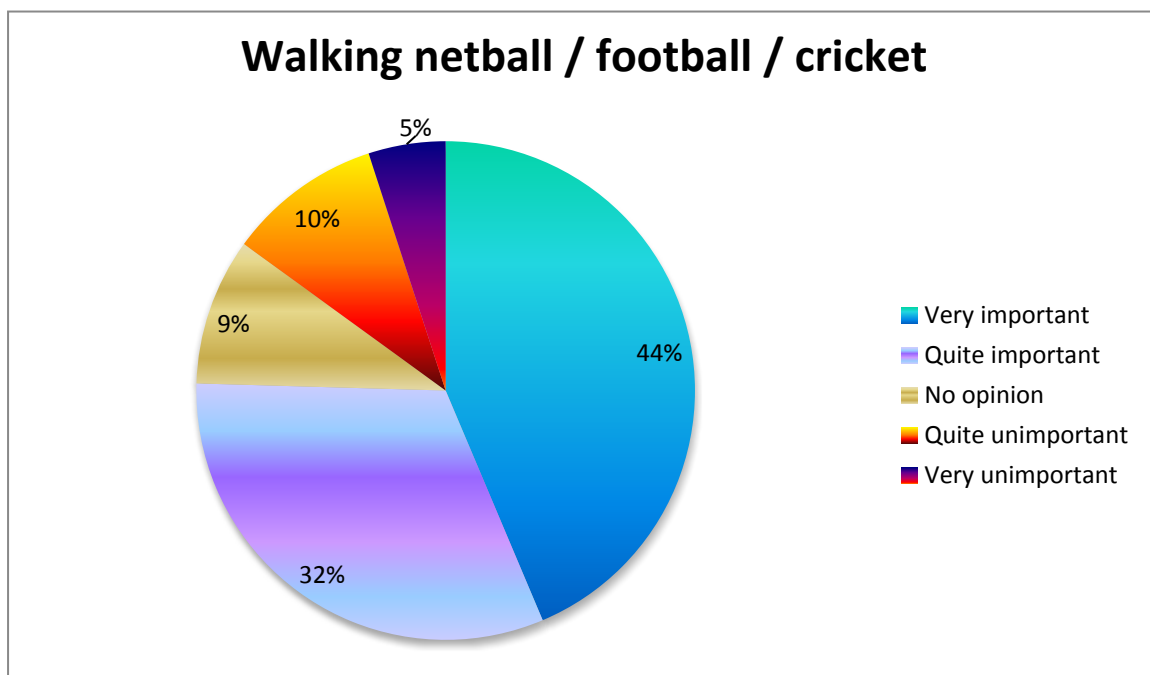


Figure 8: How important would you say walking netball / football / cricket were? 220 responses



Looking at those options in order of preference, it is very clear that respondents rate access to swimming as being the most important activity. Note in the table that, due to rounding, totals may occasionally seem to be one percentage point different from adding the individual results. Despite fairly low numbers saying they would use some of the activities, the majority of respondents classed every option as being important.

**Table 1: How important do you see the following options?**

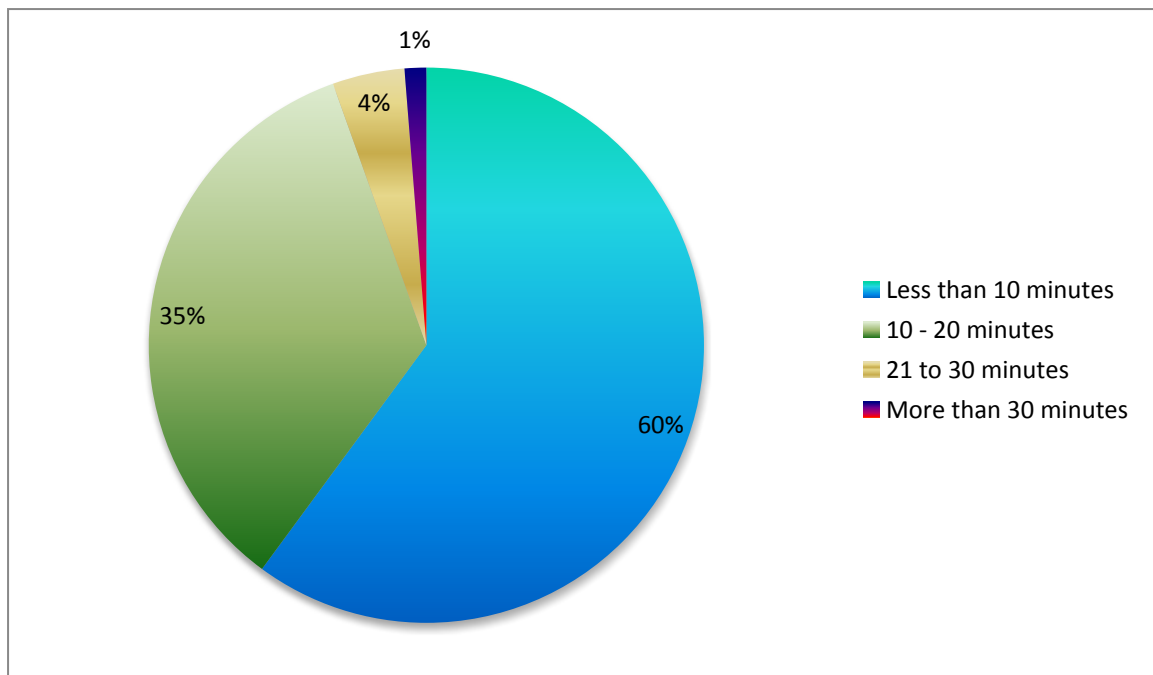
	Very important	Quite important	No opinion	Quite unimportant	Very unimportant
Swimming	90%	7%	0%	1%	2%
	97%			3%	
Gym	78%	15%	3%	1%	3%
	93%			4%	
Family leisure events	69%	16%	7%	5%	4%
	85%			9%	
Group exercise / dance	68%	18%	8%	4%	3%
	85%			7%	
Walking netball / football / cricket	44%	32%	10%	10%	5%
	75%			15%	
Park games	31%	36%	13%	14%	6%
	67%			20%	
Beginners running	26%	36%	17%	16%	6%
	62%			21%	
Street games	23%	32%	16%	19%	9%
	56%			28%	

### **Question 3) How far would you be prepared to travel to access these activities?**

It was very clear that respondents are not prepared to travel for very long to access the activities. 60 per cent said they would travel for less than 10 minutes, with 35 saying 10 to 20 minutes. Only 4 per cent said they would travel for 21 to 30 minutes and just 1 per cent for more than 30 minutes.



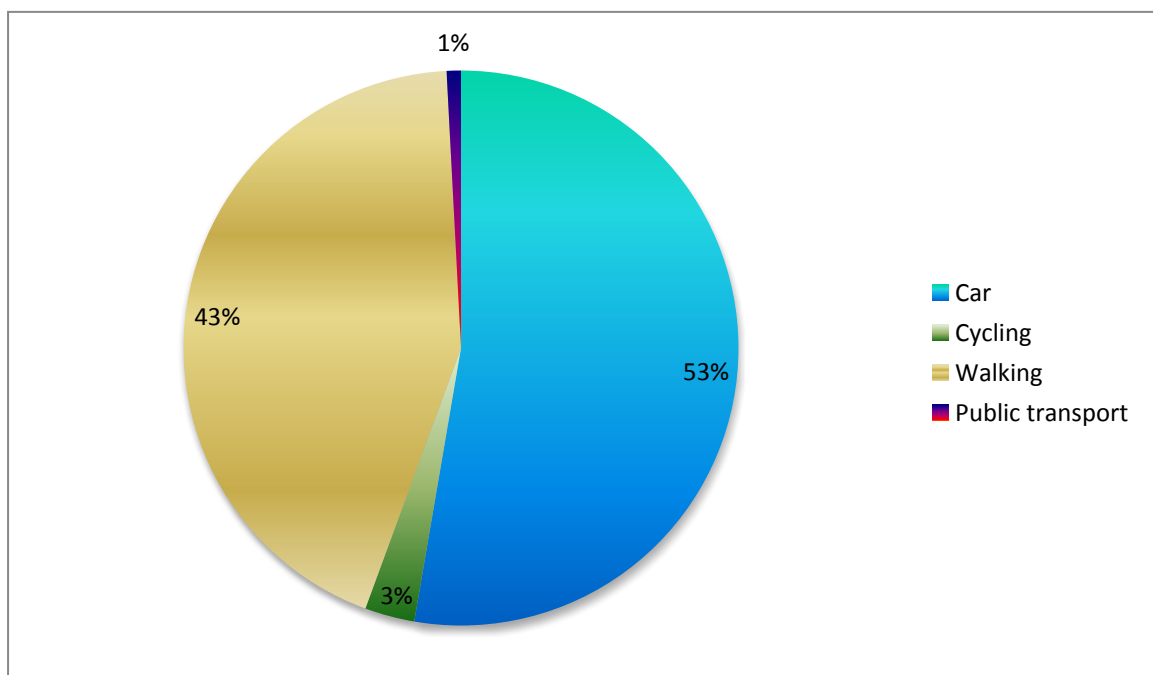
Figure 9: How far would you be prepared to travel to access these activities? 238 responses



**Question 4) What would be your usual mode of transport to access the facilities?**

Only two forms of transport would be regularly used, namely car, chosen by 53 per cent, and walking, chosen by 43 per cent. The other two options were not at all popular, with just three per cent opting for cycling, and only one per cent choosing public transport (chosen by two respondents).

Figure 10: What would be your usual mode of transport to access the facilities? 238 responses



## How often have you used leisure and sports facilities recently?

The next question asked how often respondents had used leisure and sports facilities recently. Answers submitted suggest that this survey has largely been completed by regular users, as the following analysis shows.

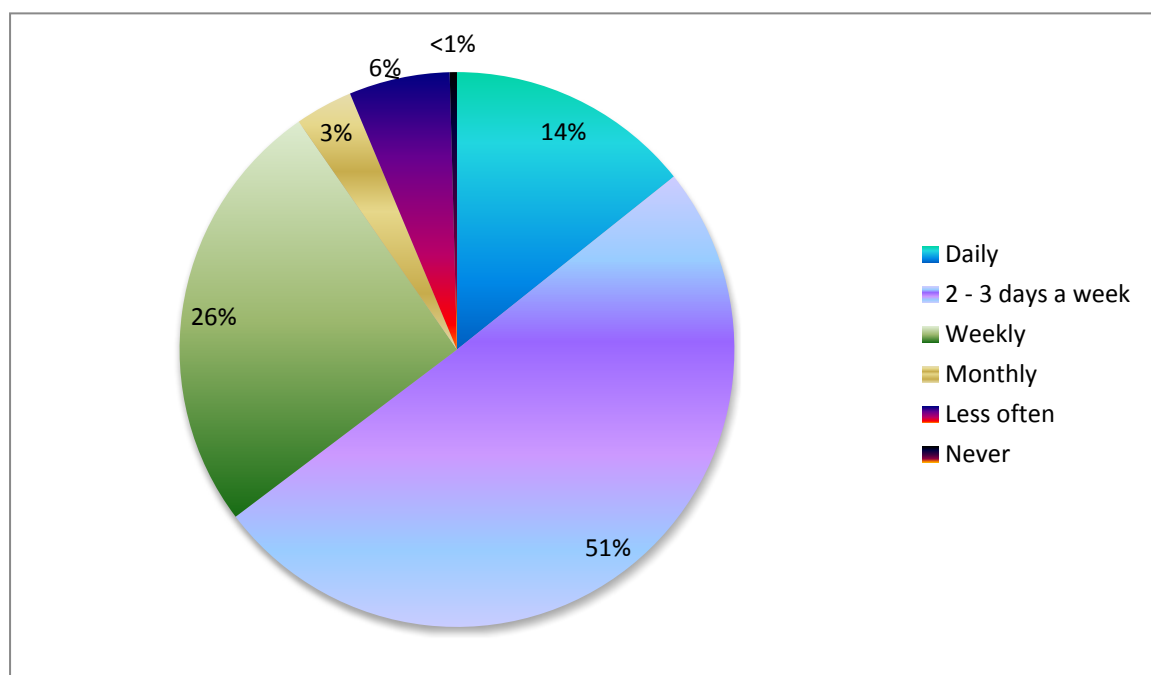
90 per cent of respondents said that they had been using the facilities at least weekly:

- 14 per cent said they had been using them daily
- 50 per cent said they had been using them two or three days a week
- 26 per cent said they had been using them weekly.

The remaining respondents answered as follows:

- 3 per cent said they had been using them monthly
- 6 per cent said they had been using them less often
- 1 respondent said they had never used them (fewer than 1 per cent).

Figure 11: How often have you used leisure and sports facilities recently? 238 responses



## Can you tell us of any additional facilities or services we should be considering as part of the interim arrangements?

A significant number of respondents used this question to express their unhappiness that Kidsgrove Sports Centre (in particular the pool) was closed and to complain that Kidsgrove was the poor relation of the borough's towns, but these answers have been disregarded as they were not actually answering the question.

The following table shows those suggestions that were made by more than one respondent and how many made them.

Table 2: Additional facilities or services to be considered.

Suggestion	Number of respondents
Badminton	6
Yoga	4
Pilates	3
Yogalates	3
Zumba	3
Taekwondo	3
Aquafit / Groovefit	3
Climbing wall	3

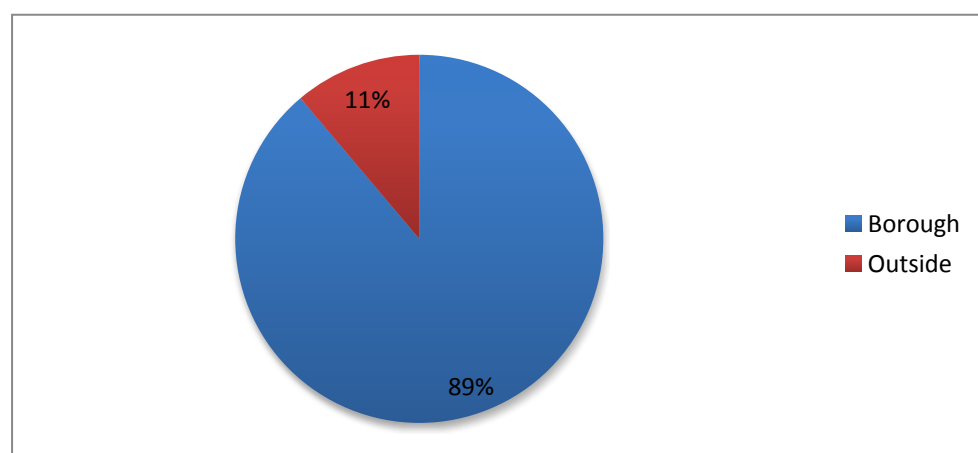
## Respondents' details

Respondents were asked to provide their name, email address, telephone number and postcode. This information has been kept separate from this report but the postcodes have been analysed to see where respondents are from.

## Location of respondents

89 per cent of the 224 respondents who provided their postcode live in the borough, with the remaining 11 per cent living in either Cheshire East or Stoke-on-Trent.

Figure 12: Location of respondents - inside or outside the borough. 224 responses



It will probably be of no surprise to see that the most-represented wards were Kidsgrove, Butt Lane and Ravenscliffe, with virtually three-quarters (73 per cent) of all respondents coming from them. There were also significant numbers from the Cheshire East towns and villages of Alsager, Rode Heath and Scholar Green, the NuLBC wards of Talke and Newchapel, and Stoke-on-Trent (almost exclusively in the Goldenhill / Tunstall areas).

Table 3: Respondents by ward or local authority area.

Ward / non-NuLBC area	Proportion of respondents
Kidsgrove	33%
Butt Lane	23%
Ravenscliffe	17%
Cheshire East (Alsager, Rode Heath & Scholar Green)	7%
Talke	7%
Newchapel	4%
Stoke-on-Trent (Mostly in the ST6 postcode area around Goldenhill and the northern part of Tunstall)	4%

No other ward / council area provided more than two respondents.