

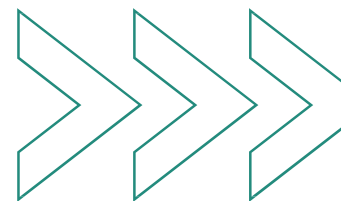


Gedling Borough Council Engagement Survey



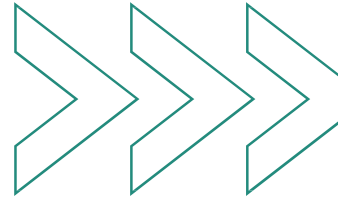
2025

Table of Contents



1	Project Background	P.2
2	Key Findings and Recommendations	P.3
3	Survey Results	P.7
4	Question Breakdown	P.11
4.1	Question Breakdown - Users	P.12
4.2	Question Breakdown – Non-Users	P.29
5	Appendix – Open Text Responses	P.41

1 Project Background



Project Background

This research was commissioned by Gedling Borough Council to gain insight into residents' engagement with local leisure facilities, with a particular focus on the planned redevelopment of Carlton Forum Leisure Centre. The survey explored current usage patterns, travel behaviours, facility preferences and barriers to participation. It also examined residents' motivations for exercise and their expectations for the upgraded centre. The findings will help guide the redevelopment to better meet community needs, improve access and encourage healthier, more active lifestyles.

About Active-Insight

Active-Insight, a recognised leader in customer insight and market intelligence within the active leisure sector, is pleased to present this report on behalf of Gedling Borough Council.

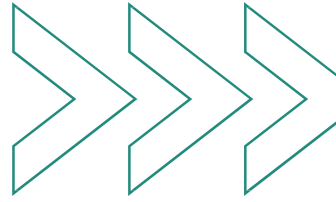
Research Methodology

Data for this study was gathered through an online survey developed and promoted by the Council. The survey ran from May to July 2025 and received a total of 1,490 responses, using a self-selection approach.

It is important to note that surveys of this nature often attract participants who hold strong opinions about local services, particularly those already engaged in sport and leisure activities. Therefore, the results should be interpreted with this potential bias in mind.

To maximise participation and ensure a diverse range of respondents, the survey was promoted across multiple channels, including the Council's social media platforms, targeting both current users of leisure facilities and the broader community.

2 Key Findings & Recommendations



Key Findings:

User Profile and Usage Patterns

- A strong majority (87%) currently use Gedling Borough Council leisure centres, primarily residents of the Borough (88%).
- Calverton and Carlton Forum Leisure Centres are the most frequented, each attracting about a quarter of users.
- Over 60% of users attend leisure facilities at least twice a week, with 25% going more than three times weekly, indicating a committed core user base.

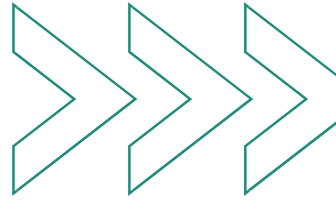
Travel and Transport

- Most users travel to leisure facilities within 20 minutes, with a notable willingness to travel further for preferred services; those currently travelling 15 minutes or more nearly double when asked about willingness to travel that distance.
- The primary modes of transport are car (58%) and walking (36%), emphasising the importance of accessible parking and pedestrian routes.
- Non-users also primarily rely on cars and walking for leisure centre access, highlighting convenience.

Facility Usage and Preferences

- The main pool, gym and exercise classes are the most commonly used facilities.
- Barriers to accessing facilities are minimal for most users, with 89% reporting nothing prevents access; parking is the main physical barrier cited (4%).
- Health and wellness services such as physiotherapy, mind & body classes and health improvement activities are popular upgrade preferences.
- Swimming upgrades focus on maintaining and enhancing the main pool, sauna, and learner pools.

2 Key Findings & Recommendations



Key Findings continued:

- Family-oriented features like climbing walls, soft play and water inflatables are favoured but less important to many respondents, possibly reflecting the demographic makeup.
- Active seniors' express interest in social/group activities, water-based classes and treatment rooms.
- Social/community space upgrades are most desired for cafés and social events, highlighting a need for welcoming communal areas.

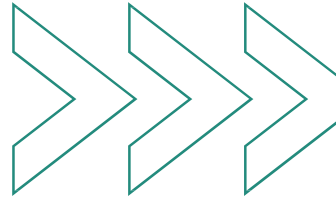
Non-Users' Insights

- 58% of non-users would consider visiting Carlton Forum Leisure Centre more often if it were redeveloped.
- Non-users have lower engagement with fitness clubs or casual leisure centre visits, indicating untapped potential.
- Cost, access and lack of time are the main barriers to increased exercise among non-users.
- Non-users prioritise gym facilities, health improvement services and swimming pools in potential upgrades.
- A significant portion of non-users do not find family or senior-specific features important, possibly due to personal circumstances or demographics.

Exercise Motivation and Barriers

- The main motivations to exercise are maintaining/improving health, fitness, mental wellbeing and weight management.
- Barriers include lack of time, cost, health issues, confidence, and access to facilities.
- A notable portion of respondents feel they are already active enough, showing varied readiness levels for increasing activity.

2 Key Findings & Recommendations



Key Findings continued:

Customer Satisfaction and Visit Frequency

- Most users rate the leisure facilities positively, with over two-thirds rating them as good or very good.
- Nearly 80% visited a leisure centre within the last week, reflecting consistent engagement.
- Pay-as-you-go users represent nearly one-third of respondents, indicating flexibility in usage patterns.

Recommendations:

Enhance Accessibility and Convenience

- Improve parking facilities and pedestrian access to support primary transport modes.
- Consider shuttle or public transport incentives to reduce travel barriers, especially for non-users.

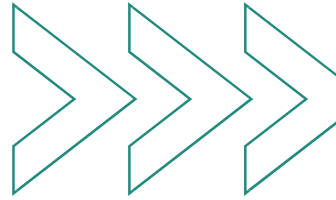
Target Redevelopment to Boost Usage

- Prioritise upgrading the main pool, gym and wellness facilities to attract both current users and non-users.
- Include family-friendly features like soft play and climbing walls to broaden appeal, while recognising not all users value these.

Expand Health and Wellness Programmes

- Develop physiotherapy, rehabilitation, mind & body and health improvement classes to meet user demand.
- Enhance social and group activities, particularly for active seniors, to foster community and increase participation.

2 Key Findings & Recommendations



Recommendations continued:

Address Barriers to Exercise

- Introduce cost-effective membership options or subsidised programmes to reduce financial barriers.
- Promote time-efficient classes and flexible scheduling to accommodate busy lifestyles.
- Provide beginner-friendly programmes and confidence-building initiatives to support new or less active users.

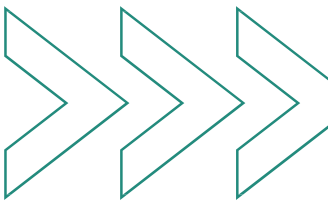
Increase Community Engagement and Social Spaces

- Invest in café and social event spaces to encourage leisure centre visits beyond exercise.
- Facilitate community-driven social activities and flexible working spaces to enhance centre appeal.

Focus Marketing on Non-Users

- Highlight redevelopment plans and new facilities to re-engage non-users.
- Emphasise convenience, upgraded amenities and health benefits tailored to their interests.

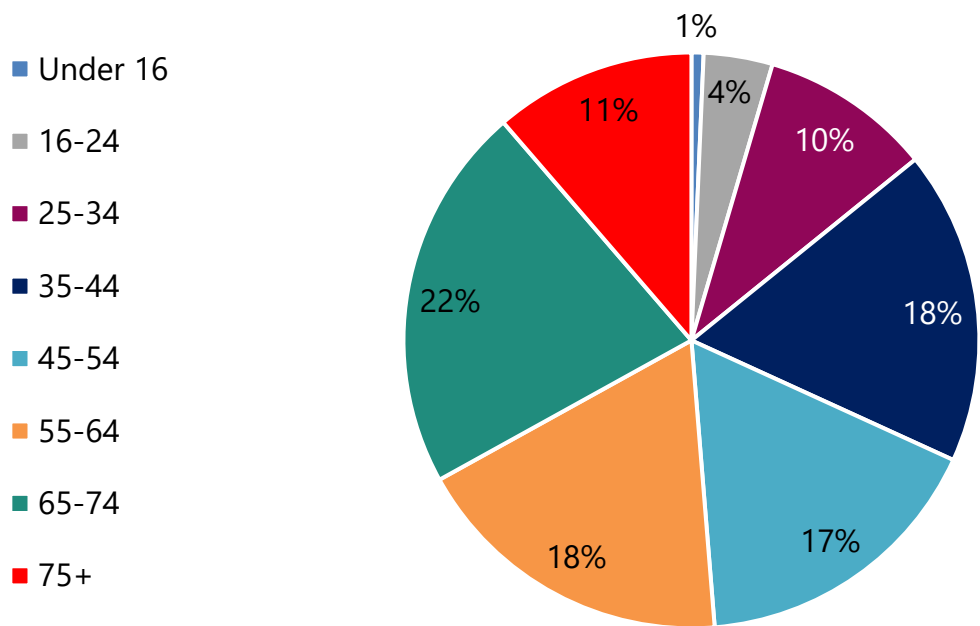
3 Survey Results



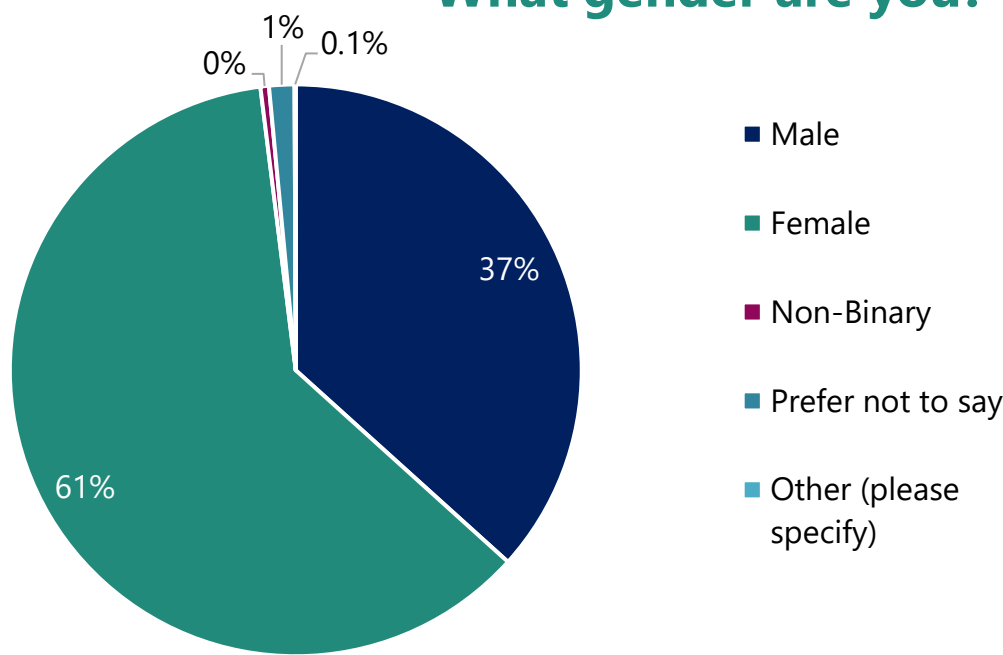
The Survey in Numbers

SAMPLE 1,490

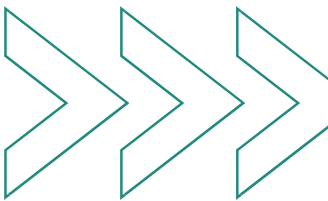
What age are you?



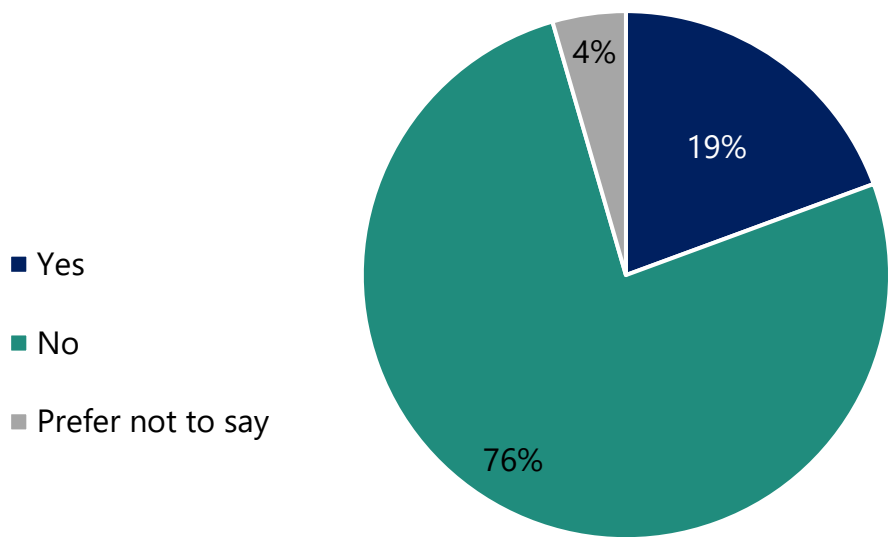
What gender are you?



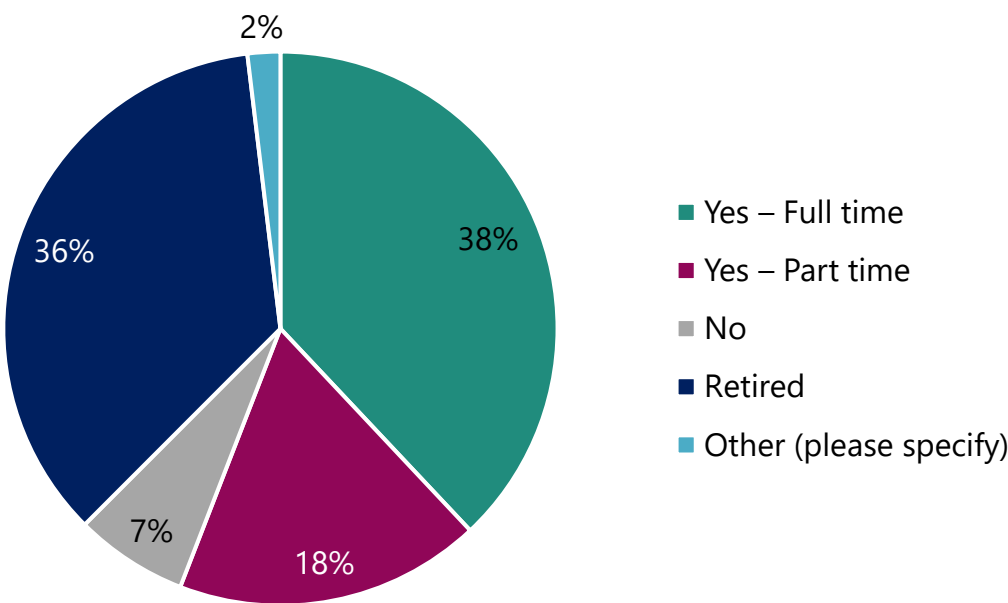
3 Survey Results



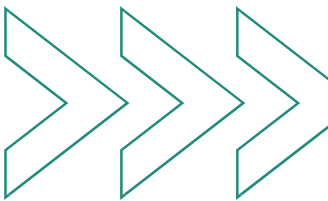
Are your day-to-day activities limited because of a health condition or disability which has lasted, or is expected to last, at least 12 months



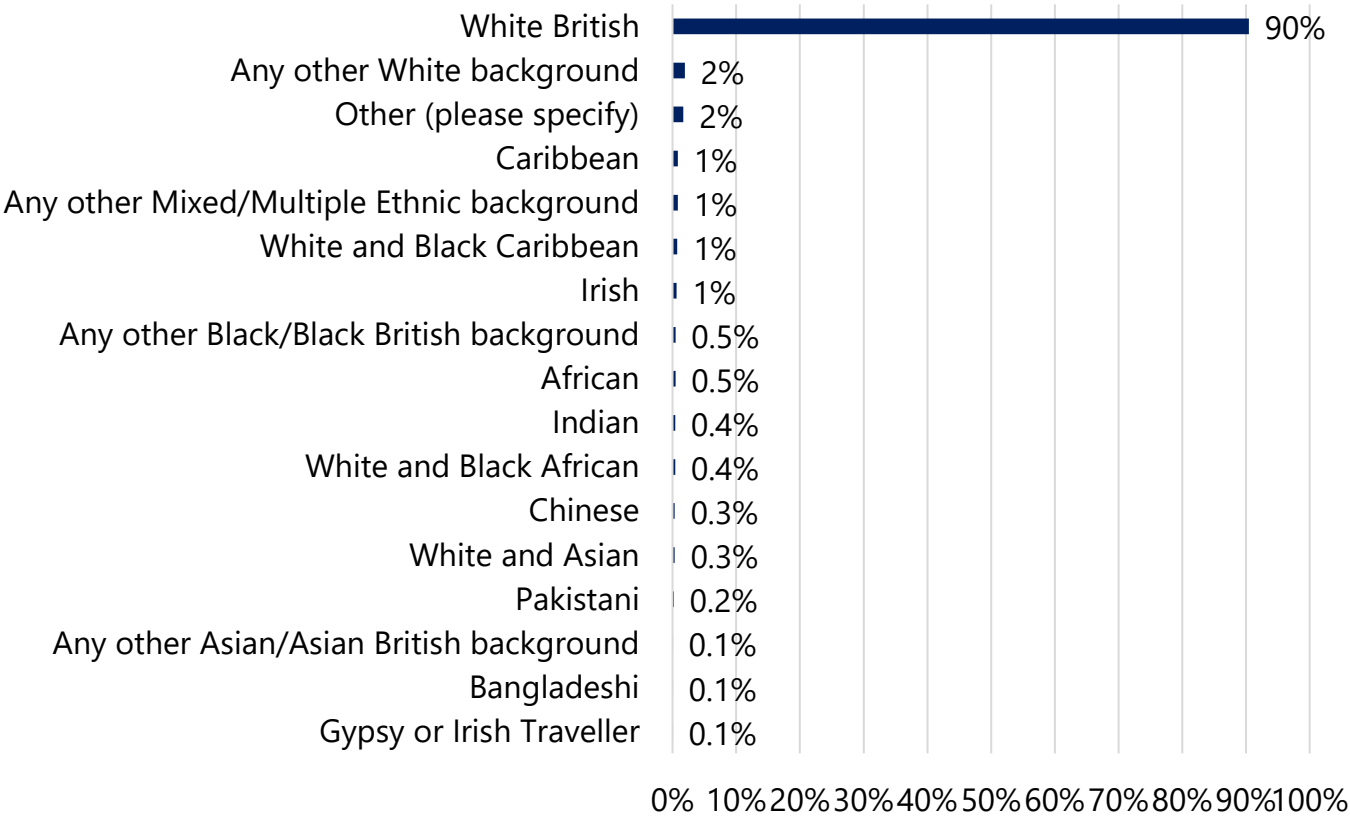
Are you in employment?



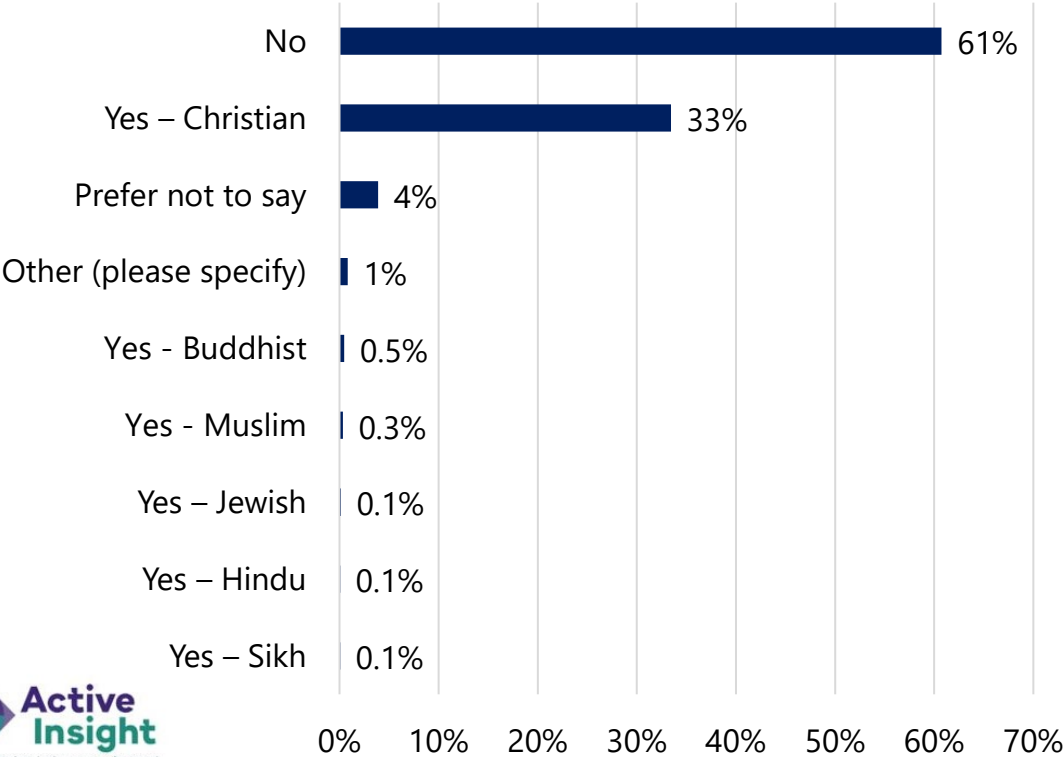
3 Survey Results



Ethnicity

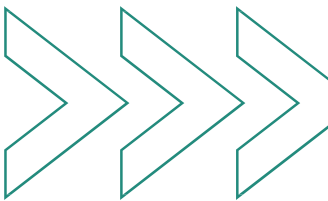


Do you belong to a religion or faith group?



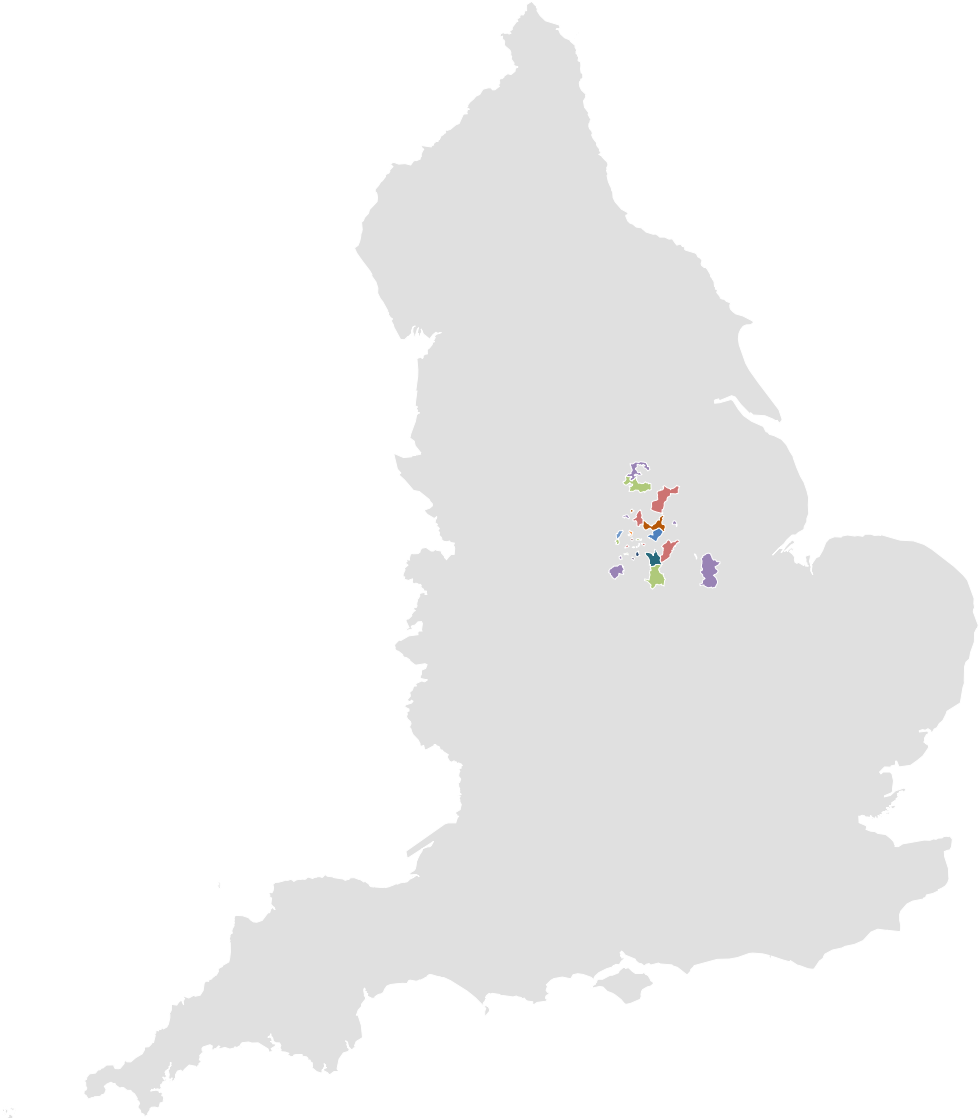
3 Survey Results

Postcodes



This table shows the top five postcode areas of respondents who completed the survey, with NG14 having the highest number at 34%. The map below visually represents the distribution of all responses by postcode across the local area.

Top 5 areas	Number	%
NG14	496	34%
NG4	317	22%
NG5	254	18%
NG3	170	12%
NG41	33	2%



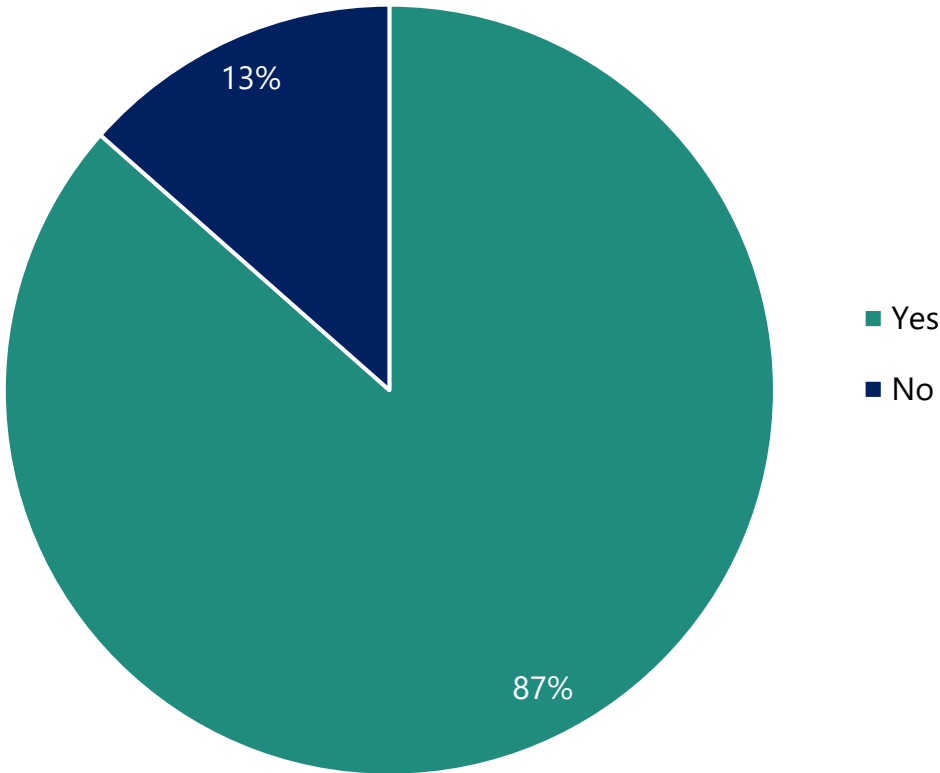
Powered by Bing
© Microsoft, Open Places

496 317 254 170 33 14 13 10 8 7 6 5 4 3 2 1

4 Question Breakdown



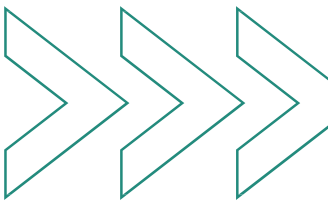
Do you currently use any of the Gedling Borough Council Leisure Centres?



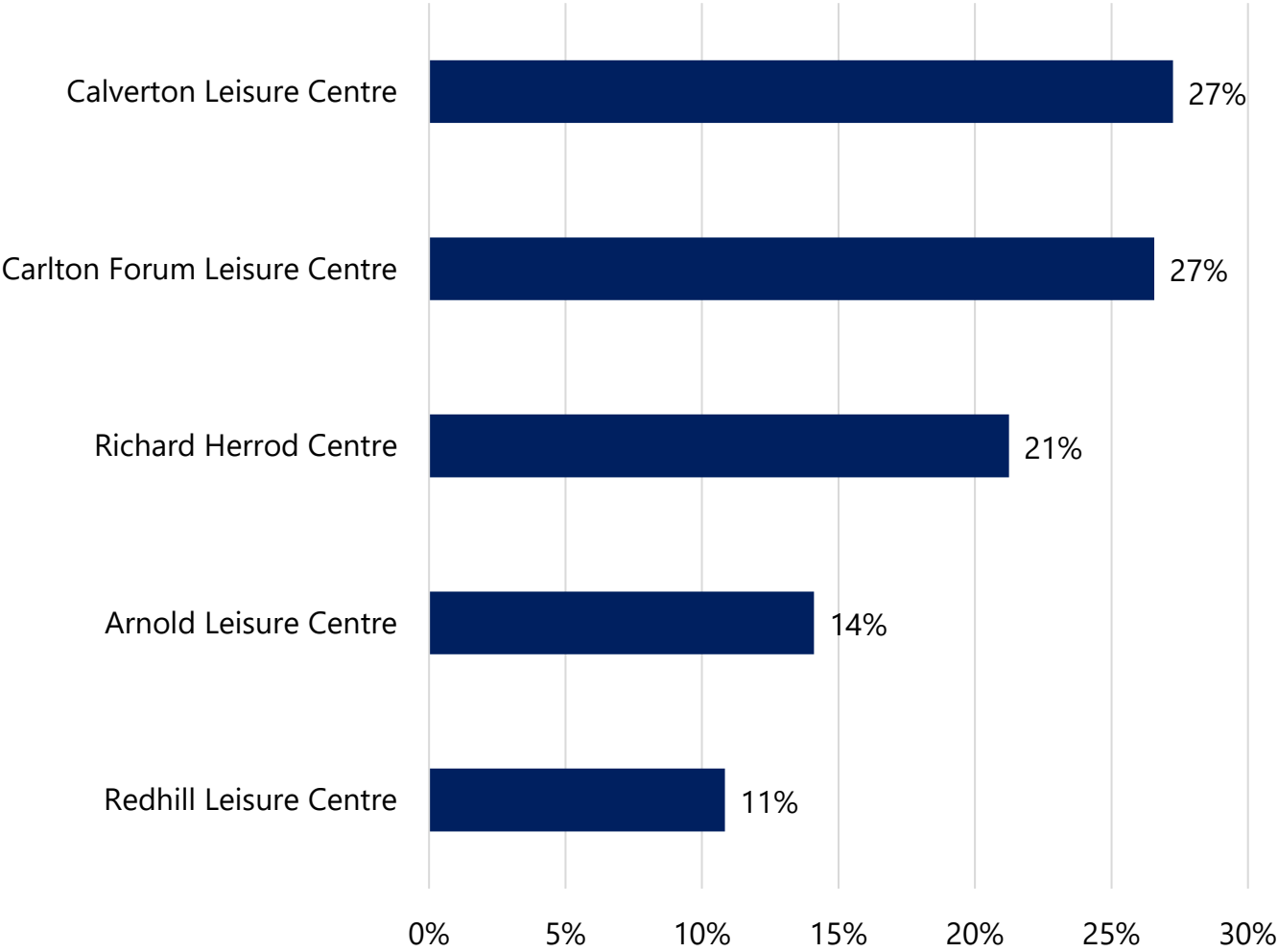
A large majority of respondents (87%) currently use Gedling Borough Council leisure centres, indicating strong local engagement with these facilities.

4.1 Question Breakdown

Users

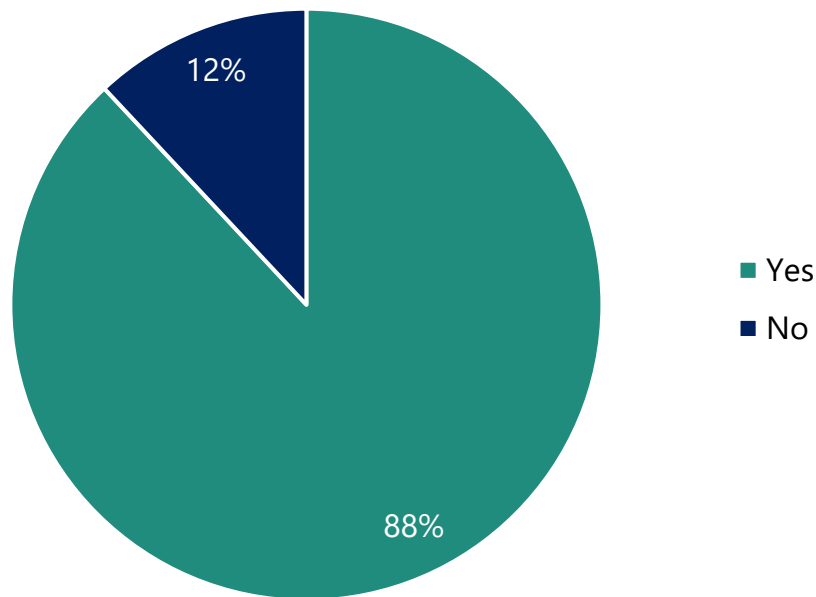


Which one/s do you use?
(Participants were asked to select all that apply)

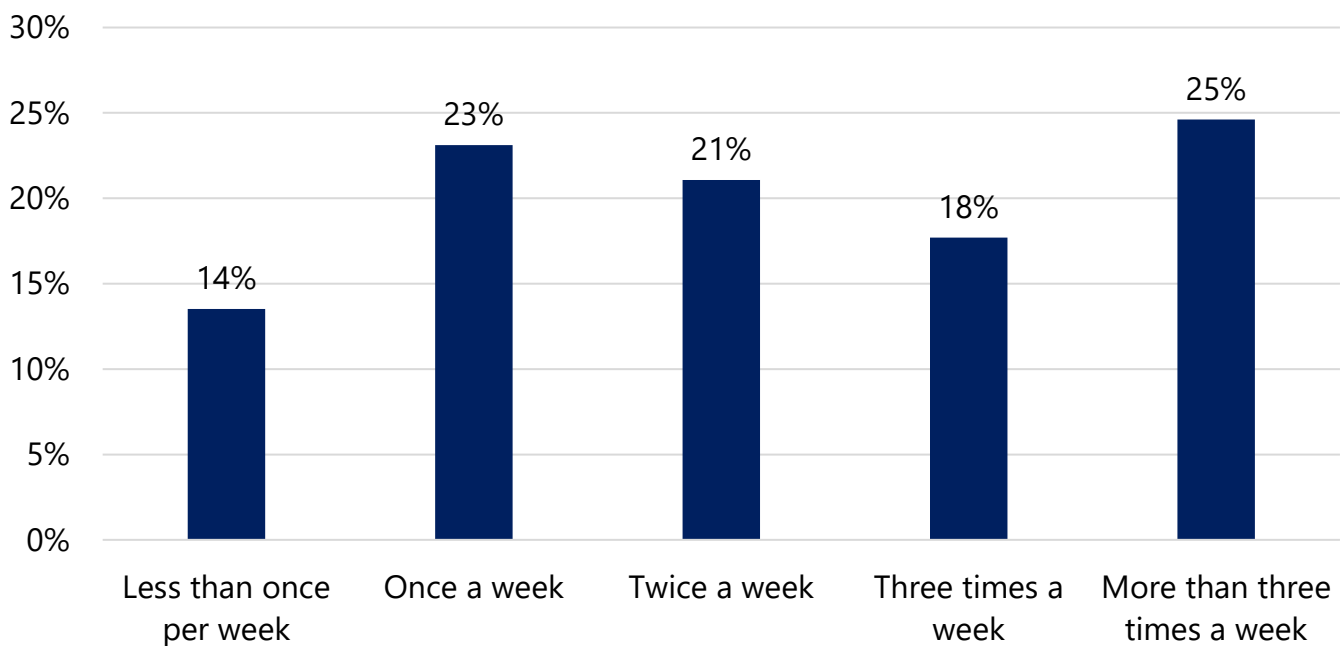


Based on overall responses (as participants could select more than one), Carlton Forum and Calverton Leisure Centres were the most frequently used, each chosen by 27% of respondents, followed by the Richard Herrod Centre at 21%.

Do you live in the Borough of Gedling?

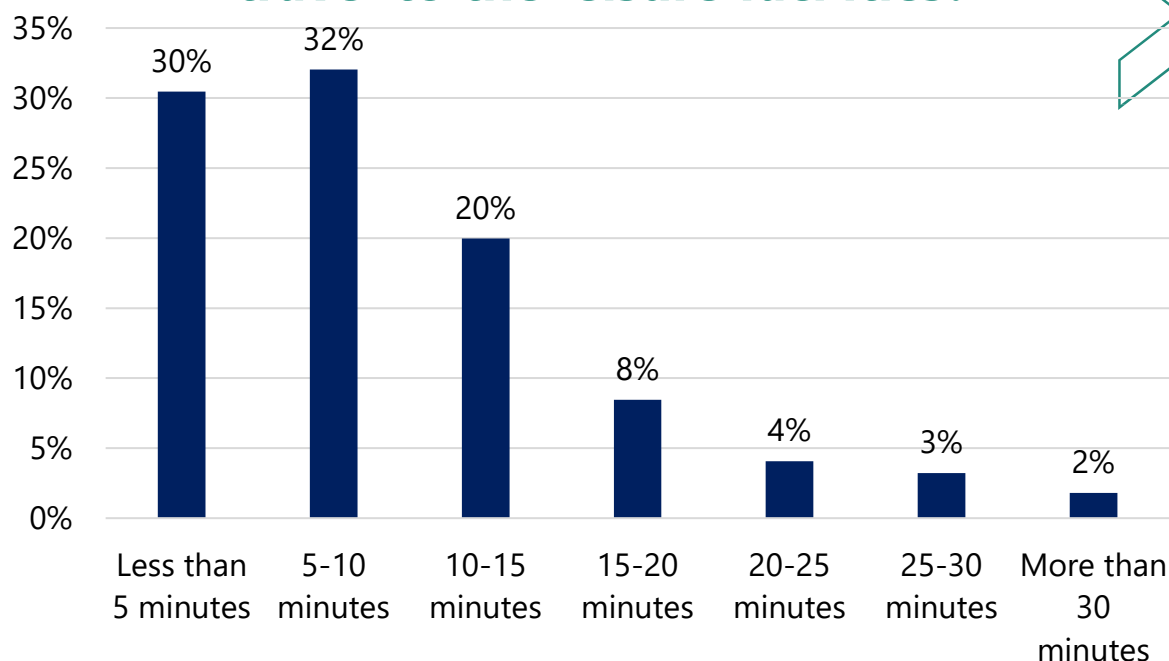


How often do you currently use the leisure facilities? 'Leisure facilities' refer to any of the centres listed on previous page

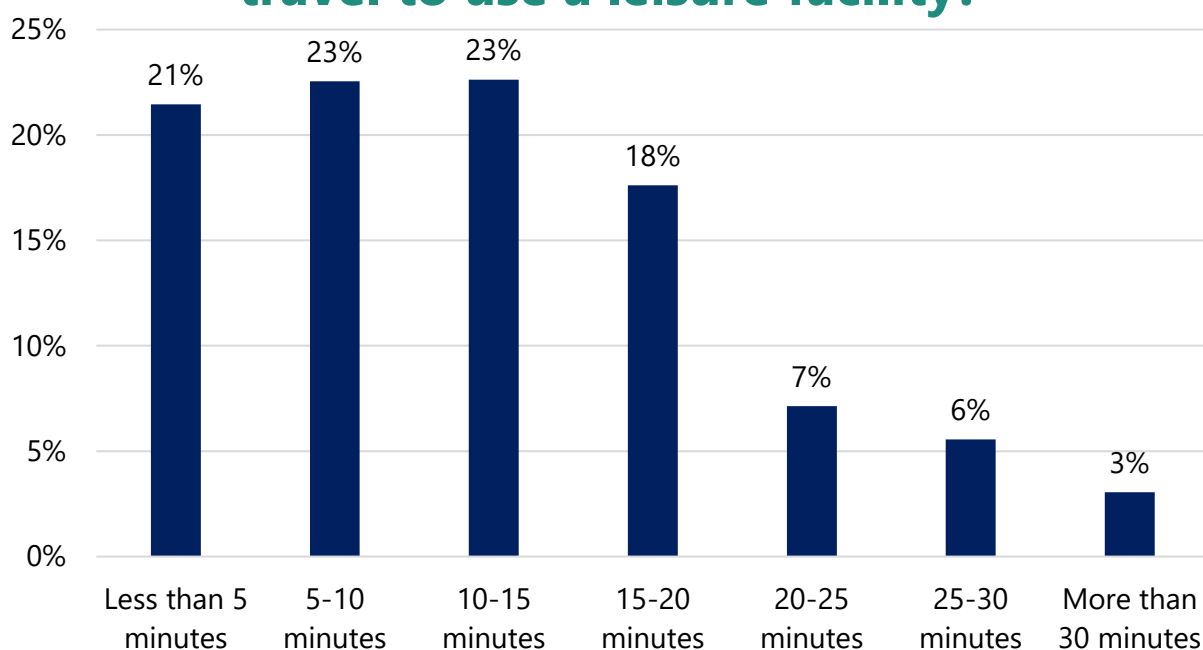


A quarter of respondents (25%) reported using leisure facilities more than three times a week, with the majority attending at least once a week, highlighting frequent and consistent engagement with local centres.

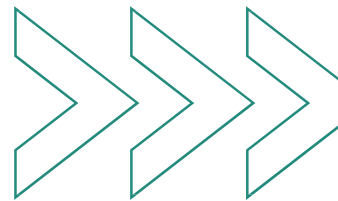
How long does it usually take you to travel to the leisure facilities?



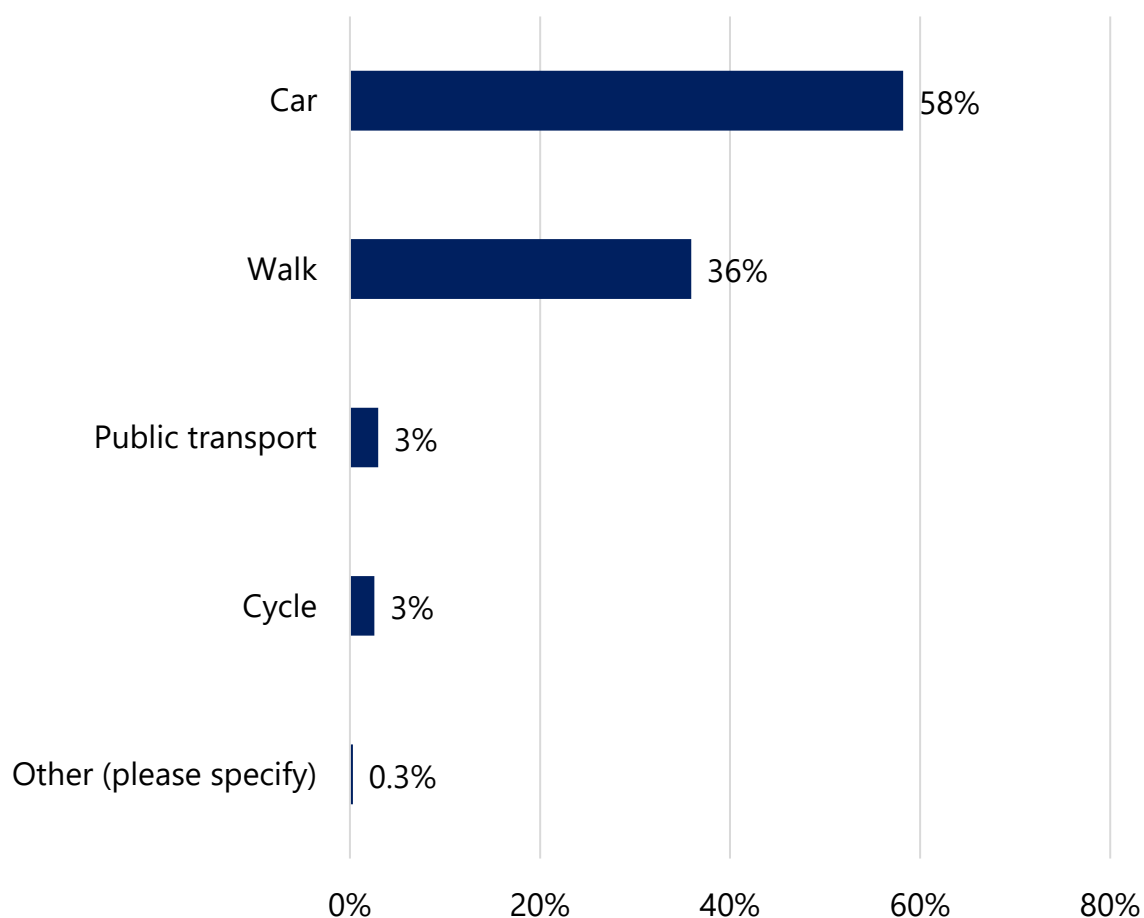
How long would you be willing to travel to use a leisure facility?



Most respondents currently travel relatively short distances to leisure facilities, with over 60% taking less than 10 minutes to get there. However, when asked about their willingness to travel, respondents are open to travelling longer. This suggests that, although most people use nearby facilities, there is significant potential for attracting users willing to travel farther for preferred options.



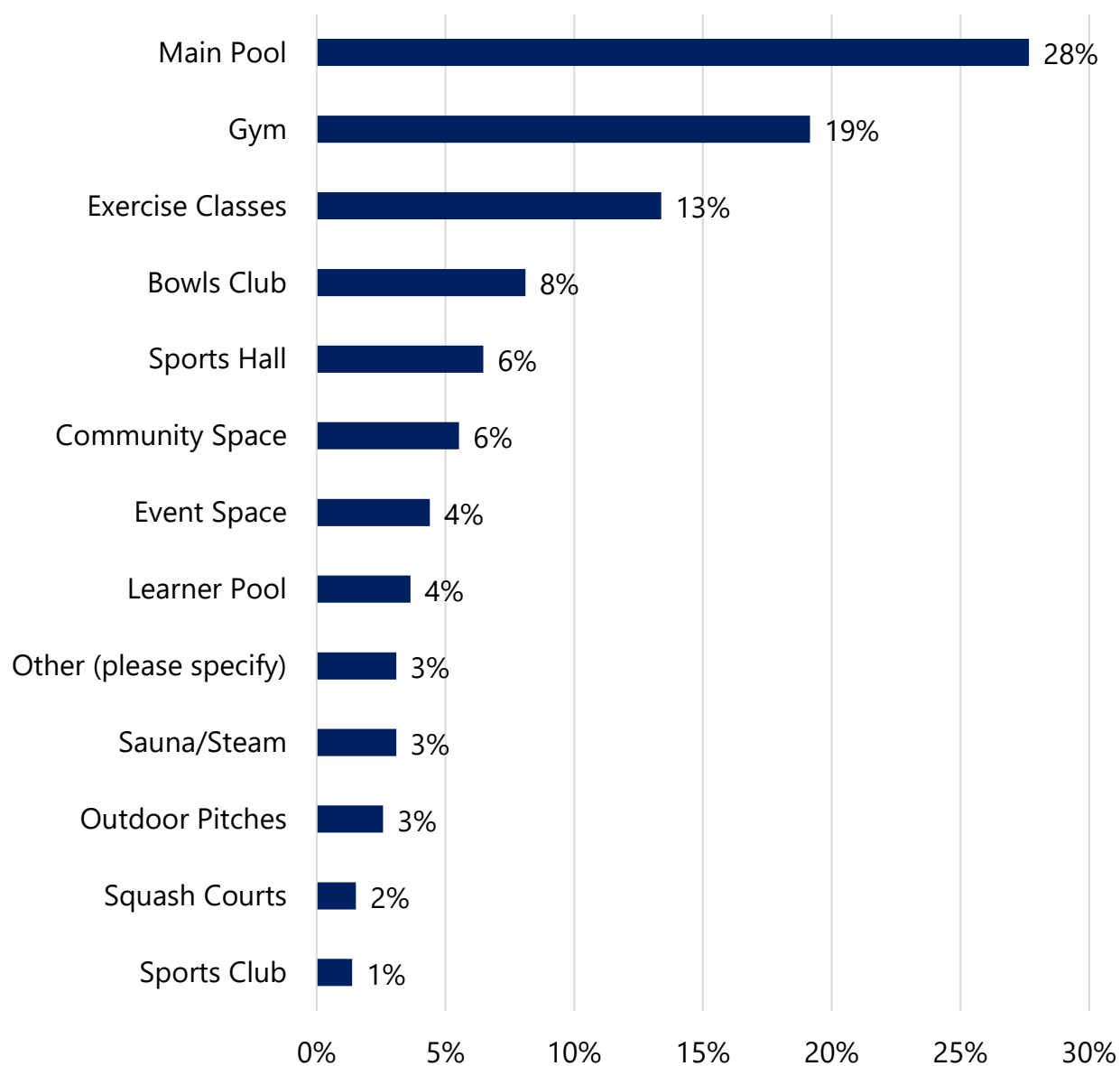
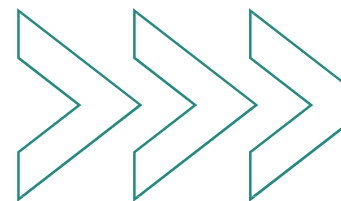
How do you usually travel to the leisure facilities?



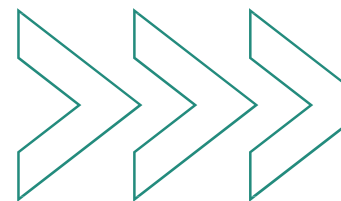
The majority of respondents primarily travel to leisure facilities by car (58%), followed by a significant portion who walk (36%).

What facilities do you use currently?

(Participants were asked to select all that apply)

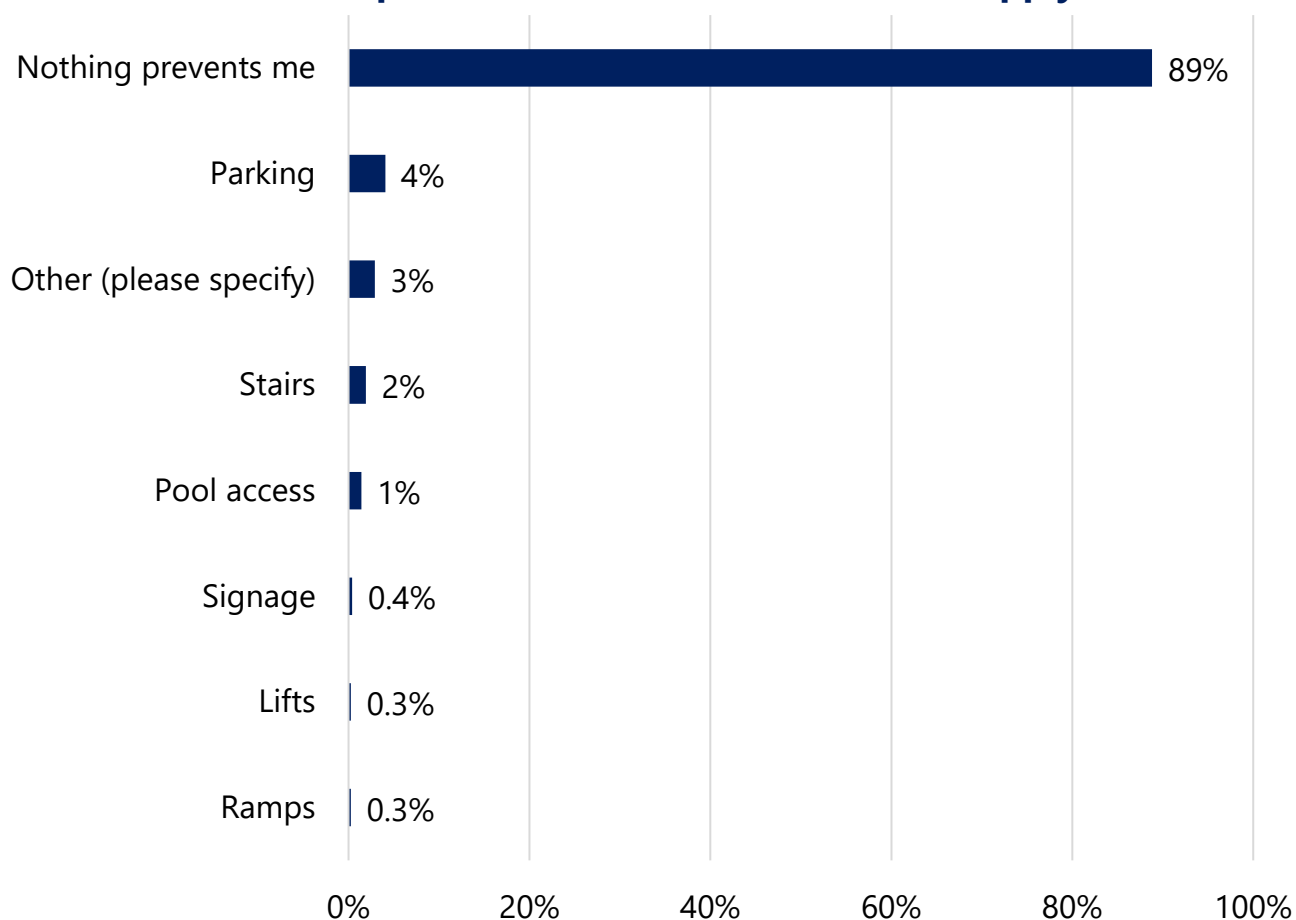


Respondents use a variety of leisure facilities, with the main pool (28%) and gym (19%) being the most popular. Exercise classes and bowls club also attract notable usage. Since respondents could select multiple options, this indicates a diverse engagement across different facility types, with specialised facilities like squash courts and sauna/steam rooms seeing less frequent use.

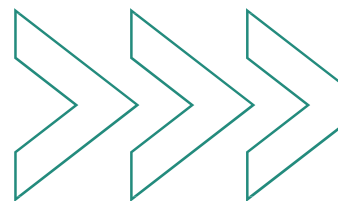


Is there anything that prevents you from accessing the facilities?

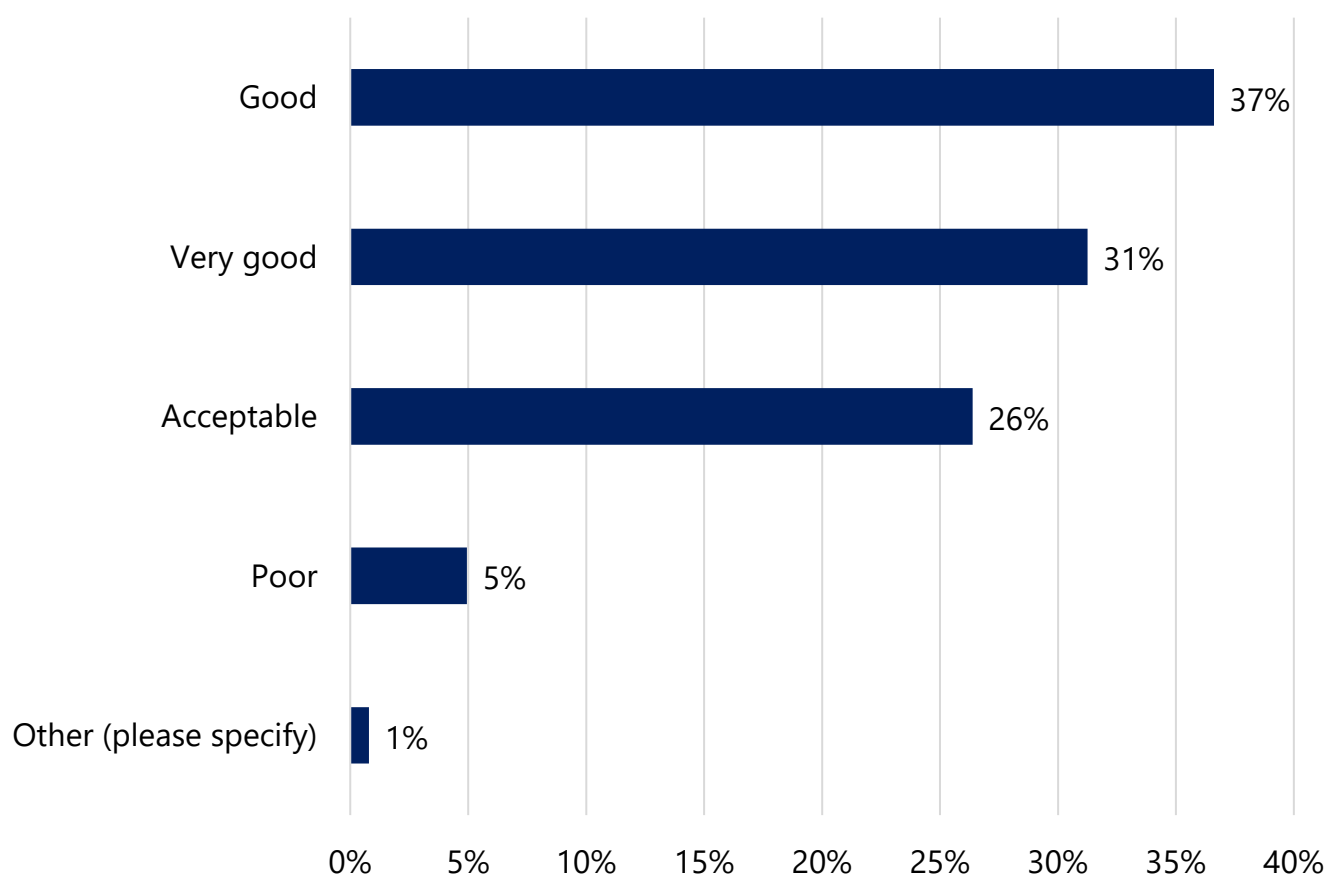
(Participants were asked to select all that apply)



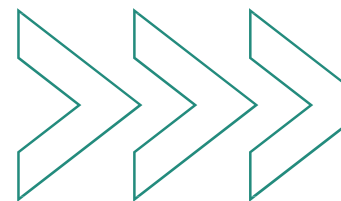
The vast majority of respondents (89%) report no barriers preventing them from accessing leisure facilities. Among those who do face obstacles, parking (4%) and stairs (2%) are the most commonly mentioned issues, while accessibility features like ramps, lifts and signage are rarely reported as barriers.



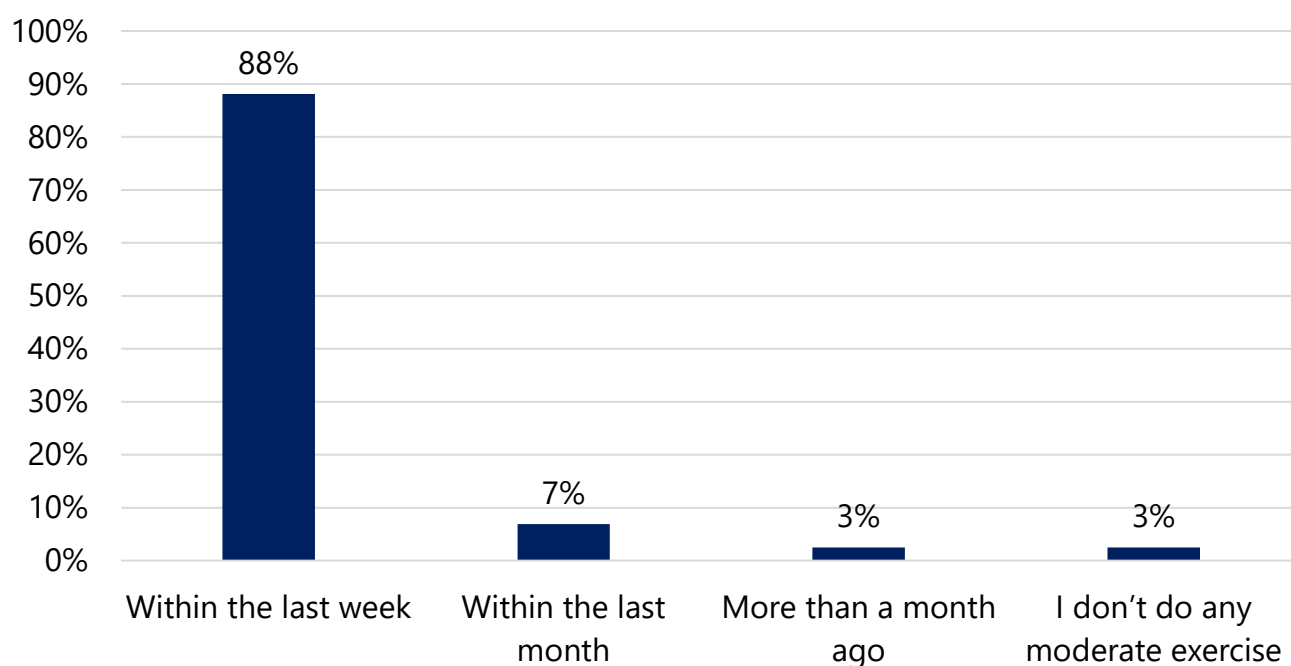
Overall, how would you rate the leisure facilities?



Most respondents rate the leisure facilities positively, with 68% rating them as either "Good" or "Very good." About a quarter find the facilities "Acceptable," while a small minority (5%) rate them as "Poor."



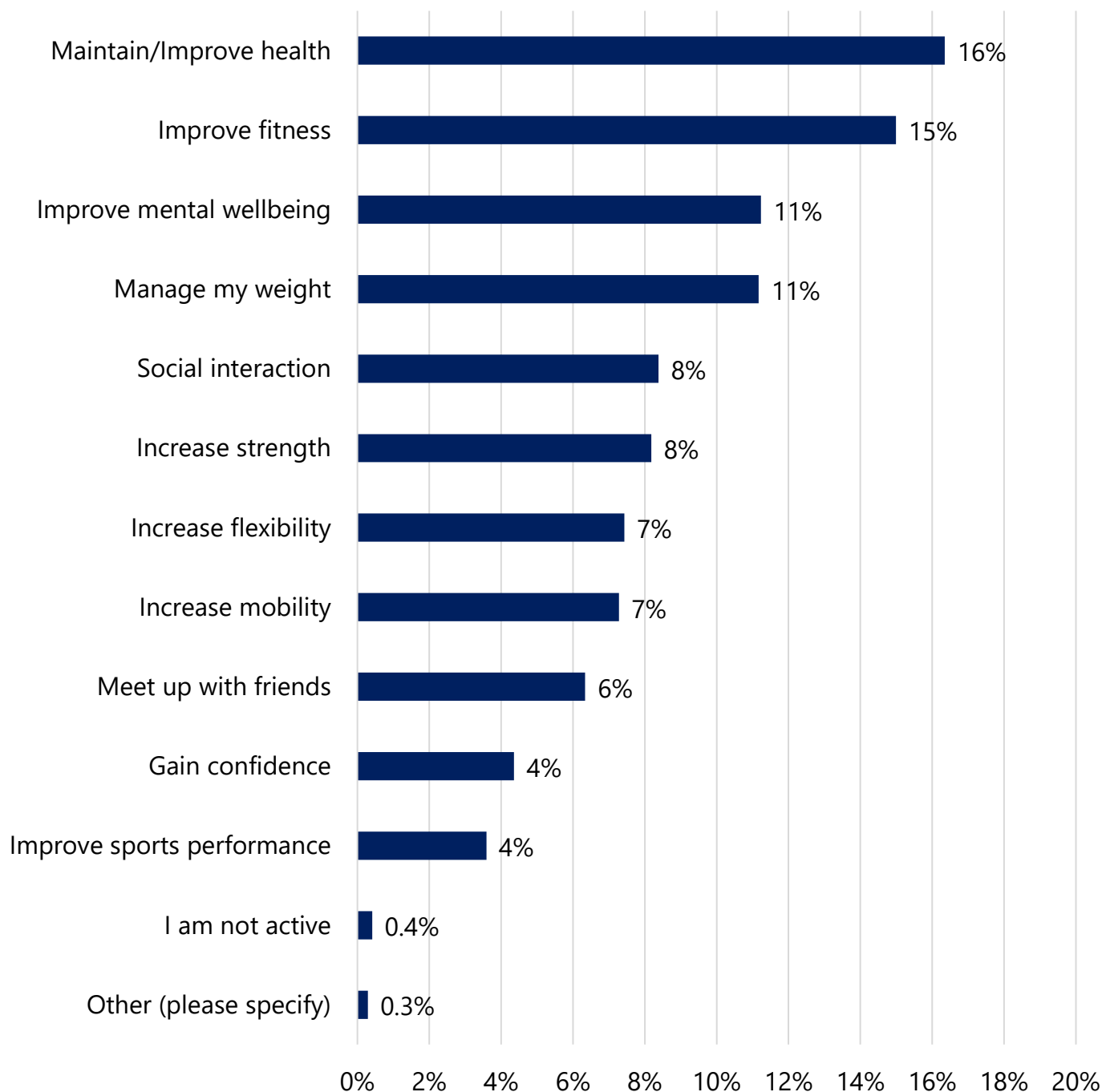
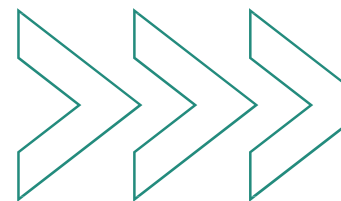
When was the last time you completed any type of moderate exercise/activity?



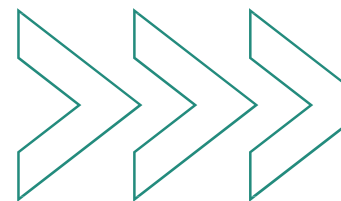
The vast majority of respondents (88%) have completed moderate exercise within the last week, indicating a highly active population. Only a small proportion report doing moderate activity less frequently or not at all.

Why do you choose to exercise?

(Participants were asked to select all that apply)

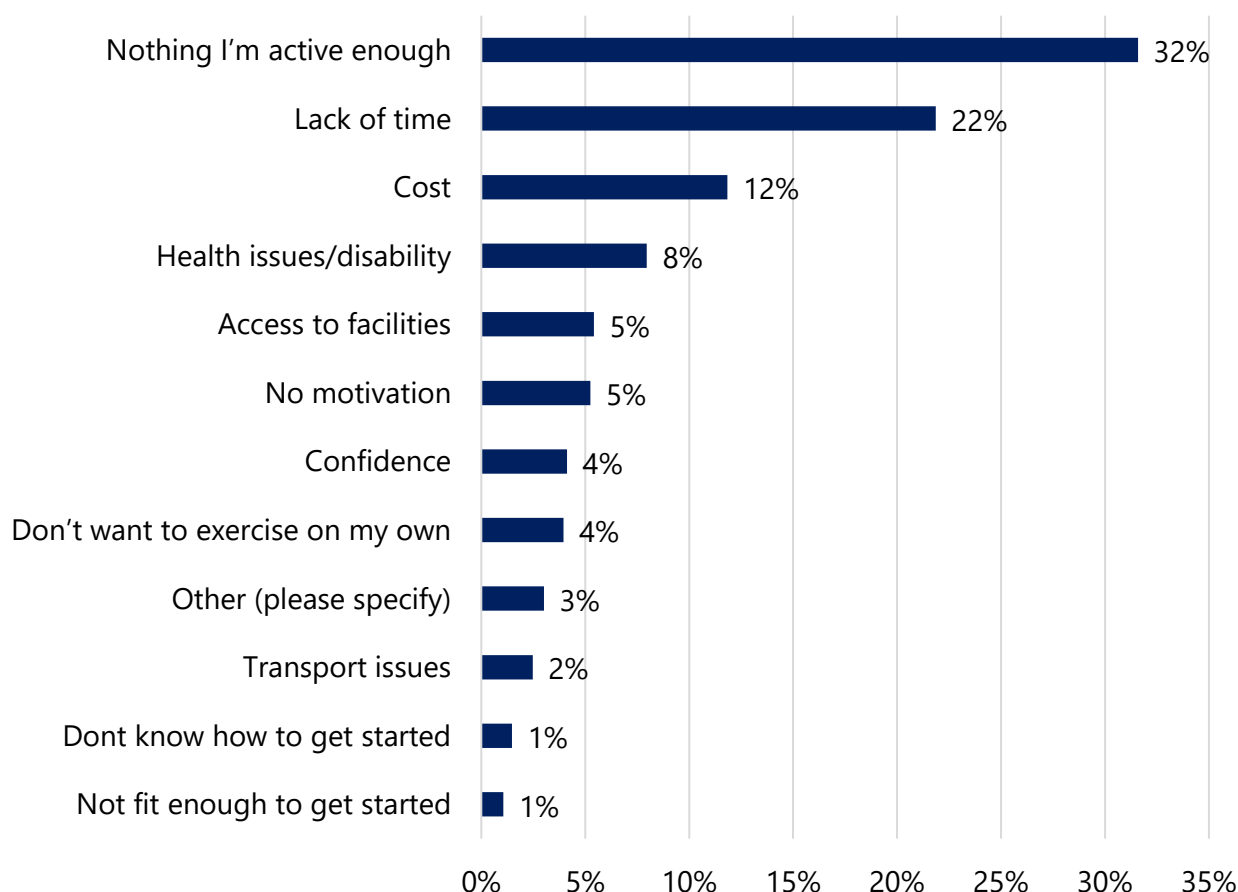


Health and wellbeing are the primary motivations for exercise, with most respondents choosing to be active to maintain or improve their health, fitness and mental wellbeing. Weight management, strength and social benefits are also common drivers, while fewer respondents cite sports performance or socialising as their main reasons.



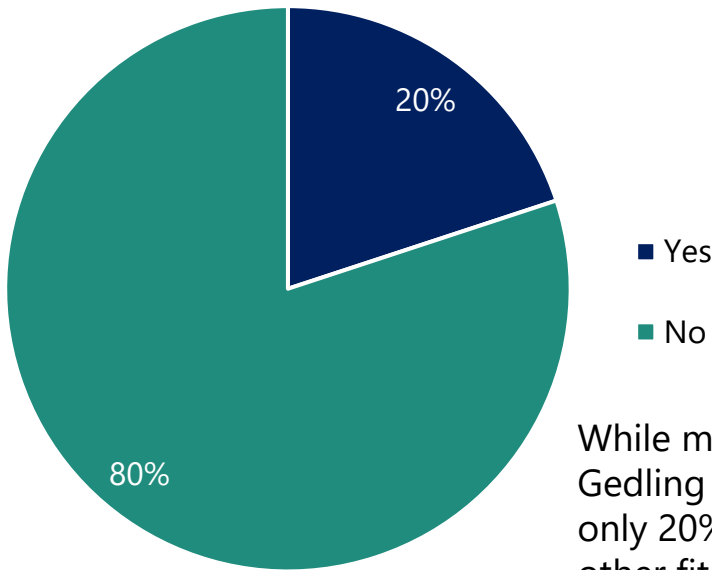
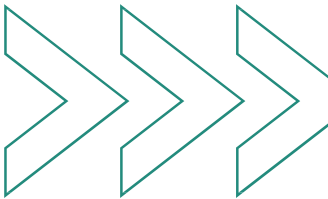
What stops you doing more exercise than you do now?

(Participants were asked to select all that apply)



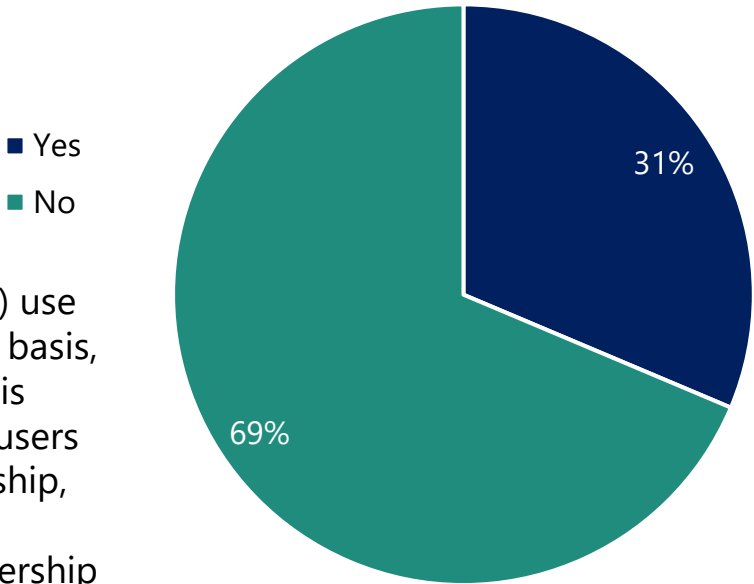
While nearly a third of respondents feel they're already active enough, the most common barriers to doing more exercise are lack of time and cost. Health issues, access to facilities and low motivation are also notable factors. Confidence, transport and not wanting to exercise alone affect a smaller group, indicating that while some barriers are practical, others are psychological or social in nature.

Are you currently a member or user of any other fitness or sports clubs?



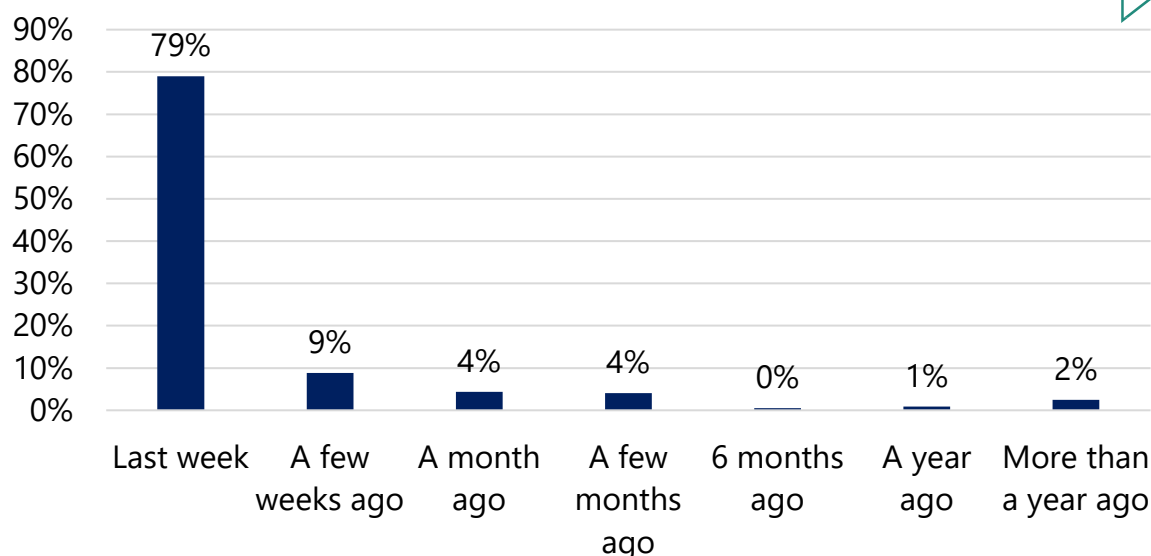
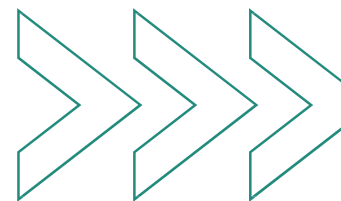
While most respondents currently use Gedling Borough Council's leisure centres, only 20% report being members or users of other fitness or sports clubs. This suggests that local leisure centres are the primary source of physical activity for the majority of respondents,

Do you attend a leisure centre on a pay-as-you-go (per visit) basis without membership?



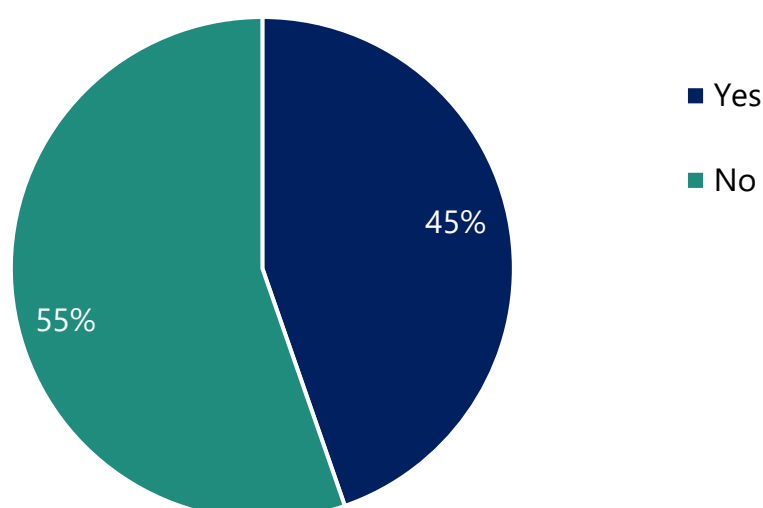
Nearly a third of respondents (31%) use leisure centres on a pay-as-you-go basis, while the majority (69%) do not. This indicates a substantial segment of users who prefer flexibility over membership, suggesting the importance of maintaining accessible, non-membership options to support broader participation.

When was the last time you visited a leisure centre?

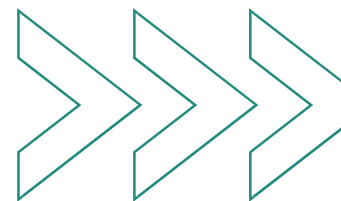


Most respondents are frequent users of leisure centres, with nearly 80% having visited within the last week. Only a small minority have not visited in the past few months, indicating strong and regular engagement with local leisure facilities.

If the Carlton Leisure Centre were to be redeveloped, would you want to visit more often?



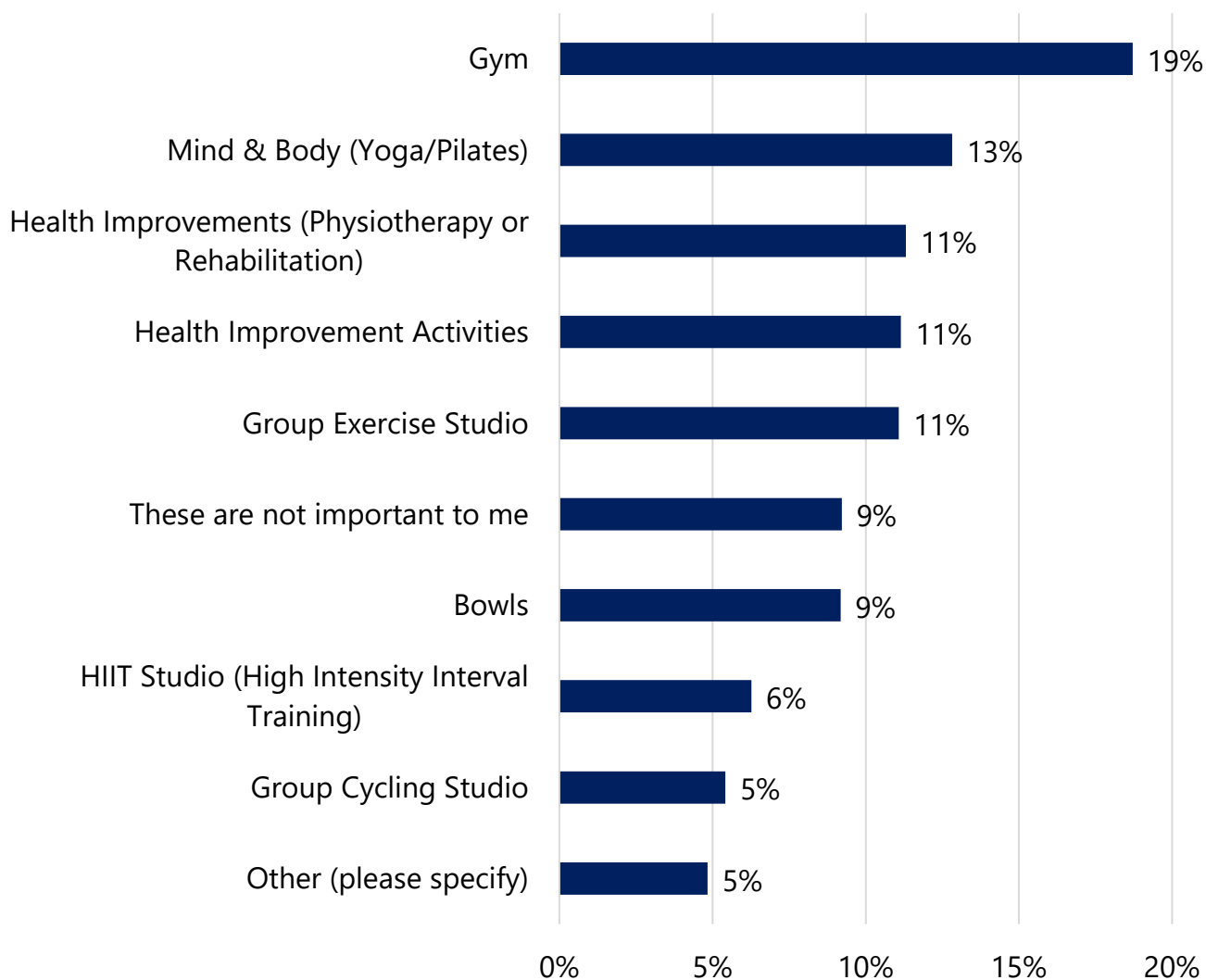
While 45% of respondents say they would want to visit more often if Carlton Leisure Centre were redeveloped, a slight majority (55%) indicate that redevelopment alone would not influence their frequency of visits.



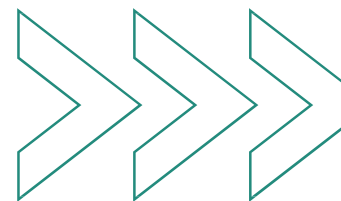
HEALTH AND WELLNESS

Which of the following would you like to see as part of the upgrade to the leisure centre?

(Participants were asked to select their top 3)



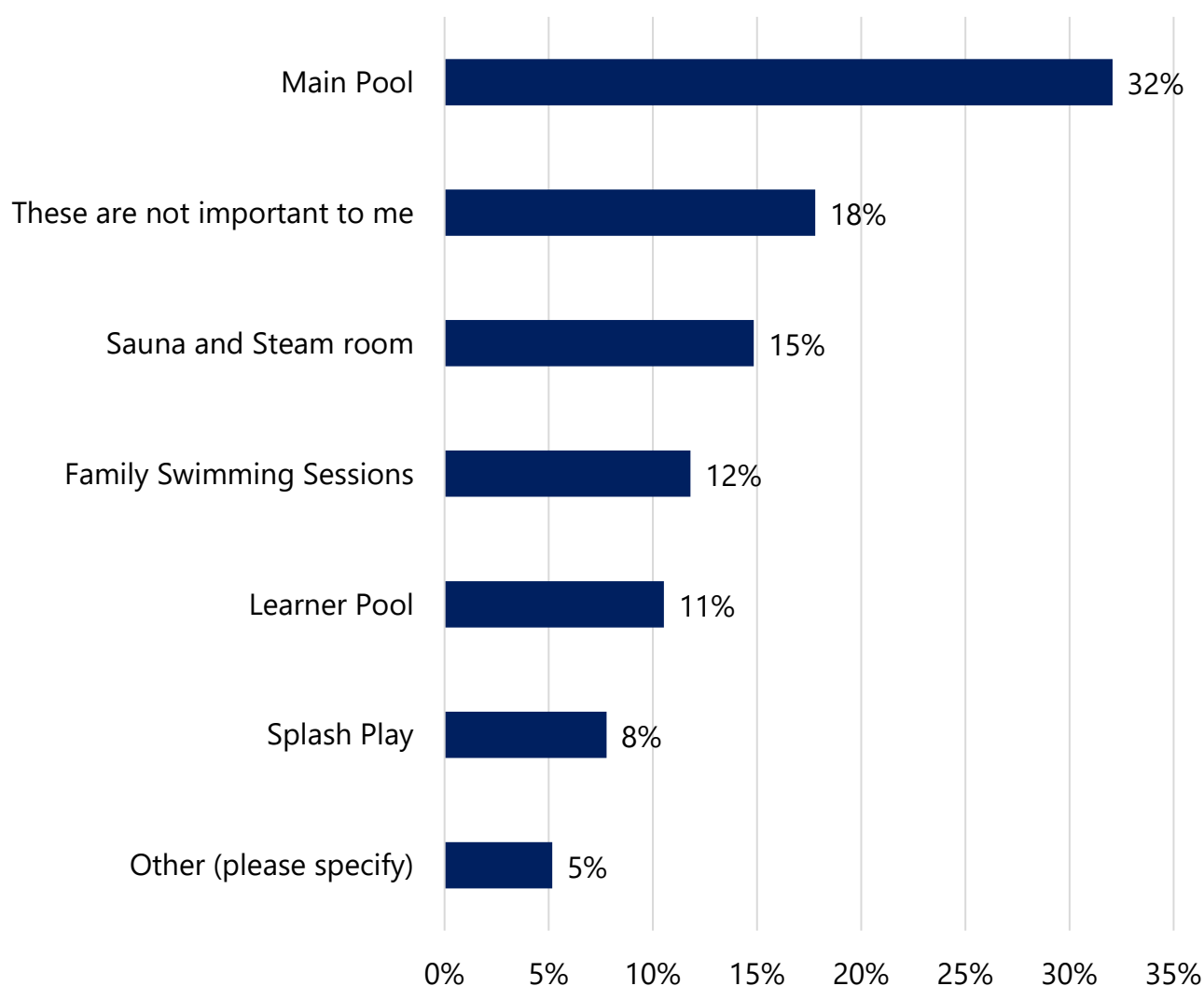
When asked to select their top three priorities for a redeveloped leisure centre, respondents most frequently chose the gym, followed by mind & body activities (e.g. yoga, Pilates) and health-focused services such as physiotherapy, rehabilitation and general health improvement activities. These selections highlight a strong community interest in both physical fitness and holistic wellness offerings. Traditional activities like bowls and group exercise also received notable support, while relatively few respondents indicated that none of the options were important to them.



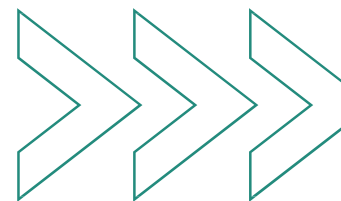
SWIMMING

Which of the following would you like to see as part of the upgrade to the leisure centre?

(Participants were asked to select their top 3)



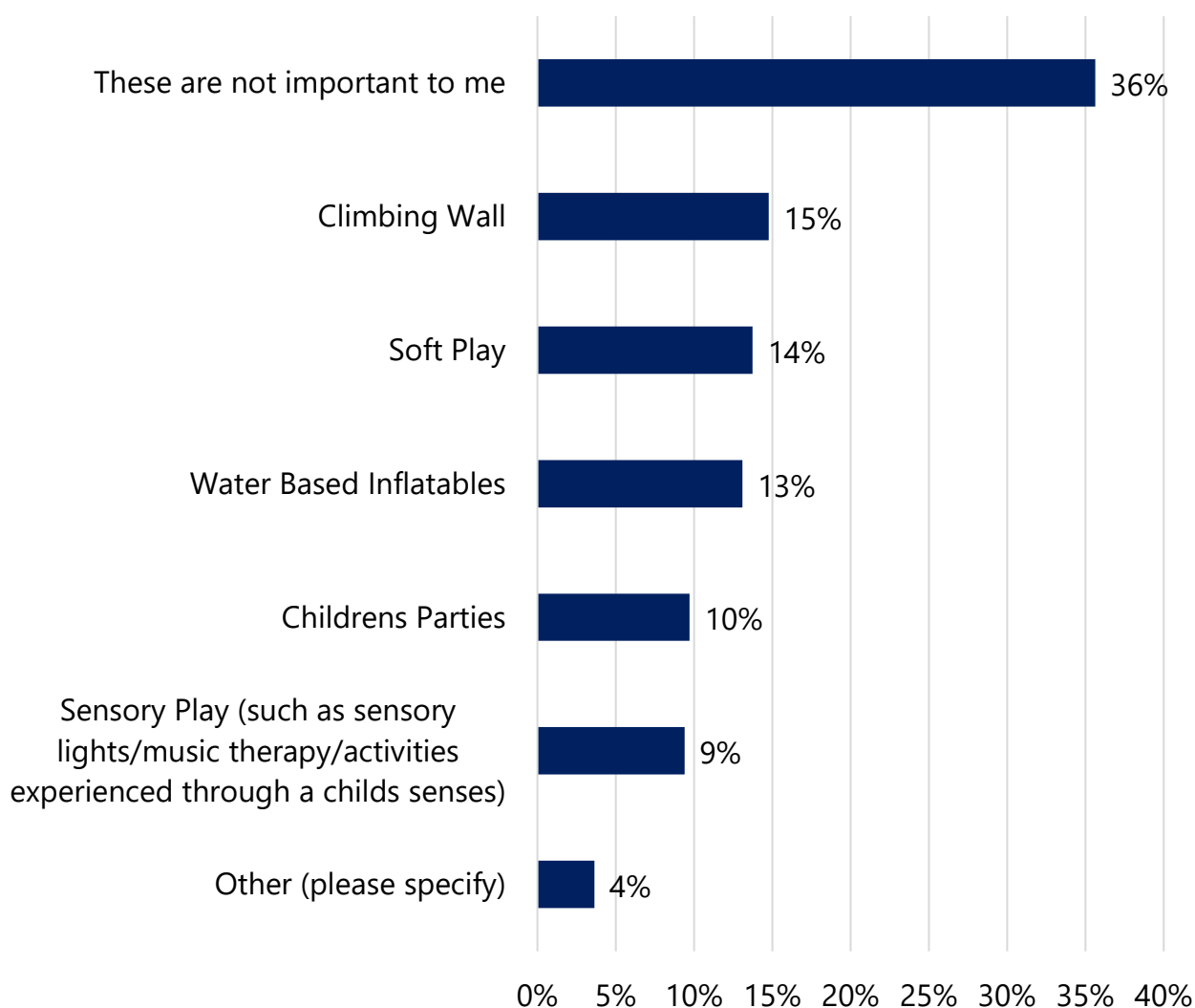
When selecting their top three swimming-related priorities for the leisure centre upgrade, respondents most frequently chose the main pool, followed by sauna and steam rooms and family swimming sessions. Learner pools and splash play received moderate interest, while nearly one-fifth of respondents indicated these swimming features were not important to them. This suggests a strong preference for core swimming facilities and wellness amenities in the upgrade.



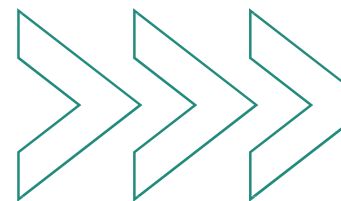
FAMILY

Which of the following would you like to see as part of the upgrade to the leisure centre?

(Participants were asked to select their top 3)



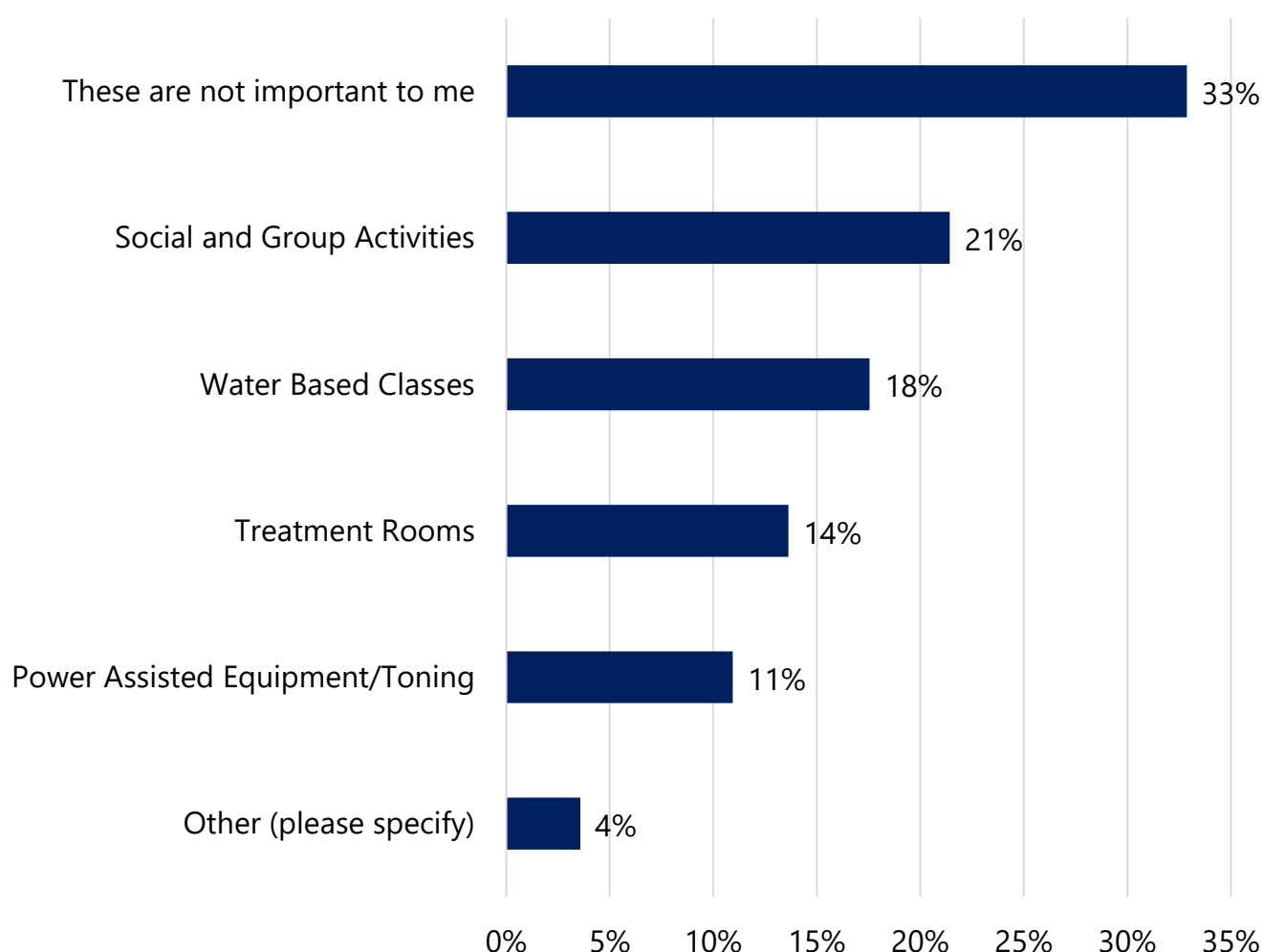
When selecting their top three family-oriented features for the leisure centre upgrade, respondents most often chose climbing walls, soft play and water-based inflatables, with children's parties and sensory play also receiving moderate interest. However, over a third indicated these features were not important to them, which may reflect that a significant portion of respondents do not have young children or family needs.



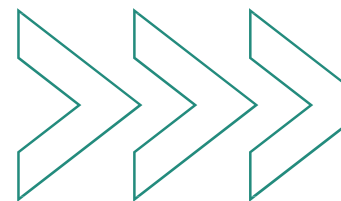
ACTIVE SENIORS

Which of the following would you like to see as part of the upgrade to the leisure centre?

(Participants were asked to select their top 3)



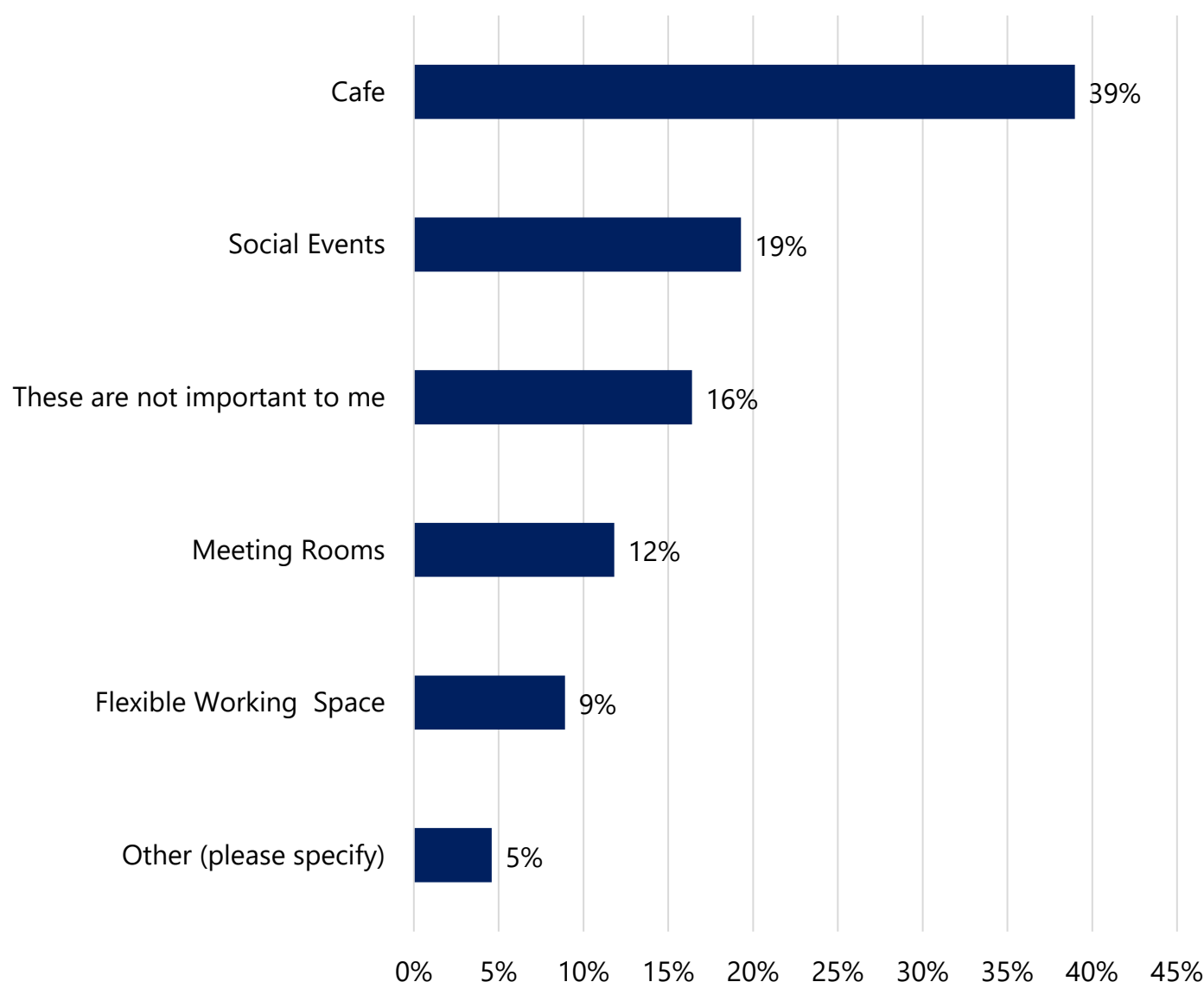
When selecting their top three priorities for the leisure centre upgrade, active seniors most frequently chose social and group activities, water-based classes and treatment rooms, with power-assisted equipment also popular. However, about one-third indicated these options were not important to them, which may suggest that some respondents did not identify as seniors or have senior-specific needs.



SOCIAL/COMMUNITY SPACES

Which of the following would you like to see as part of the upgrade to the leisure centre?

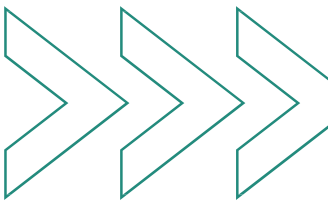
(Participants were asked to select their top 3)



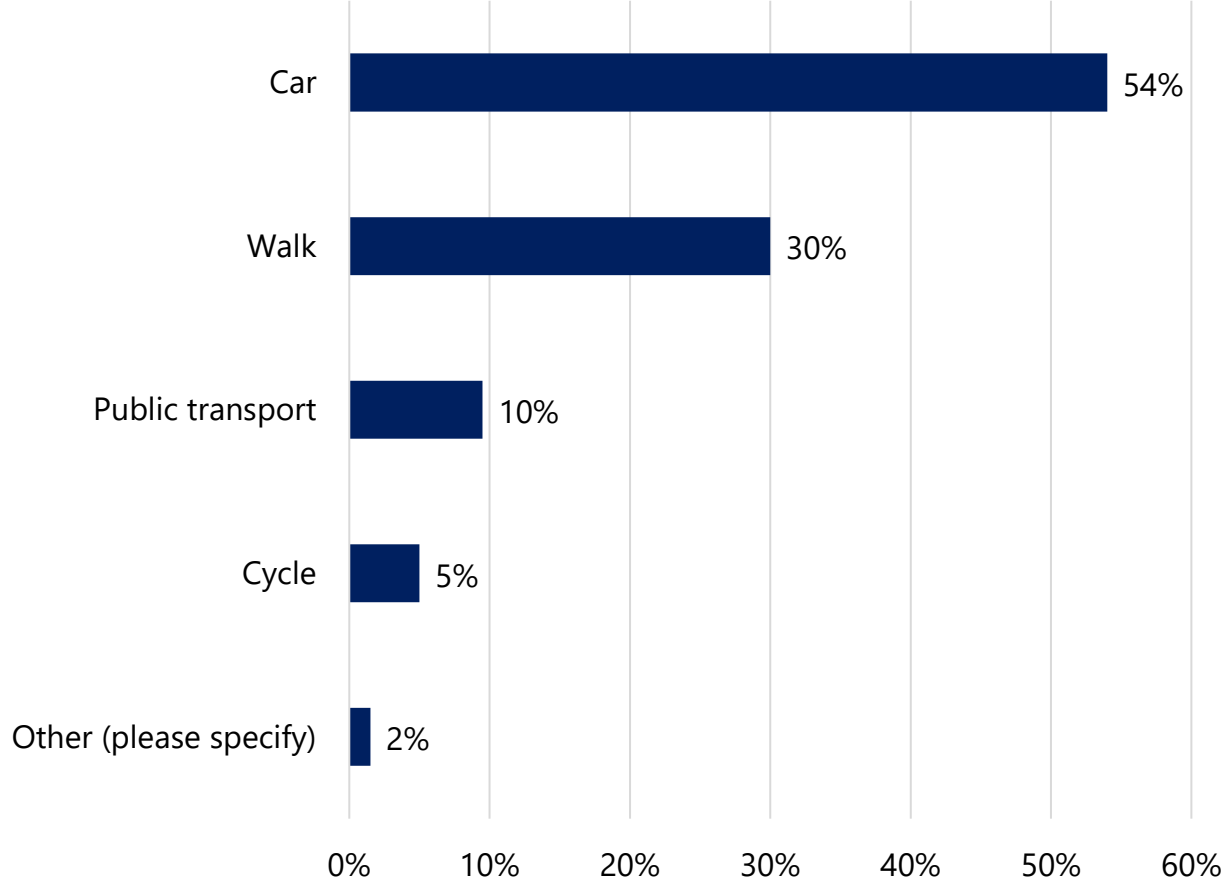
When asked to select their top three priorities for social and community spaces in the leisure centre upgrade, respondents most frequently chose a café, social events and meeting rooms. Flexible working spaces also received notable interest. However, 16% of respondents indicated these features were not important to them, suggesting that while social spaces are valued by many, they may not be a priority for all users.

4.2 Question Breakdown

Non Users

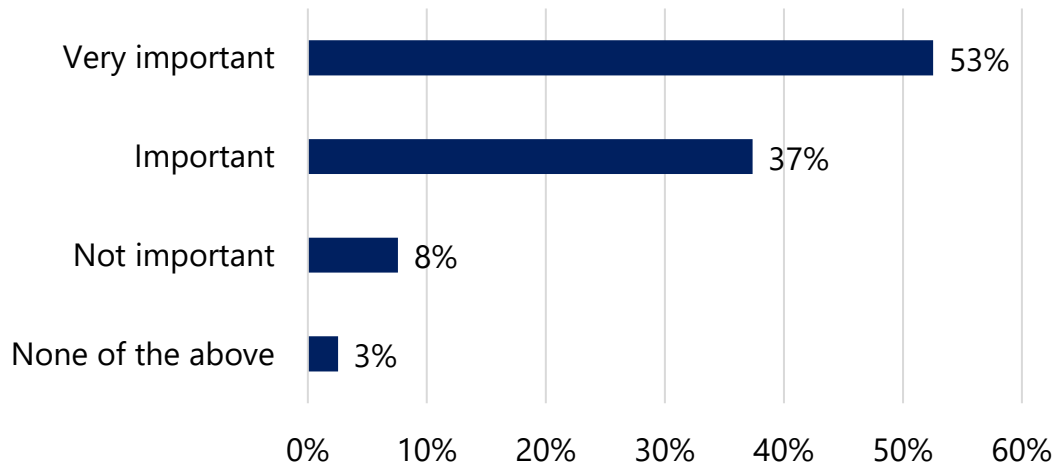


If you were to use one of Gedling Borough Council's leisure centres, how would you get there?



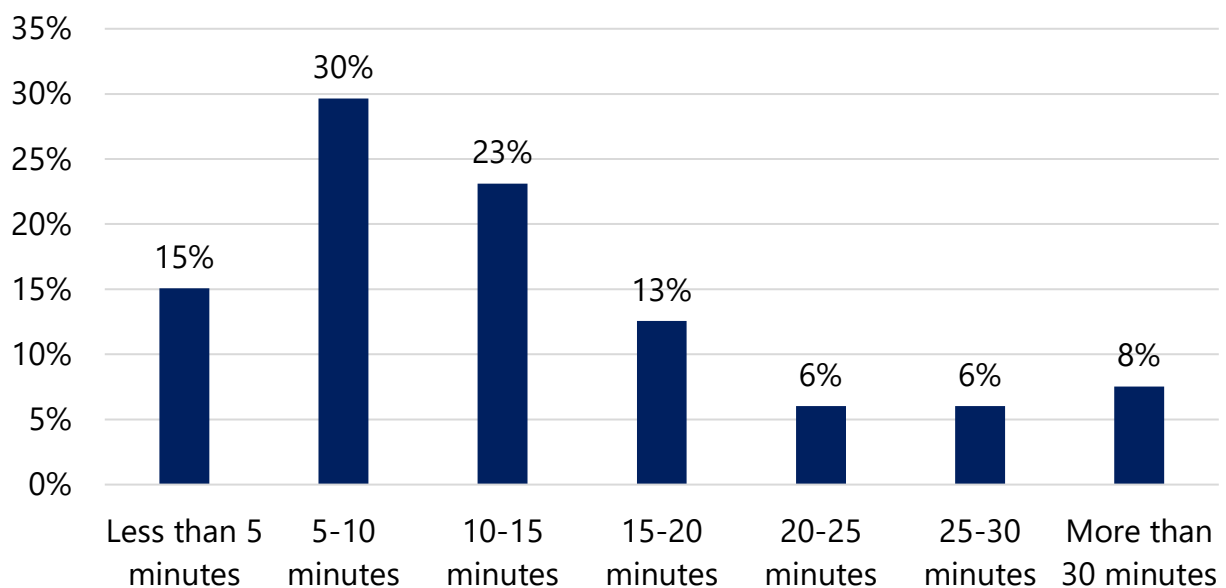
Among respondents who do not currently use Gedling Borough Council leisure centres, over half (54%) would travel by car if they were to use the facilities. Walking is the second most common mode of transport (30%), followed by public transport (10%) and cycling (5%). This highlights the importance of accessible parking and pedestrian-friendly routes for attracting new users.

How important is proximity and convenience to use leisure facilities?

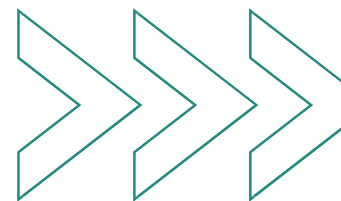


Proximity and convenience are highly valued by respondents when using leisure facilities, with 90% considering them important or very important. Only a small minority view these factors as not important or irrelevant, underscoring the need for accessible locations to encourage facility use.

How long would it take you to travel to the centre of your choice?

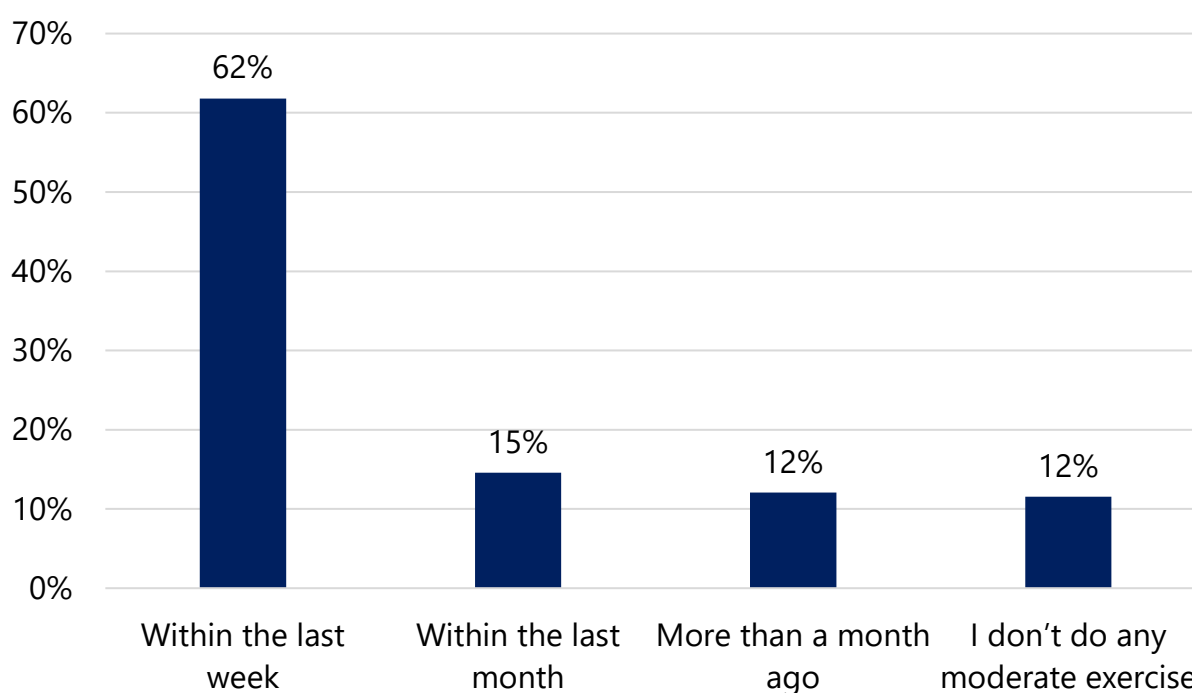


Among non-users, the majority would be willing to travel up to 15 minutes to reach their leisure centre of choice, with nearly two-thirds indicating a travel time of 15 minutes or less. However, a notable portion (around 30%) are willing to travel beyond 15 minutes, suggesting some flexibility in acceptable travel distances for leisure centre use.

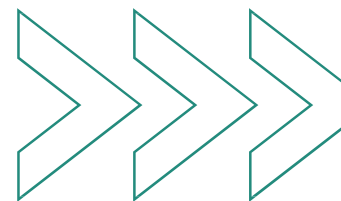


When was the last time you completed any type of moderate exercise/activity?

(Non-Users)

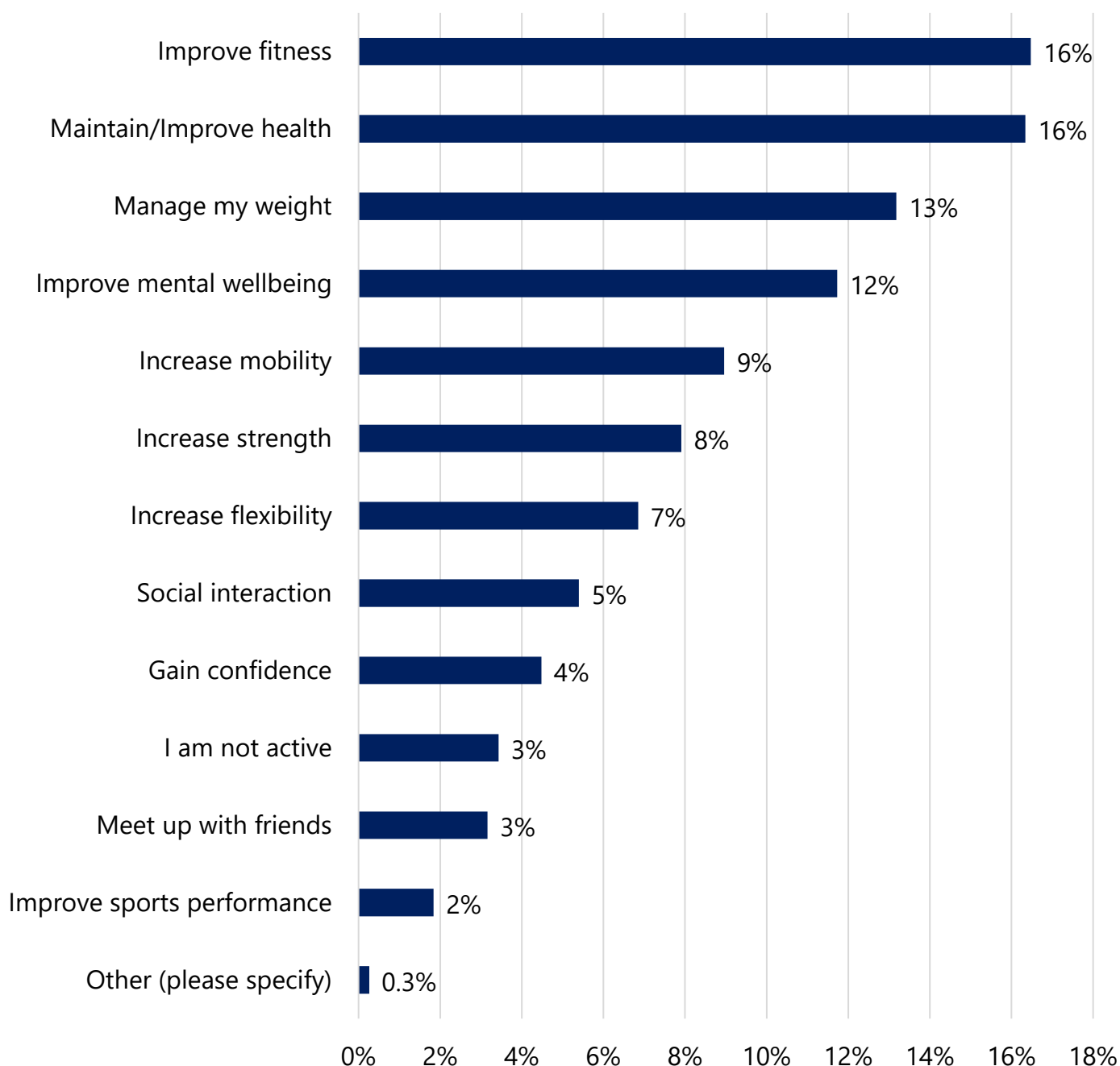


Among respondents who do not currently use Gedling Borough Council leisure centres, 62% have completed moderate exercise within the last week, indicating a majority remain active despite not using the facilities. However, 12% report not doing any moderate exercise, suggesting some inactivity within this group.

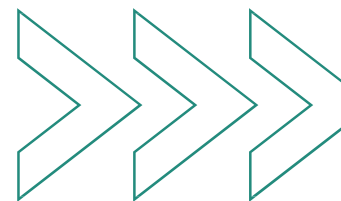


Why do you choose to exercise?

(Participants were asked to select all that apply)

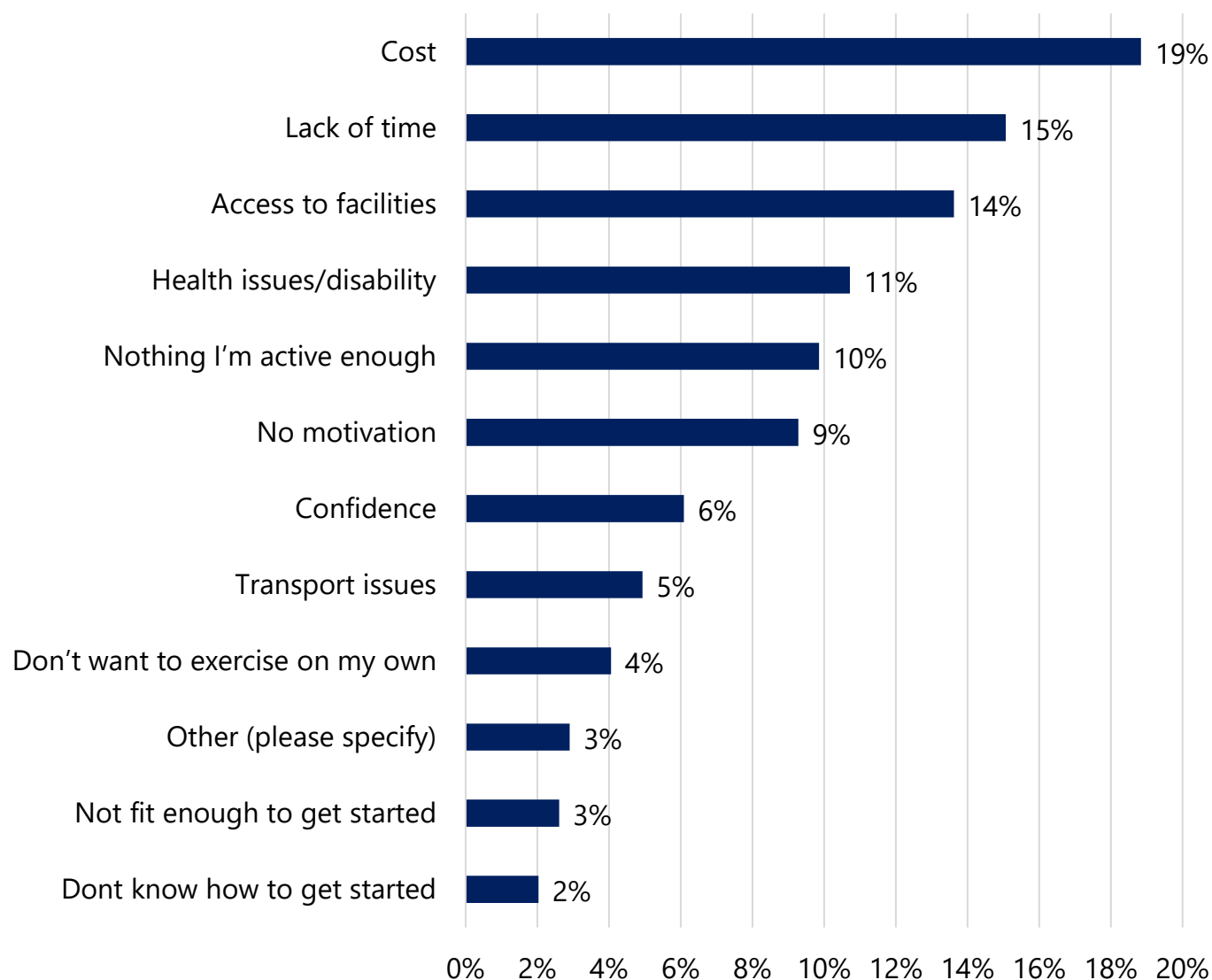


Non-users primarily exercise to maintain or improve health and fitness, with mental wellbeing and weight management also important motivators. Social reasons like meeting friends and interaction are less frequently cited, indicating a stronger focus on personal health benefits rather than social or performance goals among this group.



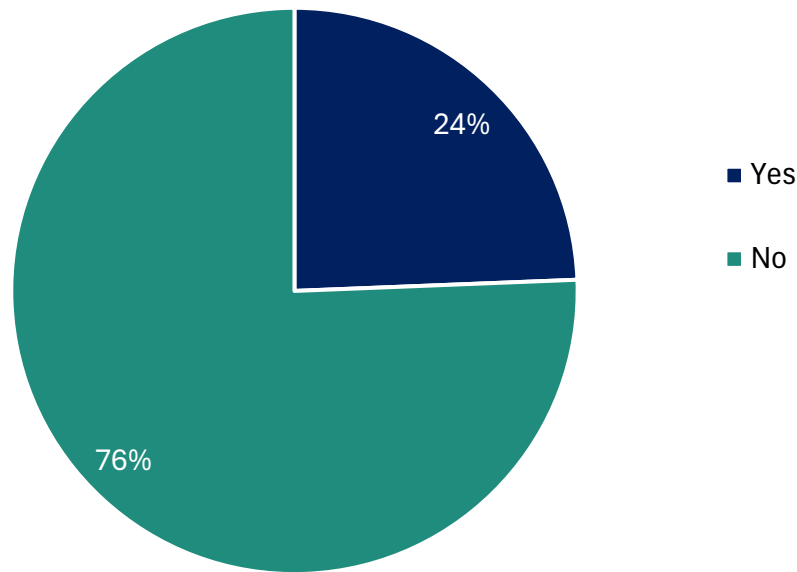
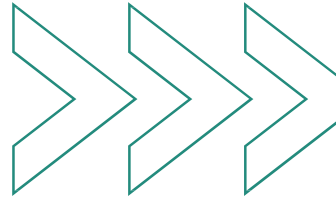
What stops you doing more exercise than you do now?

(Participants were asked to select all that apply)

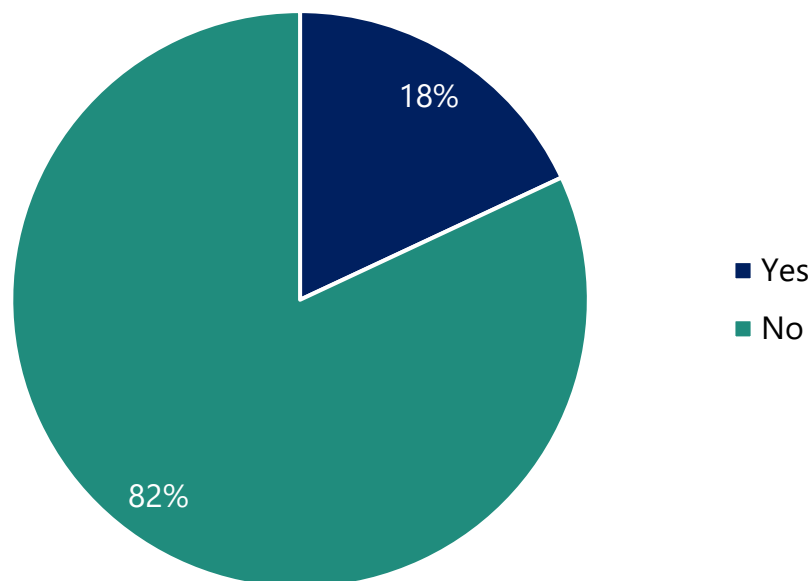


Non-users face multiple barriers to increasing their exercise levels, with cost, lack of time and access to facilities being the most common obstacles. Health issues and disabilities also present significant challenges, while confidence and motivation affect a smaller but notable portion.

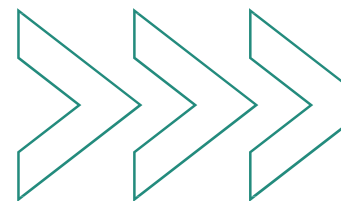
Are you currently a member or user of any other fitness or sports clubs?



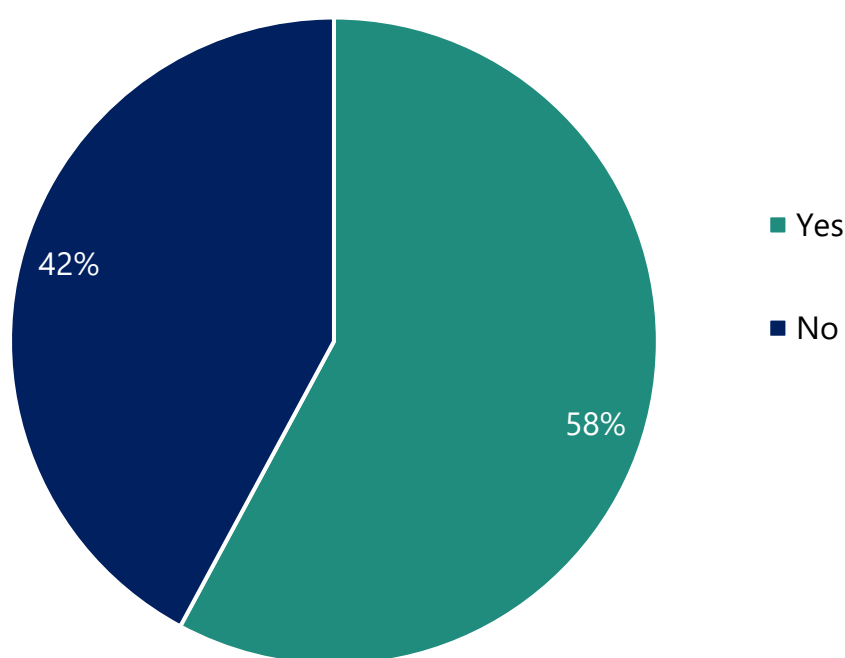
Do you attend a leisure centre on a casual basis?



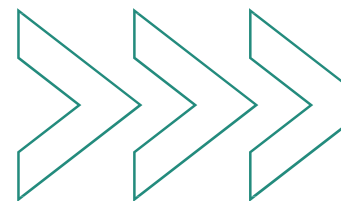
Among non-users of Gedling Borough Council leisure centres, only a quarter are members of other fitness or sports clubs and fewer than one in five attend leisure centres on a casual (pay-as-you-go) basis. This indicates that most non-users are not currently engaged with alternative fitness facilities, highlighting an opportunity to attract new users to local leisure centres.



If Carlton Forum Leisure Centre, were to be redeveloped, would you want to visit more often?



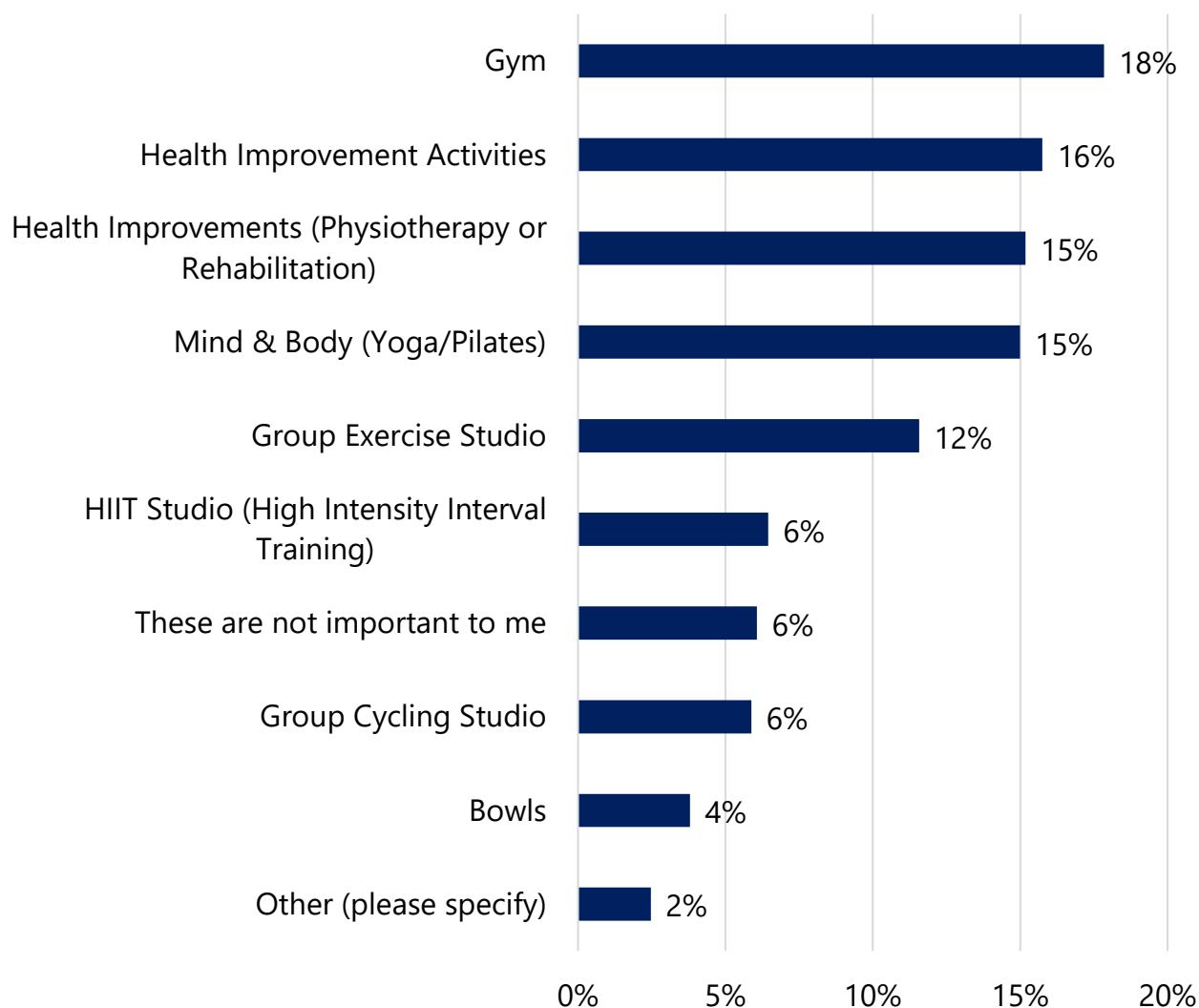
Among non-users, a majority (58%) indicated they would want to visit Carlton Forum Leisure Centre more often if it were redeveloped, suggesting that improvements could significantly increase engagement from this group. However, 42% remain unlikely to increase their visits, indicating that redevelopment alone may not address all barriers to usage.



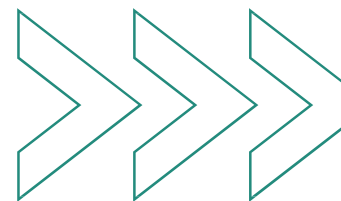
HEALTH AND WELLNESS

Which of the following would you like to see as part of the upgrade to the leisure centre?

(Participants were asked to select all that apply)
(Non-Users)



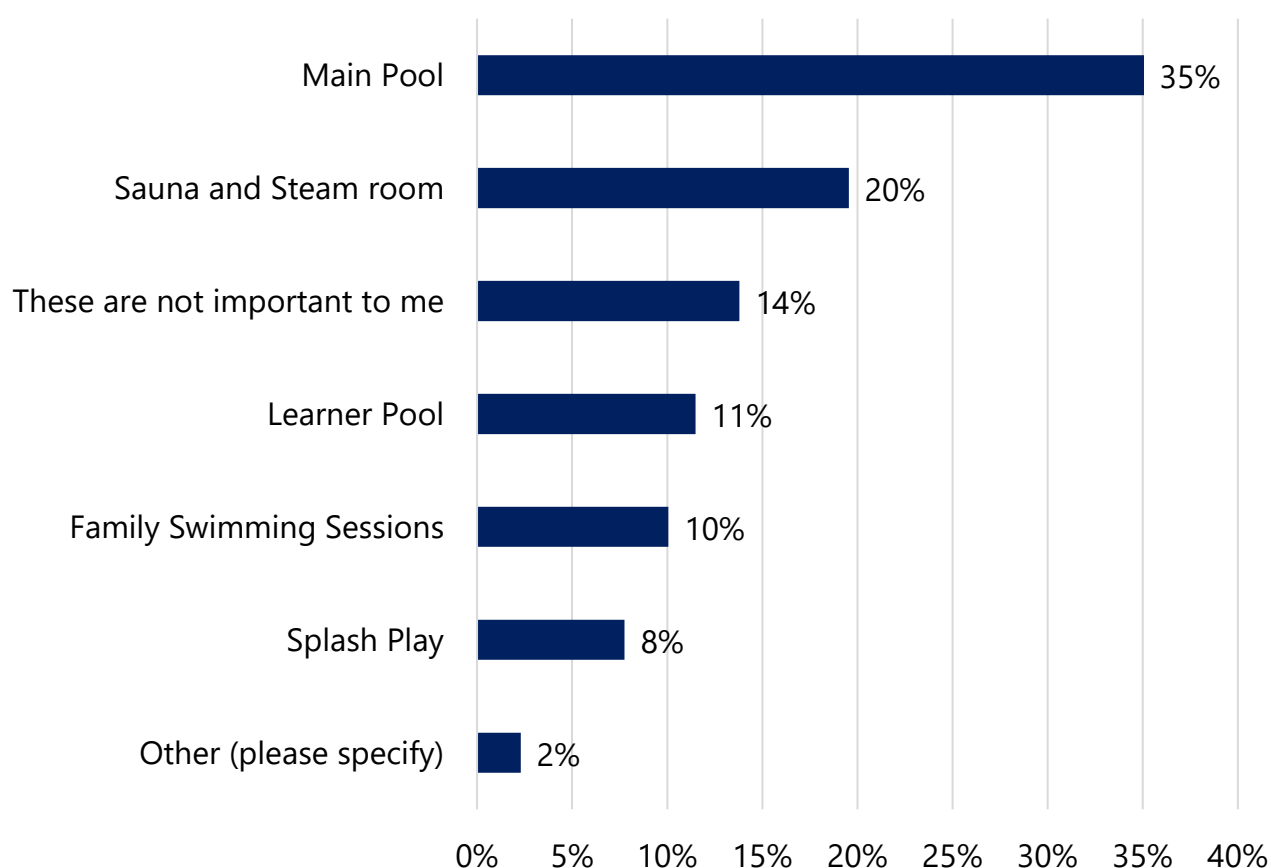
Non-users showed the strongest interest in gym facilities, followed by health improvement activities, physiotherapy or rehabilitation services and mind & body classes such as yoga and Pilates. Group exercise and high-intensity interval training (HIIT) studios also attracted moderate interest, while a small portion (6%) indicated that these options were not important to them. This suggests non-users value a mix of fitness and wellness services in potential upgrades.



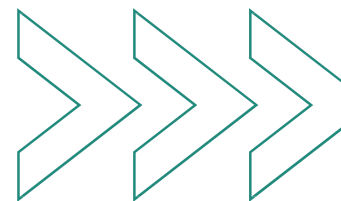
SWIMMING

Which of the following would you like to see as part of the upgrade to the leisure centre?

(Participants were asked to select all that apply)
(Non-Users)



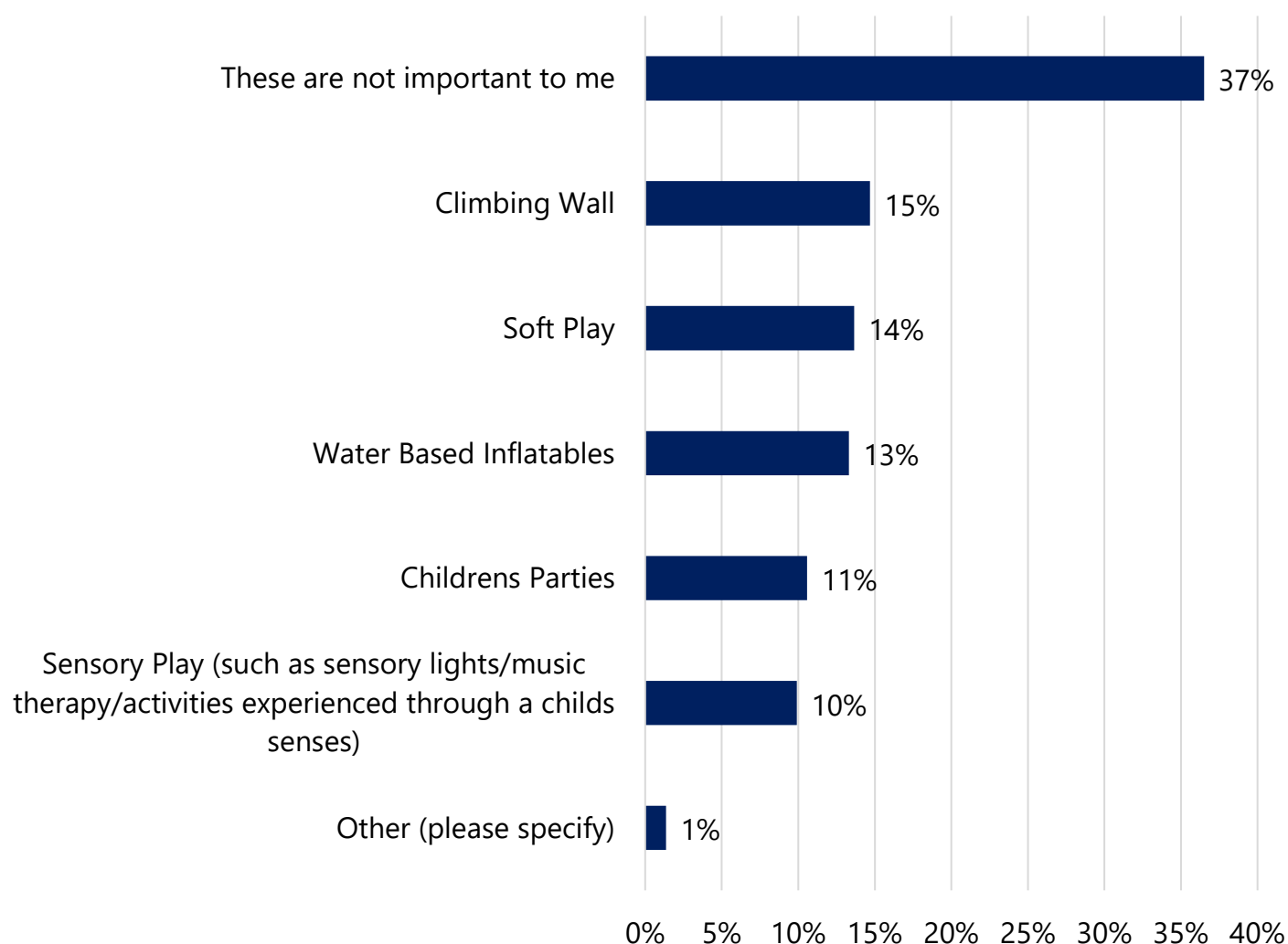
Among non-users, the main pool was the most desired swimming facility for the leisure centre upgrade, followed by sauna and steam rooms, learner pools and family swimming sessions. Splash play attracted moderate interest, while 14% of respondents indicated swimming features were not important to them. This highlights a strong preference for core swimming and wellness amenities among potential new users.



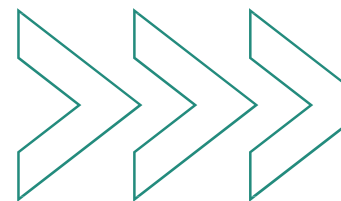
FAMILY

Which of the following would you like to see as part of the upgrade to the leisure centre?

(Participants were asked to select all that apply)
(Non-Users)



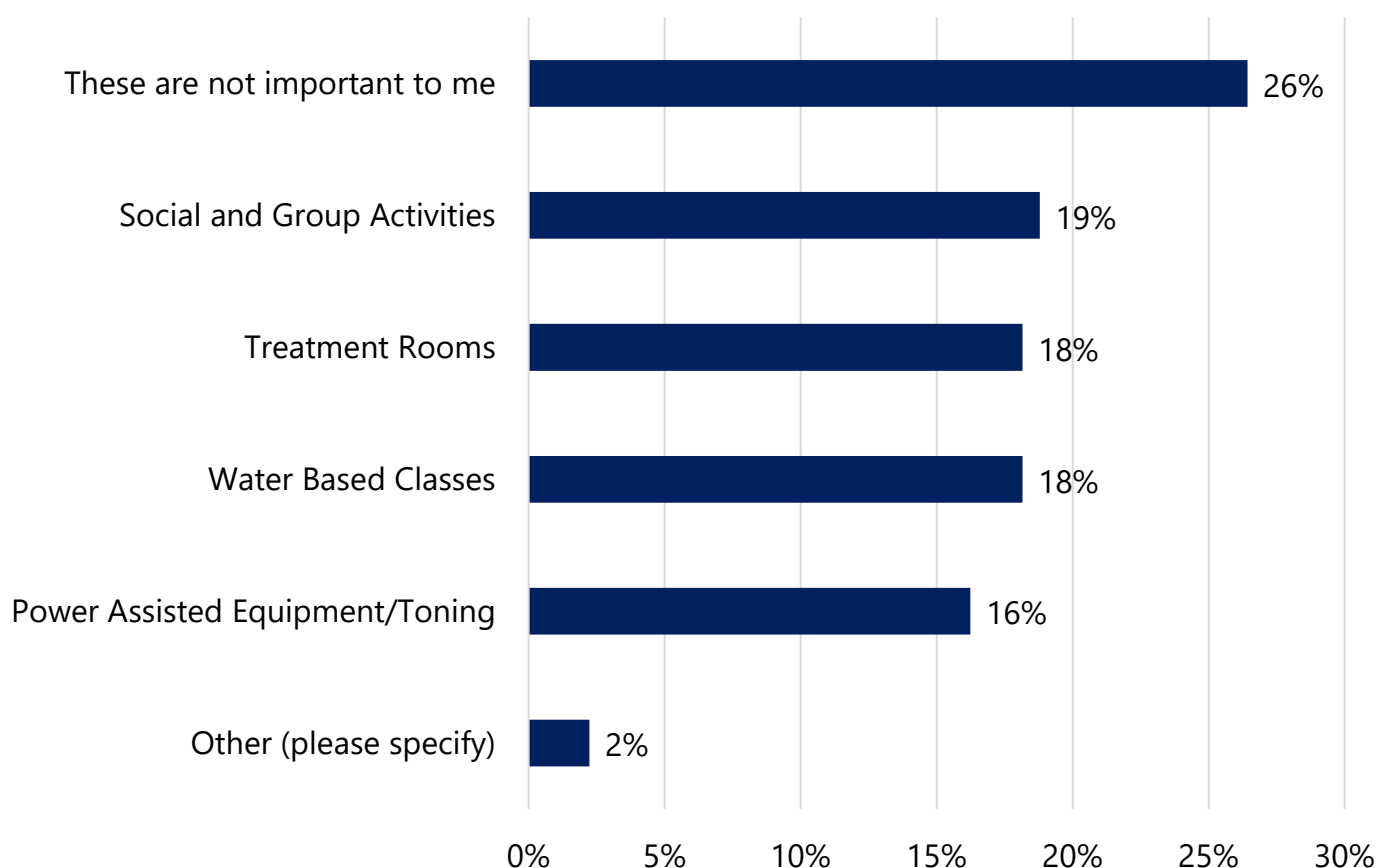
Among non-users, climbing walls, soft play and water-based inflatables were the most popular family-oriented features desired in the leisure centre upgrade. Children's parties and sensory play also attracted interest. However, over one-third of respondents indicated these family features were not important to them, which may reflect that many non-users do not have young children or family-focused needs.



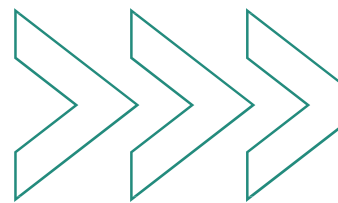
ACTIVE SENIORS

Which of the following would you like to see as part of the upgrade to the leisure centre?

(Participants were asked to select all that apply)
(Non-Users)



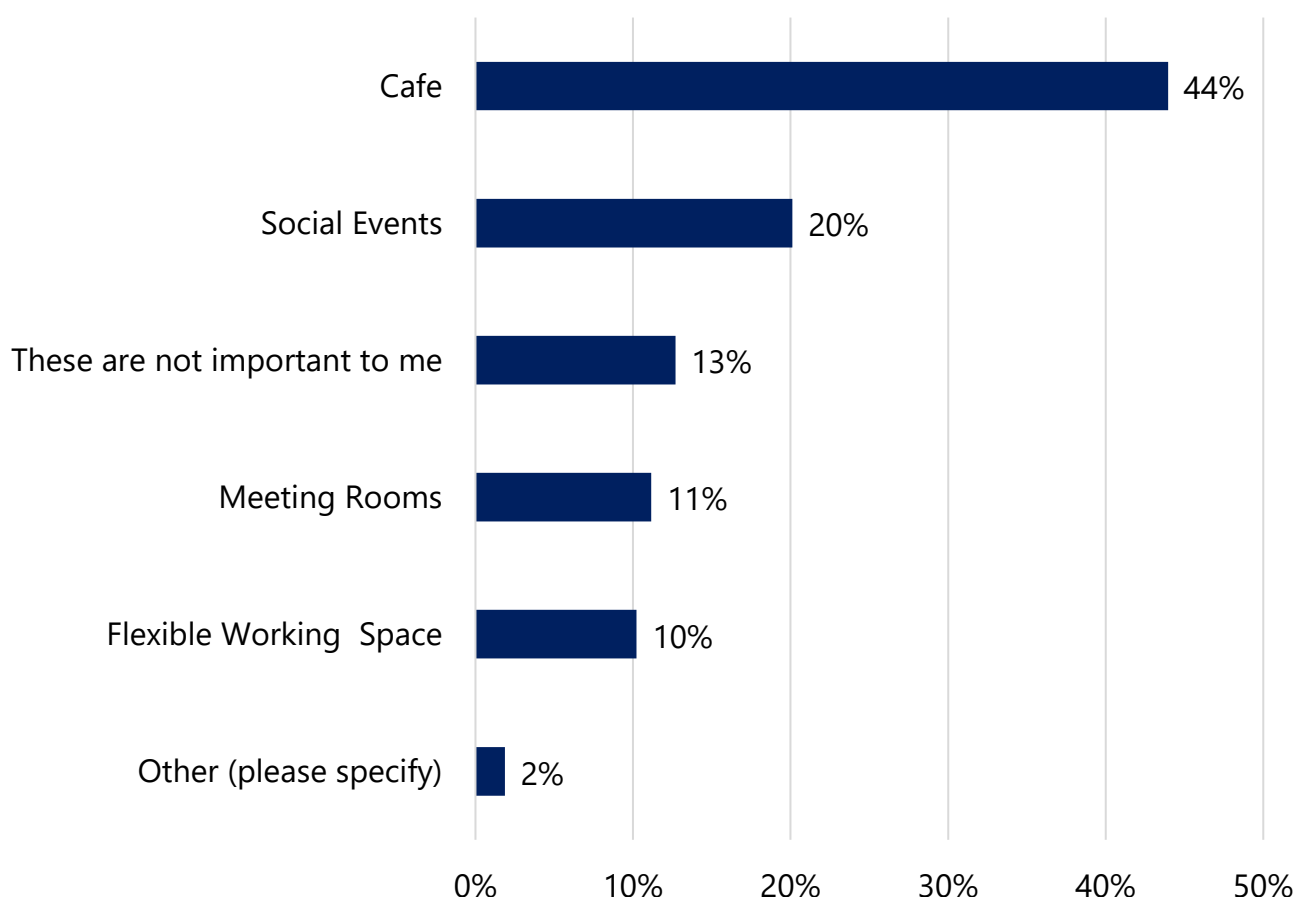
Active seniors among non-users expressed the greatest interest in social and group activities, water-based classes and treatment rooms, with power-assisted equipment also valued. However, about a quarter indicated these options were not important to them, possibly reflecting differing needs or that some respondents may not identify as seniors.



SOCIAL/COMMUNITY SPACES

Which of the following would you like to see as part of the upgrade to the leisure centre?

(Participants were asked to select all that apply)
(Non-Users)



Among non-users, the café was the most desired social/community space in the leisure centre upgrade, followed by social events and meeting rooms. Flexible working spaces also attracted some interest, while 13% indicated these features were not important to them. This suggests that social and communal areas could play a key role in attracting new visitors.

5 Appendix - Open Responses

USERS - What facilities do you use currently?
Other (please specify)



Top 3 Trends:

Bar/Bar-related facilities – 42%

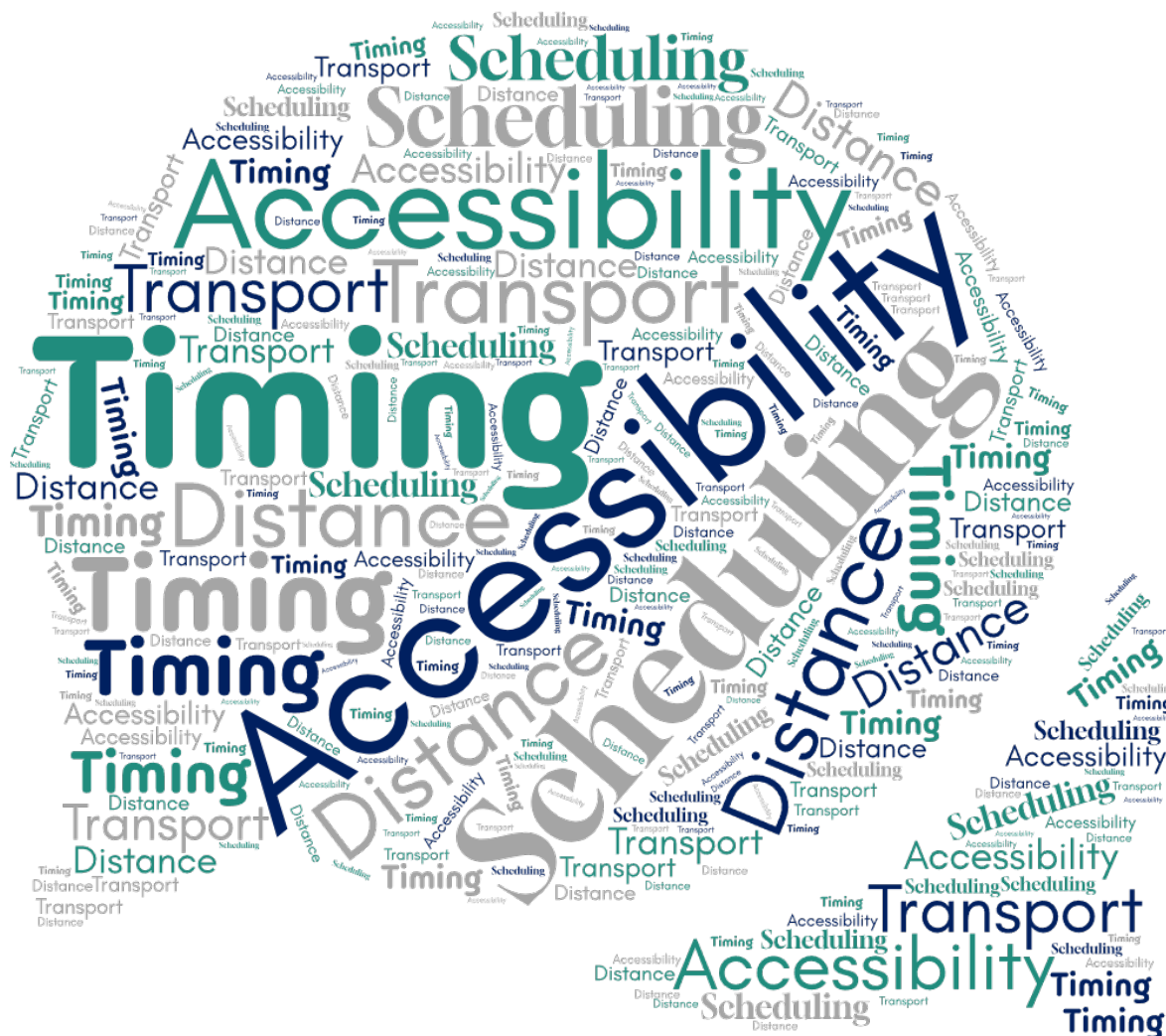
Theatre/Cinema – 14%

Snooker/Pool/Table games – 9%

Open Responses

USERS - Is there anything that prevents you from accessing the facilities?

Other – (please specify)



Top 3 Trends:

Accessibility (including disability parking, changing/toilet facilities, lift access and steep entrances) – 23%

Timing/Scheduling Issues (session times, opening hours, crowding, overbooking) – 20%

Transport and Distance (public transport, location, walking distance) – 15%

Open Responses

USERS - What stops you doing more exercise than you do now?
Other (please specify)

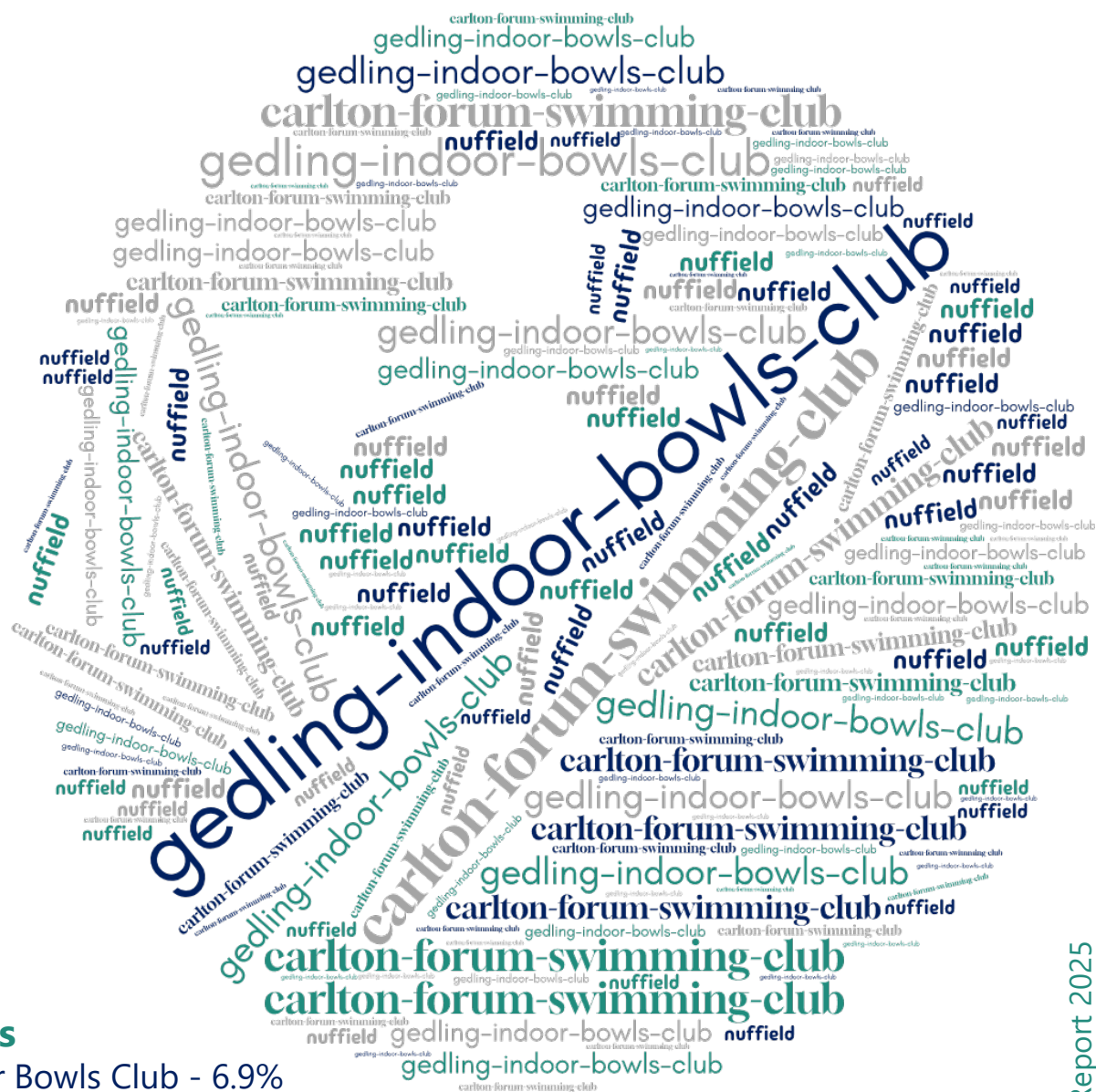


Top 3 Trends:

- Class Availability & Scheduling (timing, full sessions, not enough variety) – 20%
- Personal Health or Caring Responsibilities (injury, illness, pregnancy, caring for others) – 18%
- Work/Other Commitments (work hours, school, life responsibilities) – 16%

Open Responses

USERS - Are you currently a member or user of any other fitness or sports clubs? (If Yes) Which ones?



Top 3 Trends

Gedling Indoor Bowls Club - 6.9%
Carlton Forum Swimming Club - 4.5%
Nuffield Health/Gym – 4%

Here are the Top 3 most frequently mentioned categories, grouped more generally:

Bowls clubs – 24%
Gym providers – 10%
Swimming clubs – 6%

USERS - Please explain why a refurbishment would not make you want to attend the leisure centre more often. (Breakdown of the three most prevalent themes)

Top 3 trends

1. Distance/Location Concerns - Preference for Calverton

Approximately 65-70% of responses

The overwhelming majority of respondents express that Carlton is "too far away" and prefer to use Calverton Leisure Centre instead. Key phrases include:

- "Too far to travel" / "Too far away"
- "I live in Calverton" / "Calverton is my local leisure centre"
- "I can walk to Calverton" / "Calverton is on my doorstep"
- Concerns about travel time, fuel costs and environmental impact
- Lack of direct public transport from Calverton to Carlton

2. Demand for Investment in Calverton Instead of Carlton

Approximately 40-45% of responses

Many respondents explicitly call for refurbishment of Calverton Leisure Centre rather than Carlton:

- "Calverton needs refurbishment/investment"
- "Why not invest in Calverton instead?"
- "Calverton has been neglected/forgotten by the council"
- References to Calverton's growing population due to new housing developments
- Complaints that Carlton has already received significant investment

USERS - Please explain why a refurbishment would not make you want to attend the leisure centre more often. (Breakdown of the three most prevalent themes continued)

Top 3 trends continued

3. Concerns About Bowling Facilities (Richard Herrod Centre)

Approximately 15-20% of responses

A significant subset of responses focus on preserving the indoor bowling facilities:

- Concerns about reducing from 6 rinks to 3 rinks
- Impact on competitive leagues and tournaments
- Importance for elderly residents' social interaction and mental health
- Disability bowling considerations
- References to the facility being adequate as it currently stands

Open Responses

USERS - HEALTH AND WELLNESS: Which of the following would you like to see as part of the upgrade to the leisure centre?

Other – (Please specify)

Top 3 Priorities - Health and Wellness upgrade

1. Upgrade / Redevelopment of Calverton Leisure Centre

Mentioned in approx. 74 responses (30% of total responses)

- Many respondents explicitly said they do not use Carlton and feel Calverton is being overlooked.
- Requests ranged from refurbished showers, improved changing rooms, a larger pool and expanded facilities.
- Frustration about perceived unfair investment in Carlton was common.

2. Social Spaces: Café, Bar, and Function Room

Mentioned in approx. 29 responses (12% of total responses)

A strong desire for spaces to socialise before or after activities.

Requests included:

- Bar / sports bar
- Coffee area/café
- Social hub or lounge seating.
- Function room for events.

3. Wellness Facilities: Sauna, Steam, Spa

Mentioned in approx. 16 responses (6.5% of total responses)

Multiple calls for spa-style facilities to support relaxation and recovery.

Specific requests included:

- Sauna and steam rooms
- Spa area
- Warmer pool options for therapeutic use

Open Responses

USERS - **SWIMMING:** Which of the following would you like to see as part of the upgrade to the leisure centre?

Other (please specify)

Top 3 Priorities – Swimming Facility Upgrade

1. Upgrade & Investment in Calverton Pool

Mentioned in ~56 responses (Approx. 41% of total)

Strong and repeated emphasis on refurbishing Calverton, including:

- General upgrades
- Shower and changing room improvements
- Pool temperature and cleanliness
- Frustration over perceived neglect compared to Carlton

2. Improved Changing & Shower Facilities

Mentioned in ~21 responses (Approx. 15% of total)

Many called out poor changing spaces, hygiene concerns and the need for:

- Accessible changing rooms
- Family- and disability-friendly spaces
- More showers and better layouts

3. Spectator Seating & Support for Swimming Clubs

Mentioned in ~13 responses (Approx. 10% of total)

Emphasis on the need for:

- Poolside viewing areas
- Space for galas and competitions
- Support for local swimming clubs, especially those producing elite athletes

Open Responses

USERS - **FAMILY**: Which of the following would you like to see as part of the upgrade to the leisure centre?

Other (please specify)

Top 3 Priorities – Family Use in the Upgrade

1. Upgrades & Investment in Calverton

Mentioned in ~37 responses (Approx. 41% of total)

A clear majority expressed a desire to see Calverton prioritised, especially for local, family-oriented access.

Common suggestions:

- General upgrades
- Accessibility and equipment improvements
- Preference for investment in Calverton over Carlton

2. Café / Social Area / Family Hub

Mentioned in ~8 responses (Approx. 9% of total)

Many respondents want a café or space to relax and socialise as part of a family visit.

Mentions included:

- Café for refreshments
- Community/family lounge areas
- Social interaction space around the leisure offer

3. Leisure/Soft Play Features (Slides, Inflatables, Soft Play)

Mentioned in ~7 responses (Approx. 8% of total)

Requests focused on family-friendly fun:

- Pool slides and water inflatables
- Dedicated soft play areas (including for disabled young adults)
- More interactive features for children

Open Responses

USERS - **ACTIVE SENIORS:** Which of the following would you like to see as part of the upgrade to the leisure centre?

Other (please specify)

Top 3 Priorities – Active Seniors in the Upgrade

1. Indoor Bowls Facilities (and Investment in Bowls)

Mentioned in ~33 responses (Approx. 44% of total)

Bowls was the most frequently mentioned priority—both for maintaining and upgrading current facilities.

Comments highlighted:

- The need for at least 6 rinks (some asked for 8)
- Support for competitions and disability access
- The social and physical benefits of bowls for older people

2. Calverton Investment Over Carlton

Mentioned in ~27 responses (Approx. 36% of total)

Many respondents said they only use Calverton and want it upgraded—not Carlton.

Themes included:

- Keeping Calverton local, accessible and walkable
- Avoiding money being spent elsewhere
- Requests for more aqua and exercise classes at Calverton

3. Accessible Facilities (e.g. disability-friendly changing, social areas)

Mentioned in ~6 responses (Approx. 8% of total)

There was clear interest in access improvements and age-friendly upgrades, including:

- Showers with hoists
- Accessible changing and pool entry
- Social interaction spaces like cafés or bars

Open Responses

USERS - SOCIAL/COMMUNITY SPACES: Which of the following would you like to see as part of the upgrade to the leisure centre?

Other (please specify)

Top 3 Priorities – Social/Community Space Users in the Upgrade

1. Bar and Social Area

Mentioned in ~44 responses (Approx. 46% of total)

The overwhelming theme was the desire to retain or create a bar and social hub.

Variations included:

- Bar area for drinks and relaxation
- Bar with games like darts/snooker
- Bar as a central point for family and community meetups
- Function room/bar combo for events

2. Investment in Calverton, not Carlton

Mentioned in ~30 responses (Approx. 32% of total)

Many respondents emphasized they only use Calverton and want resources focused there.

Themes included:

- Calverton lacking a café or bar
- Wanting walkable access and local provision
- Opposition to upgrading Carlton over Calverton

3. Café, Food, and Refreshment Spaces

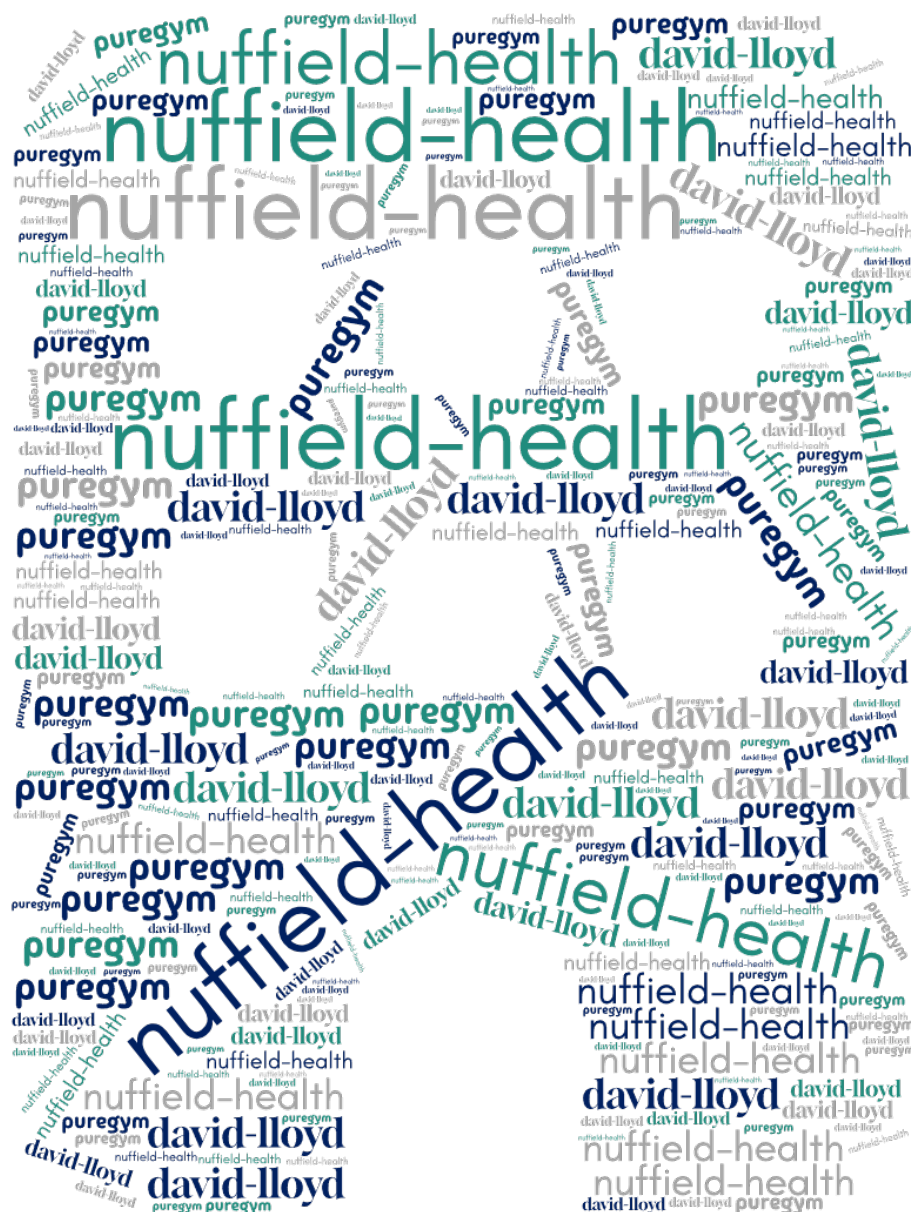
Mentioned in ~12 responses (Approx. 13% of total)

Requests for café spaces included:

- Healthy food options
- A place to relax post-exercise
- Spaces to gather with friends and family

Open Responses

NON-USERS - Are you currently a member or user of any other fitness or sports clubs? (If Yes) Which ones?



Top 3 Trends:

Nuffield Health – 15%

David Lloyd – 6%

PureGym – 6%

Open Responses

NON-USERS - What type of support or arrangements would help you transition smoothly to using alternative leisure facilities?

Top 3 trends

1. Affordability and Flexible Payment Options

Mentioned in ~ 32 responses (Approx 23% of total)

Many respondents raised concerns about cost as a barrier to participation, particularly among older residents, people with health conditions, or those no longer working. There was a strong desire for flexible, low-cost access.

Common suggestions included:

- Pay-as-you-go options rather than monthly memberships
- Free or discounted sessions for older adults (e.g. over 60s or 70s)
- Concessions for people with health conditions or disabilities
- Financial help to encourage uptake (especially post-pandemic)

2. Accessibility and Transport

Mentioned in ~ 28 responses (Approx. 20% of total)

Geography and public transport availability were key barriers. This was especially common for residents in villages like Bestwood or Calverton, who noted that local centres are either too far or poorly served by public transport.

Frequent needs included:

- Improved public transport links to centres
- Free or easier parking
- A centre in the north of the borough
- Accessible buildings and changing spaces for disabled people
- Later session times for working-age older

Open Responses

NON-USERS - What type of support or arrangements would help you transition smoothly to using alternative leisure facilities?

Top 3 continued

3. Clean, Modern, and Inclusive Facilities

Mentioned in ~ 26 responses (Approx 18.5% of total)

Respondents highlighted the importance of the physical environment — noting that unclean or outdated facilities put them off. Some had stopped using existing centres for this reason. There was also a strong emphasis on inclusivity and feeling comfortable, particularly among disabled users and trans people.

Key points raised included:

- Cleanliness of changing rooms and pools
- Good-quality, modern facilities with appropriate equipment
- Inclusive, respectful spaces for disabled people, women, and trans individuals
- Safer and more welcoming environments for older people

Open Responses

NON-USERS - Please explain why a refurbishment would not make you want to attend the leisure centre more often.

Top 3 trends

1. Location: “Too far away” or “Not my local centre” – 49%

Key message: Nearly half of respondents said Carlton Forum is not convenient for them due to distance or locality. Many referenced living in Arnold, Calverton, Bestwood, or other areas that are poorly connected or simply closer to other centres.

2. Not Interested/No Need for a Leisure Centre – 25%

Key message: A quarter of respondents said they had no interest in using a leisure centre at all — either due to lifestyle choices (e.g. outdoor exercise), age, or personal preferences.

3. Cost or Accessibility Barriers - 16%

Key message: Financial concerns, health limitations, transport access, and exclusion (especially for disabled users and those on low income) were common themes that would prevent increased usage even if the site was refurbished.