

Gedling Borough Council

Focus Groups Report

January 2023



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Project Background

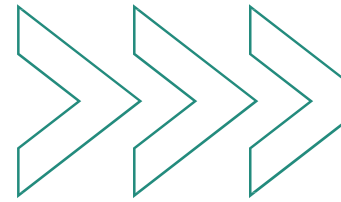
This report summarises the key findings of stakeholder engagement workshops undertaken for Gedling Borough Council on behalf of Max Associates.

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.

The objective of these community focus groups was to generate a picture of local community need, barriers and motivations to physical activity and contribute to wider local strategic outcomes.

Understanding feelings community groups have towards physical activity, leisure, moving more, sport and wellbeing services, facilities and provision is an important part of establishing the tiers of governance and identifying where stakeholders can best contribute to developing a joint strategic approach.

Methodology



Please find below the methodology and participant details for the focus group workshops.

A face to face consultation was arranged via the client at five locations in January 2023.

There were a total of 43 individuals that gave a view or commented on the consultation.

Consultation groups were selected by the client and our facilitator was invited to join various sessions already attended by the target groups. Appointments were arranged and confirmed via email by Gedling Borough Council.

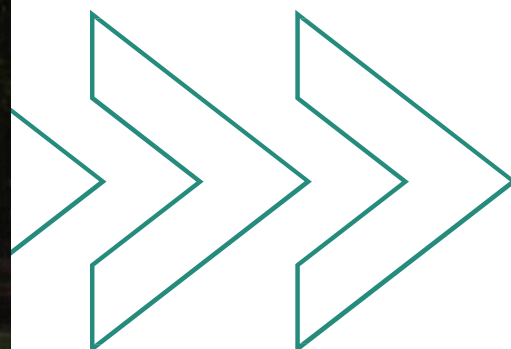
Please see the Appendix for the organisation detail and sessions held.

Executive Summary

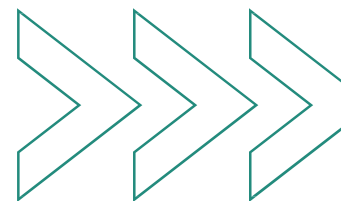
"We want to be healthier and fitter, we don't have the time, can something be added to the stuff we already do?"

All focus group participants consulted with understood the value of moving more and understood the benefits of doing more physical activity.

Many felt a gym and leisure centre were not for them, there was a perception that these spaces are for fit, beautiful people.



Consultation Key Findings



Please find below the key findings from each of the themes discussed in the groups.

How did physical activity make people feel:

95% of the focus groups said that moving more and doing physical activity made them feel better, happier and assisted them to be more engaged with others. The benefits to their friends and family were also clear, helping them lose weight, be healthier and take part in something as part of a team.

The young people (outside of the 'sporty' demographic) that took part were more likely to still see physical activity as something they had to do at school and did not enjoy.

Barriers to moving more:

The biggest barrier was the perception that you have to go to the gym to get fit/lose weight, but they felt, as a result of social media and advertising, that gyms are for fit and healthy people and focus group participants would be stared at.



Key Findings

Motivators:

A common statement shared at the focus groups was a desire to add activity to something they were already doing – attending a youth group, a parents stay and play class or a drop in centre to fix and learn to use my phone or laptop. Providing opportunities to take part in activity in local spaces, indoors and out, connected to something else they needed to do would encourage many across the age and gender demographics to move more.

Additional Facilities / Co-Location / Active-Environment:

One of the organised sessions was attended solely by parents and coaches from Mapperley Allstars, a football coaching academy wanting the support of the Authority for a permanent home. The difference this organization has made to many young people's lives, using Sport FOR Development was impressive.

In the main, participants wanted to make use of local, indoor and outdoor space, attending organized activity for the community in places they felt safe and connected to.

Please note that this report aims to summarise the main themes of the conversations which took place during focus group consultations, rather than set out individual comments.

Topic 1

What difference does physical activity/moving more make to your lives?

A number of participants want to do Slimming World, and therefore do more activity. Some of their friends and partners walk a lot which helps them feel better, especially after work as they like the fresh air. A number had done YouTube exercises during lockdown and a Fitbit challenge made them want to do more, as did CMO messages during Covid that made them feel healthier, more confident, less anxious and less stressed.

Some participants said that the chair based classes assisted with balance, reduced falls and that they had been recommended to come here to gain more stability and enjoy the company of others. Many found that locations like the Working Men's Club had other things to share – information, art groups, laptop and phone assistance, warm club, hearing aid support. Social isolation had been reduced, 'good exercise makes you feel happy, fitter, helps sleep, its good fun and lots of laughter'.



Topic 1

What difference does physical activity/moving more make to your lives?

Some of the day care centre participants take part every 2 years in Midland Games, joining day services across the County to do javelin, shot put, standing long jump, 100m and Boccia. All loved the competitive element, training for the event and winning medals.

Playing sport (football) had created new friendship groups and an ability to compete at an elite level. Girls wanting to start playing football were looking for fun and to learn something new. Learning how to win and lose well, be a team member, team work and improve resilience. Enhanced life skills without gender bias.

Walking football is supporting health conditions, increasing socializing and supporting retirement planning.

Getting fit, being outside, meeting new friends. There is a safe environment of adult conversation. 'I have made friends that parents would never have'. The mental health gains of moving more are huge.

Topic 2

What gets in the way of moving more or starting to move more – priorities/barriers?

In many cases, young children were a priority and this reduced the time available to be active. Many had no motivation and struggled to find the energy to do more. Many agreed with one participant who said 'my anxiety makes me want to sit on sofa and eat crap'. A few made comments on local gyms, such as 'I don't like to see through windows from the street, I need more support, everyone knows what to do and I don't, Tic Toc reels put me off, I don't want to be like that'.

A number of participants said public transport was limited and that there was nowhere to lock motorbikes and cycles. Access to leisure centre is very poor and roads and paths need maintenance.

Cost of taking part was raised on a few occasions – not a primary barrier for many.

Information on opportunities was felt to be limited.

Reduced swimming pool temperatures can have a big effect on less able customers who can not move as fast to stay warm.



Topic 3

What would encourage participants/family/friends to move more and get more physical activity?

Many felt that if they could exercise with their children/family it would make the most of the time they have available. Some felt that purchasing a Fitbit would help them to see what they are doing, and then use it for calorie intake, manage weight, and to track extra activity.

Gyms need to advertise using normal looking people, offer slower pace classes, with simple use instructions for equipment. Many want to take part with friends, felt they needed a buddy to encourage them to attend.

Make activity more interesting, exciting, adventurous and different.

Discounts that are available to carers may assist more to attend.

In the main, participants want something that is local, added to things they already have to or want to do and that they can do with friends.



Topic 4

What spaces/facilities/engagement activity is missing from current offer?

Creches and childcare make a real difference, soft play, tag active, kids play, parents getting involved in activity with their children.

A number of young people requested a local ice arena, or discount at Nottingham ice arena and Parkour, outdoor woodcraft, obstacle course and airsoft games were all mentioned. Many would like to try basketball, have more outdoor courts and more youth clubs, where they can stay warm with friends. The portable climbing wall could be made more use of. The opportunity for equipment hire or stuff/kit that could be shared across a number of locations.

Repair and replace rather than provide new, such as basketball nets, was raised by a few young people.

Outdoor gyms and signed walking routes with distances.

Its not about a big shining leisure centre, make more use of community spaces with engagement and instructors to deliver. Could provide a central hub to deliver library, health, activity and support with quality changing places. More inclusive events with other day centre users.

Lots of opportunity for walking sports. Mapperley Allstars are working on a clubhouse and football hub that would offer additional changing and toilet facilities and shelter from the rain. It will have the ability to deliver HAF, a small gym, so parents can exercise while kids are playing, create a location that is community based and local activity for local people.

Appendix 1

Please find below the participant details for the focus group workshops, conducted by Leisure-net Solutions Director, David Monkhouse.

Focus Group	Monday 16 th January	Notes
Community Falls Prevention Class 12 participants	11:30-12:30	Venue: The Core Centre, Calverton Working Men’s Club, Collyer Road, Calverton NG14 6JX Older residents, some with mobility issues and health conditions and history of loneliness Group contact: Sara Davies, 07985 133966, sara@theactivehealthcoach.co.uk
Ley Day Centre for Adults with Learning Disability 7 participants	Between 14:00-15:30 confirmed	Venue: A local Day Centre Netherfield Group contact: konrad.bakalarczyk@nottsc.gov.uk
Mapperley All Stars Coaching 7 participants	18:00-19:00	Venue: Chappell Room, Civic Centre, Arnot Hill Park, Arnold, Nottingham, NG5 6LU Participants in community activity programmes run by Mapperley All Stars CIC and Mapperley All Stars FC Group contact: Nathan Kenny, Mapperley All Stars Coaching, mascoaching@outlook.com

Appendix 1

Focus Group	Friday 27 th January	Notes
St. George's Centre Stay and Plan Young Mums 11 participants	11:30-1230 confirmed	<p>Venue: St. George's Centre, 91 Victoria Road, Netherfield, Nottingham, NG4 2NN</p> <p>Stay and Play group with Young Mum's in one of our most deprived communities. Checking locally how this would work, i.e. group chat.</p> <p>Group contact: Tina Simpson, St. George's Manager, tinahsimpson@tiscali.co.uk</p>
Redhill Young People's Centre 13 participants	18:30-19:30	<p>Venue: Redhill Young People's Centre, Redhill Road, Redhill, NG5 8GX</p> <p>The Youth Centre opens at 18:30, so start time has some flexibility. The lead youth worker would be keen to know how the focus group will be run to inform set up and encourage participation.</p> <p>Group contact: Cathryn Reade, cathryn.reade@nottsc.gov.uk, 07950 697252</p>
Business Forum Was not arranged	Was not confirmed	<p>To be confirmed</p> <p>Combination of retailers and developers.</p>