

The future of Kingswood Leisure Centre

Public opinion on the options presented



A research report by Ashley Godfrey and Phil Back

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Executive summary

- 1 The overall result of this second consultation exercise is that two thirds (69%) of respondents favour Option 1, the modernisation option, while just over a quarter (28%) of respondents favour Option 2, keeping the centre as it is. Only 3% were unable to give an opinion either way. There are thus five people in favour of Option 1 for every two who prefer Option 2.
- 2 We are confident that this result is a fair and representative portrayal of public opinion, and that the data presented here is robust and fairly reflects the views expressed to us both by centre users and by the wider community. The numbers who have responded are substantial, and mean that a high degree of confidence attaches to the results; the methodology used (and the range of opportunities to participate) mean that the general public, including younger people, have had a full opportunity to take part alongside those who use the centre themselves.
- 3 A total of 1,826 valid responses have been counted.
- 4 A majority of people in each age-group prefers Option 1, but this majority falls as age increases, from 79% of under 18s to 55% of over 65s. Women favour Option 1 a little more than men, but the differences are not marked and both genders have a majority in favour of Option 1.
- 5 Local people support Option 1 more strongly than those living further afield. Outside the centre's catchment area, the majority in favour of Option 1 is very narrow. Supporters of Option 2 are proportionately more widely distributed than those favouring Option 1.
- 6 There is a substantial majority in favour of Option 1 regardless of the frequency with which a person visits Kingswood Leisure Centre, but the majority is lower among those who visit most often. Even among the most frequent visitors, though, those in favour of Option 1 outnumber Option 2 supporters by two to one.
- 7 Some clubs that use the pool at Kingswood, and many of their members, are vocal in their support of Option 2. There is nevertheless some club support for Option 1 as well.

- 8 Reasons for favouring option 1 include the current condition of the centre, cleanliness and hygiene, the condition of showers and changing facilities for swimmers, and the need to attract more customers. People also believe Option 1 offers better value for money than Option 2, bearing in mind the notable difference in outcome for a modest difference in cost.
- 9 Reasons for favouring Option 2 include the desire to retain the longer pool, which is distinctive in this part of the country, and which allows activities that could not take place in a shorter pool. It also enables two activities to take place simultaneously without reducing the length of a lane swim unduly; people are concerned that a shorter pool will either be uncomfortably shortened by the needs of divers, or overcrowded, or both. Option 2 supporters, and some don't know, are unconvinced by the value for money argument and do not trust the figures.
- 10 People generally say they will use the centre more if modernisation goes ahead. This is true of people in all age-groups, and both genders. Current centre users say they will visit more often, or at least as often as they do now. However, some of those who say they will visit more are already users of other South Gloucestershire facilities, particularly Longwell Green.
- 11 Nevertheless, some people say they will leave. These tend to be those who favour Option 2 (but not all of them) and in particular those who live further away from KLC or who are members of some of the clubs using the swimming pool.

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November 2010***

Public opinion on options for Kingswood Leisure Centre

1 Introduction

Kingswood and Staple Hill are large urbanised areas on the eastern fringe of Bristol, in the unitary authority of South Gloucestershire. A community of approximately 100,000 people live within the notional catchment area (a 10 minute drive time) of Kingswood Leisure Centre (KLC), a large multi-purpose leisure facility which in practice attracts not only local residents but also users from further afield, in Bristol and beyond. The centre offers both dry and wet-side activities, and features a 33.3m swimming pool which is particularly attractive for minority water sports such as canoeing; as a result, the centre is popular with members of clubs that can take advantage of this comparatively unusual offer. In total, the centre serves around 40,000 customers a month.

KLC is now seriously in need of a major refurbishment, to improve amenities for users, reduce running costs, and achieve environmental impact targets. Without this, the building may have a limited lifespan, but a refurbishment of the type envisaged could provide at least 20 further years of service. Plans have been drawn up, and a consultation took place in spring 2010, but the results of this were not supportive to the Council's proposals and consequently the decision to proceed was called in.

The main grounds for objection were the reduction in length of the pool, and the adverse effect this might have on pool users, particularly those in clubs taking advantage of the longer pool for training and competitive events. The Council's analysis of the results suggests that the consultation that took place gained only a limited response, and may not have been representative of the views of local people, and the users of the centre.

The Council wishes to ascertain whether the views received in that earlier consultation are in fact representative of the majority of local residents and centre users, and has therefore commissioned further consultation to explore this.

The objective of this second wave of consultation was therefore

- To ensure that local people from the Staple Hill and Kingswood communities, and those who use Kingswood Leisure Centre, should be provided with information to enable them to make an informed decision about the refurbishment options, and

- To provide a range of accessible opportunities for a wide range of people, including local residents, to participate by informing the Council as to their preferred option.

To achieve these objectives, it was also important that this consultation should be

- Informative, and capable of engaging a wide range of possible interest so as to generate a volume of response
- Complementary to the work already undertaken
- As inclusive as possible of a wide range of interests in the centre, including
 - The wider community of Kingswood and Staple Hill, both adults and younger people
 - Residents who may have used the centre in the past, or who have the potential to become users of an improved facility
- Robust, and capable of standing up to possible challenge

2 Methodology

The choice being presented to people is one from two possible options. On the one hand, the Council is willing to modernise the Leisure Centre, improving the pool area, changing rooms and other swimmer facilities, and providing additional space for a larger gym area, for spinning and a dance studio. However, this can only be achieved if the current pool is shortened to a 25m pool, and the current learner pool is relocated adjacent to the main pool, rather than in a separate space as at present. Under this option, the Council would also carry out improvements to the fabric and plant to improve energy efficiency, to address weatherproofing issues, and to improve access.

The other alternative is that the Council would carry out only the improvements to energy efficiency and weatherproofing, with some minor improvements to access. Under this option, the pool remains at its current length and the learner pool in its present location, but there is no new gym, and no improved space for spinning or dance.

A review of the first consultation carried out by the Council concluded, among other things, that people had not been given a sufficiently full picture of the options, nor a sufficiently clear presentation of the choice that had to be made. We therefore had to devise a methodology that would enable us to give people information, and to secure their opinions, quickly and unequivocally. We also had to ensure that we achieved a sufficiently strong response, in terms of volume, to allow members of the authority to be confident that they had a reasonable picture of public perception.

A consultation leaflet was produced that presented the choice in clear and unequivocal terms, indicating the costs of the two options (using information provided by the authority) and clarifying that there was no “do nothing” option. A short, reply paid questionnaire was also drafted to enable people either to respond “on the spot” or to take the material away with them and reply later after reading it carefully.

A set of exhibition boards was also developed using material from the leaflet, together with photos and artists’ impressions, to illustrate the two options in clear and simple language.

Our approach to achieving public participation used several different strands:

- Roadshow events using the exhibition panels, to attract attention and enable us to give out information and secure a response;

- A permanent display in the Leisure Centre, supported with leaflets and questionnaires, to enable centre users to become informed and to respond;
- Targeted mailing to “Exercise on Prescription” and other contacts held by the Council;
- Small quantities placed in libraries and other outlets for issue on request;
- A freepost address printed on the questionnaire to enable response by post;
- An online questionnaire to enable people to respond in that way if they preferred;
- An online questionnaire for schools, to enable young people to have their say on the options;
- An e-mail address to allow people to respond and comment outside the constraints of the questionnaire.

This programme was also supported by media releases and direct promotion by ourselves and by officers at South Gloucestershire Council. Copies of the questionnaires used are provided in the appendix to this report.

The programme we followed ran over six weeks in total, from 24th September to 12th November 2010, and is set out in this table:

Table 1: Consultation programme

Consultation strand	Activity	Dates
Roadshows	Kingswood Leisure Centre	Friday 8 th October, 4pm – 8pm
	Staple Hill Shopping Centre, Broad Street	Saturday 9 th October, 9.30am – 2pm
	Kings Chase Shopping Centre, Kingswood	Friday 15 th October, 4pm – 7.30pm
	Kings Chase Shopping Centre, Kingswood	Saturday 16 th October, 9.30am – 5pm
	Kingswood Leisure Centre	Saturday 23 rd October, 8am – 12.45pm
	Kings Chase Shopping Centre, Kingswood	Friday 29 th October, 9.30am – 3.30pm
Online feedback	Email address	Live from 24 th September to 12 th November
	Online survey	Live from 24 th September to 12 th November
	Online survey for schools	Live from 4 th October to 12 th November
Pick-up materials	Kingswood Leisure Centre	Available from 8 th October, returnable up to 12 th November
	Libraries	Available from 11 th October, returnable up to 12 th November
	Exercise on prescription etc	Sent out 11 th October, returnable up to 12 th November

The response achieved from these different strands is presented here:

Table 2: Response to consultation

Strand	Approximate no. of responses secured	Net response after removal of duplicates
Kingswood Leisure Centre roadshows and pick-up	843	798
Shopping Centre roadshows	718	718
Online	311	288
Direct mail, email and miscellaneous pick-ups	22	22
Total	1,894	1,826

The numbers in each strand are approximate (because some people collected a form from one strand and returned it through another),¹ but show that the survey has attracted response not only from KLC users but also from the wider, but essentially local, public.

This is an excellent response and demonstrates a high degree of public interest in the topic. It is also much higher than the response in the first wave of consultation and demonstrates the value of this second phase in penetrating the public consciousness much more fully and providing the information needed to enable an informed choice. It is also a balanced response, at least to the extent that around half of those responding using a card did so through the leisure centre, with a similar number filling in a card from our on-street work at Staple Hill and Kings Chase shopping centres.

It is of course possible, even likely, that many who responded to the first consultation also responded this time round; we know, for instance, that many swimmers contributed their views to both studies. We are therefore reluctant to simply add the two sets of results together (they were based on different methodological approaches, and different levels of

¹ For instance, picking up a form at the shopping centre and filling in the online version; or returning a completed form from the Shopping Centre at the Leisure Centre.

information, in any event). Nevertheless, we do not dismiss this first round of consultation and refer to it in the analysis that follows.

We have also become aware that there have been attempts to influence this round of consultation (and, by implication, perhaps the first wave as well) by misuse of the opportunity presented. Some participants have completed the written questionnaire several times (one individual has done this at least nineteen times) and others have completed the online survey more than once (we know of one individual who has done this at least fourteen times).² We were aware of this possibility and put in place mechanisms to check for inappropriate duplication of response. With the Council's agreement, we have disregarded all submissions where there is substantive evidence of repeated participation by the same individual.³

Equally, where two people filled in their views on the same card (for instance a husband and wife), we have converted this into two separate responses.

This data cleaning exercise has reduced the total number of responses by 68, to **1,826**. This is a substantial number of responses, which means that a good deal of confidence can be placed in the results. It is of course not possible to calculate a formal response rate because of the way the consultation was carried out.

The results from the different strands have been brought together for analysis purposes and are presented in the tables that follow.

² Both options have their enthusiastic advocates and personation affects both option results.

³ This does not of course mean that we have disqualified multiple responses from the same household, which is entirely possible, nor from the same computer where this is a public or multi-user computer. We are nevertheless reluctant to disclose our approach to monitoring, as to do so would reduce its effectiveness in future. We also have to accept that our approach to dealing with personation is not foolproof.

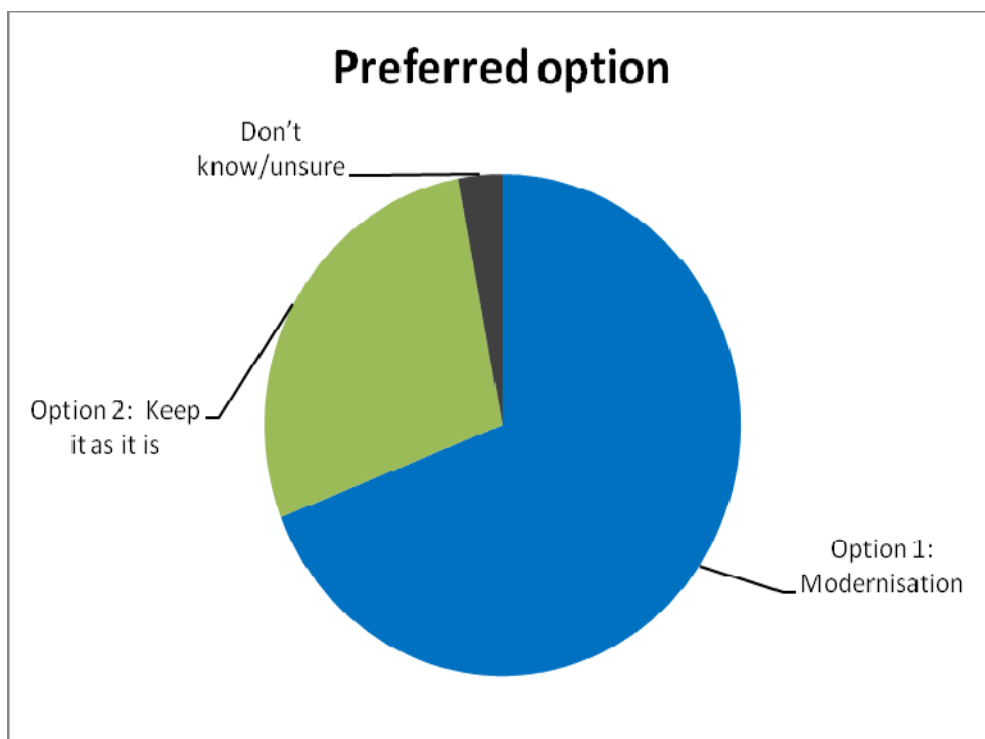
3 Results

3.1 Preferred option

A full respondent profile is provided in chapter 4 of this report; in the meantime, though, respondents' preferred options are shown in this table:

Table 3: Preferred option

Option	Proportion of all respondents
Option 1: Modernisation	69%
Option 2: Keep it as it is	28%
Don't know/unsure	3%
<i>N (=100%)</i>	<i>1805</i>



Overall, there is a clear and strong majority in favour of modernisation. Over two thirds of respondents (69%) favour this option, against just over a quarter (28%) who favour the “keep it as it is” option. A small proportion of people remain undecided. This means that there are five people favouring modernisation for every two who want to keep the centre as it is.

This represents a substantial difference from the first consultation, which the Council conducted in the Spring. We believe there are several reasons for this:

- The consultation approach adopted for this wave has achieved much higher volumes of response, so that it has reached well beyond those with vested interests in the future of the centre;
- This wave of consultation has not been influenced to the same extent by the views of specific user groups (though we know that some groups have mobilised their members to respond in this wave as well);
- This wave has been more active, in that it has gone to where people are and clearly presented the options and the choice facing people. We have therefore reached, and included, people who would not otherwise have taken part – but who do nevertheless have a view.
- There are far fewer people choosing the “unsure” or “don’t know” option; this proportion has fallen from 26% in the first wave to 3% in this wave.

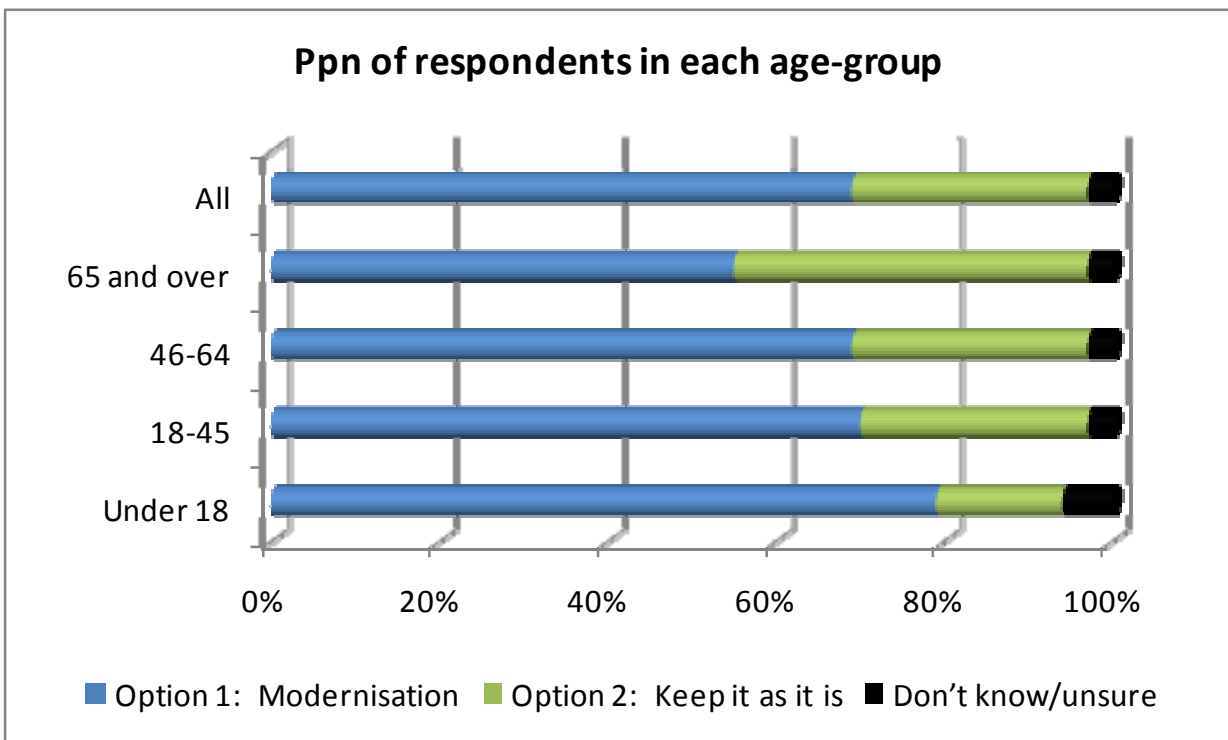
We have not combined this result with the earlier consultation, because we know there is significant overlap between those who participated, in that many people have taken part in both consultations. It is worth noting in passing, nevertheless, that even if the results of the two waves of consultation are combined, the result is still a clear majority (of the order of two to one) in favour of Option 1.

3.2 Preferred option by age

This table shows how the choice differs between people of different age-groups:

Table 4: Option chosen by age-group

Option	Proportion of respondents				
	Under 18	18-45	46-64	65 and over	All
Option 1: Modernisation	79%	70%	69%	55%	69%
Option 2: Keep it as it is	15%	27%	28%	42%	28%
Don't know/unsure	6%	3%	3%	3%	3%
<i>N (=100%)</i>	<i>242</i>	<i>804</i>	<i>428</i>	<i>295</i>	<i>1805</i>



Whilst each option has supporters in each age-group, there is a clear majority in favour of Option 1 in each of the four age-groups. This is most marked among the under 18s, where four-fifths of respondents favour modernisation, and only one in seven respondents prefer to retain the centre as it is; but modernisation is not only supported by young people. The middle age-groups are also very strongly in support of modernisation, and even in the over 65s age-group, where Option 2 is most strongly supported, there is still a clear majority favouring Option 1.

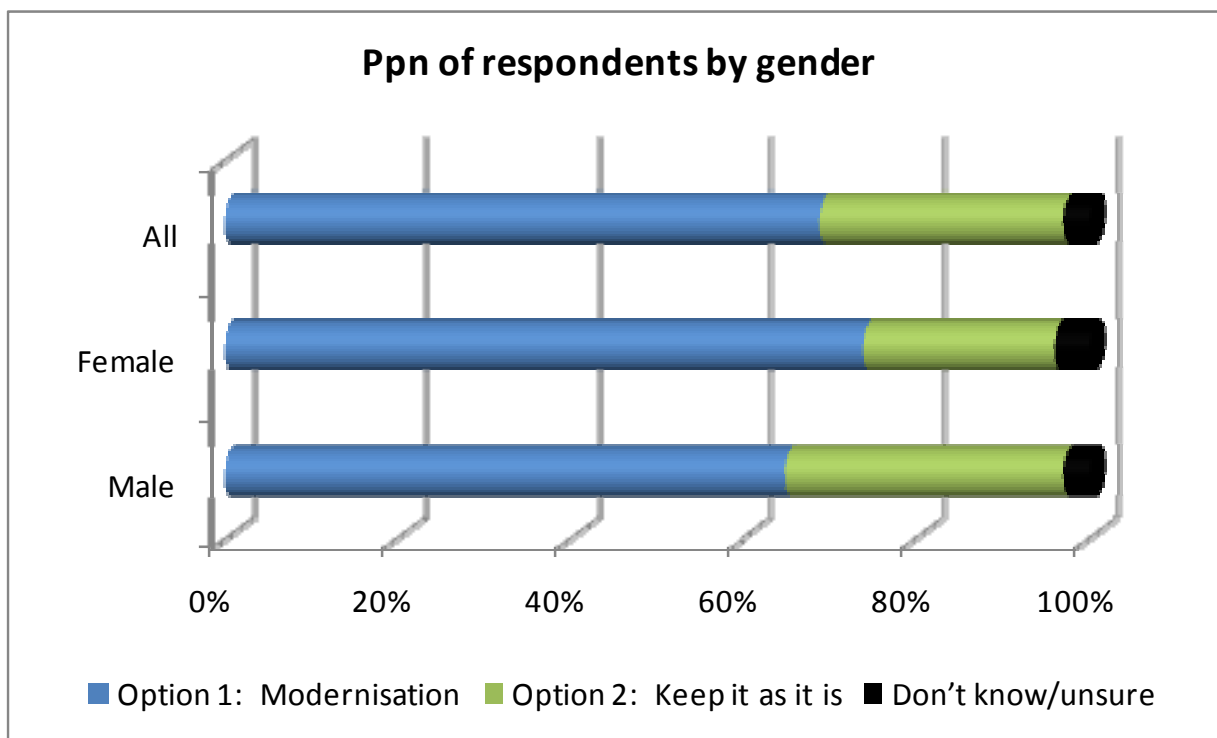
Those favouring Option 2 are in the minority in all age-groups, but the proportions favouring Option 2 tend to increase with age, and in the over 65s age-group, the proportion favouring Option 2 has risen to over two-fifths of all respondents.

3.3 Preferred option by gender

We can also explore whether gender is a factor affecting the choice of option.

Table 5: Option chosen by gender

Option	Proportion of respondents		
	Male	Female	All
Option 1: Modernisation	65%	74%	69%
Option 2: Keep it as it is	32%	22%	28%
Don't know/unsure	3%	4%	3%
<i>N (=100%)</i>	676	925	1805



Both men and women choose the modernisation option in overwhelming proportions. Two thirds of men, and three quarters of women, prefer Option 1. Modernisation is thus a little more popular with women, but only one in three men choose Option 2, and for every man who does so, two choose Option1.

3.4 Preferred option and geography

The result also varies according to where people live, as determined by the first part of their postcode (the postcode “sector”). In this analysis, BS15 and BS16 are the two postcode sectors closest to Kingswood Leisure Centre. BS15 covers the area south and east of the Leisure Centre, and includes Kingswood itself, Warmley Hill and Hanham, and stretching out towards (but not quite as far as) Longwell Green. BS16 covers the area north and north-west of the Leisure Centre, including Mangotsfield, Downend, and Staple Hill, but also stretching westwards to Fishponds and Eastville, and eastwards as far as Pucklechurch. The centre itself sits almost exactly on the boundary between the two sectors.

BS5 and BS30 are further away, but might still be in the catchment area of Kingswood Leisure Centre. BS5 is west of the Leisure Centre and takes in St George and Speedwell; BS30 is a rural area that includes Warmley and Longwell Green as well as several villages east of Kingswood and Staple Hill.

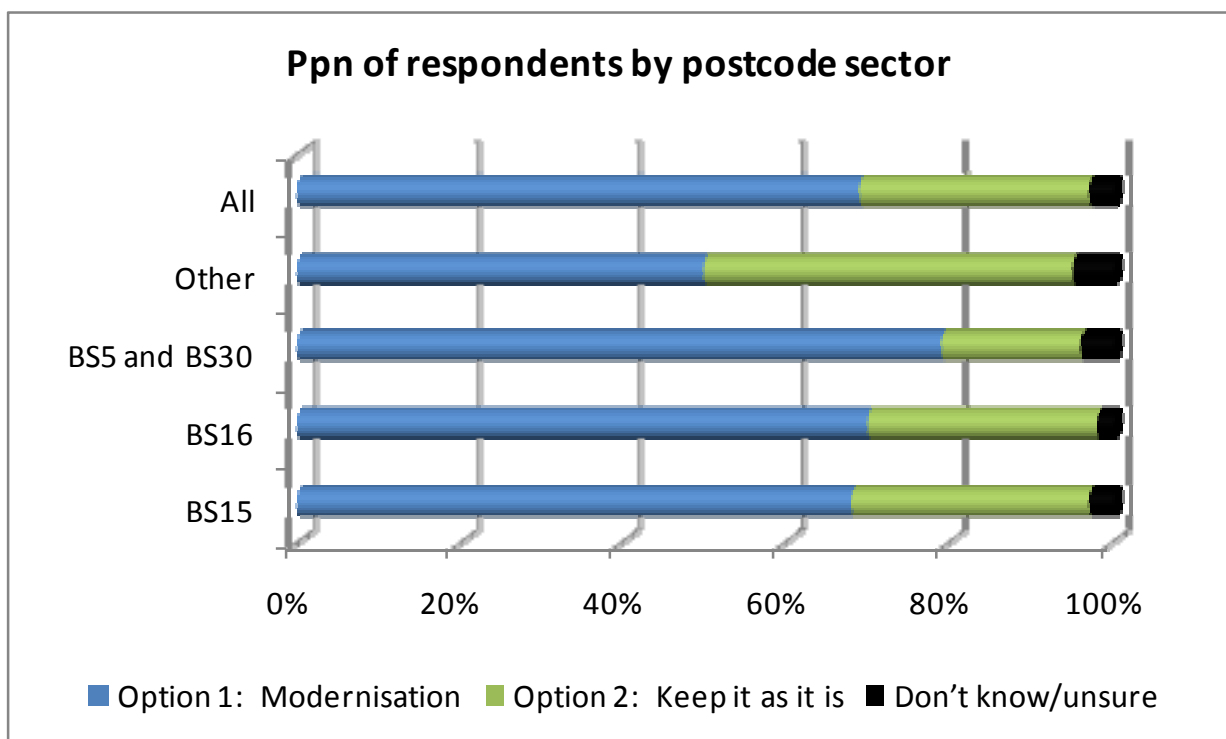
The approximate boundaries of the postcode sectors are shown on this map:

Map 1: Postcode sectors in the Kingswood area



Table 6: Option chosen by postcode sector

Option	Proportion of respondents				
	BS15	BS16	BS5 and BS30	Other	All
Option 1: Modernisation	68%	70%	79%	50%	69%
Option 2: Keep it as it is	29%	28%	17%	45%	28%
Don't know/unsure	3%	2%	4%	5%	3%
<i>N (=100%)</i>	<i>555</i>	<i>567</i>	<i>184</i>	<i>142</i>	<i>1805</i>



Both options have supporters in all the postcode sectors in this table, but it is clear that, in the two postcode sectors closest to KLC, there is strong support for Option 1. In both BS15 and BS16, the two sectors closest to KLC, the support for modernisation is

overwhelming, with over two thirds of people supporting Option 1, against less than one third in support of retaining the centre as it is. As far as local residents are concerned, Option 1 is a convincing winner.

For residents slightly further afield, in BS5 and BS30, the majority in favour of modernisation is even more convincing. Here, four out of five people choose Option 1, against just one in five preferring Option 2.

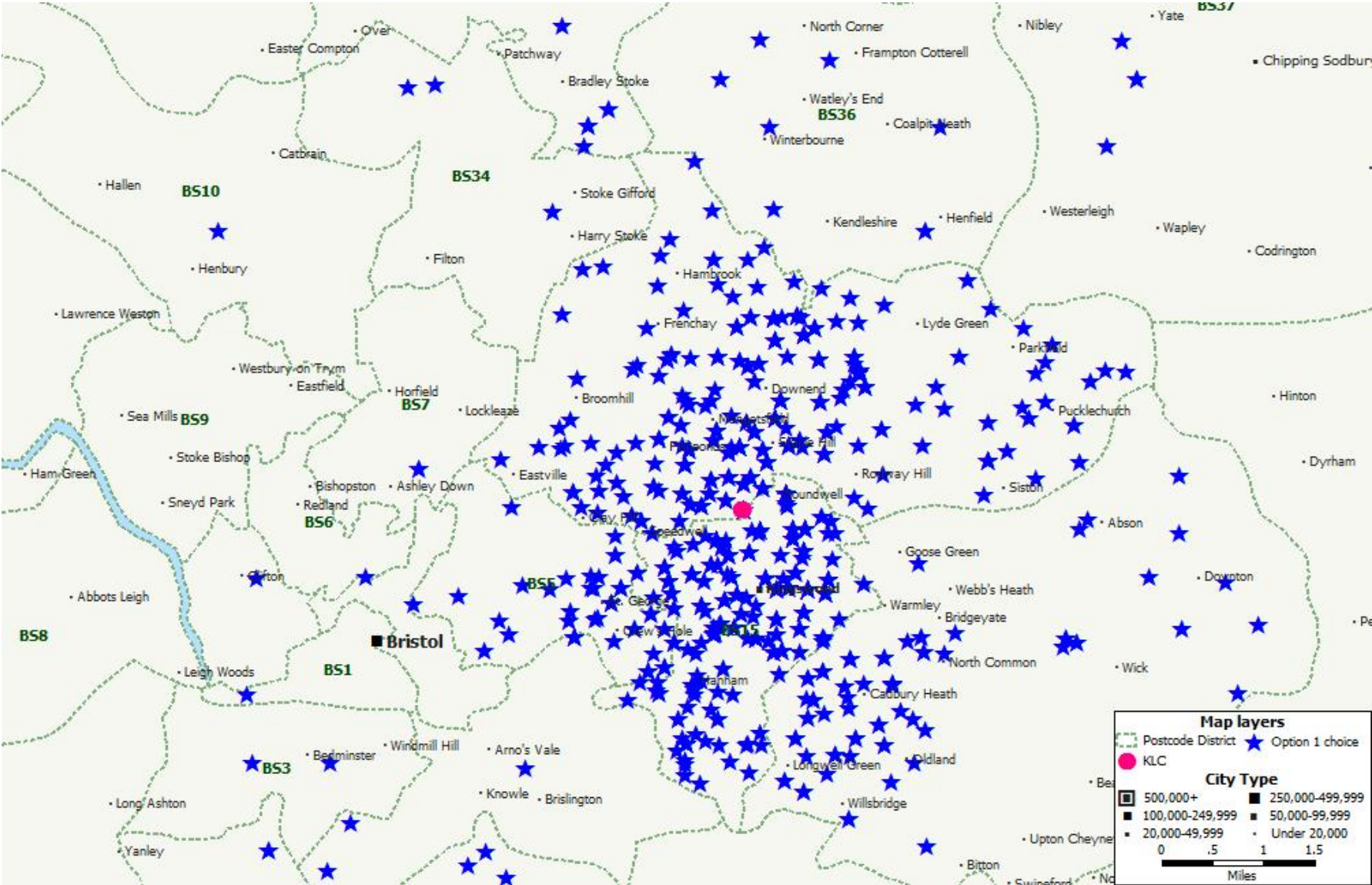
However, moving beyond the local postcode sectors changes the dynamics of the result. Among more distant residents, there is still a majority in favour of modernisation, but it is much narrower, and support for Option 2 is much stronger, with over two in five respondents choosing to keep the centre the way it is.

Whilst there are exceptions to this rule, the general picture is thus of strong support for modernisation from those for whom this is their local centre, but a much stronger cohort in favour of retention among those who live further away. This in turn suggests that those who live further away (and who therefore choose this centre in preference to others that are nearer) are motivated more by the distinctiveness of the centre (and specifically its longer pool) than by the quality and condition of the centre itself.

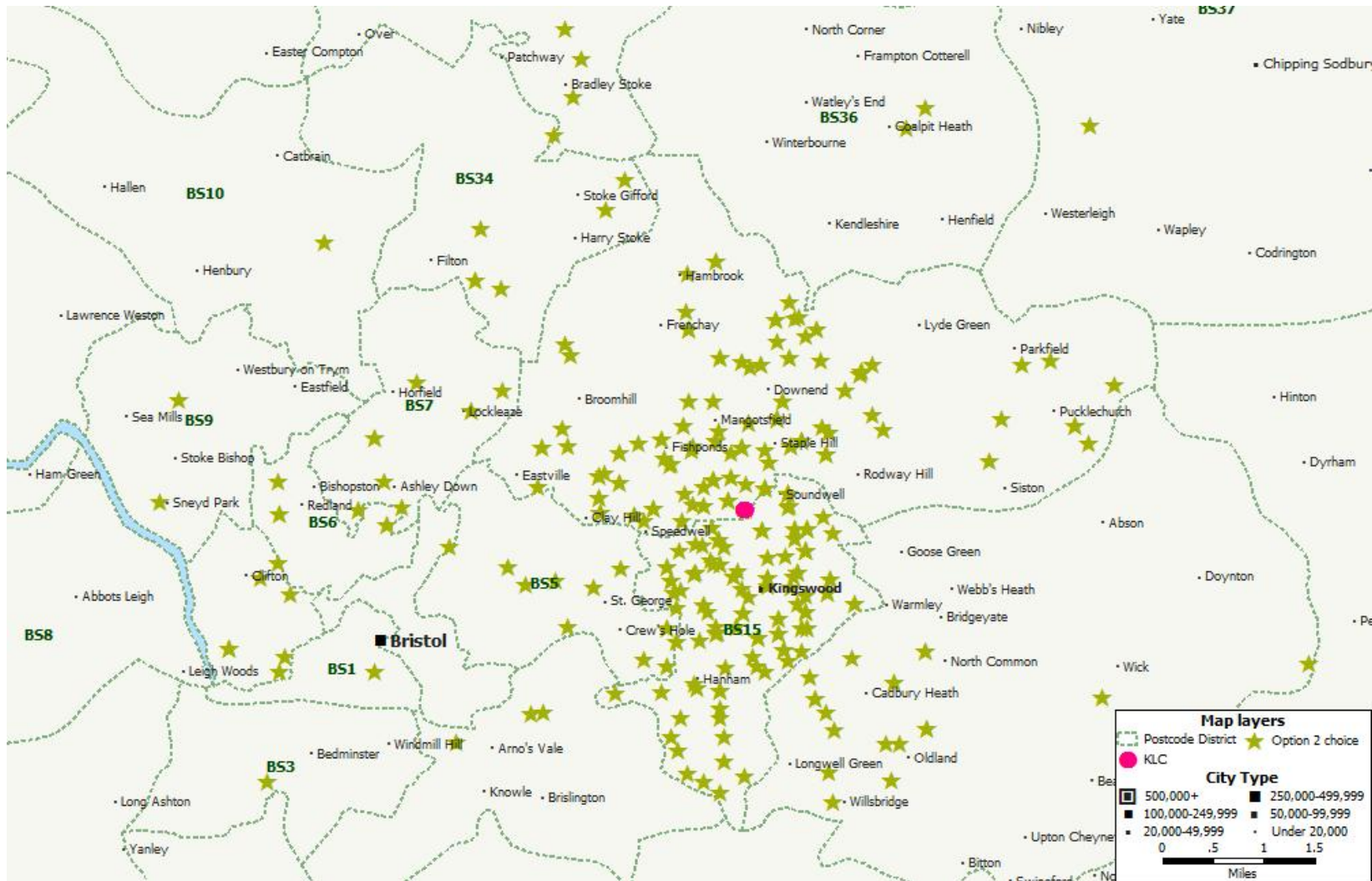
“Other” postcodes include those in the Bristol conurbation, but also some from quite a lot further afield, including areas well to the south of Bristol such as Nailsea, north to Thornbury and beyond, and even one person from Hemel Hempstead (a regular visitor to the area for family reasons). Almost all were contacted through the centre, or through the roadshows, and therefore have some sort of contact with the locality.

The maps that follow show the locations of those giving their postcodes in relation to the Centre itself.

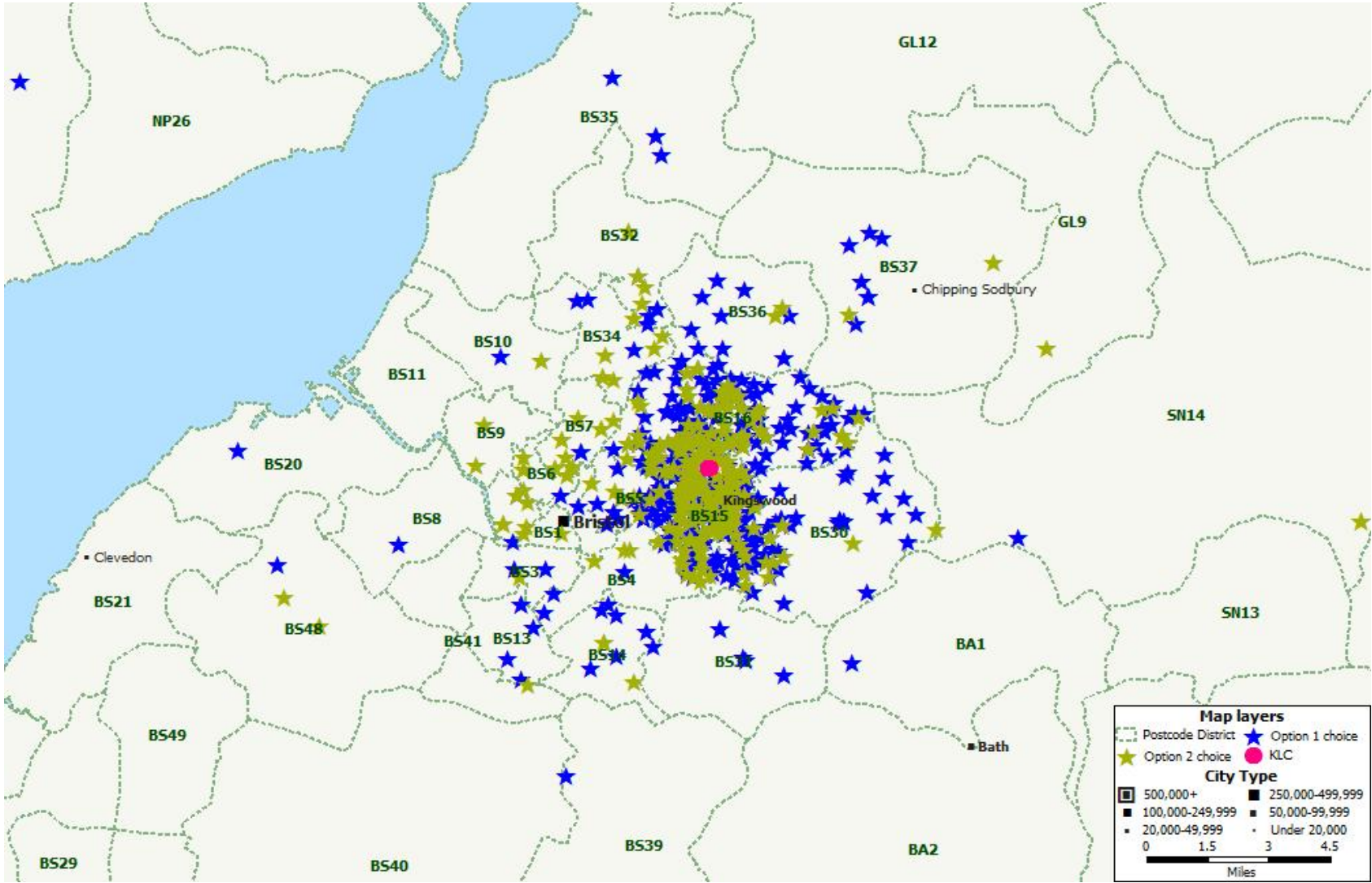
Map 2: Option 1 residents



Map 3: Option 2 residents



Map 4: Both options



Map 2 shows that those who support Option 1 are most heavily concentrated in the area immediately around the Leisure Centre; in fact a large proportion of them live within a 2 mile radius of the centre. The main distribution of Option 1 supporters is a kidney-shaped one that corresponds to the main built-up area of Kingswood and Staple Hill, but which spreads further than this, especially to the south. There is also a scattering of residents who support Option 1 from further afield, including the rural area to the east of the centre, and penetrating into the east of Bristol itself.

Map 3 shows a similar concentration of responses in the immediate surroundings of the Leisure Centre, but here there are fewer people responding from the south of the area, and proportionately more from the countryside areas and the wider Bristol area.

Map 4 combines the two distributions into a single, wide area map in which the bulk of the response from both sides of the argument is shown as concentrated around the centre. The map also shows, though, that the supporters of Option 2 are scattered quite widely, bearing in mind that there are around five blue stars for every two green ones.

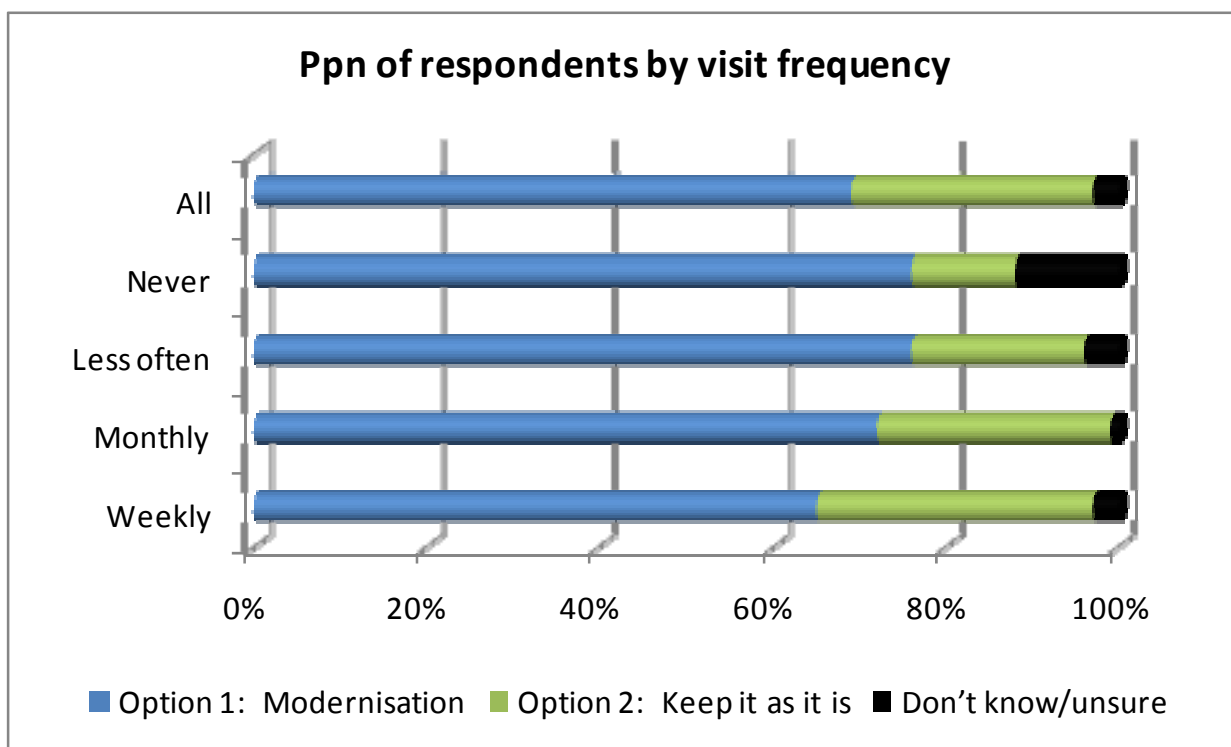
Looking at the distribution of postcodes according to the way people took part in the survey, we note a concentration of non-local postcodes in the online portion of the survey, and particularly linked to one of the user groups, indicating that the centre has a much broader appeal than a typical Leisure Centre which is no doubt because of its distinctive pool offer and its relevance to the needs of specific user groups.

3.5 Preferred option and frequency of visiting

This table shows how the preferred option varies according to how much people use KLC.

Table 7: Option chosen by frequency of using KLC

Option	Proportion of respondents who visit KLC				
	Weekly	Monthly	Less often	Never	All
Option 1: Modernisation	65%	72%	76%	76%	69%
Option 2: Keep it as it is	32%	27%	20%	12%	28%
Don't know/unsure	3%	1%	4%	12%	3%
N (=100%)	1137	256	255	129	1805



Relatively few people who never use the Leisure Centre took part in the study; many disqualified themselves by declining to be approached in the roadshows, or ignoring the consultation. This is not surprising and only to be expected in a consultation of this type.

Among all three groups of centre users, the modernisation option emerges as the preferred option. Two thirds of those who use the centre most (at least weekly, often more frequently even than this) choose the modernisation option, twice as many as choose the “keep it as it is” option. Among less committed users, the result is similar, but even more strongly in favour of Option 1; among monthly visitors the majority is three to one in favour of modernisation, and among less frequent, more casual visitors this rises to nearly four to one in favour of modernisation.

What is noticeable, though, is that support for Option 2 tends to be higher according to the frequency with which a person uses the centre; those who visit more often are also more likely to choose this option. Nevertheless, they remain a minority, albeit a substantial one, even among the most regular of KLC’s customer base.

3.6 Preferred option and last visit

In the online portion of the survey, we ask a question about the last time a person visited the centre. Response levels to this are comparatively small, but an analysis of response according to the time of the last visit also suggests that those who visited most recently are more likely to choose Option 2, while those visiting longer ago are more inclined towards Option 1. However, since we know that almost all those who collected their response form at KLC had, by definition, also visited within the past week when completing their form, we are more inclined to combine these results; doing this shows a significant majority in favour of Option 1, by 60% to 35%. This in turn suggests the online results are affected by the presence of a disproportionate number of club members voting in a different way to other leisure centre users, a factor which probably influenced the outcome in the first consultation as well.

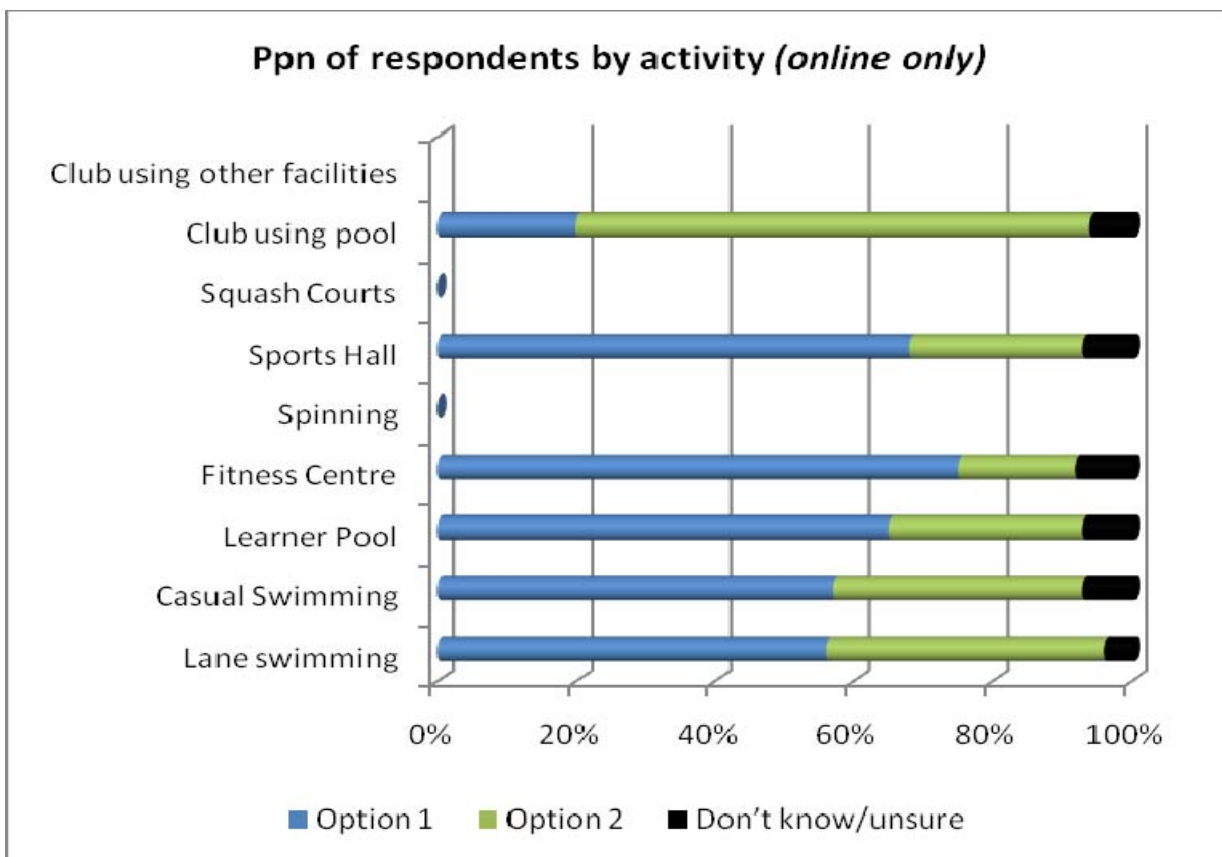
3.7 Preferred option and activity at KLC

In the online portion of the survey, we also ask an additional question about the activities people take part in at KLC. The actual response to this is given in Chapter 4 of the report, but this table shows the extent to which it affects the choice of option.⁴ In this analysis, the choices made by those who participate in an activity at least from time to time are included; those who have never tried this activity are excluded.

Table 8: Option chosen by activity

Activity	Proportion of respondents who choose			N (=100%)
	Option 1	Option 2	Don't know/ unsure	
Lane swimming	56%	40%	4%	95
Casual Swimming	57%	36%	7%	133
Learner Pool	65%	28%	7%	40
Fitness Centre	75%	17%	8%	51
Spinning	<i>Numbers too small</i>			
Sports Hall	68%	25%	7%	53
Squash Courts	<i>Numbers too small</i>			
Club using pool	20%	74%	6%	76
Club using other facilities	<i>Numbers too small</i>			

⁴ Bearing in mind, of course, that the results for this question are also based on much lower levels of response, and must be regarded with more caution as a result.



The numbers responding are so small in some areas of the centre that we cannot draw meaningful conclusions, and even those numbers displayed here should be regarded with caution. The samples would not normally be regarded as reliable, but they do illustrate a feature that has been hinted at already in earlier results.

There is a majority in favour of the modernisation option in each of these activity areas apart from one, but the majority is much stronger among those who use the fitness centre. No doubt this is because the idea of a new, enlarged gym is an attractive one. The appeal of modernisation also achieves a majority in other sports, including both lane swimming and casual swimming, albeit with significant minorities in favour of Option 2.

The exception is among clubs using the pool, where there is a strong majority in favour of Option 2, keeping things as they are. Here, proponents of the present configuration outnumber those who want to change things by nearly four to one.

Several people have characterised the choice as one between the general needs of everyday and casual visitors, and those of special interests. This is highly over-simplistic, but the statistics in this table, unreliable as they are, give some weight to that argument.

3.8 Responses from clubs and societies

In addition to individual responses, we have received a limited number of responses from clubs and groups.

- **The Aquarians** are a family-run local swimming school with a membership of over 70 people primarily from the local area. They support Option 2, but also challenge the calculations in the leaflet and the range of options and information being made available.
- **Avon Canoe Club** are users of the Leisure Centre pool (though it has separately been suggested that they now use facilities elsewhere) and support Option 2. They too challenge the leaflet on the grounds of bias, and complain about the lack of notice to clubs that this further consultation was taking place. They also have doubts about the combination of the two consultations. Several members of the Canoe Club have also expressed individual views, especially in the online consultation.
- **Soundwell Swimming Club** has not responded formally to the consultation but has recommended to its members that they respond in favour of Option 1.
- An individual has emailed in support of Option 1, but invites SGC to consider installing solar panels as a way of reducing costs, improving energy efficiency and potentially generating revenue.
- An individual emails in without expressing a preferred option, but suggests renaming the centre back to Soundwell Leisure Centre (it was often referred to this way in our on-street roadshows). He also suggests a third option for consideration.
- An individual emails in support of Option 2, noting that he would support option 1 were it not for the reduction in length of the pool. He also suggests a third option and regrets that other options do not appear to have been entertained.
- Three individuals email in support of Option 2, and one in support of Option 1, without further comment.

Where an opinion has been expressed by an individual, it is included in the data presented in this report. Those emails communicating a wider opinion, or on behalf of others, have been provided to the Council (anonymised where appropriate) to take due

account of the membership represented, some of whom will have responded as individuals.

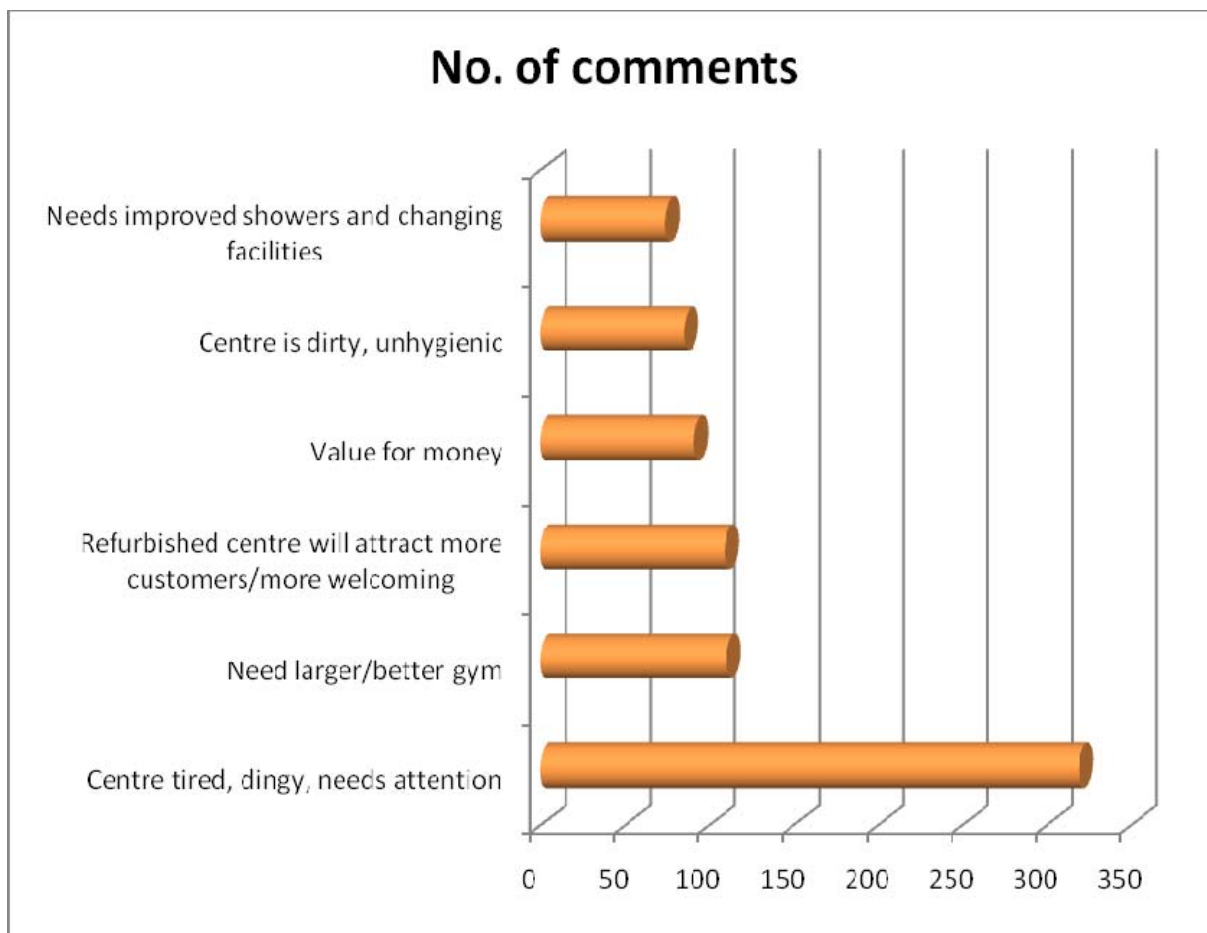
3.9 Reasons for preferring Option 1

Several respondents explained the reasoning behind their choice, and these have been grouped into broad thematic areas.⁵ The table below shows the numbers of comments made around each broad theme, by those who favour Option 1.

Table 9: Reasons for favouring Option 1

Theme	No. of comments
Centre tired, dingy, needs attention	319
Need larger/better gym	110
Refurbished centre will attract more customers/more welcoming	109
Value for money	91
Centre is dirty, unhygienic	85
Needs improved showers and changing facilities	74

⁵ Many people's comments cover more than one theme, and these have been counted accordingly.



By far the most significant reason given for supporting the modernisation option is that people believe **KLC needs attention**. There is a widespread opinion that the Centre is dingy and tired, and desperately in need of improvement, not least to bring it up to the standard of other South Gloucestershire facilities, and up to the standards demanded by 21st century customers.

These comments illustrate what people are saying about this:

"It's due to be updated....hasn't been changed for a long time...very dated in comparison to other centres."

"It desperately needs to be updated and modernised...it's a bit of a dive!"

"Modernisation is well overdue."

"The facilities are in a very poor state, not to mention the ceiling."

A number of respondents make comparisons between KLC and other local Leisure Centres, either by name (usually Longwell Green) or more generally, and reach the conclusion that KLC is poor in comparison.

Clearly one of the primary attractions of Option 1, at least for one group of customers, is the offer of a larger (and by extension, better equipped) **gym facility**. Several respondents welcome this, either because they are discouraged from using the present facilities by their size and location, or because they expect a new gym facility to offer them more in terms of availability and choice of equipment. Some go so far as to make suggestions as to new equipment they would like to see installed; others indicate that they would switch to the KLC gym if it were relocated as planned in option 1.

"A bigger gym...and not having to wait!"

"I would join with the larger gym, it is too small at present."

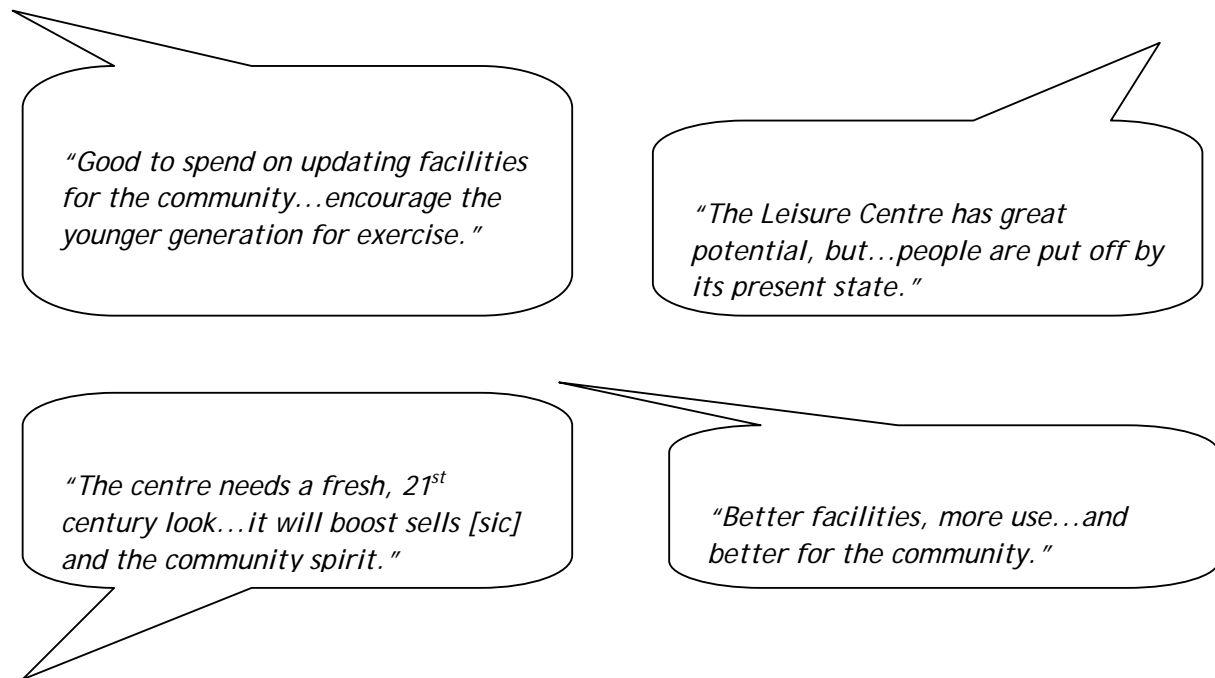
"The gym is far too small and at times, when busy, can be hazardous."

"If people want a gym, they can go to Longwell Green."

Some of those who support Option 2 also mention the gym facilities, primarily to suggest that, as they don't use them, the gym argument carries little or no weight for them. Some, though, note that there are plenty of other choices for would-be gym users, whereas there are no other long pools. There are also some who suggest that gym usage is a fad that will pass, whereas people will always want to swim.

An improved gym is expected to spread demand for equipment and enable KLC to deal more effectively with peaks in demand. It is clear, though, that gym users are largely expecting the move to a new room to be accompanied by an increased investment in equipment, and an enhanced reliability of that equipment as well. A small number of responses note that the present gym membership fees do not offer value for money, as the facilities are so limited, though the proposal to modernise is expected to address this problem.

For many people, modernisation is sufficient justification in itself to take them towards choosing Option 1; their rationale for choosing this is simply that the new centre will be "better" than what is on offer at present. Others, though, see wider and more specific benefits from the modernisation option, and these include the increased potential of a modern Leisure Centre to **attract new customers**, improving revenue and providing a constructive and healthy choice for people.



As in these quotes, a number of people carry through the idea of increased take up of the facilities to a **wider community benefit**, expressed in different terms – a local provision that reduces the need to travel, a more convenient facility that is easier to use, a more attractive facility that will draw (especially local) people in more, something for local young people to use, and so on. There is also a perception that the **area deserves a better Leisure Centre** than the one currently being provided, not least because other communities in South Gloucestershire enjoy more modern, clean and up to date centres, while Kingswood has (as they see it) an outdated, dilapidated centre.

Alongside this, several people comment on their perception that a new Leisure Centre will be **more welcoming**, which will also encourage more people to visit and at least try the facilities out, and that it will **encourage healthier lifestyles** by making it easier to pursue healthy choices.

Wider **value for money issues** relating to KLC have also been persuasive, and one of the main reasons for choosing Option 1 is the perception that it offers better value – and, for many, much better value – than the alternative. The additional benefit secured for what is perceived as a modest additional cost, with no impact on Council Tax, is persuasive for many respondents, to the extent that it seems obvious to some that Option 1 is the only sensible choice they can make.

"It's a no-brainer!"

"The difference in cost is minimal, but the benefit will be great."

"Option 2 would need to be updated in [a few] years, at even more cost."

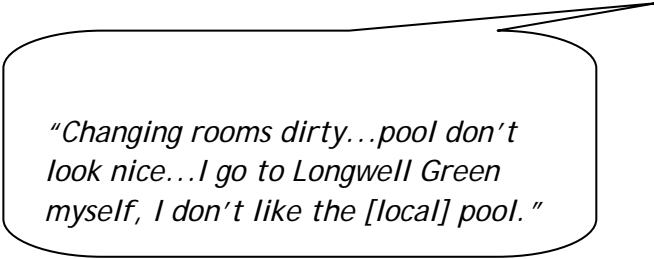
"New improved facilities at little extra cost... would also generate increased usage and fees."

In addition, some people see the potential of a modernised Leisure Centre not only to reduce running costs now, but also to generate increased revenue through extra admissions (the argument is that a new centre will attract additional custom) and perhaps to achieve further savings in the future. There is also a perception in some quarters that the promised benefits of Option 2, although this includes the same energy efficiency and fabric repair outcomes, are less substantial than the parallel benefits included in Option 1 – perhaps because they are less visible. Only a few people pick up on the staff reduction implicit in lifeguarding when the pools are side-by-side, but those who do can see the potential for savings in staff costs.

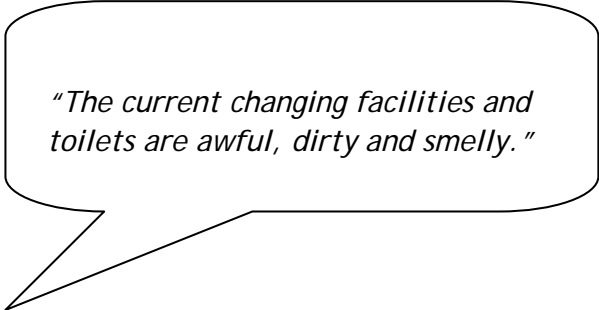
That said, it is also noted that several of those who choose option 2 are unconvinced by the value for money argument. The principal problem with the financial argument, to them, is that they do not believe that the difference in the outcome between Option 1 and Option 2 can be accounted for with such a small difference in cost. The comment below sums up this argument, which was expressed several times in our roadshow events as well as on the response cards.

"I don't believe...how by spending £2 million, barely anything gets changed, while an extra £600k seems to create a totally new pool... doesn't add up."

A major reason for wanting a new, modern centre is the expectation that this will deal with **cleanliness and hygiene issues** at the existing centre, which are perceived by many as a significant problem, especially in relation to **changing rooms, showers and toilets**, in some cases encouraging people away from KLC and towards other, cleaner choices. KLC is seen by several of its customers as struggling to maintain the standards of cleanliness and hygiene that they expect. This comment is also echoed by some of those who oppose the proposal for other reasons, but nevertheless see cleanliness improvements as a priority.



"Changing rooms dirty...pool don't look nice...I go to Longwell Green myself, I don't like the [local] pool."



"The current changing facilities and toilets are awful, dirty and smelly."

A number of other reasons are given for choosing Option 1. These include the prospect of a **better range of facilities** (the gym, but also the other new facilities on offer, including the dance and spinning opportunities, and other activities). There is also an argument based on **energy-efficiency**; although both Options incorporate energy efficiency measures, several supporters of Option 1 cite a perception that this will produce a more energy efficient building than the alternative, based in part on the reduced amount of water in the pool. One respondent (via the e-mail address) also suggests utilising the south-facing roof of the Centre to deploy photovoltaic cells to generate solar power, to reduce energy costs further, and perhaps raise additional revenue through sell-back to the National Grid.

The perceived advantages of having **the learner pool** next to the main pool convince some who choose Option 1; they see this as allowing them to monitor children who can swim whilst supporting siblings who are still learners. Some also think the proposed new learner pool will improve on the one they have at present; others think it will help to promote the centre to families, as they will be able to stay closer together while using the pool.

This is not a universal view, however; on the learner pool, there is a similar-sized body of opinion that likes the present arrangement and prefers a separate learner pool. This seems to be for a variety of reasons: the separate pool is less distracting for the children, who therefore are more easily managed and learn better; children aren't tempted by the main pool; and security (paedophiles are mentioned here) is better.

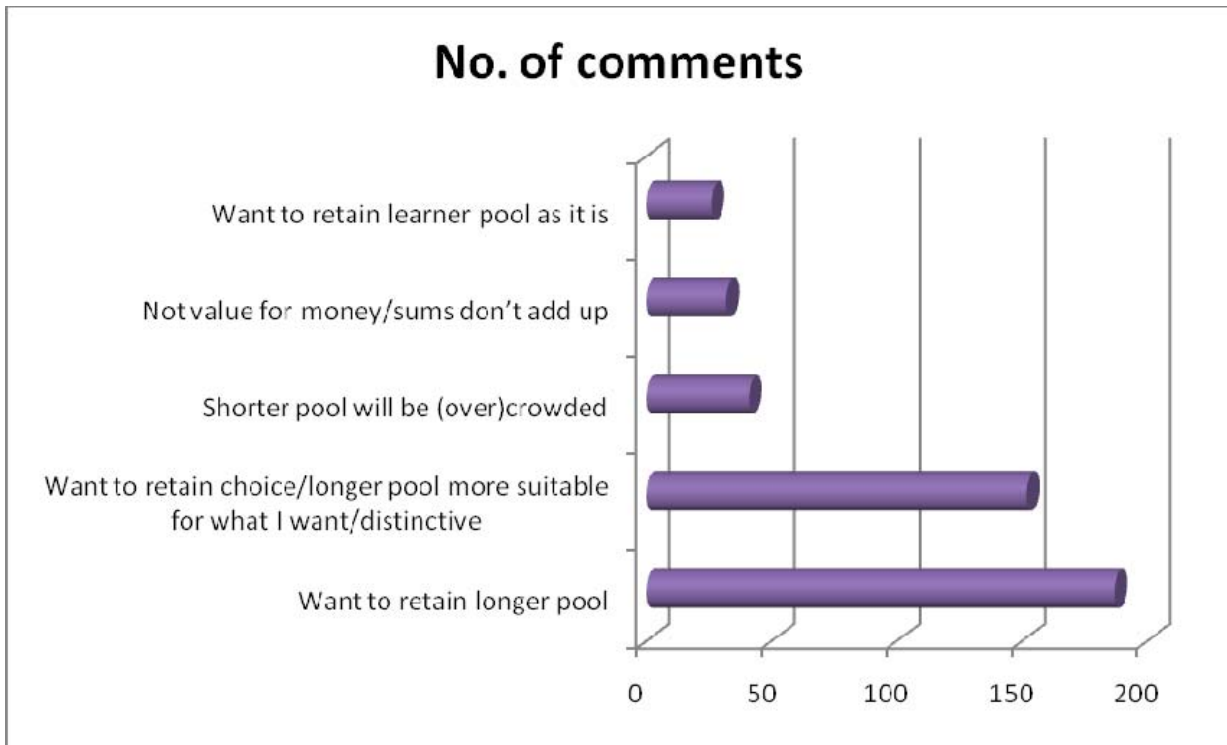
There are also several respondents who choose option 1, at least in part, because of the **improved access** it offers. These include wheelchair users and others with disabilities or mobility limitations, and also some buggy users, including those with double buggies.

3.10 Reasons for preferring Option 2

Conversely, these are the main reasons for preferring Option 2:

Table 10: Reasons for favouring Option 2

Theme	No. of comments
Want to retain longer pool	187
Want to retain choice/longer pool more suitable for what I want/distinctive	152
Shorter pool will be (over)crowded	41
Not value for money/sums don't add up	32
Want to retain learner pool as it is	26



By far the primary reason for choosing Option 2 is the **retention of the longer swimming pool**. The present long pool offers several advantages to those who like it, including the possibility of swimming longer lengths than in a “standard” pool. This translates for some swimmers into a distinction between “serious” swimmers and “leisure” swimmers, with the former needing a longer pool in order to have a “proper” swim. Interestingly, several advocates of Option 2 also believe that they have widespread, or even universal, support, for this position.

“I like a larger pool. I like a swim, not a dip.”

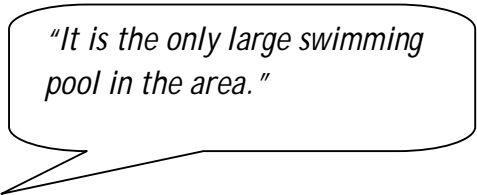
“I don't want the length of the pool shortened [and] that is most people's opinion.”

“Keep one [pool] for leisure swimmers, and Kingswood for those who like to have a good swim workout.”

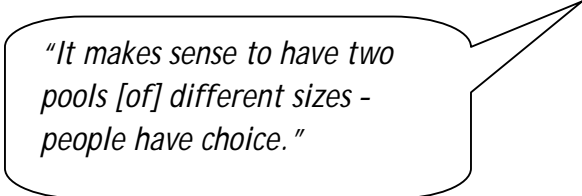
“It is a better pool for those who really want to...swim.”

It is also noticeable that few people who choose Option 1 do so because they want a shorter pool; in fact several are disappointed, or grudgingly accept, that this is the price they have to pay for the other benefits that, they believe, outweigh this loss. There are some, nevertheless, who dislike the long pool, mostly because they find it too demanding when swimming full lengths.

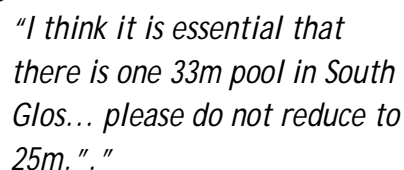
The desire for a long pool is also implicit in the responses of those advocating the **principle of choice**, whose argument is that a standard length of pool means that KLC will be no different to any other South Gloucestershire pool, and will thus deprive those who deliberately choose, or whose sport requires, a longer pool, of the capacity to make that choice. This distinctiveness is itself a valid reason for rejecting the proposal, as it creates yet another 25m pool at the cost of something unique in the area.



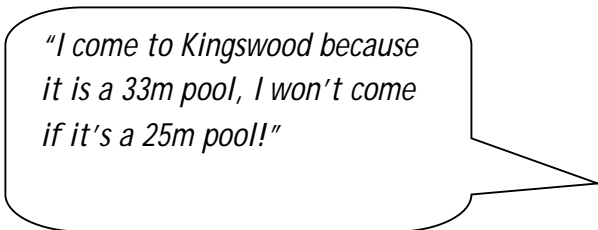
"It is the only large swimming pool in the area."



"It makes sense to have two pools [of] different sizes - people have choice."



"I think it is essential that there is one 33m pool in South Glos... please do not reduce to 25m. ". "



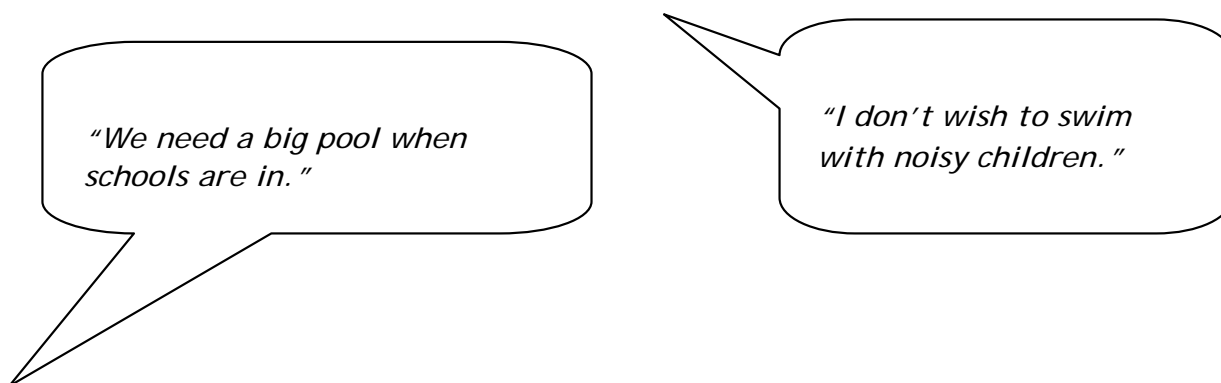
"I come to Kingswood because it is a 33m pool, I won't come if it's a 25m pool!"

Several who make this point also indicate that the longer pool is the principal, or in some cases only, reason why they choose to come to Kingswood; some add that they will no longer patronise the Leisure Centre if the pool is shortened, as it will no longer support their needs or preferences. These include club members who draw attention to the **lack of local alternatives** suited to their needs (canoe polo and kayaking are mentioned here) which could mean closure and loss of business to the centre.

Some advocates of Option 1 counter this by drawing attention to the need to support the needs of all local people, and not just the specific needs of clubs and sports that need, or want, a longer pool. This is essentially an argument about inclusion; some people feel their needs are over-ridden or ignored by the choice of Option 2, just as those choosing Option 2 feel their needs are left unsupported by the proposed shortening of the pool.

Another factor influencing views on the length of the pool is the pressure on space; even the present pool is sometimes busy, and people are concerned that a shorter pool would increase **overcrowding**, or reduce the enjoyment of their swim, at certain times. As things stand, the pool is sometimes shortened by placing a boom across it to allow for use of either the shallow end or the deep end for specific activities; the longer pool means this can happen in conjunction with retaining a long lane length for lane swimming at the same time. A shorter pool would prevent this, or reduce the lane length to an unacceptable degree. It would also mean that the same number of lane swimmers have to fit into a smaller lane space allocation.

This problem arises, for instance, when schools are swimming at the same time as lane swimmers. Overcrowding is not the only issue, though; some respondents dislike sharing their pool time with children, at least partly because of noise and disturbance.



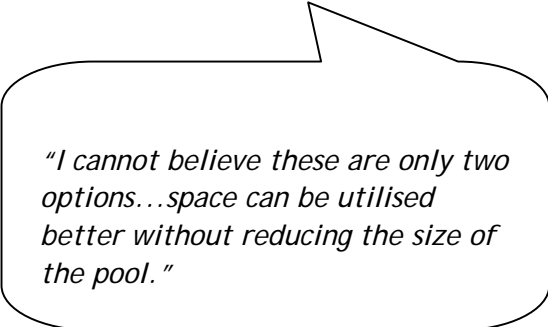
Diving is another activity that calls for a larger pool to minimise impact on other pool users. It is clear from some people's responses that (in spite of the inclusion of diving boards in the modernisation option) there is a perception in some quarters that diving is under threat from the modernisation option; this was a factor in some people's choice of option 2.

Some other reasons for choosing Option 2 – the **learner pool**, and the **value for money** issue - have already been explored above, but those not yet mentioned include the idea that KLC is a heritage building that encapsulates a certain vintage of leisure facility that should be preserved.

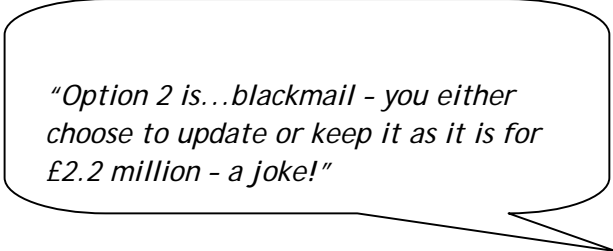
Although most respondents are able to indicate a clear choice of one option or the other, a number qualify their answer, whilst others are unable to decide between the two. Generally it is the choice between a longer pool and a modern centre that causes the difficulty, with some option 1 respondents expressing regret that they can't have both a

longer pool and a new centre, and some Option 2 respondents suggesting that it should be possible to retain the pool and still complete some of the modernisation outcomes.

A small number of Option 2 respondents, and some who are unsure, draw attention to what they perceive as bias (or worse) in the materials provided to illustrate the two options, and some who see the survey as unnecessary, wasteful, or leading towards a preferred outcome; the financial data in the leaflet is sometimes cited in this viewpoint. There are also some respondents who think there should be more than two options, or at least a less stark choice than the one presented in the leaflet accompanying this survey.



"I cannot believe these are only two options...space can be utilised better without reducing the size of the pool."



"Option 2 is...blackmail - you either choose to update or keep it as it is for £2.2 million - a joke!"

There are also several Option 2 supporters who deprecate the fact that **only two options** are offered. These include a high proportion of those who respond as members of the KLC user group, or as members of clubs using the centre, who strongly believe that other options must exist alongside these two. They are joined in this view by some other members of the wider public, whose response focuses on the desire for both a long pool and a refurbished centre. The club/user group members, in particular, criticise the consultation, or the Council, or both, for not looking beyond these two options to find other compromises that would protect their specific interests while achieving part or all of the modernisation as well.

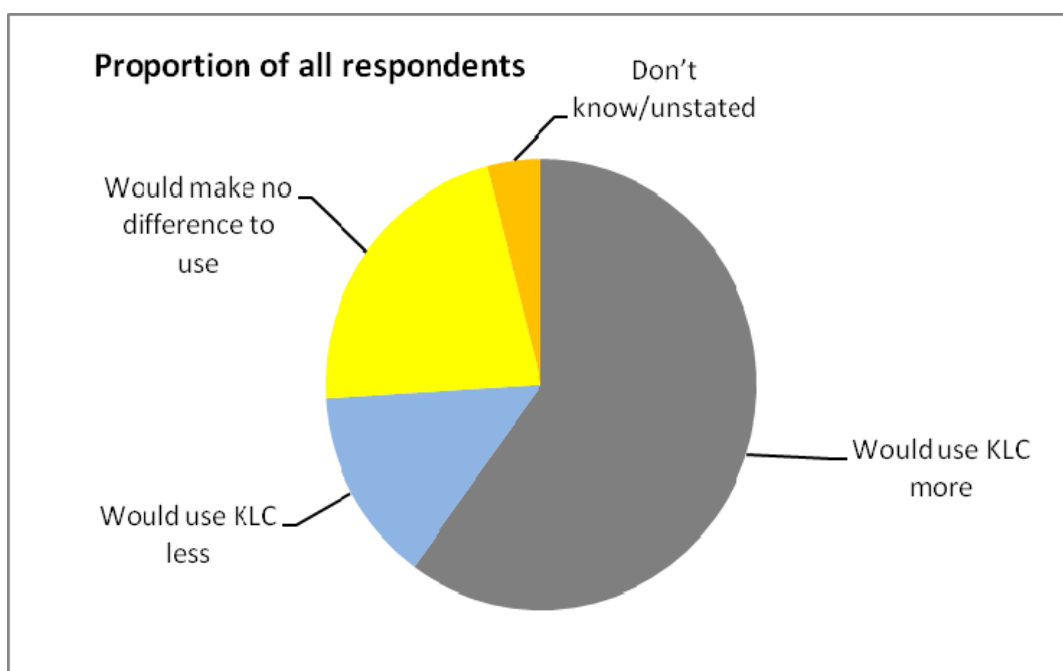
Some respondents who use the sports hall and its associated facilities express disappointment that the sports hall area of the centre is not scheduled for modernisation, and wonder why their needs have been ignored or discounted. Many sports hall users, though, have participated and chosen Option 1.

3.11 Impact on use of the centre

Would people use the Leisure Centre more if the plans to refurbish went ahead? This table indicates people’s response to this question:

Table 11: Impact on future use of Leisure Centre

Impact	Proportion of all respondents
Would use KLC more	60%
Would use KLC less	14%
Would make no difference to use	22%
Don't know/unstated	4%
<i>N (=100%)</i>	<i>1776</i>



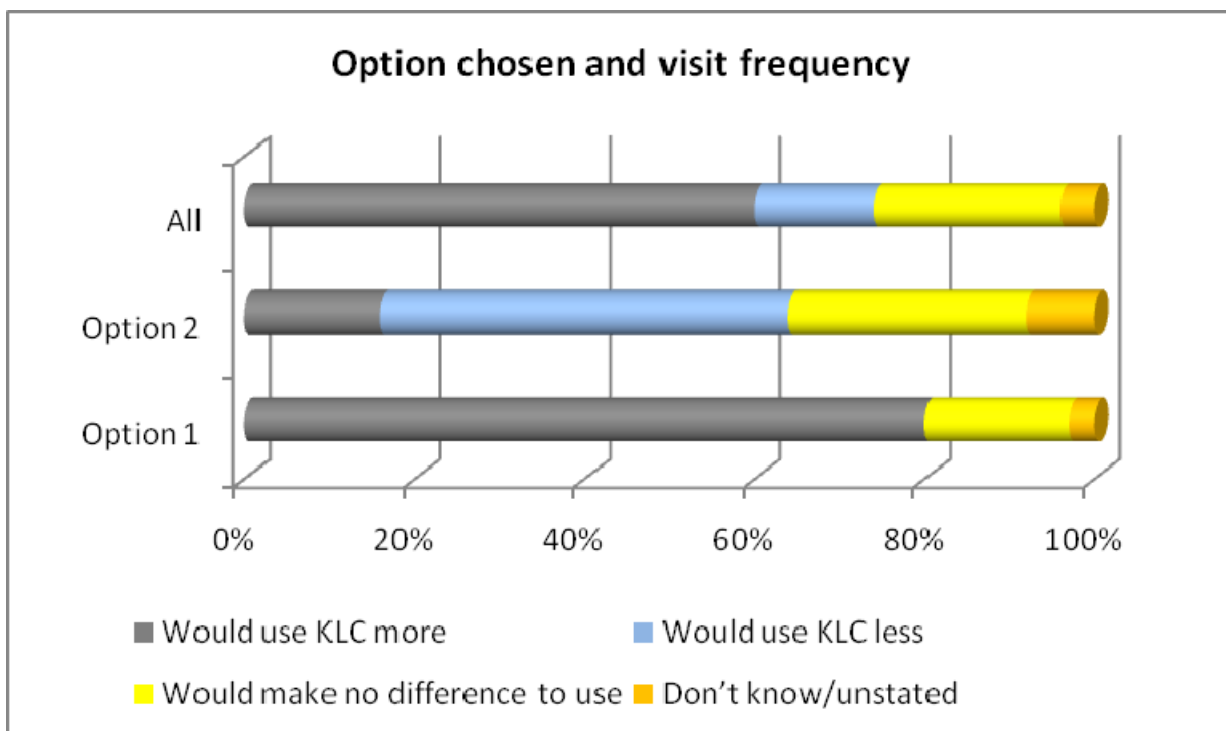
Overall, three in five respondents say they would visit KLC more if the Council goes ahead with modernisation. One in seven people would use the centre less than they do at present (some indicated vehemently that they would not use it at all if modernisation proceeds), and around one in five would not change their current patterns of use. Hypothetical questions like this are not necessarily reliable predictors of future audiences – other factors affect people’s behaviour in practice – but they do give an indication of intent.

3.12 Impact and option chosen

Not surprisingly, there is a wide variation of perspective according to the preference of the respondent, as this table indicates:

Table 12: Option chosen and visit frequency

Impact	Proportion of respondents		
	Option 1	Option 2	All
Would use KLC more	80%	16%	60%
Would use KLC less	0%	48%	14%
Would make no difference to use	17%	28%	22%
Don't know/unstated	3%	8%	4%
<i>N (=100%)</i>	1225	488	1776



As would be expected, those who choose Option 1 back their decision with a strong intention to use the centre more if modernisation goes through. Four out of five choosing modernisation say they will visit a modernised centre more often than they do now. A further one in six (17%) say they will continue to visit as at present, so this table suggests that almost everyone supporting modernisation will take advantage of the facilities offered in a modern centre.

On the other hand, around half of those choosing Option 2 say they would use the centre less if modernisation proceeds. The other half of this group, though, will use the centre much as they do now, or even increase their frequency of visiting, if the centre is modernised. For at least some, this is because they choose Option 2 to retain the pool, but nevertheless recognise the advantages of Option 1 for their own use as well as others.

Some of those who say they will use the centre less are adamant that they will actually stop using it completely. These include, but are not limited to, members of clubs who need a longer pool for their activity. Others will withdraw because they believe they will lose out on things they value, such as extra lengths, space for shared activities in the main pool, and the separation of children so that they do not disturb adults. It should also be noted, though, that some of those saying they will visit KLC more will do so by

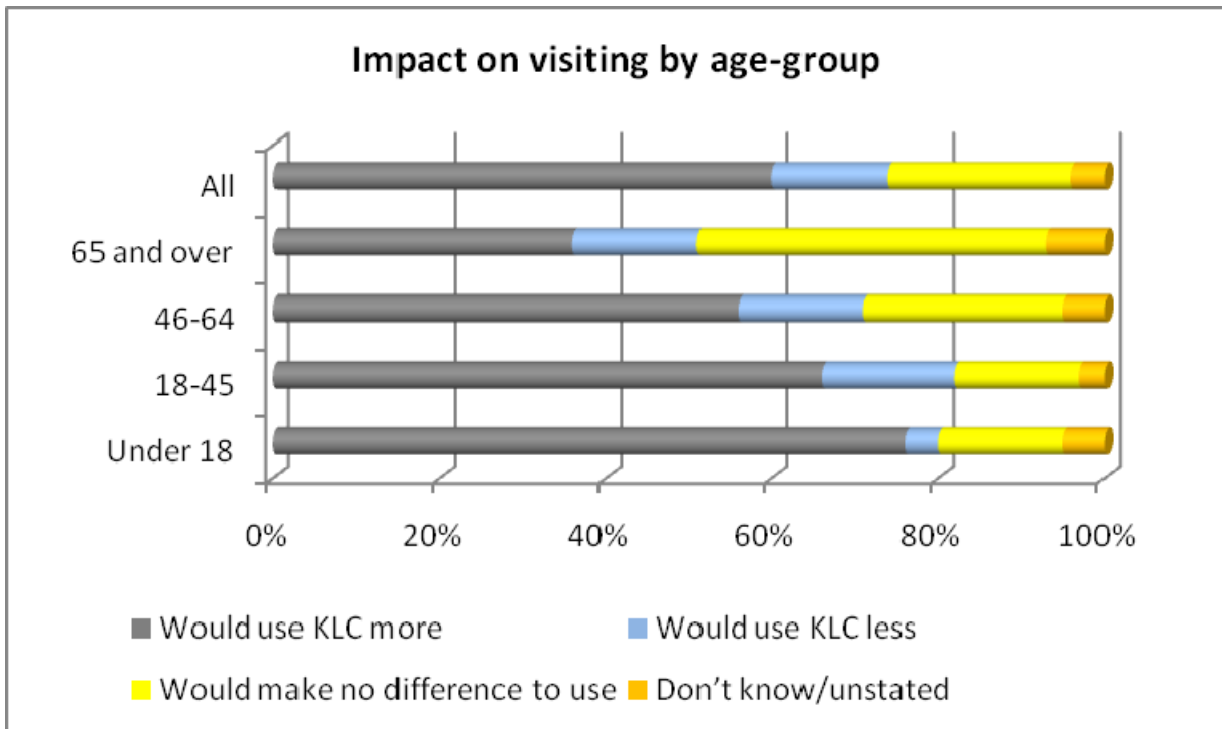
reducing their commitment at other South Gloucestershire pools, in particular Longwell Green, so any increase in footfall at Kingswood may be partly at the expense of other sites and might not therefore represent new revenue.

3.13 Impact by age

This table shows the potential impact of each option on people of different ages:

Table 13: Impact on visiting by age-group

Impact	Proportion of respondents				
	Under 18	18-45	46-64	65 and over	All
Would use KLC more	76%	66%	56%	36%	60%
Would use KLC less	4%	16%	15%	15%	14%
Would make no difference to use	15%	15%	24%	42%	22%
Don't know/unstated	5%	3%	5%	7%	4%
<i>N (=100%)</i>	242	800	425	289	1776



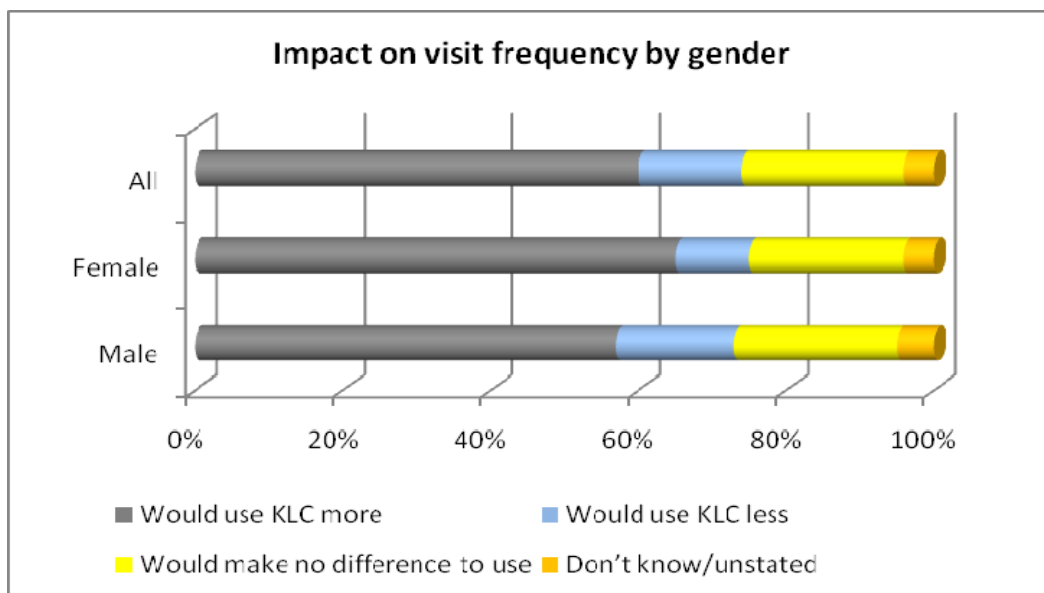
The main impact in age terms is an increase in usage by younger people; the intention to use the modernised centre more is highest in the Under 18 age-group, but falls away as the age of the respondent increases. However, there is no corresponding loss of custom; those likely to use KLC less are consistently around 15% of all three adult age-groups. Thus, although younger people say they would use the centre more, for older people the change will make little difference to their current pattern of use; the largest group among over 65s are those saying it would make no difference to their use of KLC.

3.14 Impact by gender

The impact in terms of gender is shown in this table:

Table 14: Impact on visiting by gender

Impact	Proportion of respondents		
	Male	Female	All
Would use KLC more	57%	65%	60%
Would use KLC less	16%	10%	14%
Would make no difference to use	22%	21%	22%
Don't know/unstated	5%	4%	4%
<i>N (=100%)</i>	<i>668</i>	<i>920</i>	<i>1776</i>



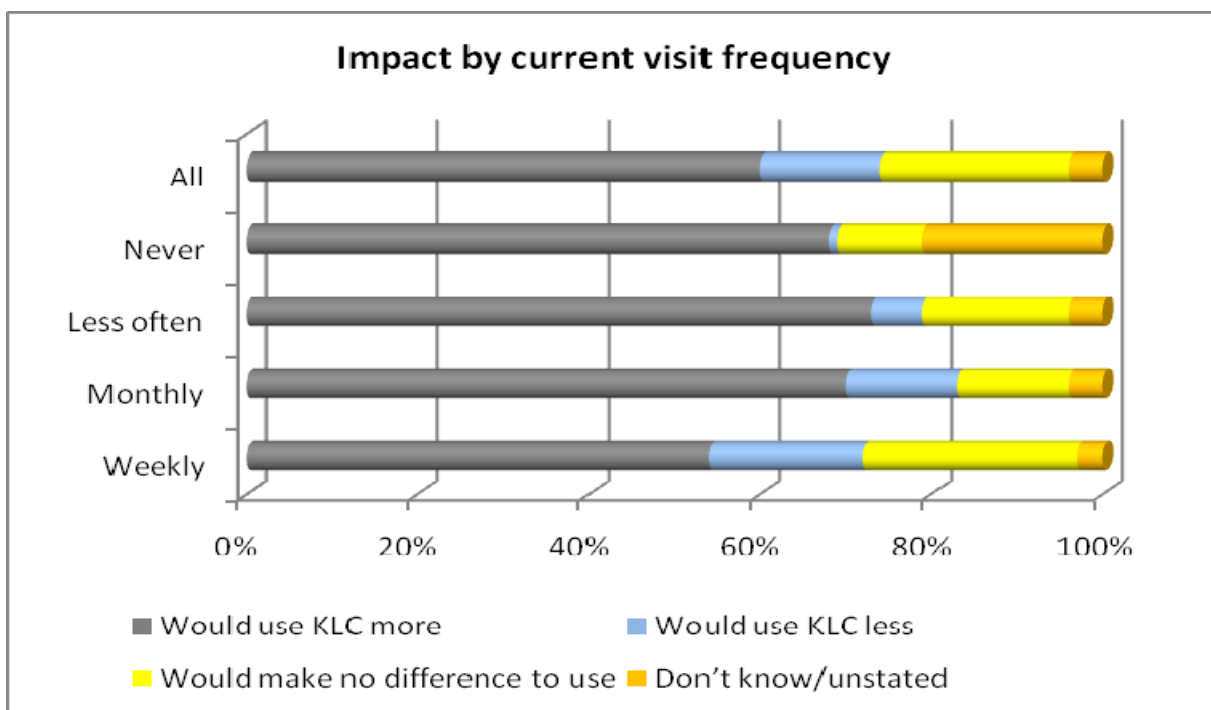
There is a hint here that women may be more tempted than men to increase their frequency of visiting KLC, and also may be less likely to withdraw their custom. The differences here are not particularly marked, though.

3.15 Impact by current visit pattern

The impact on current levels of visiting is perhaps the best indicator of future traffic:

Table 15: Impact by current frequency of visiting

Option	Proportion of respondents who visit KLC				
	Weekly	Monthly	Less often	Never	All
Would use KLC more	54%	70%	73%	68%	60%
Would use KLC less	18%	13%	6%	1%	14%
Would make no difference to use	25%	13%	17%	10%	22%
Don't know/unstated	3%	4%	4%	21%	4%
<i>N (=100%)</i>	1128	255	253	124	1776



Looking at those with an intention to increase their visiting frequency, the impact of modernisation is greatest on those who currently visit monthly, or less often than that. Almost three quarters of these more casual visitors believe that they will visit KLC more often if it is modernised. Two-thirds of those who currently do not visit KLC at all also think they will visit if modernisation goes ahead; some of these are non-users of Leisure Centres (and their views should perhaps be taken with a pinch of salt) but they also include those who currently vote with their feet and use other centres less convenient to them, but who would return to KLC if it was brought up to a similar standard.

Even among those already using the centre regularly, over half say they would come more often to a modernised centre. Not surprisingly, though, a substantial proportion of these say it would make no difference to their visit pattern.

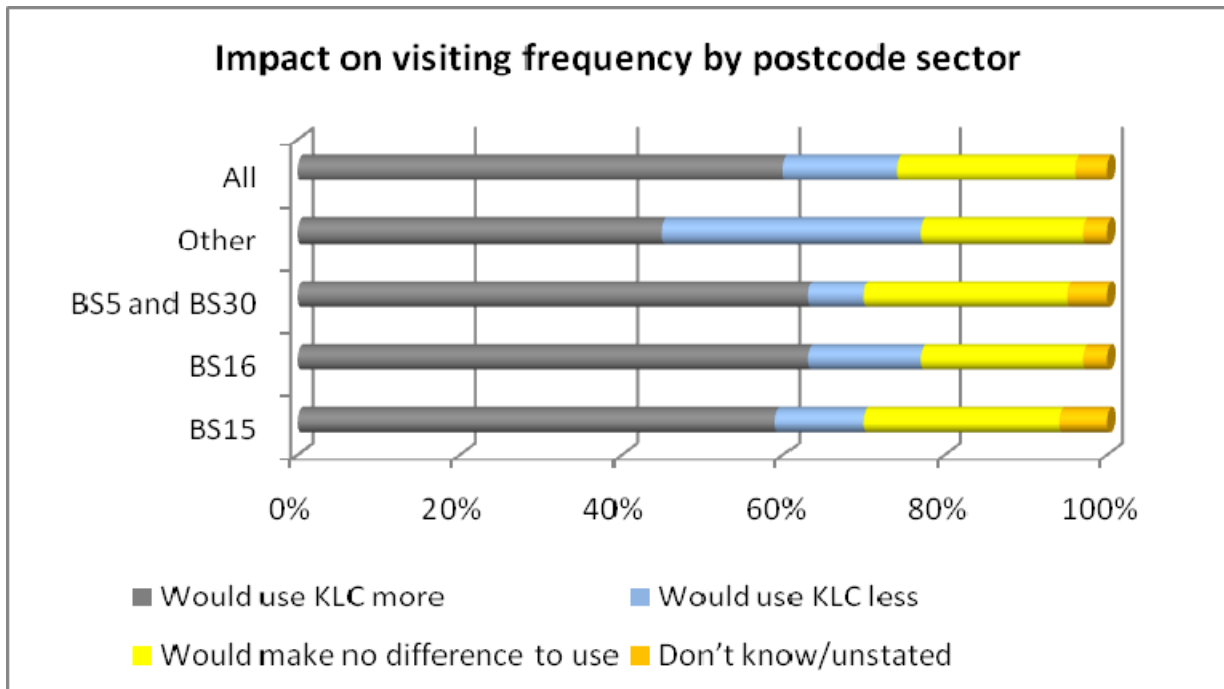
As to those intending to leave, or reduce their visiting, the main impact is on people who currently use the centre quite frequently. There is very little attrition on those who do not use the centre very much, so the risk of modernisation is that a proportion of currently regular customers will be lost. Even so, the proportion of weekly (or more frequent) visitors at risk is less than one in five of those attending KLC that often.

3.16 Impact by geography

The geographical impact is shown in this table:

Table 16: Impact by postcode sector

Impact	Proportion of respondents				
	BS15	BS16	BS5 and BS30	Other	All
Would use KLC more	59%	63%	63%	45%	60%
Would use KLC less	11%	14%	7%	32%	14%
Would make no difference to use	24%	20%	25%	20%	22%
Don't know/unstated	6%	3%	5%	3%	4%
<i>N (=100%)</i>	<i>548</i>	<i>561</i>	<i>185</i>	<i>142</i>	<i>1776</i>

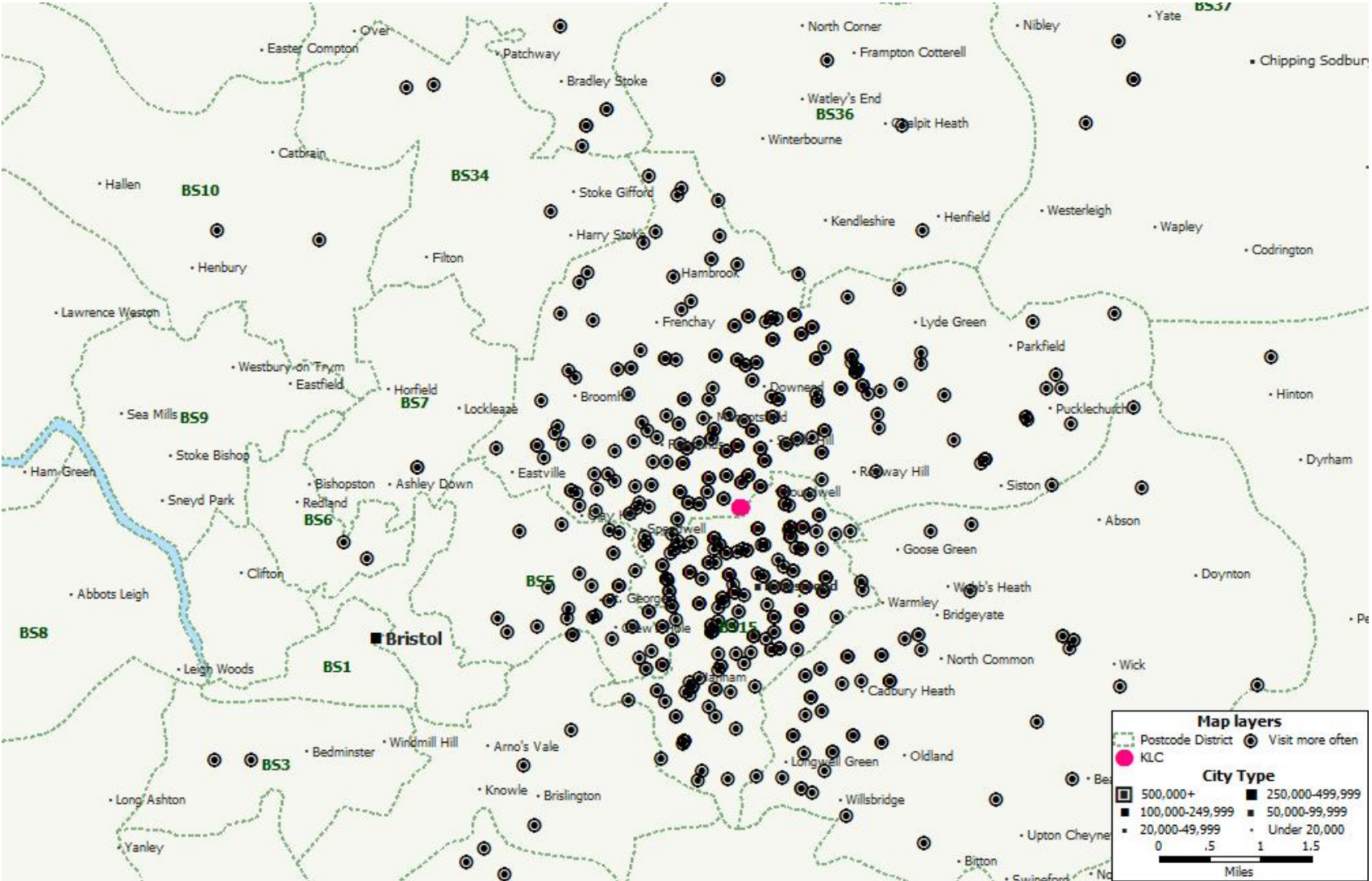


A majority of people in each postcode sector say they would increase their use of a modernised KLC; two thirds of those local people living north of the centre, and a slightly smaller proportion from the Kingswood side, say they would visit a modernised centre more often than they do now. A similar proportion of those slightly further afield, but still within the normal catchment area of the centre, also say they would increase their custom. The proportions of those living in the main catchment who would withdraw from KLC are quite small, around one in eight (13%) overall.

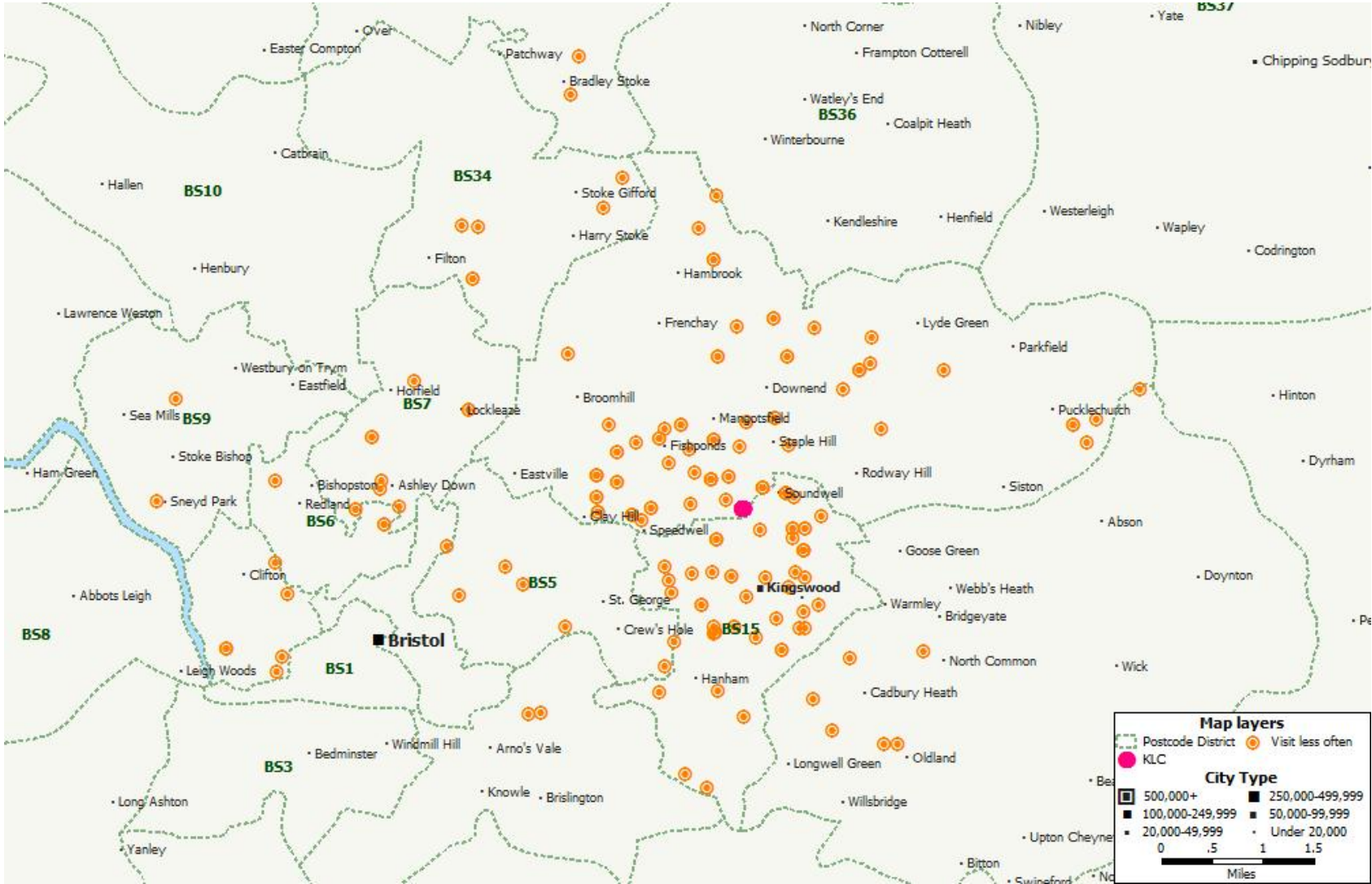
Even among those living further afield, 45% say they would visit KLC more often if modernisation goes ahead. It is in this group, though, that the main attrition takes place, with a third of those living further away from the centre saying they would visit less if modernisation takes place. The main impact of modernisation is thus on those living further away from the centre, and although some local people would be unhappy enough to visit less, the primary loss is among those travelling from further away.

The maps that follow show this graphically:

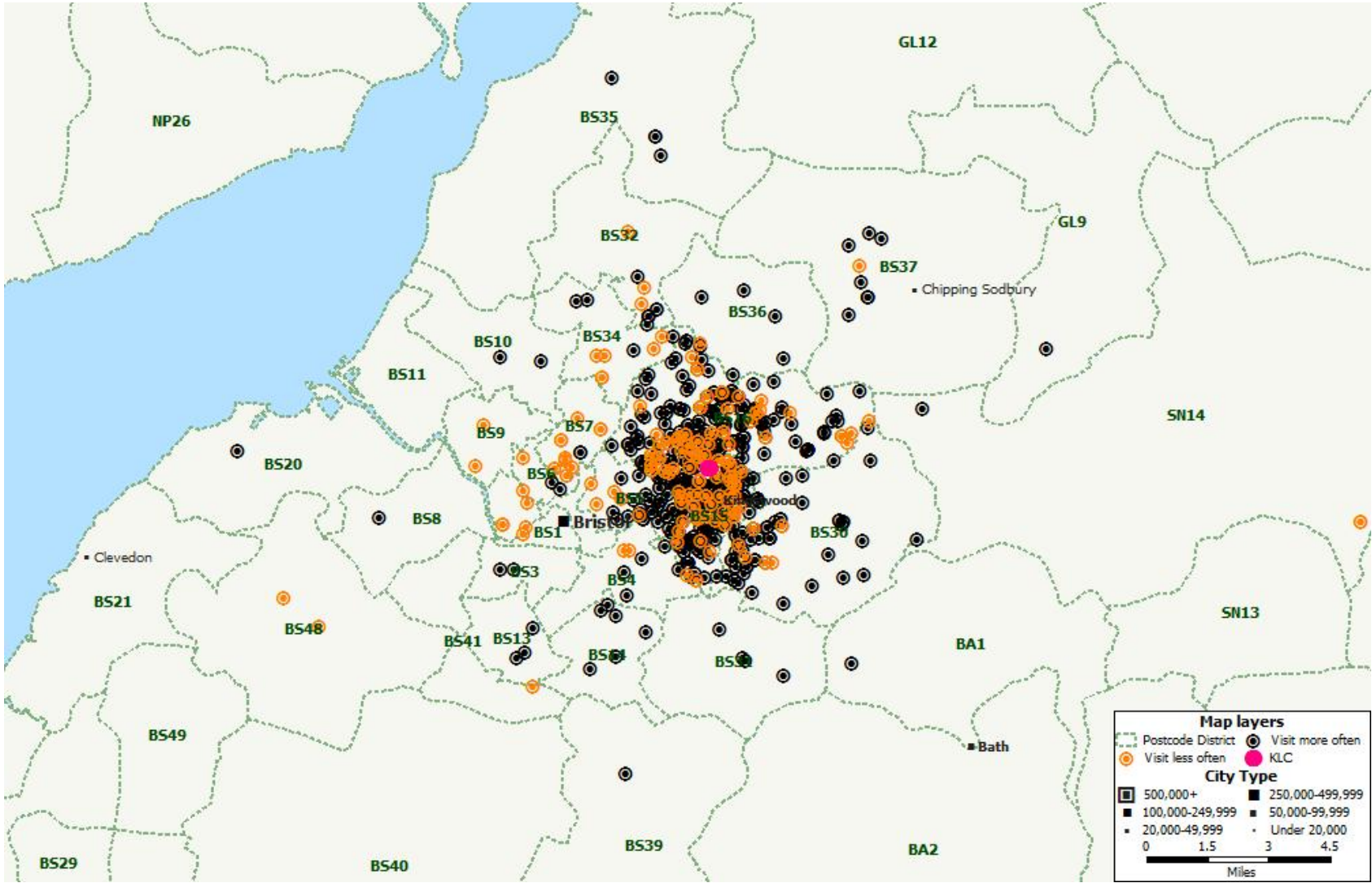
Map 5: Distribution of those who would visit KLC more often



Map 6: Distribution of those who would visit KLC less often



Map 7: Distribution of all who would change their visit frequency



Map 4 shows a wide scatter of people who plan to visit a modernised centre more often than they do now, but there is nevertheless a concentration to the north, west and south of KLC – the built up area the centre aims to serve. The new centre also seems to have the potential to attract custom that might otherwise go to other South Gloucestershire Leisure Centres, including Longwell Green, and will also attract increased business from east Bristol.

Map 6 shows a similar scatter, with a lower concentration in the immediate surroundings of KLC, but a similar distribution in the areas beyond. This is of course based on a lower number of data points and indicates that the impact on reduced frequency will be more strongly felt in the outlying areas; there are more data points in BS7 and BS34, for instance, on this map than on its much more populated predecessor.

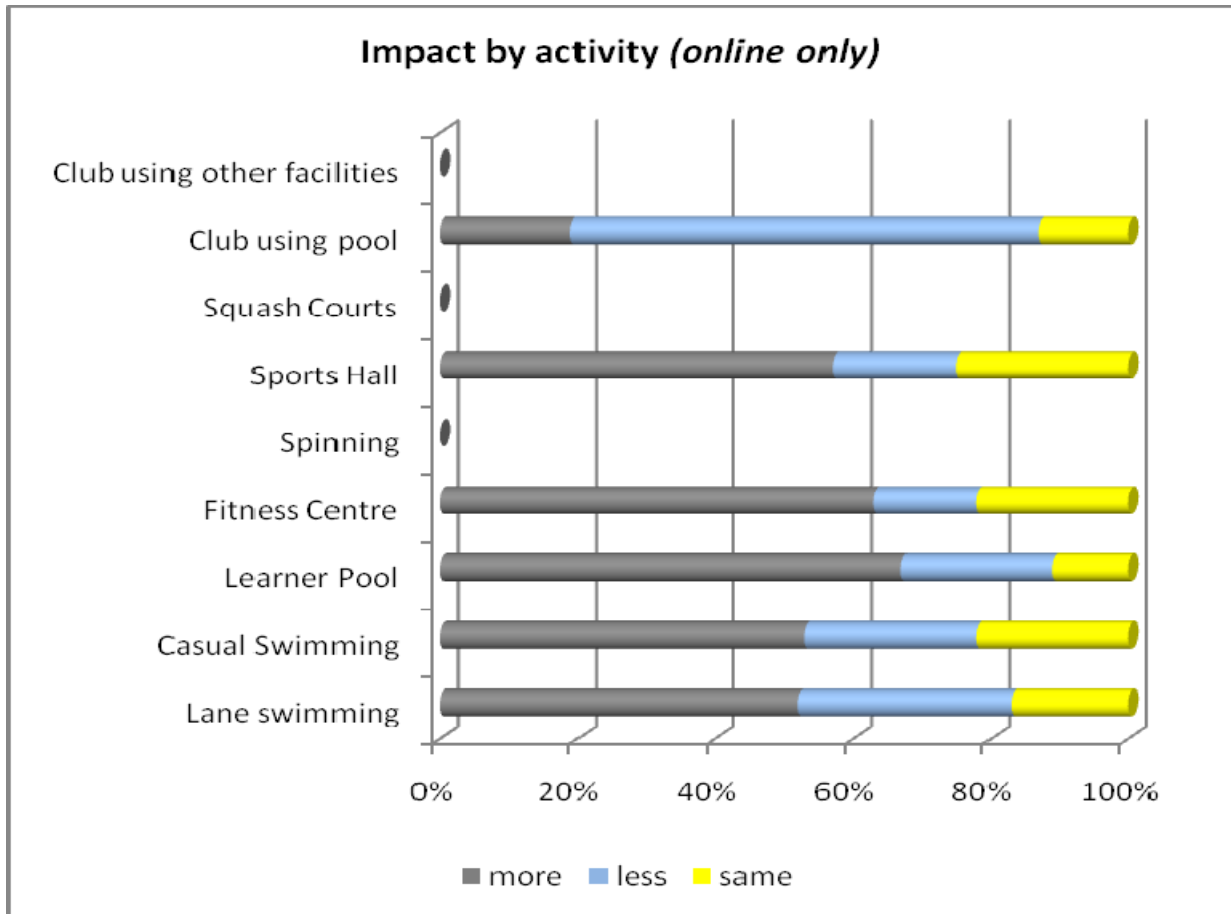
This is also apparent in the wider area map, which shows that the numbers of dots in west Bristol, northwest of the city and to the southwest is similar for both colours; as there are fewer blue dots on the map overall, the proportions reducing their visiting are correspondingly greater in these outlying areas.

As has been noted already, the online survey also included a question about the activities in which people engage when at KLC. We can examine the impact of modernisation on different activities using this data, bearing in mind that numbers are small and that conclusions are correspondingly tentative.

3.17 Impact by activity undertaken at KLC

Table 17: Impact by activity (online only)

Activity	Proportion of respondents who plan to visit			N (=100%)
	more	less	same	
Lane swimming	52%	31%	17%	93
Casual Swimming	53%	25%	22%	127
Learner Pool	67%	22%	11%	37
Fitness Centre	63%	15%	22%	48
Spinning	<i>Numbers too small</i>			
Sports Hall	57%	18%	25%	51
Squash Courts	<i>Numbers too small</i>			
Club using pool	19%	68%	13%	75
Club using other facilities	<i>Numbers too small</i>			



In all but one instance, the proportions planning to increase their use of KLC are a majority in each activity group. Over half of all swimmers, whether lane or casual, say they will visit a modernised centre more often, and the same is true of sports hall users, in spite of the lack of gain for them in the modernisation option as described in the leaflet.

The exception is the group of people who use the pool for club activities, two thirds of whom say they will reduce their frequency of visiting KLC (and many of whom plan to abandon the centre altogether). Even among this group, though, there is a small minority of around a fifth of all club members using the pool who say they will visit more often, and altogether a third who will visit at least as often as they do now.

4 Respondent profile

A limited number of questions were asked concerning the demographic and geographical characteristics of the individual, and the information that people provided (not everyone answered every question) is set out here.

Table 18: Age profile of respondents

Age-group	Proportion of all respondents
Under 18	14%
18 - 45	45%
46 - 64	24%
65 or over	17%
<i>N (=100%)</i>	1775

Table 19: Gender of respondents

Gender	Proportion of all respondents
Male	42%
Female	58%
<i>N (=100%)</i>	1609

We also asked people to indicate the frequency with which they visit KLC, if indeed they visit at all, and the results are shown here:

Table 20: Frequency of visiting KLC

Frequency	Proportion of all respondents
At least once a week	64%
At least once a month	14%
Less often	15%
Never	7%
<i>N (=100%)</i>	1793

We asked people to provide a postcode (which we guaranteed would only be used for analysis purposes). Several respondents declined to provide a postcode, while many others provided only an outer postcode (such as BS15) which enables us to determine whether or not they are reasonably local to the centre, without being able to locate them precisely. The general distribution of responses is provided in this table:

Table 21: Geography of response

Outer postcode	Proportion of all respondents
BS15	30%
BS16	31%
BS5, BS30	10%
Other non-local postcode	8%
No postcode provided	21%
<i>N (=100%)</i>	1826

Respondents to the online survey only were also asked when they last visited⁶, with these results:

Table 22: Time of last visit

Time of last visit	Proportion of ONLINE respondents
Within the past week	44%
1-2 weeks ago	9%
2-4 weeks ago	6%
Between one and three months ago	14%
Between four and six months ago	9%
Longer ago than that	14%
Never visited	4%
<i>N (=100%)</i>	285

⁶ This question was not included in the postal response card for reasons of space, and because it would be irrelevant when used in the Leisure Centre itself.

Online respondents were also asked what, if any, activities they engage in at the centre:


Table 23: Activities when visiting KLC

Activity	Proportion of ONLINE respondents
Lane swimming	44%
Casual swimming	60%
Use the learner pool	17%
Use the fitness centre	23%
Spinning	9%
Use the sports hall	23%
Use the squash courts	12%
Attend a club using the pool	34%
Attend a club using other KLC facilities	7%
Something else	14%
<i>N (=100%)</i>	229

Almost all those ticking “something else” used this field to indicate membership of a club (most often the canoe club, or the kayak club), and are thus already included elsewhere in the table as attenders of a club using the premises.

Appendix: Questionnaires and information

The postal/onsite questionnaire

<p>Kingswood Leisure Centre - tell us what you think!</p>			
<p>You've seen what the Council proposes to do with the Leisure Centre. Which option do you prefer?</p>			
<p><i>I like the modernisation option</i></p>	<p><i>I like the "keep it as it is" option</i></p>	<p><i>Don't know/unsure</i></p>	
<p><input type="checkbox"/> 1</p>	<p><input type="checkbox"/> 2</p>	<p><input type="checkbox"/> 3</p>	
<p>Why do you say that?</p>			
<p>How often do you or your family use the Leisure Centre at the moment?</p>			
<p><i>At least once a week</i></p>	<p><i>At least once a month</i></p>	<p><i>Less often</i></p>	<p><i>Never</i></p>
<p><input type="checkbox"/> 1</p>	<p><input type="checkbox"/> 2</p>	<p><input type="checkbox"/> 3</p>	<p><input type="checkbox"/> 4</p>
<p>If the Council went ahead with these plans, would you visit the centre...</p>			
<p><i>More often</i></p>	<p><i>Less often</i></p>	<p><i>About the same</i></p>	<p><i>Don't know</i></p>
<p><input type="checkbox"/> 1</p>	<p><input type="checkbox"/> 2</p>	<p><input type="checkbox"/> 3</p>	<p><input type="checkbox"/> 4</p>
<p>Please tell us a little about yourself....</p>			
<p><i>Male</i></p>	<p><i>Female</i></p>	<p><i>Under 18</i></p>	<p><i>18-45</i></p>
<p><input type="checkbox"/> 1</p>	<p><input type="checkbox"/> 2</p>	<p><input type="checkbox"/> 3</p>	<p><input type="checkbox"/> 4</p>
		<p><i>46-64</i></p>	<p><i>65 or over</i></p>
		<p><input type="checkbox"/> 5</p>	<p><input type="checkbox"/> 6</p>
			<p><i>Your postcode (only used for analysis purposes)</i></p>
			<p><input type="text"/></p>
<p>Please post this card back to us as quickly as possible, you don't need a stamp and your views are important!</p>			

The leaflet

Why are we doing this?

We want to achieve several things:

- We want to provide a high quality 21st century leisure centre providing the clean, modern and bright facilities that residents deserve.
- We want to improve the experience of using the centre for new and existing customers to help them lead active and healthy lives
- We want to extend the life of the building
- We want to improve access, especially for people with wheelchairs and buggies
- We want to make the centre more energy efficient, saving environmental resources and also saving on running costs

Our preferred option is to fully modernise the centre, but we need to know which option you prefer.



You can give us your opinion

- By filling in our response card and posting it back (you don't need a stamp), or
- By completing our online survey at www.surveymonkey.com/s/kjc or
- By e-mailing us at kingswood@greencreation.co.uk



What should we do?

With Kingswood Leisure Centre, we have a choice.

We think residents deserve a high quality 21st century leisure centre providing clean, modern and bright facilities.

We can either carry out a refurbishment that will meet this expectation and improve the centre for all users, or we can do the work needed to prolong its life without making any major internal improvements.

Doing nothing is not an option.



We've consulted on these options already and we want more local people to give us their opinion on this. That's why we're carrying out this further consultation now.

We need to know what you think. The two options available to us are set out in this leaflet.

Option 1 - If we modernise...

- Fully refurbished and redecorated pool hall with improved lighting, spectator area and cleanliness
- Swimmers' changing rooms, showers and toilets will be upgraded and modernised, with new tiling and lockers
- We'll move the gym into a new, larger, lighter space alongside a purpose built dance and spinning studio
- The existing pool will be made into a standard 25 metre pool, like Longwell Green Leisure Centre
- There will be a new learner pool adjacent to it (so parents can keep an eye on both pools if necessary)
- The whole centre will be more accessible for wheelchairs and buggies
- Refurbished and more welcoming reception area
- We'll carry out a number of improvements to energy efficiency, including a new boiler and improved insulation and weather-proofing, which will make the centre more energy-efficient and save on running costs

This will cost £2.8million of which £600,000 comes from reduced running costs. There will be no increase to your Council Tax.

We'll then have a modern and attractive 21st century leisure centre which will provide high quality facilities for another 20 years.



Option 2 - If we keep it as it is...

- The pool hall and spectator area will not be improved
- We won't be able to do more than basic maintenance of swimmers' changing, showers and toilets
- The gym will remain in its current location with no purpose built facilities for dance and spinning
- The swimming pool will remain at its existing length
- The learner pool will remain where it is, separated from the main pool area
- We'll still carry out the energy efficiency improvements, including the new boiler and improved insulation and weather-proofing
- We'll make some improvements to access
- The reception area will remain unchanged
- We'll make some cost savings, but less than if we modernise - the larger pool needs more water, which costs more to heat and treat

This will cost £2.2 million, and will save us £200,000 from reduced running costs. There will be no increase to your Council Tax.

We'll still have a centre which should last another 20 years, but inside it will not have modern and attractive 21st century facilities.



The online survey

Introduction

What should we do?

With Kingswood Leisure Centre, we have a choice.

We can either carry out a refurbishment that we think will improve the centre for new and existing customers, or we can do the work needed to prolong its life without making any major internal improvements.

Doing nothing is not an option. The building needs attention soon.

We've consulted on these options already, but we want more local people to give us their opinion on this. That's why we're carrying out this further consultation now.

You can download a short leaflet telling you more about these proposals by clicking the link on this page. This will open a new window which can stay open while you complete the survey. You will need to have a pdf reader, such as Acrobat or Foxit, installed on your computer.

Current user?

When did you last visit Kingswood Leisure Centre?

- Within the past week
- 1-2 weeks ago
- 2-4 weeks ago
- Between one and three months ago
- Between four and six months ago
- Longer ago than that
- Never visited this centre

Regular user?

How often do you or your family use Kingswood Leisure Centre at the moment?

- At least once a week
- At least once a month
- Less often
- Never

Activities?

What do you do when you visit Kingswood Leisure Centre?

	Most visits	Some visits	From time to time	Never
Learn swimming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Casual swimming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use the learner pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use the fitness centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Swimming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use the sports hall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use the squash courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attend a club that uses the pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attend a club that uses other Kingswood Leisure Centre facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Something else (what?)	<input type="text"/>			

Presenting the options

Our choice is between two options.

These are set out in detail on the next two pages.

After you've read the two options, we'll ask you to tell us which you prefer.

You can go back to review a previous page at any time if you want to, just click the "Back" button at the bottom of the page.

Option 1

If we modernise the centre, we'll have....

- Fully refurbished and redecorated pool hall with improved lighting, spectator area and cleanliness
- Swimmers' changing rooms, showers and toilets will be upgraded and modernised, with new tiling and lockers
- We'll move the gym into a new, larger, lighter space alongside a purpose built dance and spinning studio
- The existing pool will be made into a standard 25 metre pool, like Longwall Green Leisure Centre
- There will be a new learner pool adjacent to it (so parents can keep an eye on both pools if necessary)
- The whole centre will be more accessible for wheelchairs and buggies
- Refurbished and more welcoming reception area
- We'll carry out a number of improvements to energy efficiency, including a new boiler and improved insulation and weather-proofing, which will make the centre more energy-efficient and save on running costs

This will cost £26million, of which £600,000 comes from reduced running costs. There will be no increase to your Council Tax.

We'll then have a modern and attractive 21st century leisure centre which will provide high quality facilities for another 20 years.

Option 2

If we keep the centre as it is....

- The pool hall and spectator areas will not be improved
- We won't be able to do more than basic maintenance of swimmers' changing, showers and toilets
- The gym will remain in its current location with no purpose built facilities for dance and spinning
- The swimming pool will remain at its existing length
- The learner pool will remain where it is, separated from the main pool area
- We'll still carry out the energy efficiency improvements, including the new boiler and improved insulation and weatherproofing
- We'll make some improvements to access
- The reception area will remain unchanged
- We'll make some cost savings, but less than if we modernise - the larger pool needs more water, which costs more to heat and treat

This will cost £2.2 million, and will save us £200,000 from reduced running costs. There will be no increase to your Council tax.

We'll still have a centre which should last another 20 years, but inside it will not have modern and attractive 21st century facilities.

Decision?

Okay, so you've seen the choice we have to make. We have to decide one way or the other - doing nothing is not an option.

Which of these options do you prefer?

- Option 1 - the modernisation option
- Option 2 - the "keep it as it is" option
- I'm not sure

Comments

Why do you say that?

Visiting?

If the Council went ahead with the modernisation plans, would you visit Kingswood Leisure Centre....

- more often
- less often
- about the same as now
- don't know

About you

Finally, just a couple of questions about yourself.

Are you...

- Male
- Female

and are you aged...

Please type in your postcode (*this is only used for analysis purposes, and won't be retained or put on a mailing list*)

Close

That's everything we wanted to know.

Thanks for taking part in our survey.

The results will be available in mid-November.