



# Gedling Borough Council

## Online Community

## Survey Report

2023



**LEISURE-NET**  
SOLUTIONS LTD

# Table of Contents

---

<b>01</b>	Project Background	P.2
<b>02</b>	Key Findings	P.3
<b>03</b>	Considerations and Recommendations	P.8
<b>04</b>	The Survey in Numbers	P.11
<b>05</b>	Question Breakdown	P.15
<b>06</b>	Further Analysis	P.41
<b>07</b>	Appendix 1 – Open Text Responses (Other- please specify top trends)	P.50
<b>08</b>	Appendix 2 – Sport England Behavioral Change Model	P.58

# 01 Project Background

This research was designed to investigate attitudes and behavior around physical activity and exercise in general, and more specifically to find out about opinions around, and awareness of, Gedling Borough Council's leisure centres, parks and open spaces. Finally, we aim to look at what would encourage people to use these leisure facilities in the future.

## **Leisure-net**

Leisure-net Solutions, the industry leader for Customer Insight and Market Intelligence in the active leisure industry, is delighted to present this report of research, carried out on behalf of Gedling Borough Council.

## **Research Methods**

The data within this report was gathered using an online survey. The survey was completed in December 2022 and January 2023. Please note that this online survey was a self-selection online survey, with a sample size of 605. It should be noted that it is skewed towards females and is under-representative of 15–34-year-olds and the over 74's as well, and therefore may not be representative of the views of the community as a whole. In our experience it is also likely to be completed by residents with a stronger view on local provision/service, who are also likely to be more active and/or involved or have an interest in local provision, such as sports centres, sports clubs etc. The results should therefore be analysed in this context.

Where benchmarks are quoted these are derived from similar surveys that we have carried out with other local authority clients.

The survey was advertised to local residents through a variety of means, including the council's social media channels.

# 02 Key Findings

The Online Community Survey explored various factors from current activity levels and patterns through to barriers and encouragement factors to being more physically active.

## Activity Levels and Patterns

- 64% of the sample were at the “sticking with it” stage of the behavioural change model, (see Appendix 2 for more details), a figure similar to our national benchmark of 62%, and 12% are “getting started” which is also similar to our national benchmark of 14%
- Almost a quarter of the sample (23%) said they have undertaken, on average, at least 30 minutes movement or exercise seven days a week over the last few weeks. Only 4% said they hadn’t done any.
- Nearly half of the sample (48%) said they always or usually do two and a half hours of moderate intensity physical activity or one hour and 15 minutes of vigorous intensity in a week, this is lower than our national benchmark of 68%. 12% said they never do; this is higher than our benchmark of 8%
- 23% of the sample said recreational walking was their most popular activity, this is the same as our national benchmark.

## Leisure Centres and Health Clubs

- Out of the total sample of 605, 329 of those people said they use a leisure centre, health club or other community space. The most popular Leisure Centre was Carlton Forum Leisure Centre at 26%, closely followed by Arnold Leisure Centre at 23%
- For those that used a leisure centre, health club or other community space the activity participated in the most was swimming (lane or family swimming sessions) at 28%

# Key Findings

## Barriers and Encouragement Factors

- 84% of the sample stated they would like to do more physical activity, slightly lower than our national benchmark of 89%
- Of the 511 respondents that said they wanted to be more physically active, the main reason selected by over half (52%) was to “improve/maintain my physical health” this is similar to our national benchmark of 51%
- Recreational walking was the activity that most people would like to do more of at 15%, closely followed by swimming at 12%
- 19% said that the ‘Not enough time due to work/school or college’ was the main reason stopping them from doing more physical activity, close to our national benchmark of 16%
- Of the 93 people that said they didn’t want to do more physical activity, 47% said there was no need as they felt they did enough already
- Accessible/good quality facilities, was the most important factor to the sample when thinking about undertaking more physical activity or exercise
- Cleanliness of facilities was the main factor that would encourage people to participate in more physical activity or exercise
- Location of facilities was the most important factor to the sample when thinking about accessing leisure services
- 32% said that the location of the centre/s was the main reason for not using or considering using them
- 43% were undecided whether additional services on the same site would make them more likely to use/access these services however, 35% said they would be more likely to use/access these leisure centre services which is higher than our benchmark of 28%

# Key Findings

## Bonington Theatre and Cinema

- 39% of the sample said they have never visited Bonington Theatre and Cinema, 22% last visited over 12 months ago and a total of 39% have visited within the last 12 months
- Of the 367 people that said they had visited the Bonington Theatre and Cinema, nearly half (45%) said they only visited once a year
- 70% said if they were to attend the Bonington Theatre and Cinema, their preferred method of ticket purchase would be online
- 50% said the joint location of Bonington Theatre and cinema within Arnold Leisure Centre increased their likelihood of visiting the theatre
- 21% of the 237 people that said they had never used the theatre said it was because they were not aware of it
- A better range of shows/performances/activities was the main factor that would encourage people to use the theatre

## Parks and Open Spaces

- 19% of the sample said they used Gedling Country Park. Just 4% said they didn't use any of the parks or open spaces listed
- Of the 207 people that said they do not use parks or open spaces, 15% said the main reason for not using them was the location, this was closely followed by 'no need' at 14%
- Cleaner spaces was the most encouraging factor to use parks or open spaces more

# Key Findings

## Key question responses by target groups:

The primary reason preventing the below target groups from doing more activity/exercise were a health condition/disability/impairment for the 65+ and those with a long-term disability and costs involved, and not enough time due to work/school or college for all those that are inactive.

Cleanliness of facilities was the primary factor to encourage all three target groups to start doing more physically activity.

Again, we see cleanliness being the primary factor to encourage the target groups to start using parks and open spaces or use them more.

What are the main reasons stopping you from doing more?			
Rank of importance	Inactive	65+	Long term disability
1st	=Costs involved Not enough times – work/school or college	Health condition/disability/impairment	Health condition/disability/impairment
2nd	=No motivation Health condition/disability/impairment	=Costs involved Not enough time - home	Costs involved
3rd	Lack of confidence	Lack of confidence Not having company/peers to be active with	Not enough time – work/school or college

= is where the responses share a ranking

# Key Findings

## To what extent would the following encourage you to start doing more physical activity/exercise?

Rank of importance	Inactive	65+	Long term disability
1 <sup>st</sup>	Cleanliness of facilities	Cleanliness of facilities	Cleanliness of facilities
2 <sup>nd</sup>	Lower costs (prices)	Classes available at different times of the day	=Improved facilities Classes available at different times of the day
3 <sup>rd</sup>	Classes available at different times of the day	Improved facilities	Lower costs (prices)

## To what extent would the following encourage you to start using these parks or open spaces, or use them more?

Rank of importance	Inactive	65+	Long term disability
1 <sup>st</sup>	Cleaner spaces	Cleaner spaces	Cleaner spaces
2 <sup>nd</sup>	Improved safety/security measures	Better car parking	Improved safety/security measures
3 <sup>rd</sup>	Better range of facilities/equipment in spaces	Improved safety/security measures	Better lighting



# 03 Considerations and Recommendations

## **Leisure centre users – particularly swimmers – overrepresented in survey**

With over 50% of the sample using a leisure centre or health club, and with swimming being the most participated in activity, it must be born in mind that the findings from the survey are over-representative of centre/club “users” and in particular swimmers. This may be a result of women and older age groups being over represented in the sample or may be the driver of this over-representation.

## **But activity levels lower than what we typically see**

With only 48% of the sample saying that they always or usually meet the governments recommendations for activity levels, a figure much lower than our benchmark, and with 12% saying they never do, activity levels in this sample seem to be generally lower than we typically expect. Combine this with the fact that 84% of the sample stated they would like to do more physical activity, a high figure but slightly lower than our national benchmark of 89%, and its obvious there is a challenge here to get people more active, but also a massive opportunity if the right opportunities are made available with the right encouragement.

# Considerations and Recommendations

## **Work related time perceptions main barrier to being more active for those people who want to do more**

The main barrier that people who wanted to be more active, quoted as a barrier, was not having enough time, related to work/study commitments. We typically see this, and it means it is essential to make it easy for the local community to build physical activity into their everyday lives. Everyone has work/home movement patterns which focus around their home, work, school and shopping, so if these opportunities provided good quality and accessible areas/facilities, in the right place at the right time, people are much more likely to start activities and keep them up.

## **Many people don't think they need to be more active than they currently are**

For those people who didn't want to be more active, the main reason quoted was that they had no need to as they did enough already. Whether they actually are doing enough already is questionable though, as the activity levels quoted in this research do not suggest that, and it is an accepted fact that people always tend to over self-report on activity levels.

# Considerations and Recommendations

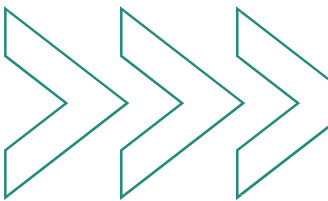
## **Location is key for driving participation at centres but cleanliness also important**

Location was clearly the most important factor to the sample when thinking about accessing leisure services, and it was also the main reason people would consider using them or not. This reinforces the message above, as it the perceived lack of time and the importance of convenience which drives location as a factor. A third of the sample said that co-location of other services at leisure centres would encourage them to be more likely to access these services, another example of how we need to make it as easy and convenient for people as possible in order to get engagement. It is interesting to note that specifically for the inactive amongst the sample, cleanliness of facilities and lower cost of using are the two most important encouragement factors.

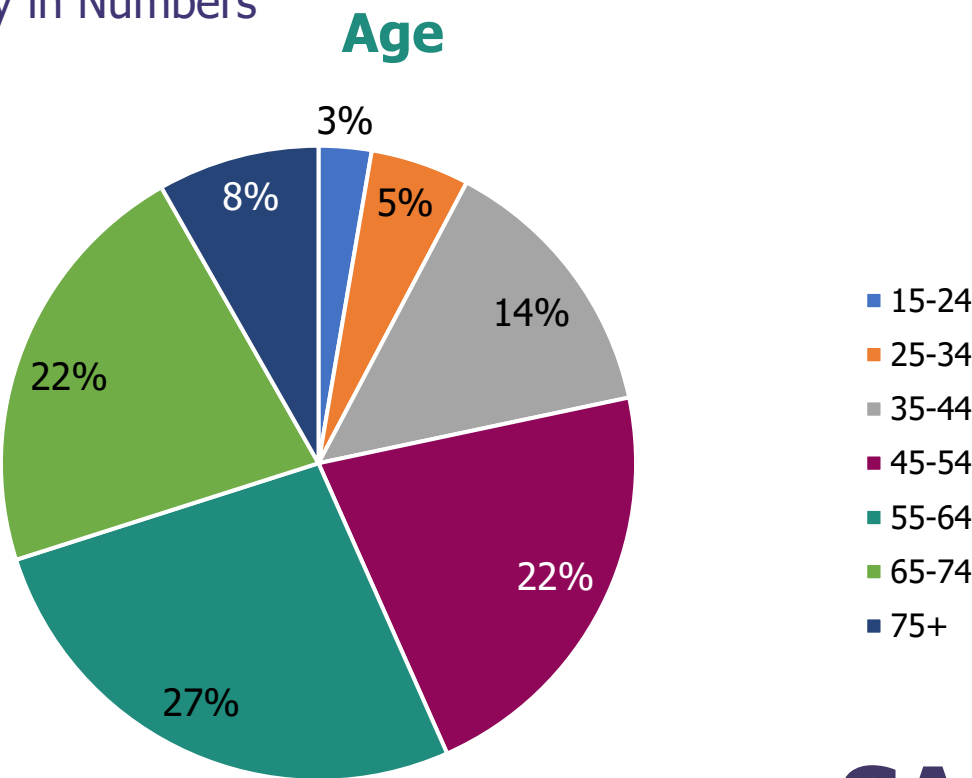
## **Parks and Open Spaces a big opportunity**

Only 4% of the sample stated that they didn't use any of the parks/open spaces listed. We know from our research with other clients that a significant minority of inactive people would be comfortable using open spaces rather than leisure centres, so a close look at the actions that would encourage more usage is recommended. Cleanliness, improved safety/security and better lighting/facilities/equipment were the top four factors that would encourage, all selected by nearly 70% of the sample or more.

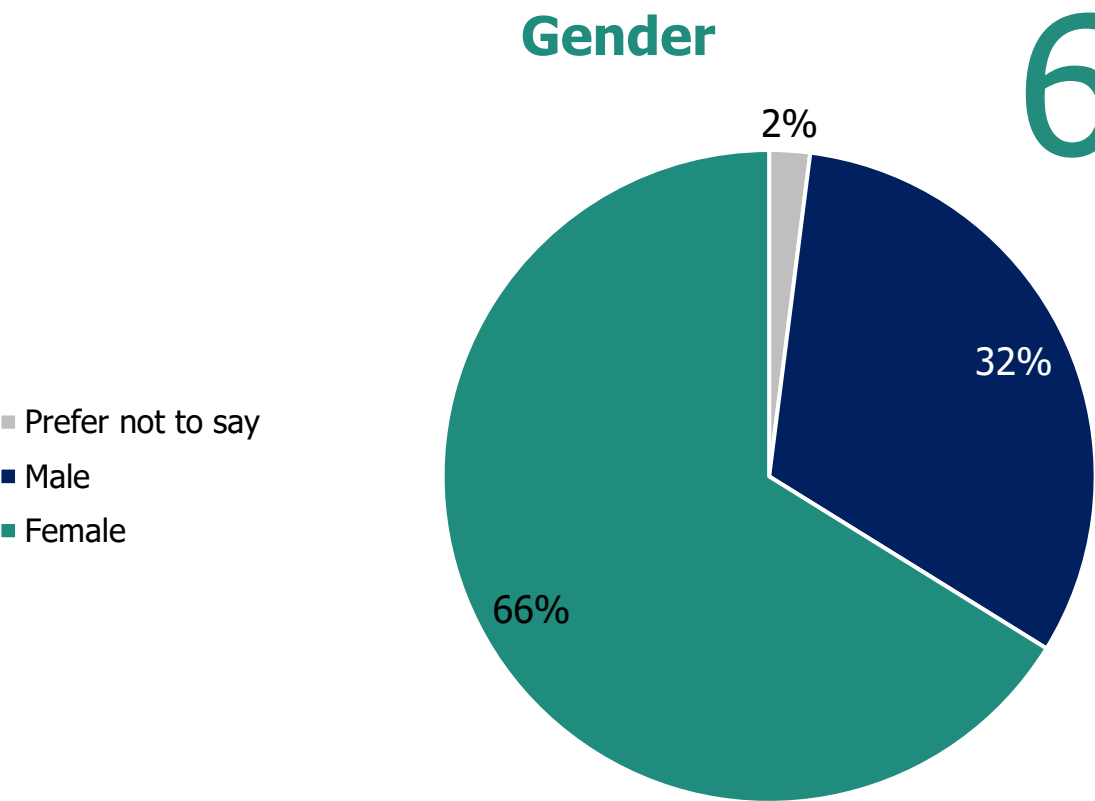
# 04 Survey Results



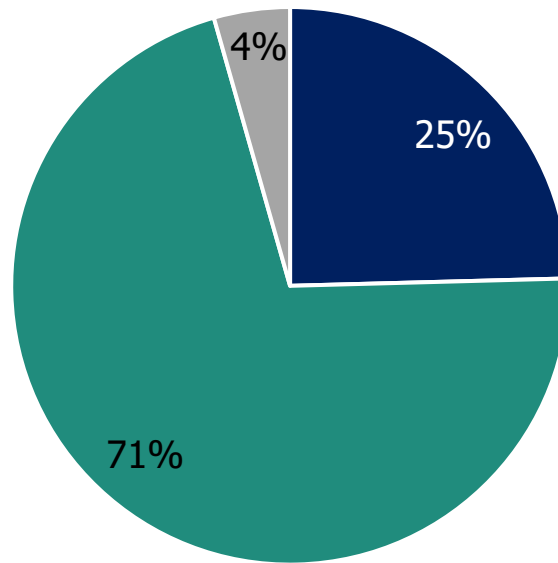
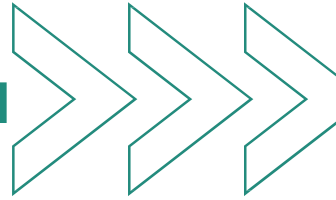
## The Survey in Numbers



**SAMPLE**  
**605**

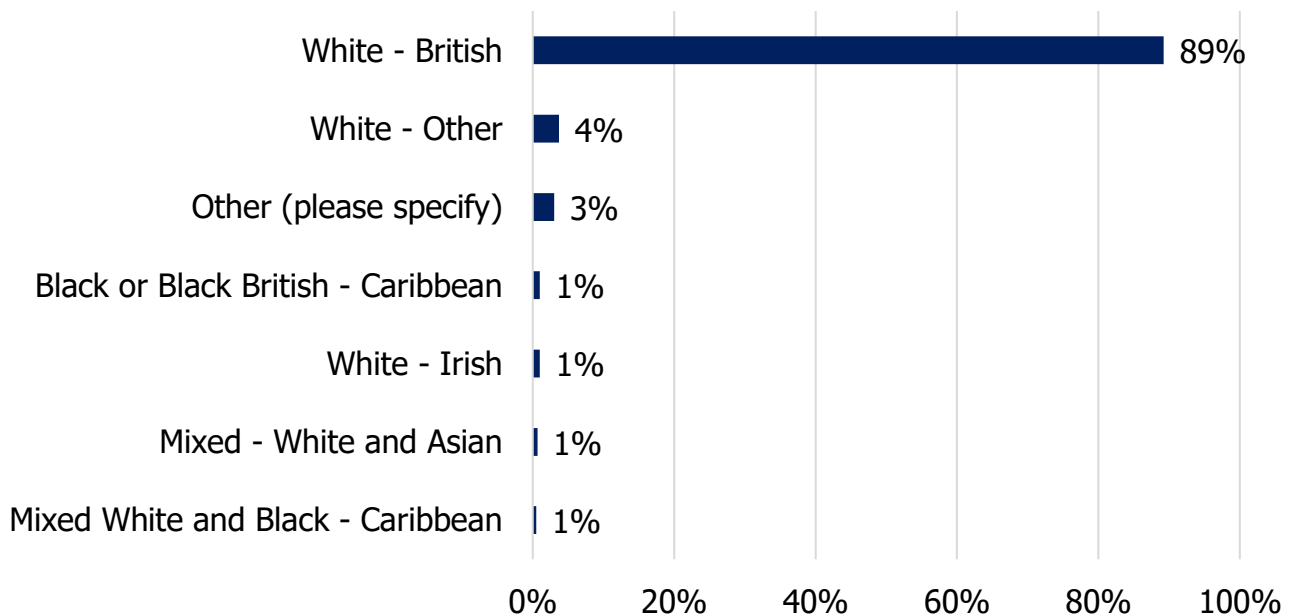


## Are your day-to-day activities limited because of a health condition or disability?

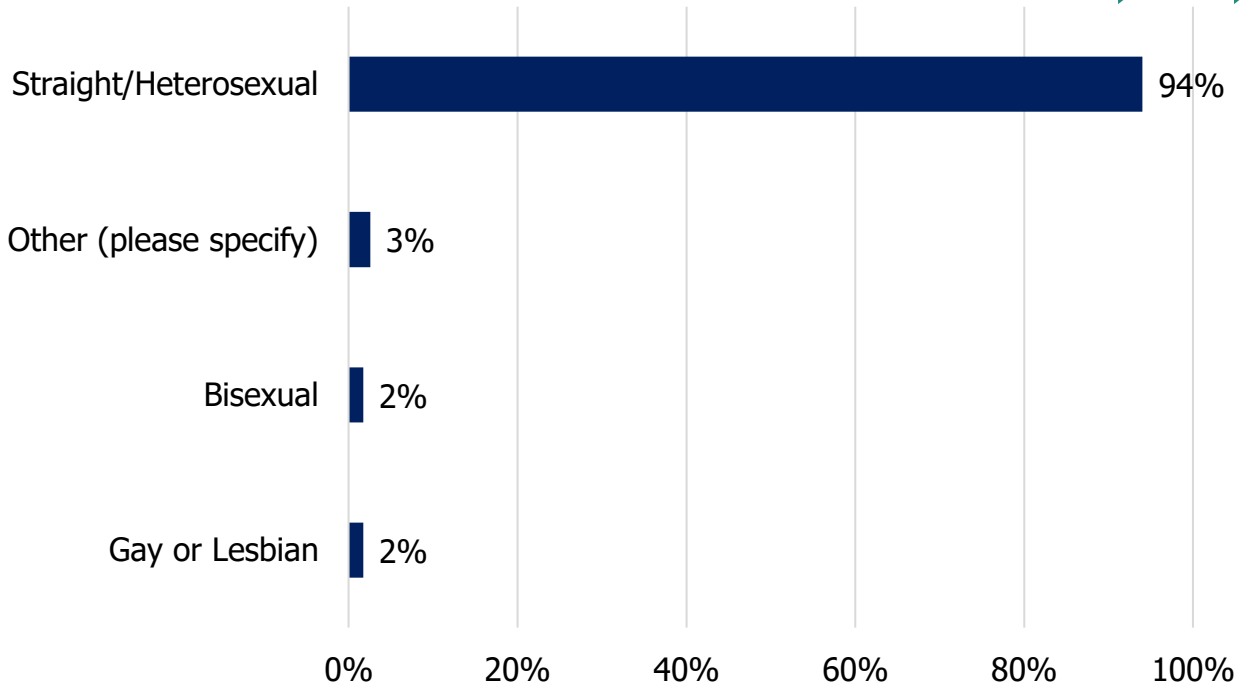


■ Yes ■ No ■ Prefer not to say

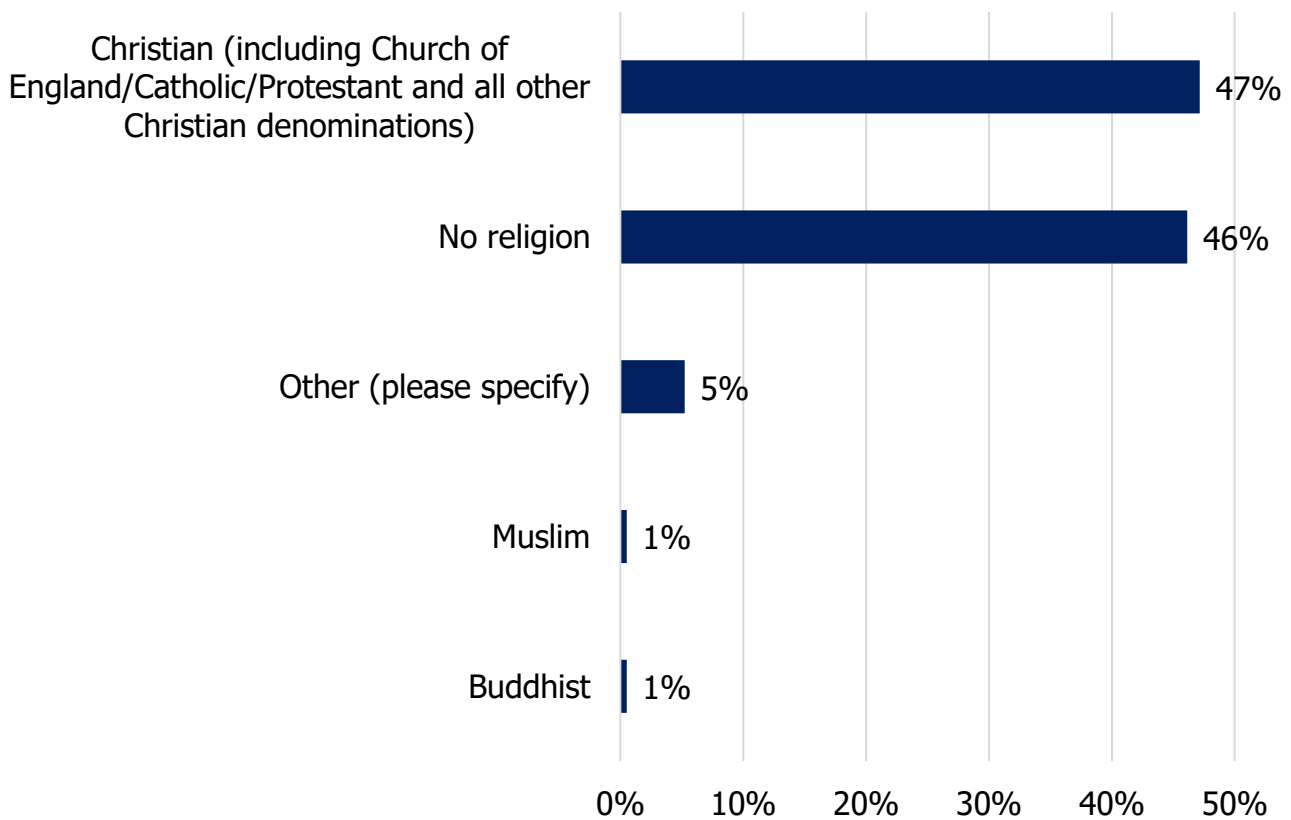
## Ethnic Group



## Sexual Orientation

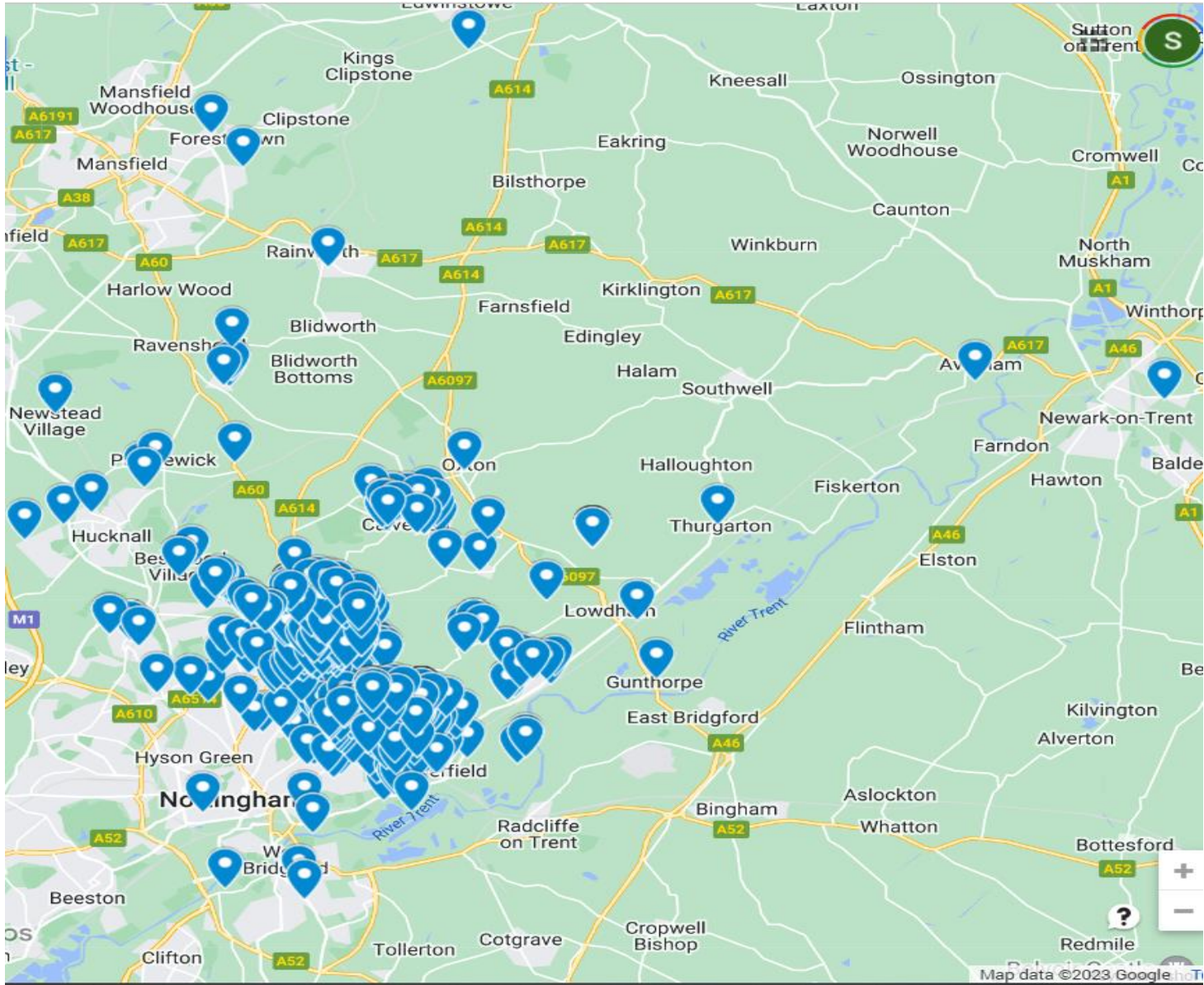
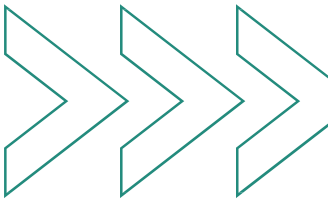


## Religion



# Participants Postcode Analysis

(Please see individual postcodes in the separate open responses document)

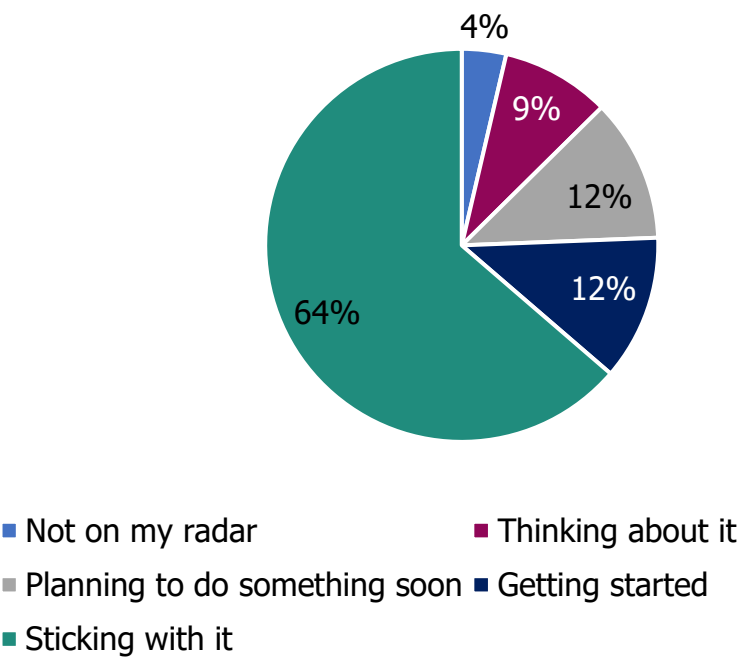




# 05 Question Breakdown



Which of the following best describes your current attitude towards becoming or being physically active?



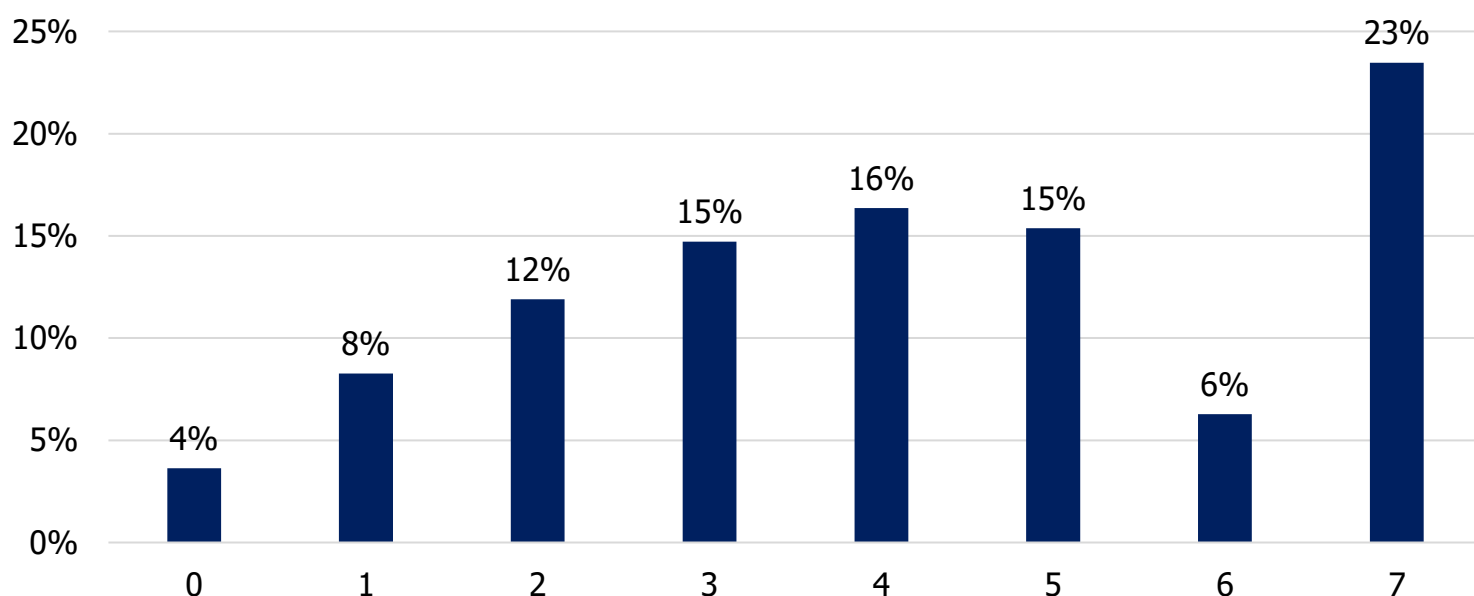
Which of the following best describes your current views on being physically active?	Gedling BC	Benchmark
Sticking with it	64%	62%
Getting started	12%	14%
Planning to do something soon	12%	12%
Thinking about it	9%	10%
Not on my radar	4%	2%

64% of the sample were at the “sticking with it” stage of the behavioural change model, (see Appendix 2 for more details), a figure similar to our national benchmark of 62%, and 12% are “getting started” which is also similar to our national benchmark of 14%





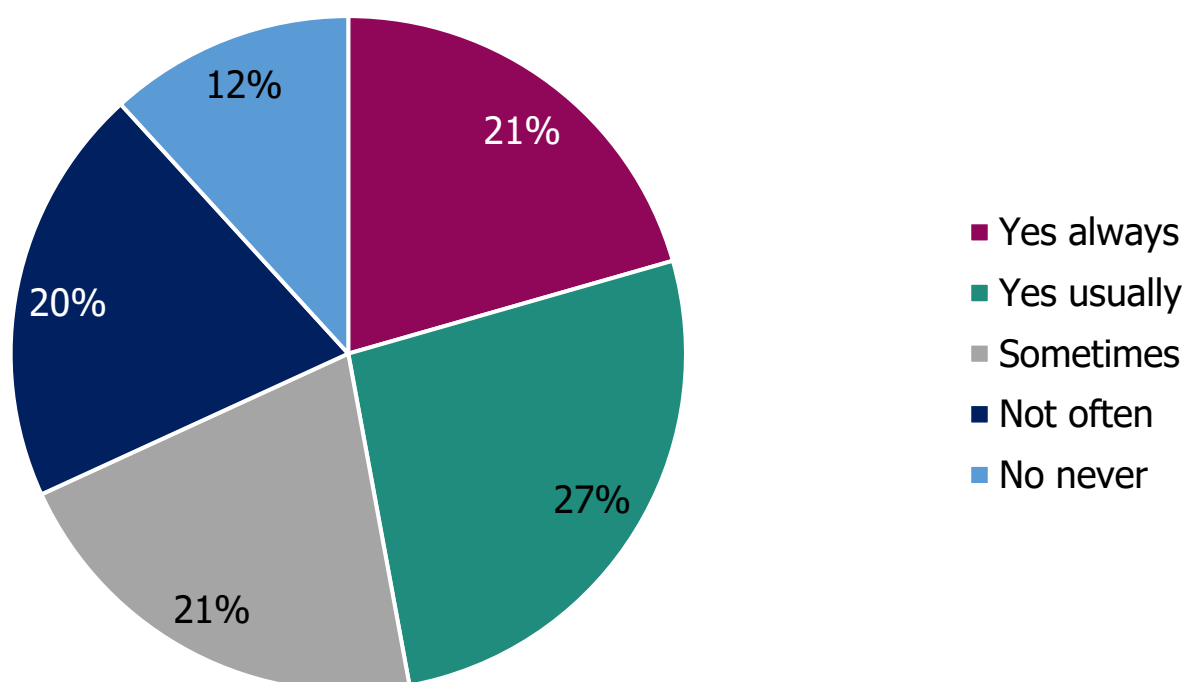
## Looking back over the last few weeks, how many days on average per week did you undertake at least 30 minutes of any movement/activity?



Almost a quarter of the sample (**23%**) said they have undertaken, on average, at least 30 minutes movement or exercise 7 days a week over the last few weeks. Only 4% said they hadn't done any

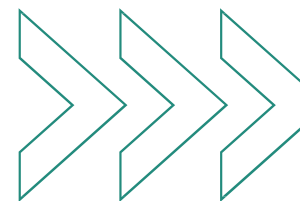


## Over the course of a normal week, do you undertake 150 minutes (two and a half hours) of moderate intensity activity, or 75 minutes of vigorous intensity?

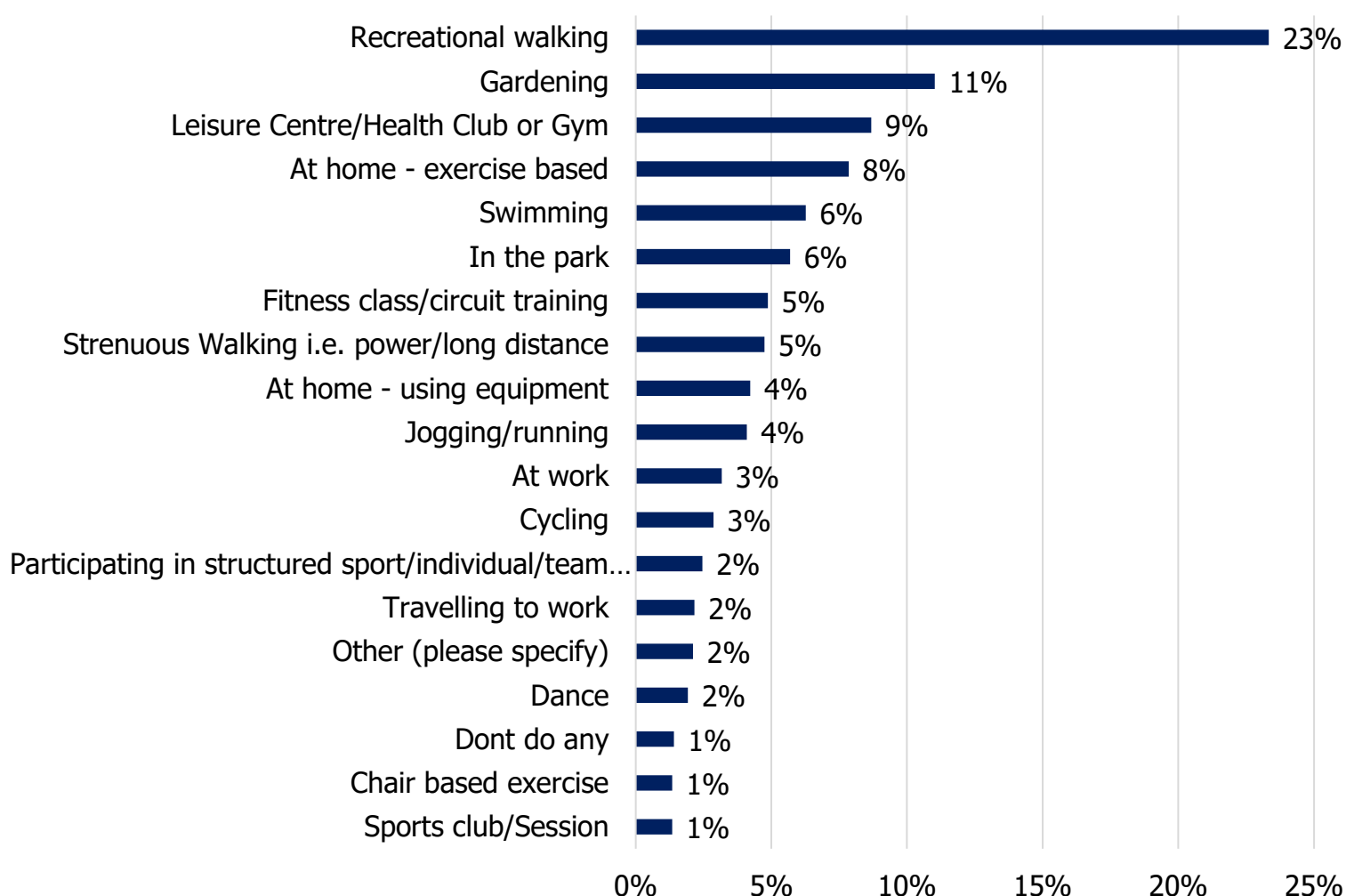


Over the course of a normal week, do you undertake 150 minutes (two and a half hours) of moderate intensity activity, or 75 minutes of vigorous intensity?	Gedling BC	Benchmark
Yes usually	27%	28%
Sometimes	21%	16%
Yes always	21%	28%
Not often	20%	14%
No never	12%	8%

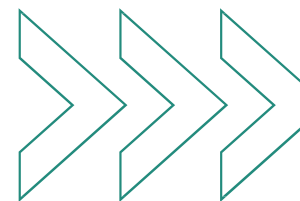
Nearly half of the sample (**48%**) said they **always or usually** do two and a half hours of **moderate intensity physical activity** or one hour and 15 minutes of **vigorous intensity**, this is lower than our national benchmark of 68%. **12%** said they **never do**, this is higher than our benchmark of 8%



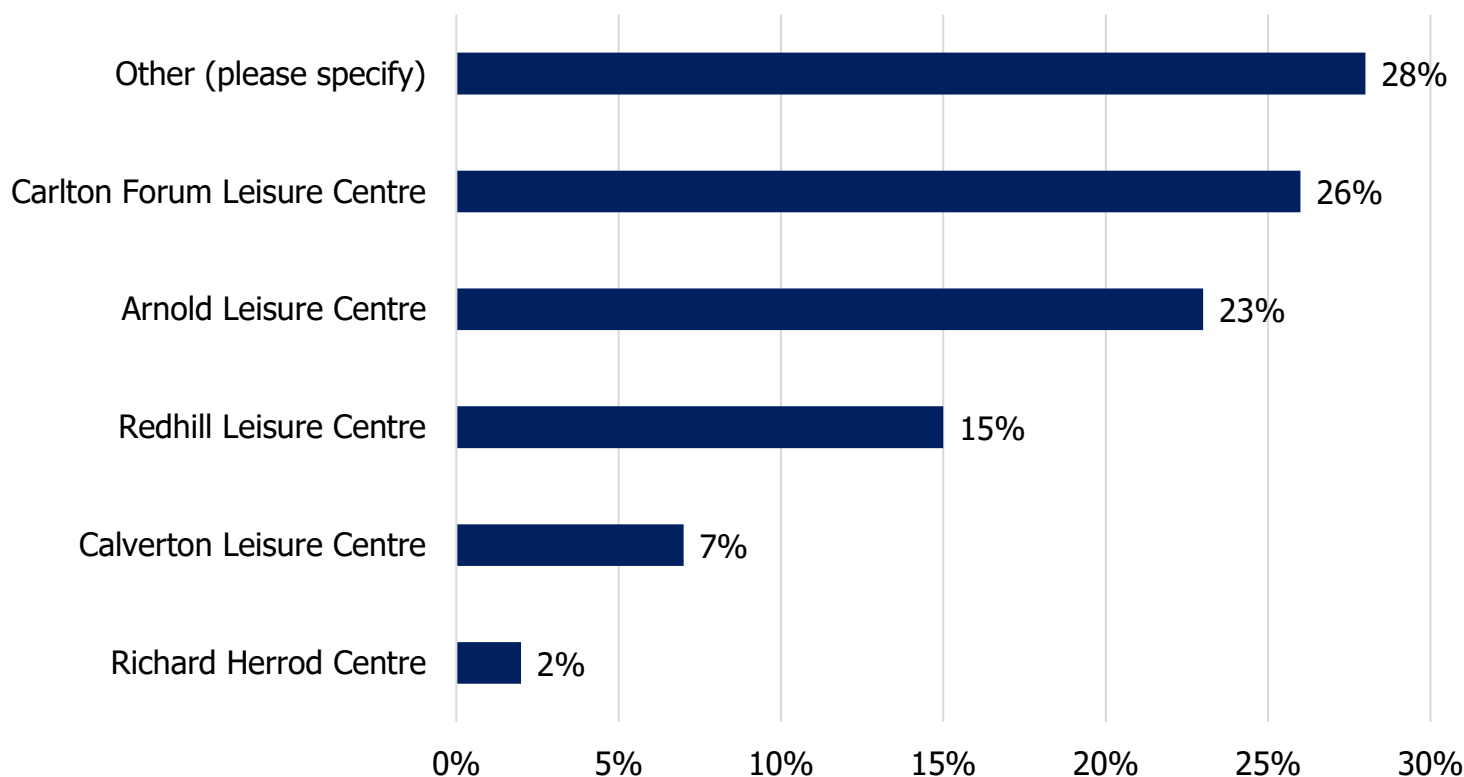
## How do you undertake most of your physical activity?



**23%** of the sample said **recreational walking** was their most popular activity, this is the same as our national benchmark



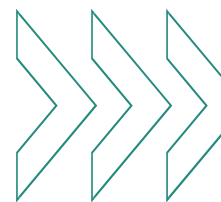
## If you use a leisure centre, health club or other community space, then what facilities are you currently using?



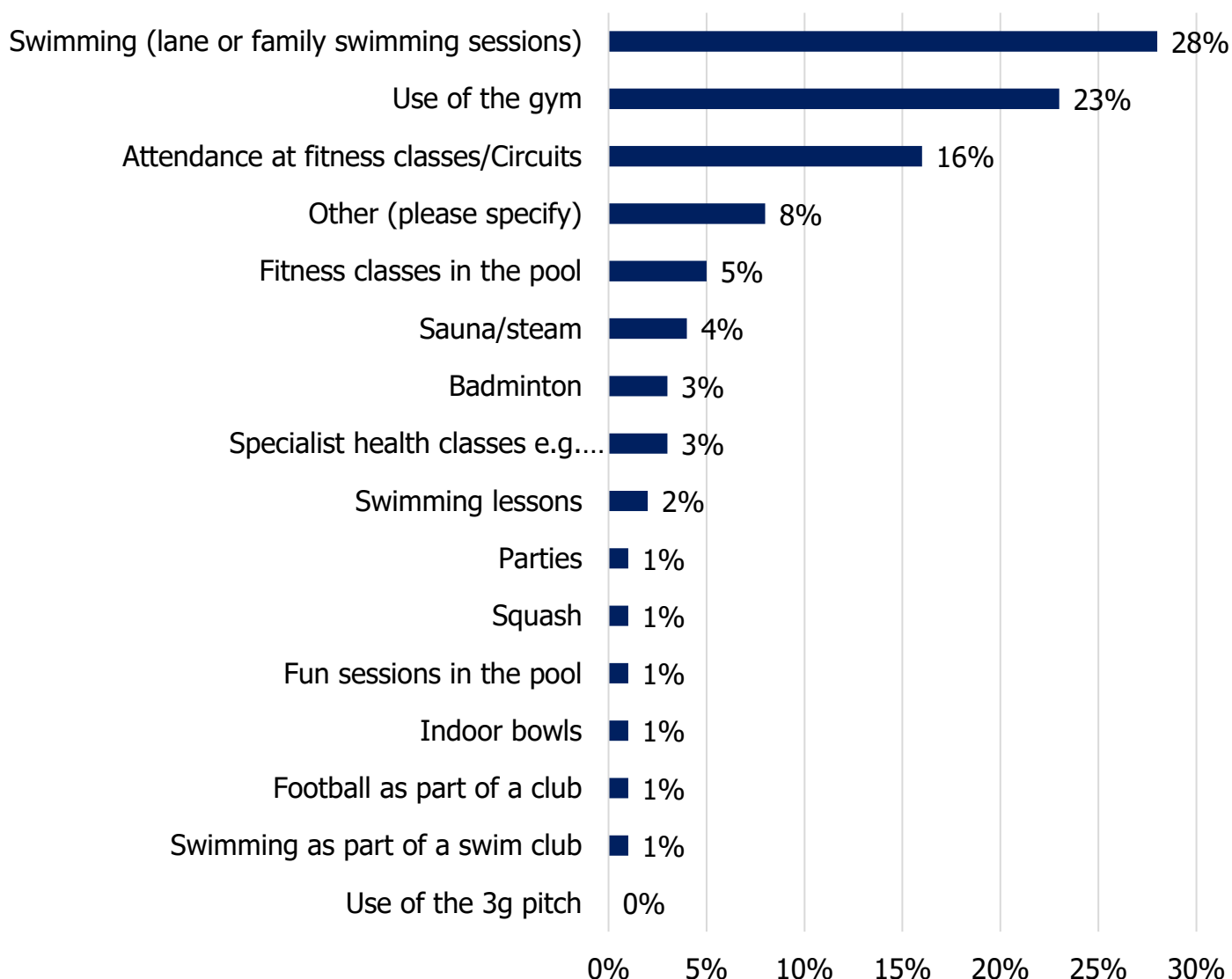
### Other (please specify) Top 3 Trends:

Nuffield  
Gedling Country Park  
Everlast Gym

Out of the total sample of 605, **329** of those people said they use a leisure centre, health club or other community space. The most popular Leisure Centre was Carlton Forum Leisure Centre at **26%**, closely followed by Arnold Leisure Centre at **23%**

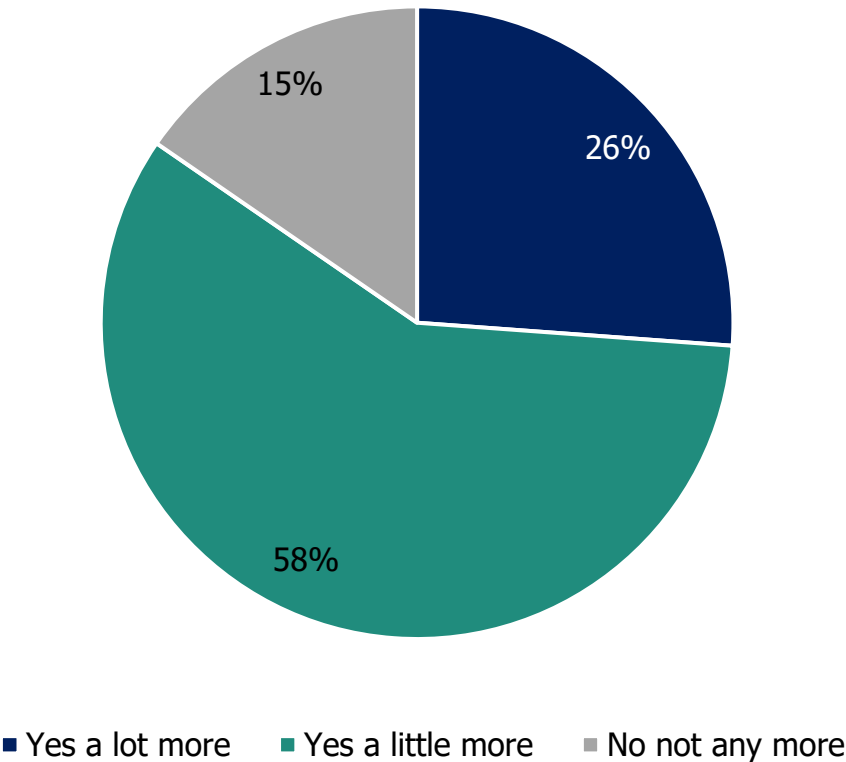
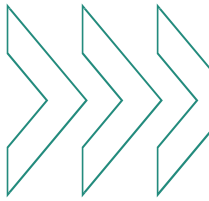


## (If you use any of the facilities in Q5) What activities do you participate in?



For those that used a leisure centre, health club or other community space the activity participated in the most **was swimming (lane or family swimming sessions) at 28%**

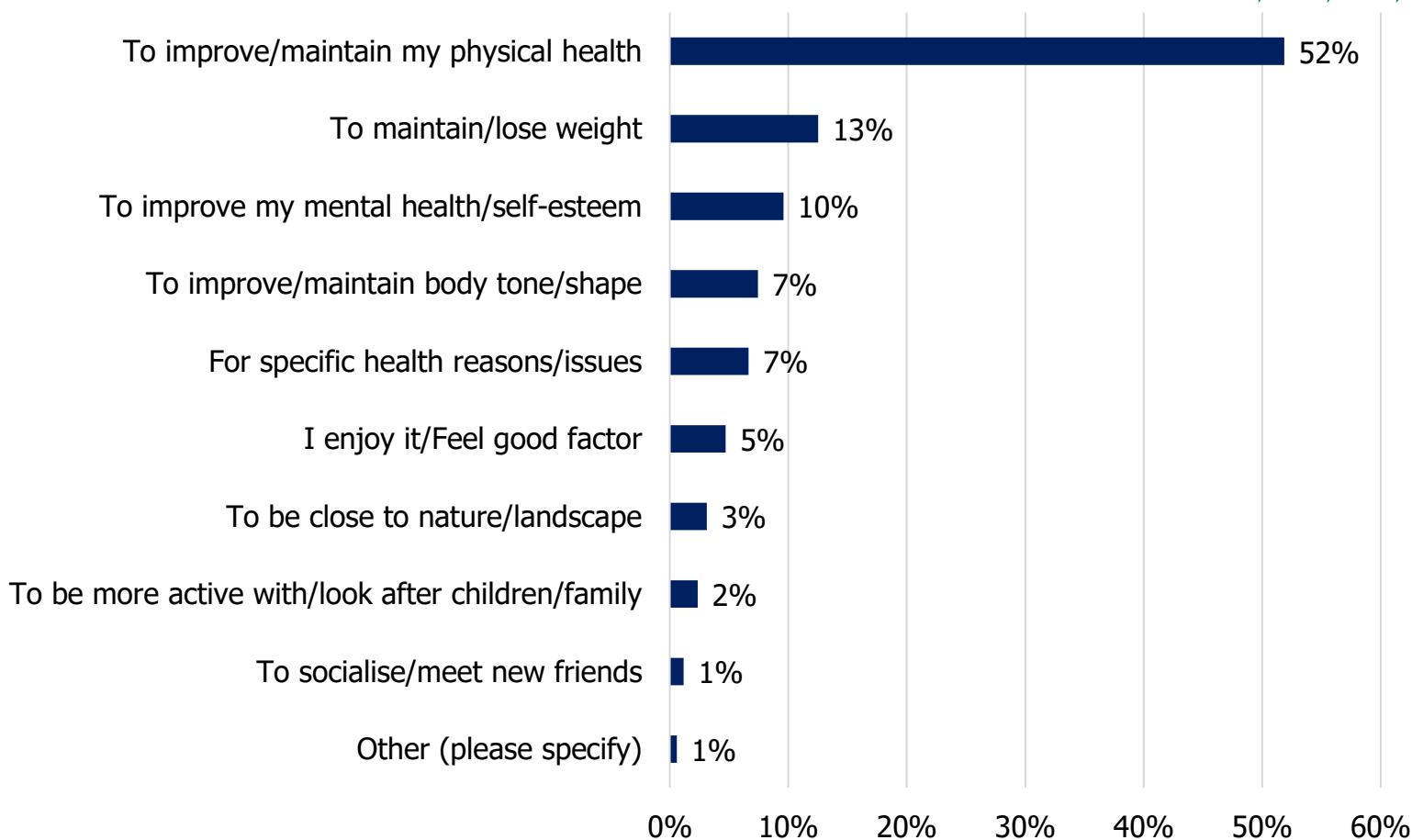
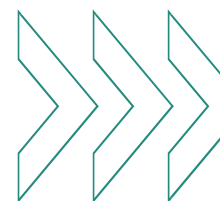
# Looking forward, would you like to do more physical activity?



Looking forward, would you like to do more physical activity?	Gedling BC	Benchmark
Yes a little more	58%	50%
Yes a lot more	26%	39%
No - no more	15%	10%

**84%** of the sample stated they would like to do more physical activity, slightly lower than our national benchmark of 89%

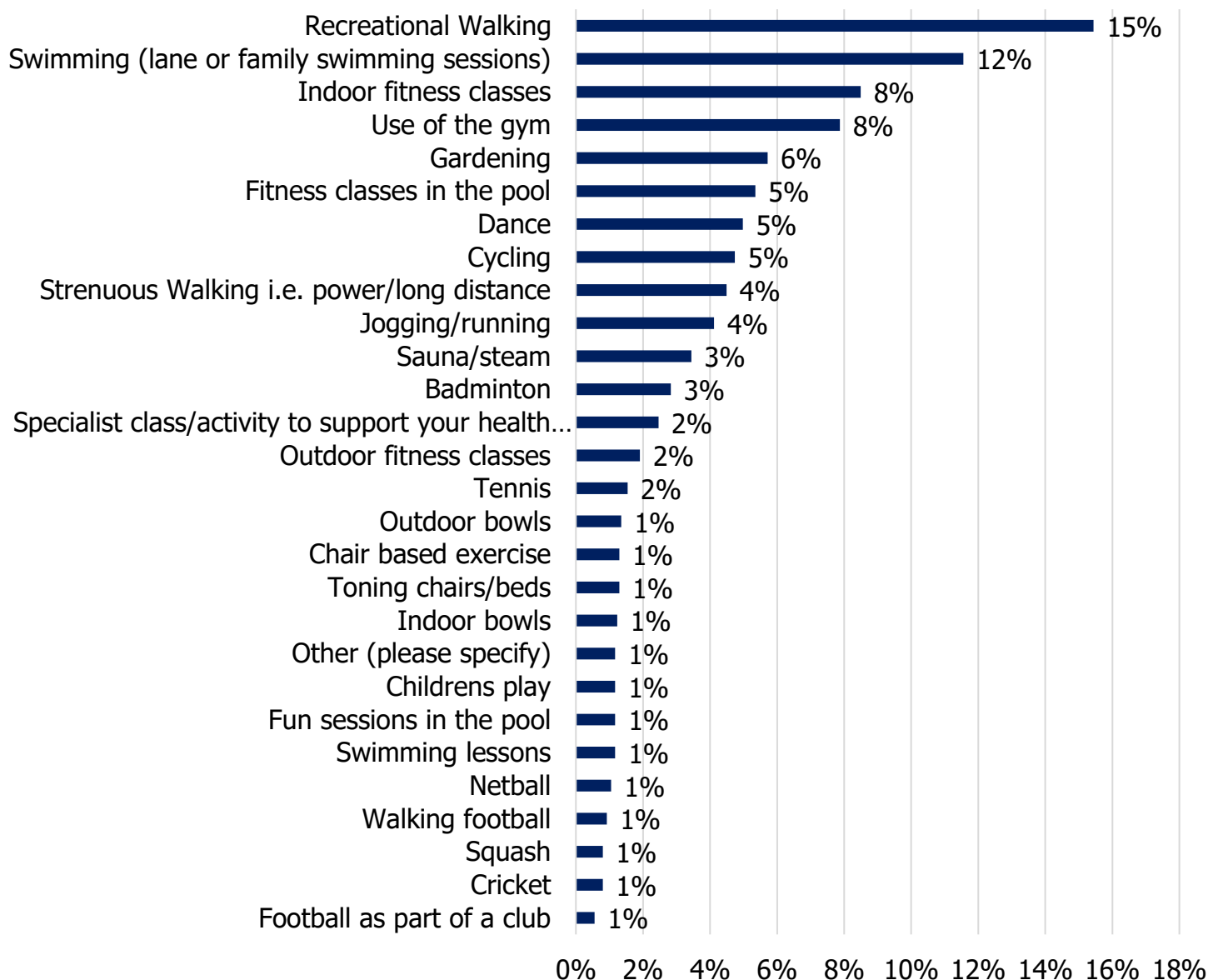
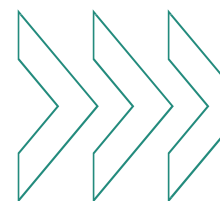
## Why would you like to undertake more activity/exercise?



Why would you like to undertake more activity/exercise? (One main reason)	Gedling BC	Benchmark
To improve/maintain my physical health	52%	51%
To maintain/lose weight	13%	14%
To improve my mental health/self-esteem	10%	11%
To improve/maintain body tone/shape	7%	8%
For specific health reasons/issues	7%	6%
I enjoy it/Feel good factor	5%	6%
To be close to nature/landscape	3%	1%
To be more active with/look after children/family	2%	
To socialise/meet new friends	1%	2%
Other (please specify)	1%	1%

Of the 511 respondents that said they wanted to be **more physically active**, the main reason selected by over half (**52%**) was to “**improve/maintain my physical health**” this is similar to our national benchmark of 51%

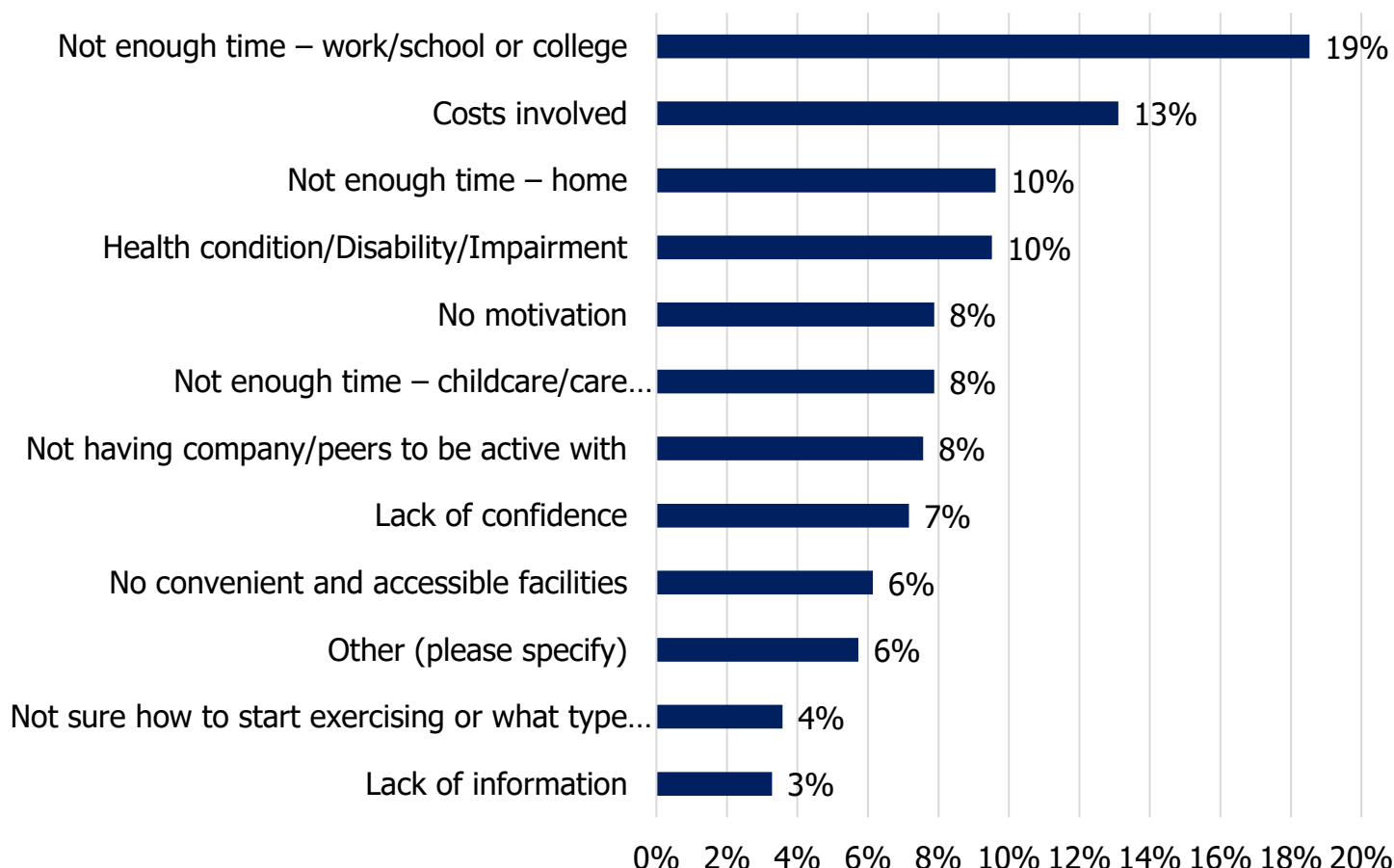
## What activities would you like to do more of?



Recreational walking was the activity that most people would like to do more of at **15%**, closely followed by swimming at **12%**



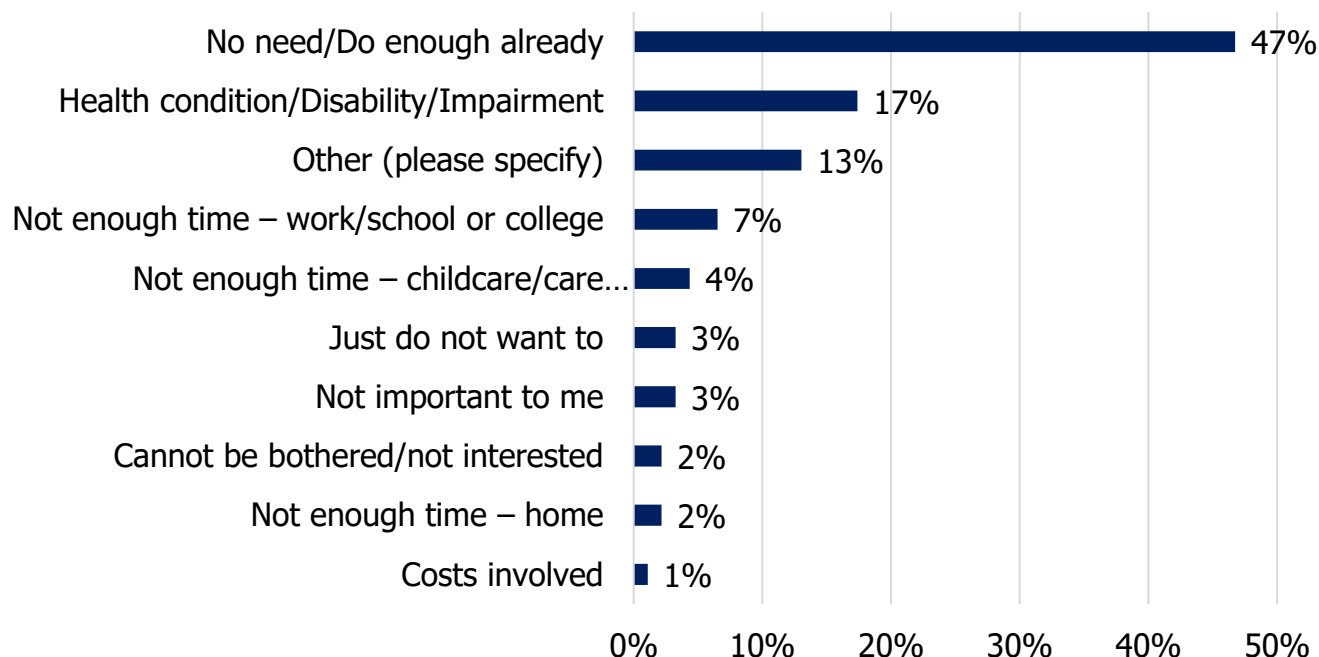
## What are the main reasons that are stopping you from doing more?



What are the main reasons that are stopping you from doing more? Please select all that apply	Gedling BC	Benchmark
Not enough time – work/school or college	19%	16%
Costs involved	13%	20%
Not enough time – home	10%	7%
Health condition/Disability/Impairment	10%	4%
Not enough time – childcare/care responsibilities	8%	9%
No motivation	8%	6%
Not having company/peers to be active with	8%	
Lack of confidence	7%	6%
No convenient and accessible facilities	6%	11%
Other (please specify)	6%	13%
Not sure how to start exercising or what type to do	4%	3%
Lack of information	3%	5%

**19%** said that the 'Not enough time due to work/school or college' was the main reason stopping them from doing more physical activity, close to our national benchmark of 16%

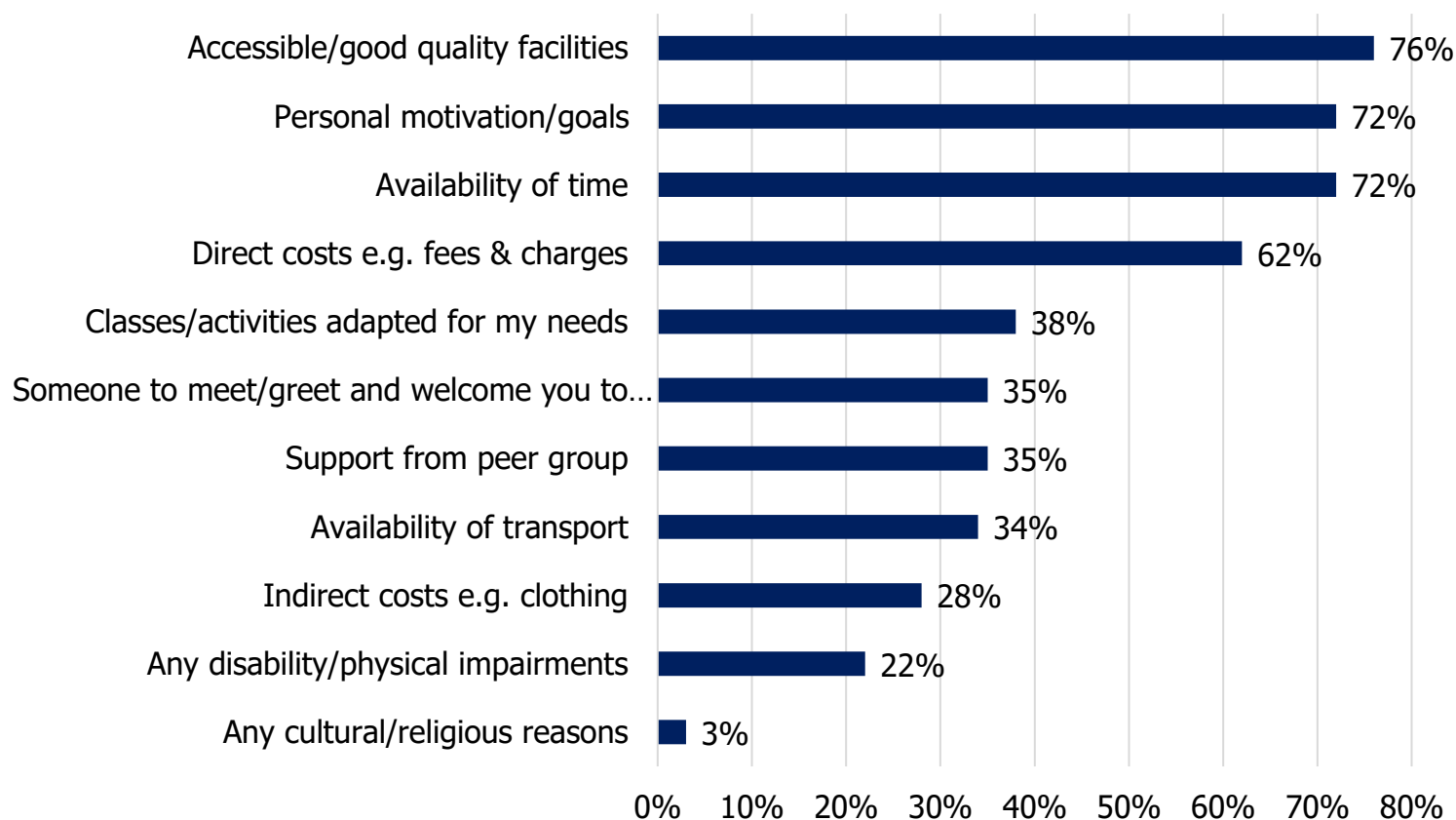
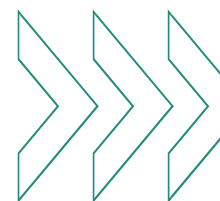
## Why don't you want to do more exercise/activity?



Why don't you want to do more exercise/activity? (One main reason)	Gedling BC	Benchmark
No need/Do enough already	47%	65%
Health condition/Disability/Impairment	17%	2%
Other (please specify)	13%	14%
Not enough time – work/school or college	7%	0%
Not enough time – childcare/care responsibilities	4%	5%
Not important to me	3%	0%
Just do not want to	3%	5%
Not enough time – home	2%	0%
Cannot be bothered/not interested	2%	2%
Costs involved	1%	5%
Not sure how to start/what to do	0%	0%
No motivation	0%	2%
It is not clear what is involved and what is available	0%	0%

Of the 93 people that said they didn't want to do more physical activity, **47%** said there was **no need as they felt they did enough already**

## How important are the following factors when thinking about undertaking more physical activity/exercise: (Important and Very important)

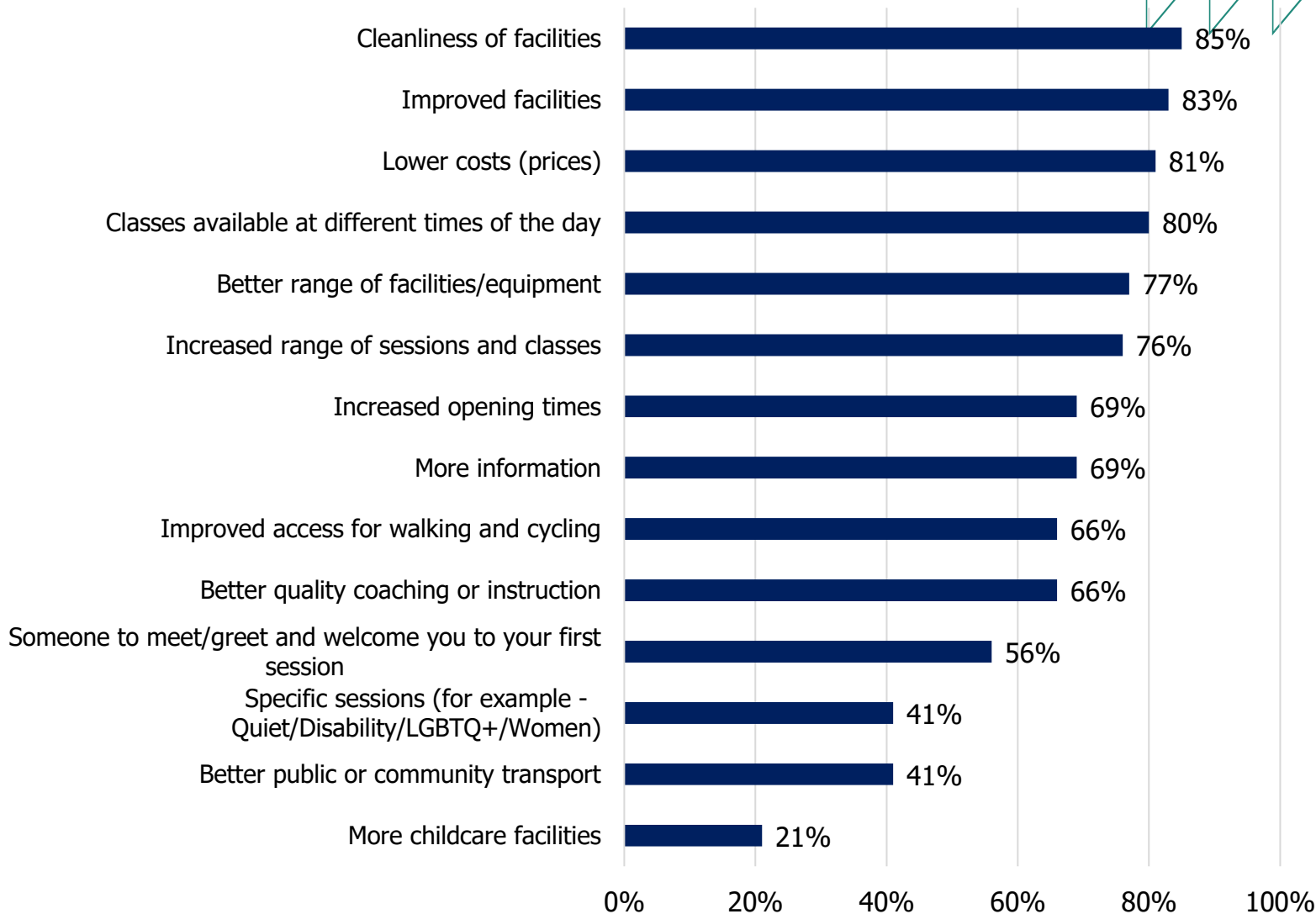
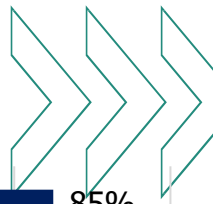


### How important are the following factors when thinking about undertaking more physical activity/exercise:

	Gedling BC	Benchmark
Accessible/good quality facilities	76%	85%
Availability of time	72%	77%
Personal motivation/goals	72%	78%
Direct costs e.g. fees & charges	62%	71%
Classes/activities adapted for my needs	38%	
Support from peer group	35%	34%
Someone to meet/greet and welcome you to your first session	35%	
Availability of transport	34%	35%
Indirect costs e.g. clothing	28%	23%
Any disability/physical impairments	22%	19%
Any cultural/religious reasons	3%	3%

Accessible/good quality facilities, was the most important factor to the sample when thinking about undertaking more physical activity or exercise

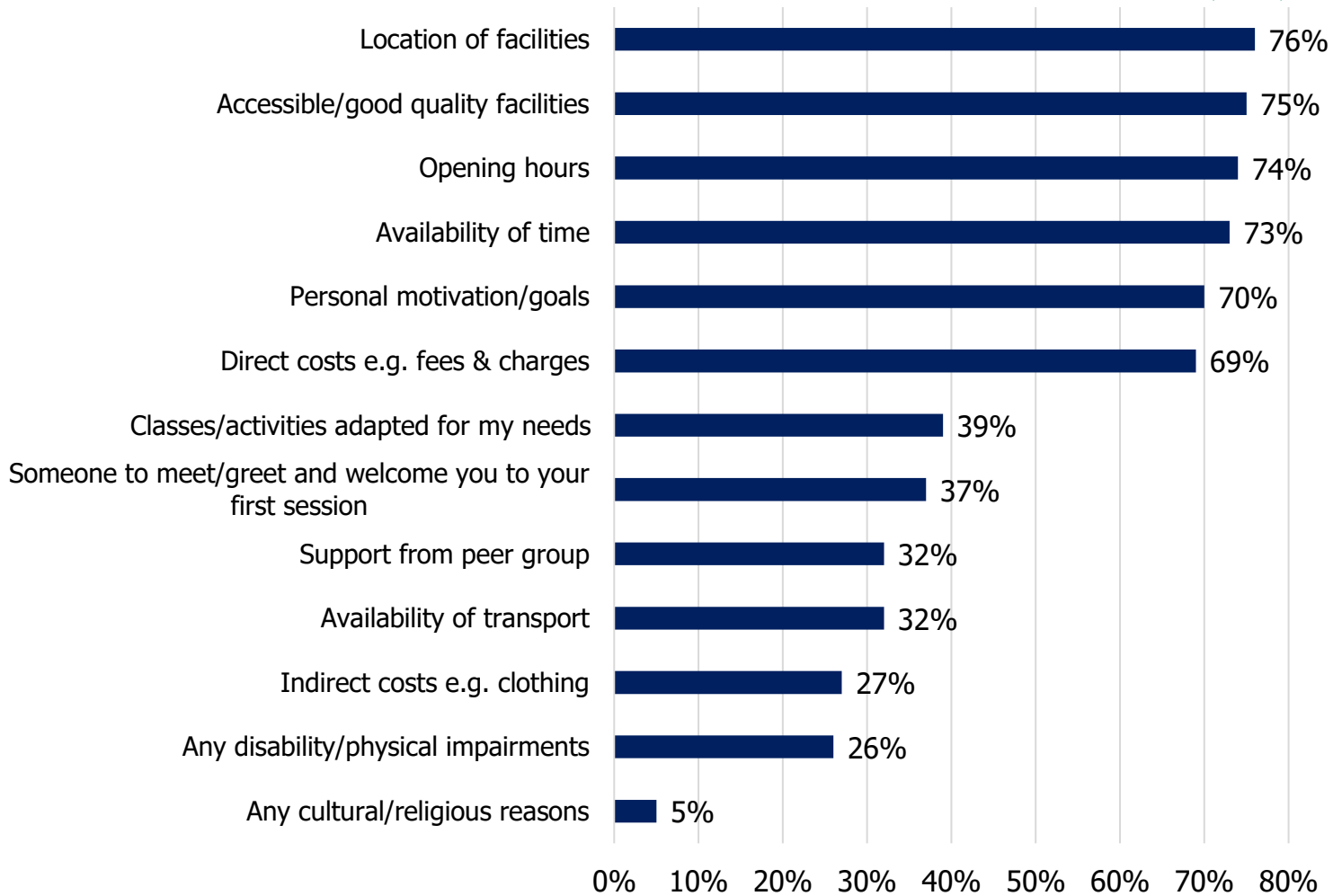
# To what extent would the following encourage you to start doing more physical activity/exercise? (Encourage and Strongly encourage)



## To what extent would the following encourage you to start doing more physical activity/exercise?

	Gedling BC	Benchmark
Cleanliness of facilities	85%	88%
Improved facilities	83%	81%
Lower costs (prices)	81%	87%
Classes available at different times of the day	80%	82%
Better range of facilities/equipment	77%	83%
Increased range of sessions and classes	76%	80%
More information	69%	68%
Increased opening times	69%	68%
Better quality coaching or instruction	66%	69%
Improved access for walking and cycling	66%	
Someone to meet/greet and welcome you to your first session	56%	
Better public or community transport	41%	47%
Specific sessions (for example - Quiet/Disability/LGBTQ+/Women)	41%	39%
More childcare facilities	21%	26%

# How important are the following factors when thinking about accessing leisure services? (Important and Very important)

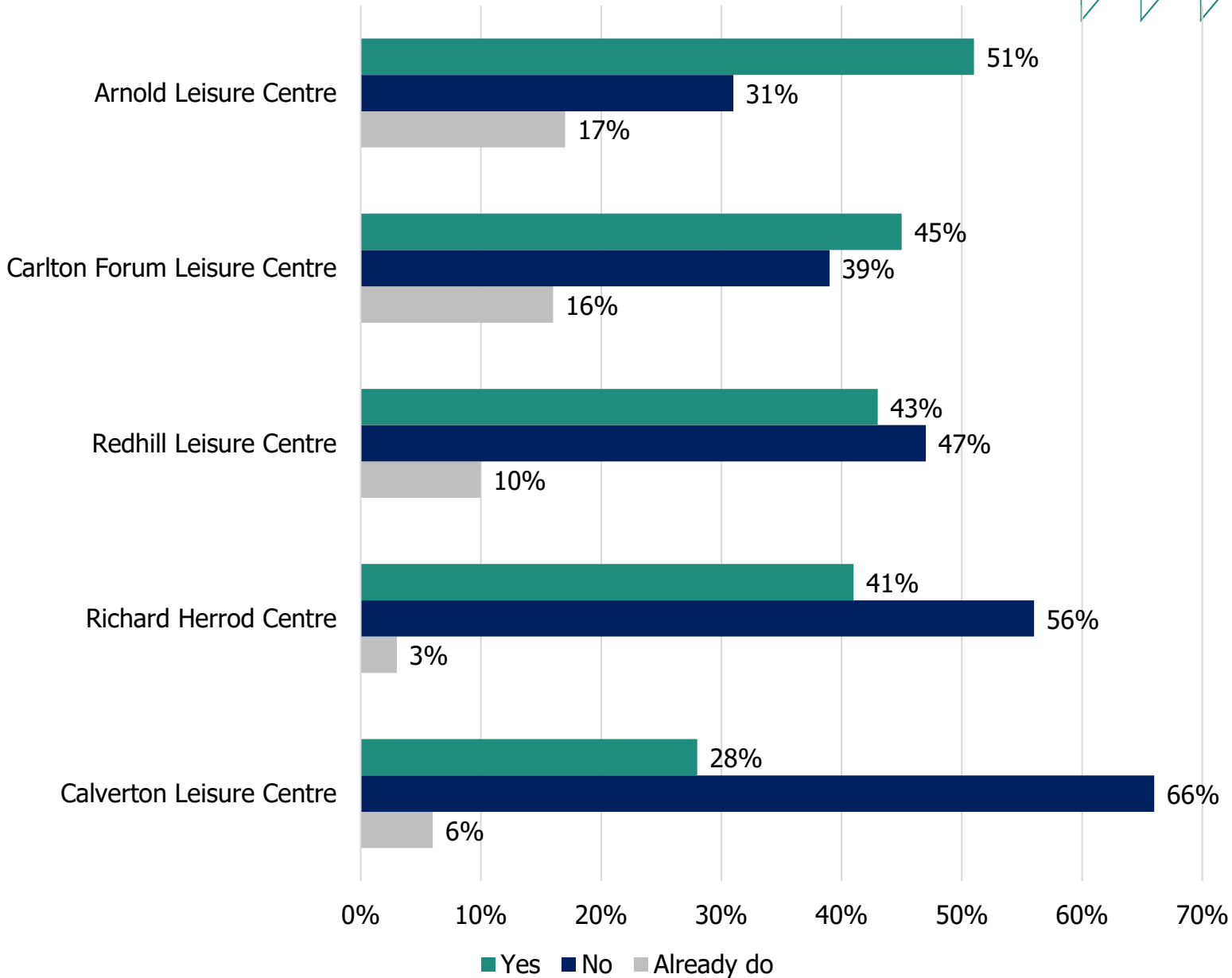
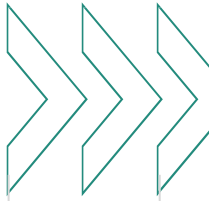


## How important are the following factors when thinking about accessing leisure services?

	Gedling BC	Benchmark
Location of facilities	76%	
Accessible/good quality facilities	75%	87%
Opening hours	74%	
Availability of time	73%	75%
Personal motivation/goals	70%	75%
Direct costs e.g. fees & charges	69%	78%
Classes/activities adapted for my needs	39%	
Someone to meet/greet and welcome you to your first session	37%	
Availability of transport	32%	37%
Support from peer group	32%	34%
Indirect costs e.g. clothing	27%	26%
Any disability/physical impairments	26%	23%
Any cultural/religious reasons	5%	5%

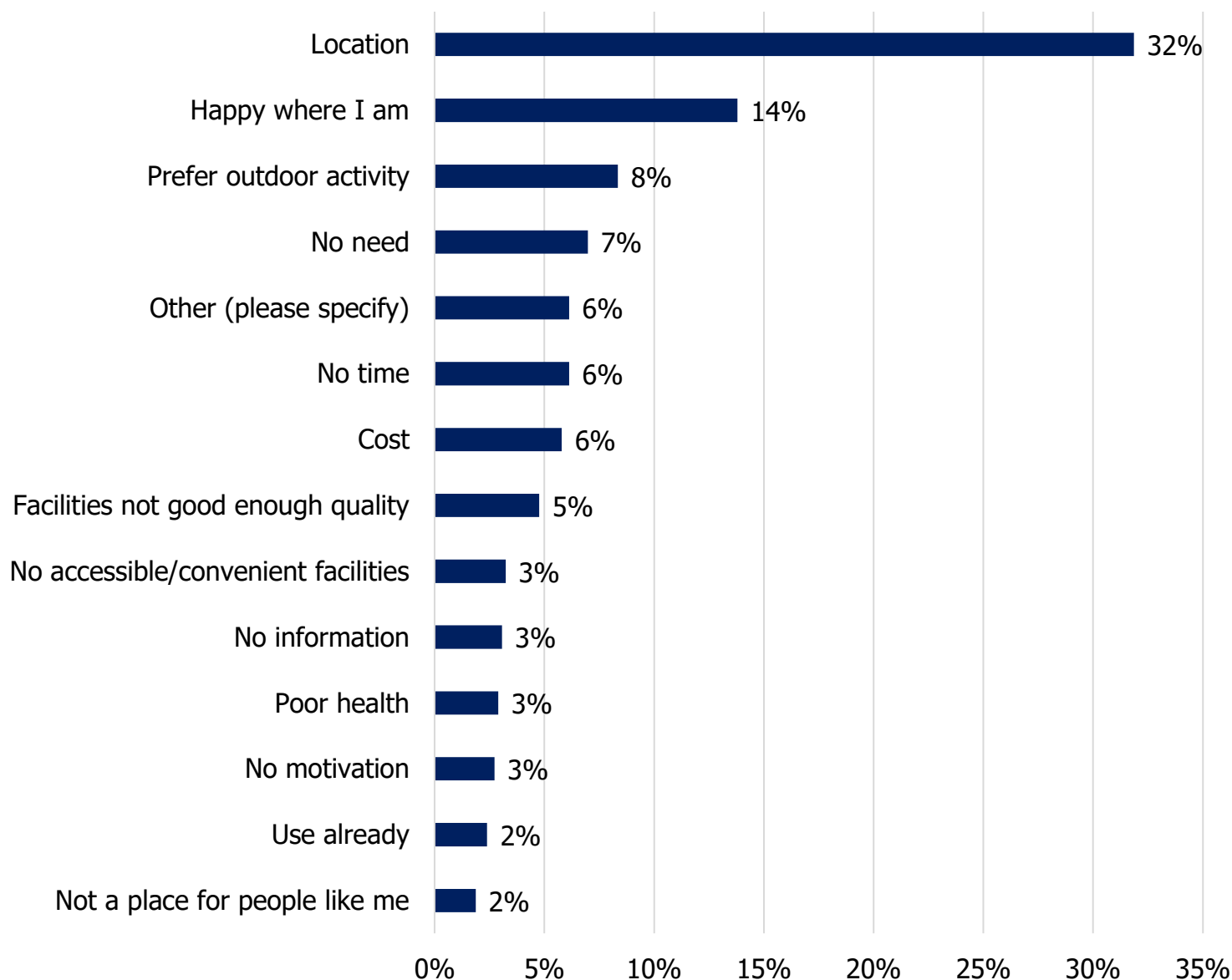
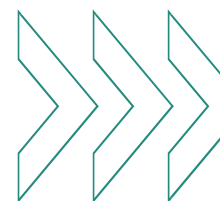
Location of facilities was the most important factor to the sample when thinking about accessing leisure services

## Would you ever consider using...



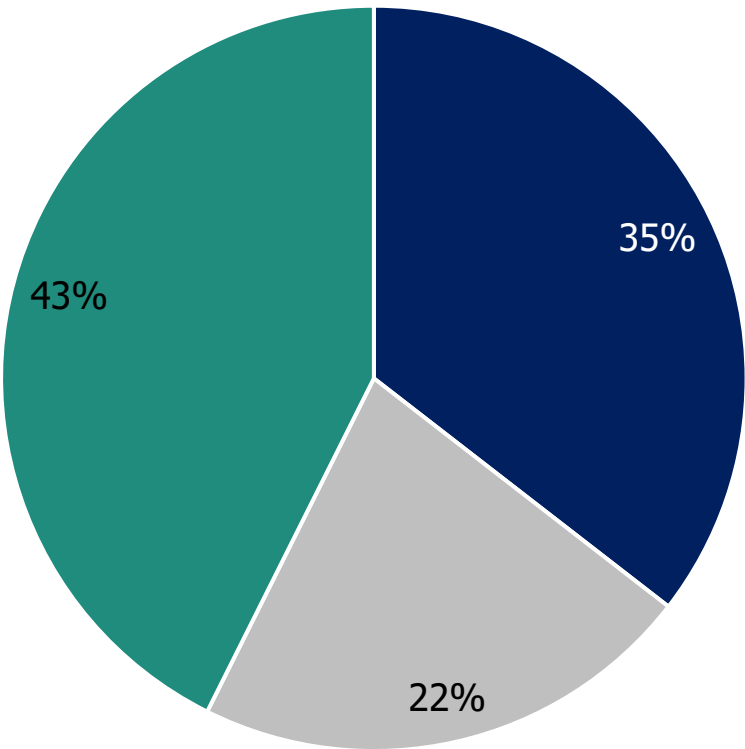
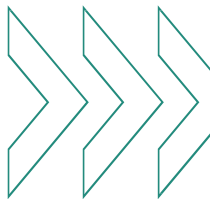
Would you ever consider using...	Arnold Leisure Centre	Carlton Forum Leisure Centre	Redhill Leisure Centre	Richard Herrod Centre	Calverton Leisure Centre
Yes	51%	45%	43%	41%	28%
No	31%	39%	47%	56%	66%
Already do	17%	16%	10%	3%	6%

## What was the main reason you do not use them or wouldn't consider using them?



**32%** said that the **Location of the centre/s** was the **main reason** for not using or considering using them

# If other additional services were provided on the same site as the leisure centre e.g. health services, community activities, youth services, library services, would you be more likely to use/access these leisure centre services?

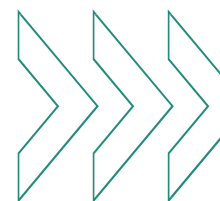


■ Yes
 ■ No
 ■ Maybe/Not sure

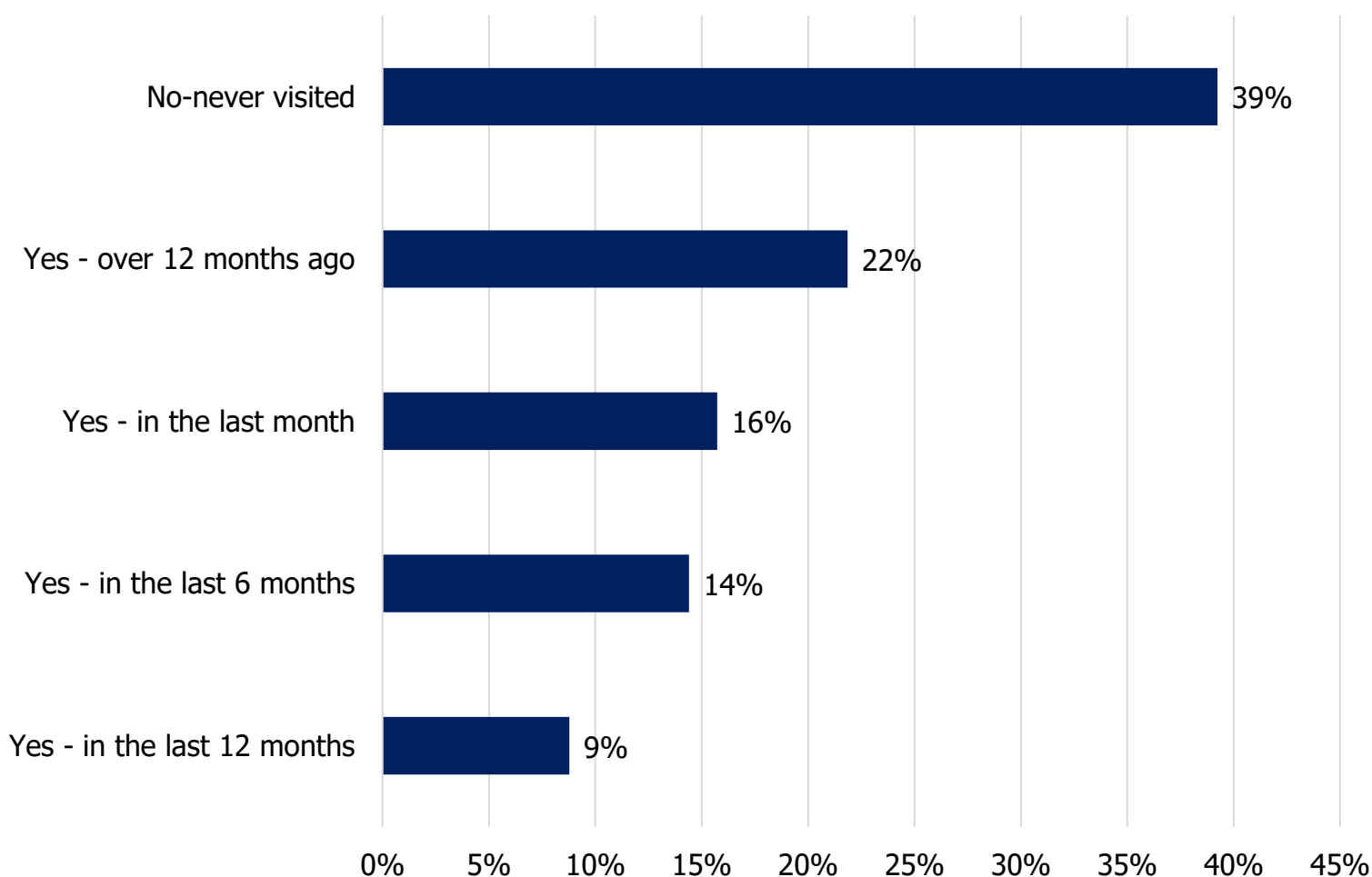
If other additional services were provided on the same site as the leisure centre e.g. health services, community activities, youth services, would you be more likely to use/access these leisure centre services?	Gedling BC	Benchmark
Maybe/Not sure	43%	46%
Yes	35%	28%
No	22%	26%

**43%** were undecided whether additional services on the same site would make them more likely to use/access these services however, **35%** said they would be more likely to use/access these leisure centre services which is higher than our benchmark of 28%





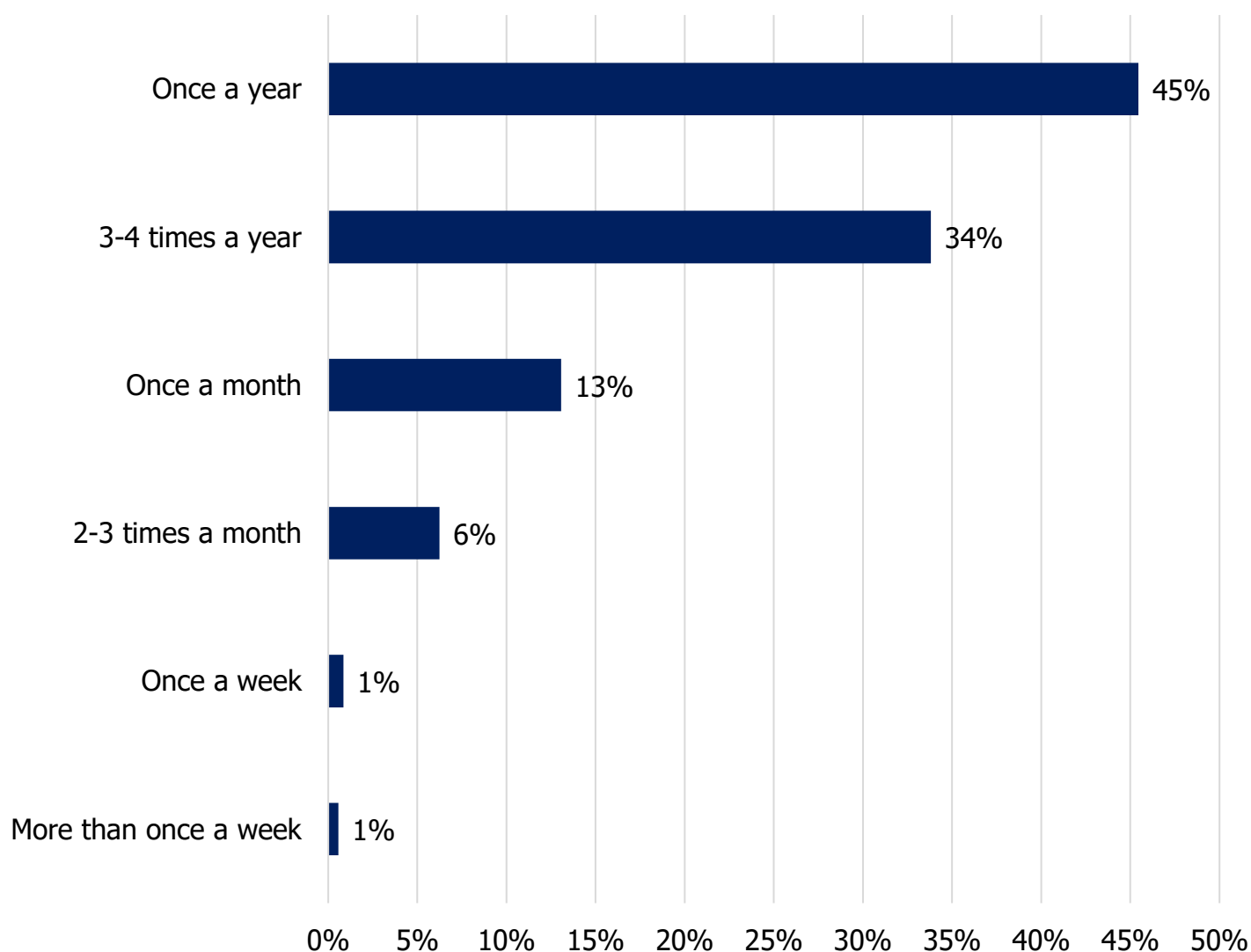
## Have you visited Bonington Theatre and Cinema?



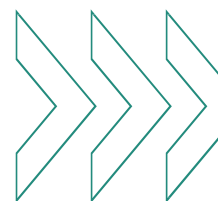
**39%** of the sample said they have **never visited** Bonington Theatre and Cinema, **22%** last visited over 12 months ago and a total of **39%** have visited **within the last 12 months**



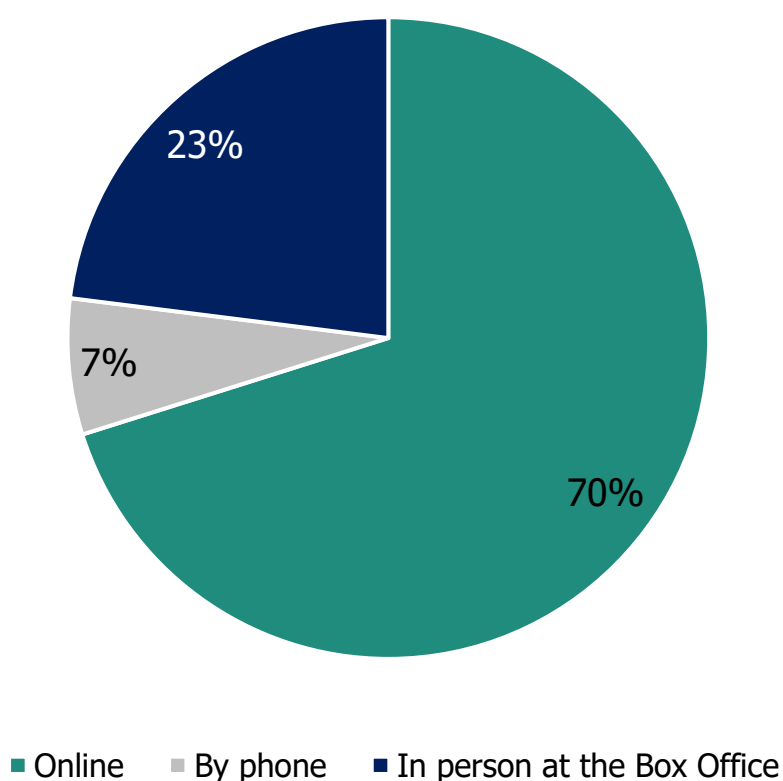
## How regularly do you visit The Bonington Theatre and Cinema?



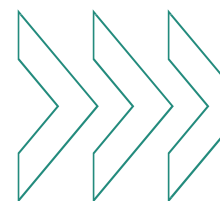
Of the 367 people that said they had visited the Bonington Theatre and Cinema, nearly half (45%) said they only visited once a year



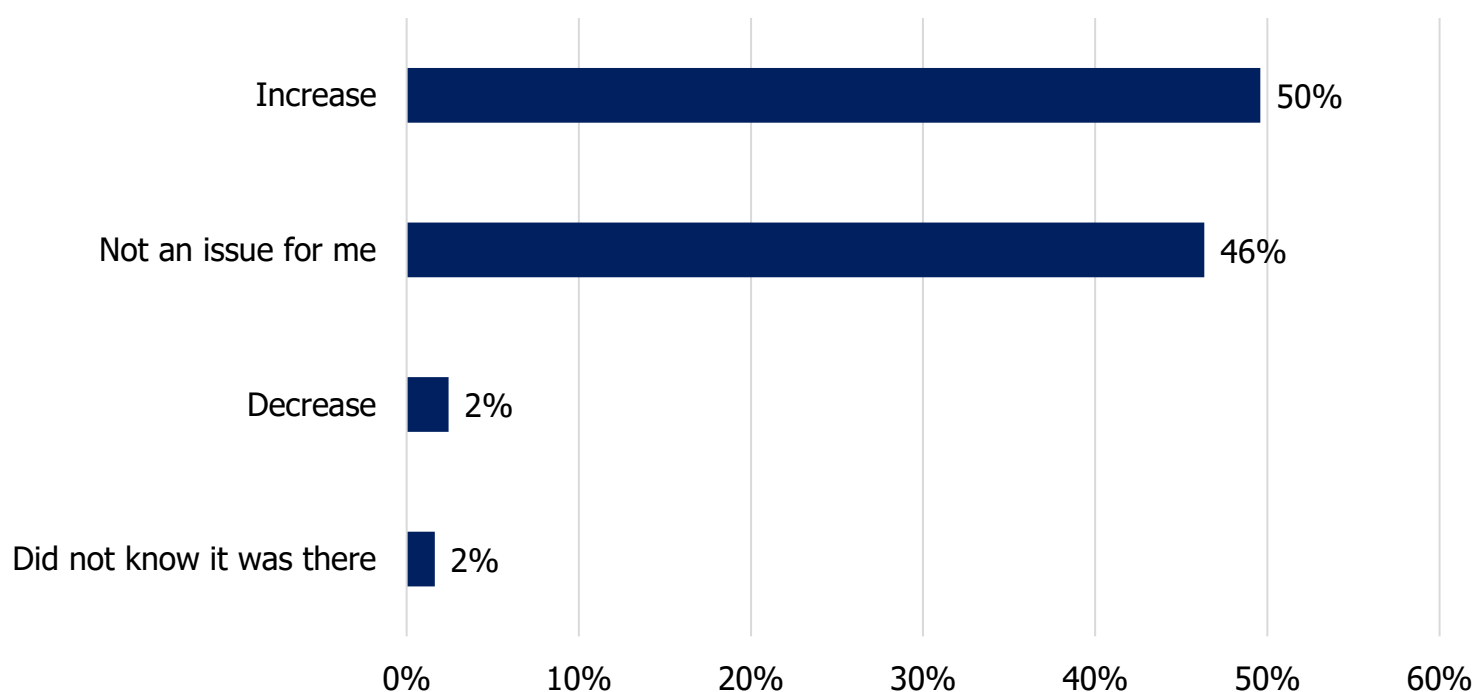
## If you were to attend an event at The Bonington Theatre and Cinema, what would be your preferred method of ticket purchase?



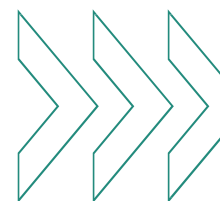
**70%** said if they were to attend the Bonington Theatre and Cinema, their preferred method of ticket purchase would be online



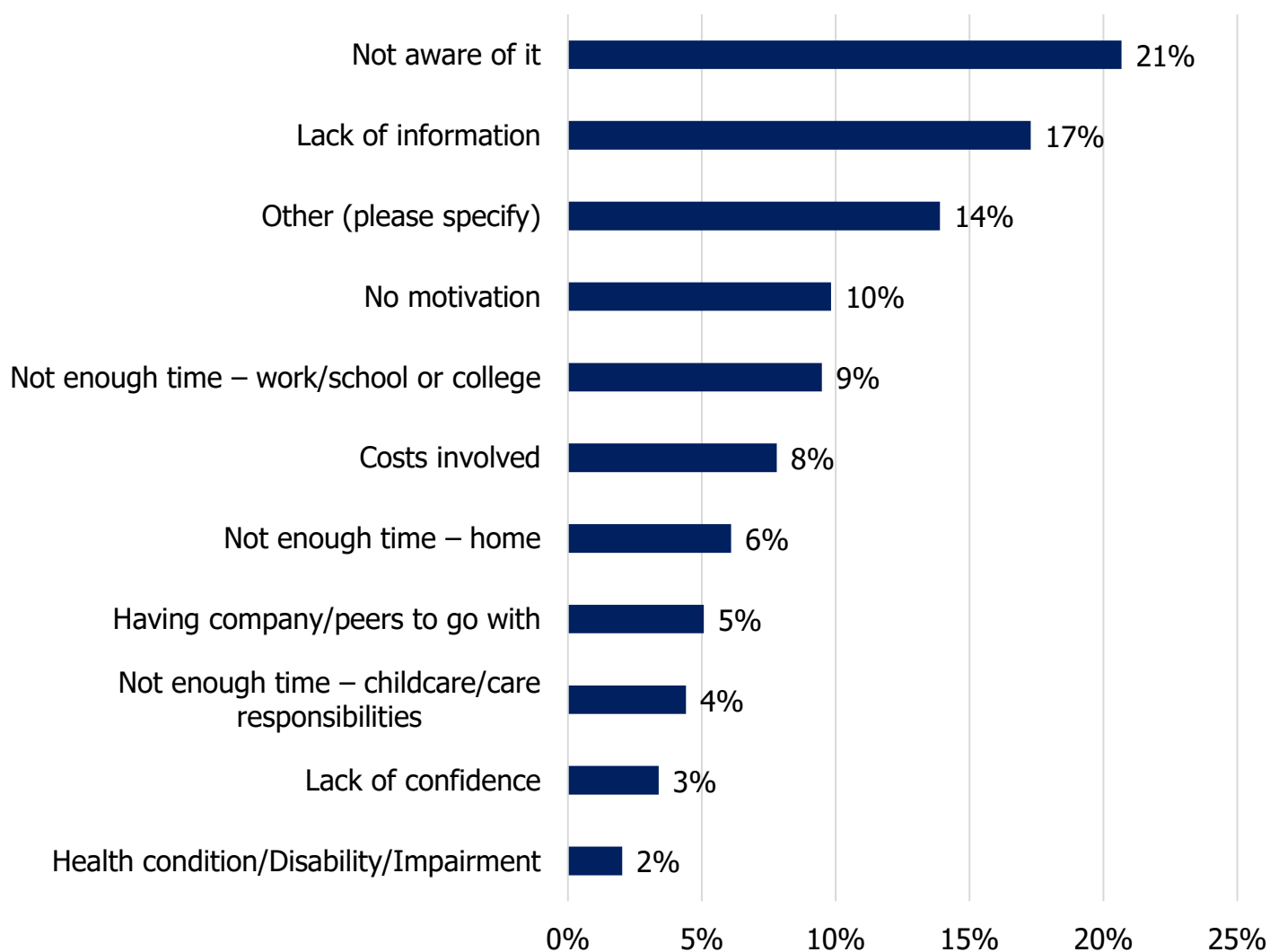
## Does the location of Bonington Theatre and Cinema within Arnold Leisure Centre increase or decrease your likelihood to visit the theatre?



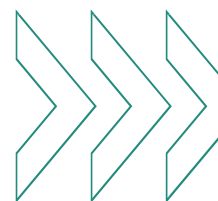
**50%** said the **joint location** of Bonington Theatre and cinema within Arnold Leisure Centre **increased** their likelihood of visiting the theatre



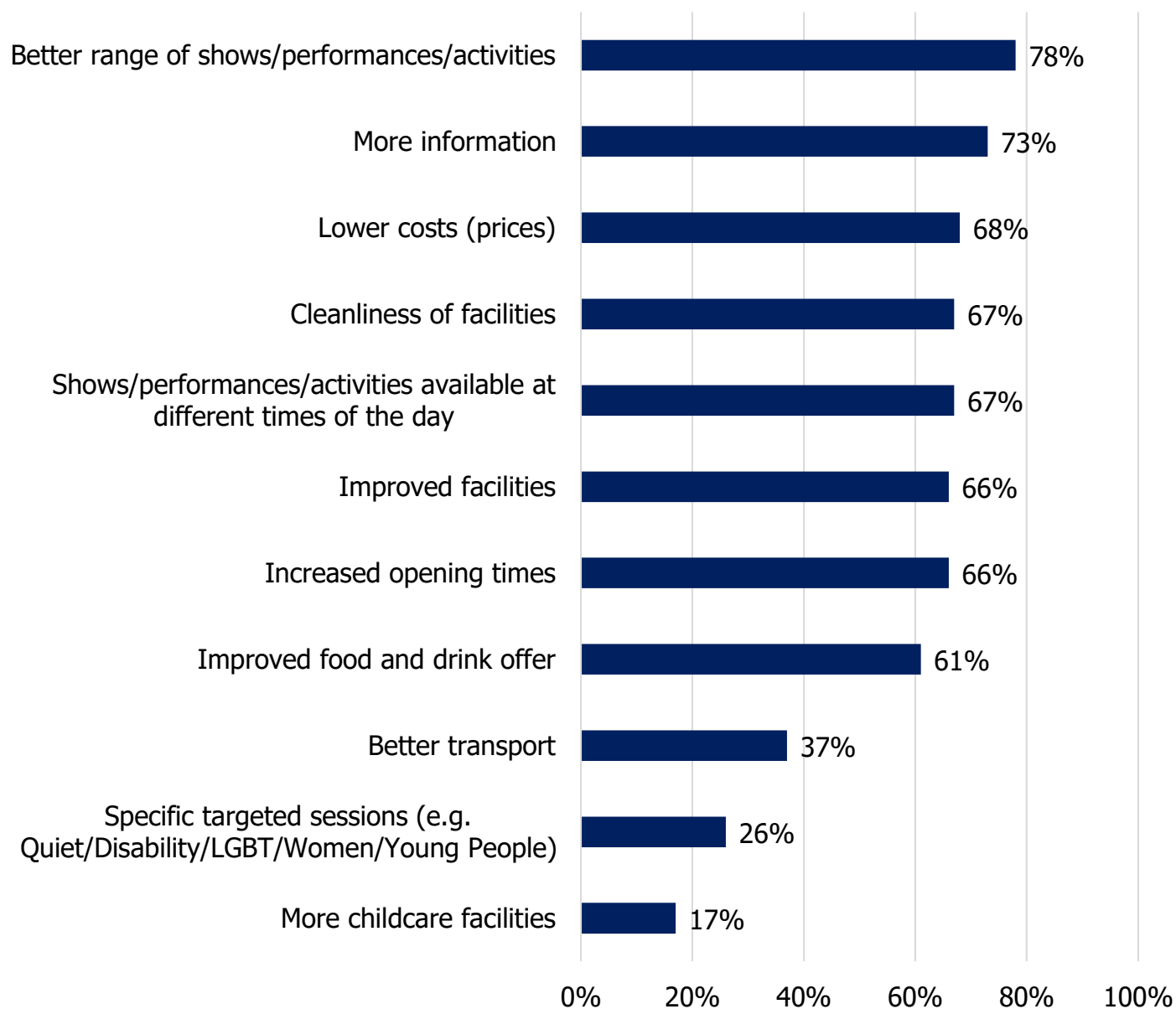
## If you do not use the theatre, what are the main reasons that are stopping you from using it?



**21%** of the 237 people that said they had never used the theatre said it was because they were **not aware of it**

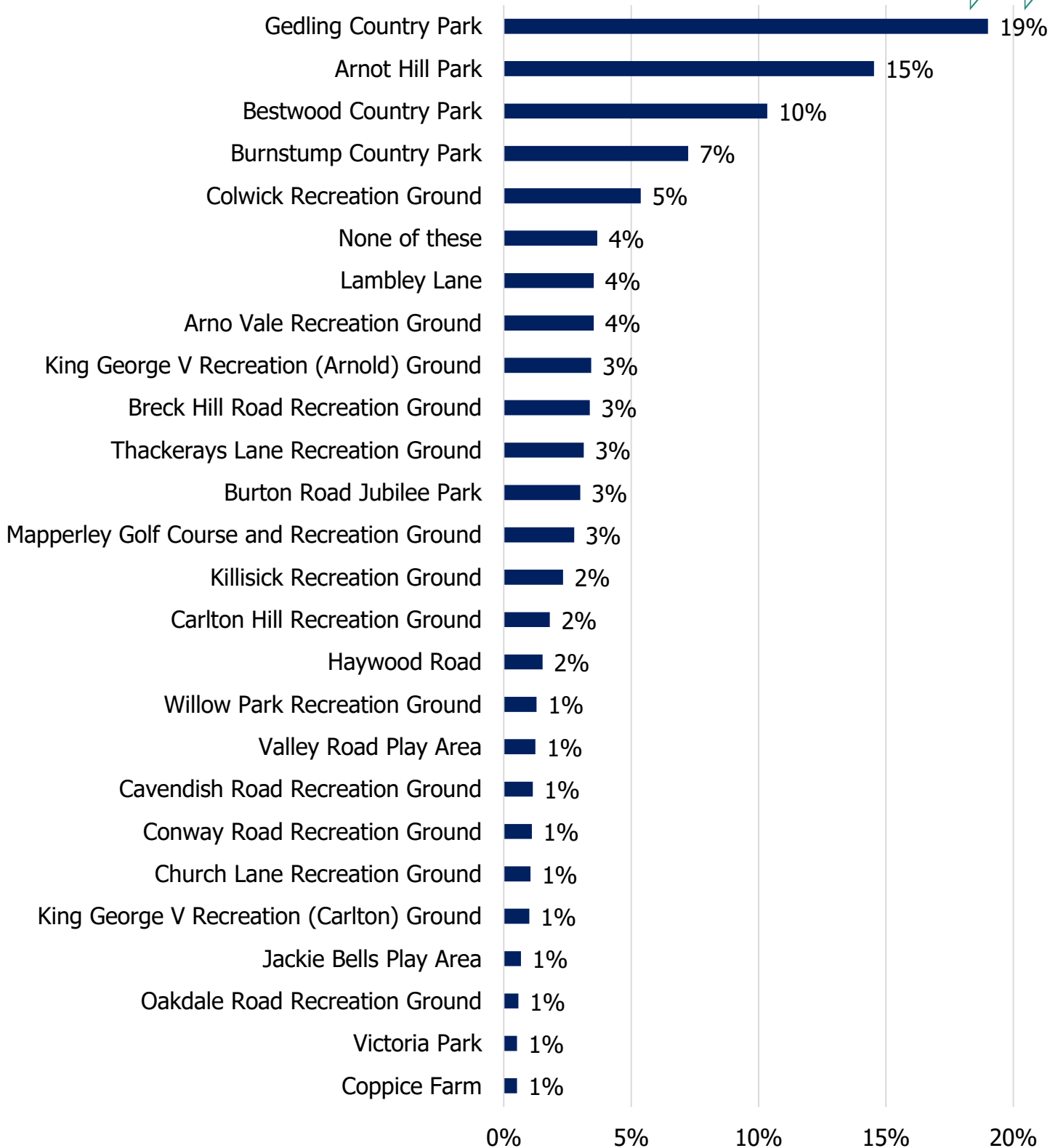


## What would encourage you to use the theatre?



A better range of shows/performances/activities was the main factor that would encourage people to use the theatre

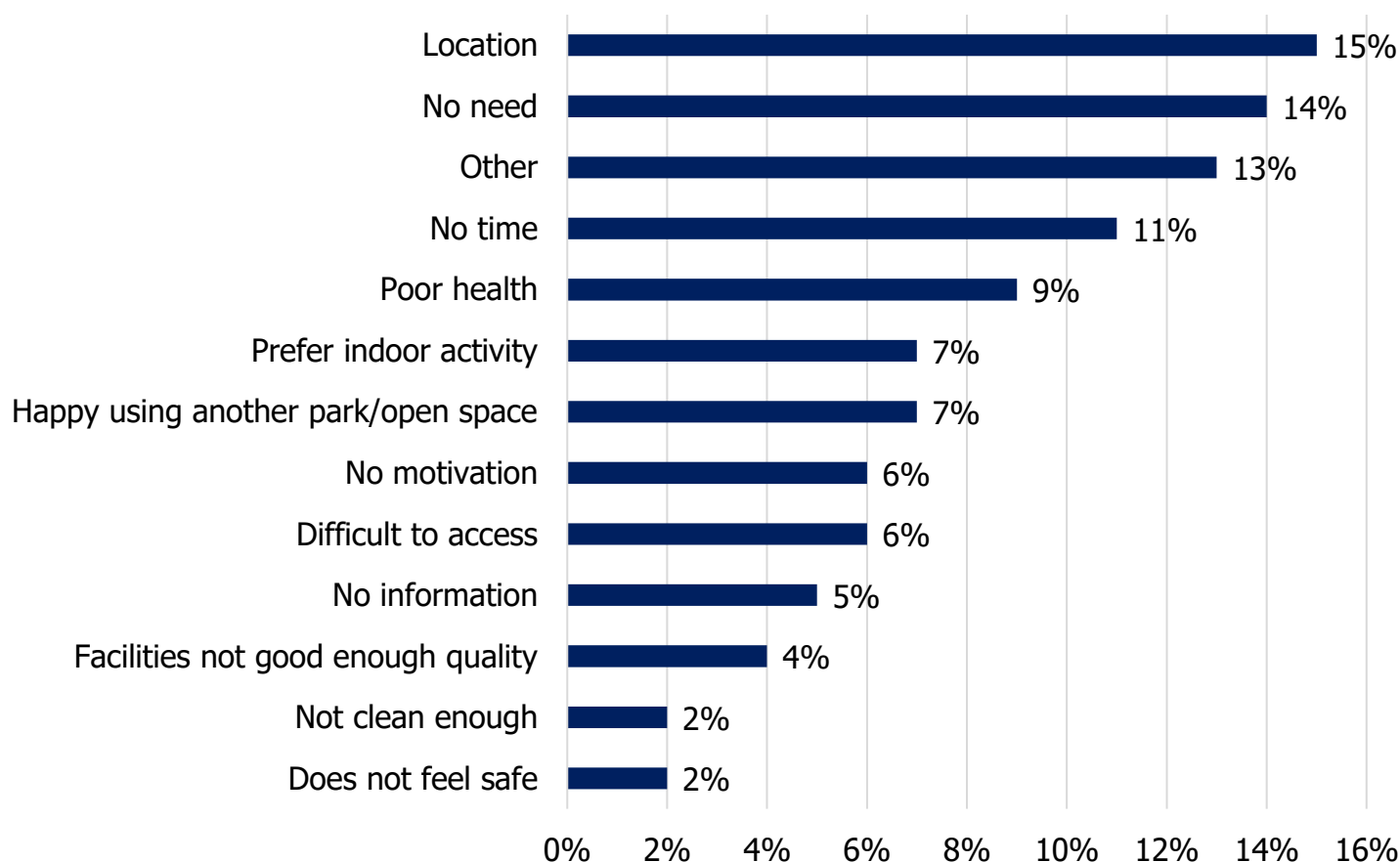
## Do you use any of the following parks or open spaces for physical activity/ exercise?



**19%** of the sample said they used Gedling Country Park. Just **4%** said they didn't use any of the parks or open spaces listed

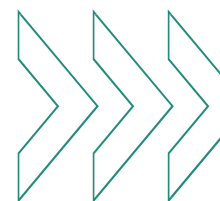


## If you answered, 'None of these', what is the main reason you do not use them?

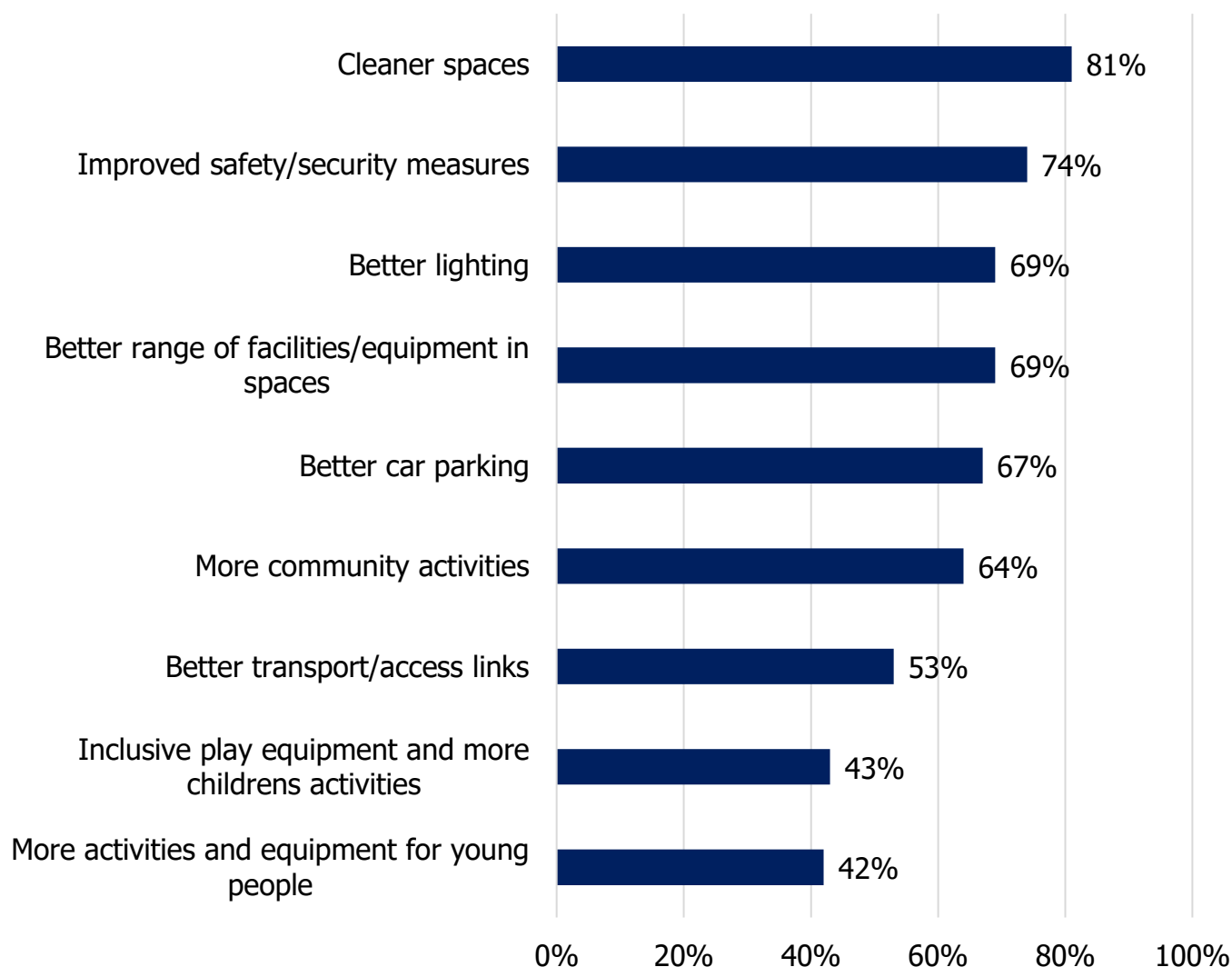


Of the 207 people that said they do not use parks or open spaces, **15%** said the **main reason** for not using them was the **location**, this was closely followed by 'no need' at **14%**





## To what extent would the following encourage you to start using these parks or open spaces, or use them more?



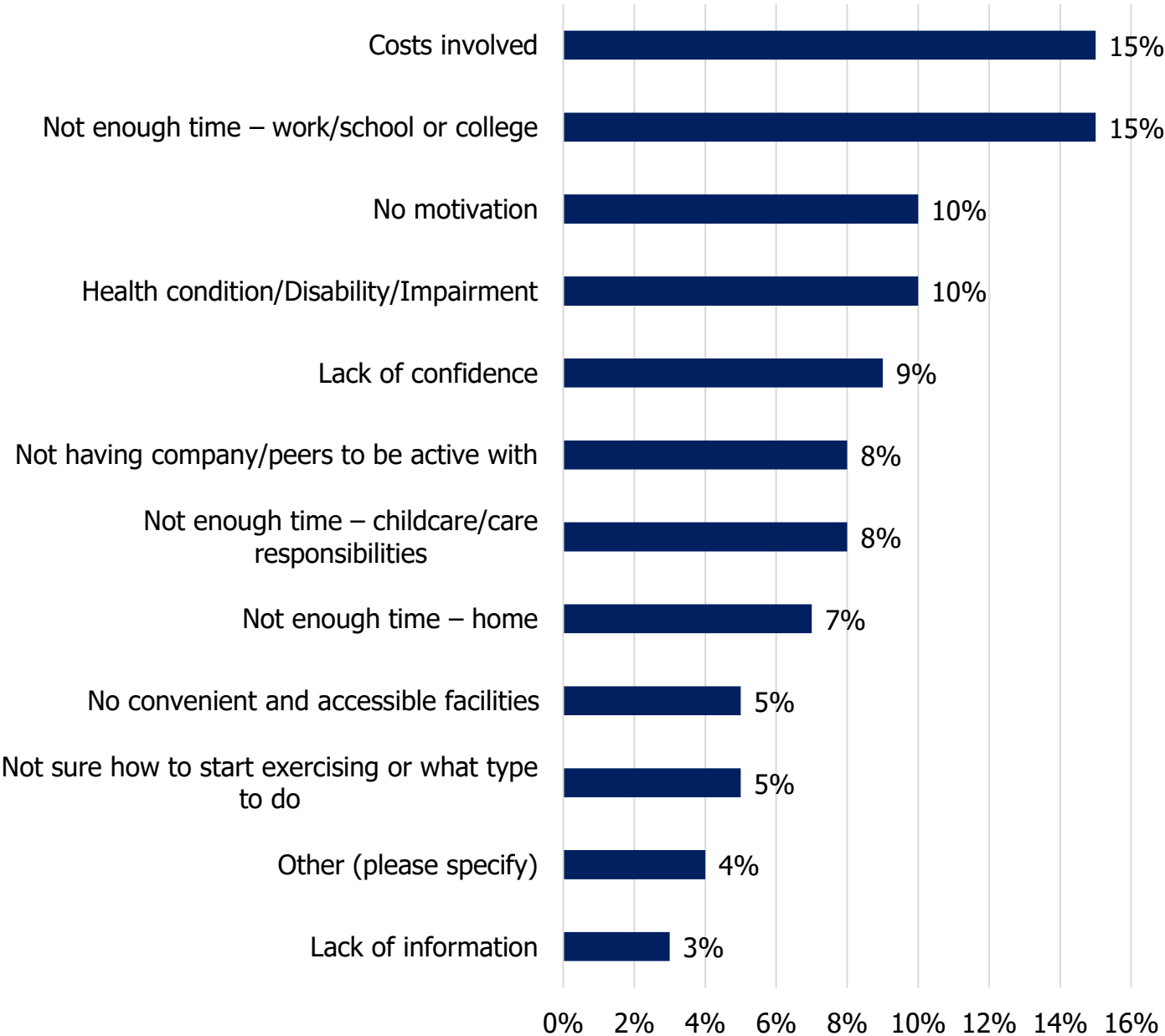
Cleaner spaces was the most encouraging factor to use parks or open spaces more

# 06 Further Analysis

## Breakdown by those that are 'inactive'

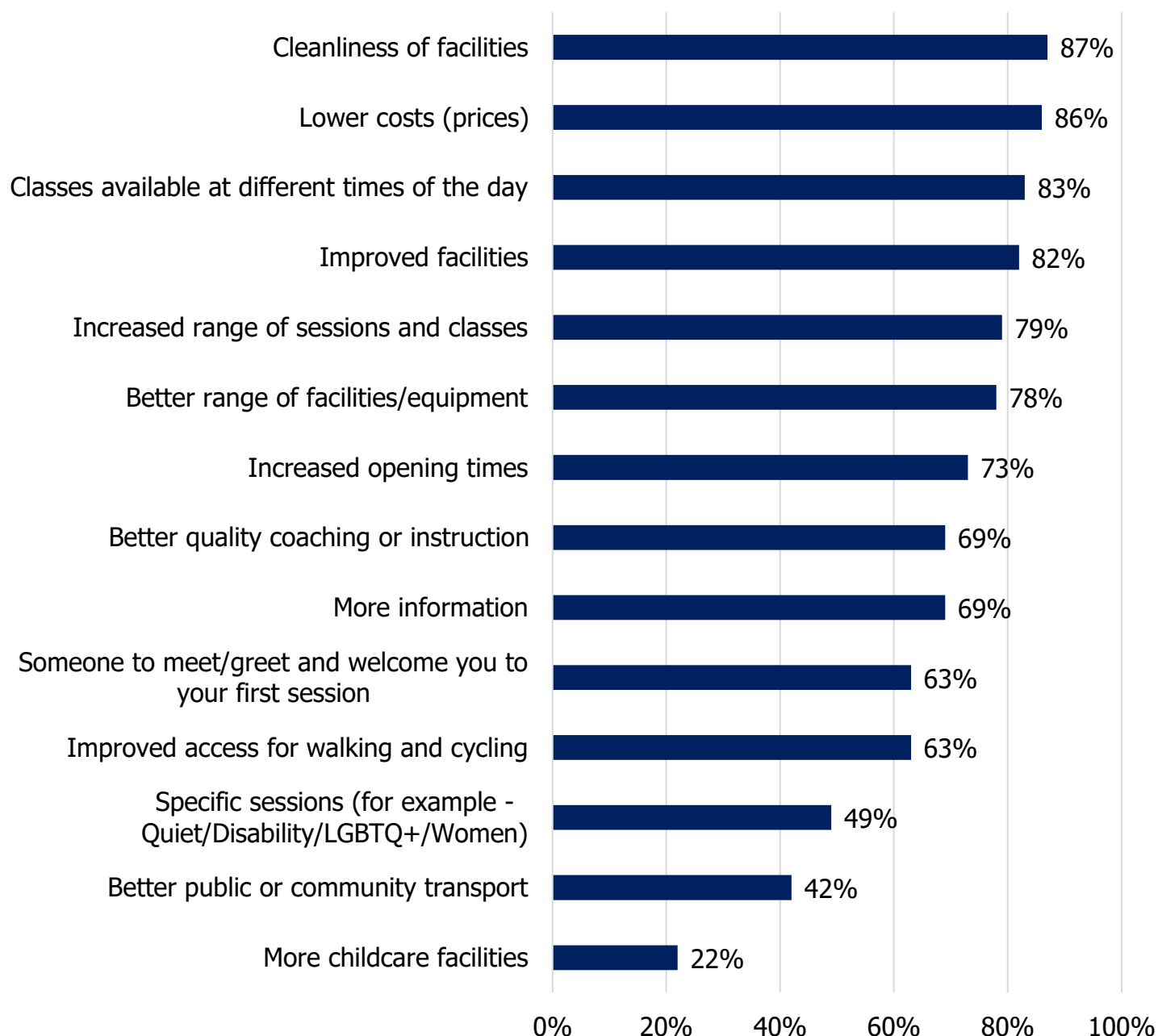
For those people who selected 'Not on my Radar', 'Thinking about it', 'Planning to do something soon' or 'Getting started' to the following question 'Which of the following best describes your current attitude towards being physically active?'  
(Sample 219)

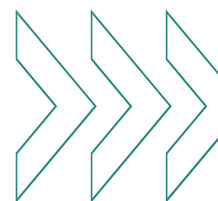
### What are the main reasons that are stopping you from doing more? (Inactive)



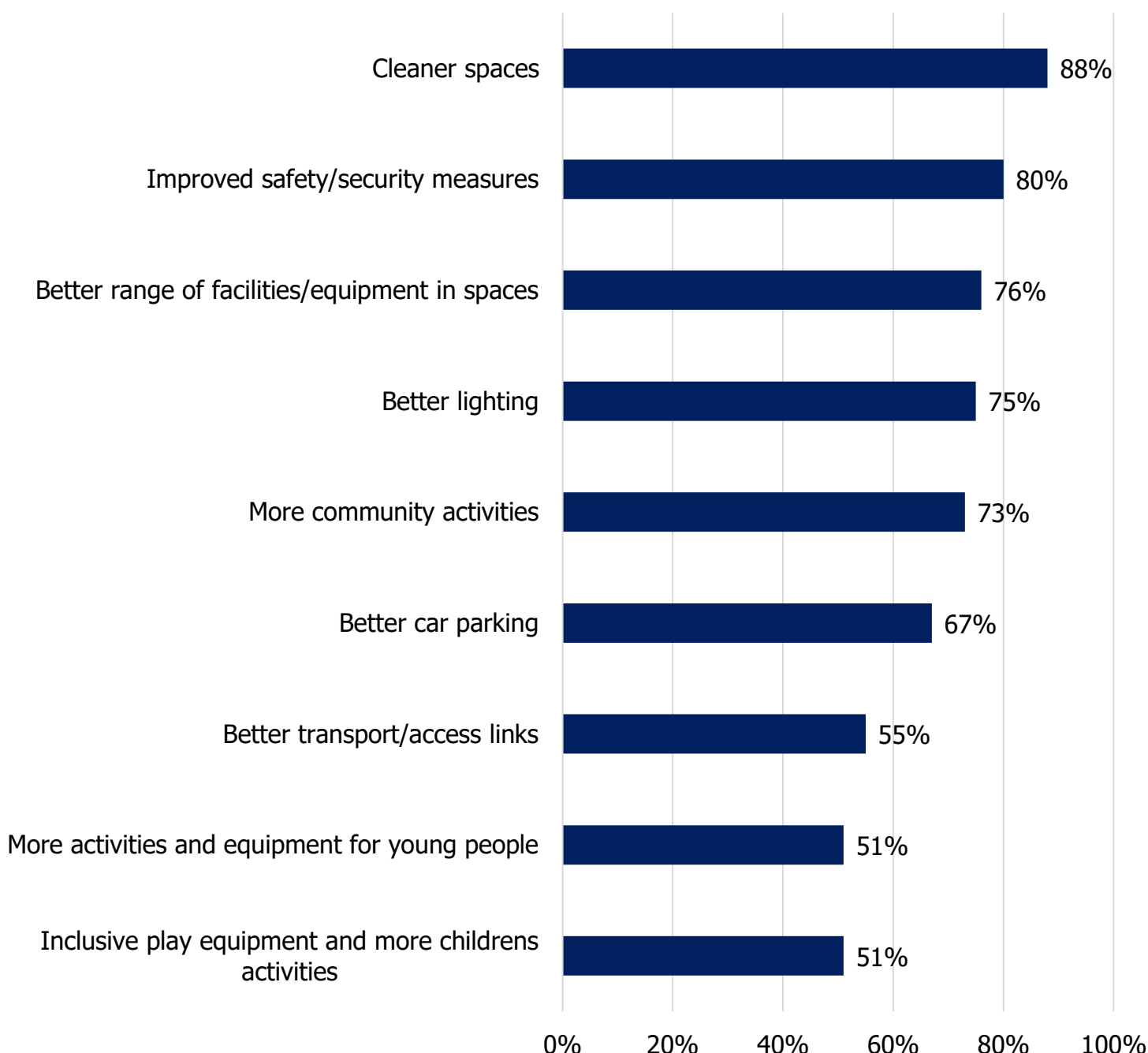


## To what extent would the following encourage you to start doing more physical activity/exercise? (Encourage and Strongly encourage) (Inactive)



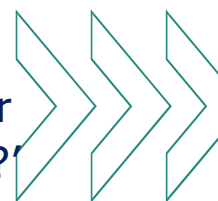


## To what extent would the following encourage you to start using these parks or open spaces, or use them more? (Encourage and Strongly encourage) (Inactive)

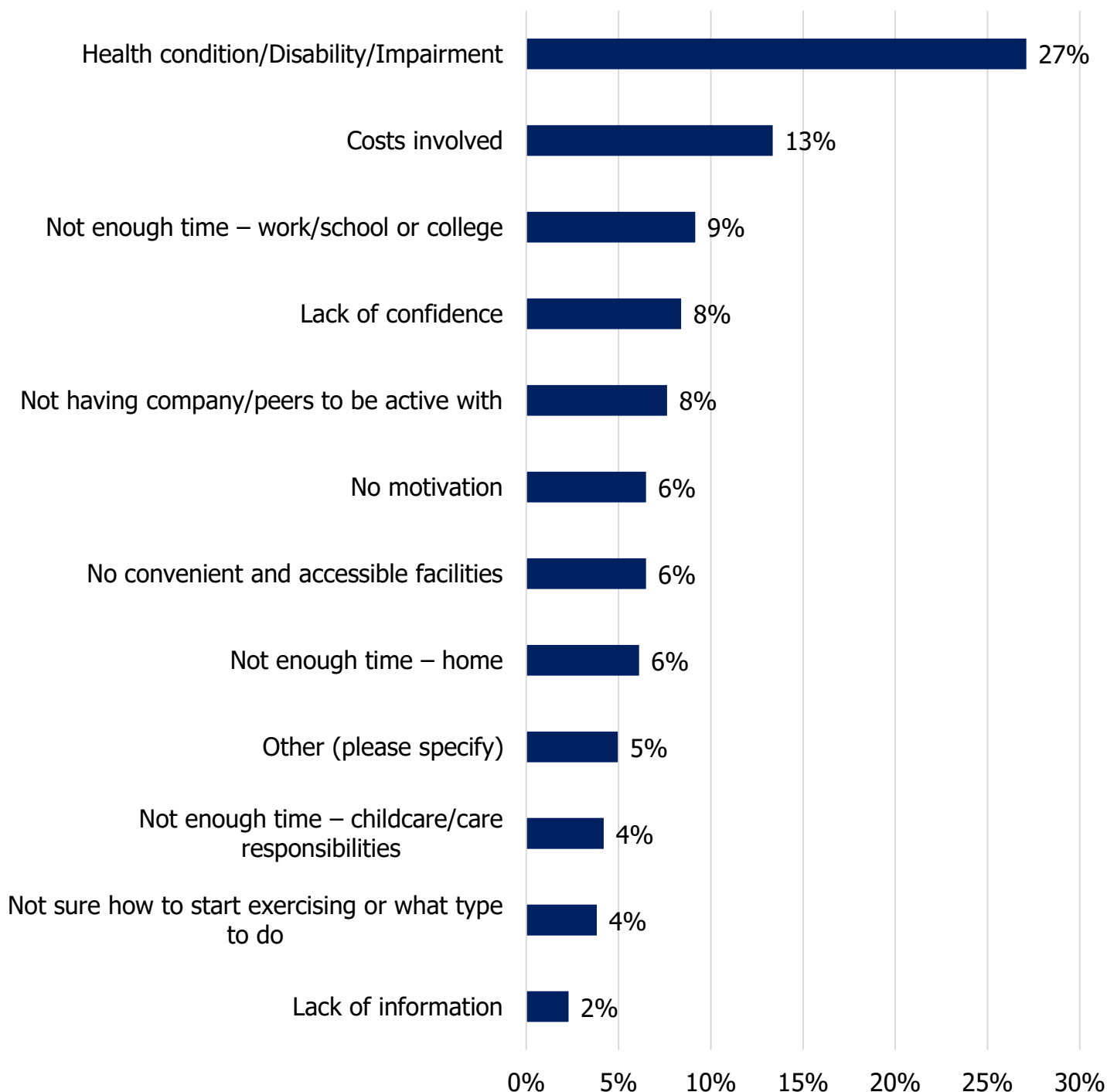


# Breakdown by those who consider themselves to have a disability

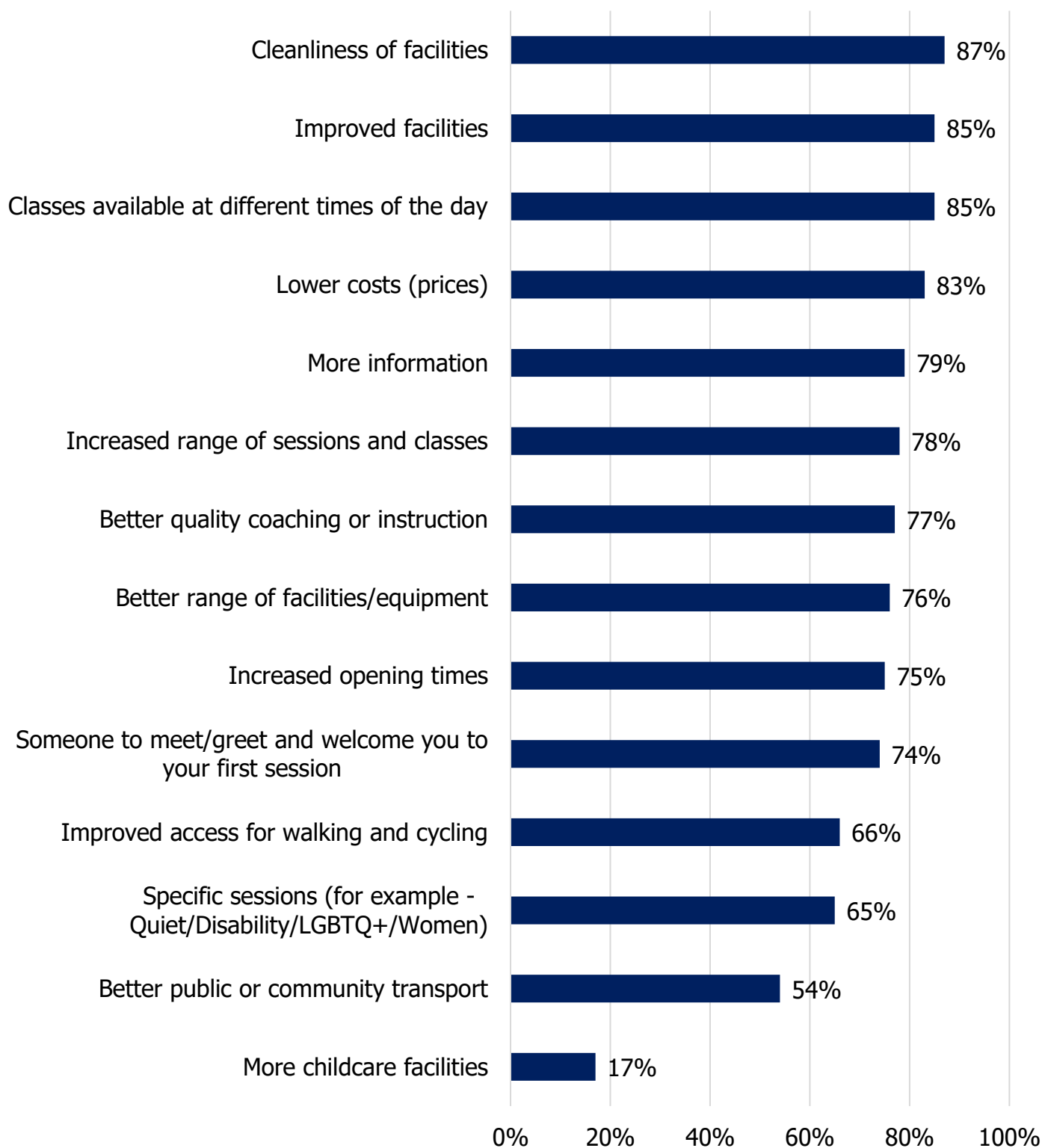
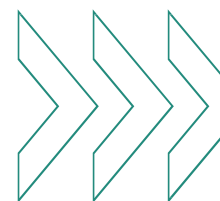
For those people who selected 'Yes' to the following question 'Are your day-to-day activities limited because of a health condition or disability which has lasted, or is expected to last, at least 12 months ?' (Sample 145)



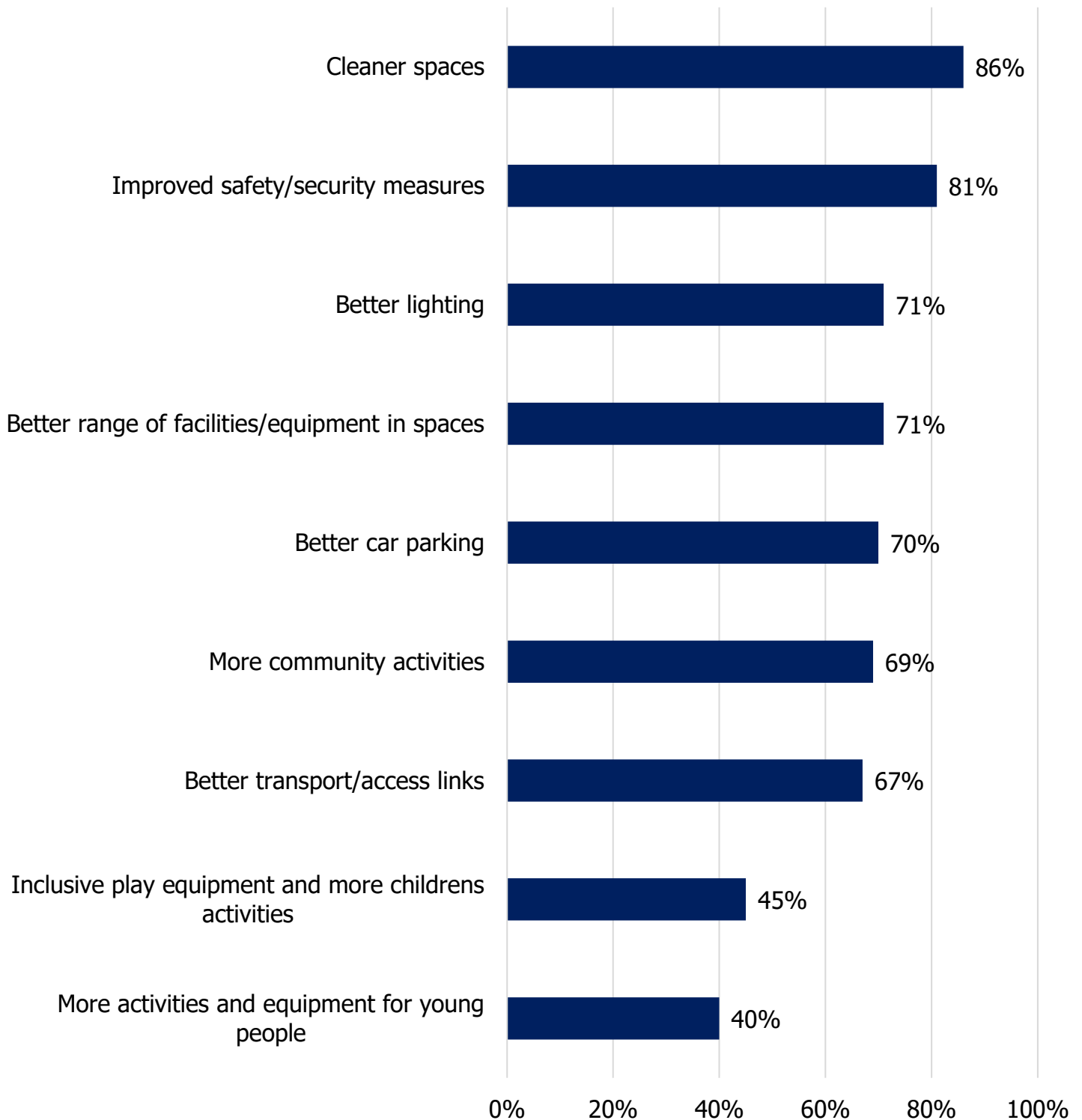
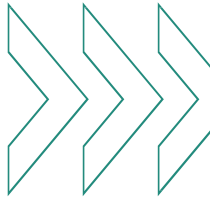
## What are the main reasons that are stopping you from doing more? (Disability)



## To what extent would the following encourage you to start doing more physical activity/exercise? (Disability)

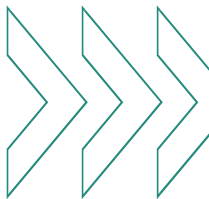


## To what extent would the following encourage you to start using these parks or open spaces, or use them more? (Disability)

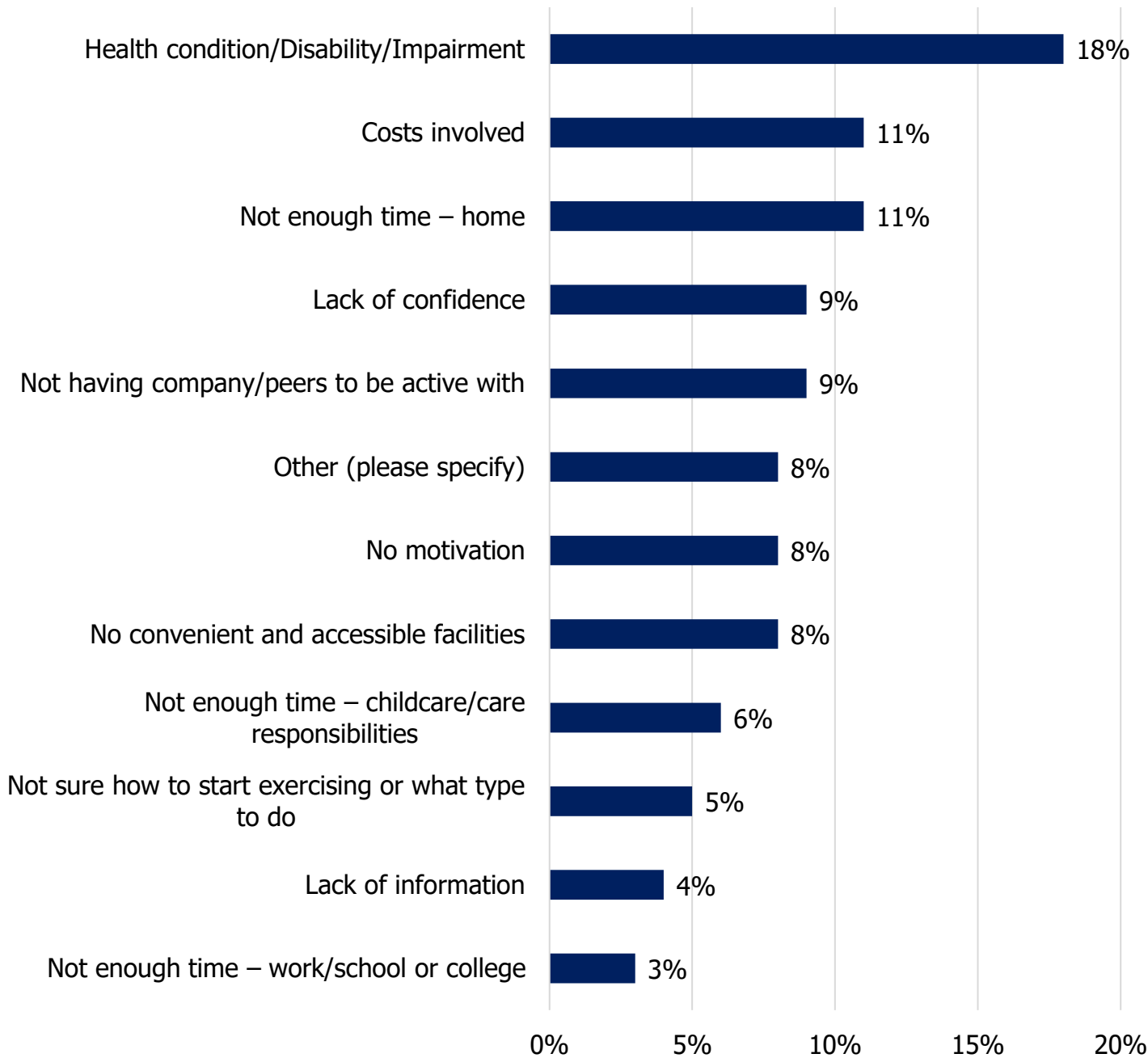


# Breakdown by those aged 65+

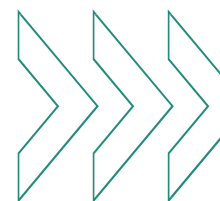
(Sample 178)



## What are the main reasons that are stopping you from doing more? (65+)

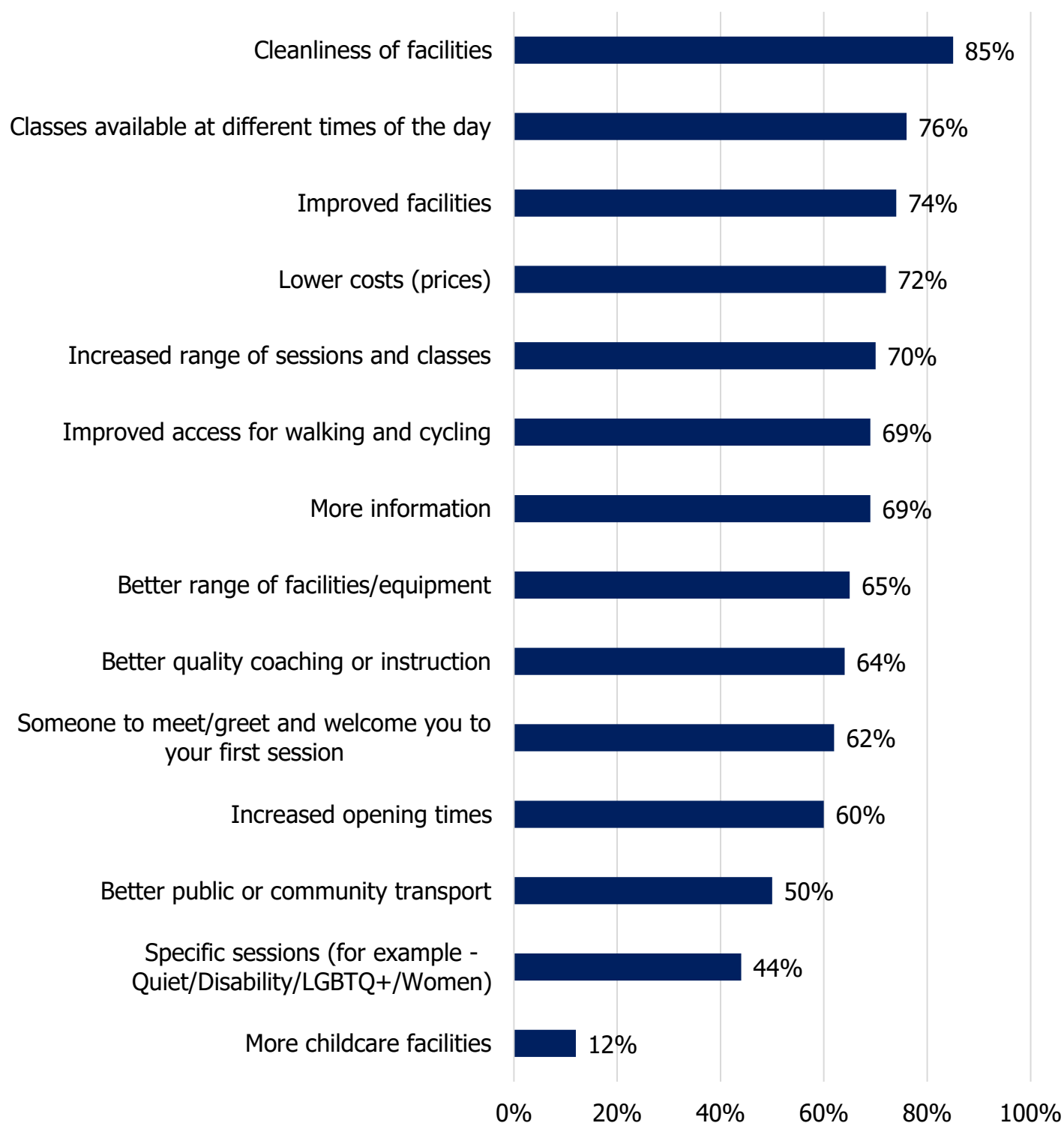




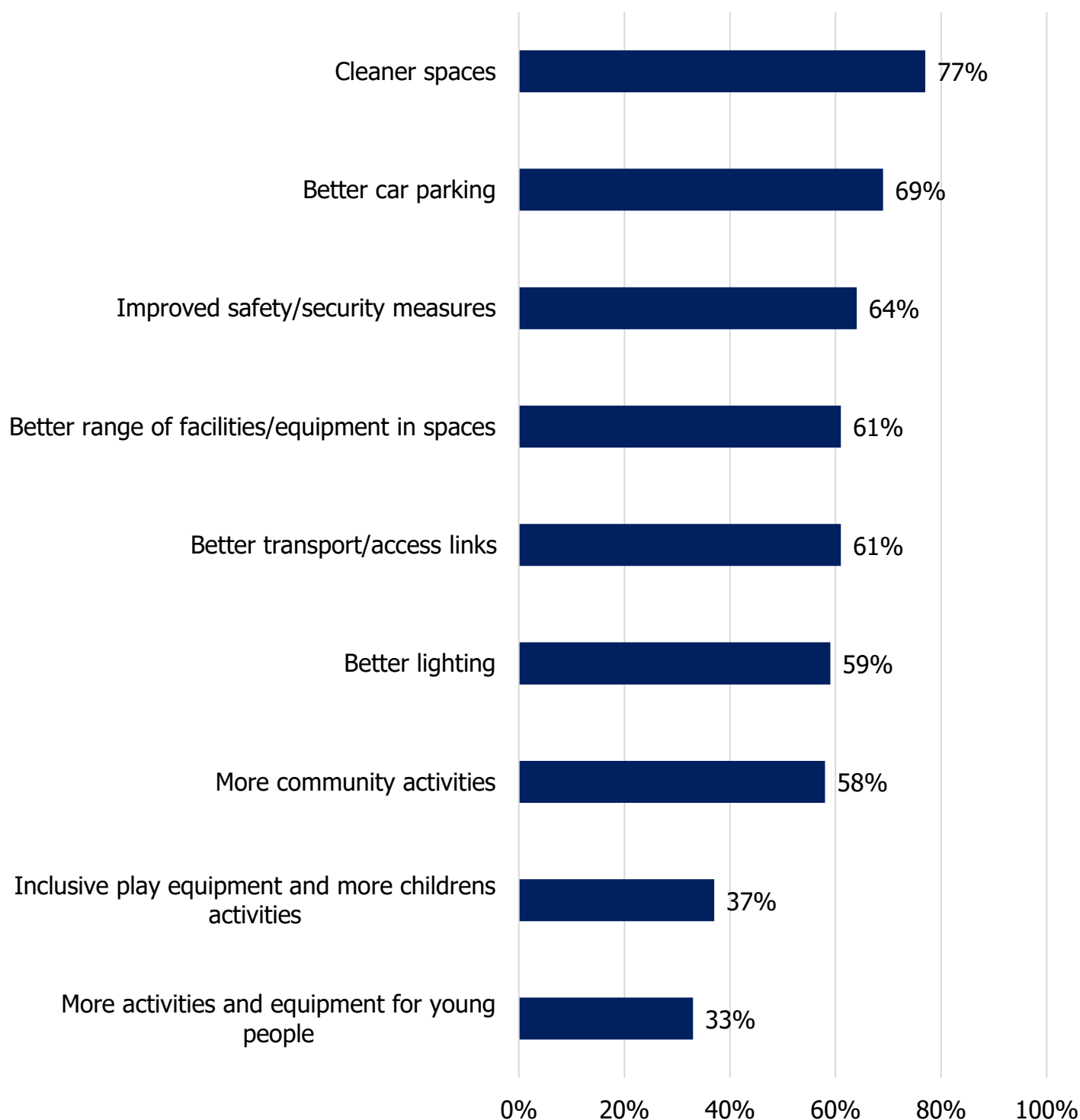
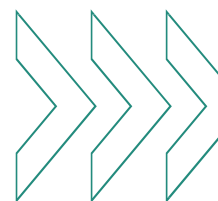


## To what extent would the following encourage you to start doing more physical activity/exercise?

(65+)

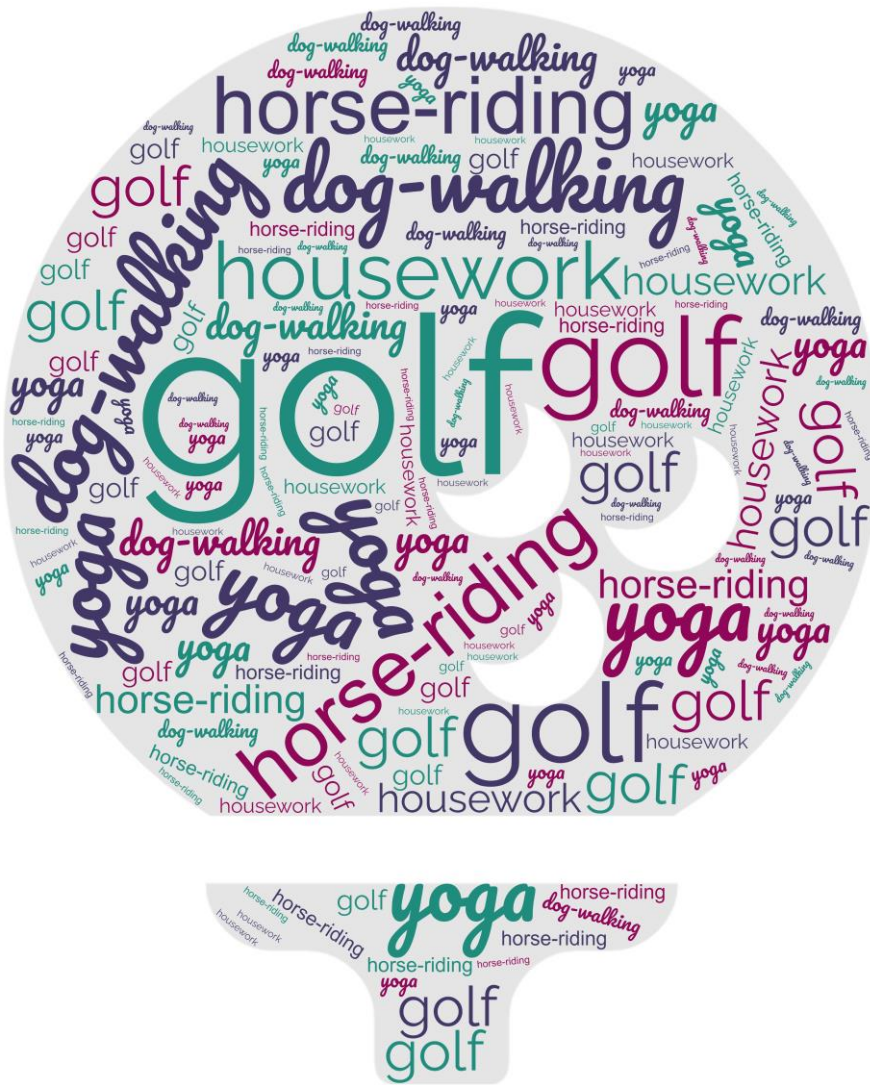


## To what extent would the following encourage you to start using these parks or open spaces, or use them more? (65+)



# 07 Appendix 1 - Open Responses

How do you undertake most of your physical activity? Other  
(please specify)



Top 5 Trends:

Golf

Yoga

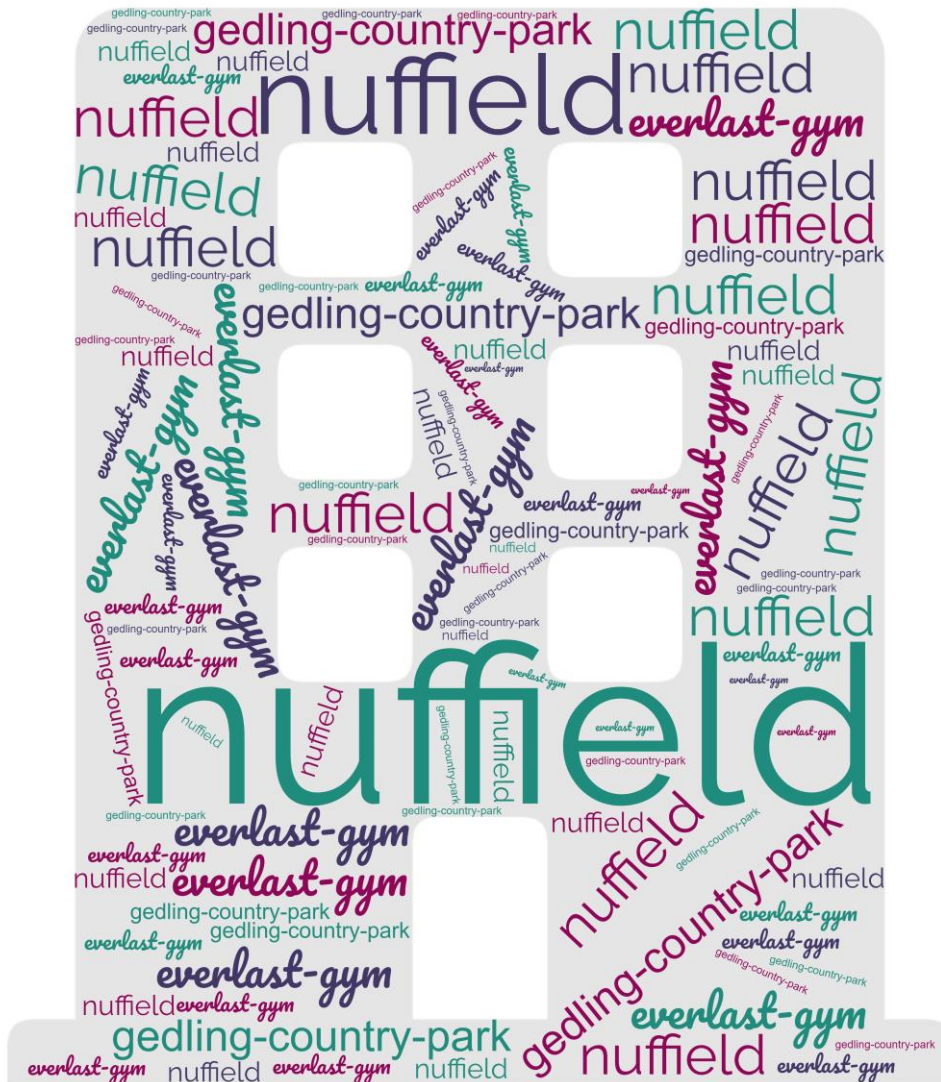
Horse riding

Housework

Dog walking

# Open Responses

If you use a leisure centre, health club or other community space, then what facilities are you currently using? Other (please specify)



## Top 3 Trends:

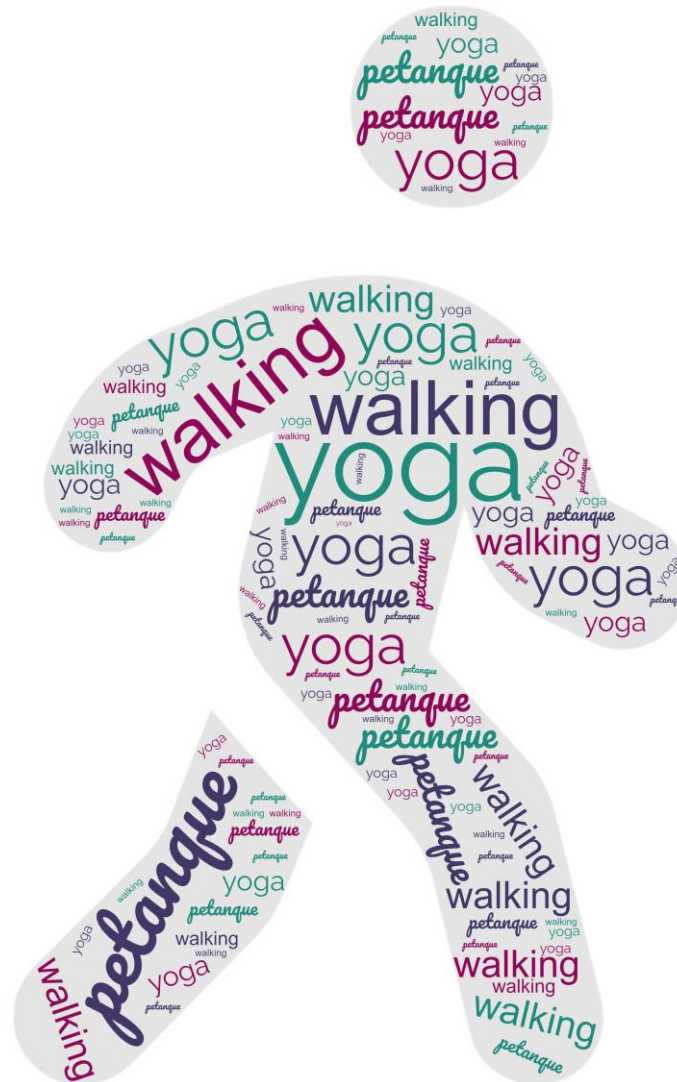
Nuffield

Gedling Country Park

Everlast Gym

# Open Responses

(If you use any of the facilities in Q5) What activities do you participate in? Other (please specify)



Top 3 Trends:

Yoga

Walking

Petanque



# Open Responses

What are the main reasons that are stopping you from doing more? Other (please specify)



Top Trends:  
Class Availability  
Health issues  
Weather

# Open Responses

Why don't you want to do more exercise/activity? Other (please specify)



Top 2 Trends:  
Do enough already  
Age

What was the main reason you do not use the leisure centres or wouldn't consider using them? Other (please specify)



Top 3 Trends:  
Distance  
Covid concerns  
Lack of facilities



# Open Responses

If you have visited Bonington Theatre and Cinema, what was it for: Other (please specify)



Top 3 Trends:  
Live Screening  
Special event  
Work

# Open Responses

If you do not use the theatre, what are the main reasons that are stopping you from using it? Other (please specify)



Top 3 Trends:  
Not interested  
Lack of variety  
Transport

See all open text responses in the separate document

## 08 Appendix 2

### Sport England Behavioural Change Model



There appear to be three key ingredients to creating behaviour change:

1. The person's capability to change
2. The person being given an opportunity to change
3. The person having the motivation to change

These play a factor in many of the behaviour change theories that have been developed.