



GEDLING BOROUGH COUNCIL
Strategic Outcomes Planning Model
Stage 2

September 2023



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Glossary	
GBC	Gedling Borough Council
SOPM	Strategic Outcomes Planning Model
PHE	Public Health England
SE	Sport England
DCMS	Department for Digital, Culture, Media and Sport
BMA	British Medical Association
BFS	Indoor Built Facility Strategy
ISFNA	Indoor Sports Facilities Needs Assessment
ANOG	Sport England’s Assessing Needs and Opportunities Guidance
Members	Current leisure centre known users
Centre	Includes leisure centres managed by Gedling Leisure
Facility (ies)	The areas available within a centre such as sports hall, pool, tennis courts, changing rooms etc.
Leisure Activity	Activities people do to relax or enjoy themselves outside of work and other duties.
Physical Activity	Active living, recreational activity, sport, exercise, play and dance.
Sport	“All forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental wellbeing, forming social relationships or obtaining results in competitions at all levels.” (Council of Europe, 2001).
Lockdown	Lockdown One refers to the period mid-March to mid-May 2020 when physical activity choice was restricted Lockdown Two refers to the period 5th Nov – 2 nd Dec 2020 Lockdown Three refers to the period 4 th January 2021 onwards
Healthy Living	The practice of health enhancing behaviours
Active Travel / Active Transport	‘Active travel’ (or active transportation or mobility) means walking or cycling as an alternative to motorised transport (notably cars, motorbikes/mopeds etc) for the purpose of making every day journeys. ¹
AGP	Artificial Grass Pitch

¹ PHE ‘Working Together to Promote Active Travel’ A briefing for local authorities 2016



Stage 2 - Insight

1. Stage 2 – Insight

Understand your community and your place

1.1. The four steps within this stage are:

Step 1A – gather insight from the local community and stakeholders to identify barriers and opportunities for behaviour change;

Step 1B – consider the contribution from the wider physical and social environment now and in the future;

Step 1C - establish where you are now and where you want to be in the future;

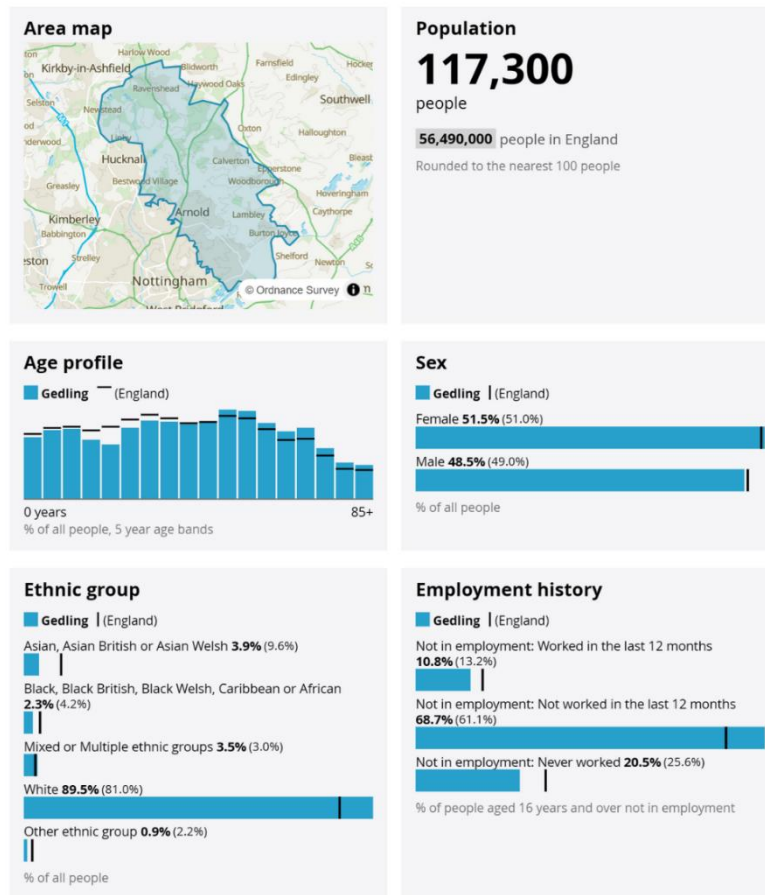
Step 1D – agree the objectives needed to contribute to shared local outcomes.

- 1.2. Stage 2 sets out the insight data used to understand the socio demographic context of the Council up to 2028. The services going forward will need to reflect the future and current population and health profile of the area.
- 1.3. It includes the review of the Borough's demographic profile, health profile, active travel, physical activity participation rates and identifies areas of deprivation. The key statistics are outlined overleaf.
- 1.4. Additionally, Stage 2 provides an overview of the existing leisure provision including: Indoor Sports Facilities Needs Assessment recommendations, condition surveys, a catchment analysis and leisure centre performance review. Similarly, existing outdoor leisure provision in the area is analysed looking at the active environment, playing pitch strategy and redevelopment plans that impact sport and physical activity provision.
- 1.5. Key findings from previous and recent public engagement work are then presented to highlight local behaviour patterns around physical activity, barriers to participation and encouragement factors. These findings provide an important insight to help tailor future facility and service interventions to ultimately increase residents being more active.

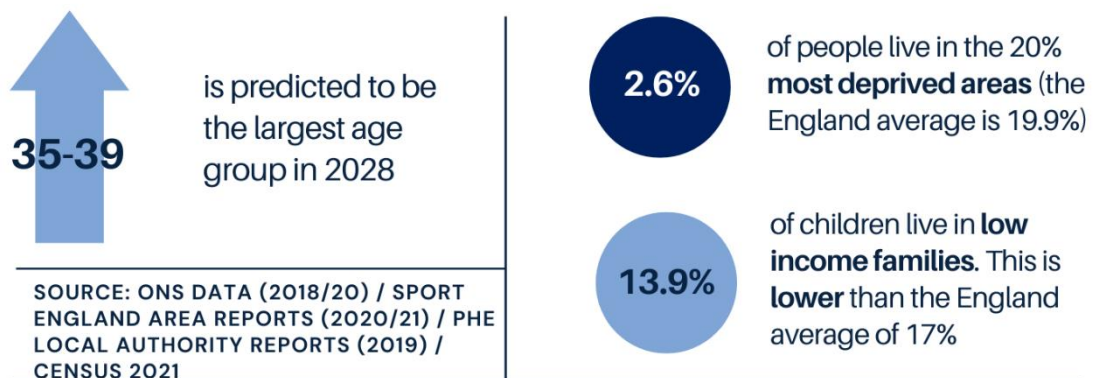
- 1.6. Finally, this insight data is collated to present a picture of where GBC is currently at, key outcomes and where the Council would like to be and key performance indicators.

Figure 1 – Key Demographic Statistics

Demographic Profile



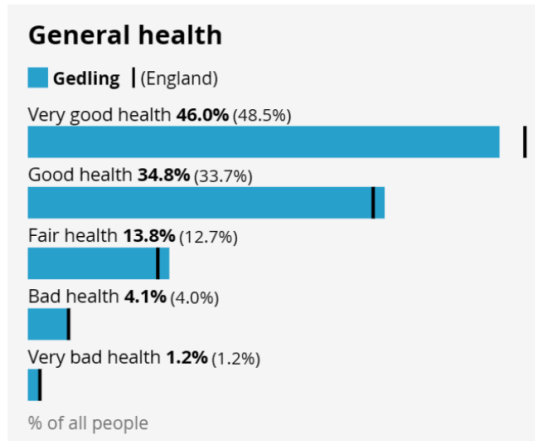
The estimated population is predicted to increase to 124,196 by 2028 with the largest rise within the 80-84 age group by 32%



1.7. The demographic profile shows a sharp rise within the 80-84 age group by the year 2028. It also shows that there is a higher-than-average number of residents who are 65+.

Figure 2 – Key Health Statistics

Health Profile

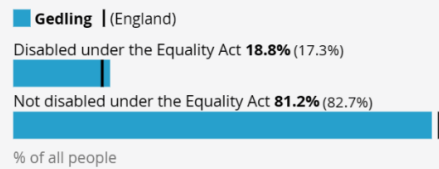


Life expectancy is 80.9 years for men, **higher** than the national average of 79.6 years and 82.9 years for women which is **lower** than the national average of 83.2 years. It is 7.6 years lower for men and 7.5 years lower for women in the most deprived areas.

65.9% of adults are classified as overweight or obese which is **higher** than the England average of 62%

18.9% of Year 6 children are classified as overweight (including obesity) which is **lower** than the England average of 20.2%

Disability



80.9% is the estimated diabetes diagnosis rate which is **higher** than the England estimation of 78%

Hospital admission rate for alcohol-related conditions is **higher** than the national average

Mortality rate from all cardiovascular diseases and cancer is lower than the England average



8.8% is the % of people with their day-to-day activities limited a lot by a health problem, **higher** than the England average of 8.3%



Smoking prevalence in adults is **higher** than the England average

SOURCE: SPORT ENGLAND AREA REPORTS (2020/21) / CYP ACADEMIC YEAR 2019/20 / PHE LOCAL AUTHORITY REPORTS (2019) / ONS CENSUS 2021 / ONS HEALTHY LIFE EXPECTANCY 2018/20

- 1.8. Gedling has higher than the national average of adults classified as overweight or obese but lower in children. Therefore, there is a requirement to sustain healthy eating and physical activity habits through from childhood into adulthood.

Health & Demographic Summary

- This health and demographic review reveals a number of important points to consider for future leisure services.
- The **80-84 year** age group will increase the most (by 32%) which indicates a high proportion of older people which data shows tend to be less active which can lead to health problems and illness. There is also a higher-than-average number of residents in the 65+ age bracket, which should be considered when looking at service delivery and catering for older age groups.
- Looking into levels of those that are classified as obese or overweight, Gedling has higher levels for adults and lower levels for children and young people when compared to the national averages. Being overweight or obese not only affects physical health but mental health, self-esteem and emotional wellbeing.

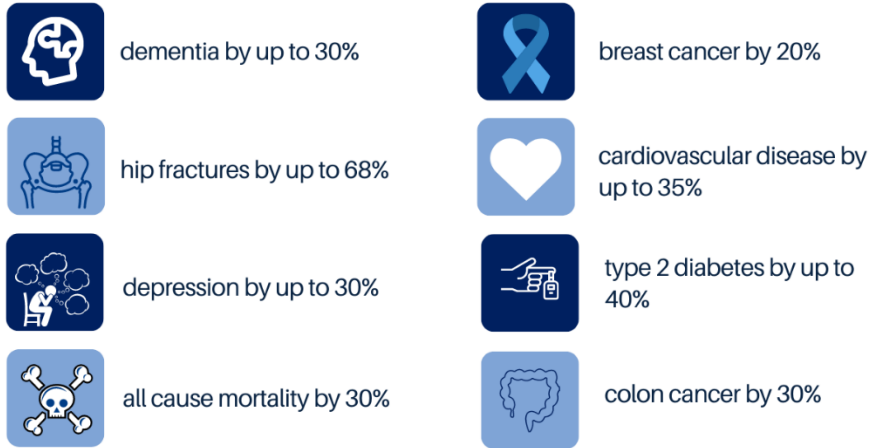
1.9. **Benefits of Physical Activity**

- 1.9.1. The infographic overleaf shows the mental and physical benefits of being physically active. This makes improving physical activity levels important across the Borough, but especially among deprived communities where inactivity and obesity may be more prevalent. Gedling also has higher-than-average number of adults diagnosed with diabetes, increasing levels of physical activity can reduce the rate of diabetes type 2.

Figure 3 – Benefits of Physical Activity

Benefits of Physical Activity

Data shows there is a strong correlation between regular physical activity and reducing the risk of a number of health conditions including;

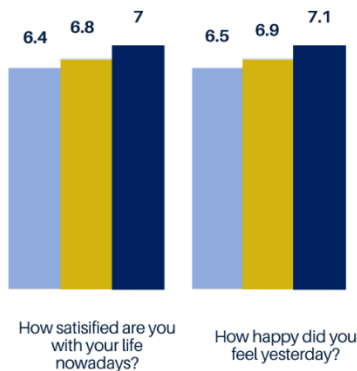


Mental Wellbeing

There's a positive association between activity levels and mental wellbeing - some activity is good, more is better

Sport England's Active Lives survey has demonstrated the positive association between activity levels and mental wellbeing. In the latest survey findings, adults reaching the recommended levels of activity were more 'satisfied with their life' and 'happy' than less active people.

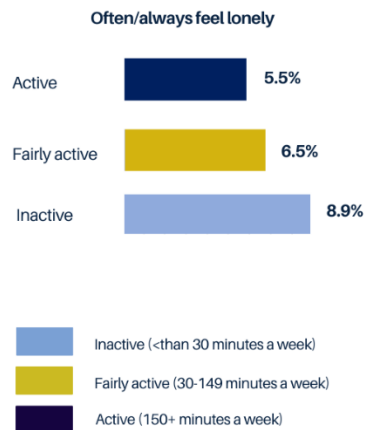
(mean score out of 10)



Loneliness

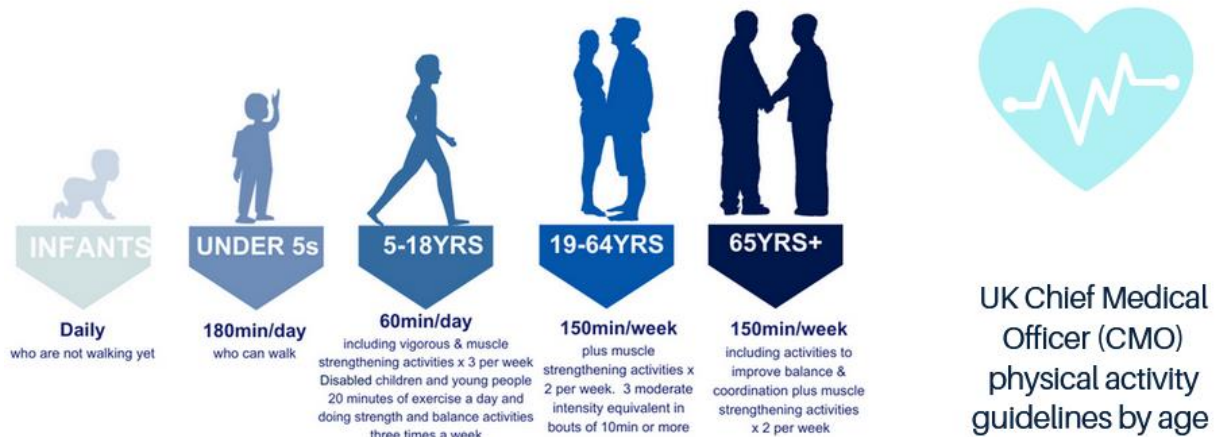
People who engage in sport and physical activity are less likely to feel lonely

Those who are active are less likely to feel lonely than those who are fairly active, who in turn are less likely to feel lonely than those who are inactive. Many forms of sport and physical activity include a social element, so this is perhaps not surprising.



1.9.2. The infographic below outlines the UK Chief Medical Officer (CMO) guidelines for levels of physical activity for adults and children need to achieve to gain those mental and physical benefits listed above.

Figure 4 – CMO guidelines for Physical Activity



1.10. Current Levels of Activity

1.10.1. It is important to understand the Council's current activity levels and whether levels of activity are impacted by socioeconomic and geographical factors.

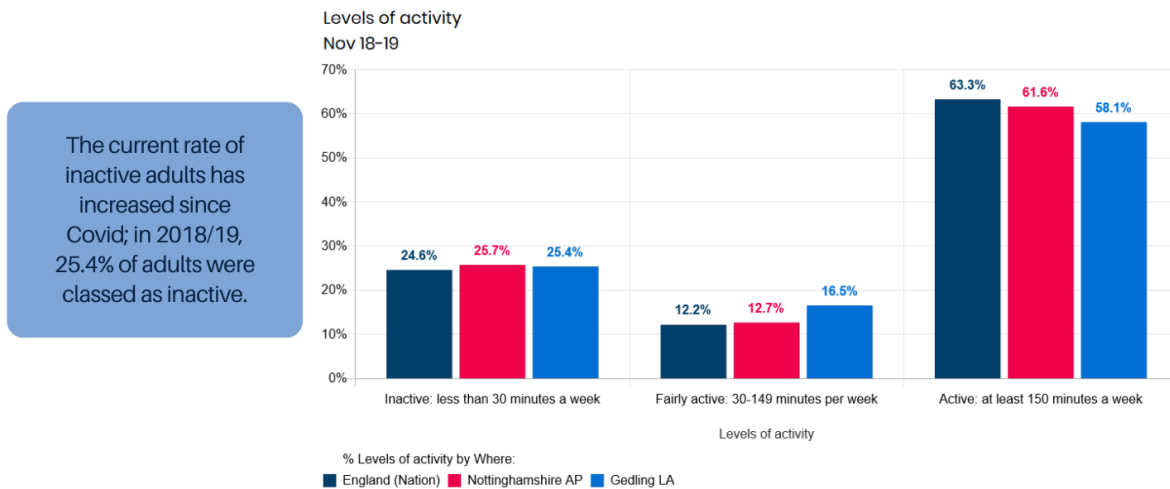
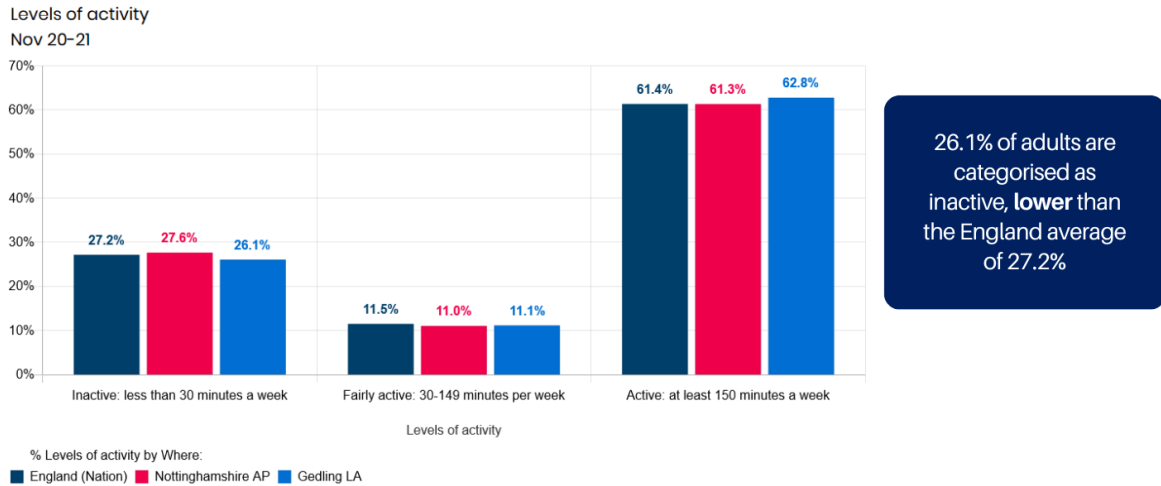
1.10.2. The levels of physical activity for adults in Gedling are detailed in the figure overleaf and compared to the Nottinghamshire and national levels.

1.10.3. Although this shows current physical activity levels are on a par with national levels, it does demonstrate that since Covid-19, levels of activity in adults have slightly reduced.

1.10.4. Deprivation affects activity levels. Nationally 38.9% of adults in the most deprived decile are classed as inactive, higher than the average of 27.2% across England.

Figure 5 – Gedling Adults Physical Activity profile

Adult Physical Activity Profile



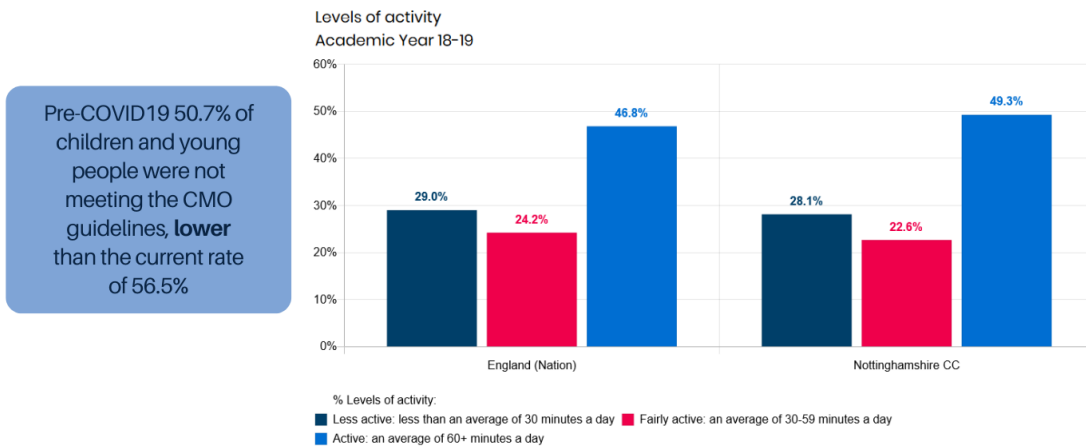
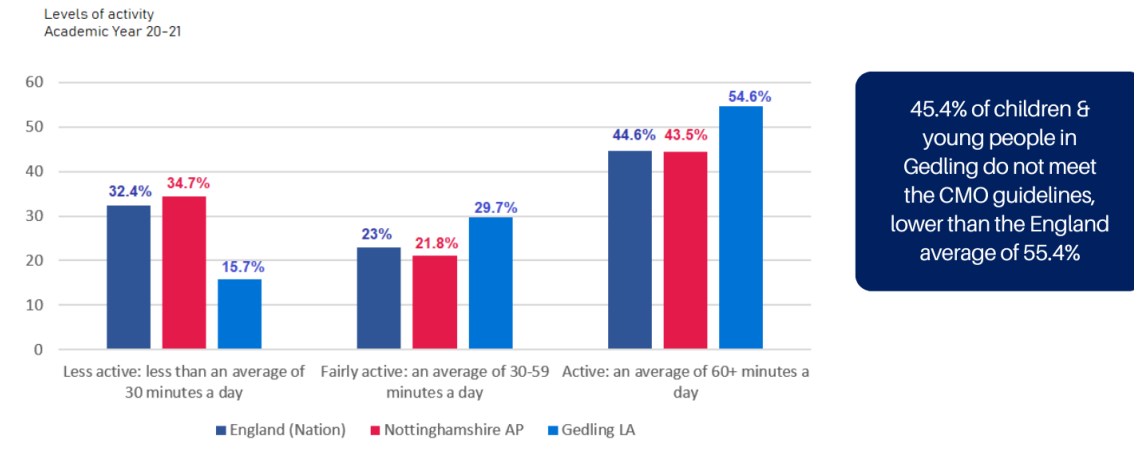
SOURCE: SPORT ENGLAND ACTIVE LIVES / ACTIVE PARTNERSHIPS (2018/19 2020/21)

1.10.5. The levels of physical activity for children and young people in Nottinghamshire compared to the national levels are detailed overleaf.

1.10.6. Current physical activity levels for children are lower than the national averages. The number of children not meeting the CMO guidelines for physical activity since Covid-19 has increased.

Figure 6 – Gedling Children and Young People Physical Activity profile

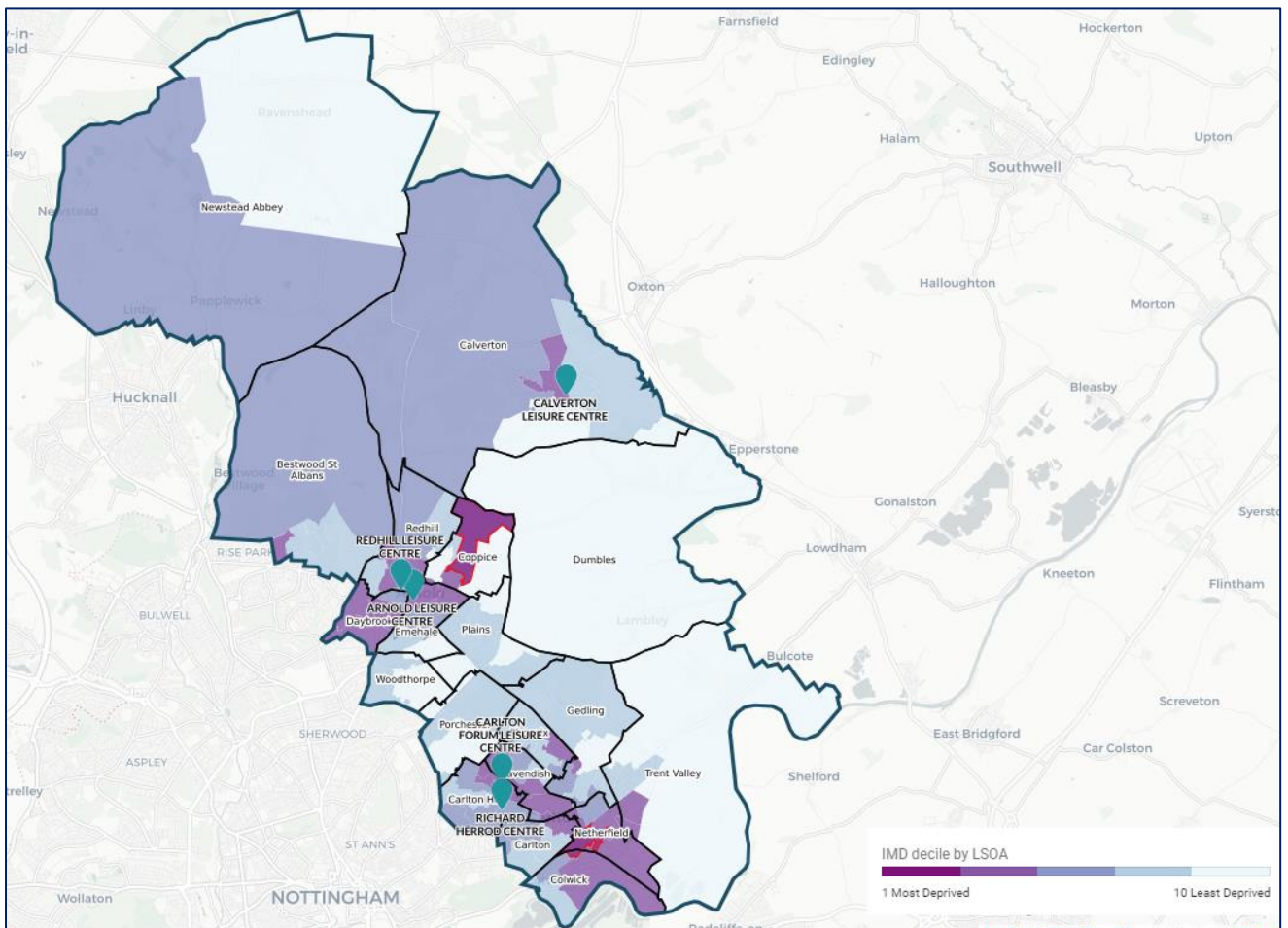
Children & Young People Physical Activity Profile



SOURCE: SPORT ENGLAND ACTIVE LIVES (2018/19 2020/21) / CYP DATA 2018/19 2020/21. NO DATA FOR GEDLING 2018-19

- 1.10.7. Deprivation affects activity levels. Nationally 40.9% of children and young people in the most deprived decile are classed as less active, higher than the 32.4% average across England.
- 1.10.8. There are several areas of deprivation in the Borough. The map overleaf shows specific areas of deprivation in Gedling with several wards (outlined in red) in the top 20% most deprived wards in the country. People living in these places are more likely to be inactive but the areas are served by local leisure facilities; Redhill Leisure Centre, Arnold Leisure Centre, Carlton Forum Leisure Centre and Richard Herrod Centre.

Map 1 – Gedling Borough Council Deprivation Map



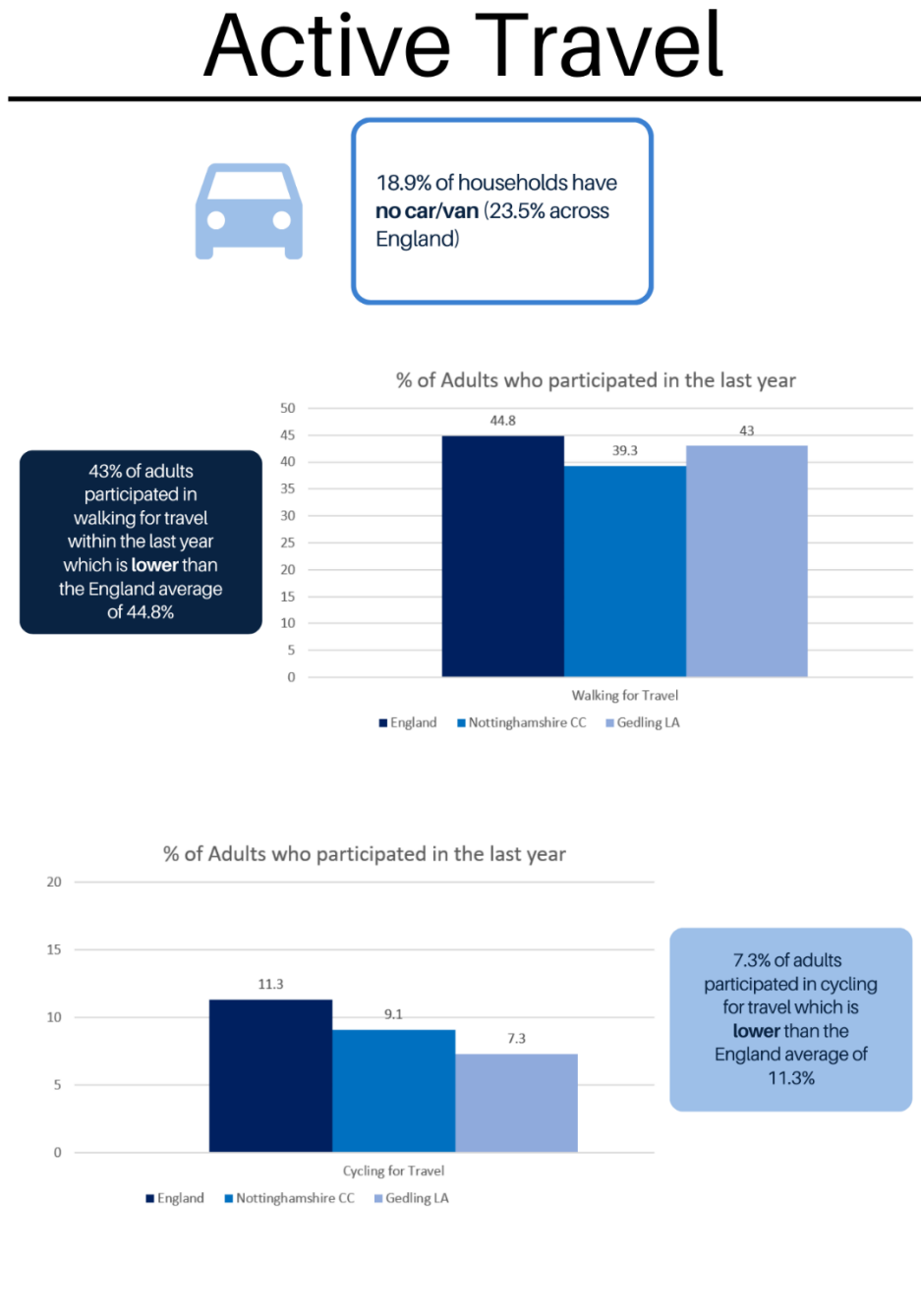
1.11. Other Demographic Differences

- 1.11.1. As well as differences in activity levels by people living in more deprived places, there are also differences in other demographic groups, including gender, age, ethnicity, and people who have disabilities and long-term conditions.
- 1.11.2. Data is available at regional and national levels and demonstrates that levels of inactivity are directly affected by differing demographic groups.
- 1.11.3. Given Gedling has an ageing population, with the largest increase in 80-84 year olds, activity levels could reduce or be lower for these cohorts. In addition, according to the census 2021, 18.8% of Gedling residents are disabled (higher than the national average of 17.3%) so likely to have lower activity levels and require specific programming and considerations to facilitate them being active.

1.11.4. Physical activity doesn't just take place in leisure centres. The active environment and active travel provide opportunities for people to incorporate physical activity into their daily lives. The infographic below shows that 43% of residents walk for travel which is below the national average and 7.3% cycle for travel which is also below the national average.

1.11.5. There is an opportunity to increase active travel initiatives in line with national, local walking, cycling and green strategies as well as any new housing or town developments. It is worth noting that the hilly topography of the Borough may act as a deterrent to cycling for some residents.

Figure 7 – Key Active Travel Statistics



Physical Activity Summary

- In terms of activity, **adults in Gedling have lower levels of those classed as inactive than the national average but higher rates of children & young people not meeting the CMO guidelines for physical activity.**
- **Gedling has lower levels of participation in walking and cycling for travel when compared to national levels**, which should be considered for any future active travel initiatives.
- Looking at activity variations by deprivation it can be seen that **adults and children in the most deprived decile have higher levels of inactivity.**
- Covid-19 has affected activity levels within Gedling, which is in line with the national activity rates having reduced. It has also raised awareness in the importance of open spaces in encouraging healthy lifestyles and improving the quality of health of residents, which should be considered when creating physical activity initiatives.
- The **impact of the pandemic** has not been equal, with certain groups more affected than others. Data shows that older people, those with a disability or long-term condition, black and Asian adults, and lower socio-economic groups have all been disproportionately affected. Gedling has high levels of older residents compared to national levels.
- Moving Communities data shows that, nationally, **participant return rate was around 75% (March 2022).**
- Particular points to note from the Moving Communities research are that **older people and people in more urban cities showed a slower return to leisure centres and older leisure centres have a slower recovery rate than new ones.**

1.12. **The most popular sports and physical activities**

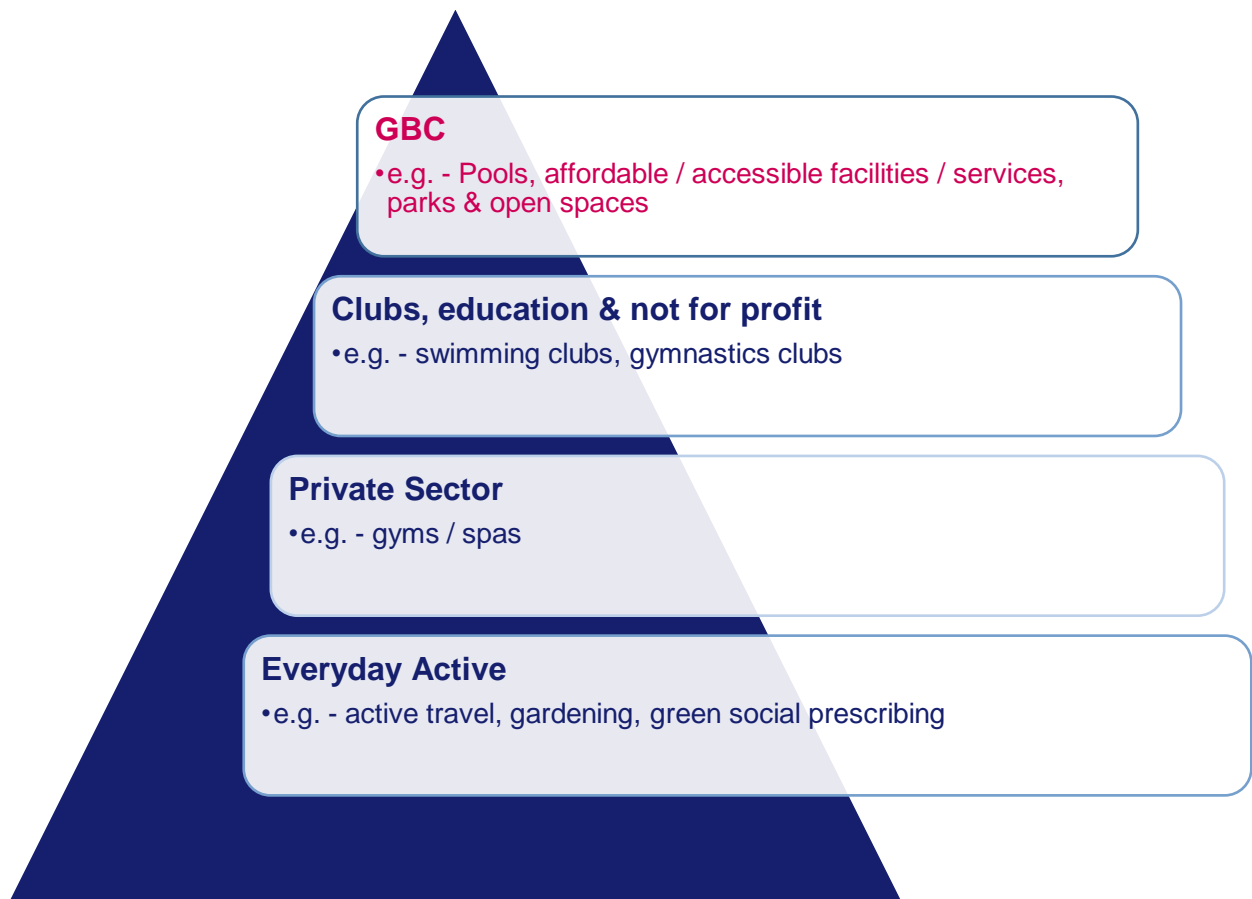
- 1.12.1. Active Lives data also makes it possible to identify the top five participation sports within Gedling. As with many other areas, walking for leisure and fitness classes are among the most popular and are known to cut across age groups and gender; in Gedling, **53% of adults take part in walking for leisure and 10% in fitness classes**, on average, at least twice a month so on a regular basis. Participation across the year shows walking for leisure is still the most popular activity at 85.7%, followed by 20.6% fitness, 14.9% swimming, 10.4% golf then 7.3% cycling for travel.
- 1.12.2. This highlights the importance of different partners to offer both indoor and outdoor spaces to be physically active.

1.13. **How is Sport and Physical Activity delivered across Gedling Borough Council?**

1.13.1. Sport and physical activity provision is delivered by many partners across GBC, be it the private sector, clubs, charitable organisations, educational sites, and the Council. Informal opportunities are provided through active travel, parks and open spaces, and allotments.

1.13.2. The Council's role is to identify what is being delivered and for whom and to then prioritise its resources to deliver what other partners are not and in areas which will best meet its strategic outcomes. For example, the Council's role is not to compete with the private or budget fitness provision, but it will need to provide swimming opportunities and accessible parks, open spaces, and active travel opportunities.

Figure 8 – How is sport and physical activity delivered across Gedling



1.14. Existing Leisure Provision within Gedling Borough Council

1.14.1. Leisure Provision

1.14.2. To identify existing leisure provision within Gedling, an analysis of the current Council leisure and other leisure provision was completed to understand the geographical spread, type and quantity and what the future requirements are to meet the needs of local residents.

1.15. Current Leisure Centre Facility Mix

1.15.1. The existing Council leisure portfolio includes:

Table 1 – Current Leisure Portfolio

Arnold Leisure Centre	Redhill Leisure Centre
<ul style="list-style-type: none"> • 25m pool • 12m leisure pool • Aqua aerobics 	<ul style="list-style-type: none"> • Gym • Badminton • Exercise classes • All weather pitch
Carlton Forum Leisure Centre	Calverton Leisure Centre
<ul style="list-style-type: none"> • 25m pool • 12m pool • Gym • Sauna and steam room • Sports hall • Exercise classes • Children's parties 	<ul style="list-style-type: none"> • 18m pool • Gym • Sports hall • All weather football pitch • Classes • Children's parties
Richard Herrod Centre	
<ul style="list-style-type: none"> • Indoor bowls • Sports bar • Events • Venue hire 	

1.16. Indoor Sports Facilities Needs Assessment Overview

1.16.1. The Council's Indoor Sports Facilities Needs Assessment 2023-2028 looks at future need for provision, driven by increased population, and identification of any gaps in the existing facility network.

1.16.2. The nature of the local area, with three main towns (which have leisure centres located within them) and the smaller urban areas of Ravenshead and Papplewick in the North (with no leisure centres), means that the geographical location of provision is important to facilitating and encouraging participation, given the impact of accessibility.

1.16.3. In addition, there are several bordering leisure facilities, and Nottingham to the South West, which are within catchment of Gedling, so also need to be considered in context of where residents go for leisure provision. The siting of neighbouring local authority indoor sports facilities, particularly sports halls and swimming pools, is important. The most attractive facility for some Gedling residents may be outside the Borough (known as exported demand). For residents of neighbouring local authorities, their most attractive leisure facility

maybe inside Gedling (known as imported demand). A customer's choice of leisure facilities does not respect local authority boundaries.

1.16.4. To inform the Built Facilities Strategy, Sport England Facility Planning Models (FPM) were completed for sports halls and swimming pools in June 2022. The overall aims of the sports hall and swimming pool FPM modelling work for GBC is to assess:

- Run 1 – a baseline assessment of provision in 2022.
- Run 2 – a forward assessment of demand for sports halls and swimming pools and its distribution, based on the projected changes in population from 2021 to 2038.
- Run 3 – the impact of the closure of Arnold Leisure Centre and the opening of New Arnold Leisure Centre in 2028.
- Run 4 – the impact of the closure of Carlton Forum Leisure Centre and the opening of New Leisure Centre in 2028.
- Run 5 – the impact of the closure of Arnold Leisure Centre and Carlton Forum Leisure Centre and the opening in 2028 of New Arnold Leisure Centre and New Leisure Centre.

1.16.5. Future considerations and recommendations are covered in Stage 3 of the report. The current provision of facilities is outlined below.

1.16.6. The full portfolio of current facilities across Gedling are included in the following table.

Table 2 – Existing Indoor Facilities in Gedling

Indoor Facilities	Number
Sports Hall (3+ courts)	33 badminton courts of which 28 courts are available for community use
Swimming pools	6 individual swimming pools across two public sites and two commercial sites
Health & Fitness (fitness suites and dance studios)	5 fitness facilities providing (20+ stations) with a total of 415 fitness stations, 3 council owned
Studios	8 identified studios across borough offering pay and play, registered membership or sports club use
Squash courts	4 Squash Courts at Carlton Forum Leisure Centre, however only 1 of them is in operation, at present, for customers to book and play squash. Squash court 2 is repurposed as an additional fitness area. 3 and 4 are unsuitable to use.
Indoor tennis	There are no indoor tennis courts in the Borough
Indoor bowls	1 indoor bowls facility in Borough
Gymnastics/Trampolining	1 affiliated club in Borough. Calverton Gymnastics Club deliver from a dedicated facility

1.16.7. The FPM Run 1 identified a baseline assessment of provision in 2022 which highlighted the following for sports halls, community activity halls and swimming pools in the Borough.

1.16.8. Sports Halls

- The available supply is lowest in Runs 1 and 2, with 28 of the total 33 courts available for community use (85%)
- The average age of the sports hall sites in 2022 is 40 years. The oldest sports hall is Carlton le Willows Academy, which opened in 1960. Of the six sports hall sites in Run 1, three have been modernised: Carlton Forum Leisure Centre in 1999, Carlton le Willows Academy in 2010 and Redhill Leisure Centre in 2018
- Demand for sports halls is highest in both years in Carlton and then Arnold

- Demand for sports halls in the Calverton area is for 2.3 courts in 2022
- Travel to sports halls on foot or by public transport represents 21% of all visits by Gedling residents
- In 2022 and 2038, there is enough sports hall capacity within a suitable travel time to meet between 91% and 93% of the Borough's demand for sports halls
- In 2022, 47% of the Gedling demand for sports halls is retained within the Borough
- Unmet demand is lowest in Run 1, at 7% of demand. However, this equates to three courts in all runs
- In Run 1, 92% of unmet demand is demand too far away from a sports hall

1.16.9. **Community Spaces**

- Of the 9 formal activity halls; All Hallows CE Primary school, Christ The King Catholic Voluntary Academy School and Derrymount School activity halls are not available for community use they are private use only. There are 5 activity halls available for community use
- In addition, access to informal community centre and church halls is important to ensure access to physical activity opportunities when there are fewer formal facilities available
- There is potential to provide activity within the community or at community centres or other community spaces
- There is, therefore, an important role for the existing community spaces / informal hall space across Gedling Borough Council, in providing physical activity opportunities for residents, who may choose not to access formal sports facilities

1.16.10. **Swimming Pools**

- The FPM model does not include swimming pools less than 20m. Calverton Leisure Centre is an 18m x 8m three-lane pool so was therefore excluded. It has 49 hours of community use in the weekly peak period
- There are six individual swimming pools across two public sites and two commercial sites.
- The existing leisure centres are in the areas of highest demand - Carlton Forum Leisure Centre is in the area of highest demand for swimming pools
- Unmet demand is low and is mainly due to demand too far away from a facility
- There is insufficient unmet demand in any one location to justify further swimming pool provision beyond those modelled
- The public leisure centres comprise half the total number of swimming pool sites but have most of the accessible water space
- The condition survey for Arnold Leisure Centre stated that the centre is nearing end of life and there are maintenance issues with the Carlton forum Leisure Centre Swimming Pool

1.17. Condition of Existing Leisure Centres

1.17.1. The quality audits from the Indoor Built Facility Strategy and condition surveys across the leisure centres highlight which centres require investment.

1.17.2. The quality audits and recommendations from the Indoor Built Facility Strategy identified that, despite the generally good/standard condition of facilities in the Borough, Arnold Leisure Centre, built 1982, is approaching end of life. A condition survey undertaken in 2018 identified that a further investment of over £1million would be required over the next 10 years. The centre provides limited capacity and fails to be able to meet current and projected demand for swimming. The site currently has no dryside facilities such as sports courts, gym, or studios.

1.17.3. In keeping with the Council’s net zero carbon commitment, it is important that the Council invests in all leisure sites to drive (where possible) their decarbonisation. This is particularly important for sites with ageing heating systems.

Table 3 – Quality audit of main council leisure facilities

Facility	Sports Hall	Swimming Pool
Arnold Leisure Centre	Poor	Poor
Calverton Leisure Centre	Standard	?
Carlton Forum Leisure Centre	Standard / poor	Poor
Redhill Leisure Centre	?	N/A
Richard Herrod Centre	N/A	N/A

1.17.4. The condition surveys support the investment area findings, and a summary can be found overleaf. In total, £2.9 million is required over the next five years.

1.17.5. It is worth noting that the condition surveys were undertaken between 2017-2021, so there is likely to be an increase in costs due to high sector inflation.

Table 4 – Condition Surveys

Centre	Summary of Condition Survey Report	Cost of Condition Survey Works (over 5 years)	Based on the Building Condition would Investment be viable?
Arnold Leisure Centre & Bonington Theatre	<ul style="list-style-type: none"> Large costs particularly mechanical (£346.5k), electrical (£248k), Fabric (£68k) 	£709,100	Significant costs identified either major refurbishment or replacement should be considered.
Calverton Leisure Centre	<ul style="list-style-type: none"> Main costs mechanical (£29k) 	£42,592	No significant costs identified therefore would be suited to investment
Carlton Forum Leisure Centre	<ul style="list-style-type: none"> Significant costs particularly mechanical (£912k) and for the plant room (£169.4k) 	£973,006	Significant costs identified either major refurbishment or replacement should be considered.
Redhill Leisure Centre		N/A	No condition survey
Richard Herrod Centre	<ul style="list-style-type: none"> Significant costs particularly mechanical (£620k), electrical (£362k) and fabric (£202k) 	£1,212,479	Significant costs identified either major refurbishment or replacement should be considered.

1.18. Leisure Centre Performance

1.18.1. A performance review has been completed for the six centres to understand areas of success and also areas where improvements could be made.

1.18.2. The leisure centres and Bonington Theatre are currently managed in-house.

1.18.3. In 2021/22 the total cost of the leisure centres and theatre was £1.55m, as set out in the table below. This is a reduction against the performance pre-Covid, in 2019/20 the total cost of the service was £1.69m.

Table 5 – Leisure centres and theatre performance

2021/22	Calverton Leisure Centre	Redhill Leisure Centre	Arnold Theatre	Arnold Leisure Centre	Carlton Forum Leisure Centre	Richard Herrod centre	Total
Total Income	-£345,213	-£369,595	-£196,178	-£528,482	-£1,129,449	-£344,435	-£2,913,353
Total Expenditure	£565,312	£656,470	£317,936	£908,450	£1,422,631	£591,242	£4,462,041
Surplus/Deficit	£220,099	£286,874	£121,758	£379,968	£293,182	£246,807	£1,548,688

1.18.4. As with the local authority sector, the centres were significantly impacted by the Covid-19 pandemic in 2020/21 as lockdowns closed the centres for three key periods over the following year. Centres only started to fully re-open in April 2022. Richard Herrod Centre was used as a vaccination centre until the end of October 2021, resulting in low usage for the year.

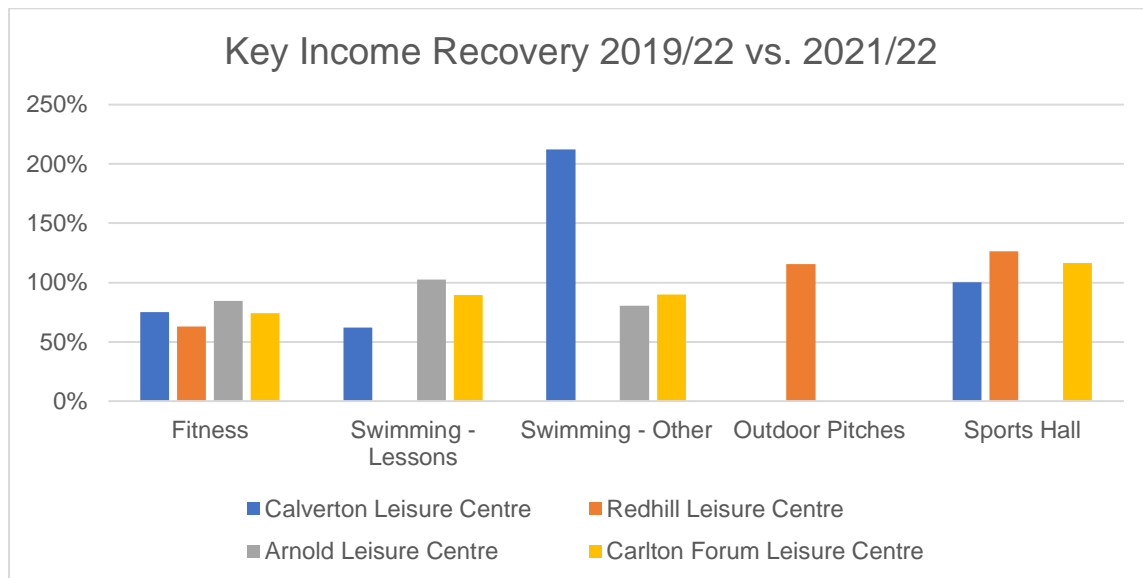
1.18.5. Reviewing the centres' income recovery in 2021/22 compared to pre-Covid, swimming, sports hall, outdoor pitches and other dryside income has recovered the strongest, followed by fitness income and catering/vending. The theatre has the lowest overall rate of income recovery at 80% followed by Redhill Leisure Centre at 84%. Arnold Leisure Centre hit 99% of pre-Covid income in 2021/22. Richard Herrod Centre reached 102%, however, a proportion of income will be from the vaccination centre rather than centre usage/bookings.

1.18.6. In comparison with national averages, the average recovery rate was 71%, with known users recovering to 75%.² Outdoor, fitness and swimming lessons were the strongest to recover, with many operators now reporting that swimming lesson programmes are larger than pre-Covid levels with waiting lists.

1.18.7. There were differences between demographic populations, older people and those with long-term conditions were slower to return than younger people. New or newly refurbished centres performed better than older centres.

² Moving Communities database

Figure 9 – Key Income Recovery 19/22 v 21/22



1.18.8. A high-level performance review of key KPIs compared to other family groups is presented below (using pre-Covid data).

Table 6 – Key KPIs High-Level Performance Review

2021/22	Calverton Leisure Centre	Redhill Leisure Centre	Arnold Theatre	Arnold Leisure Centre	Carlton Forum Leisure Centre	Richard Herrod Centre	Local Trust	In-House	External Contractor
Income per Visit	£3.32	£2.40	£6.96	£3.18	£3.36	£17.83	£4.16	£2.72	£4.26
Expenditure per Visit	£5.43	£4.26	£11.29	£5.46	£4.23	£30.60	£3.74	£4.09	£3.59
Cost Recovery	61%	56%	62%	58%	79%	58%	111%	66%	110%
Swimming Income per m ²	£561			£1,194	£1,016		£1,138	£776	£1,249
Swimming Lesson Income per m ²	£352			£934	£709		£634	£332	£615
Fitness Income per Station	£1,610	£3,089			£4,732		£10,124	£6,698	£8,124
Staff costs as % income	82%	92%	73%	89%	70%	76%	50%	77%	49%
Central costs % expenditure	13%	14%	16%	9%	12%	13%	14%	7%	7%

1.18.9. This review highlights the strength of the swimming income, particularly swimming lessons at Arnold Leisure Centre and Carlton Forum Leisure Centre

1.18.10. Fitness Income per Station is particularly low, however, this could be due to the level of competition from the private sector not only in Gedling but in neighbouring Nottingham City.

1.18.11. Income per visit is just above average for in-house management, with the exception of Redhill Leisure Centre which is just below average at £2.40 per visit.

1.18.12. The total expenditure KPI were higher than median levels, which will in part be due to the higher than average staff costs and central support costs. Staffing costs at all leisure centres are above average, with the exception of Carlton Forum Leisure Centre and Bonington Theatre.

1.18.13. The higher than average expenditure is resulting in lower than average cost recovery, with only Carlton Forum exceeding 66%.

1.19. **Catchment Analysis**

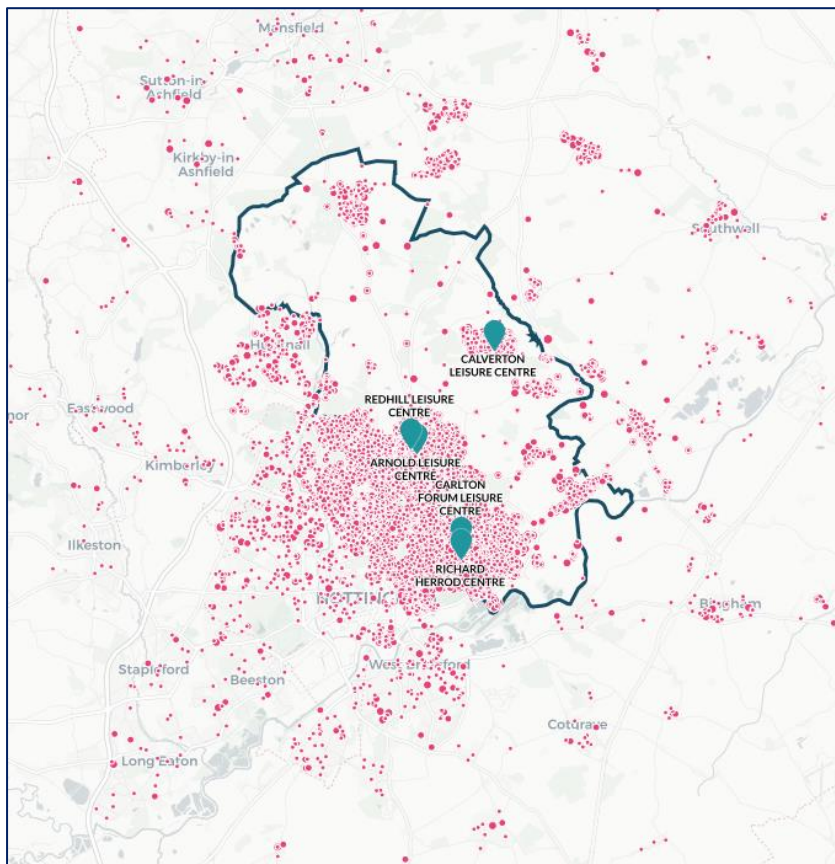
1.19.1. Whilst the section above considered the 'financial efficiency' of the centres, the Council also needs to consider how well they are meeting the needs of the community in terms of accessibility and attracting all members of the community.

1.19.2. Consequently, a catchment analysis of current leisure centre users was completed to understand where existing members live to which groups are currently over or underrepresented.

1.19.3. The link to this mapping detail is; <https://datahubmaps.com/Gedling-Leisure-Centres/>

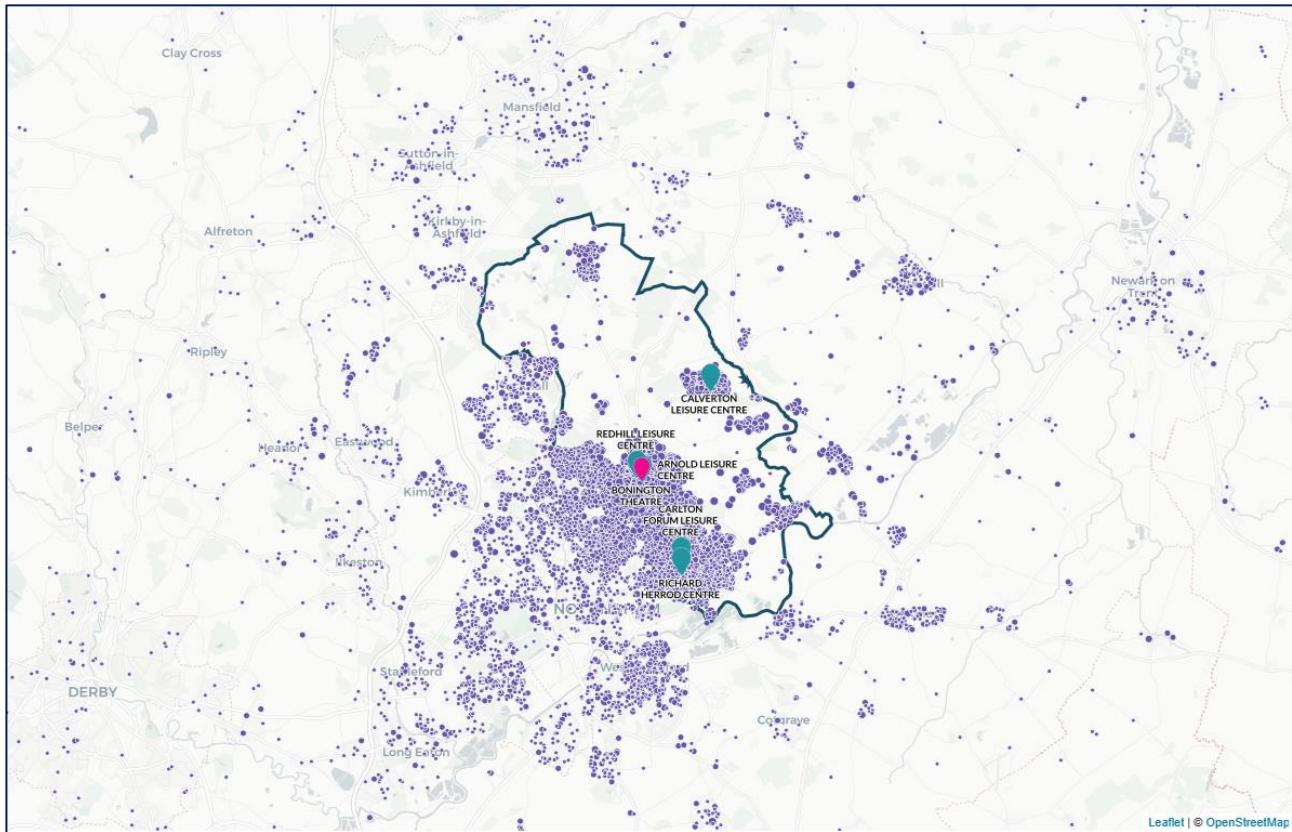
1.19.4. The map below shows the catchment area for leisure users with the larger dots representing more people from that postcode area. As expected, there is a predominance of users from the urban areas with higher population density. There is also a high proportion of users from across the border towards Nottingham this is likely to be due to people visiting a centre on their way to and from work. And/or because of the proximity and facilities of the Gedling centres it is easier to visit them than go into the centre of Nottingham.

Map 2 – Gedling Borough Council Leisure Users Catchment Map



1.19.5. The map below shows the wide catchment area for Bonington Theatre, with people travelling further than 20 minutes to visit the theatre and from across the border with a large proportion from Nottingham. This is a similar pattern to leisure centre users.

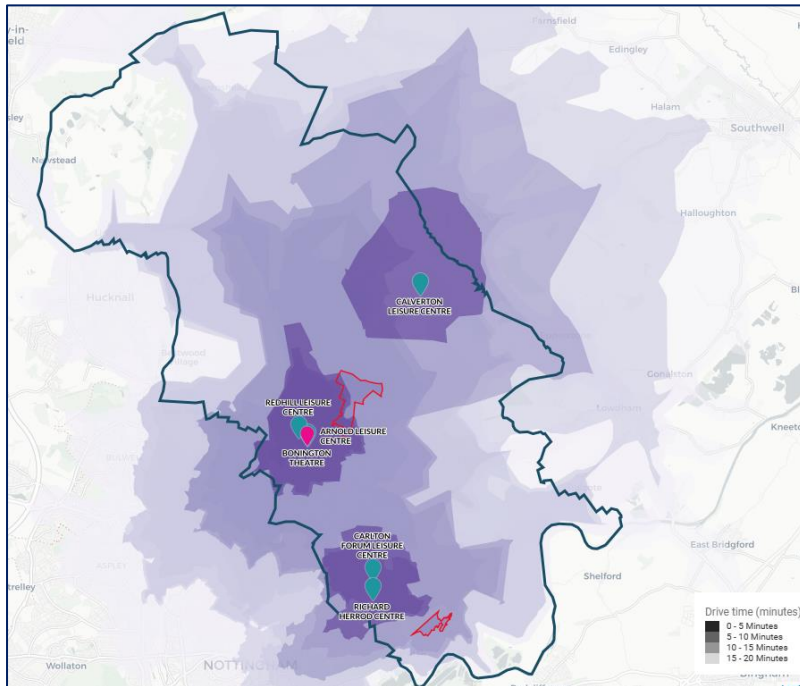
Map 3 – Gedling Borough Council Bonington Theatre Users Catchment Map



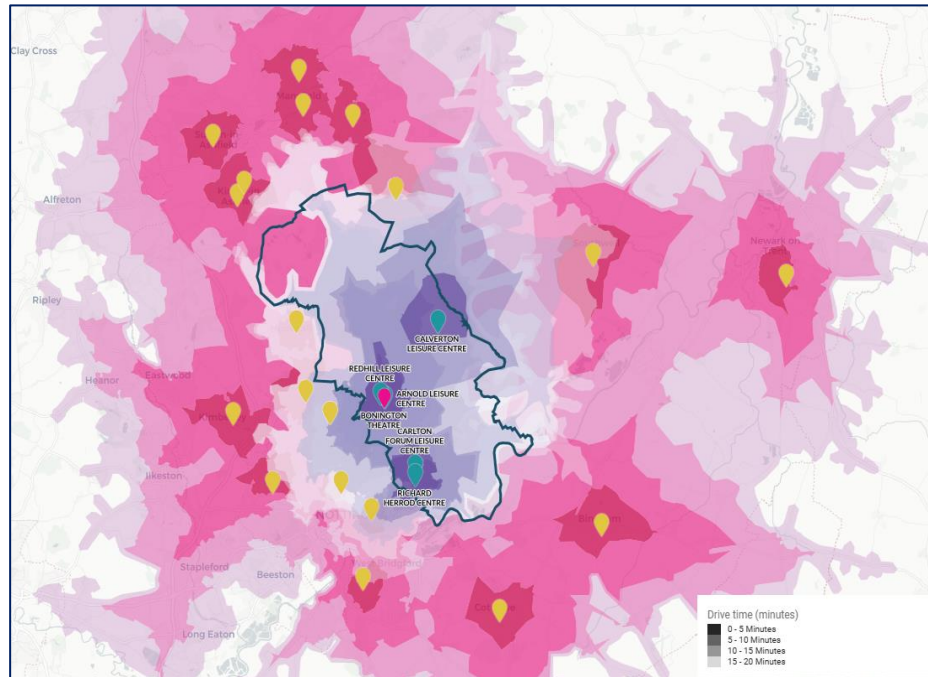
1.20. **Catchment Mapping**

1.20.1. The maps below highlight that the majority of the Borough is within a 20-minute drivetime of a facility, with the exception of the north west around Newstead, a pocket in the west (Bestwood village) and far southeast. When neighbouring leisure facilities from across the border are included, it can be seen that all areas of Gedling Borough are within 20 minutes of some leisure provision.

Map 4 – 20 Minute drive time of facility in relation to top 20% most deprived areas

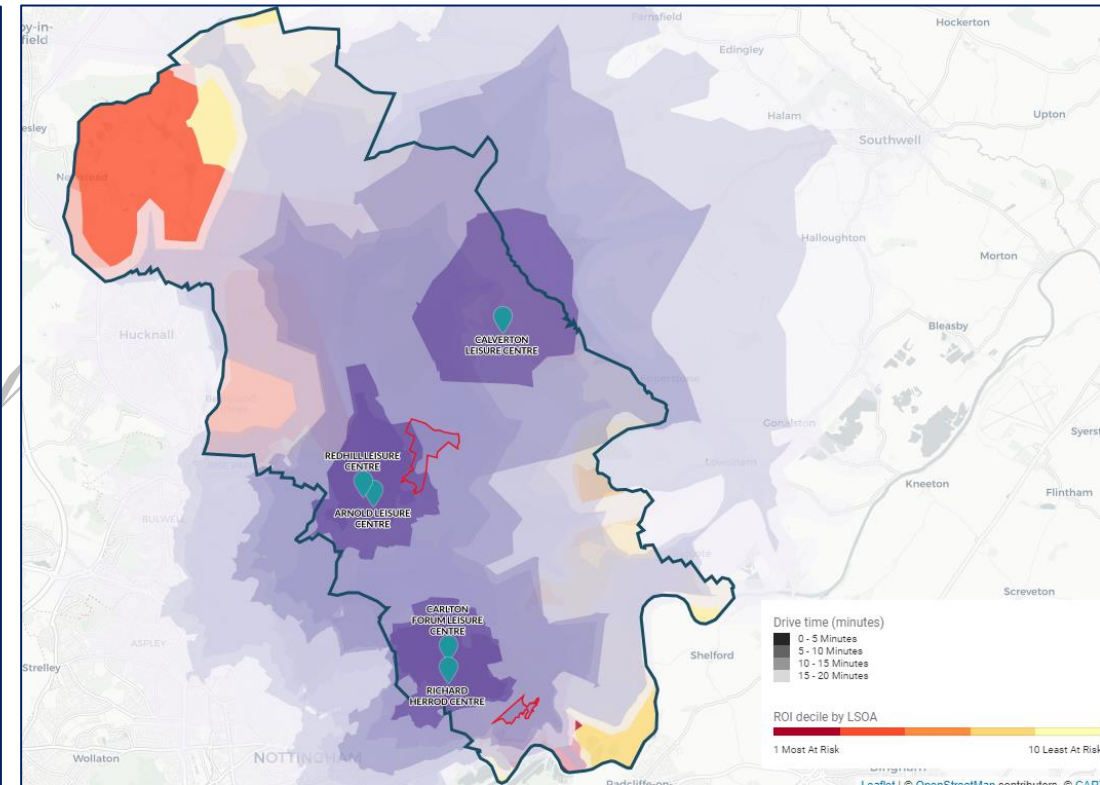
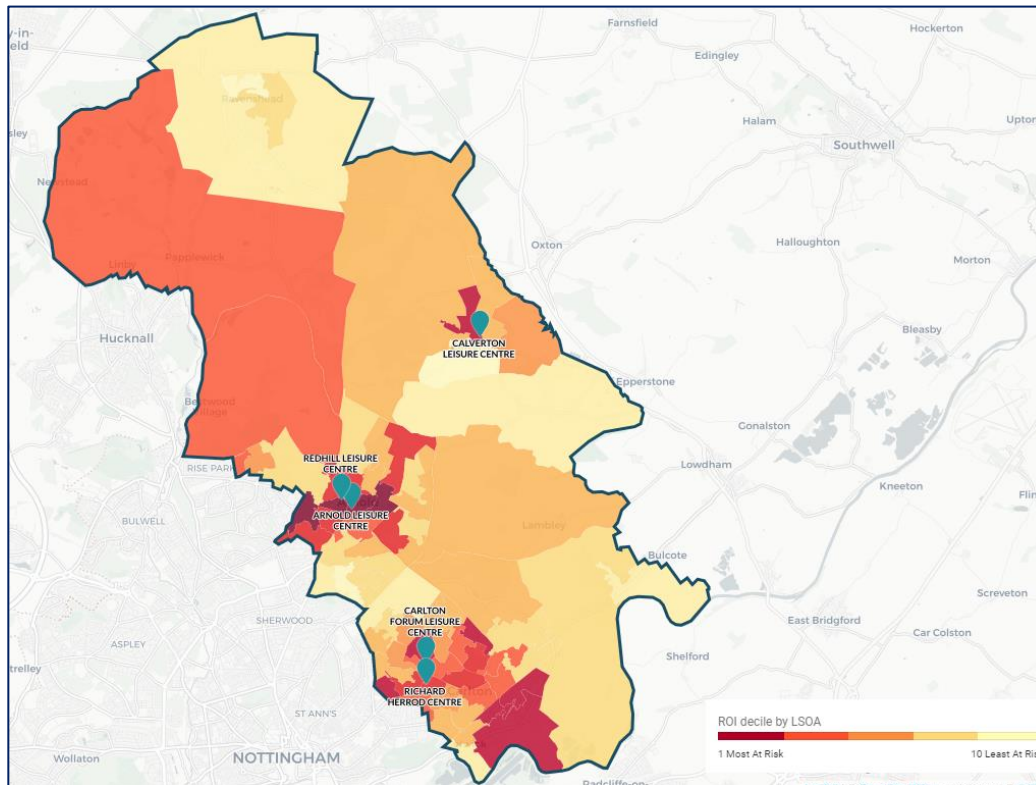


Map 5 – 20 Minute drive time including neighbouring facilities



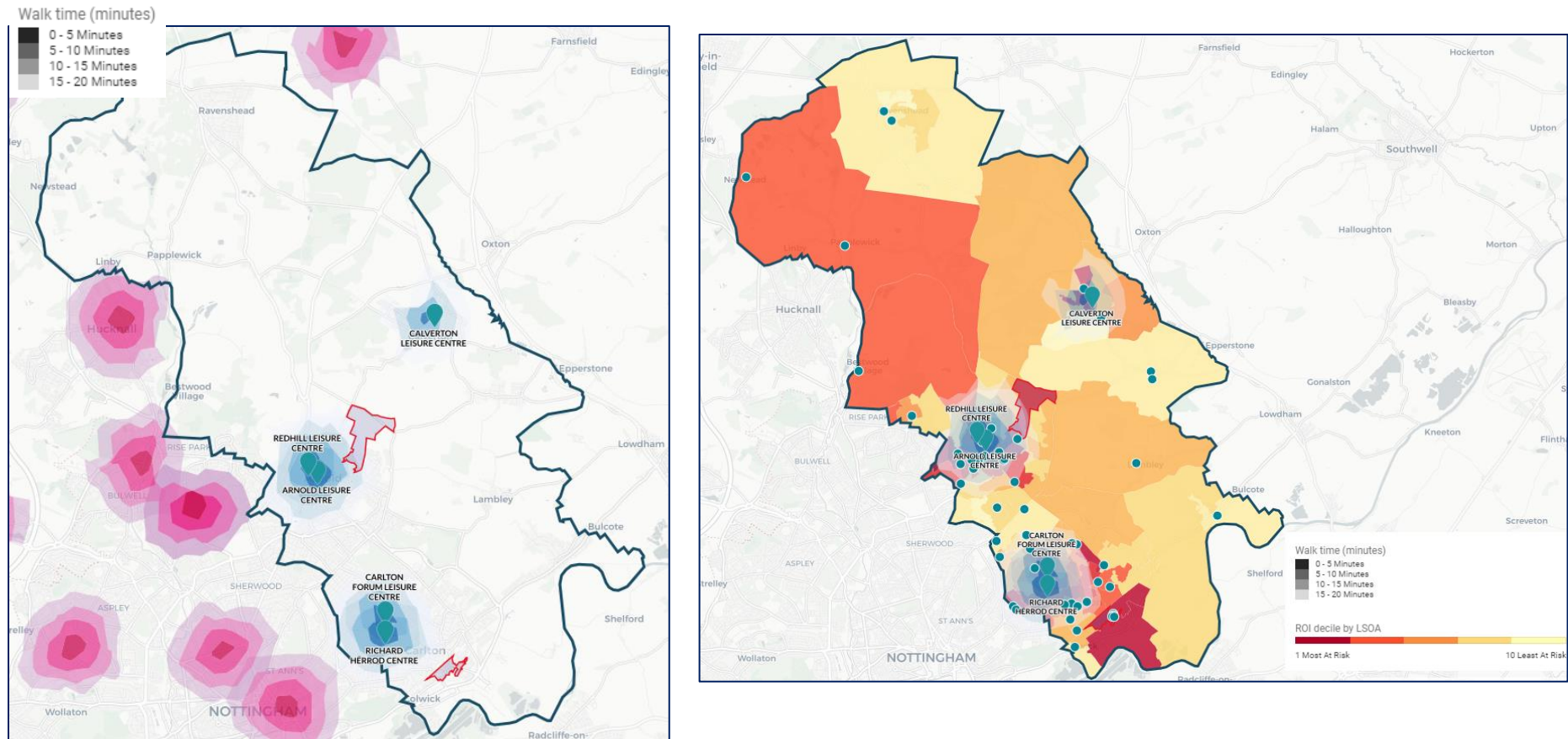
1.20.2. The maps below show areas where people are at the most risk of inactivity and deprived areas. The 20-minute drive catchments are shown on the right-hand side, showing that the most deprived areas are within a 20-minute catchment of a council-owned leisure centre. However 18.9% of residents in the Borough do not have access to a car or van.

Map 6 – Current Leisure Portfolio - 20 minute drive time catchment / Risk of inactivity / Deprivation



1.20.3. Therefore the 20-minute walk time catchment is set out in the map below and highlights the much smaller catchments of those residents who do not have access to a car and that **the 20% most deprived wards are not within a walking distance of a leisure facility**. The percentage of the population without access to a car is important because it influences travel patterns to leisure facilities. If there is a high percentage of the population without access to a car, then more visits are made by foot or public transport.

Map 7 – Current Leisure Portfolio - 20 minute walk time catchment / Risk of inactivity / Deprivation / Community Centres (green dots)



1.20.4. The findings from the Gedling FPM reports highlighted that 21% of visits by Gedling residents to sports halls (25% to swimming pools) is on foot or by public transport. Currently all sports halls and swimming pools are within five-minute walk of a bus stop, but none within 15-minute walk of a train station. Therefore, accessing sports halls and swimming pools by bus is possible but in rural areas the service may not be regular.

1.20.5. Whilst not all areas of the Borough are within a 20-minute walking distance of a council leisure centre, they are in vicinity of a community space or other type of facility e.g. Netherfield Loco Youth Centre. It is important, therefore, to consider other spaces where people can be active locally within their community.

1.21. **Mosaic Profile of Leisure Centre Users**

1.21.1. Using Mosaic, a detailed segmentation system, each users postcode was assigned a Mosaic code³.

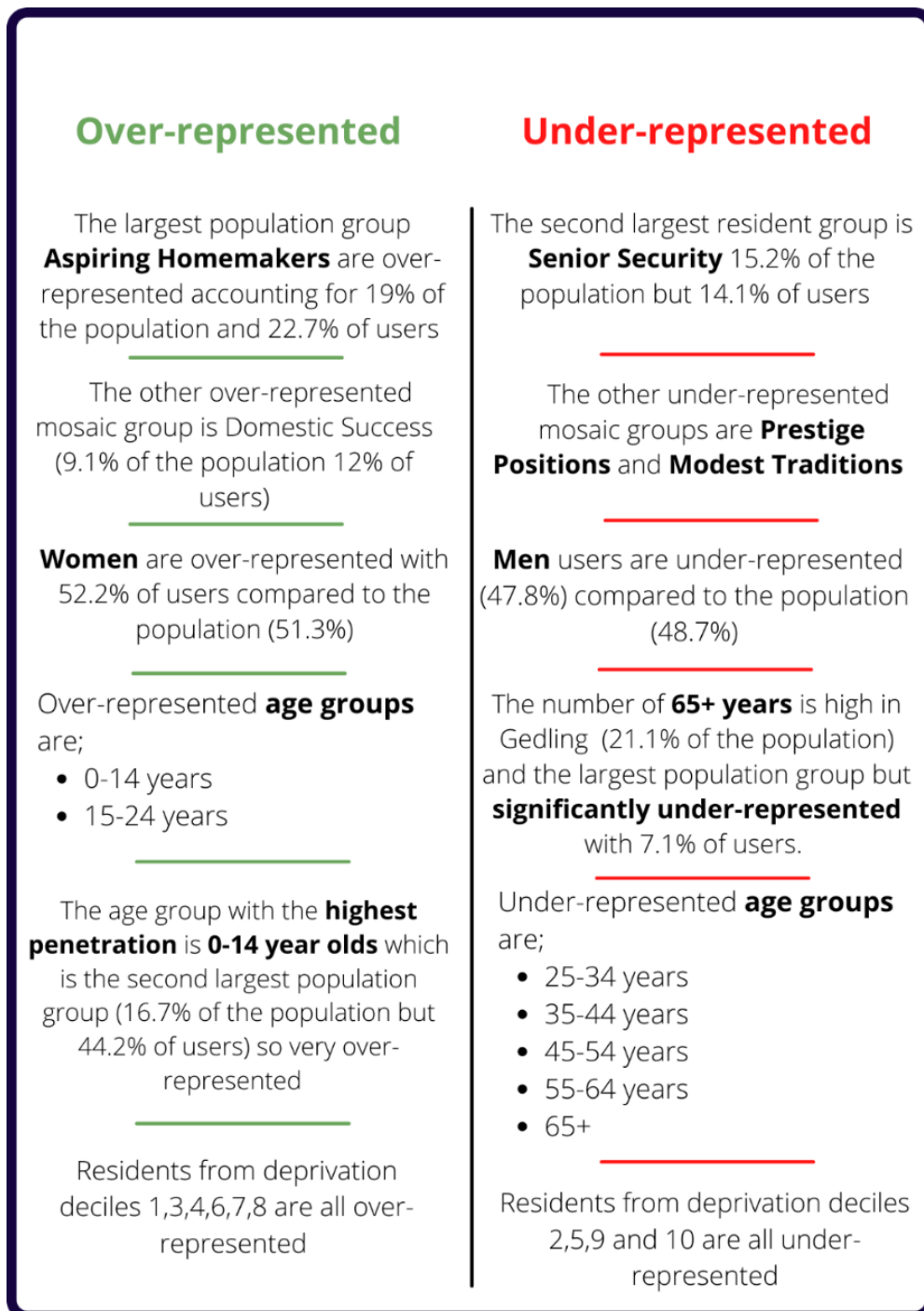
1.21.2. **Leisure Centre Users**

1.21.3. The combined key findings of the catchment and mosaic analysis were:

- 75.7% of total current users live within the Gedling Borough area
- **24.9% of the Gedling population currently use one of the leisure venues**
- 7.3 minutes is the average drive time to one of the leisure venues
- Women are overrepresented in all users (almost 52.2% are female compared to 47.8% male) and conversely men are underrepresented, this is counter to general activity levels and shows the impact leisure centres have on attracting women to be active
- Older people are under-represented which, given the ageing population and that older people are less likely to be active, means ways to encourage this age group to be more physically active needs to be considered
- 26-65 years are also under-represented which is usually the stable core membership base for leisure centre users. Again, ways to attract these age groups to the leisure centres should be looked into. Conversely, young ages are over-represented which is likely to be due to swimming lessons, or in case of 15-24 years, gym users.
- Residents from some of the most deprived areas (deciles 1 and 3) are over-represented, which is encouraging given that people from deprived areas are less likely to be active and often experience health inequalities.

³ To ensure like for like comparison, leisure users are those that live within Gedling Borough Council compared to the total population in the same area. This gives us a demographic profile of leisure users and the local population showing how well the Gedling Borough Council facilities are penetrating the market.

Figure 10 – User Profile findings



1.21.4. Full graphs depicting the age, gender, deprivation and mosaic comparison for the leisure centres sites can be found in [Appendix 3](#) and [Appendix 4](#) respectively.

1.22. Latent Demand for Fitness

1.22.1. The table below sets out the estimated total demand for fitness against the current membership levels and details the potential latent demand. For a new Arnold Leisure Centre it is projected that there is the potential for 3,100 fitness members. For Calverton and Carlton Forum Leisure Centres this is 73 and 319 potential fitness member increase respectively.

1.22.2. This figure includes allowance for 25% of the total to come from outside the estimated catchment area and includes some negative consideration for competition in the area.

Table 7 – Latent Demand Summary

Leisure Facility	Projected Total Demand for Fitness	Current Membership (Aug 2022)	Estimated latent demand for fitness
New Arnold Leisure Centre (Redhill Current Membership would transfer)	3,100	N/A	3,100
Calverton Leisure Centre	566	493	73
Carlton Forum Leisure Centre	2,190	1,871	319

1.22.3. Full latent demand reports are included in [Appendix 5](#).

1.23. Other Physical Activity Opportunities

1.23.1. The table overleaf outlines the commercial leisure provision in the area by activity type within a 30-minute drive time of the Gedling area.

Table 8 – Commercial leisure provision

Facility Type	Competition
Soft Play	There are 10 soft play centres a 30-minute drive time from the Gedling area. Four of which are large, themed play areas; Eden Soft Play, Pirates Play, Mousetrap Soft Play and Hocus Pocus Soft Play. All the facilities have cafés apart from Tiny Town Adventures. It is important to note that it does not include the typical climbing frame structure with slides, rope bridges, climbing frames and slides.
Tag Active/Ninja Warrior/Laser Tag	There are no Ninja Warrior courses a 30-minute drive time from the Gedling area. There are 5 Laser Tag centres; Meet Space VR, Laser Tag Nottingham, Laser Tag Sector 7, Laser Days and Pirates Play, Party and Laser Centre. All of which offer party hire. It is important to note that Laser Days is an outdoor laser tag arena. Also, Meet Space VR is a laser centre solely focused on virtual reality. Laser Tag Sector 7 is part of a larger complex involving climbing, bowling and pool with facilities to watch sport.
Trampoline Parks	There are 3 Trampoline parks within a 30-minute drive time from the Gedling area. They are; Planet Bounce Nottingham, RedKangaroo Trampoline Park and Freestyle Trampoline Parks. RedKangaroo and Freestyle are further than a 20 minute drive. Planet Bounce is unique as it is solely inflatable trampolines, the others are spring set. Each has a café on site.
Indoor Climbing	There are 5 centres for indoor climbing within a 30-minute drive time from the Gedling area. These are; Depot Climbing Nottingham, Nottingham Climbing Centre, Clip 'n Climb Nottingham, Asylum Bouldering and Tenpin Nottingham. Tenpin Nottingham is an augmented reality climbing wall which is £1 per game. The other four are large climbing centres with a range of V1-8+ walls and routes. Each of which has food available and equipment hire. Clip 'n Climb is a themed centre with facilities such as a stairway to heaven and leap of faith.
Day Spa's	There are 4 centres providing Day Spa's within a 30-minute drive time from the Gedling area. These are; Nottingham Belfry, The Urban Rooms Nottingham, The Little Retreat Day Spa and Clifford Health Club. Each of them are over a 15-minute drive time. The

	Nottingham Belfry and The Urban Rooms are linked with hotels. Each of the locations except The Little Retreat Spa have heated pools and gym facilities. They each have many treatments available.
Indoor Skate Parks	There are 2 centres with indoor skate parks within a 30-minute drive time from the Gedling area. They are Flo Skatepark and Asylum Skatepark. Flo Skatepark is central Nottingham and Asylum Skatepark is to the north near Ashfield. They both offer training sessions, equipment hire. Asylum Skatepark includes a café and is linked with Asylum Bouldering. 1:1 sessions are available as Asylum Skatepark.

1.23.2. Further analysis can be found in [Appendix 6](#).

Indoor Leisure Provision Summary

- Looking at catchment, **majority of the Borough (including areas of deprivation) is within a 20-minute drivetime of a council leisure facility**, with **exception of north west around Newstead, a pocket in the west (Bestwood village) and far southeast**. When neighbouring leisure facilities from are included all areas of Gedling Borough are within 20 minutes of some leisure provision.
- However, a large proportion of the Borough is **not within a 20 minute walk time including those residents in areas of deprivation** such as Coppice and Netherfield wards.
- Being within a walk time is important as 18.9% of residents do not own a car or van and the FPM reports highlighted that 21% of visits by Gedling residents to sports halls (25% to swimming pools) is on foot or by public transport. Currently, all sports halls and swimming pools are within five-minute walk of a bus stop, but none within 15-minute walk of a train station. Therefore, accessing sports halls and swimming pools by bus is possible but in rural areas the service may not be regular. It is worth considering community spaces that provide leisure activities in areas not within a council leisure centre walk time.
- Across the Borough there are currently 33 badminton courts, 6 swimming pools, 5 health & fitness facilities (20+ stations) total of 415 fitness stations, 8 studios, 4 squash courts (only 1 in use), 1 dedicated gymnastic clubs affiliated to British Gymnastics, 1 indoor bowls, no indoor tennis.
- In terms of other **commercial leisure facilities in the area the area is already well served** with 10 soft play, 5 laser tag, 3 trampoline parks, 5 indoor climbing, 4 days spas and 2 indoor skate parks. This is likely to be due to the close proximity of the Borough to Nottingham.
- Projected latent demand for fitness at a new Arnold Leisure Centre is potential 3,100 fitness members, Calverton Leisure Centre 73, Carlton Forum Leisure Centre 319.
- The ISFNA identified considerations for future indoor provision.
- **Sports halls** – recommendation is to provide an 8-court sports hall to replace the existing Carlton Forum Leisure Centre in conjunction with a new 8 lane swimming pool and teaching pool at a location close to Richard Herrod Centre. This would be most sustainable option. Calverton Leisure Centre and Redhill Sports Hall to undergo intrusive surveys to identify planned maintenance and refurbishment works and costs for the next ten years. Need to reflect Council's commitment to net zero in 2030.
- **Swimming pools** - GBC needs to decide how much to invest to provide new swimming pools. The recommendation is to replace both Arnold Leisure Centre and Carlton Forum Leisure Centre swimming pools and provide an 8-lane main pool and teaching pool at each of new facilities.
- Calverton Leisure Centre Swimming Pool should undergo a full intrusive survey to identify planned maintenance and refurbishment works and costs for the next ten years.
- When providing a new leisure centre in the vicinity of the Richard Herrod Centre include two squash courts with moveable walls to provide additional activity use of the squash courts.
- GBC should consult with Gedling Indoor Bowls Club to discuss possible reduction in number of rinks from 6 to 3 and carry out a feasibility of a new 3 rink indoor green being part of a new leisure centre with sports hall and swimming pool. Alternatively consider seeking alternative accommodation for the club to manage and maintain a 3-rink facility.
- There is need to ensure that the Calverton gymnastic club can renew its lease, otherwise pressure could be placed on existing sports hall space if they do not renew.
- GBC to work in partnership with schools where sports facilities are provided for community or club use.
- There is a need for informal community space / centres to provide sports and physical activity, particularly in the rural areas of the Borough. Where new housing development takes place, consideration should be given to provision of community space.
- Reviewing centres income recovery 2021/22 compared to pre-Covid, swimming, sports hall, outdoor and other dryside income recovered strongest, followed by fitness, catering/vending.
- Swimming income, particularly swimming lessons at Arnold Leisure Centre and Carlton Forum Leisure Centre is strong. Fitness income per station low, which could be due to competition from private sector and proximity to Nottingham. Higher than average staff costs and central support costs.
- The leisure centre users profile is **under-represented** from men and ages 25-65+, particularly 65+ years and those from deprivation deciles 2,5,9&10. **Women are over-represented**, which is encouraging as women nationally have lower activity levels.

1.24. **Active Environments**

1.24.1. Leisure Centres are not the only environment for people to be active. This section looks at how the wider physical environment and infrastructure can enable more people to get active through **active design**. This is considered in three ways:

- Connectivity of the town, active travel routes; cycling, walking and public transport.
- How the environment within the local authority district will engender sport and physical activity, particularly using the opportunities of the many open spaces.
- How future transport links and methods can contribute to ease of access to a local leisure centre.

1.25. **Green Infrastructure and Open Space**

1.25.1. The provision of green infrastructure and open space plays an important role in encouraging healthy lifestyles and improving the quality of health of residents in the Council.

1.25.2. Gedling Borough has some beautiful and accessible countryside in Nottinghamshire with the Dumbles, Netherfield Lagoons, Stoke Bardolph estate and four country parks. The Council manages a range of parks and play areas which are accessible to residents and provide free opportunities to be active.

1.25.3. Gedling has continued to invest in its award-winning parks, including Arnot Hill Park with its play facilities, bowling green, skate park and ball courts; and Gedling Country Park with 580 acres of open space, footpaths and wildlife.⁴

1.25.4. Consultation in the Sport & Physical Activity strategy identified the following GBC service areas that link to utilising the active environment;

- Potential recreational routes identified on former railway lines in the Gedling/Netherfield and Calverton/Bestwood areas
- Potential for future housing development sites in Arnold to connect with the proposed Gedling Heritage Way walking route

1.25.5. The Gedling Green Space Strategy 2021-2026 identifies the quantity and quality of green spaces available, and recommendations as shown in the table overleaf;

⁴ Sport and Physical Activity Strategy 2022-2025

Table 9 – Green Spaces - quantity and quality

Type	Description	Examples from GBC	Consultation findings / Future recommendations
Parks and Gardens	<ul style="list-style-type: none"> Including urban parks, country parks and formal gardens The audit recorded 708ha of parks and gardens in the Borough 	Arnot Hill Park	<ul style="list-style-type: none"> Public consultation highlighted that the number of parks and gardens in the Borough is deemed adequate. Fields in Trust provides the national benchmark, accessibility standards for parks and gardens stating that they should be within a 710m walking distance or 9-minute walk away from residents' homes. However, in consultation 75% of respondents believe that a reasonable travel time is a 15-minute walk to parks and gardens. <p><u>Recommendation</u></p> <ul style="list-style-type: none"> Parks and gardens are valued assets and are often integral to the lives of the communities in which they are located. They provide places for leisure, relaxation and exercise, but are also fundamental to community cohesion, health and wellbeing and support biodiversity. It is, therefore, essential that they are both protected and enhanced and that additional Green Flag parks in the borough are established. When enhancing provision, ensure that priority is made in the urban areas of deficiency, as these contain the largest concentration of residents. Council should aspire to maintain Green Flag status at Arnot Hill Park, Gedling and Bestwood Country Parks, Burton Road Jubilee Park and aspire to establish another site as Green Flag destination park.
Natural and Semi-natural Green Space	<ul style="list-style-type: none"> Including woodlands, urban forestry, scrub, grasslands, wetland, open and running water, derelict open land An audit of natural and semi-natural green space revealed that there is a total of 549ha across the borough, with 91.7% of sites located in the rural areas 	Burnstump County Park, Netherfield Lagoons, Gedling House Woods	<ul style="list-style-type: none"> Public consultation suggests the current level of provision is substantial, with 90% of respondents believing that there were enough natural and semi-natural green spaces within the Borough. Consultation also revealed that the overall quality rating of natural and semi-natural green space from those who responded was good. (44%) 56% of respondents across the borough preferred walking to natural and semi-natural green space, with 75% of those who use these spaces at least once per week opting to walk. Across the Borough, 75% of respondents believed that a reasonable travel time to a natural and semi-natural green space is 15 minutes. <p><u>Recommendation</u></p> <ul style="list-style-type: none"> Although the quantity of natural and semi-natural green space in the Borough is considered sufficient and exceeds the national standard, when assessing accessibility to such green spaces, it is evident that there are deficiencies in the urban conurbation and the northeast of Ravenshead village. It is therefore these areas where the Council should prioritise new provision, providing there is land available to do so.

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Type	Description	Examples from GBC	Consultation findings / Future recommendations
Amenity Green Space	Including informal recreational spaces, green spaces in and around housing, domestic gardens and village greens	Gedling Road opposite arrow pub	<ul style="list-style-type: none"> Public consultation revealed an overall satisfaction with the current quantity of amenity green space in the Borough, however, Ravenshead and Newstead were areas perceived as having a lack of amenity green space According to the consultation, the overall quality of amenity green space across the district is perceived as good, with 68% of respondents deeming the quality standards as either good or better. Dog fouling and littering, however, were considered critical issues across the whole of the Borough, with the highest rated aspirations for amenity green space being that they are clean and litter-free. Public consultation revealed that 70% of respondents felt that it was appropriate to be able to walk to amenity green space, with a walking time of 8-minutes considered as acceptable. <p><u>Recommendation</u></p> <ul style="list-style-type: none"> Although the overall quantity of amenity greenspace across the Borough is considered to be sufficient, some areas lack this type of green space and hence, it is at these locations, where the Council should prioritise new provision, provided there is land available to do so.
Provision for Children and Young People	<ul style="list-style-type: none"> Including play areas, skate parks, outdoor basketball hoops, ball courts and other informal areas There are a total of 50 equipped play areas in the borough, covering an area of 7.57ha. Across the Borough, there are a total of 53 informal play facilities that include MUGAs (29), skateboard parks (10), outdoor gym equipment (6) and teen shelters (8) 	Church Lane play area Papplewick play area	<ul style="list-style-type: none"> Public consultation results revealed that the overall quality rating of children's play areas from those who responded was good. 67% of responders felt the standard was either good or better including the addition of a new Skate Park and Outdoor Gym Facility at Burton Road Jubilee Park. Public consultation revealed that the majority of respondents were satisfied with the distance they have to travel to play areas within the Borough. 44% of respondents reported it took them less than five minutes to reach their nearest play facility, with 82% of respondents falling within a 10-minute travelling distance threshold, a time which resident's expressed satisfaction. In the children's consultation, children reported strangers and gangs as being the most significant issues preventing them from feeling safe when playing outside. In addition to what prevents children from feeling safe, the children were asked several questions concerning play spaces within the Borough. The key findings are outlined below: <ul style="list-style-type: none"> 40% of children chose playing in the playgrounds or play areas as one of their most popular activities. 70% of children enjoy playing in large play areas compared to 30% of children who enjoy playing in small play areas. <p><u>Recommendation</u></p> <ul style="list-style-type: none"> The majority of provision for children and young people in the Borough is of a satisfactory quality and easily accessible. However, it should be a priority of the Council, working in partnership with the Borough's parish council's to not only maintain, but to improve the quality of all located sites falling below a quality score of 46%.

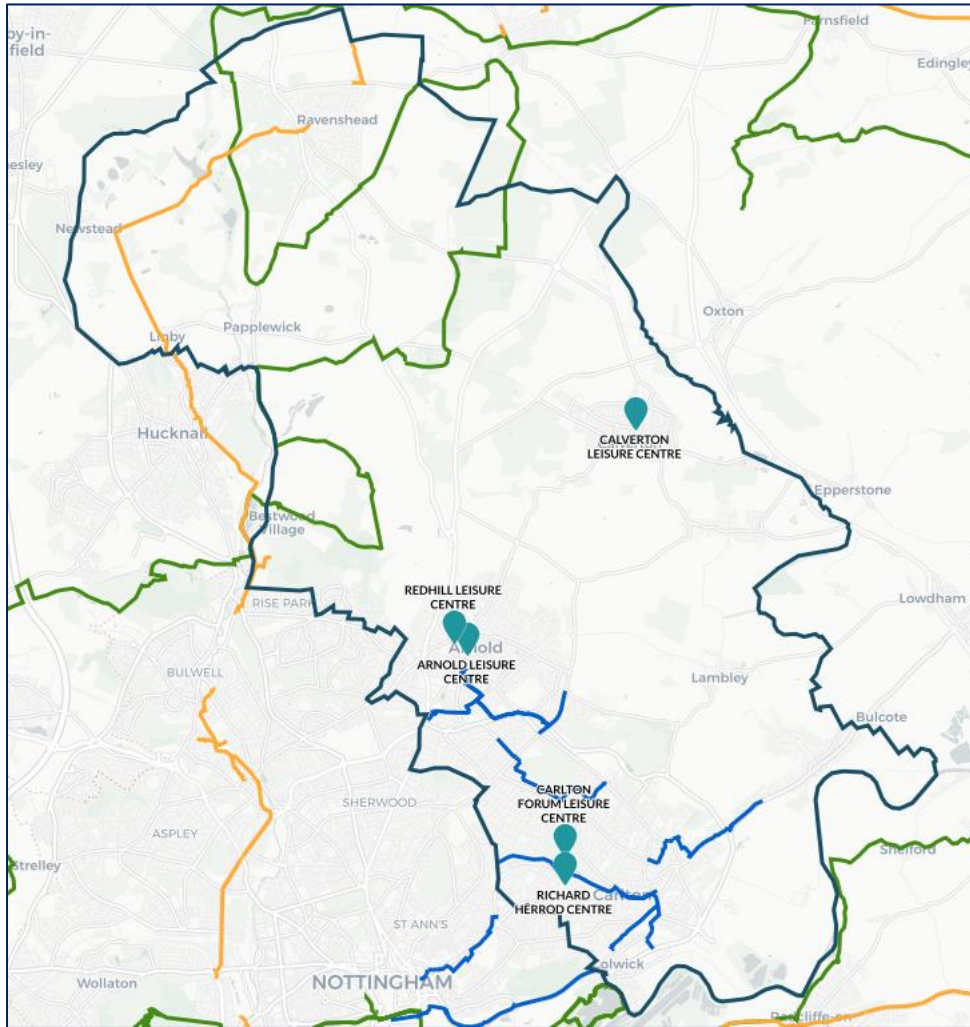
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Type	Description	Examples from GBC	Consultation findings / Future recommendations
Outdoor sport facilities, including school playing fields	<ul style="list-style-type: none"> Including tennis courts, bowling greens, sports pitches, golf courses, athletics tracks, school and other institutions playing fields and other outdoor sporting areas The overall amount of land dedicated to outdoor sports facilities across the Borough equates to 396ha, this is spread over a total of 92 sites. Of these 92 sites, 30 do not allow any form of community access Fields in Trust standards, the data has been adjusted to take into account the footprint of the outdoor facility and only include those facilities which allow for community access. This results in a total of 306ha available for outdoor sports, equating to 2.6ha per 1,000 population. 	Burton Road Jubilee Park, Conway recreation centre	<ul style="list-style-type: none"> Within a 15-minute drive, a person can travel across a large proportion of the Borough and therefore, without using a geographical information system, it is evident that there is an adequate supply of outdoor sports provision across the borough available for community use, with no areas in the Borough that do not fall within the 15-minute catchment drive to an outdoor sports facility. Several areas within the Borough are not within the 10-minute walking catchment of community outdoor sports facilities. The main areas include the north of Ravenshead ward, Mapperley Plains south, the south of Kingswell ward and the majority of the Porchester ward. The only outdoor provision located outside of the Borough boundaries that are within a walking distance from Gedling Borough residents are those located at Woodthorpe Grange. Public consultation revealed that 99% of respondents felt that outdoor sports facilities were within an acceptable travelling distance from their homes. 53% of respondents, who expressed preference to travel by car to access outdoor sports facilities reported desire to be within distance of no less than 15 minutes' drive, whilst 41% who preferred to travel by foot deemed 10-minute or less walk as satisfactory. <p><u>Recommendations</u></p> <ul style="list-style-type: none"> Consultation with sports clubs shows that for those who belong to a club, travelling distance from home to the outdoor sports facility varies. Generally, the acceptable travelling time is longer than that obtained during the public consultation and therefore, it is recommended that this is considered when identifying suitable locations for sports clubs in the future. Protect existing sports and recreation facilities from redevelopment. Improve the quality of sports pitches through improved maintenance regimes. Acquire new sports facilities on larger developments e.g., the forthcoming Teal Close football pitches. Develop and ensure access to sufficient changing provision particularly at Rugby and Football facilities e.g., Lambley Lane. Work with educational establishments to maximise and secure access to pitches on education sites in order to help address future demand for pitches for the local community. Continue to seek funding opportunities for the provision of 3G playing surfaces aligned with the Playing Pitch Strategy.
Allotments and community gardens	<ul style="list-style-type: none"> Opportunities for people to grow their own produce as part of long-term promotion of sustainability, health and social inclusion Allotments - there are fourteen allotment sites in the Borough, consisting of 862 allotment plots covering an estimated 29.32ha 	Killisick & Robin Hood allotments	<ul style="list-style-type: none"> 67% of respondents rate the quality of allotments as good or better it is evident that there is a deficiency in the number of allotments within the Borough. <p><u>Recommendation</u></p> <ul style="list-style-type: none"> To satisfy the proposed quantity standard based on the current number of households within the Borough, a total of 1,179 allotment plots are required, meaning an additional 317 plots are needed, which would encompass an estimated area of 7.9ha

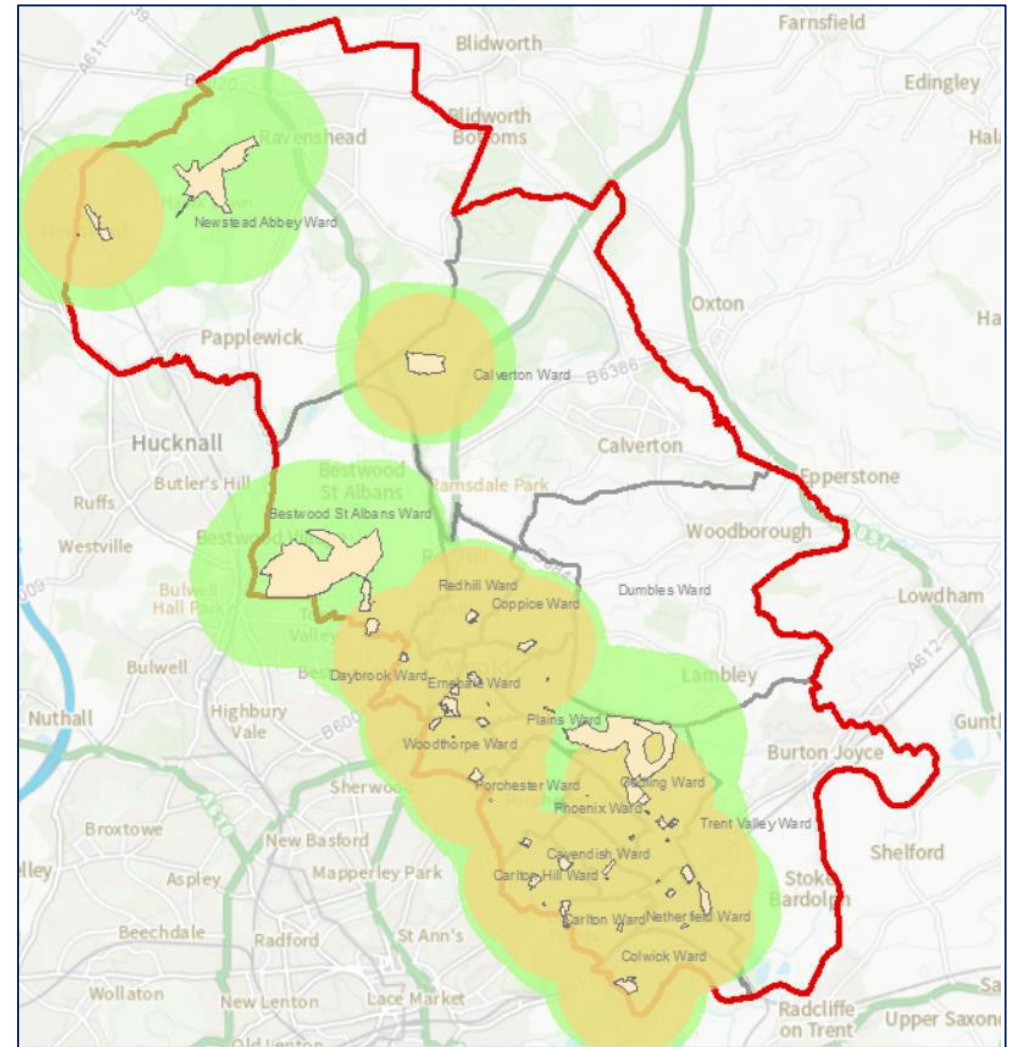
Gedling Borough Council - SOPM Report - Insight

Type	Description	Examples from GBC	Consultation findings / Future recommendations
Green corridors	<ul style="list-style-type: none"> Walking, cycling or horse riding, whether for leisure purposes or travel Gedling Borough has a key green corridor that stretches the length of the district 	The River Trent	<ul style="list-style-type: none"> Public consultation results revealed that the overall quality rating of green corridors from those who responded was good, with 67% of respondents rating the standard as either good or better. There are very few public rights of way located within the urban conurbation and, where they exist, these are very often over a small distance and do not connect with other green spaces. Due to the density of the urban conurbation, there is limited opportunity to develop any green corridors in these areas. <p><u>Recommendation</u></p> <ul style="list-style-type: none"> With the current location of green corridors in the Borough, there is limited opportunity to incorporate this into everyday routines such as travelling to work. Therefore, the development of a green corridor network will not only help to provide opportunities for informal recreation but through the promotion of environmentally sustainable forms of transport, improve the health and wellbeing of the local community. Future development needs to encompass linkage provision between large areas of green space, create opportunities to develop the green corridor network and utilise potential development sites such as dismantled railway lines and public rights of way that already exist. Improve the promotion of green corridors and circular routes around the Borough with aspirations of developing disused railways into formal pathways.

Map 8 – Gedling Borough National Cycling (yellow) and Walking (green) routes



Map 9 – Map of parks and gardens, and their 15-minute walking distance catchment areas



1.26. **Playing Pitch Strategy**

1.26.1. The latest draft of the Playing Pitch Strategy sets out the following with regards to current provision:

The existing position for all sports is either that demand is being met or that there is a shortfall, whereas the future position shows the exacerbation of current shortfalls and the creation of additional shortfalls for some pitch/facility types and in some areas where demand is currently being met.

*Where demand is being met or where spare capacity exists, this does not equate to a surplus of provision, with any spare capacity instead considered to be a solution to overcoming other shortfalls. As such, **there is a clear need to protect all existing playing pitch and outdoor sport provision until all demand is met**, or there is a requirement to replace provision to an equal or better quantity and quality before it is lost, in line with national planning policy.*

*Notwithstanding the above, **the current and future shortfalls identified can in most instances be met by better utilising existing provision, such as through improving quality, installing additional sports lighting, improving ancillary facilities and enabling access to existing unused sites, such as schools**. However, there is also a requirement for new provision in relation to 3G pitches and potentially rugby union and cricket pitches at some club sites.*

Outdoor Leisure Provision Summary

- Covid-19 raised awareness of the importance of open spaces in encouraging healthy lifestyles and improving the quality of health of residents.
- Gedling Borough Council is already proactive in green social prescribing.
- The recent government Environmental Improvement Plan 2023 states that over 90% of adults report that time spent outdoors is good for their physical and mental health and currently, 38% of people do not have green or blue space within 15 minutes' walk of their home. However, in Gedling when consulted with for the Gedling Green Space Strategy 2021-2026 **residents were satisfied with the journey times to a range of outdoor spaces.**
- They were also **satisfied with the amount and quality of park & gardens, children's play areas, and green spaces** however, Ravenshead and Newstead were areas perceived as having a lack of amenity green space and there is a deficiency in allotments. It was also noted that there is an opportunity in the Borough to extend its green corridors.
- There is an **adequate supply of outdoor sports provision across the Borough available for community use, with no areas in the Borough that do not fall within the 15-minute catchment drive to an outdoor sports facility.**
- The online survey work highlighted that;
 - 19% said they used Gedling Country Park, just 4% didn't use any parks listed
 - Of the 207 of people who that said they do not use parks, open spaces, 15% said the main reason quoted for not using them was location followed by "no need" at 14%
 - **Cleaner spaces** was the most selected encouragement factor to use parks or open spaces more
- There is an opportunity with parks and open spaces with residents from the online survey saying recreational walking is the most popular physical activity and type of activity they would like to do more of.
- Outdoor pitch provision is assessed as part of the Playing Pitch Strategy (PPS) for Gedling which identified the need to protect or enhance current provision and support additional 3G pitches at club sites.
- The Council have plans in place for the development of further cycling and walking

1.27. Barriers to Participation Evidence

1.27.1. Whilst considering facilities and assets to be physically active it is also important to understand why people are not using facilities. The following section looks at this by analysing national research, previous local engagement and recent community engagement.

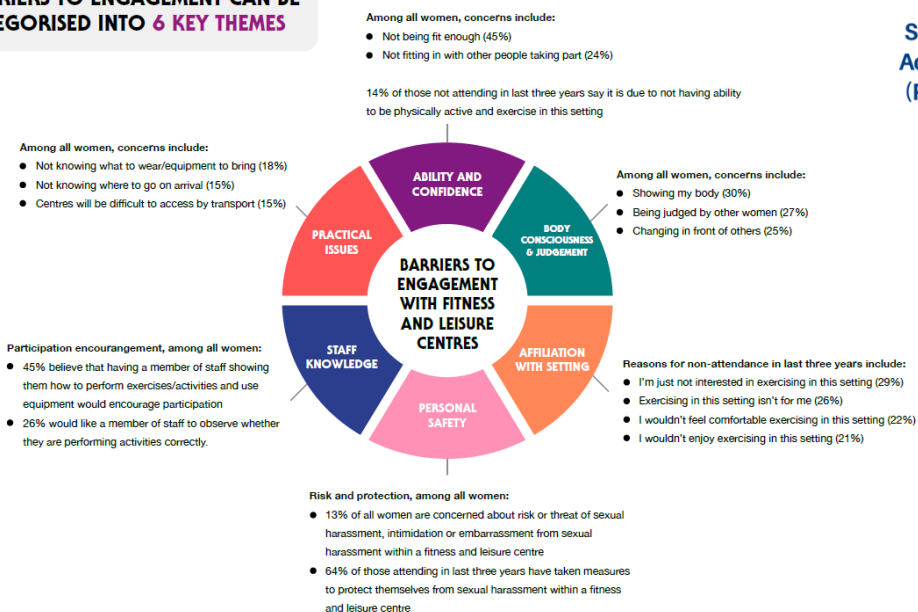
1.28. National Evidence

1.28.1. Three recent national studies through surveys and consultation have identified barriers to participation and encouragement factors particularly in the light of the pandemic.

Figure 11 – Barriers to Participation Evidence



BARRIERS TO ENGAGEMENT CAN BE CATEGORISED INTO 6 KEY THEMES



Sport England and UK Active 'As Told By 51%' (Published November 2021)

1.28.2. Detailed encouragement factors and recommendations from these three studies will be included in the Stage 3 service and facility interventions section.

1.29. Public Consultation

1.29.1. The objective of wider public consultation is to find out what, where and how people are currently using the leisure facilities, outdoor space, and community venues across Gedling. The barriers they face in participating in leisure and wellbeing activities and what facilities or improvements should be included to encourage residents and stakeholders to be more physically active.

1.30. Previous Consultation

1.30.1. A summary of key points from previous engagement that is relevant to physical activity and leisure provision in the Borough can be found below.

Figure 12 – Previous Public Consultation Summary

Sport & Physical Activity Strategy	Young People Survey December 2020 - February 2021	Leisure Centre Covid-19 survey
<ul style="list-style-type: none"> • Most residents want to be more active • Most female participation is in non-formal sport and fitness • Cost is a barrier to using sport and leisure facilities for some • Local facilities rated as good • Higher than average levels of inactivity amongst those with a disability and females • Signposting of facilities and activities need to be tailored to residents needs • Reasons for getting active include health benefits, but also fun • Males a gap in consultation • Physical disability and frailty affecting confidence to get active • Some residents lack suitable transport to access leisure facilities • Young people not able to access support for physical and mental health 	<ul style="list-style-type: none"> • 61% of young people felt positive about their physical health; 44% felt positive about their mental health • 44% of young people felt they were not able to access support for their physical health • 56% of young people felt they were not able to access support for their mental health 	<ul style="list-style-type: none"> • 57% were less active during Covid-19 lockdown • 65% said they would use the leisure centres the same; 23% said they would use them more • 55% said they would value their leisure centre more • 44% said they would allocate more time for health and wellbeing through being active • 63% felt guidance and support from leisure centre staff as very important • 44% said they were prepared to spend more money to get active • 51% said they missed motivation from class and gym instructors most

1.31. **Public Consultation**

1.31.1. The objective of wider public engagement is to find out what, where and how people are currently using the leisure facilities, outdoor space, and community venues across Gedling, the barriers they face in participating in leisure and wellbeing activities and what facilities or improvements should be included to encourage residents to be more physically active.

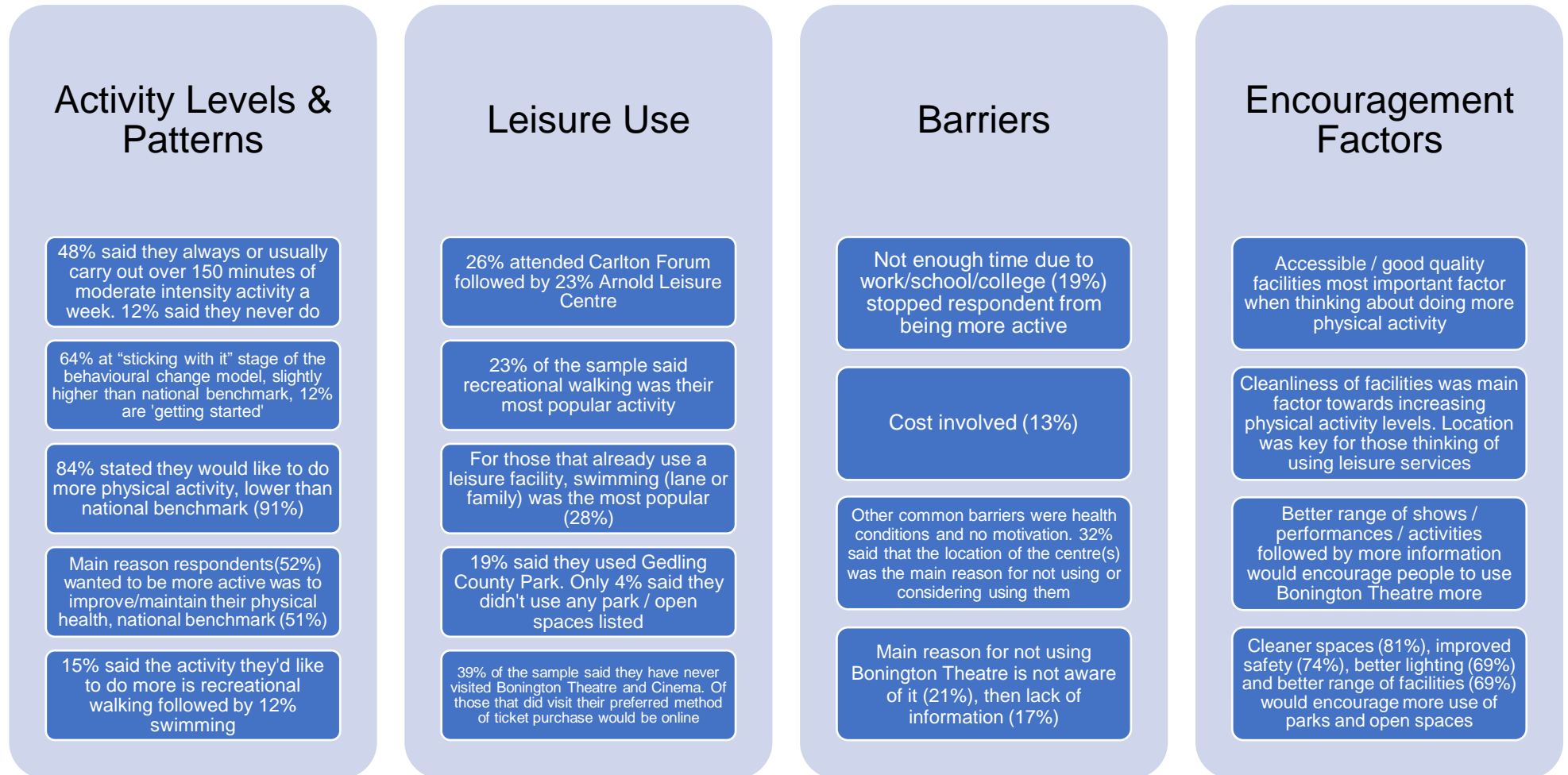
1.32. **Recent Community Consultation**

1.32.1. Community engagement undertaken as part of this strategy to supplement previous engagement included an online community survey and five in-depth focus groups for specific target audiences.

1.33. **Online Resident Survey**

1.33.1. An online survey took place December 2022 – January 2023 and received 605 responses. A more detailed report can be found in [Appendix 7](#), with the key findings are set out overleaf.

Figure 13 – Online Resident Survey Key Findings



- 1.33.2. To identify activity levels, barriers and encouragement factors for specific groups the survey sample was cross tabulated for inactive⁵, 65+ and those who consider themselves to have a disability or long-term health condition.
- 1.33.3. By understanding the views and needs of these cohorts specific interventions can be suggested and put in place to encourage them to be more physically active in the future.
- 1.33.4. The primary reason preventing these groups from doing more activity/exercise were a health condition/disability/impairment for the 65+ and those with a long-term disability, costs involved and not enough time due to work/school or college for all those that are inactive.
- 1.33.5. 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.

Figure 14 – Reasons stopping doing more physical activity or exercise

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

Figure 15 – Reasons to encourage to start doing more physical activity or exercise

To what extent would the following encourage you to start doing more physical activity/exercise?			
Rank of importance	Inactive	65+	Long term disability
1 st	Cleanliness of facilities	Cleanliness of facilities	Cleanliness of facilities
2 nd	Lower costs (prices)	Classes available at different times of the day	=Improved facilities Classes available at different times of the day
3 rd	Classes available at different times of the day	Improved facilities	Lower costs (prices)

⁵ 'inactive' residents were the people who said they **never** undertake the recommended CMO guidelines of 150 minutes (two and a half hours) of moderate intensity activity, or, 75 minutes of vigorous intensity in a normal week.

Figure 16 – Reasons to start using parks or open spaces, or use them more?

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 st	Cleaner spaces	Cleaner spaces	Cleaner spaces
2 nd	Improved safety/security measures	Better car parking	Improved safety/security measures
3 rd	Better range of facilities/equipment in spaces	Improved safety/security measures	Better lighting

1.33.6. These suggestions and considerations will be incorporated in Stage 3 of the report for service and facility intervention recommendations.

1.34. **Focus Groups**

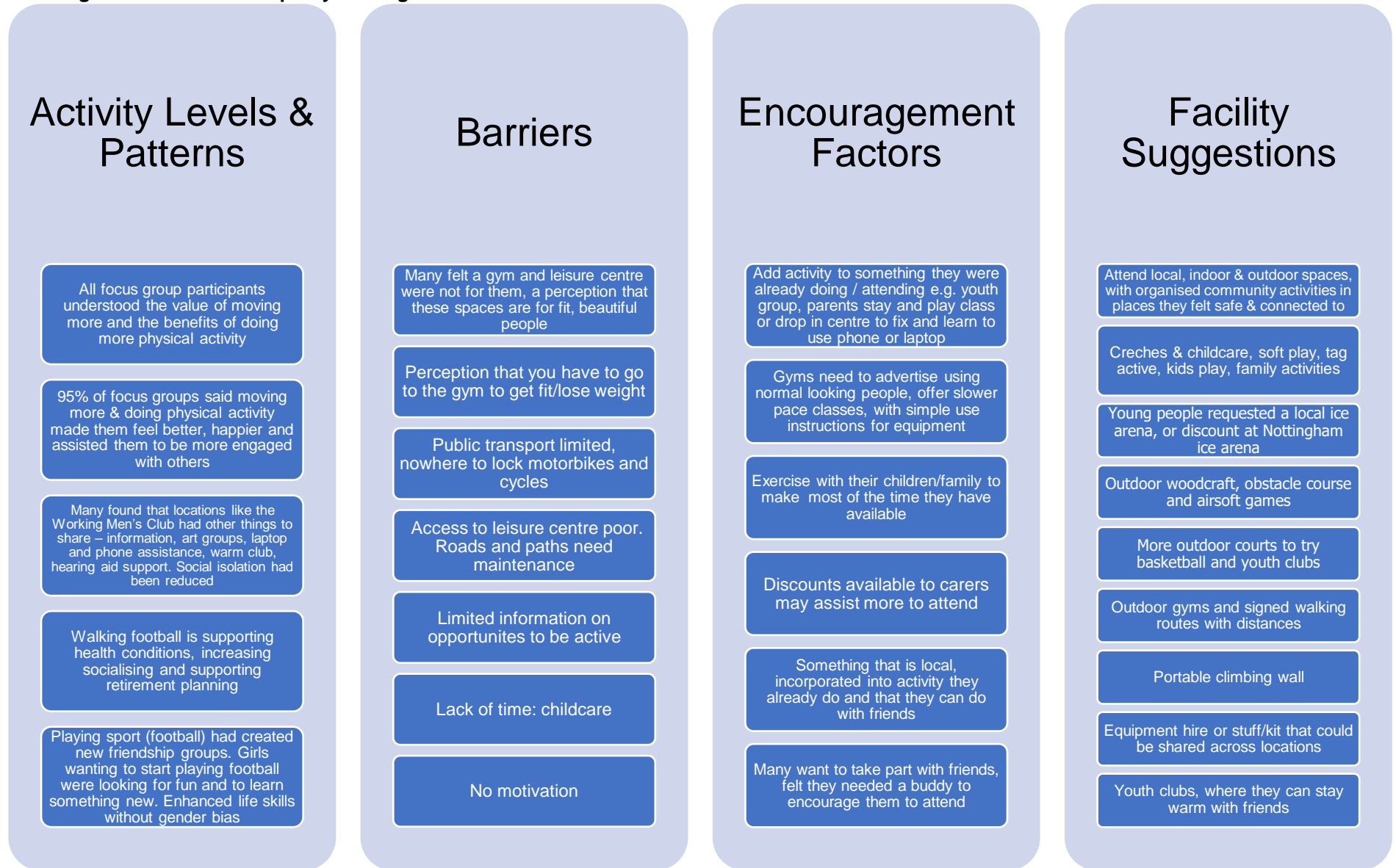
1.34.1. Five face to face focus groups were undertaken in January 2023, themed and organised by the Council. Groups included; Community falls prevention class, Ley Street Day Centre for adults with learning disability, Mapperley All Stars coaching, St George's Centre Stay and Play Young Mums and Redhill Young People Centre.

1.34.2. There were a total of 43 individuals that gave a view or commented.

1.34.3. It was highlighted that physical activity being part of an existing activity people are already attending is a key encouragement factor. This also needs to take place in a local place (indoor or outdoor) that residents feel familiar, comfortable and safe in. The social element of being physically active is very important and doing an activity with a friend or buddy and with organised support can help people who are not motivated, who perceive gym/exercise as 'not for people' like me and / or don't know where to start exercising. Other key findings from the focus groups are set out overleaf.

1.34.4. A more detailed report can be found in [Appendix 8](#).

Figure 17 – Focus Group Key Findings



Good exercise makes you feel happy, fitter, helps sleep, its good fun and lots of laughter'

'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'

'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'

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

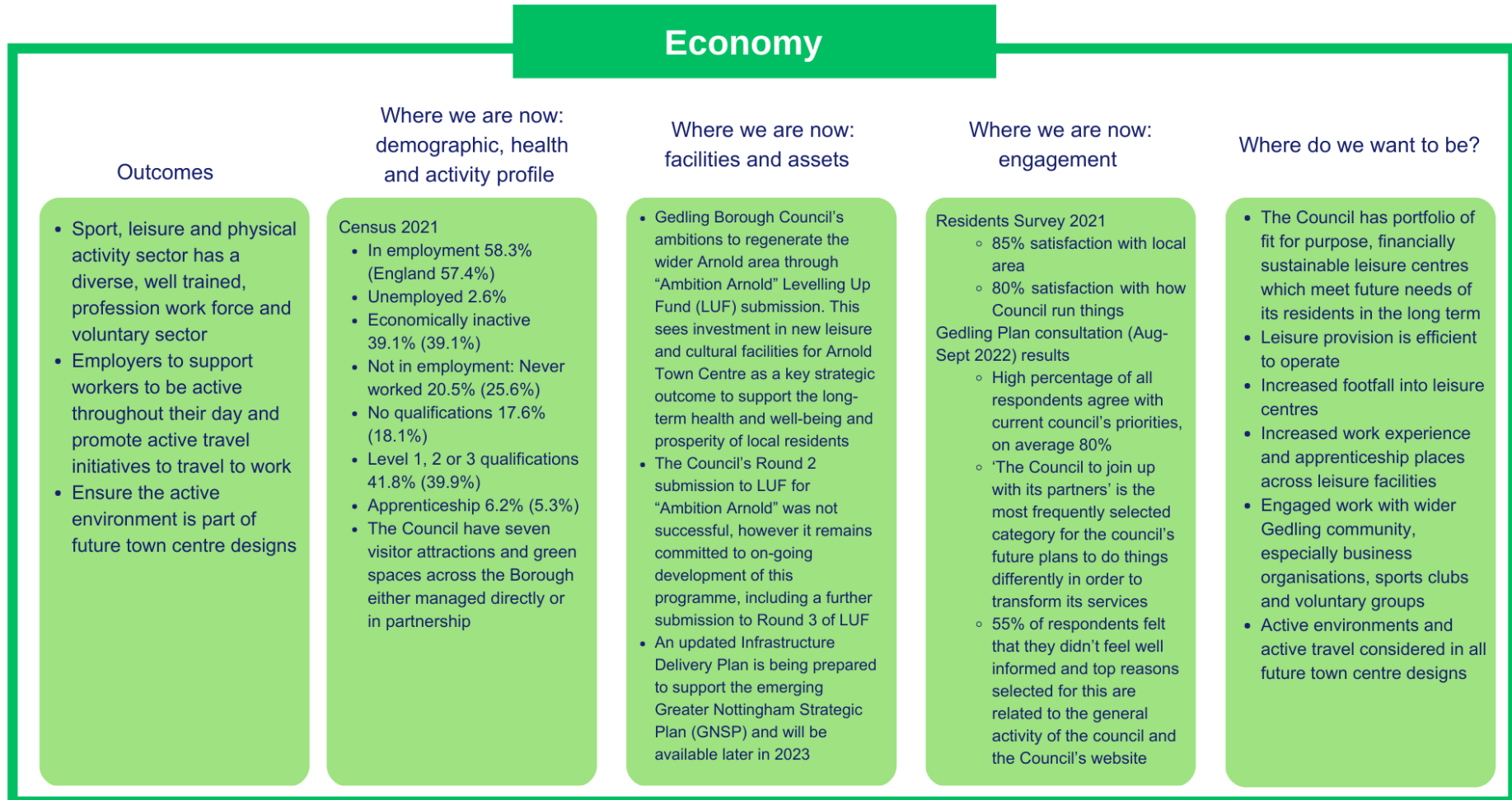
1.34.5. These suggestions and considerations will be incorporated in Stage 3 of the report for service and facility intervention recommendations.

Public Consultation Summary

- The previous and recent engagement work has provided useful insight into resident's activity levels and patterns, leisure use, barriers and encouragement factors which can help inform tailored interventions to help people become more active.
- The online survey respondents were **less engaged in physical activity than the national benchmark with over half of respondents using a leisure centre, health club or other community space**. Carlton Forum Leisure Centre the most popular (26%), followed by Arnold Leisure Centre (23%).
- **23% stated that recreational walking is the main way of undertaking physical activity** and for those that used a leisure centre swimming (lane or swimming) was the most popular type of physical activity (28%).
- Encouragingly, a high percentage of people from the online survey **would like to be more active (84%)** with the main reason being to "improve/maintain my physical health." This shows there is still the **potential to increase activity levels higher if the offering is right**.
- **Recreational walking was the most popular potential driver** followed closely by swimming, when people were asked what type of activity would they like to do more of.
- **'Not enough time due to work/school or college'** was the **main reason stopping people from doing more activity**, while **access to good quality facilities** was the **most important encouragement 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** and **location of facilities was the most important factor** to the sample when **thinking about accessing leisure services**. Post-Covid, the cleanliness of leisure facilities has become much more important, particularly to older age groups and females.
- 32% said that **location of the centre/s was the main reason for not using or considering using them**.
- **Location and "time effort" are also key to driving leisure centre usage**. This is very typical, and it means that it is important to make it easy and convenient for the **local community to build physical activity into their everyday lives whether through active travel, every day activities and ensuring that leisure and community centres are easy to visit** as part of people's everyday movements from home to work, schools and shops (20 minute neighbourhood) is a key way of making them more attractive. The focus groups highlighted the opportunity to tag physical activity onto existing sessions residents are attending e.g. young mum drop ins.
- Physical activity doesn't have to solely take place indoors or at leisure centres. Often inactive people feel more comfortable using open spaces than leisure centres. Residents are already using Gedling parks & open spaces and if they were cleaner would use them more. With respondents citing walking as the activity they would like to do more of this represents an opportunity for walking group initiatives to be organised. This also links in the social element and buddy system doing exercise with others.
- When asked specific questions relating to Bonington Theatre, 39% of the sample said they have **never** visited Bonington Theatre and cinema but 50% said the joint location of Bonington Theatre and cinema within Arnold Leisure Centre increased their likelihood of visiting the theatre, and, of those that had never used the theatre **it was because they were not aware of it and a better range of shows/performances/activities was the main factor that would encourage people to use the theatre**. This highlights importance of letting residents know about what is on and ensuring communication channels are suitable to reach all residents.
- The primary reason **preventing 65+** and those with a **long-term disability from doing more activity/exercise were a health condition/disability/impairment, 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.
- **Lack of confidence** was also a barrier for inactive, 65+ and was mentioned in the focus groups highlighting the opportunity for leisure service to provide support.
- Whilst attendees of the focus groups understood the physical, mental and social benefits of being active they lacked the confidence to partake citing that gyms are 'not for people like them' with leisure centre imagery putting them off as not of normal people. This reiterates the **potential for leisure services to provide tailored support, information and creating a buddy system**.
- Another interesting point from the focus groups was the **preference to attend organised community activities in places they felt safe & connected to**. This presents scope to incorporate physical activity into community spaces.

1.34.6. Utilising all the insight data to understand ‘where we are now’, future objectives have been established for ‘where do we want to be’ in the future. These are shown in the figures below under the same themes of Economy, Community and Place.

Figure 18 – Future Objectives



Community

Outcomes

- Communities more connected through increased levels of physical activity
- Leisure provision is inclusive and accessible to all people across the Borough
- Build healthier communities that promote social inclusion, accessibility, disability and diversity across all leisure provision encouraging movement not just sport
- Support people that need it most to be physically active
- Make physical activity part of everyday life
- Support people to live well, stay healthier and live independently for longer through having physically active lives
- Use physical activity to help reduce health inequalities

Where we are now: demographic, health and activity profile

- 18.9% of Year 6 children are classified as overweight (including obesity) lower than England average of 20.2%
 - 65.9% of adults are classified as overweight or obese which is higher than England average of 62%
 - 21.1% of residents are over 65 years old (England average is 18.5%)
 - 26.1% of adults are categorised as inactive
 - 45.4% of children & young people in Gedling do not meet CMO guidelines
 - Various charities operate in the Gedling area including the WI, Disability Bowls and Gedling Play Forum
 - Armed Forces breakfast club at the Richard Herrod Centre as well as free entry to Council run gyms for members and ex-members of the armed forces
- Residents 2021 Satisfaction Survey
- 75% being satisfied with the local area as a place to live
 - 67% feeling informed about what Council are doing to improve the Borough

Where we are now: facilities and assets

- 7 Council owned community centres
 - Pond Hills Lane Community Centre
 - Killisick Community Centre
 - Haywood Road Community Centre
 - Westdale Lane Community Centre
 - Burton Road Community Centre
 - The Brickyard Community Centre
 - Eagles Nest Community Centre
- Across the Borough there are currently; 33 badminton courts, 6 swimming pools, 5 health & fitness facilities (20+ stations) total of 415 fitness stations, 8 studios, 4 squash courts (only 1 in use), 1 dedicated gymnastic clubs affiliated to British Gymnastics, 1 indoor bowls, no indoor tennis

Where we are now: engagement

- Online Community Survey
- 84% stated they would like to do more physical activity
 - 26% attended Carlton Forum followed by 23% Arnold Leisure Centre
 - For those that already use a leisure facility, swimming (lane or family) was most popular (28%)
 - 15% said activity they'd like to do more is recreational walking followed by 12% swimming
 - Not enough time due to work/school/college (19%) stopped respondent from being more active. Costs involved (13%)
 - Other common barriers were: health conditions, no motivation. 32% said that location of centre/s was main reason for not using or considering using them
 - Accessible/good quality facilities, was most important factor when thinking about undertaking more physical activity or exercise
 - Cleanliness of facilities was main factor that would encourage people to participate in more physical activity or exercise
 - Location of facilities was most important factor when thinking about accessing leisure services

Where do we want to be?

- Leisure centres are hub for local communities
- Leisure facilities are accessible for all people and abilities
- Local programmes in place with local role models to encourage people to be physically active
- Increased rates of volunteering via sports clubs and related groups
- Levels of loneliness and social isolation reduce
- Lower levels of anti-social behaviour
- Reduced adult obesity levels
- Reduce levels of 'inactive' people
- Residents lead active and independent lives for as long as possible
- Facilities are accessed by range of health partners to deliver health & wellbeing programmes and initiatives
- Leisure centres user profiles to better reflect local population, with a focus on 65+ years, those from deprived areas and with long term health conditions

Place

Outcomes

- Leisure centres to be carbon neutral by 2030
- Ensure the active environment is part of future town centre designs
- Improve health & wellbeing through walking and cycling
- Ensure green spaces are good quality, safe and accessible

Where we are now: demographic, health and activity profile

- 18.9% of households have no car/van
- 43% of adults participated in walking for travel within the last year, lower than the national average of 44.8%
- Adults participating in cycling for travel is also lower than the national average
- Gedling Council "Friends of" group that takes an active role in developing or maintaining parks and open spaces

Where we are now: facilities and assets

- 8 parks, including children's play areas
- 50 equipped play areas
- 53 informal play facilities that include MUGAs (29), skateboard parks (10), outdoor gym equipment (6) and teen shelters (8)
- 14 allotment sites in the Borough (862 plots)
- 708ha of parks and gardens
- 549ha of natural and semi-natural green space
- 396ha outdoor sports facilities spread over 92 sites, 30 of which do not allow any community access
- 2 bowling greens
- Gedling Borough has a key green corridor that stretches the length of the district
- Outdoor exercise classes at Calverton Leisure Centre
- National cycling and walking routes traverse the north of the Borough

Where we are now: engagement

- Online community survey
- 19% said they used Gedling County Park. Only 4% said they didn't use any park / open spaces listed
 - Cleanliness, improved safety/security and better lighting/facilities/equipment were top four factors that would encourage people to use parks & open spaces more
 - 23% of sample said recreational walking was their most popular activity, 15% said activity they'd like to do more is recreational walking
- The Gedling Green Space Strategy
- Most common method of travel to green spaces is by foot or car. More people walk to parks and gardens, natural green space, amenity green space, provision for children and young people, school playing fields and green corridors than drive
 - 79% of respondents thought there were sufficient publicly accessible green space in borough, 6% did not
 - Across types of green spaces, the quality in the Borough is considered good. Parks and gardens were considered very good
 - Main reasons for visiting green space in Gedling were to go for walk, to relax, to improve health and to visit with the family

Where do we want to be?

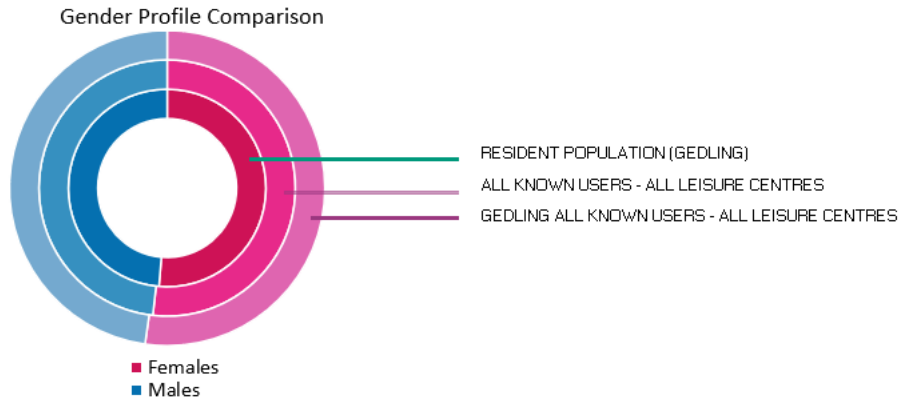
- Leisure centres that are energy efficient and meet Councils net zero aspirations
- Active travel is an easy choice for residents
- Increase cycling and walking levels
- Everyone to enjoy and feel safe walking or cycling in the Borough
- Increase percentage of residents who enjoy Borough's green spaces on a regular basis
- Residents feel that they are able to access quality green and blue spaces
- Increased physical activity outreach work and green social prescribing in outdoor spaces and parks

APPENDIX 3 – Member User Analysis

To ensure like for like comparison, leisure centre users are compared to the total population in the same area. This gives us a demographic profile of leisure users and the local population showing how well the five facilities are penetrating the market.

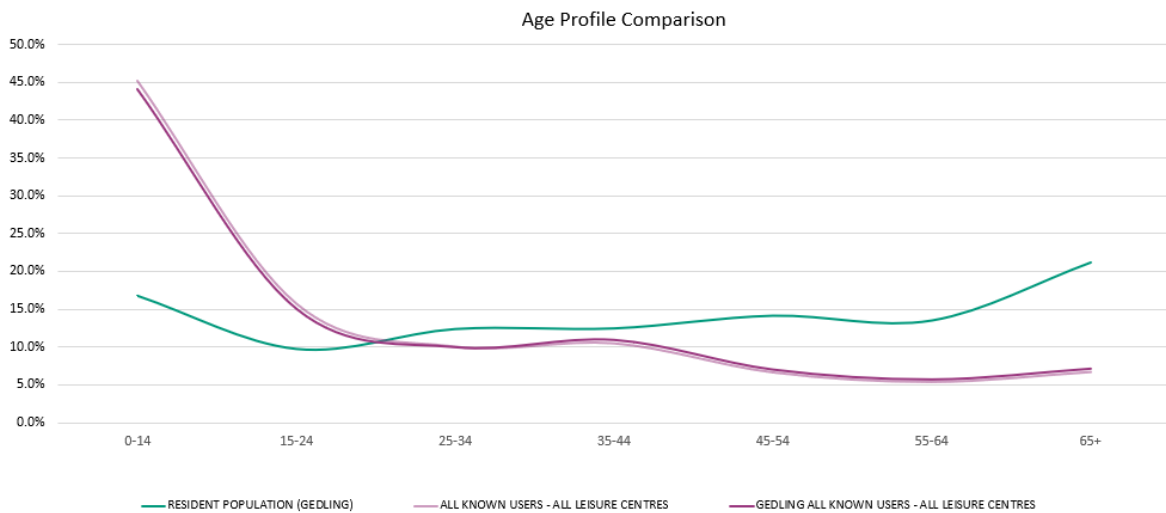
As can be seen in the diagram below, women are over-represented in the leisure centres compared to the local population and men are under-represented.

Figure 19 – Member User Analysis - Gender Profile Comparison



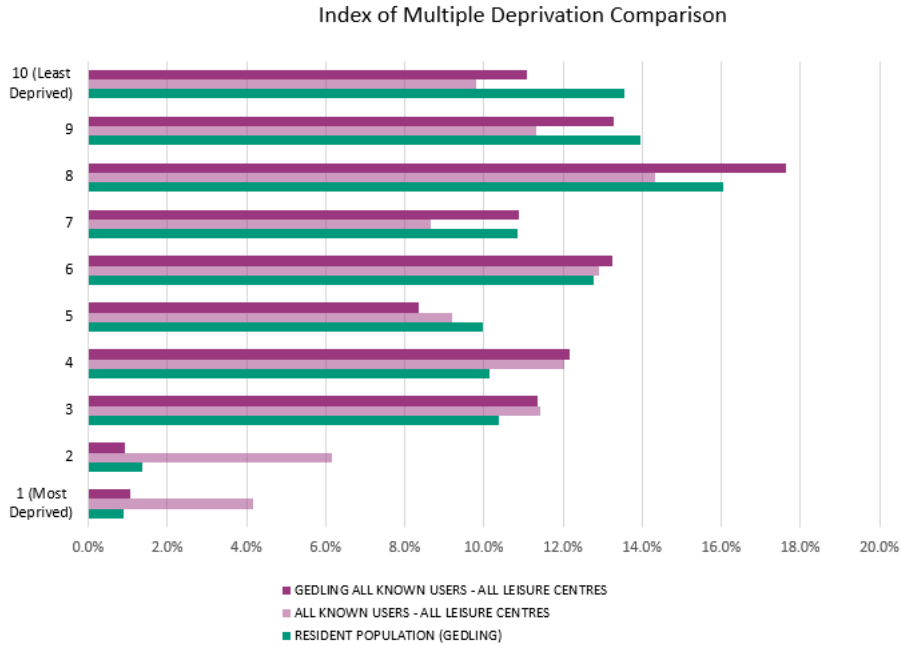
As can be seen in the age profile comparison diagram below, leisure centre users have a higher penetration rate than resident population for 0-14, 15-24 years, then there is a clear change from 25+ years who are under-represented in the leisure centres, highlighting the opportunity to attract this age group (particularly 65+) and increase levels of physical activity.

Figure 20 – Member User Analysis - Age Profile Comparison



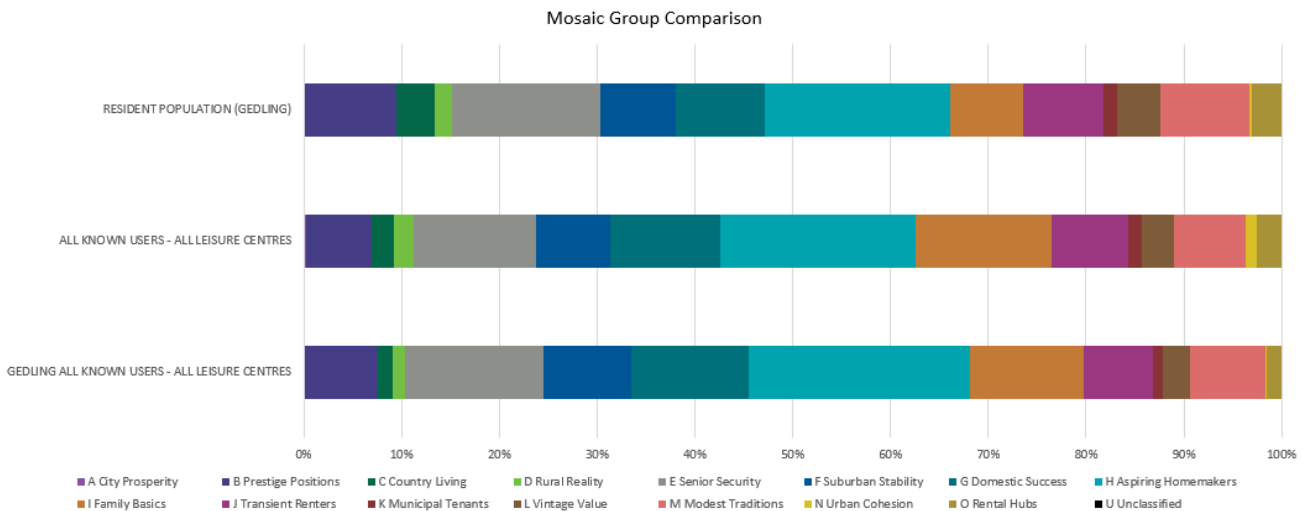
The deprivation comparison diagram below show that deprivation deciles 1,3,4,6,7,8 are over-represented in leisure centres but under-represented in deprivation deciles 2,5,9 and 10. The lower deciles are most likely to benefit from being more physically active.

Figure 21 – Member User Analysis – Deprivation Comparison



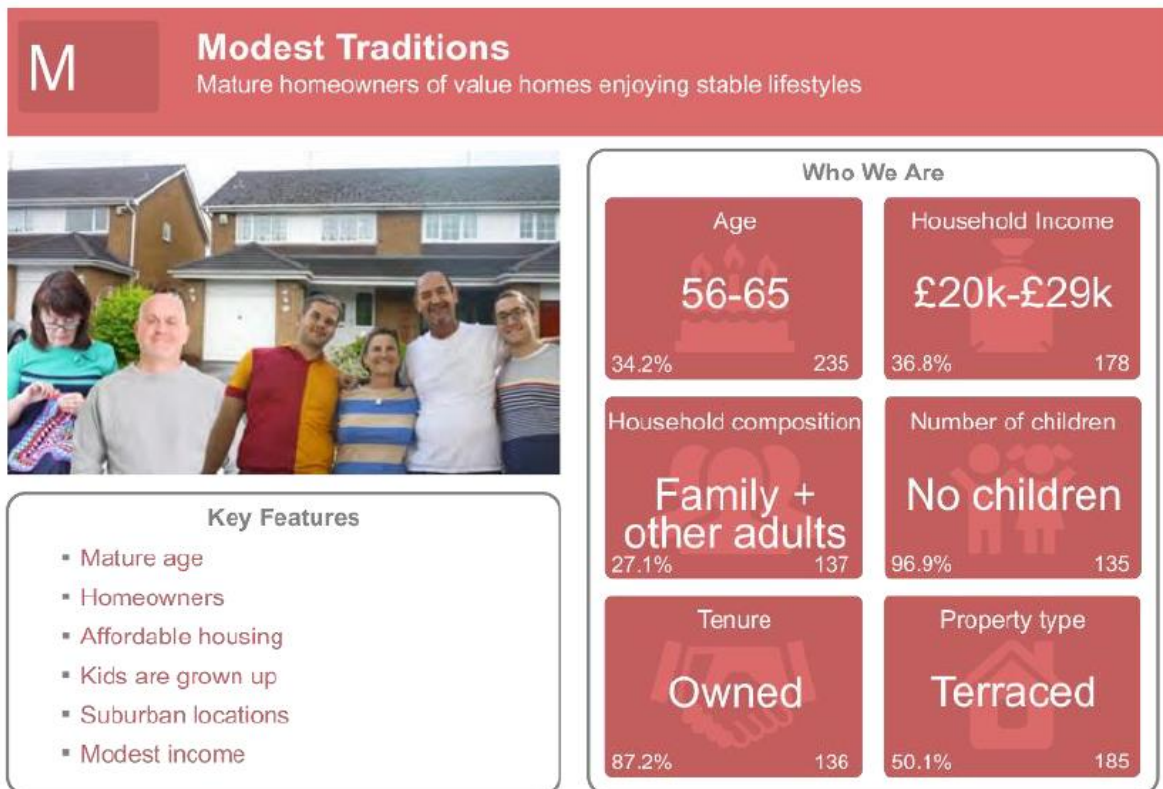
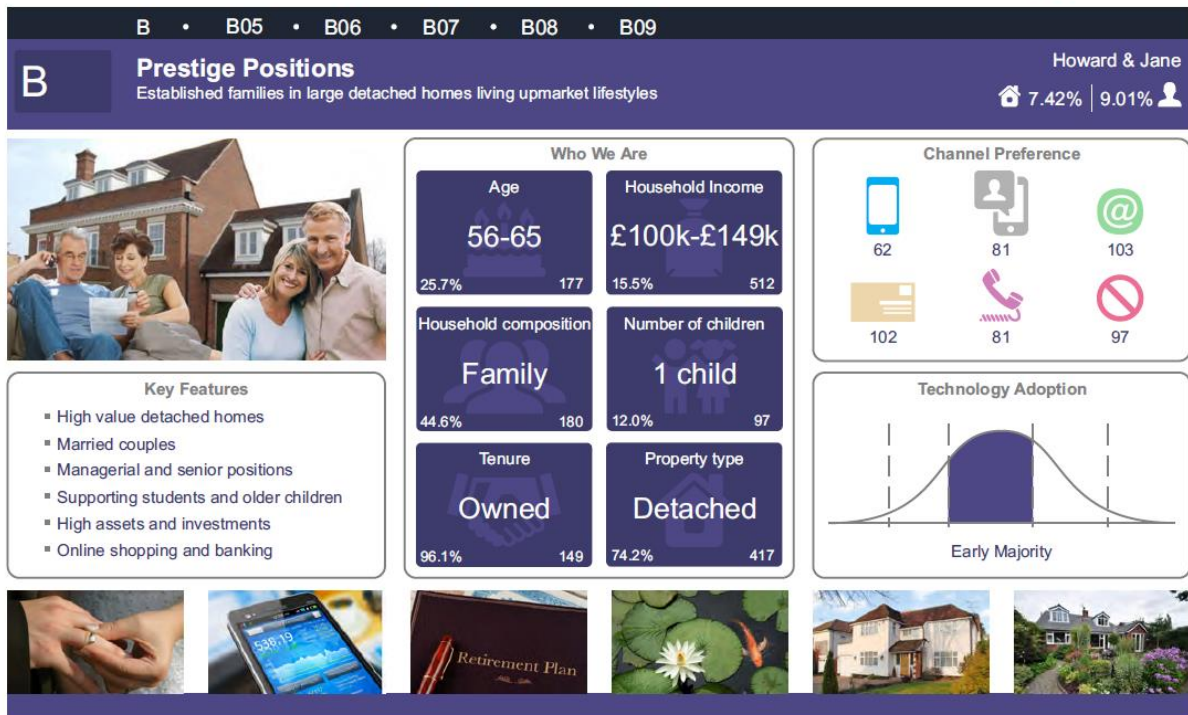
The mosaic profiles below show which population groups are over or under-represented. The profile information provides insight into these groups to enable targeted engagement either to retain them (over-represented) or, encourage participation (under-represented groups).

Figure 22 – Member User Analysis – Mosaic Group Comparison



APPENDIX 4 – Mosaic Profile

Under-represented



Over-represented



H • H30 • H31 • H32 • H33 • H34 • H35

H Aspiring Homemakers Ryan & Katie
 Younger households settling down in housing priced within their means 8.79% | 8.17%



Who We Are

Age 26-35 37.2% 210	Household Income £40k-£49k 20.5% 165
Household composition Pseudo family 19.6% 219	Number of children 2 children 18.3% 198
Tenure Owned 77.2% 120	Property type Semi-detached 41.3% 156

Channel Preference

117	100	109
82	44	92

Key Features

- Younger households
- Full-time employment
- Private suburbs
- Affordable housing costs
- Starter salaries
- Buy and sell on eBay

Technology Adoption



Early Majority








G • G26 • G27 • G28 • G29

G Domestic Success Jonathan & Clare
 Thriving families who are busy bringing up children and following careers 6.86% | 7.05%



Who We Are

Age 36-45 41.6% 231	Household Income £70k-£99k 21.5% 332
Household composition Family 47.3% 191	Number of children 2 children 24.0% 261
Tenure Owned 92.6% 144	Property type Detached 39.0% 219


Channel Preference

65	100	108
81	67	97






Key Features

- Families with children
- Upmarket suburban homes
- Owned with a mortgage
- 3 or 4 bedrooms
- High Internet use
- Own new technology

Technology Adoption



Early Majority

APPENDIX 5 – Latent Demand

ESTIMATE OF LATENT DEMAND FOR HEALTH & FITNESS CARLTON FORUM LEISURE CENTRE - 8 minute drive		
MOSAIC UK Type	Total Adult Population (15+)	Total Health & Fitness Demand
A01 World-Class Wealth	0	0
A02 Uptown Elite	0	0
A03 Penthouse Chic	0	0
A04 Metro High-Flyers	0	0
B05 Premium Fortunes	0	0
B06 Diamond Days	141	6
B07 Alpha Families	36	2
B08 Bank of Mum and Dad	223	11
B09 Empty-Nest Adventure	1,094	51
C10 Wealthy Landowners	0	0
C11 Rural Vogue	0	0
C12 Scattered Homesteads	0	0
C13 Village Retirement	0	0
D14 Satellite Settlers	0	0
D15 Local Focus	0	0
D16 Outlying Seniors	0	0
D17 Far-Flung Outposts	0	0
E18 Legacy Elders	1,008	37
E19 Bungalow Haven	896	20
E20 Classic Grandparents	3,299	129
E21 Solo Retirees	2,820	105
F22 Boomerang Boarders	1,628	69
F23 Family Ties	846	43
F24 Fledgling Free	619	24
F25 Dependable Me	3,161	127
G26 Cafés and Catchments	83	5
G27 Thriving Independence	3,289	135
G28 Modern Parents	134	8
G29 Mid-Career Convention	503	26
H30 Primary Ambitions	1,437	64
H31 Affordable Fringe	3,122	122
H32 First-Rung Futures	3,818	153
H33 Contemporary Starts	500	24
H34 New Foundations	102	4
H35 Flying Solo	407	15
I36 Solid Economy	264	9
I37 Budget Generations	496	20
I38 Childcare Squeeze	2,961	108
I39 Families with Needs	1,530	52
J40 Make Do and Move On	672	17
J41 Disconnected Youth	981	32

**ESTIMATE OF LATENT DEMAND FOR HEALTH & FITNESS
CARLTON FORUM LEISURE CENTRE - 8 minute drive**

MOSAIC UK Type	Total Adult Population (15+)	Total Health & Fitness Demand
J42 Midlife Stopgap	3,595	116
J43 Renting a Room	1,969	60
K44 Inner City Stalwarts	0	0
K45 Crowded Kaleidoscope	0	0
K46 High Rise Residents	7	0
K47 Streetwise Singles	801	16
K48 Low Income Workers	169	5
L49 Dependent Greys	761	12
L50 Pocket Pensions	915	11
L51 Aided Elderly	417	6
L52 Estate Veterans	238	8
L53 Seasoned Survivors	870	26
M54 Down-to-Earth Owners	70	2
M55 Offspring Overspill	1,841	67
M56 Self Supporters	3,688	121
N57 Community Elders	272	9
N58 Cultural Comfort	113	4
N59 Asian Heritage	0	0
N60 Ageing Access	333	10
O61 Career Builders	443	16
O62 Central Pulse	288	8
O63 Flexible Workforce	0	0
O64 Bus-Route Renters	1,233	40
O65 Learners and Earners	0	0
O66 Student Scene	33	1
Sub Total	54,125	1,956
<i>Add consideration for 23% of members from outside catchment</i>		<i>584</i>
<i>Minus consideration for competition / decay on catchment fringes</i>		<i>-350</i>
Estimate of Total Demand for Health & Fitness		2,190
<i>Minus current membership number (approx.)</i>		<i>-1,871</i>
Estimate of Latent Demand for Health & Fitness		<u>319</u>

**ESTIMATE OF LATENT DEMAND FOR HEALTH & FITNESS
CALVERTON LEISURE CENTRE - 6 minute drive**

MOSAIC UK Type	Total Adult Population (15+)	Total Health & Fitness Demand
A01 World-Class Wealth	0	0
A02 Uptown Elite	0	0
A03 Penthouse Chic	0	0
A04 Metro High-Flyers	0	0
B05 Premium Fortunes	0	0
B06 Diamond Days	172	10
B07 Alpha Families	29	2
B08 Bank of Mum and Dad	81	7
B09 Empty-Nest Adventure	563	42
C10 Wealthy Landowners	238	12
C11 Rural Vogue	39	2
C12 Scattered Homesteads	8	0
C13 Village Retirement	81	4
D14 Satellite Settlers	171	8
D15 Local Focus	38	2
D16 Outlying Seniors	43	2
D17 Far-Flung Outposts	0	0
E18 Legacy Elders	0	0
E19 Bungalow Haven	545	23
E20 Classic Grandparents	94	6
E21 Solo Retirees	67	4
F22 Boomerang Boarders	211	16
F23 Family Ties	0	0
F24 Fledgling Free	184	10
F25 Dependable Me	266	16
G26 Cafés and Catchments	0	0
G27 Thriving Independence	0	0
G28 Modern Parents	0	0
G29 Mid-Career Convention	781	64
H30 Primary Ambitions	0	0
H31 Affordable Fringe	727	54
H32 First-Rung Futures	264	16
H33 Contemporary Starts	490	38
H34 New Foundations	5	0
H35 Flying Solo	0	0
I36 Solid Economy	0	0
I37 Budget Generations	364	22
I38 Childcare Squeeze	132	9
I39 Families with Needs	76	3
J40 Make Do and Move On	23	1
J41 Disconnected Youth	0	0
J42 Midlife Stopgap	7	0
J43 Renting a Room	0	0

**ESTIMATE OF LATENT DEMAND FOR HEALTH & FITNESS
CALVERTON LEISURE CENTRE - 6 minute drive**

MOSAIC UK Type	Total Adult Population (15+)	Total Health & Fitness Demand
K44 Inner City Stalwarts	0	0
K45 Crowded Kaleidoscope	0	0
K46 High Rise Residents	0	0
K47 Streetwise Singles	148	4
K48 Low Income Workers	0	0
L49 Dependent Greys	0	0
L50 Pocket Pensions	64	1
L51 Aided Elderly	44	1
L52 Estate Veterans	93	4
L53 Seasoned Survivors	0	0
M54 Down-to-Earth Owners	114	7
M55 Offspring Overspill	366	19
M56 Self Supporters	190	11
N57 Community Elders	0	0
N58 Cultural Comfort	0	0
N59 Asian Heritage	0	0
N60 Ageing Access	0	0
O61 Career Builders	0	0
O62 Central Pulse	0	0
O63 Flexible Workforce	0	0
O64 Bus-Route Renters	266	16
O65 Learners and Earners	0	0
O66 Student Scene	0	0
Sub Total	6,984	436
<i>Add consideration for 23% of members from outside catchment</i>		<i>130</i>
Estimate of Total Demand for Health & Fitness		566
<i>Minus current membership number (approx.)</i>		<i>-493</i>
Estimate of Latent Demand for Health & Fitness		73

**ESTIMATE OF LATENT DEMAND FOR HEALTH & FITNESS
ARNOLD LEISURE CENTRE (NOTTINGHAMSHIRE) - adj. 10 minute drive**

MOSAIC UK Type	Total Adult Population (15+)	Total Health & Fitness Demand
A01 World-Class Wealth	0	0
A02 Uptown Elite	35	1
A03 Penthouse Chic	0	0
A04 Metro High-Flyers	0	0
B05 Premium Fortunes	57	2
B06 Diamond Days	519	14
B07 Alpha Families	214	8
B08 Bank of Mum and Dad	1,061	50
B09 Empty-Nest Adventure	3,291	127
C10 Wealthy Landowners	337	8
C11 Rural Vogue	161	4
C12 Scattered Homesteads	42	0
C13 Village Retirement	381	11
D14 Satellite Settlers	279	9
D15 Local Focus	43	2
D16 Outlying Seniors	182	4
D17 Far-Flung Outposts	0	0
E18 Legacy Elders	2,475	76
E19 Bungalow Haven	2,464	54
E20 Classic Grandparents	3,944	141
E21 Solo Retirees	2,296	71
F22 Boomerang Boarders	2,145	88
F23 Family Ties	562	26
F24 Fledgling Free	986	33
F25 Dependable Me	3,761	133
G26 Cafés and Catchments	132	5
G27 Thriving Independence	4,721	157
G28 Modern Parents	501	34
G29 Mid-Career Convention	1,828	79
H30 Primary Ambitions	1,322	44
H31 Affordable Fringe	3,243	128
H32 First-Rung Futures	3,701	126
H33 Contemporary Starts	1,663	79
H34 New Foundations	130	6
H35 Flying Solo	221	7
I36 Solid Economy	901	23
I37 Budget Generations	1,677	52
I38 Childcare Squeeze	4,408	137
I39 Families with Needs	4,655	133
J40 Make Do and Move On	1,424	39
J41 Disconnected Youth	770	19
J42 Midlife Stopgap	3,318	123
J43 Renting a Room	681	21

ESTIMATE OF LATENT DEMAND FOR HEALTH & FITNESS
ARNOLD LEISURE CENTRE (NOTTINGHAMSHIRE) - adj. 10 minute drive

MOSAIC UK Type	Total Adult Population (15+)	Total Health & Fitness Demand
K44 Inner City Stalwarts	0	0
K45 Crowded Kaleidoscope	0	0
K46 High Rise Residents	226	3
K47 Streetwise Singles	1,446	24
K48 Low Income Workers	1,430	48
L49 Dependent Greys	1,400	18
L50 Pocket Pensions	520	4
L51 Aided Elderly	559	4
L52 Estate Veterans	855	20
L53 Seasoned Survivors	3,398	102
M54 Down-to-Earth Owners	1,372	47
M55 Offspring Overspill	3,243	115
M56 Self Supporters	2,440	90
N57 Community Elders	45	1
N58 Cultural Comfort	0	0
N59 Asian Heritage	0	0
N60 Ageing Access	1,217	40
O61 Career Builders	1,416	50
O62 Central Pulse	457	18
O63 Flexible Workforce	167	5
O64 Bus-Route Renters	1,252	34
O65 Learners and Earners	81	2
O66 Student Scene	41	1
Sub Total	82,099	2,700
<i>Add consideration for 25% of members from outside catchment</i>		900
<i>Minus consideration for competition / decay on catchment fringes</i>		-500
Estimate of Latent Demand for Health & Fitness		<u>3,100</u>

APPENDIX 6 – Competition Analysis

See Separate Document

APPENDIX 7 – Online Community Survey

See Separate Document

APPENDIX 8 – Focus Groups

See Separate Document

Disclaimer

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