

Corporate Research

Coventry Sports and Leisure Report

Analysing membership data and information from the Sports and Leisure Survey 2012

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1. Executive Summary

Activity and health

- The city has slightly higher levels of obesity (26%) and inactivity (53%) compared to national levels (24% and 48% respectively).
- The North, North East and Eastern areas of the city have hotspots with high levels of both adult and child obesity and low levels of physical activity participation, which are closely linked to deprivation.
- Half as many females in the city take part in regular activity (30 minutes, three times a week) than males, 15% compared to 31% of males.
- Although Coventry residents are less likely to take part in any sports or physical activity (53%), those that do are more likely to take part in regular activity (30 minutes three times a week, 23%) when compared nationally, possibly due to its young population.

Participation

- Findings from the Active People Survey show that gym and keep fit, football, swimming, athletics and cycling are sport activities with the highest levels of participation in Coventry. Further breakdown by the Sport and Leisure Survey identifies swimming, gym, walking/ hiking, running/ jogging, cycling (incl mountain biking, BMX), dance exercise (Zumba/ Salsa/ Bokwa), football (incl 5-a-side) and sauna/ steam/ jacuzzi/ spa as sports and leisure activities that also have high levels of participation.
- Swimming and gym activities attracted participants from all backgrounds. Running and jogging appeals to younger age groups, whereas walking and hiking appeals to older age groups. Football was predominantly a male sport and dance exercises appealed to female respondents.

Sports and Leisure Centre Provision

- Coventry Sports and Leisure Centre, Xcel Leisure Centre and Alan Higgs Centre are the most used Coventry Sports Foundation and Coventry Sports Trust centres, with 975,386, 642,165 and 455,111 visits in 2011/12.
- Although participation rates are generally lower in deprived areas of the city, a high number of members of Coventry Sports Trust and Coventry Sport Foundation members come from lower income and social housing households.
- Just under half of Foleshill Sports and Leisure Centre users and just over a third of Coventry Sports and Leisure Centre users only use that facility for their sport and leisure centre needs.
- Xcel Leisure Centre and Alan Higgs Centre had the highest number of respondents satisfied with the centre. Coventry Sports and Leisure Centre and Foleshill Sports and Leisure Centre (older facilities in the city) had the highest proportion of respondents who were unsatisfied with the centre (lack of cleanliness was identified as a reason for some respondents no longer using these facilities).
- Cleanliness of changing rooms/toilets, friendliness of staff, enjoyment of the activity, feeling safe and secure, cost and being in a comfortable environment were factors which were most important to respondents when choosing a sports and leisure centre.

Increasing Participation and Future Provision

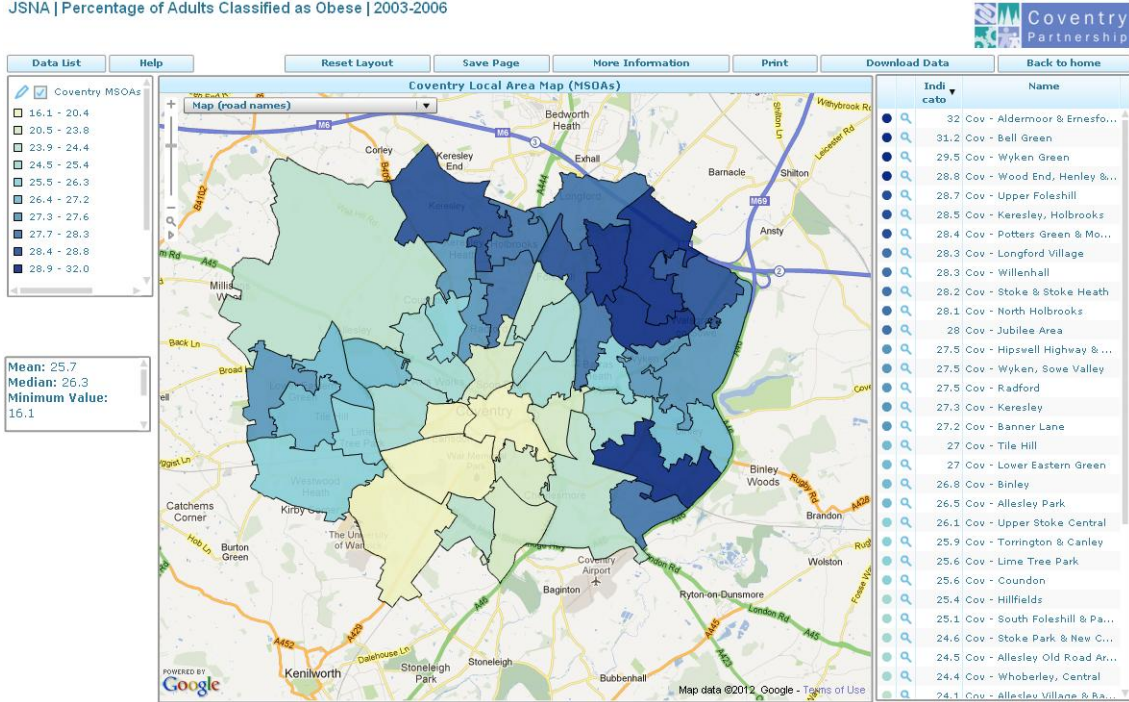
- 84% of Coventry Sport and Leisure Survey respondents were interested in taking part in a new sports and leisure activity, with younger age groups being more open to taking part in new activities.
- Not only do more people take part in swimming activities, but it is also the activity which most current non-participants would be interested taking up (with a swimming pool being the most requested facility). The Active People survey supports these findings with 52.9% of residents wanting to do more sport, with 7.9% wanting to do more swimming.
- The high levels of demand for swimming in addition to the fact it appeals to the majority of people suggests that improving swimming facilities in the city is the easiest way of increasing both the number of people who are active and the frequency of participation. This research also identified a larger demand for a swimming pool provision in the east of the city.
- The survey also identified the need for increasing the availability of activities for children and young people and children's gym facilities (with young people being more open to taking part in new activities)
- The Active People survey identifies low levels of regular activity in women and older age groups in the city. If increasing participation levels in these groups was identified as a priority, research suggests that in addition to swimming increasing dance-based exercise provision would be well received by women and increasing over 50's activity provision would be the most direct way to increase participation in older age group.
- Cost of activities and lack of time are the largest barriers to participation, with respondents suggesting that making activities cheaper, more flexible times and increasing the range of activities as ways to encourage people to take part in more sports and leisure activities.
- As location is seen as a key component in sports and leisure provision, hosting sports and leisure activities in local venues such as schools or community centres is seen as an option to encouraging participation and widening provision, with only 16% of respondents stating they would not be interested in attending activities at these types of venues.

2. Coventry Health Assessment

2.1. Obesity

The National Obesity Observatory estimates that 26% of Coventry adults are obese, compared to 24% for England. Childhood obesity is also slightly higher in the city with one in five children obese (20%), compared to 19% nationally.

JSNA | Percentage of Adults Classified as Obese | 2003-2006



Levels of adult obesity in the North, North East and East areas of Coventry are high, especially in Stoke Alder Moor & Ernesford Grange (32%), Bell Green (31.2%) and Wyken (29.5%) areas of the city.

2.2. Health Referrals

	Total Referrals Active For Health (2010)		All GP Referrals (Be Active, Be Healthy, 2010)	
Coventry North East	271	47%	351	48%
Coventry North West	157	27%	201	27%
Coventry South	145	25%	186	25%
Coventry Total	573	100%	738	100%

Residents in the North East of the city are also more likely to be referred to health programmes, again highlighting higher incidence of health issues. 47% of all Active for Health referrals and 48% of all GP referrals are for residents from the North East of the city.

2.3. Physical Activity Participation

Names	Household Survey - % of respondents who take part in any physical activity at least 3 times a week
Binley and Willenhall Ward	40
Henley Ward	45
Westwood Ward	51
Wyken Ward	53
Earlsdon Ward	60
Whoberley Ward	60
Wainbody Ward	63
Longford Ward	65
Sherbourne Ward	67
Woodlands Ward	69
Foleshill Ward	71
Holbrook Ward	72
St. Michael's Ward	72
Upper Stoke Ward	72
Bablake Ward	74
Cheylesmore Ward	74
Radford Ward	74
Lower Stoke Ward	79

Binley and Willenhall, Henley and Wyken wards are areas of the city where residents are less likely to take part in regular physical activity, with 40%, 45% and 53% of respondents from the Household Survey stating they took part in any physical activity at least 3 times a week (also see further analysis in the active people section of the report).

3. Active People Survey – Sports Strategy Key Findings

53.2% of the adult population do not do take part in any sport or physical activity lasting for 30 minutes or longer; this is above the national and regional equivalents and female inactivity (61.3%) is significantly higher than the equivalent male rate (45.0%).

Age clearly plays a role and inactivity rates are highest amongst those aged 55+ (67.9%) and lowest for young adults aged 16-25 (43.3%).

Regular female activity (15.2%) is less than half the corresponding male rate (31.3%) which is itself much higher than the national (25.2%) and regional (23.8%) equivalents.

The impact of age is most significant for regular participation, with rates amongst 16-25 year olds (32.2%) being noticeably higher (35-54 years 23.5%, 55+ years 14.7%).

6.3% of the city's adults are sports volunteers for at least one hour a week; 23.6% are members of a sports club; 15.5% receive sports tuition or coaching and 13.8% take part in organised sports competition(s).

The top five sports are gym and keep fit, football, swimming, athletics and cycling.

Further examination of the main sports, as might be anticipated, shows football to be a predominantly male activity with more than nine in ten participants being men. Conversely, just under nine in ten of those taking part in keep fit exercises and six in ten swimmers are women, while six in ten of those taking part in athletics and two thirds of cyclists are men.

Similarly, three quarters of footballers are under the age of 35, relatively few 16-24 year olds do aerobics or keep fit and cycling, swimming and athletics are characterised by an even spread throughout the cohorts up to 64 years.

Cycling and athletics can also be seen as 'doorstep' sports (start/finish at home); swimming and athletics can also be relatively inexpensive start-up sports.

Swimming is the top participation sport, but does not fall in the top ten for TV or spectator sports. Conversely, motor racing is the second most popular TV sport (18.7%) but does not come into the top ten for participation

Although women make up just over half the UK population, they remain very much in the minority among the country's sports participants.

Only one in eight women (2.76 million) play sport regularly, compared to one in five men (4.18 million) and the ratio drops to one in ten within disadvantaged communities.

Ageing of the UK's population combined with an improved ability for older people to stay active is creating a new market for which time barriers and money are less of an issue.

Sport England's small area participation estimates are modelled rather than directly measured proportions and combine a series of data sources, additional to Active People; these include health indicators and socio-economic status. The areas that they relate to have a minimum population of 5,000 and are most often around 7,200.

The pattern of participation shown in the two maps (see below) mirrors city's deprivation patterns with lower participation rates to be found in the north and east of the city and higher participation rates to the west and parts of the south.

Sport 3x30, APS3/4 (2008-10): LA Coventry District



Catchment area:
Coventry District

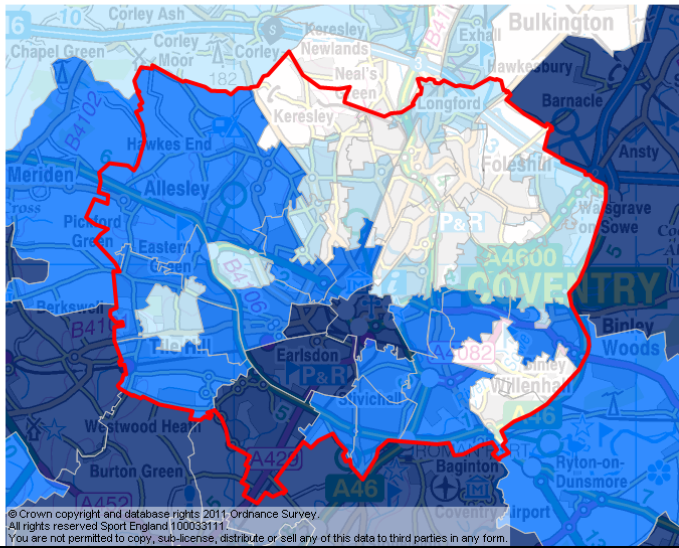
Participation estimates 2008-10
Quantile classification*

- 9.1% - 12.7% (low)
- 12.8% - 14.0% (low-middle)
- 14.1% - 15.6% (middle-high)
- 15.7% - 24.4% (high)

— Catchment area
— Middle Super Output Areas

The percentage of the adult population (age 16 and over) who participate in 30 minutes of moderate intensity sport at least three days a week (at least 12 days in the last 4 weeks). This does not include recreational walking or cycling.

* Quantile classification: Each class contains an equal number of records. With four classes each contains roughly 25% of all records.



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Sport and active recreation 3x30 (formerly NI8), APS3/4 (2008-10): LA Coventry District



Catchment area:
Coventry District

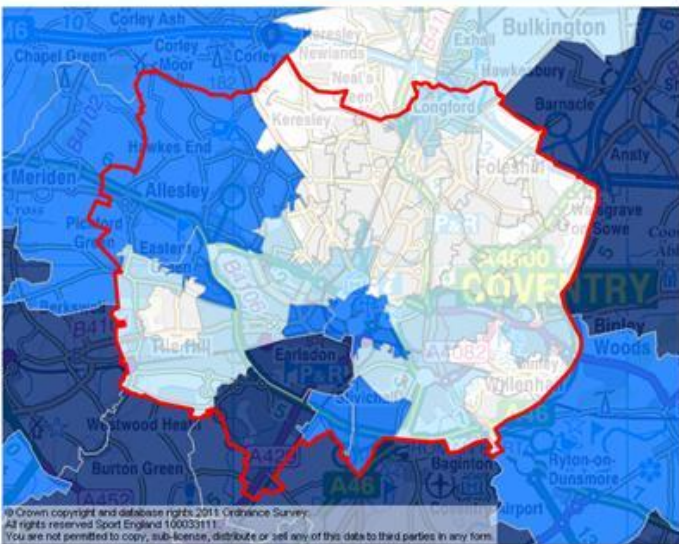
Participation estimates 2008-10
Quantile classification*

- 10.7% - 17.5% (low)
- 17.6% - 20.2% (low-middle)
- 20.3% - 23.0% (middle-high)
- 23.1% - 32.9% (high)

— Catchment area
— Middle Super Output Areas

The percentage of the adult population (age 16 and over) who participate in sport and active recreation, at moderate intensity, for at least 30 minutes on at least 12 days out of the last 4 weeks (equivalent to 30 minutes on 3 or more days a week). This includes light intensity activities (bowls, archery, croquet, yoga and pilates) for those age 65 and over.

* Quantile classification: Each class contains an equal number of records. With four classes each contains roughly 25% of all records.



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4. Sport and Leisure Centre Membership Information

4.1. Visitor Figures

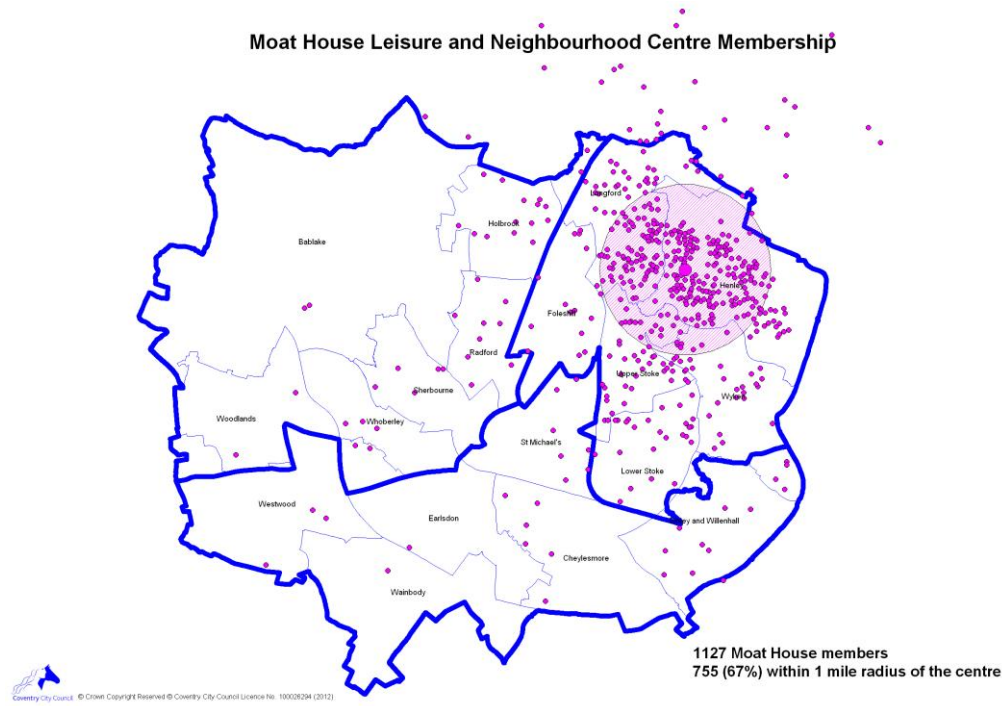
Centre	2009/10	2010/11	2011/12	% change
Total number of visitors at Coventry Sports Centre	859,661	855,297	975,386	14%
Total number of visitors Xcel Leisure Centre		636,055	642,165	1%
Total number of visitors Alan Higgs Centre		450,193	455,111	1%
Total number of visitors at Centre AT7		273,437	296,050	8%
Total number of visitors Moat House Leisure Centre	124,153	218,472	281,889	29%
Total number of visitors at Foleshill Leisure Centre	88,743	111,708	114,189	2%

Coventry Sports and Leisure Centre, Xcel Leisure Centre and Alan Higgs Centre are the most used Coventry Sports Foundation and Coventry Sports Trust centres, with 975,386, 642,165 and 455,111 visits in 2011/12. The total number of visitors rose against 2010/11 figures for all centres, especially so at Moat House Leisure Centre (29%) and Coventry Sports and Leisure Centre (14%).

4.2. Sports Centre Members

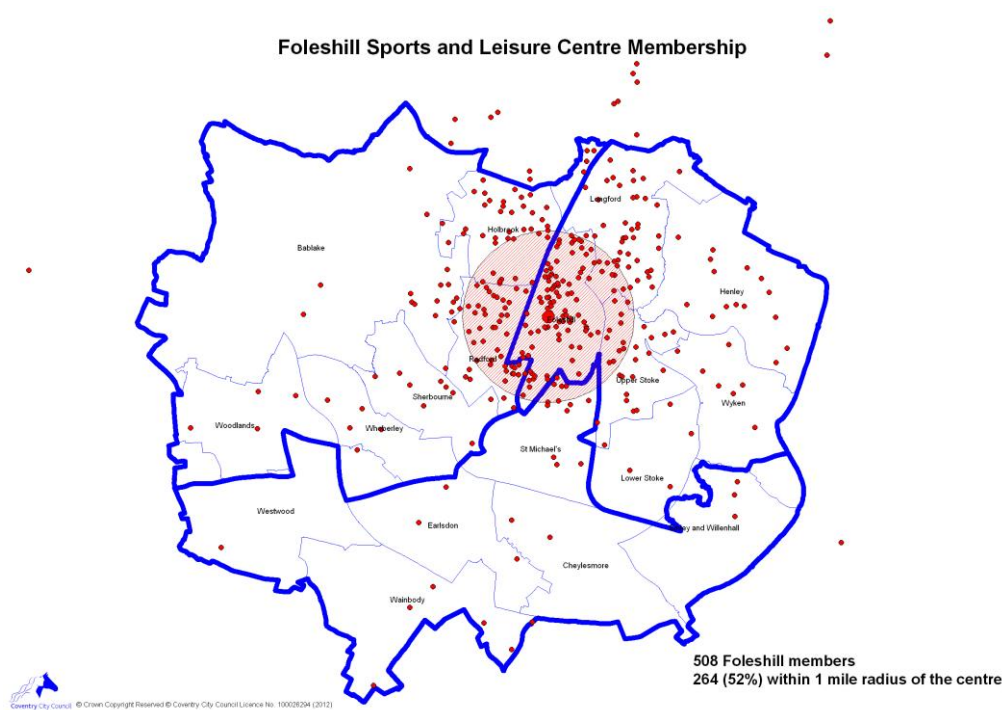
Moat House Leisure Centre, Foleshill Sports and Leisure Centre, Centre AT7 and Alan Higgs Centre are more likely to service their local communities, with 67%, 52%, 48% and 39% of members living within a mile of the centre. In contrast Xcel Leisure Centre and Coventry Sports and Leisure Centre drew members from across the city, with only 19% and 25% of members living within a mile of the centre.

Moat House Leisure and Neighbourhood Centre Membership

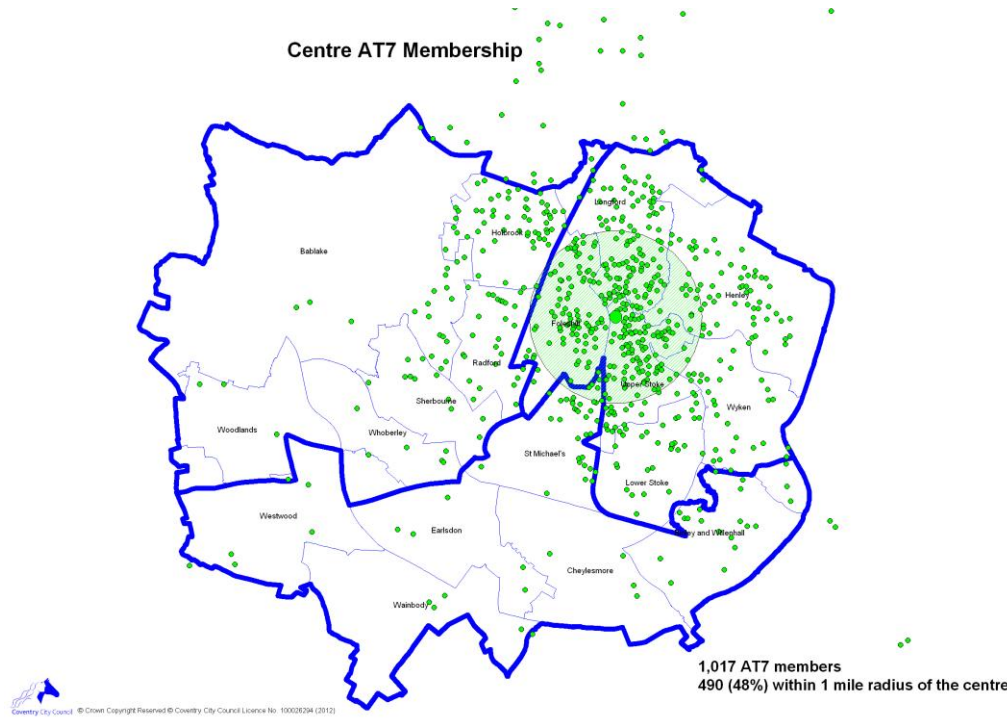


Moat House Leisure and Neighbourhood Centre has the highest proportion of members residing within a mile of its location, with 67% of the 1,127 Moat House Leisure and Neighbourhood Centre members.

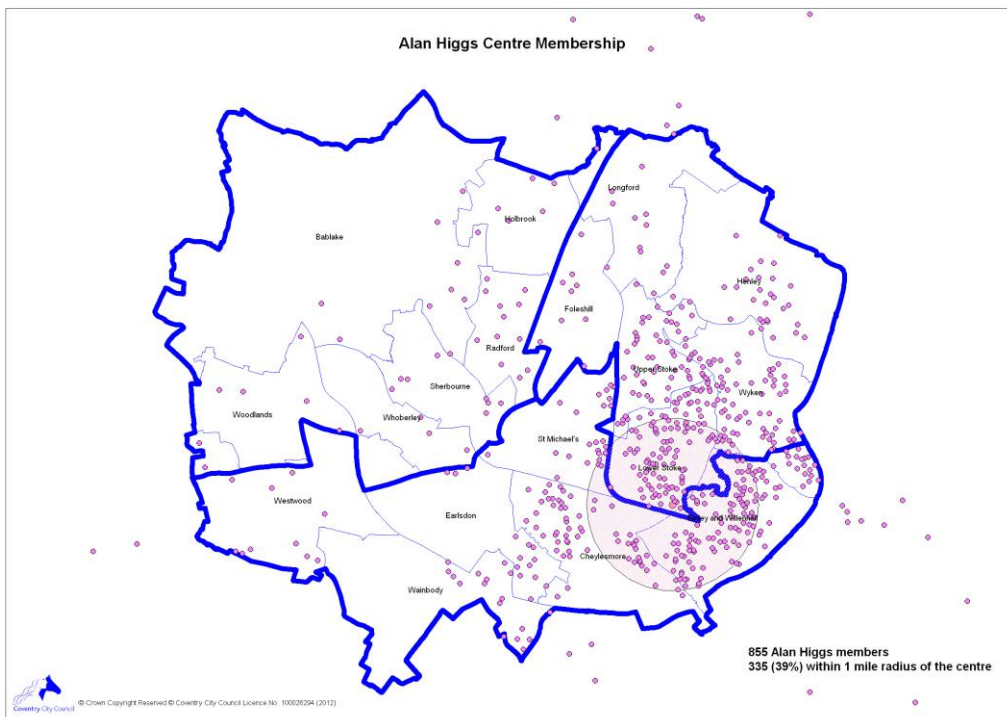
Foleshill Sports and Leisure Centre Membership



Of the 508 Foleshill Sports and Leisure Centre members which have corresponding postcodes, 52% of members (264) reside within a mile of Foleshill Sports and Leisure Centre.

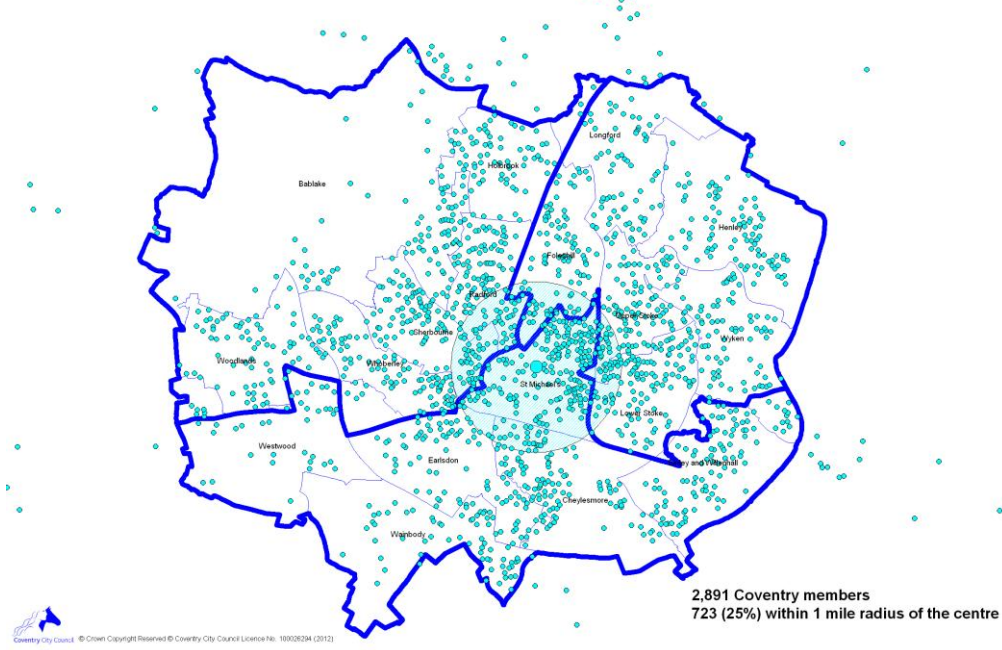


Centre AT7 membership breakdown is similar to Foleshill Sports and Leisure Centre attracting around half (48%) of its membership from within a mile of the centre.



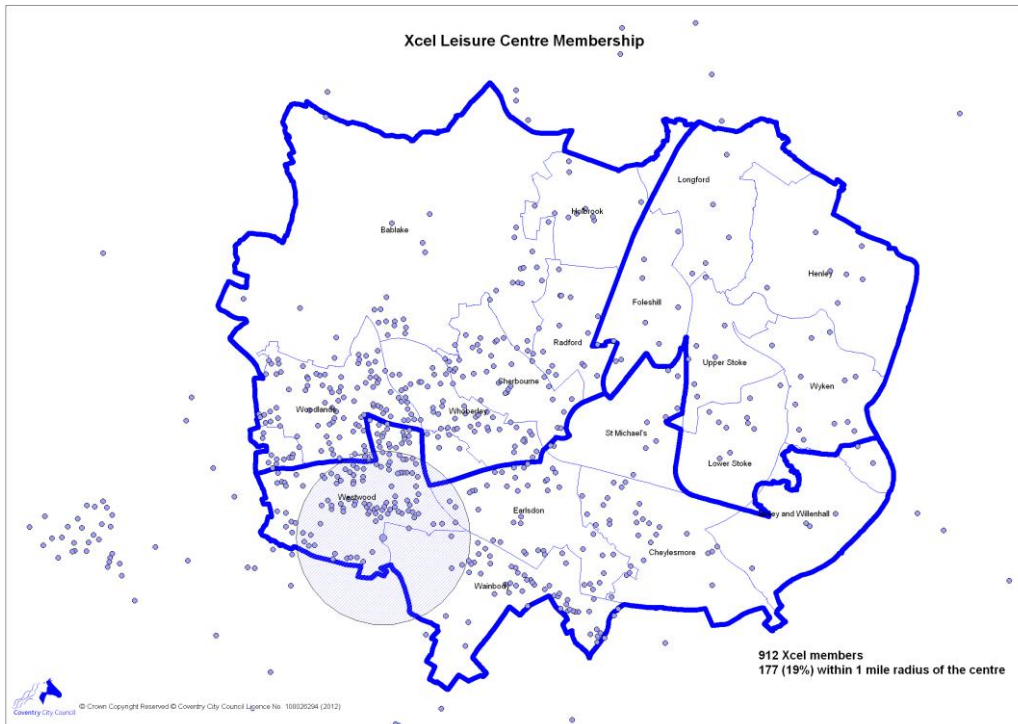
39% of the 855 Alan Higgs members live within a mile of the centre.

Coventry Sports and Leisure Centre Membership

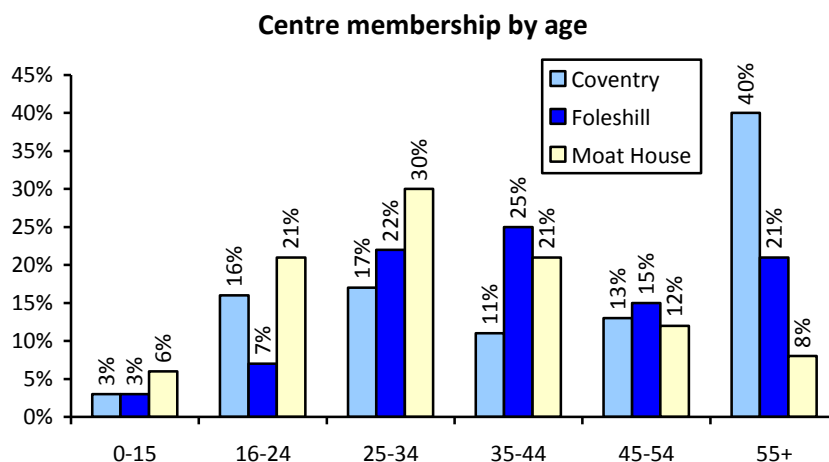


In contrast to sports and leisure providers in the East of the city, the larger city centre located Coventry Sports and Leisure Centre attracts many members from across the city, with only 25% of its 2,891 members (with a postcode) residing within a mile of the centre.

Xcel Leisure Centre Membership

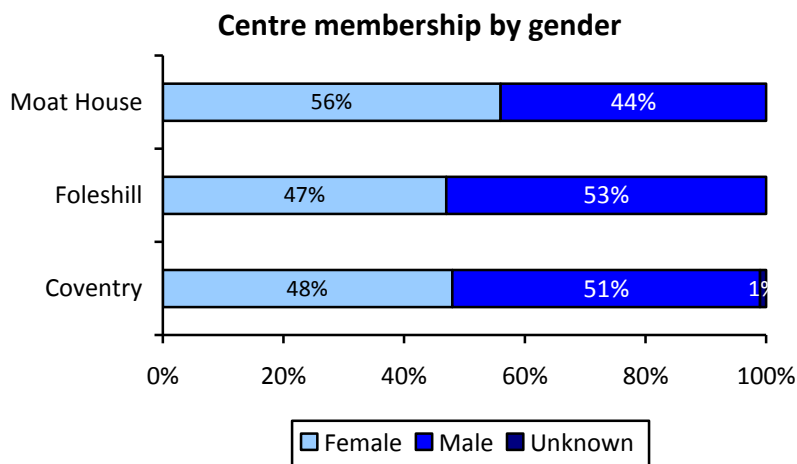


Only 19% of Xcel Leisure members live within a mile of the centre, attracting a large number of members from across the West of the city and also from outside the city (possibly due to it being one of the most modern swimming facilities in the city).



Note: Age information not available for other centres

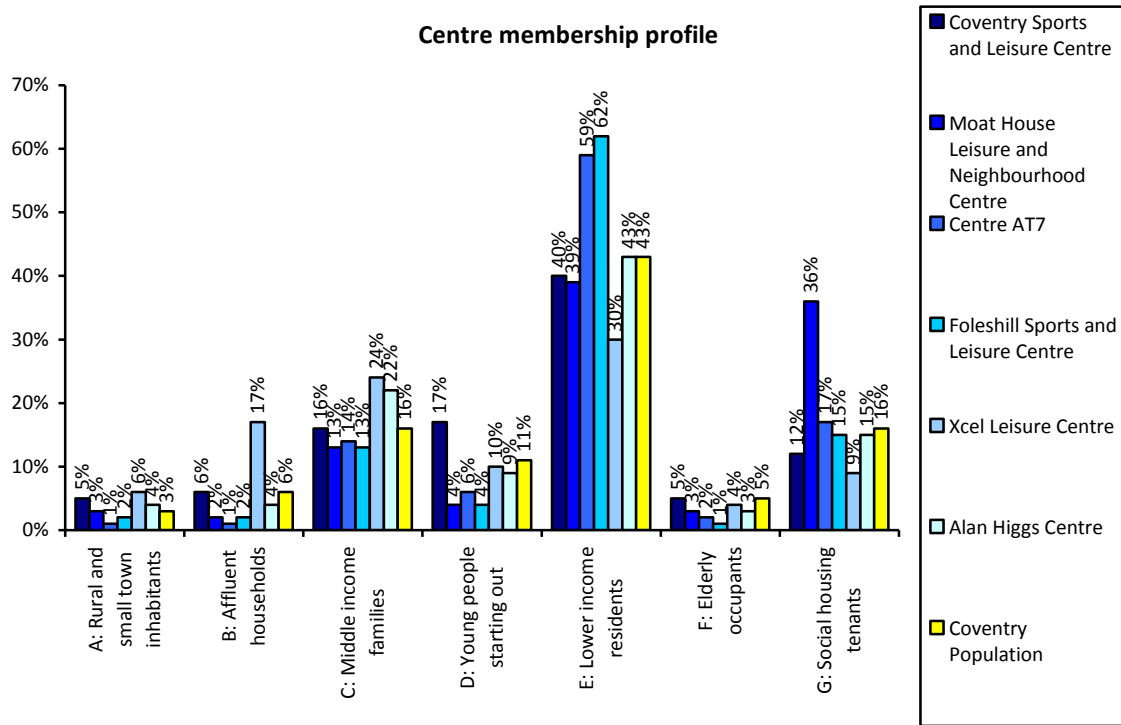
Analysis of sports centre membership by age shows that Foleshill Leisure Centre members are less likely to be aged between 16 and 24 years old, when compared with the membership breakdown of both Coventry Sports and Leisure Centre and Moat House Leisure Centre. Coventry Sports and Leisure Centre is seen to have a higher proportion of members over the age of 55 years, whereas Moat House Leisure Centre has a higher proportion of members aged between 16 and 34 years old.



Note: Gender information not available for other centres

The split between gender across centres shows an even split between male and female users.

4.3. Customer Segmentation



The Mosaic profile of sports and leisure centre membership by supergroup, shows that the majority of members come from lower income classified households, a household type which 43% of Coventry's population are classified as. Foleshill Sports and Leisure Centre and Centre AT7 members are more likely to be from lower income households, with 62% and 59% of members respectively. Moat House Leisure and Neighbourhood Centre is seen to have a higher proportion of members from social housing types, 36% compared to 16% for the Coventry population. Coventry Sports and Leisure Centre in contrast has a higher proportion of young people starting out, representing 17% of membership. Xcel Leisure Centre membership has a higher proportion who are from affluent households, 17% compared to 6% across the city and both Xcel Leisure Centre and Alan Higgs Centre has a higher proportion of members from middle income households (24% and 22% respectively compared to 16% for Coventry).

Further breakdown of membership to a group level classification (on the following page) shows that Coventry Sports and Leisure Centre, Xcel Leisure Centre and Alan Higgs Centre attract members from a range of household types, similar to that of the city profile. Foleshill Sports and Leisure Centre and Centre AT7 both have a high percentage of members from lower income workers in urban terraces in often diverse areas, with 39% and 31% respectively compared to 17% for the city. 29% of Moat House Leisure and Neighbourhood Centre members were from families in low-rise social housing with high levels of benefit need households (10% of the Coventry population).

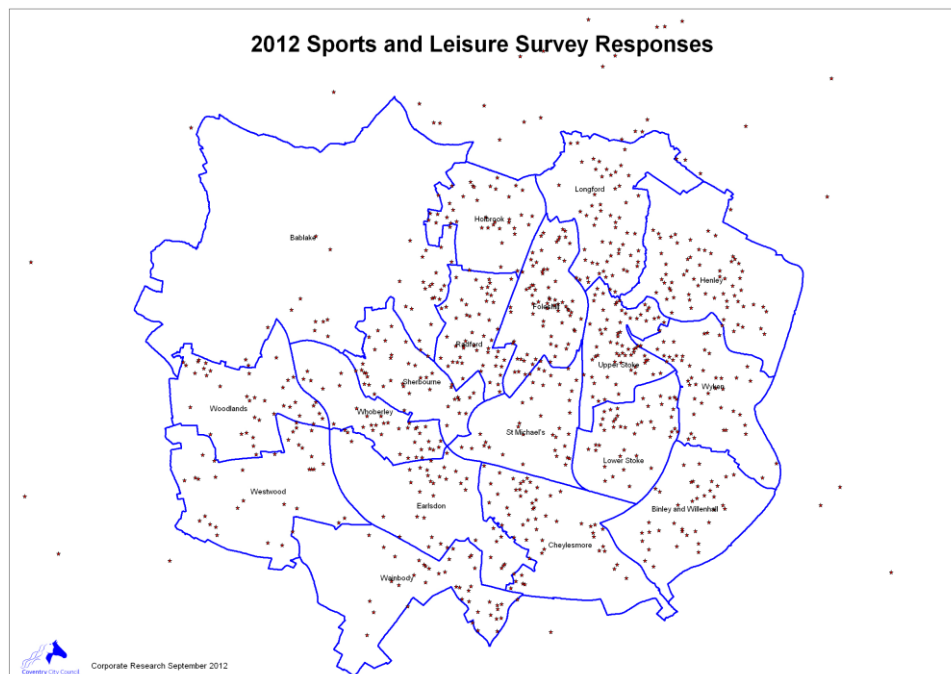
Sports and Leisure Centre Membership Profile

	Coventry Sports and Leisure Centre		Moat House Leisure and Neighbourhood Centre		Centre AT7		Foleshill Sports and Leisure Centre		Xcel Leisure Centre		Alan Higgs Centre		Coventry Population	
	Membership	%	Membership	%	Membership	%	Membership	%	Membership	%	Membership	%	Comp.	%
A: Residents of isolated rural communities	11	0%	12	1%	1	0%	1	0%	6	1%	2	0%	325	0%
B: Residents of small and mid-sized towns with strong local roots	139	5%	24	2%	11	1%	11	2%	50	5%	29	3%	9,799	3%
C: Wealthy people living in the most sought after neighbourhoods	40	1%	6	1%	0	0%	4	1%	65	7%	14	2%	8,478	3%
D: Successful professionals living in suburban or semi-rural homes	131	4%	22	2%	11	1%	5	1%	99	11%	21	2%	10,101	3%
E: Middle income families living in moderate suburban semis	403	13%	114	10%	116	11%	55	11%	174	19%	151	17%	43,876	14%
F: Couples with young children in comfortable modern housing	65	2%	34	3%	24	2%	12	2%	50	5%	47	5%	6,001	2%
G: Young, well-educated city dwellers	388	13%	9	1%	17	2%	6	1%	35	4%	34	4%	21,861	7%
H: Couples and young singles in small modern starter homes	107	4%	42	4%	42	4%	15	3%	55	6%	43	5%	12,882	4%
I: Lower income workers in urban terraces in often diverse areas	473	16%	144	12%	311	31%	200	39%	55	6%	92	10%	52,290	17%
J: Owner occupiers in older-style housing in ex-industrial areas	573	19%	211	18%	180	18%	79	16%	142	15%	225	26%	60,460	19%
K: Residents with sufficient incomes in right-to-buy social housing	152	5%	103	9%	101	10%	38	7%	86	9%	63	7%	21,270	7%
L: Active elderly people living in pleasant retirement locations	84	3%	10	1%	8	1%	5	1%	22	2%	9	1%	6,417	2%
M: Elderly people reliant on state support	72	2%	23	2%	14	1%	2	0%	11	1%	17	2%	9,158	3%
N: Young people renting flats in high density social housing	176	6%	81	7%	41	4%	22	4%	38	4%	47	5%	20,975	7%
O: Families in low-rise social housing with high levels of benefit need	184	6%	341	29%	134	13%	53	10%	50	5%	87	10%	30,735	10%
Total membership	2,998	100%	1,176	100%	1,011	100%	508	100%	938	100%	881	100%	314,628	100%

Note: Shaded areas represent above city average figures

5. Sports and Leisure Survey Results

The 2012 Sports and Leisure Survey collected 1,532 responses across the city.

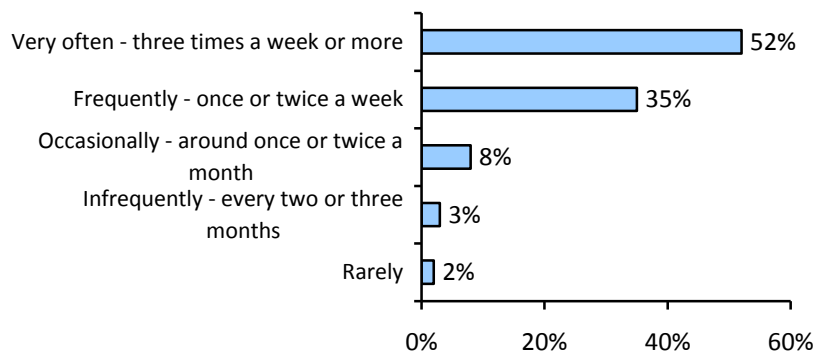


	Ward	
	Response	%
Bablake	48	3%
Binley and Willenhall	41	3%
Cheylesmore	57	4%
Earlsdon	49	3%
Foleshill	109	7%
Henley	75	5%
Holbrook	57	4%
Longford	83	5%
Lower Stoke	48	3%
Radford	66	4%
Sherbourne	43	3%
St. Michael's	44	3%
Upper Stoke	81	5%
Wainbody	50	3%
Westwood	38	2%
Whoberley	46	3%
Woodlands	46	3%
Wyken	55	4%
Outside CV1 - CV6	85	6%
Uncoded	118	8%
Not given	289	19%
Total	1528	100%

5.1. Participation

The aim of the 2012 Sports and Leisure Survey was to gather the public's thoughts about sports and leisure provision in the city and what would encourage them to take part in sports and leisure activities more often. Due to the research methodology, responses were predominantly participants (with 89% of respondents having taken part in any sports or leisure activities in the last twelve months) and therefore participation rates reflect those of sports and leisure centre users (note: the Active People Survey data should be used as an estimation of city-wide participation rates).

Frequency of taking part in sports and leisure activities

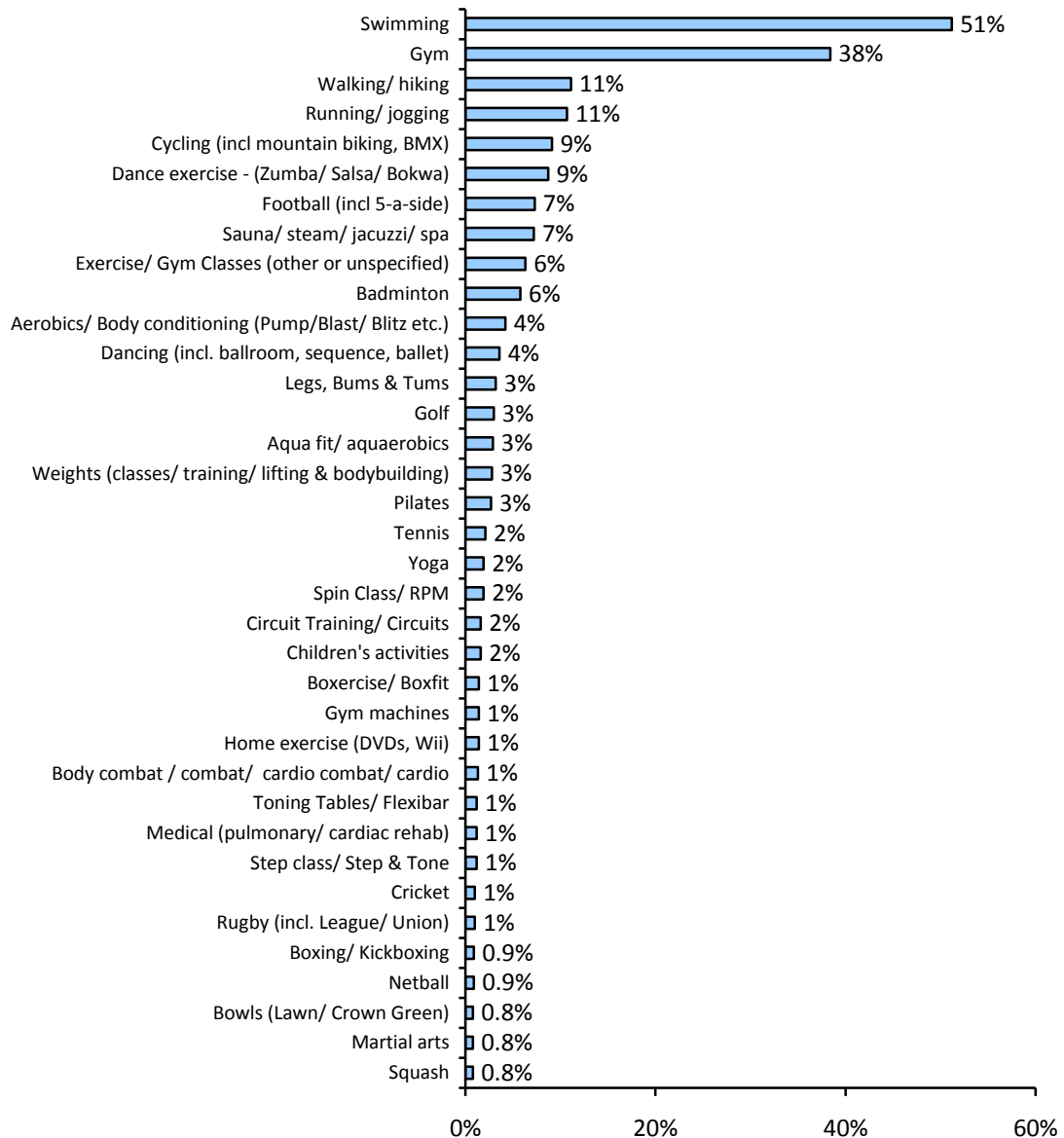


Of those respondents who take part in sports and leisure activities, 52% did so three times a week or more and 35% did so once or twice a week.

	% participating in sport or leisure three times a week or more
Male	53%
Female	50%
Under 16	35%
16 - 24	52%
25 - 34	52%
35 - 44	48%
45 - 54	54%
55 - 64	55%
65 – 74	61%
75+	33%
Coventry North East	56%
Coventry North West	50%
Coventry South	48%
White	50%
BME	56%

Frequency rates broken down by the profiles above showed that participants were generally as likely to take part in sports and leisure activity, irrelevant of gender, age, area of residence and ethnicity, with roughly half of participants taking part in sport and leisure activities three times a week or more.

Sport and Leisure activity taking part in



Swimming has the highest level of participation, this was followed by general use of the gym and gym classes, with 51% and 38% of respondents taking part in these activities respectively. Other notable activities were walking/hiking (11%), running/ jogging (11%), cycling (including mountain biking, BMX) (9%), dance exercise (Zumba/Salsa/Bokwa) (9%), football (including 5-a-side) (7%), a sauna/ steam/jacuzzi/spa (7%), exercise/ gym classes (other or unspecified) (6%) or badminton (6%).

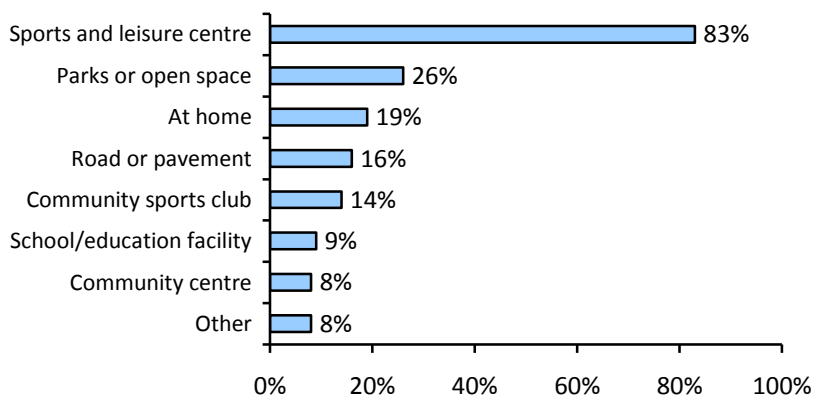
	Highest level of participation				
Male	Swimming (46.9%)	Gym (40.6%)	Football (11.7%),	Cycling (11.5%)	Running / jogging (10.3%)
Female	Swimming (55.7%)	Gym (38.4%)	Dance exercise (15.7%)	Walking/ hiking (13.7%)	Running/ jogging (10.4%)
Under 16	Swimming (52.2%)	Football (32.6%)	Gym (15.2%)	Running/ jogging (13.0%)	Dancing (13.0%)
16 - 24	Gym (58.9%)	Swimming (44.4%)	Football (18.5%)	Running/ jogging (10.5%)	Dance exercise (9.7%)
25 - 34	Swimming (50.7%)	Gym (41.8%)	Dance exercise (15.5%)	Running/ jogging (12.2%)	Football (9.9%)
35 - 44	Swimming (56.4%)	Gym (43.2%)	Running/ jogging (17.3%)	Walking/ hiking (13.6%)	Cycling (13.6%)
45 - 54	Swimming (46.7%)	Gym (44.6%)	Walking/ hiking (13.8%)	Cycling (11.3%)	Running/ jogging (10.8%)
55 - 64	Swimming (59.9%)	Gym (32.7%)	Walking/ hiking (17.3%)	Sauna/steam/ jacuzzi/ spa (10.5%)	Cycling (9.3%)
65 – 74	Swimming (53.1%)	Gym (29.4%)	Sauna/steam/ jacuzzi/ spa (15.0%)	Walking/ hiking (13.8%)	Cycling (7.5%)
75+	Swimming (49.2%)	Gym (18.6%)	Dancing (16.9%)	Golf (10.2%)	Badminton (8.5%)
Coventry North East	Swimming (51.0%)	Gym (43.8%)	Sauna/steam/ jacuzzi/ spa (11.1%)	Dance exercise (10.6%)	Walking/ hiking (7.7%)
Coventry North West	Swimming (58.7%)	Gym (37.5%)	Running/ jogging (14.6%)	Walking/ hiking (12.5%)	Cycling (10.4%)
Coventry South	Swimming (51.4%)	Gym (36.3%)	Walking/ hiking (17.9%)	Dance exercise (10.8%)	Running/ jogging (10.4%)
White	Swimming (48.8%)	Gym (37.7%)	Walking/ hiking (13.1%)	Running/ jogging (11.6%)	Cycling (9.5%)
BME	Swimming (57.9%)	Gym (43.3%)	Sauna/steam/ jacuzzi/ spa (17.0%)	Dance exercise (8.8%)	Running/ jogging (8.8%)

Analysis of activities against profile showed that swimming and general use of the gym were the two activities irrelevant of gender, age, are of residence and ethnicity with the highest participation levels (with the exception of respondents aged under 16, who were more likely to participate in football activities).

Further breakdown showed that male and younger respondents were more likely to participate in football. Female respondents and respondents aged between 16 and 34 years were more likely to take part in dance-based exercise. Younger respondents were more likely to participate in running and jogging, whereas older respondents were more likely to participate in walking and hiking activities. Respondents aged between

55 and 74 years, from the north east of the city or from BME groups were more likely to use sauna, steam, jacuzzi and spa facilities.

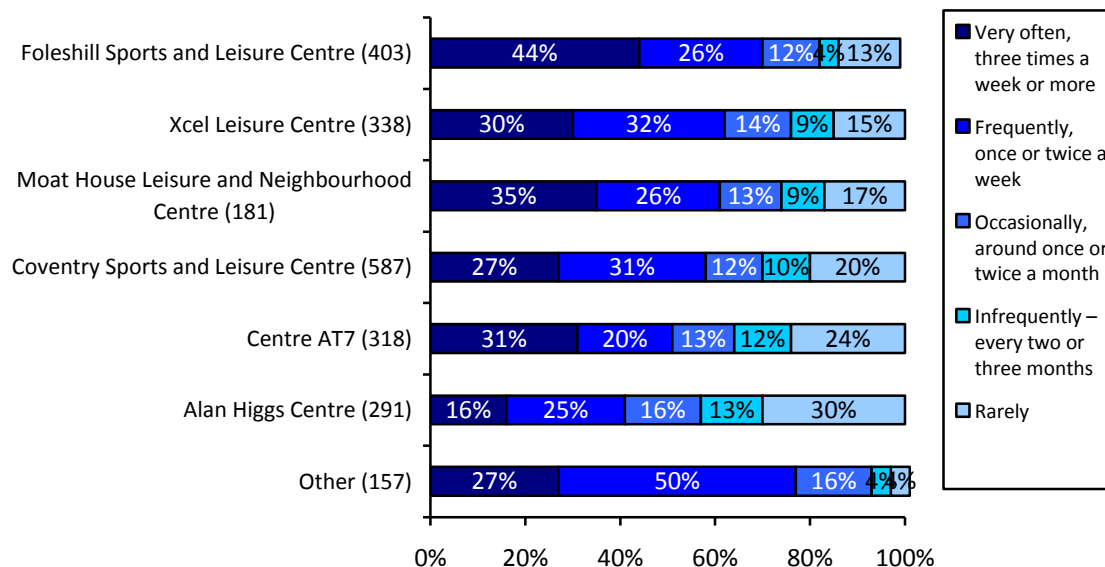
Where do you take part in sport and leisure activities



83% of those taking part in sport and leisure activities used sport and leisure centre facilities. Other popular places where respondents took part in sports and leisure activities were parks or open space (26%), at home (19%), road or pavement (16%) and community sports club (14%).

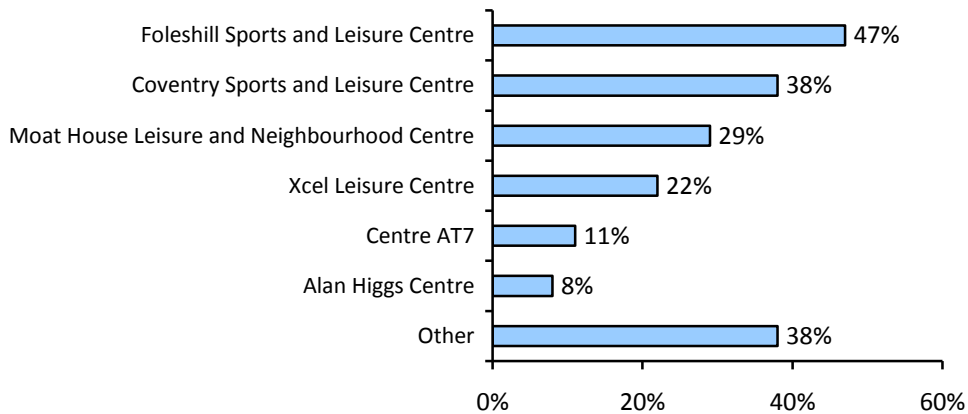
5.2. Sports and Leisure Centre Usage

Frequency of sport and leisure centre use



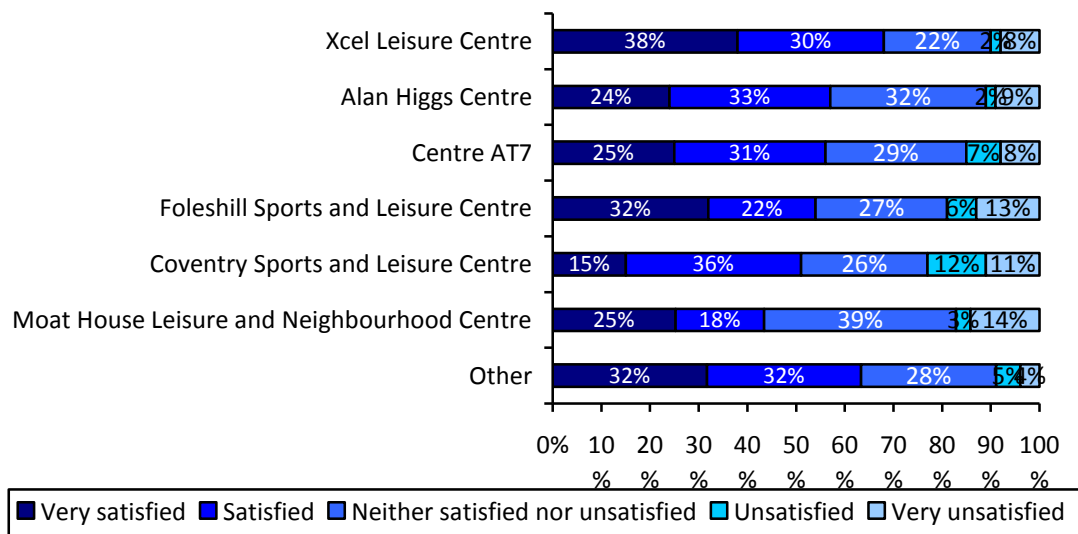
Analysis of sports and leisure centre usage shows that of those respondents who use Foleshill Sports and Leisure Centre, 44% use this centre at least three times a week (the most frequently used facility).

Only use that facility



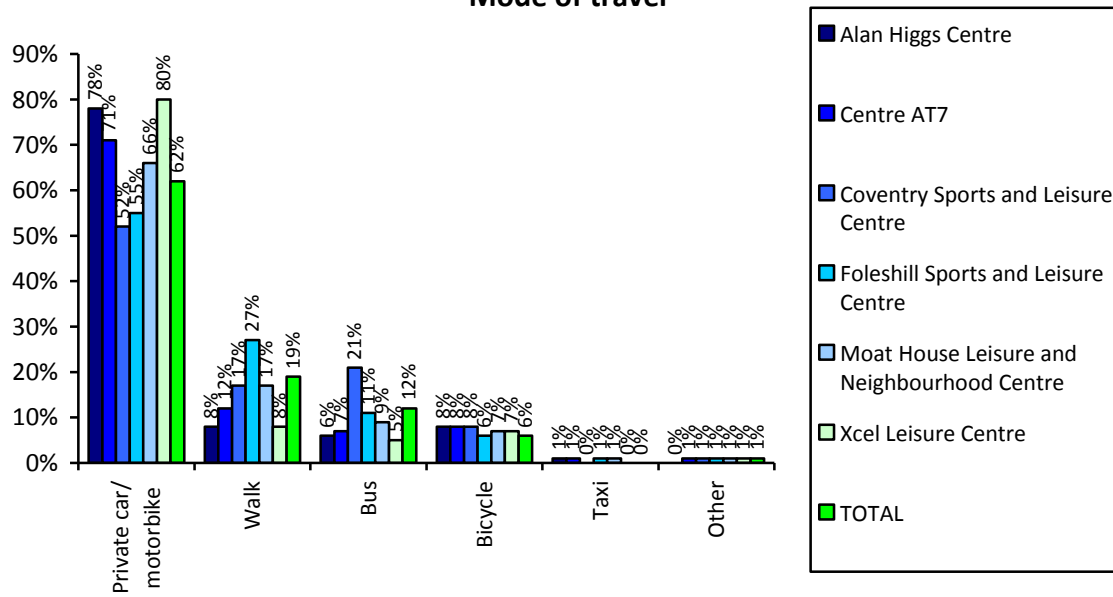
47% of responding Foleshill Sport and Leisure Centre users only used that centre, this was followed by Coventry Sports and Leisure Centre (38%), Moat House Leisure and Neighbourhood Centre (29%) and Xcel Leisure Centre (22%) as centres which respondents solely relied on for sports and leisure centre provision.

Sport and Leisure Centre satisfaction



Xcel Leisure Centre, Alan Higgs Centre and Centre AT7 were seen to have the highest proportion of respondents who were either satisfied or very satisfied with that centre, with 67%, 57% and 56% respectively. Coventry Sports and Leisure Centre, Foleshill Sports and Leisure Centre and Moat House Leisure and Neighbourhood Centre had the highest proportion of respondents unsatisfied with provision, with 23%, 19% and 18% stating either unsatisfied or very unsatisfied. Foleshill Sports and Leisure Centre had the most mixed responses being both second highest proportion being very satisfied and the second highest proportion being unsatisfied.

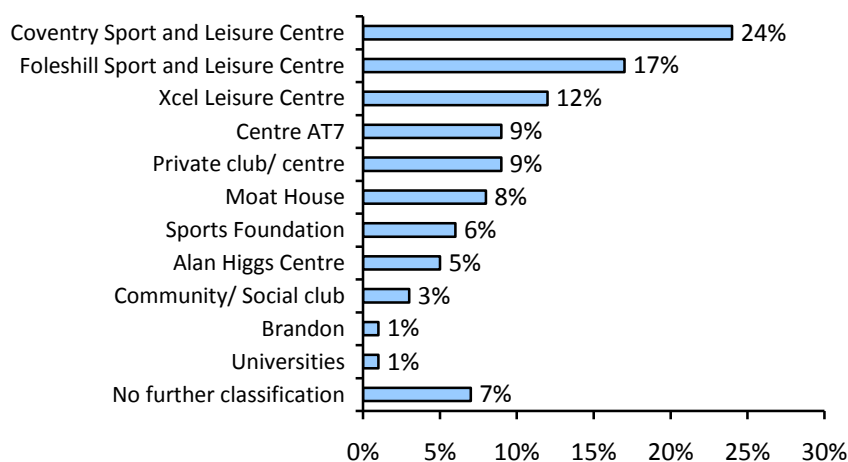
Mode of travel



Almost two thirds of respondents travel to the centre they most use by private car or motorbike, followed by 19% who walk, 12% who travelled by bus and 6% who used a bicycle. Cross analysis against centres used, shows that those respondents who use Foleshill Sports and Leisure Centre were more likely to walk to the centre when compared to other facilities. Alan Higgs Centre, Centre AT7 and Xcel Leisure Centre respondents were more likely to travel by private car or motorbike, whereas Coventry Sports and Leisure Centre users, possibly due to its city centre location and bus links, were more likely to use the bus.

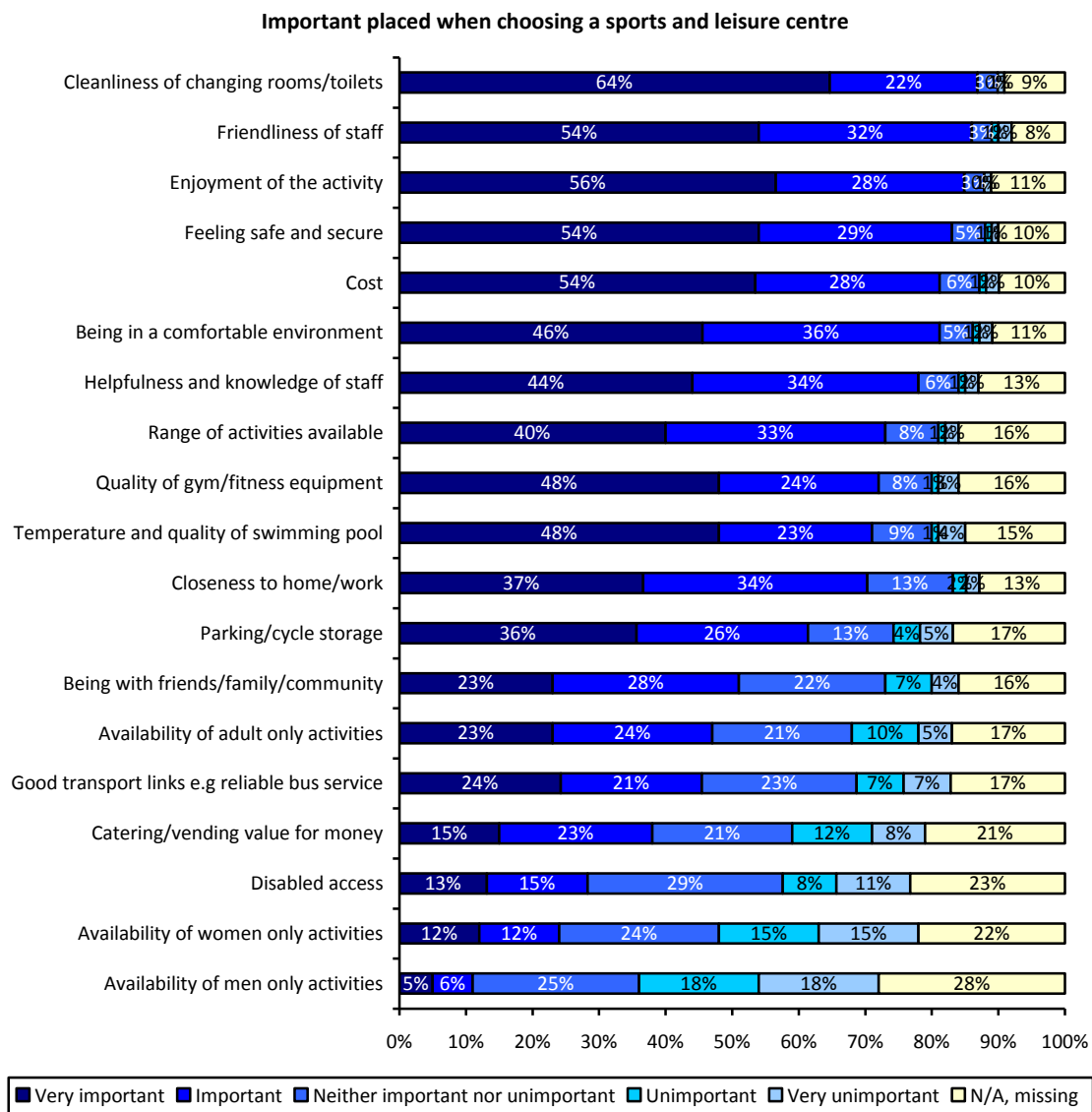
Just under two thirds (64%) of responding sports and leisure centre users were members of a sports and leisure centre.

Sports and Leisure Centre Membership



Of those respondents who were members, 24% were members at Coventry Sports and Leisure Centre.

Just under half of users (46%) used a discount or concessionary rate. 17% of respondents used a Passport to Leisure and Learning Card, 17% used 60+ concessions, 6% used a priority card, 5% used a student discount and 2% used under 16 discounts / concessions.



Cleanliness of changing rooms/toilets, friendliness of staff, enjoyment of the activity, feeling safe and secure, cost and being in a comfortable environment where areas of sports and leisure centre provision which were important to respondents, with over 80% stating either important or very important.

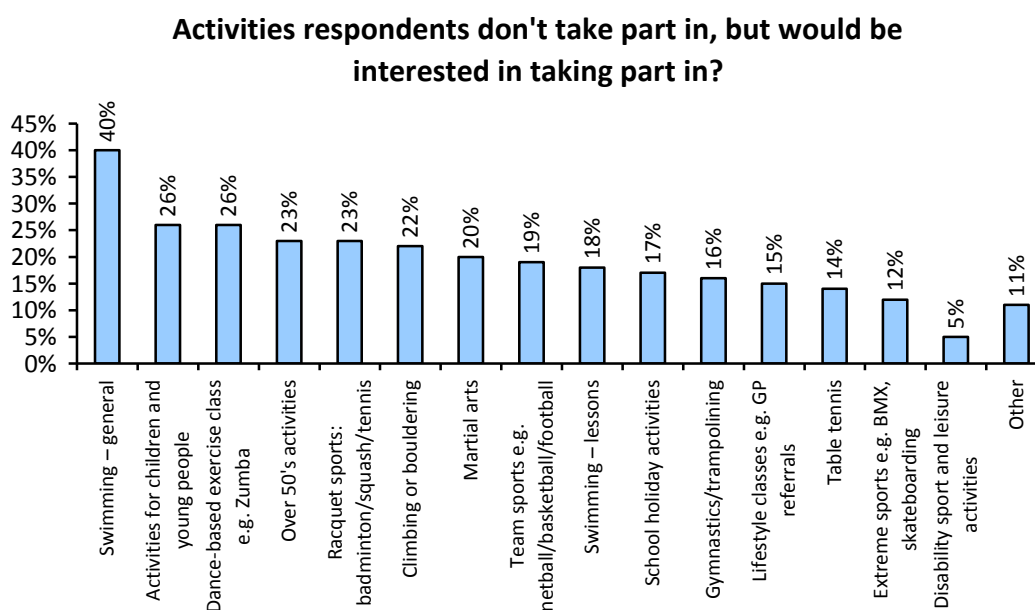
If previously a user of a sports and leisure centre, why they no longer use that facility

	Coventry Sports & Leisure Centre	Centre AT7	Private club/ centre	Foleshill Sports and Leisure Centre	Alan Higgs Centre	Xcel Leisure Centre	Misc.	Moat House Centre	Community/ Social club	Universities
Number of respondent previously a user	164	70	70	56	38	36	25	18	9	5
Costs/ increasing fees/ no longer affordable	19%	17%	38%	8%	15%	12%	20%	21%	13%	20%
Unhappy with hygiene standards and/or environmental factors	24%	11%	4%	34%	8%	20%	5%	21%	13%	0%
Centre closed down/ class ceased/ instructor left	10%	6%	37%	6%	0%	0%	25%	14%	38%	0%
Facilities lacking/ overcrowded	14%	7%	19%	14%	12%	20%	5%	14%	0%	0%
Change in personal circumstances	12%	11%	7%	14%	8%	12%	20%	0%	25%	80%
Too far/ too difficult to get to	11%	7%	12%	6%	19%	12%	10%	7%	0%	0%
Difficult/ expensive to park	21%	2%	1%	10%	0%	4%	5%	0%	0%	0%
Poor customer service/ organisation/ staff	12%	9%	1%	8%	8%	12%	0%	14%	13%	0%
Poor standard of maintenance/ run down	14%	6%	1%	14%	0%	0%	0%	0%	0%	20%
Activity of interest not available/ not held at a convenient time	10%	7%	3%	8%	4%	4%	5%	7%	0%	0%
Other premises more convenient/ had better offer	6%	13%	6%	2%	12%	8%	5%	0%	0%	0%
Other commitments/lack of time/ no childcare	3%	4%	7%	4%	0%	12%	5%	14%	0%	0%
Lost interest/ Failed to attend	3%	4%	3%	8%	8%	4%	5%	7%	0%	20%
Put off by other users	3%	4%	0%	4%	4%	0%	0%	0%	0%	0%
Security concerns	1%	2%	0%	4%	4%	0%	0%	0%	0%	0%
Access difficulties	1%	2%	0%	0%	4%	4%	5%	0%	0%	0%
Other	10%	13%	3%	6%	19%	16%	0%	7%	13%	0%

Respondents were asked if they had previously used a sports and leisure centre and no longer did so, why was this. Generally a high proportion of respondents who no longer used a facility said that costs, increasing fees and affordability were reasons for no longer using that facility. Individually 164 respondents no longer used Coventry Sports and Leisure Centre, with issues such as being unhappy with hygiene standards and/or environmental factors (24%), costs/ increasing fees/ no longer affordable (19%) and difficulty/cost of parking (which was generally unique to Coventry Sports and Leisure Centre) being reasons for no longer using that facility. 70 respondents no longer used Centre AT7, giving a range of reasons for no longer using this centre. A third of the 56 respondents who no longer use Foleshill Sports and Leisure Centre said they no longer used this facility because they were unhappy with hygiene standards and/or environmental factors.

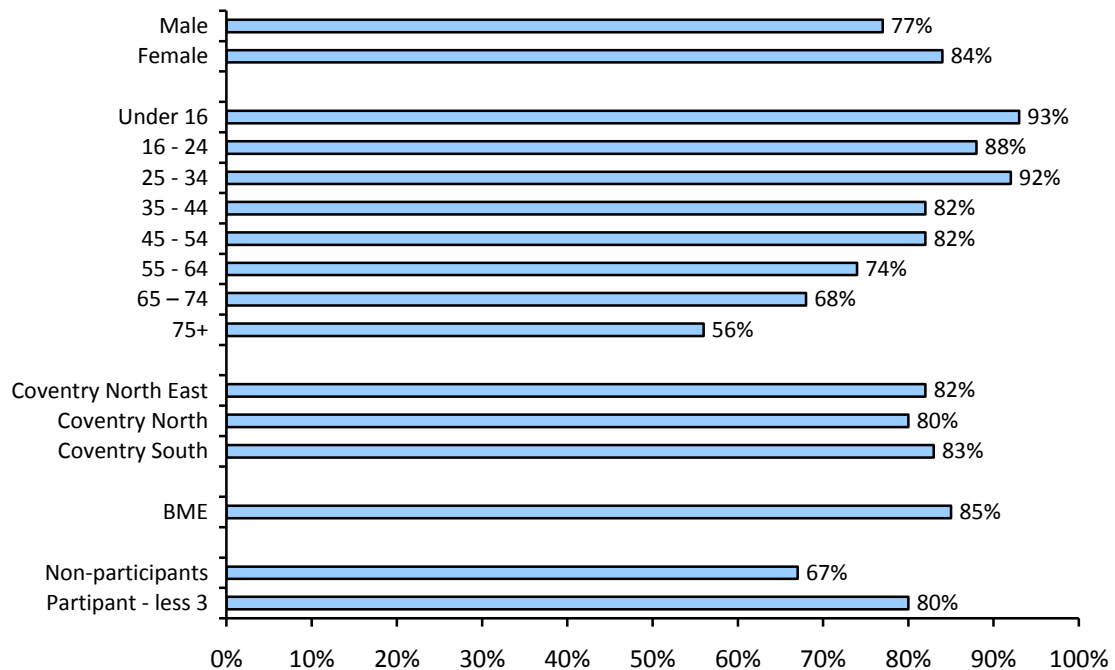
5.3. Future Participation

84% respondents said they would be interested in taking part in an activity they did not currently take part in.



40% of those who were interested in taking part in new activities said they currently didn't take part in general swimming but would be interested in taking part in this activity. Other activities which respondents showed an interest in participating were activities for children and young people (26%), dance-based exercise class e.g. Zumba (26%), over 50's activities (23%), racquet sports (badminton/squash/tennis) (23%), climbing or bouldering (22%), martial arts (20%) and team sports e.g. netball/basketball/football coaching (19%).

Interested in taking part in a new activity



A slightly higher percentage of female respondents said they were interested in taking part in a sport and leisure activity that they did not take part in, with 84% compared to 77% of male respondents. Breakdown of interest levels against age showed that younger respondents were more interested in taking part in new sport and leisure activities, although still over two thirds of respondents under the age of 74 year were receptive to taking part in new activities.

Responding residents across the city were interested in taking part in new activities, with 67% of those respondents who had not taken part in sport or leisure activities in the last twelve months being interested in taking part in a new activity.

Further breakdown of the type of activity which people would be interested in taking part in (on the following page), identifies that general swimming generated the highest interest with a high proportion of respondents stating they would be interested in taking part in general swimming activities irrelevant of gender, age, residence, ethnicity and participation levels (these findings are also support by the Active People Survey).

Cross analysis also identifies that dance-based exercise classes were more popular with females, most age groups and also appealing to both not participants and those who participated in sport and leisure activities less frequently than the advised three times a week.

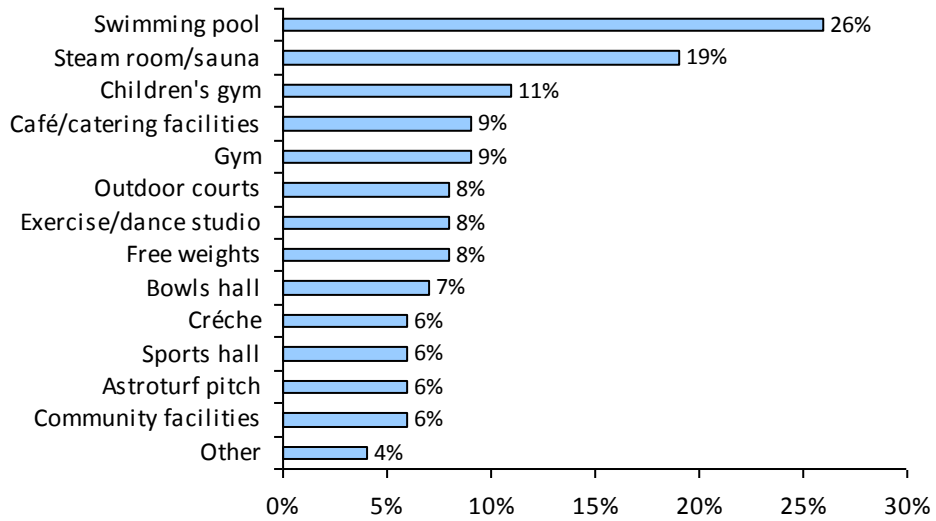
Those respondents aged over 65 stated they were generally only interested in general swimming and activities specifically targeted at those over 50 years. Younger age groups, being more willing to try new activities, were more receptive to racquet sports, climbing or bouldering, martial arts, team sports, gymnastics or trampolining, table tennis and extreme sports (these activities being generally more active).

Interest in swimming lessons were more likely in respondents who were BME, non or irregular sport and leisure participants, female or a resident in the north east of the city.

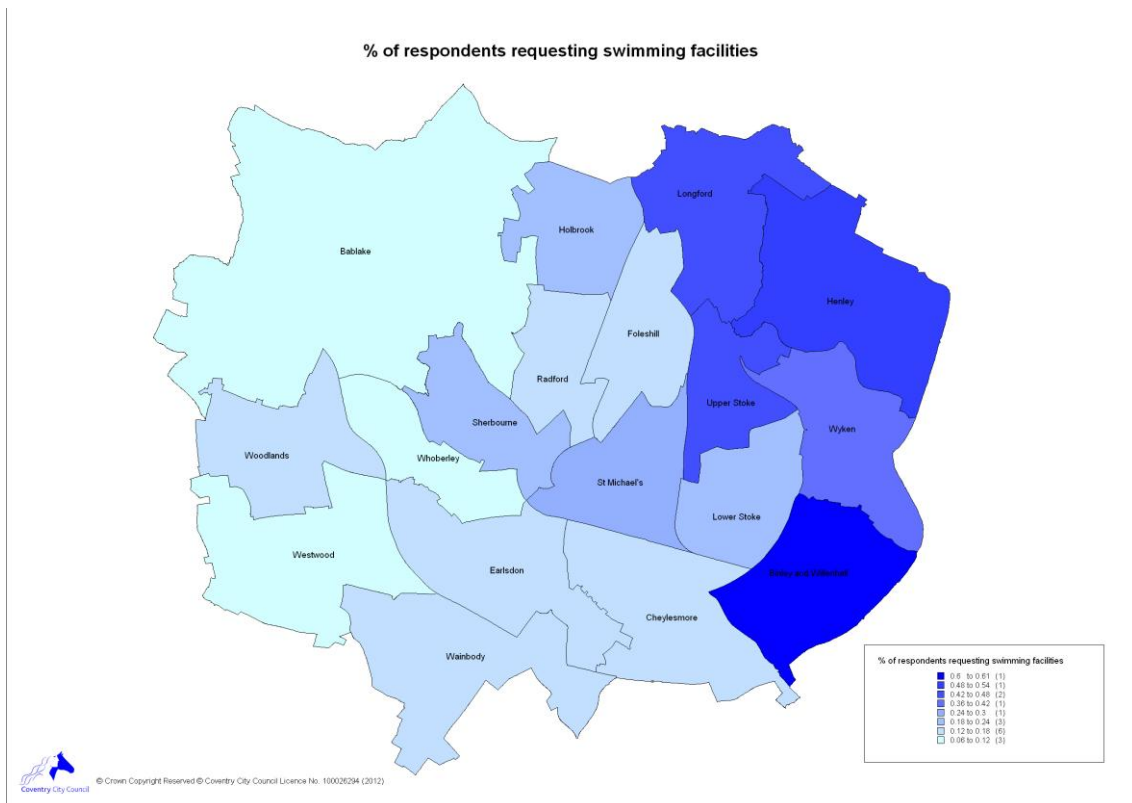
Sport and leisure activities (which they currently don't take part in) that respondents are interested in taking part in.

	Swimming – general	Activities for children and young people	Over 50's activities	Dance-based exercise class e.g. Zumba	Racquet sports: badminton/ squash/ tennis	Climbing or bouldering	Martial arts	Team sports e.g. netball/ basketball/ football	Swimming – lessons	School holiday activities	Gymnastics/ trampolining	Lifestyle classes e.g. GP referrals	Table tennis	Extreme sports e.g. BMX, skateboarding	Disability sport and leisure activities	Other
Male	38%	20%	26%	9%	25%	24%	25%	20%	16%	9%	11%	13%	18%	14%	4%	12%
Female	41%	31%	21%	39%	21%	21%	18%	18%	20%	22%	19%	17%	12%	10%	6%	11%
Under 16	36%	52%	6%	18%	22%	36%	32%	52%	22%	30%	28%	10%	38%	30%	6%	16%
16 - 24	34%	17%	6%	34%	33%	31%	28%	32%	18%	11%	26%	10%	20%	22%	1%	8%
25 - 34	43%	37%	4%	33%	27%	28%	27%	26%	21%	22%	22%	13%	16%	14%	7%	12%
35 - 44	43%	43%	4%	34%	25%	31%	25%	17%	24%	30%	17%	14%	11%	12%	4%	12%
45 - 54	39%	18%	27%	25%	26%	20%	18%	15%	13%	12%	11%	18%	8%	6%	3%	9%
55 - 64	38%	13%	54%	24%	17%	7%	8%	7%	14%	9%	9%	21%	13%	5%	8%	13%
65 – 74	44%	5%	60%	10%	4%	3%	4%	2%	13%	1%	4%	16%	12%	2%	4%	7%
75+	34%	8%	71%	8%	13%	8%	13%	13%	16%	8%	5%	21%	16%	11%	8%	18%
Coventry North East	44%	33%	23%	29%	22%	20%	24%	17%	21%	20%	17%	17%	14%	10%	5%	11%
Coventry North West	42%	28%	21%	30%	25%	22%	18%	16%	18%	18%	18%	13%	13%	11%	6%	8%
Coventry South	43%	21%	27%	23%	20%	23%	16%	17%	16%	12%	12%	16%	13%	7%	3%	12%
BME	44%	31%	21%	26%	24%	24%	29%	20%	24%	21%	18%	14%	15%	11%	7%	14%
Non-participant Participants - less 3 x wk	45%	43%	26%	30%	20%	14%	17%	22%	21%	30%	17%	23%	11%	13%	9%	14%
	40%	26%	21%	26%	23%	23%	20%	19%	22%	18%	17%	14%	15%	12%	12%	10%

Facilities requested, currently not offered at their nearest/most used centre



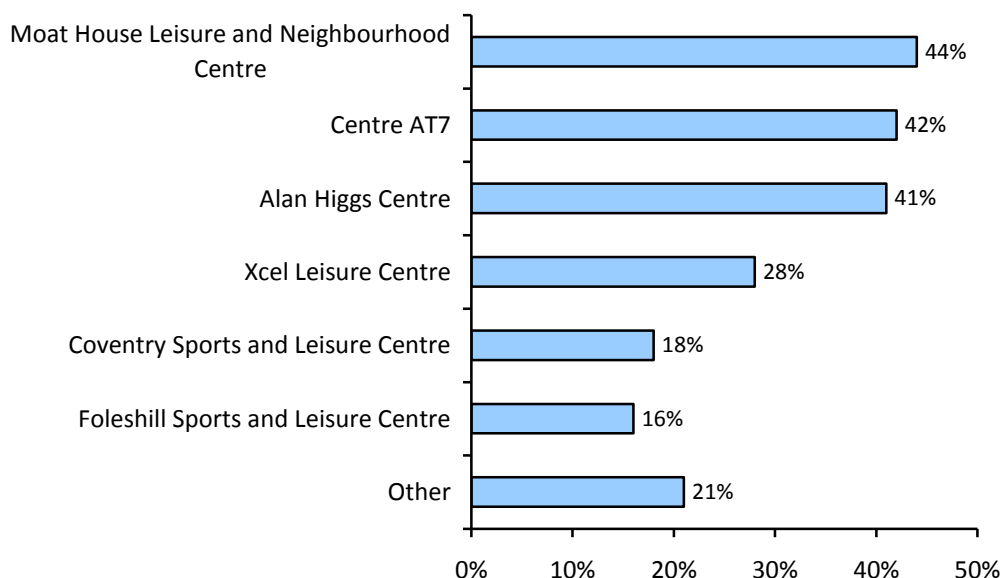
Just over a quarter of respondents said they would be interested in using a swimming pool if it was offered at their nearest or most used centre. This was followed by 19% who would like a steam room or sauna added to their most used centre or nearest centre and 11% who would like a children's gym added.



Note: Small sample size may result in an increased margin of error (maximum +-14.9% for Binley and Willenhall)

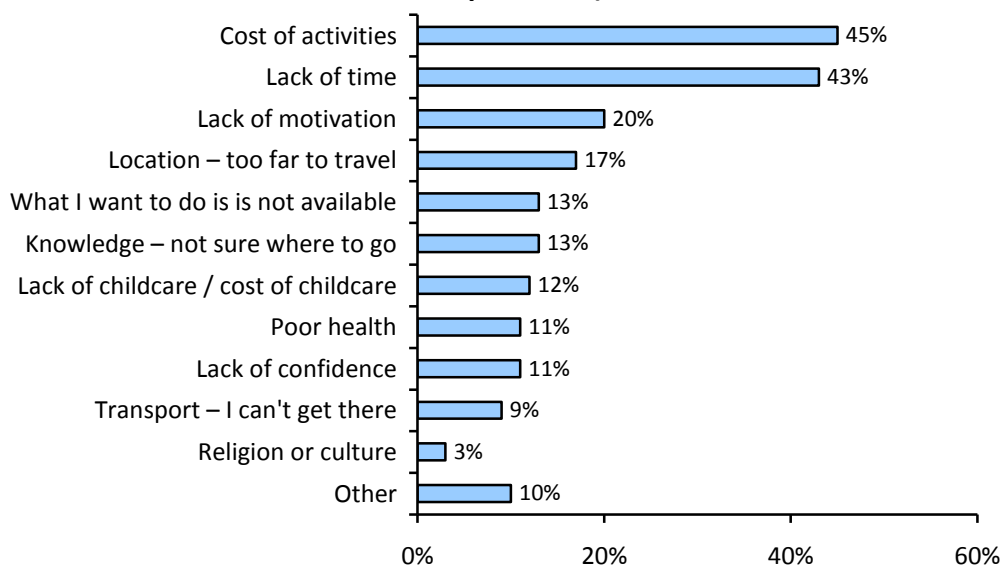
Analysis of those respondents who wanted to see swimming facilities at their local/most used sports and leisure facility against ward, shows high levels of demand in the east of the city, with Binley and Willenhall, Henley, Upper Stoke, Longford and Wyken all showing high demand for swimming pool provision.

Interested in swimming pool facilities against centre use



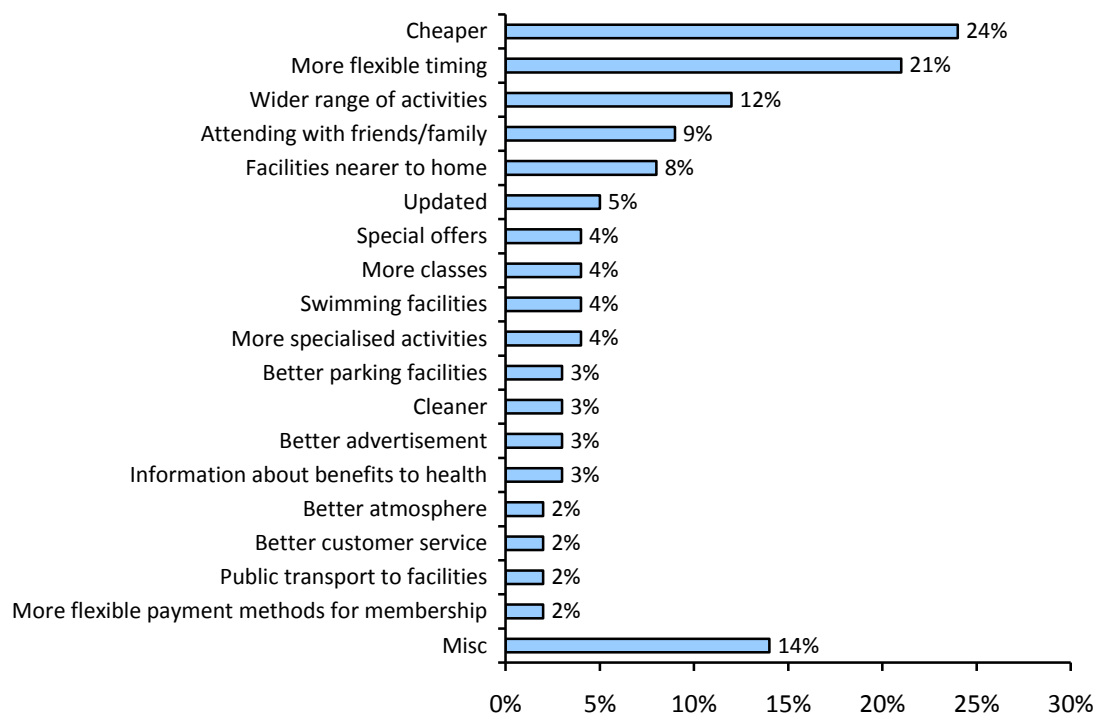
Users of centres not offering swimming facilities were more interested in using a swimming pool, with 44% of Moat House Leisure and Neighbourhood users, 42% of Centre AT7 users and 41% of Alan Higgs Centre users being interested in using these facilities (note: these centre are located in east of the city highlighted previously). Analysis of those centres which currently offered swimming facilities showed a proportion of respondents interesting in swimming, this suggesting that either these centres were not their local centre or they used these centres for other activities.

Reasons preventing sport and leisure participation (all respondents)



63% of all respondents said that there was something preventing them from taking part in sports and leisure activities or doing as much sport and leisure activities as they would like. Popular reasons given for not taking part in any or as much sport and leisure activity as they would like were cost of activities (45%) and lack of time (43%).

What would encourage you to take part



Respondents were asked what would encourage them to take part in more sporting and leisure activities, these open responses were grouped to show that 24% of those who gave a response said that making activities cheaper would encourage them to participate more. Other comments received were about making activities more flexible (21%), offering a wider range of activities (12%), attending with friends or family (9%) and having facilities nearer to their home (8%).

When asked if more sports and leisure activities were set up and held in local venues such as schools and community centres, would respondents be interested in attending these activities, only 16% of respondents were not interested in locally non-sports centre hosted activities. 43% of respondents said they would be interested in activities held in local venues and 41% said they might be interested.

Corporate Research

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