



Leisure Facilities Customer Survey

Primary Research

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Report Overview

- 1.1 A full review of the Leisure Centre Engagement survey has been completed including analysis of free-form feedback that was received. Free-form text responses are answers given by respondents in their own words.
- 1.2 1,636 respondents completed the survey. The service's data analyst has reviewed the full set of data. The data has been processed through descriptive methods, for example, charts and maps to create an overview of respondent activity at the time of survey completion. The full set of data has been structured by a respondent's most used site. This builds a picture of site-specific behaviour, in turn supporting site-specific decision-making.
- 1.3 The survey results included both qualitative and quantitative data. The quantitative data was analysed using frequency analysis and statistics.

The qualitative data was analysed using frequency analysis, sentiment analysis and thematic analysis. Frequency analysis counts the number of times an item, word or activity occurs to determine patterns in the data. Sentiment analysis scrutinises natural language to provide insight into respondents' attitudes and opinions. Thematic analysis draws out themes from the content of respondent feedback.

- 1.4 Rule-based sentiment analysis has been used to validate the data analyst's own sentiment analysis. The computer-based method assigns positive and negative scores to words using a pre-defined dictionary. The frequency of positively or negatively scoring words determines the overall emotional tone (positive, negative, or neutral) of the text.

The validation was performed on the largest set of qualitative data, i.e., responses to 'How satisfied are you with the council's leisure centres? – Comment on satisfaction level'. This process has undergone multiple iterations and checks to ensure a high level of confidence. The validation produced an 80% close match on the sentiment analysis performed by the service's data analyst.

- 1.5 Comments on the satisfaction level have been summarised into sentences. The application of statistical methods to responses containing the most frequently occurring words generated the summary. Summary sentences have been produced for each site. These provide an overview of the content, style and tone of the responses.

- 1.6 The report is split into two sections. The first section is categorised by facility and sets out the key findings about that site's customer behaviour, preferences and opinions. Each facility breakdown contains:

- A list of the site assets
- Respondent travel preferences and centre usage information
- Reasons why respondents use the leisure centre
- Respondent satisfaction levels
- Analysis of respondent feedback

The second section summarises responses by non-customers.

1.7 All data received has been loaded into a dashboard so that further information or analysis can be extracted (the dashboard is accessible by request):

<https://vsrv-powerbi02.lcc.local/Reports/powerbi/Sports%20Services/Gym%20survey%202025>

Leisure Centre Responses

Aylestone Leisure Centre

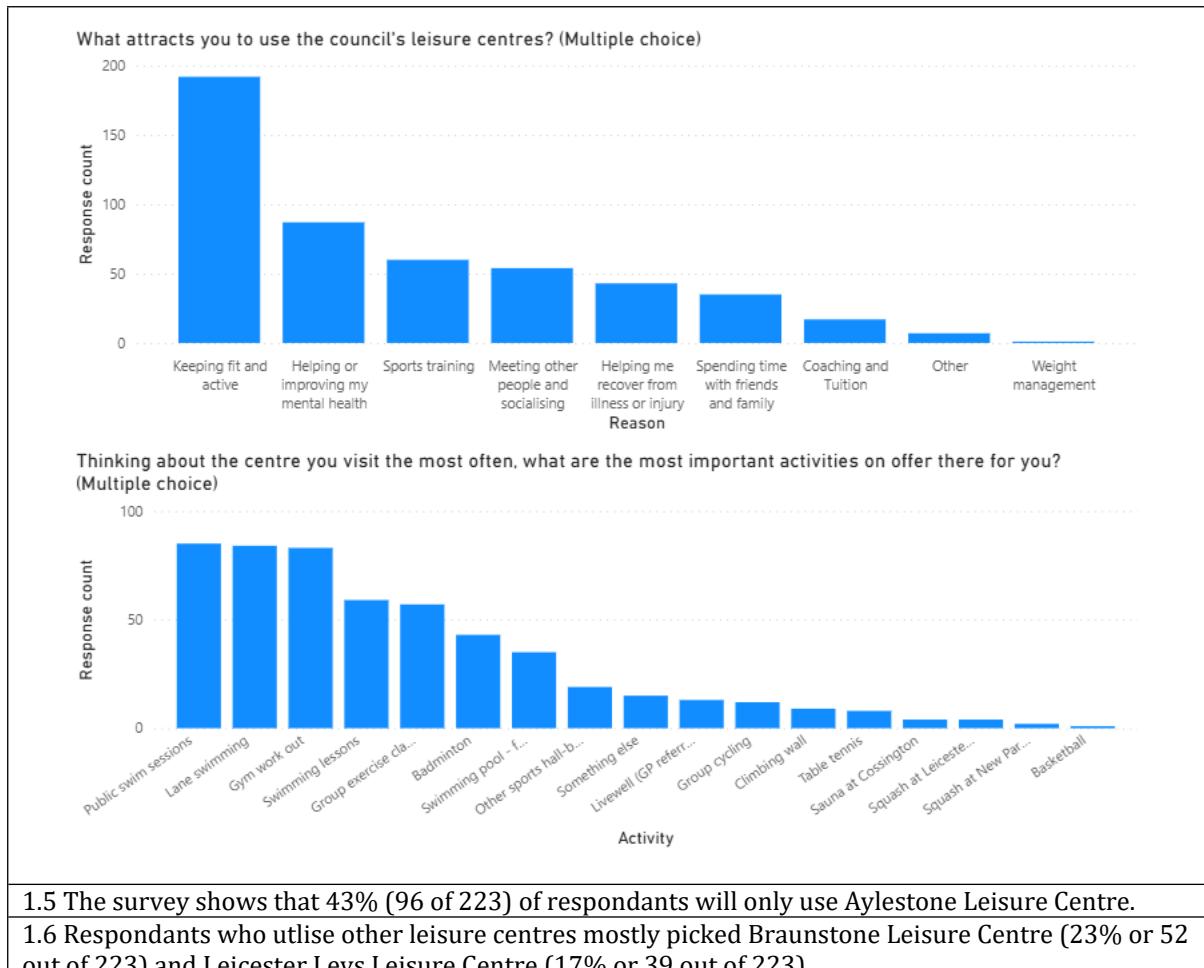
Built in 1988	
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Assets

2 No Swim pools 25m x 9m and 18m x 5m 392 sqm Pool Space provided	Learn 2 Swim Open swim sessions Individual lessons Parties	Sports Hall	6No Badminton courts Basketball. Netball. Pickle ball. Roller skating. Indoor bowls.
Gym	70 stations Refurbished 2020	Studio	Refurbished 2023 Space for 25 users Fitness classes. Yoga
Spin room	15No Static cycles Spin classes	Aylestone Library	Part manned

Travel and Usage

1.1 60% of respondents said they travel less than a mile to access the centre. (131 out of 223 responses)
1.2 83% of respondents indicated that they plan to use the centre regularly (at least once a week) in the next 6 months. (185 out of 223)
1.3 Responses for Aylestone Leisure Centre show that the most popular activities that respondents participate in is swimming and attending the gym or exercise class.
1.4 Key responses for understanding the use and attractiveness of the leisure centre:



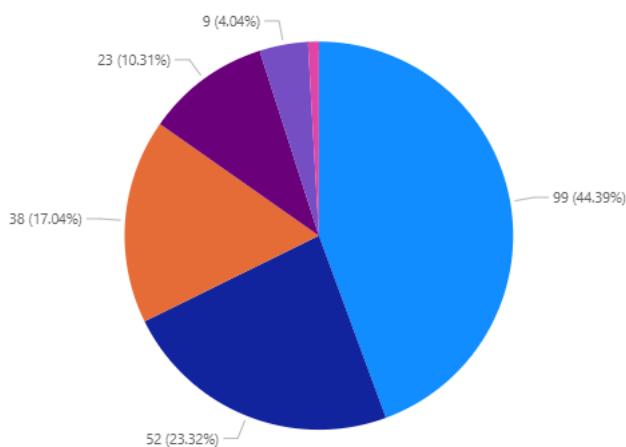
Satisfaction Levels

1.7 Of the 223 responses for Aylestone 61% identified they were either satisfied or very satisfied with the centre. 14% said they were dissatisfied or very dissatisfied with the facility. The remaining responses were neutral or did not answer.

1.8:

How satisfied are you with the council's leisure centres?

How satisfied are you with the c... ● Satisfied ● Neutral ● Very satisfied ● Dissatisfied ● Very dissatisfied ● Not Answered

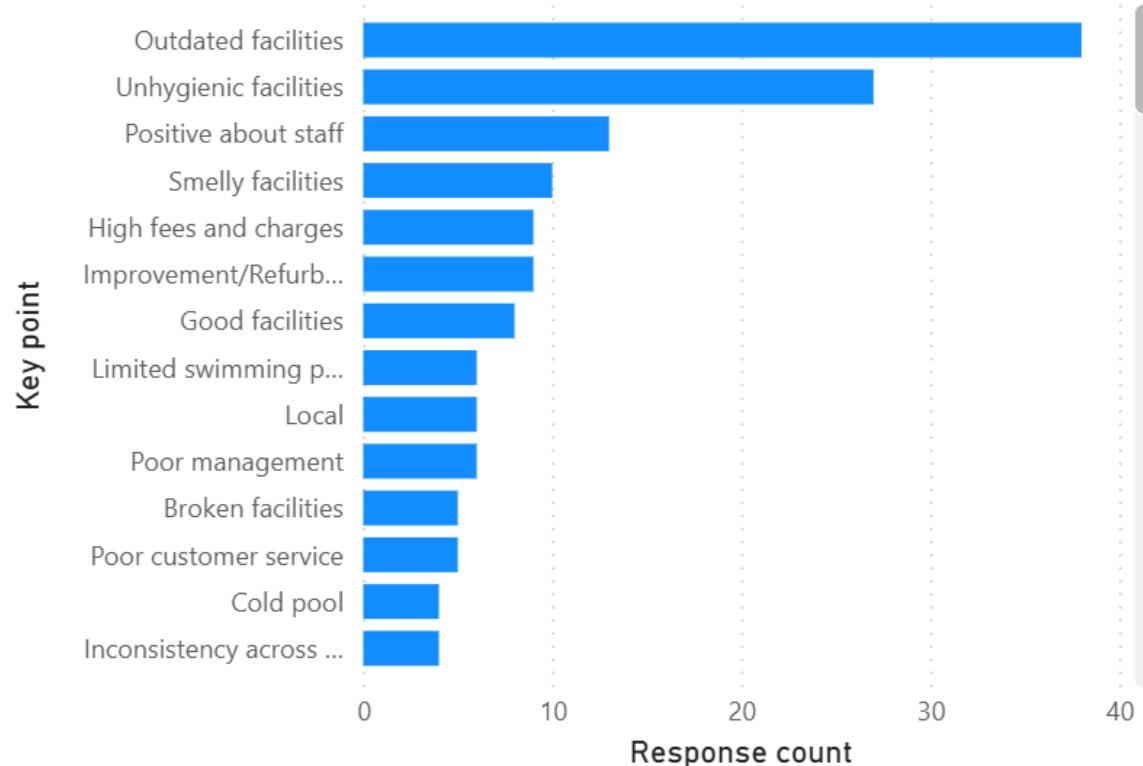


Feedback and Sentiment Analysis

1.9 A review of the free-form text responses provided to the question "How satisfied are you with the council's leisure centres? – Comment on satisfaction level" was carried out.

Thematic analysis of the responses received show that the most common feedback was the facility was outdated and in need of refurbishment, followed by cleanliness issues predominantly within the changing rooms and pool hall.

Count of key points raised by respondents



1.10 The summary sentences generated from Aylestone Leisure Centre responses are:

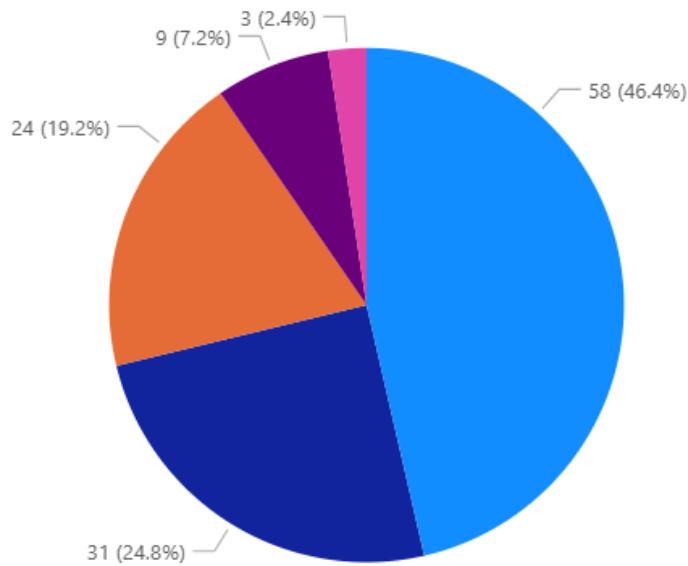
- Changing rooms need updating
- The gym is excellent ☺ I'd love to use the swimming pool too but seeing people walking by the pool with their outdoors shoes really puts me off
- Lots of new signs whilst changing rooms and pool area are in need of refurb [sic] and repair
- Aylestone- Urine stench in the pool and even worse in changing rooms, pools r dirty, rubbish on the bottom, I often stepped on sth [sic] sharpish in the water
- Aylestone Leisure Centre changing room facilities for the pool need upgrading
- Pools need to be open as many hours as possible to allow for swimming lessons, lane swimming, public swimming etc
- We use Aylestone leisure centre the most, the changing rooms at the poolside really need refurbishment
- The Changing rooms and toilets are very run down and tied [sic], they need updating! Facilities in poor state of repair
- I actually use New Parks Leisure every week too and also the swimming pool at Braunstone as it is very good for lane swimming
- There are people doing backstroke and playing around in the fast lane, the changing rooms are dirty and there's usually hair stuck to the showers too

Changing rooms have a strong smell of urine, never smell clean, never look clean and never seen them be clean

1.11 A manual sentiment analysis was performed on the free-form responses.

Sentiment analysis of satisfaction comments

Sentiment ● Negative ● Neutral ● Positive ● Very negative ● Very positive



Aylestone Leisure Centre received 125 comments. Of these, 46.4% (58 out of 125) contained negative sentiment, followed by 24.8% (31 out of 125) of comments containing a neutral sentiment.

Comments with a negative sentiment most frequently contained themes on 'outdated facilities', 'unhygienic facilities' and 'high fees and charges'.

Comments with a neutral sentiment most frequently contained content on 'outdated facilities', 'unhygienic facilities' and 'improvement/refurbishment required'. The centre changing rooms, showers and toilets were the focus of these comments.

Braunstone Leisure Centre



Assets

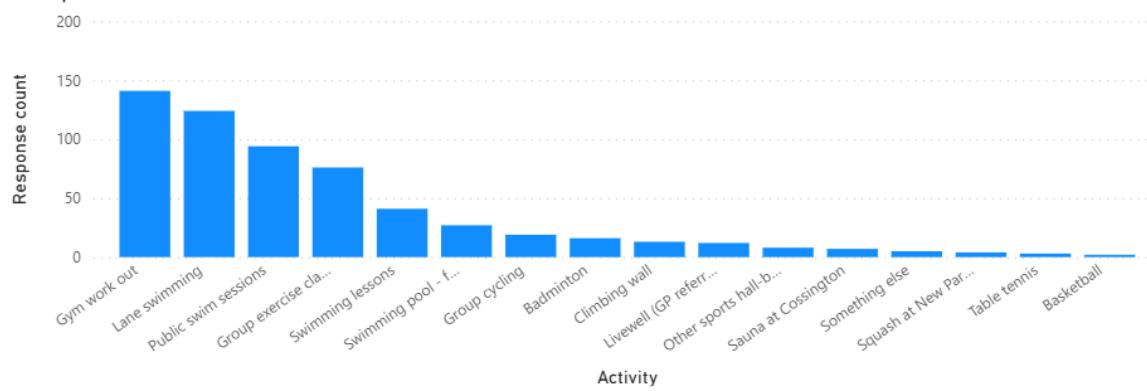
2 No Swim pools 25m x 17m and 18m x 8m 637 sqm Pool space	Learn 2 Swim Open swim sessions Individual lessons Parties 300 spectator seating	Sports Hall	6No Badminton courts. Basketball Netball. Pickle ball. Gymnastics. 5-a side football. Korfball. Roller skating. Wheels for all (Junior). Trampoline. Group Exercise.
Gym	90 stations - refurbished 2022	Spin room	Spin room. 20 No Static cycles refurbished 2022

Travel and Usage

2.1 49% of respondents said they travel less than a mile to access the centre (124 out of 254 responses), with 51% saying they are prepared to travel more than a mile.

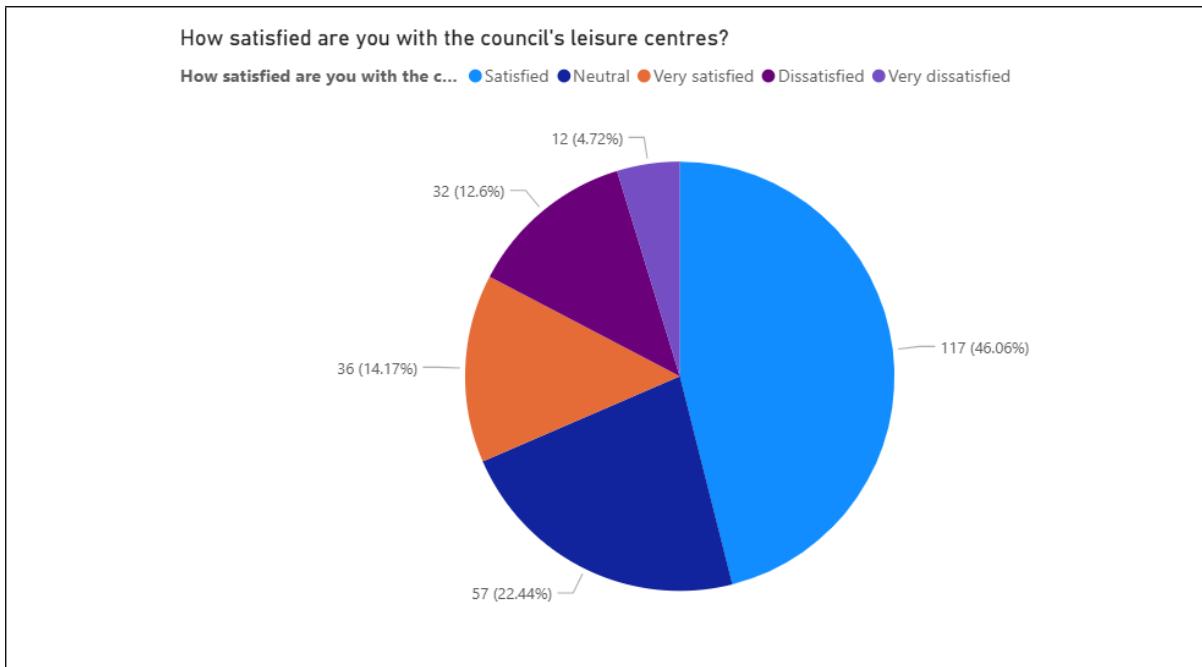
2.2 87% of respondents indicated that they plan to use the centre regularly (at least once a week) in the next 6 months. (221 out of 254)

2.3 Reponses for Braunstone Leisure Centre show that the most popular activities that respondents participate in is gym sessions, swimming and group exercise classes.

2.4 Key responses for understanding the use and attractiveness of the leisure centre:**What attracts you to use the council's leisure centres? (Multiple choice)****Thinking about the centre you visit the most often, what are the most important activities on offer there for you? (Multiple choice)****2.5 The survey shows that 44% (111 of 254) of respondents will only use Braunstone Leisure Centre.****2.6 Respondants who utlise other leisure centres mostly picked Leicester Leys Leisure Centre (28% or 70 out of 254) and New Parks Leisure Centre (27% or 60 out of 223)**

Satisfaction Levels

2.7 Of the 254 responses for Braunstone 60% identified they were either satisfied or very satisfied with the centre. 17% said they were dissatisfied or very dissatisfied with the facility. The remaining responses were neutral or did not answer.

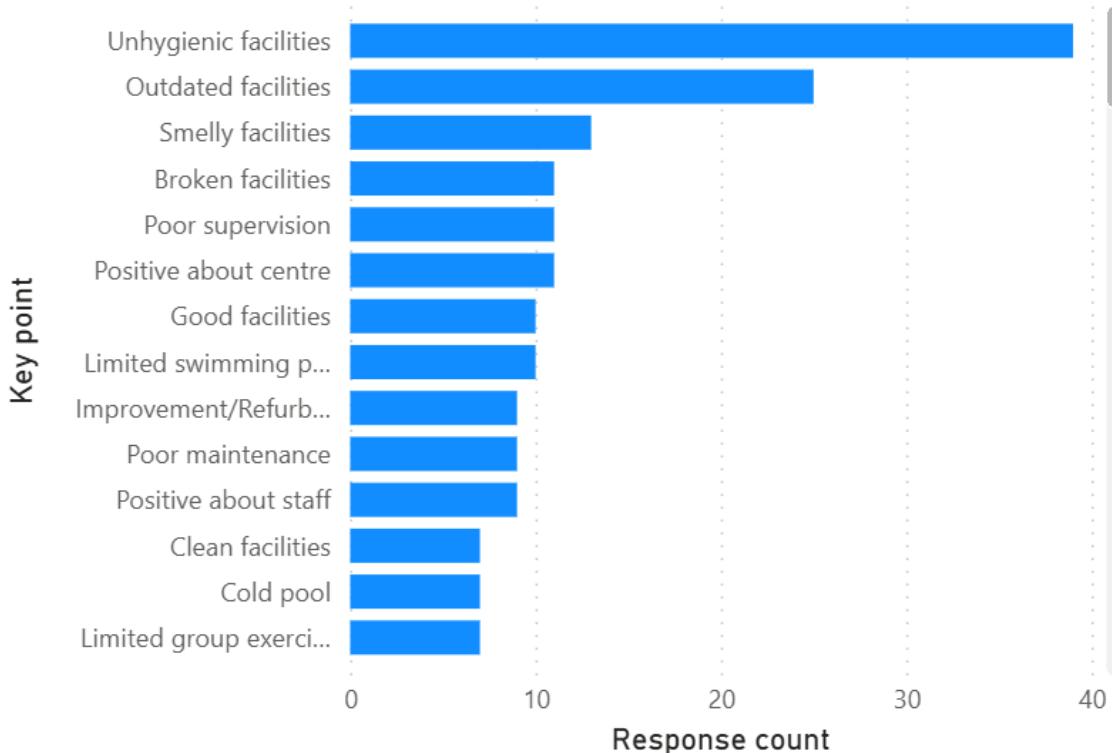


Feedback and Sentiment Analysis

2.9 A review of the free-form responses provided to the question "How satisfied are you with the council's leisure centres? - Comment on satisfaction level" was carried out.

Thematic analysis of the responses received show that the most common feedback was the facility was facility cleanliness and the need for refurbishment:

Count of key points raised by respondents



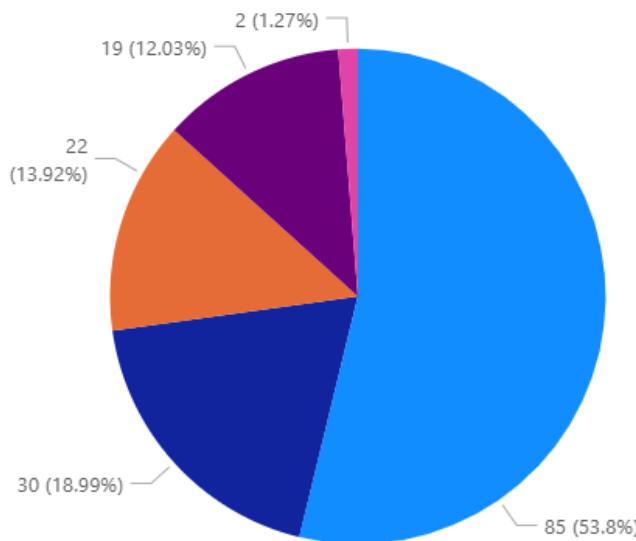
2.10 The summary sentences generated from Braunstone Leisure Centre responses are:

- But the maintenance isn't great, pool is often shut, changing rooms smell bad... Never have on family swim till after 7pm on school days Great staff and clean
- Some things are brilliant - friendly staff, great pools, cafe (when it's open), great swimming teachers for my child's swimming lessons
- It is a very good place for swimming (haven't used the gym yet but hope to soon) however i wish the swimming changing rooms were completely separate [sic]
- Whilst the swimming pool is lovely and clean, the changingvrooms [sic], toilets and showers need a good deep clean
- Braunstone leisure centre gym is always very very packed, too many people and only open 9am-9pm, makes it hard to go and enjoy the gym
- But the maintenance isn't great, pool is often shut, changing rooms smell bad...
- Although I really value the facility, I do not think the cleanliness of the changing rooms the swimming pool itself at Braunstone is very good
- The swimming pool and changing areas are always clean and easy to use
- The log in for gym membership and the log in for children's swimming lessons via Home Portal cancel each other out and constantly having to reset password
- Not enough showers when children have finished swim lessons, parents often put towels in so others can't use them
- This means on the days he isn't working, gym members are made to be responsible for tidying up after other gym members
- Very pleasant and welcoming staff, just a shame the swimming lockers are in such a bad state, most don't work

2.11 A manual sentiment analysis was performed on the free-form text responses.

Sentiment analysis of satisfaction comments

Sentiment ● Negative ● Neutral ● Positive ● Very negative ● Very positive



Braunstone Leisure Centre received 158 comments. Of these, a 53.8% majority (85 out of 158) contained negative sentiment, followed by 18.9% (30 out of 158) of comments containing a neutral sentiment.

Comments with a dissatisfied sentiment most frequently contained themes on unhygienic facilities, outdated facilities, and limited swimming pool timetable.

Comments with a neutral sentiment most frequently contained content on clean facilities, positivity about centre and broken facilities. These comments contain both positive and negative opinions and have been assigned a sentiment analysis of neutral to account for this.

Cossington Street Sports Centre

<p>Swimming Pool built 1897</p> <p>Sports Hall built 1976</p>	
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Assets

Swim pool pools 30m x 14.5m 435 sqm pool space	<p>Learn 2 Swim</p> <p>Open swim sessions</p> <p>Individual lessons</p> <p>Parties</p>	Gym	70 stations - refurbished 2021
		Studio	Space for 25 users Fitness classes. Yoga

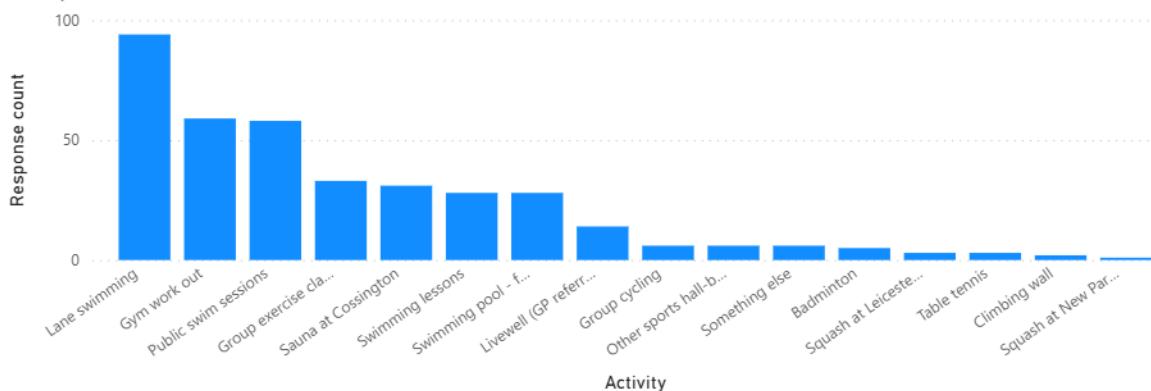
Travel and Usage

3.1 60% of respondents said they travel less than a mile to access the centre. (93 out of 155 responses)
3.2 95% of respondents indicated that they plan to use the centre regularly (at least once a week) in the next 6 months. (147 out of 155 responses)
3.3 Responses for Cossington Street Sports Centre show that the most popular activities that respondents participate in is swimming and attending the gym or exercise class.
3.4 Key responses for understanding the use and attractiveness of the leisure centre:

What attracts you to use the council's leisure centres? (Multiple choice)



Thinking about the centre you visit the most often, what are the most important activities on offer there for you? (Multiple choice)



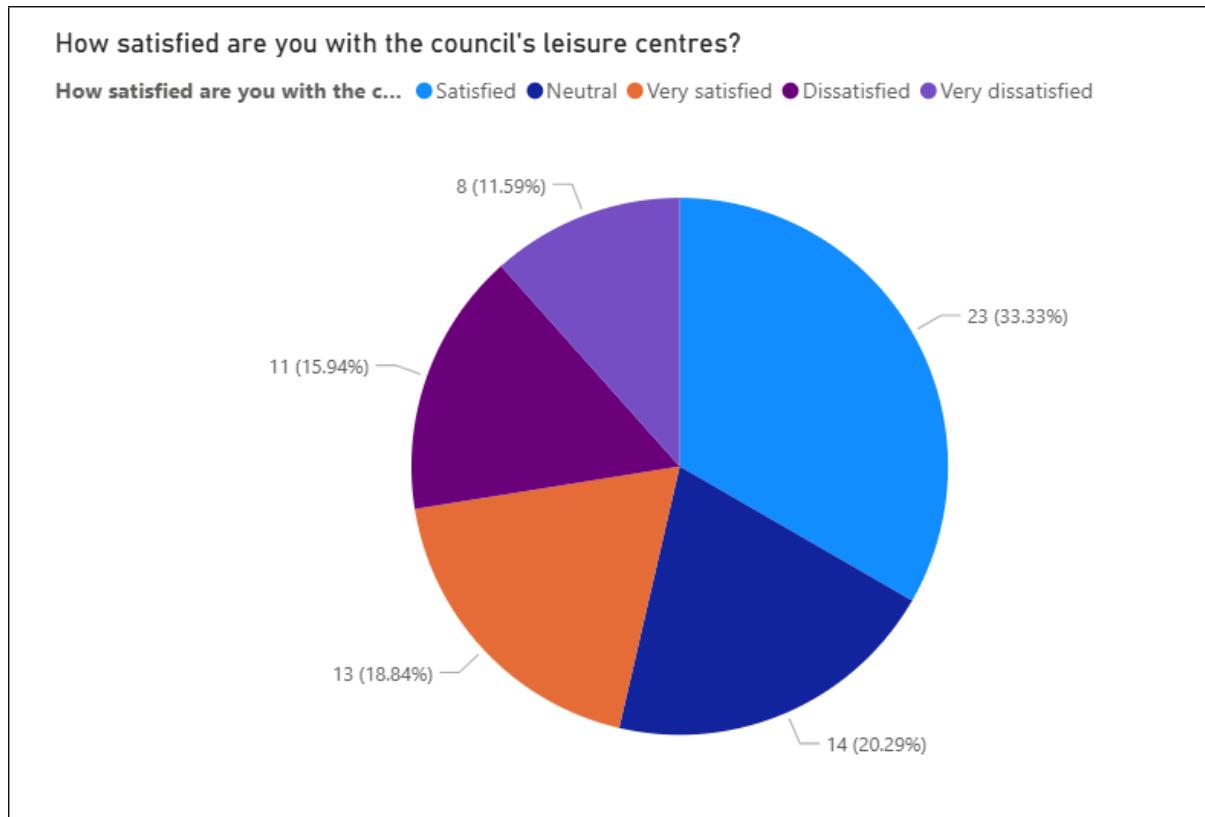
3.5 The survey shows that 34% (53 of 155) of respondents will only use Cossington Street Sports Centre.

3.6 Respondants who utlise other leisure centres mostly picked Leicester Leys Leisure Centre (21% or 32 out of 155) and Braunstone Leisure Centre (17% or 26 out of 155)

Satisfaction Levels

3.7 Of the 155 responses for Cossington 70% of identified they were either satisfied or very satisfied with the centre. 13% said they were dissatisfied or very dissatisfied with the facility. The remaining responses were neutral or did not answer.

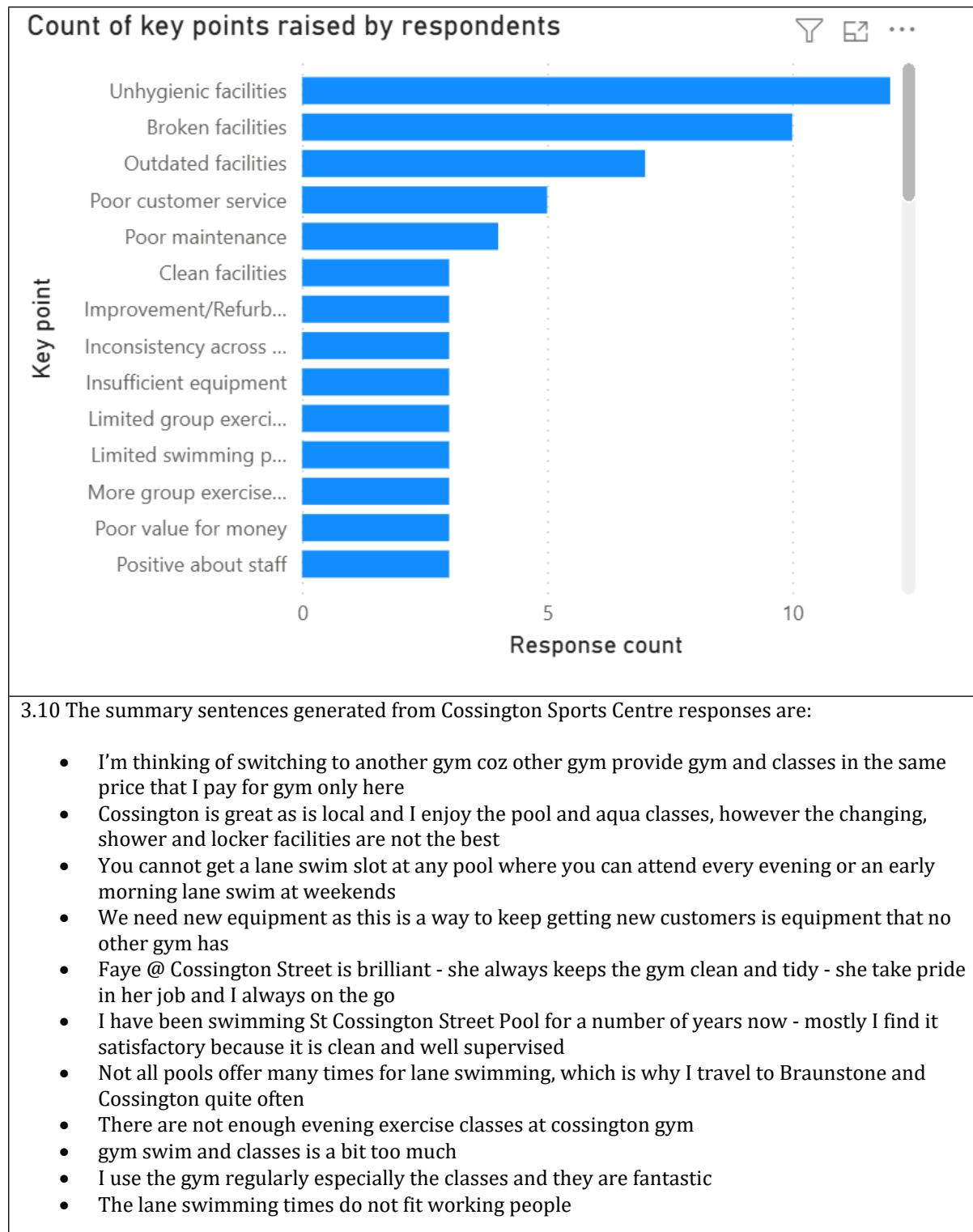
3.8



Feedback and Sentiment Analysis

3.9 A review of the free-form responses provided to the question "How satisfied are you with the council's leisure centres? – Comment on satisfaction level" was carried out.

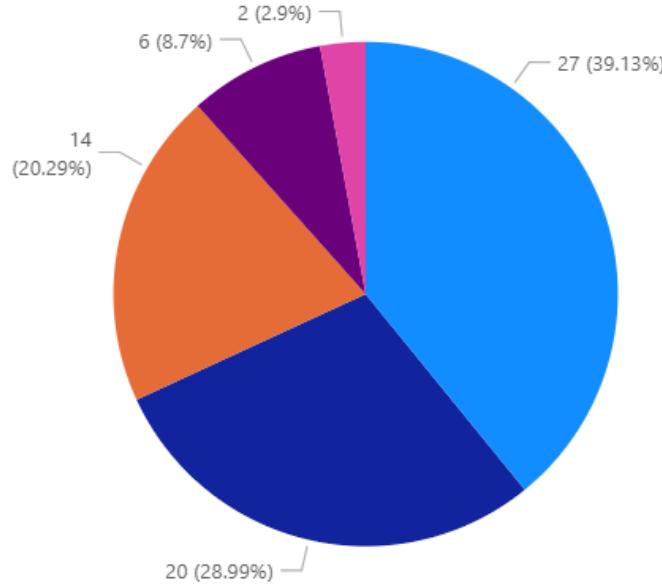
Thematic analysis of the responses received show that the most common feedback was about facility cleanliness issues, followed by issues of broken facilities and outdated facilities.



3.11 A manual sentiment analysis was performed on the free-form text responses.

Sentiment analysis of satisfaction comments

Sentiment ● Negative ● Neutral ● Positive ● Very negative ● Very positive



Cossington Street Sport Centre received 69 comments. Of these, 39.13% (27 out of 69) contained negative sentiment, followed by 28.99% (20 out of 69) of comments containing a neutral sentiment.

Comments with negative sentiments most frequently contained themes on unhygienic facilities, outdated facilities, and poor customer service.

Comments with a neutral sentiment most frequently contained content on inconsistency across leisure centres. This was followed by comments on clean facilities and that facilities require improvement/refurbishment. These comments contain both positive and negative attitudes and have been assigned a sentiment analysis of neutral to account for this.

Evington Leisure Centre

Swimming Pool built 1973
Sports Hall & Gym built 2007
Gym & Spin room extended 2021

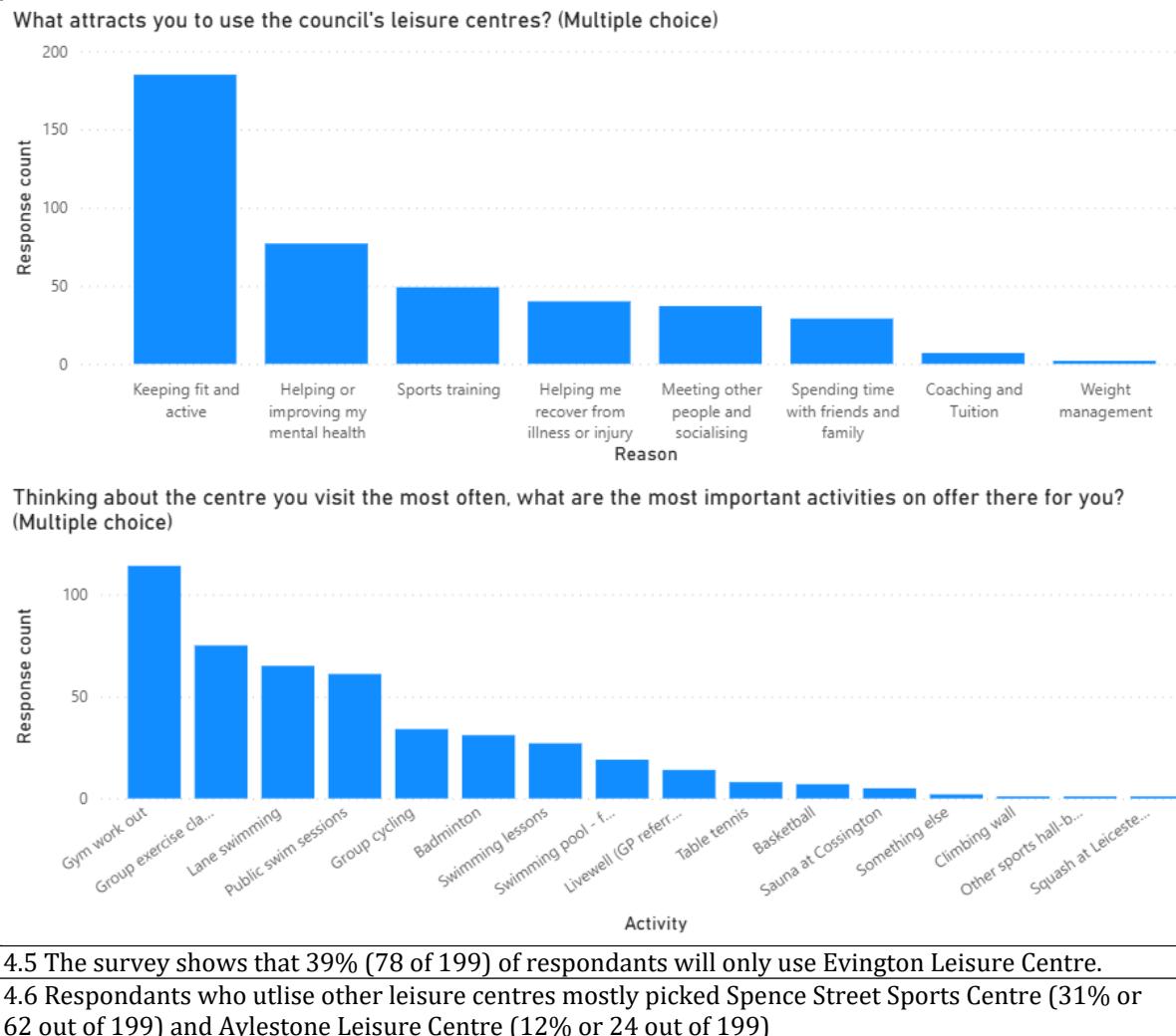


Assets

2 No Swim pools 25m x 9m and 18m x 5m 315 sqm pool space	Learn 2 Swim Open swim sessions Individual lessons Parties	Sports Hall	4No Badminton courts Basketball. Netball Indoor football. Cricket nets. City of Leicester School exclusive use during term time.
Gym	75 stations – refurbished 2021	Studio	Refurbished 2021 Space for 25 users Fitness classes. Yoga
Spin room	15No Static cycles		

Travel and Usage

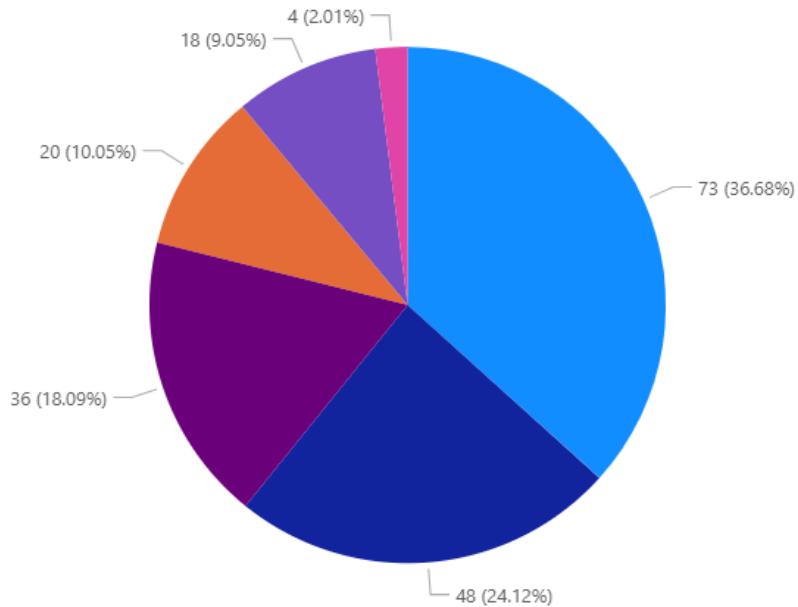
4.1 41% of respondents said they travel less than a mile to access the centre. (81 out of 199 responses)
4.2 84% of respondents indicated that they plan to use the centre regularly (at least once a week) in the next 6 months. (167 out of 199 responses)
4.3 Responses for Evington Leisure centre show that the most popular activities that respondents participate in is swimming and attending the gym or exercise class.
4.4 Key responses for understanding the use and attractiveness of the leisure centre:



Satisfaction Levels

4.7 Of the 199 responses for Evington 47% of identified they were either satisfied or very satisfied with the centre. 27% said they were dissatisfied or very dissatisfied with the facility. The remaining responses were neutral or did not answer.

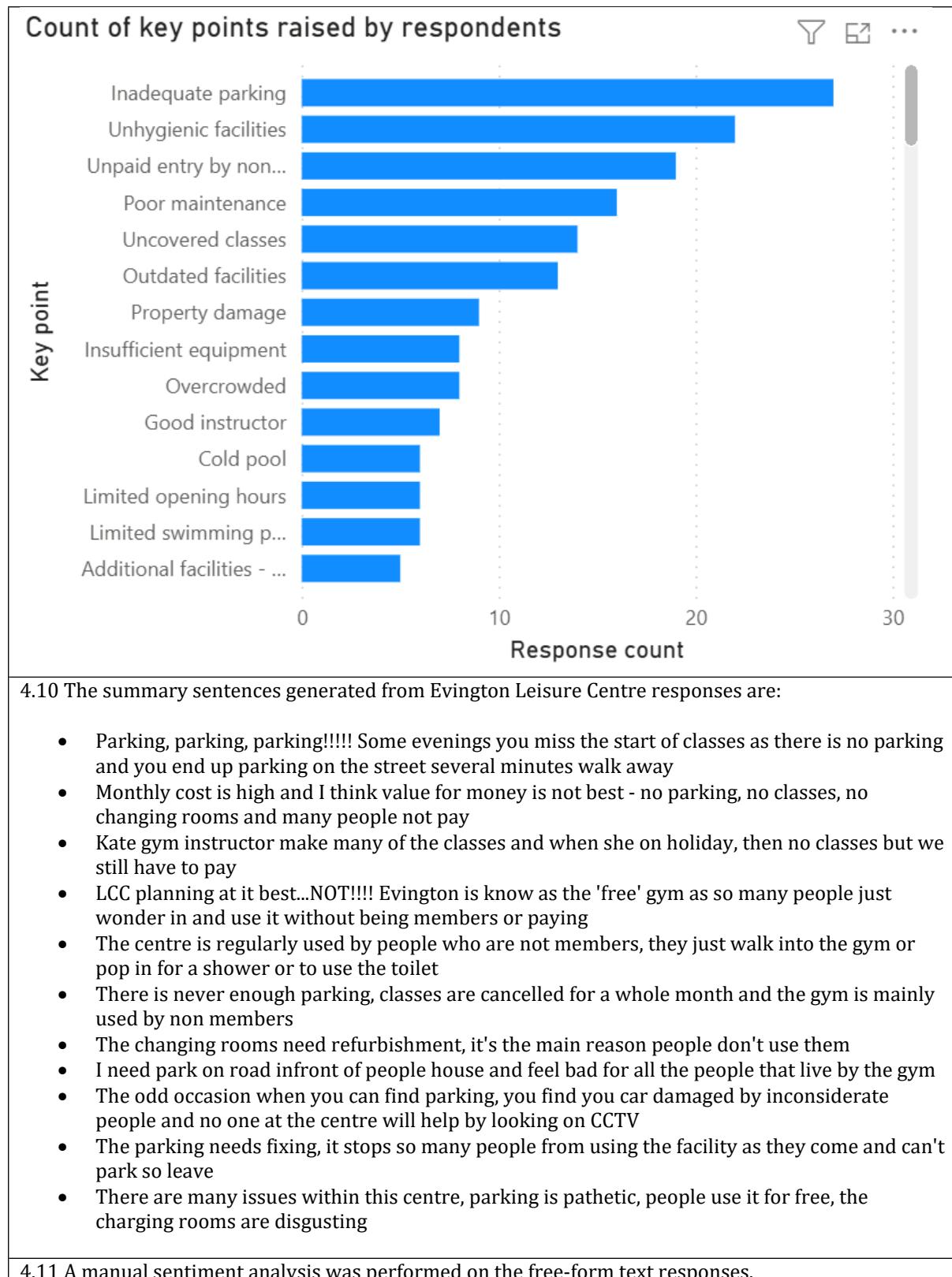
4.8:

How satisfied are you with the council's leisure centres?**How satisfied are you with the c...** ● Satisfied ● Neutral ● Dissatisfied ● Very satisfied ● Very dissatisfied ● Not Answered

Feedback and Sentiment Analysis

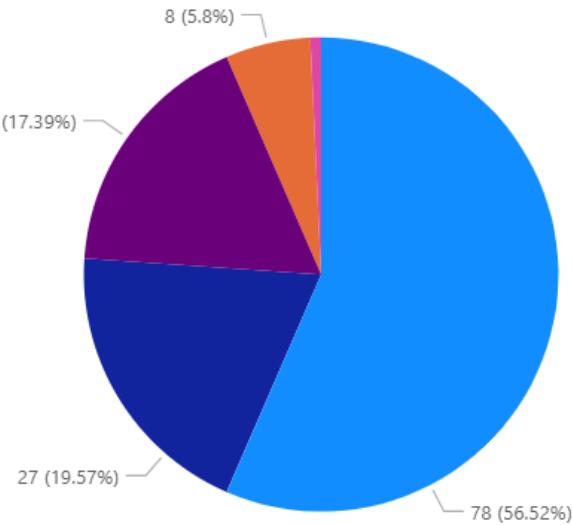
4.9 A review of the free-form text responses provided to the question "How satisfied are you with the council's leisure centres? – Comment on satisfaction level" was carried out.

Thematic analysis of the responses received show that the most common feedback was inadequate parking at the site followed by cleanliness issues.



Sentiment analysis of satisfaction comments

Sentiment ● Negative ● Neutral ● Very negative ● Positive ● Very positive



Evington Leisure Centre received 138 comments. Of these, over half of all comments, 56.52% (78 out of 138) contained negative sentiment, followed by 19.57% (27 out of 138) of comments containing a neutral sentiment.

Comments with a negative sentiment most frequently contained themes on unhygienic facilities. This is followed by comments on poor maintenance and inadequate parking at the site.

Comments with a neutral sentiment most frequently contained content on having a sauna as an additional facility, limited opening hours (in particular, customers looking for the gym to be open earlier or later), and having an additional subscription for group exercise classes only.

Leicester Leys Leisure Centre

Built 1985



Assets

Leisure pool, 30mx13m. Beach access, wave machine. Activity, toddler, and dimple pools. 546 sqm pool space	Leisure water area. Parties. Fun slides	Sports Hall	3No Badminton courts Part gym use Gymnastics. Circuit training Parties
Gym	100 stations – using part sports hall and separate small rooms.	Studio	Space for 16 users Fitness classes. Yoga. Table tennis
Climbing wall	15m high tower. Sport climbing Bouldering Block – training	Squash	2No courts

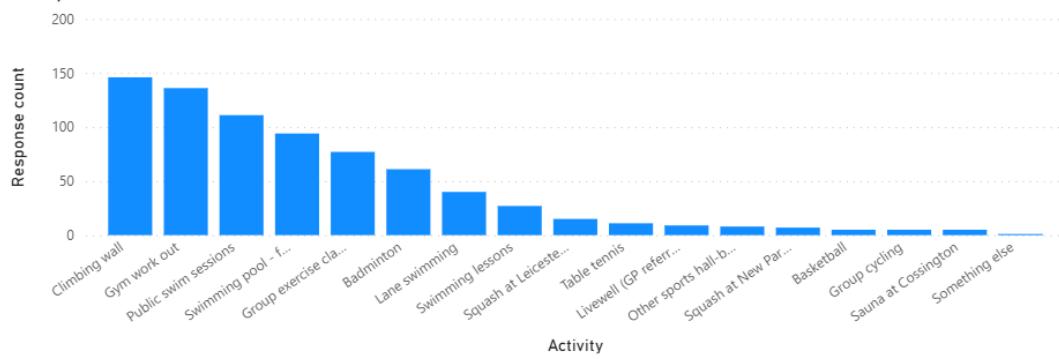
Travel and Usage

5.1 35% of respondents said they travel less than a mile to access the centre (127 out of 361 responses), 50% of respondents said they would travel over 2 miles (180 out of 361).
5.2 84% of respondents indicated that they plan to use the centre regularly (at least once a week) in the next 6 months. (303 out of 361)
5.3 Responses for Leicester Leys Leisure Centre show that the most popular activities that respondents participate in are climbing, attending the gym and swimming.
5.4 Key responses for understanding the use and attractiveness of the leisure centre:

What attracts you to use the council's leisure centres? (Multiple choice)



Thinking about the centre you visit the most often, what are the most important activities on offer there for you? (Multiple choice)



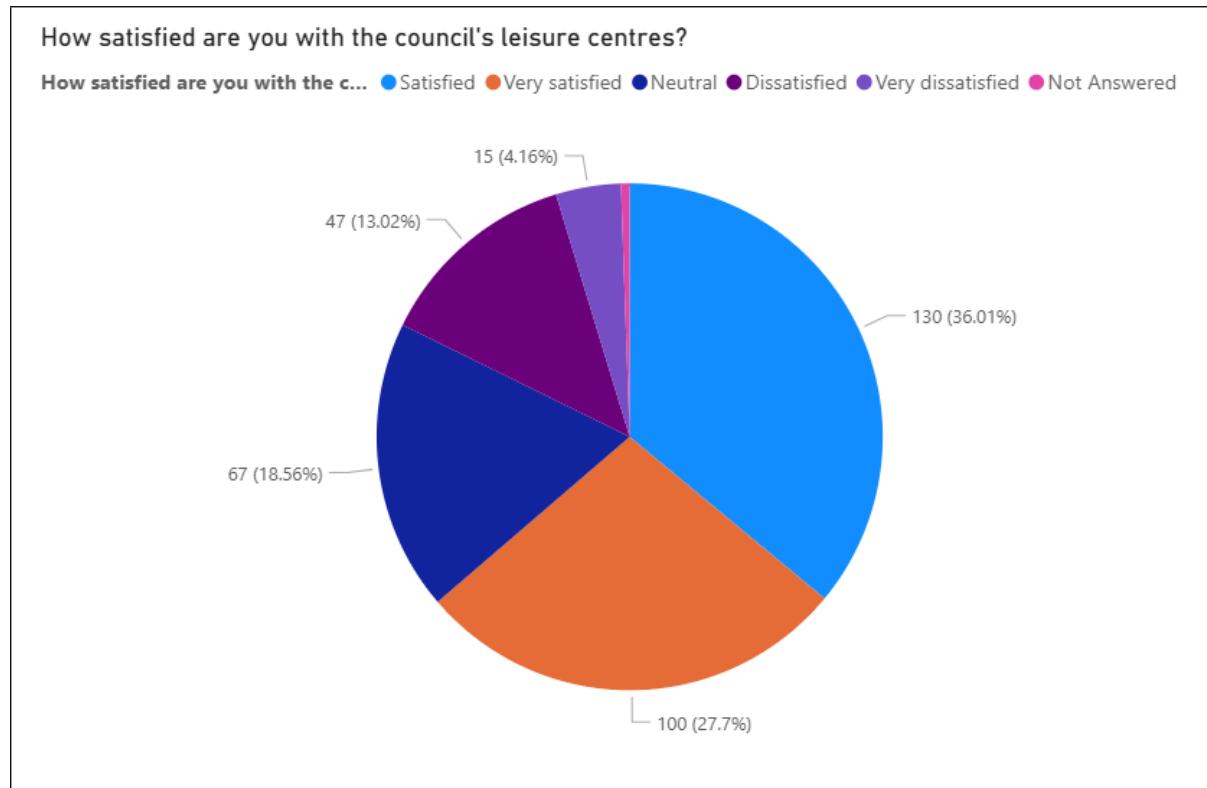
5.5 The survey shows that 50% (179 of 361) of respondents will only use Leicester Leys Leisure Centre.

5.6 Respondants who utlise other leisure centres mostly picked Braunstone Leisure Centre (23% or 100 out of 361) and New Parks Leisure Centre (12% or 44 out of 361)

Satisfaction Levels

5.7 Of the 361 responses for Leicester Leys 64% of identified they were either satisfied or very satisfied with the centre. 17% said they were dissatisfied or very dissatisfied with the facility. The remaining responses were neutral or did not answer.

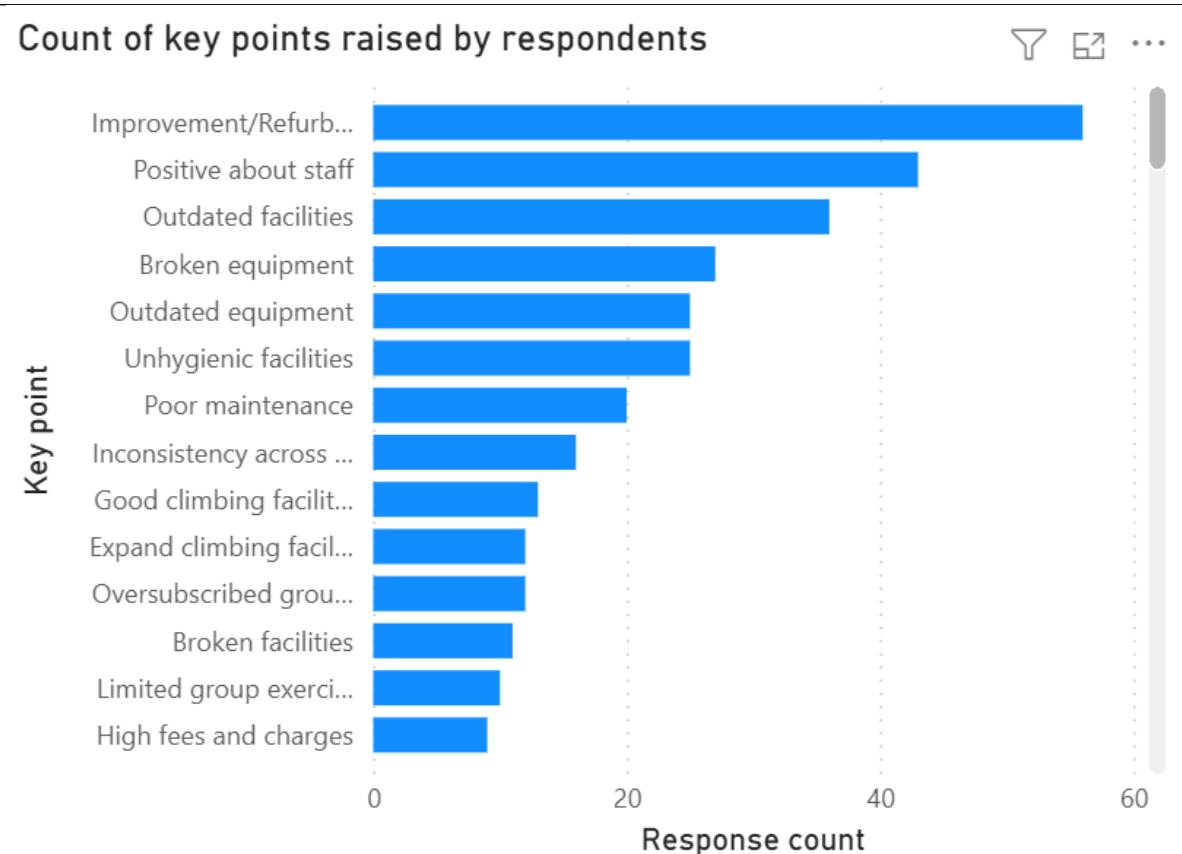
5.8:



Feedback and Sentiment Analysis

5.9 A review of the free-form text responses provided to the question “How satisfied are you with the council’s leisure centres? – Comment on satisfaction level” was carried out.

Thematic analysis of the responses received show that the most common feedback was the facility needs improvements/refurbishment followed by being positive about staff.



5.10 Application of statistical methods to responses containing the most frequently occurring words generated a set of summary comments. The summary sentences for Leicester Leys Leisure Centre are:

- Climbing centre should be open on Sundays! Great value but my local gym Leicester Leys needs investment in new equipment, Braunstone is further but has great equipment
- There isn't much gym equipment at the Leicester leys leisure centre and there isn't a lot of room, the swimming pool slides are always closed
- The climbing wall is great however more tower space and bouldering wall areas would attract more families! The gym equipment was moved into the main hall during COVID
- The equipment is old and sometimes people use gym equipment i want to use and being used by the people while i am there
- The Climbing Wall of Beaumont Leys Leicester Leisure Centre is the only climbing wall in Leicester
- The climbing wall at Leicester Leys is a one of its kind in the county and the climbing courses are really good
- Leicester Leys is in disrepair the flumes haven't worked for years the pool floor has tiles missing the gym equipment is old or cast offs from other centres
- Great climbing courses available, really friendly and knowledgeable staff and great facilities
- Most of the cities I also go to for climbing (Warwick, Nottingham, Birmingham, Manchester, Bristol) have larger, modern climbing walls and some have several climbing walls
- The climbing wall is a vital part of learning to climbing for me and my friends and the staff there are very helpful
- The swimming pool is great Shame flumes cannot be used and the gym could do with upgrades The staff are great, and the value for money is good
- However, in the gym when equipment breaks, it's sometimes broken for quite a while Need referb The climbing wall is a great facility
- Thanks to everyone who is making Tower special ! The climbing wall staff are extremely helpful and go above and beyond t help you

5.11 A manual sentiment analysis was performed on the text responses.

Sentiment analysis of satisfaction comments

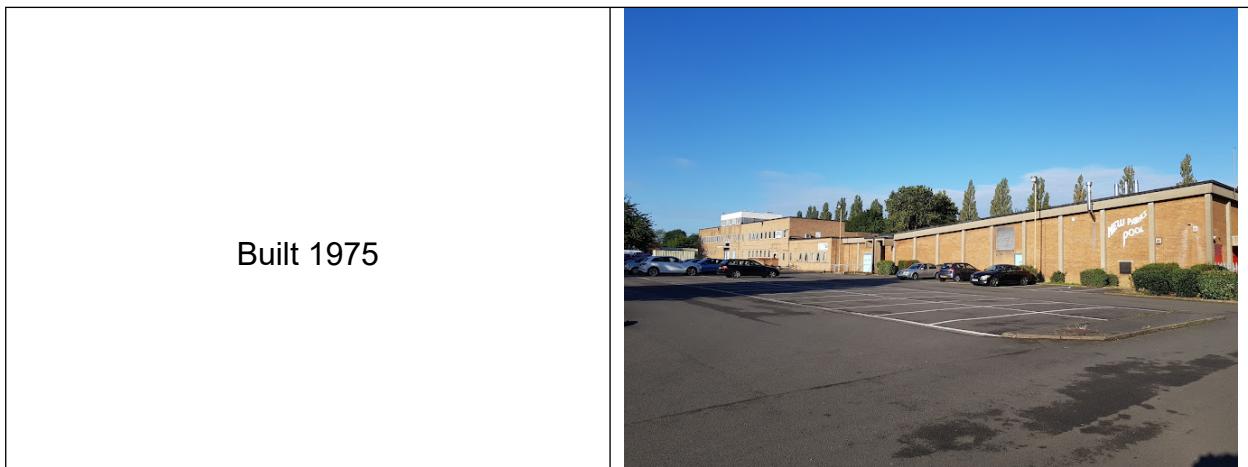
Sentiment ● Negative ● Neutral ● Positive ● Very negative ● Very positive

Leicester Leys Leisure Centre received 223 comments. Of these 38.57% (86 out of 223) contained negative sentiment, followed by 25.56% (57 out of 223) of comments containing a neutral sentiment.

Comments with a negative sentiment most frequently contained comments on improvement/refurbishment being required to the facility. This is followed by comments on unhygienic facilities and broken equipment.

Comments with a neutral sentiment most frequently contained content on improvement/refurbishment to the facility being required. This was followed by positive comments about the site staff and comments on outdated facilities.

New Parks Leisure Centre



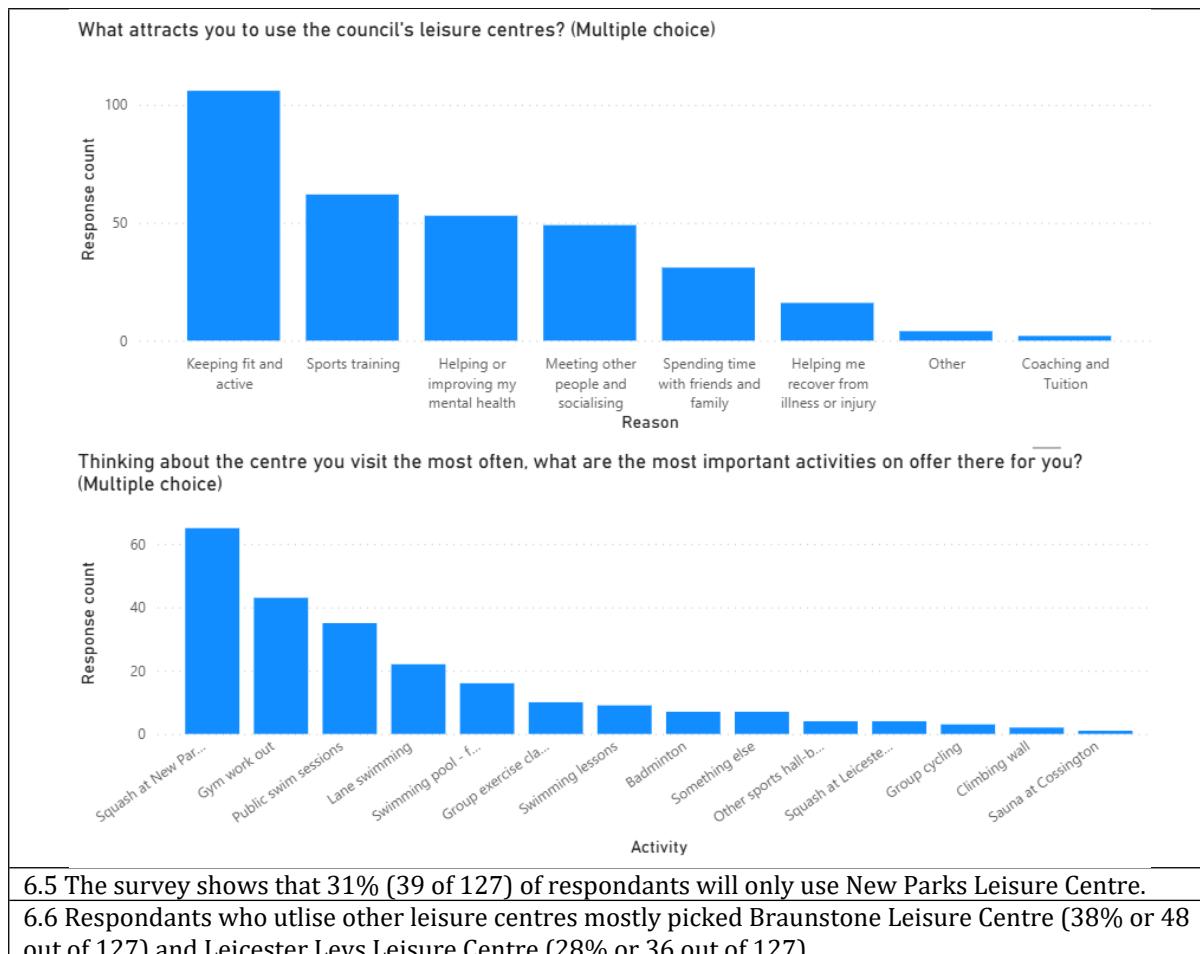
Built 1975

Assets

Swim pools 25m x 10m 18m x 5m. 340 sqm pool space	Learn 2 Swim Open swim sessions Individual lessons Parties	Gym	20 stations
Squash	5No courts	Function/ activity room	

Travel and Usage

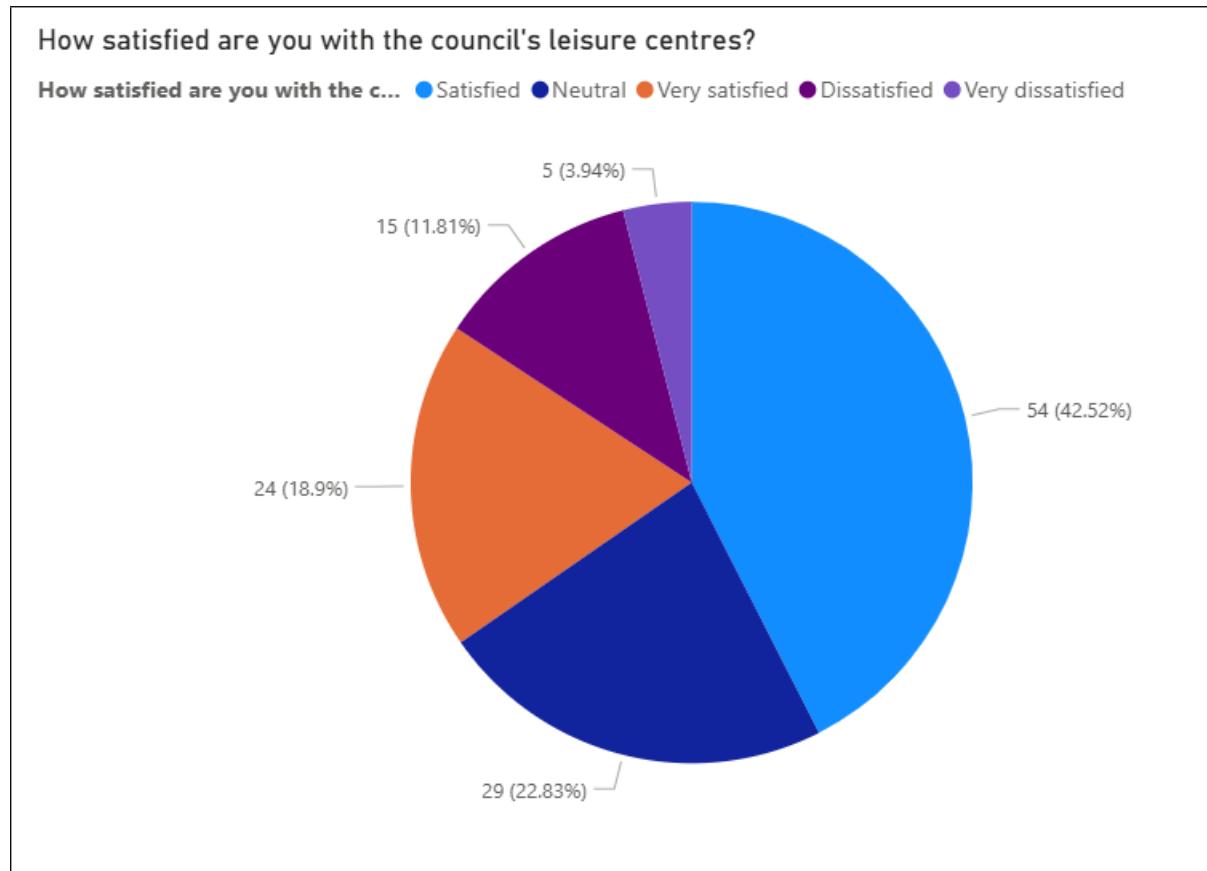
6.1 36% of respondents said they travel less than a mile to access the centre. (46 out of 127 responses)
6.2 76% of respondents indicated that they plan to use the centre regularly (at least once a week) in the next 6 months. (97 out of 127 responses)
6.3 Responses for New Parks Leisure Centre show that the most popular activities that respondents participate in are squash, attending the gym and swimming.
6.4 Key responses for understanding the use and attractiveness of the leisure centre:



Satisfaction Levels

6.7 Of the 127 responses for New Parks 61% of identified they were either satisfied or very satisfied with the centre. 16% said they were dissatisfied or very dissatisfied with the facility. The remaining responses were neutral or did not answer.

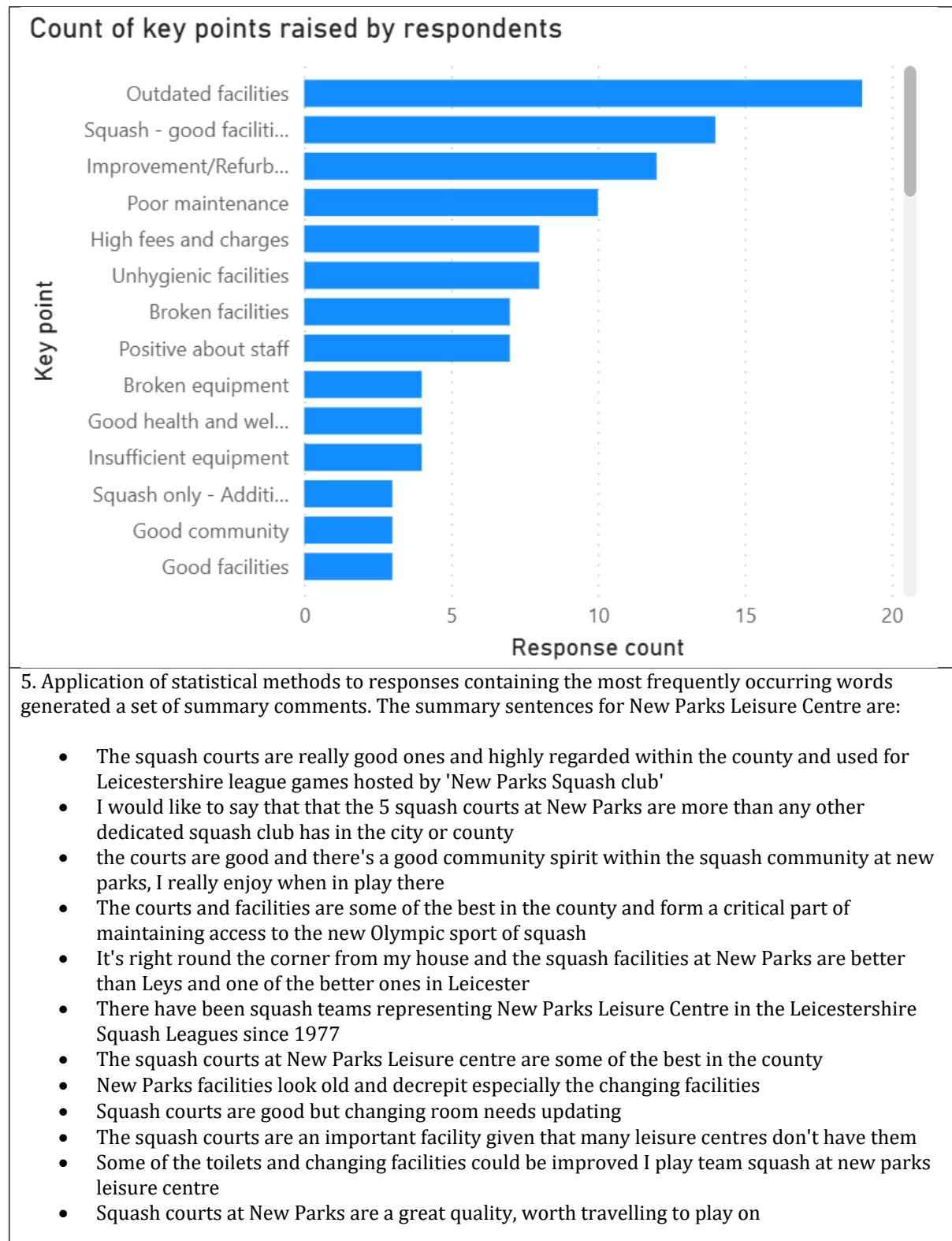
6.8:



Feedback and Sentiment Analysis

6.9 A review of the free-form text responses provided to the question “How satisfied are you with the council’s leisure centres? – Comment on satisfaction level” was carried out.

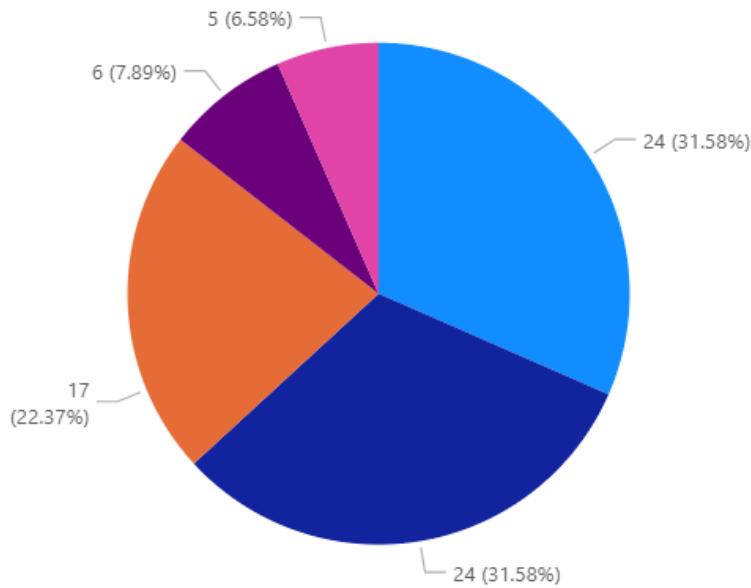
Thematic analysis of the responses received show that the most common feedback was the facility was outdated followed by praise for the squash facilities.



5.11 A manual sentiment analysis was performed on the free-form responses.

Sentiment analysis of satisfaction comments

Sentiment ● Negative ● Neutral ● Positive ● Very negative ● Very positive



New Parks Leisure Centre received 76 open text comments. Of these 31.58% (24 out of 76) contained negative sentiment, followed by 31.58% (24 out of 76) of comments containing a neutral sentiment.

Comments with a negative sentiment most frequently contained content on outdated facilities. The second most frequently occurring comment is about high fees and charges, then poor maintenance.

Comments with a neutral sentiment most frequently contained content on how improvement/refurbishment is required at the site. This was followed by comments on outdated facilities and praise for staff.

Spence Street Sports Centre

Swimming Pool built 1980

Sports Hall built 1986

Sports Hall upgraded to
Gym and studio 2022



Assets

2 No Swim pools 25m x 10m and 18m x 5m 340 sqm water space	Learn 2 Swim Open swim sessions Individual lessons Parties	Detached gym Studio	70 stations - refurbished 2022 Space for 25 users Fitness classes. Yoga
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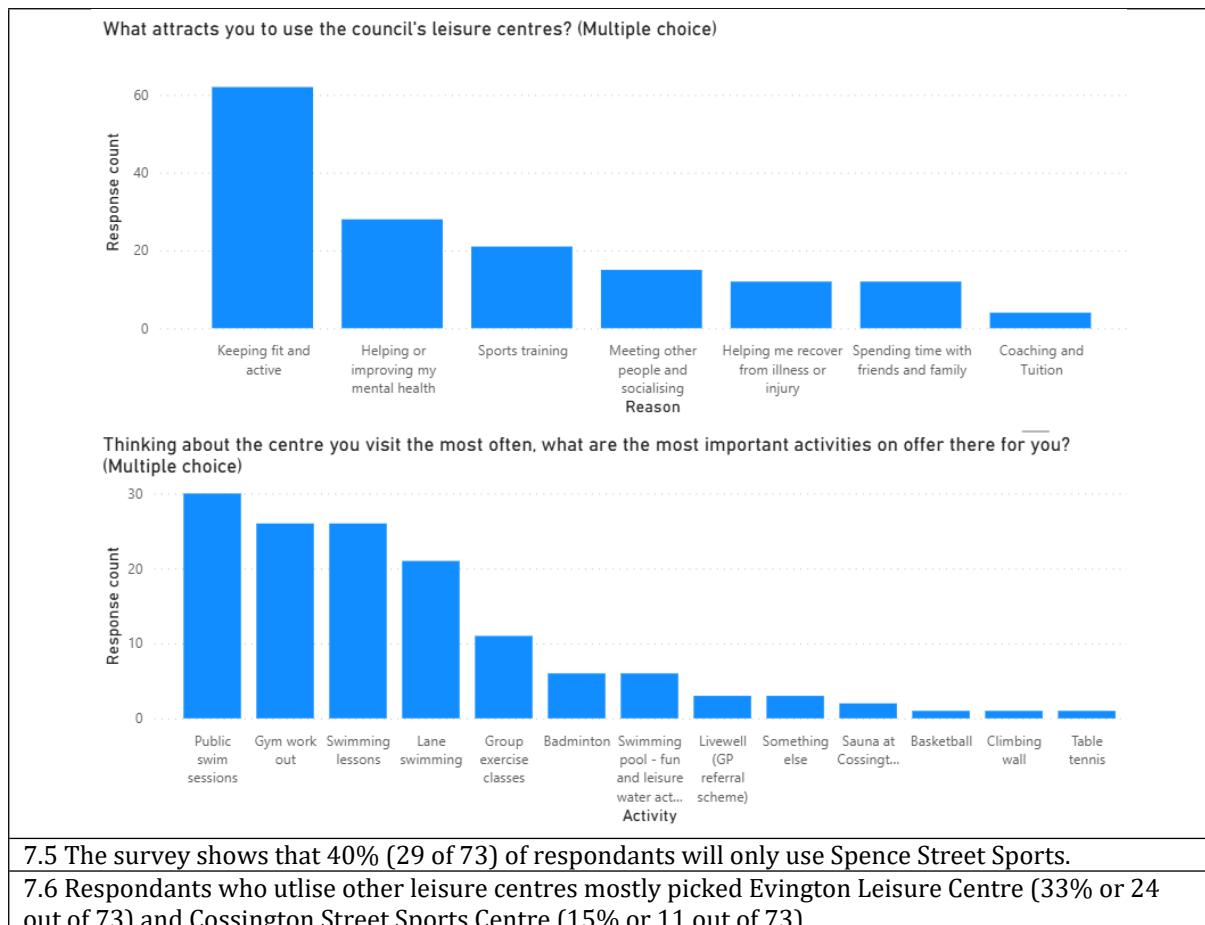
Travel and Usage

7.1 48% of respondents said they travel less than a mile to access the centre. (35 out of 73 responses)

7.2 61% of respondents indicated that they plan to use the centre regularly (at least once a week) in the next 6 months. (61 out of 73 responses)

7.3 Responses for Spence Street Sports Centre show that the most popular activities that respondents participate in is swimming and attending the gym or swimming lessons.

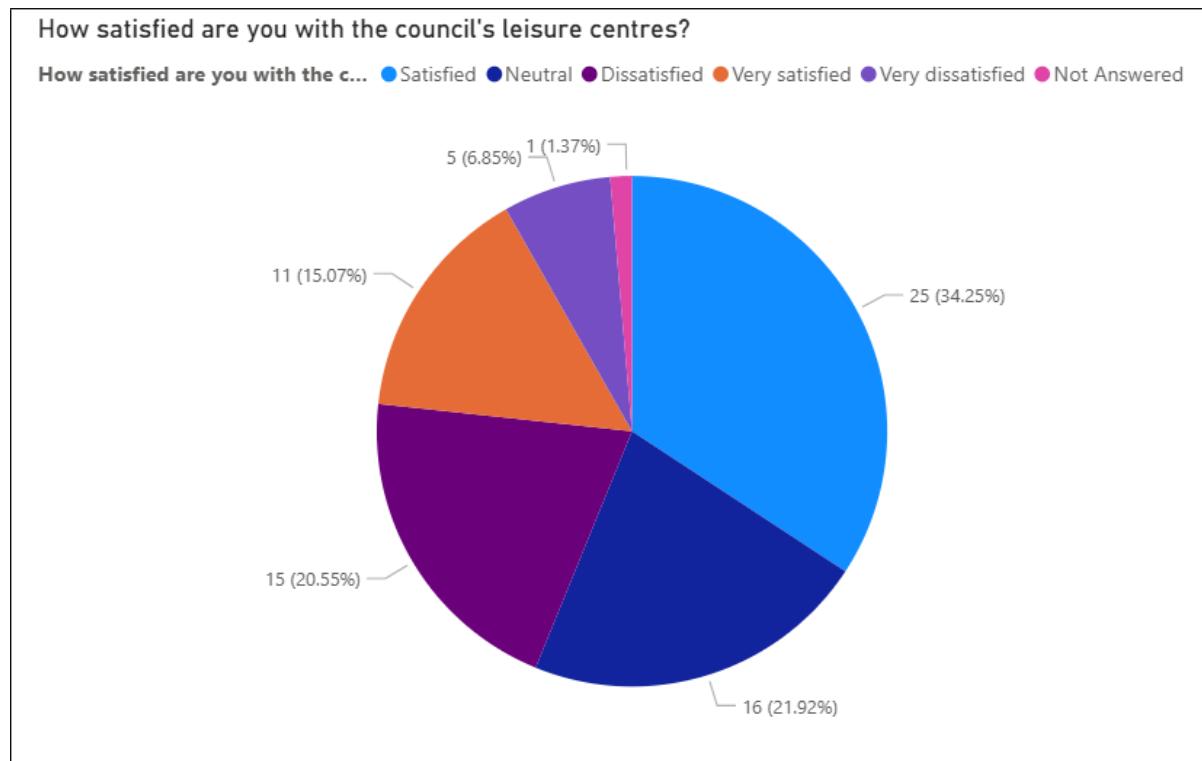
7.4 Key responses for understanding the use and attractiveness of the leisure centre:



Satisfaction Levels

7.7 Of the 73 responses for Spence Street 49% identified they were either satisfied or very satisfied with the centre. 27% said they were dissatisfied or very dissatisfied with the facility. The remaining responses were neutral or did not answer.

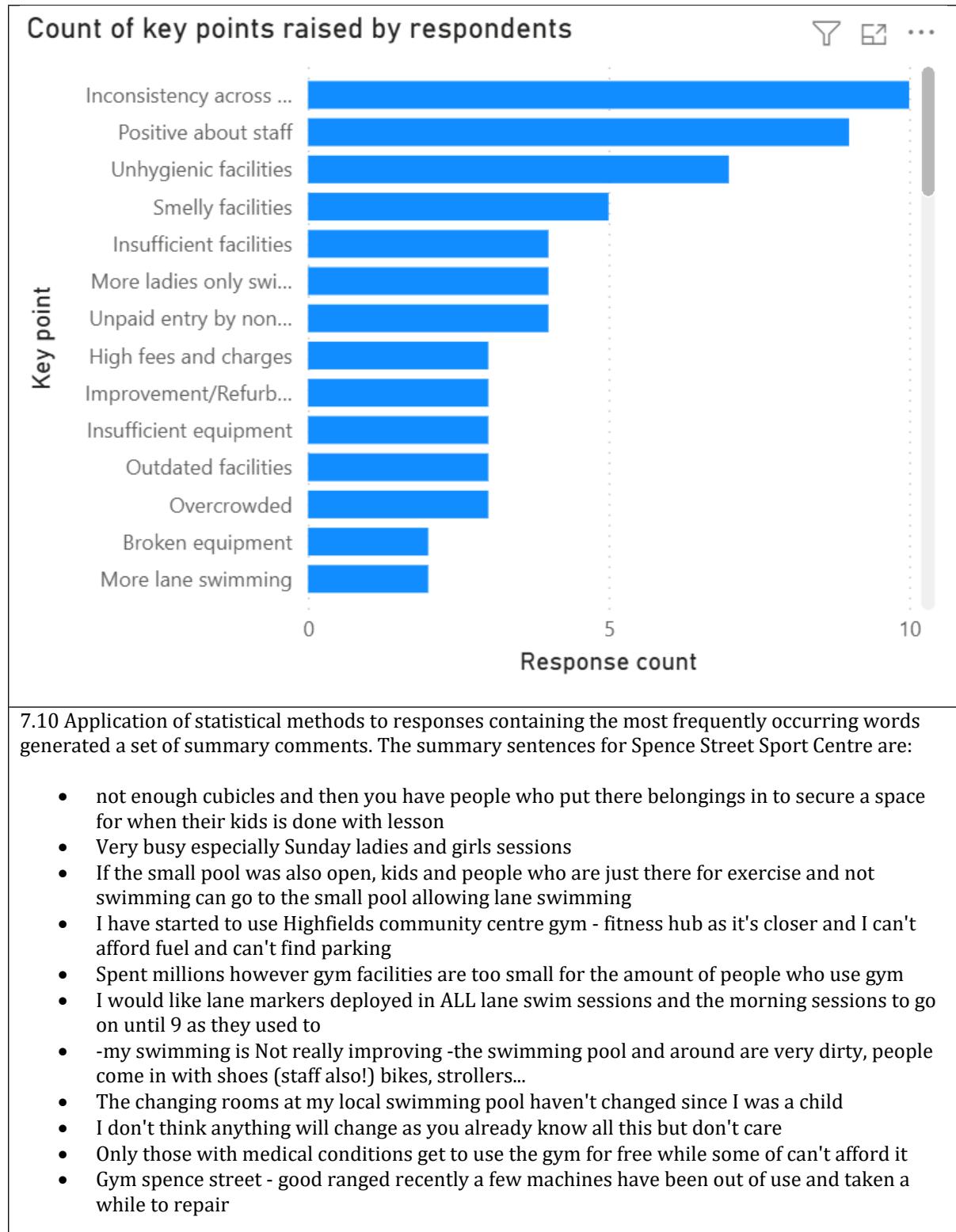
7.8:



Feedback and Sentiment Analysis

7.9 A review of the free-form text responses provided to the question "How satisfied are you with the council's leisure centres? – Comment on satisfaction level" was carried out.

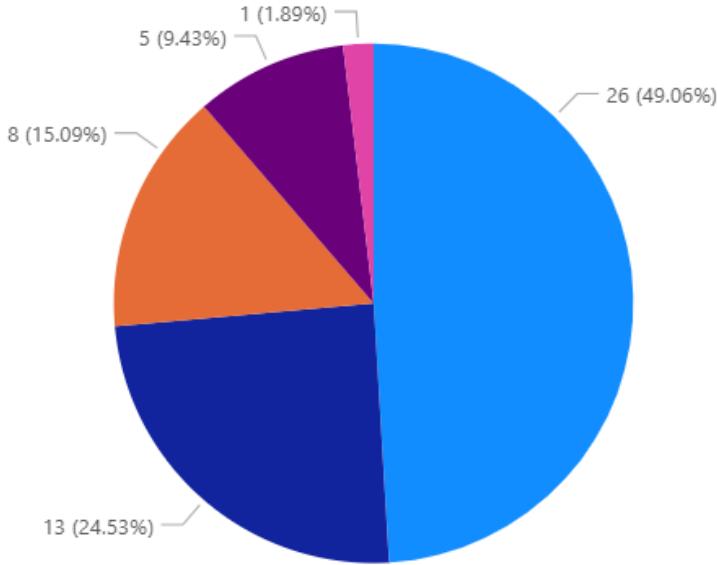
Thematic analysis of the responses received show the most common feedback was that there is inconsistency across centres followed by positivity for staff.



7.11 A manual sentiment analysis was performed on the free-form text responses.

Sentiment analysis of satisfaction comments

Sentiment ● Negative ● Neutral ● Positive ● Very negative ● Very positive

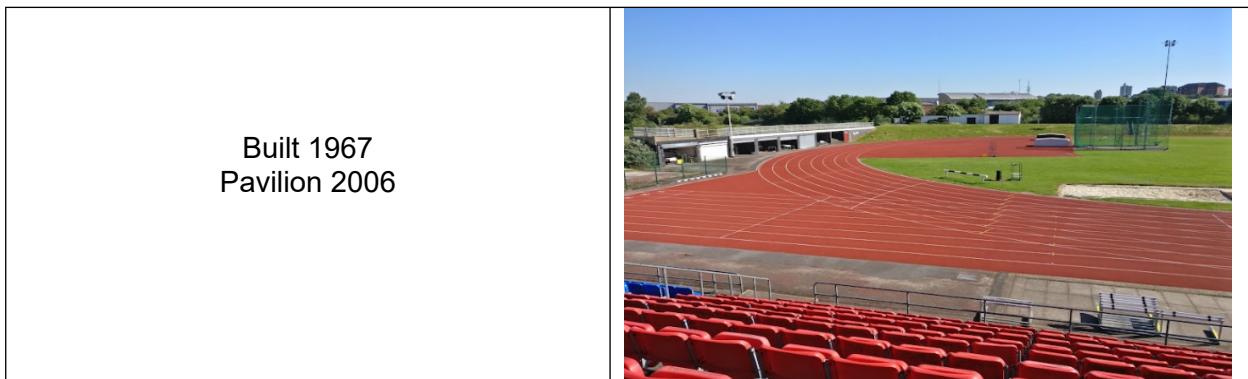


Spence Street Sport Centre received 53 comments. Of these 49.06% (26 out of 53) contained negative sentiment, followed by 24.53% (13 out of 53) of comments containing a neutral sentiment.

Comments with a negative sentiment most frequently contained content on 'insufficient facilities', 'smelly facilities' and 'high fees and charges'.

Comments with a neutral sentiment most frequently contained content on 'inconsistency across centres', followed by comments on 'positive about staff' and 'broken equipment' respectively.

Saffron Lane Athletics Stadium



Assets

8 lane running track. In-field sports	Athletics club usage. Athletics events, field sports and training use.	Pavilion	Competitor changing. Meeting room. Toilets.
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Travel and Usage

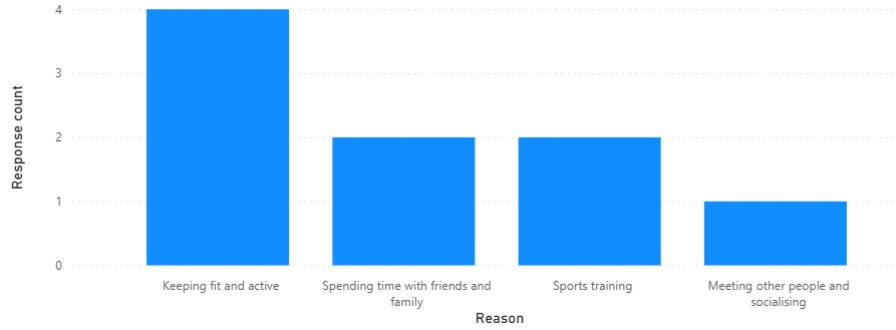
8.1 40% of respondents said they travel less than a mile to access the centre. (2 out of 5 responses)

8.2 80% of respondents indicated that they plan to use the centre regularly (at least once a week) in the next 6 months. (4 out of 5 responses)

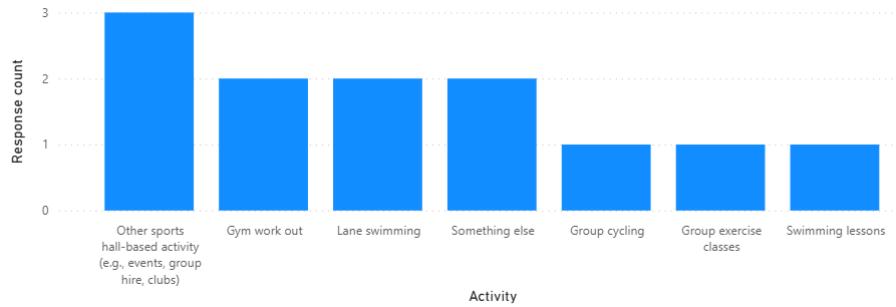
8.3 Responses for Saffron Lane Athletics Stadium that the most popular activity that respondents participate in group hire sessions.

8.4 Key responses for understanding the use and attractiveness of the leisure centre:

What attracts you to use the council's leisure centres? (Multiple choice)



Thinking about the centre you visit the most often, what are the most important activities on offer there for you? (Multiple choice)



8.5 The survey shows that 60% (3 of 5) of respondents will only use Saffron Lane Athletics Stadium.

8.6 Respondents who utilise other leisure centres mostly picked Aylestone Leisure Centre (60% or 3 out of 5).

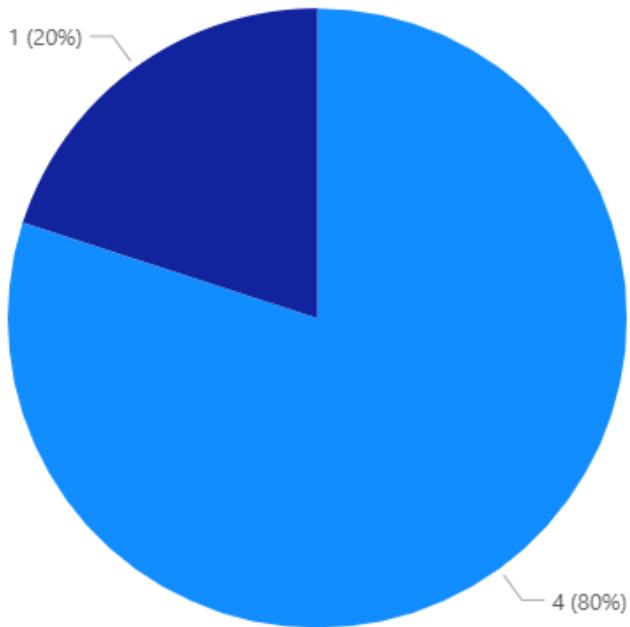
Satisfaction Levels

8.7 Of the 5 responses for Saffron Lane 80% of identified they were either satisfied with the centre. 0% said they were dissatisfied or very dissatisfied with the facility. The remaining responses were neutral or did not answer.

8.8:

How satisfied are you with the council's leisure centres?

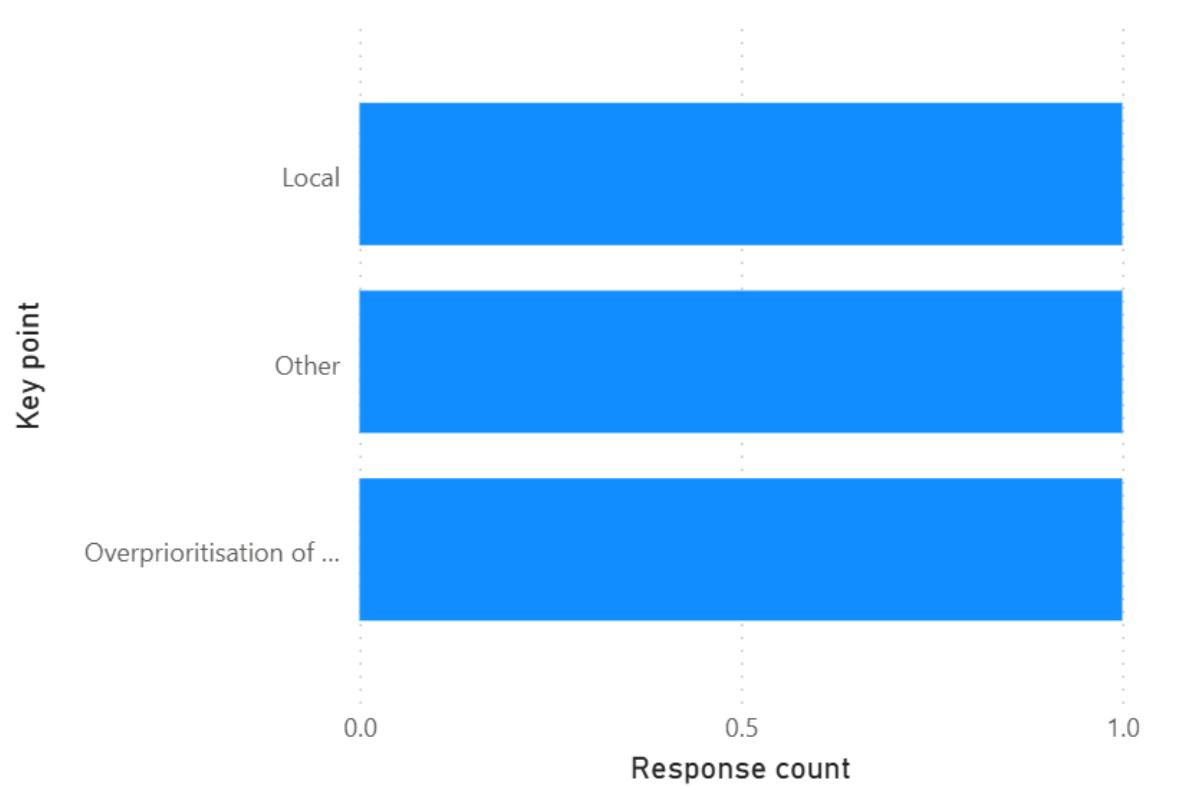
How satisfied are you with the c... ● Satisfied ● Neutral



Feedback and Sentiment Analysis

8.9 A review of the free-form text responses provided to the question "How satisfied are you with the council's leisure centres? – Comment on satisfaction level" was carried out.

Thematic analysis of the responses received show the most common feedback was that the centre is local.

Count of key points raised by respondents

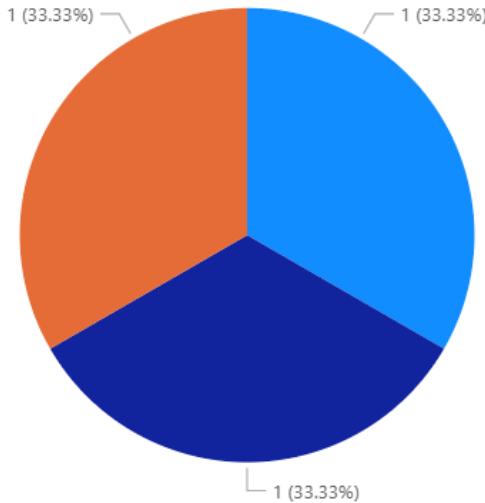
8.10 Application of statistical methods to responses containing the most frequently occurring words generated a set of summary comments. The summary sentences for Saffron Lane Athletics Stadium are:

- The track is well used with several active clubs with kids and adolescent members from a broad range of demographics in the local area
- I would like to go swimming more often but during the day the pool is used for schools and in the afternoon / early evening for swimming lessons
- The track serves one of the largest deprived population areas within walking distance of such a facility nationally
- I would like the leisure centre to offer exercise classes at the weekends
- Saffron Lane is a fantastic facility that is seeing much needed investment in it's facilities
- It should be a jewel in the crown, not an inconvenience

8. 11 A manual sentiment analysis was performed on the free-form text responses.

Sentiment analysis of satisfaction comments

Sentiment ● Negative ● Neutral ● Positive



Saffron Lane Athletics Stadium received 3 comments. Of these 33.33% (1 out of 3) contained negative sentiment, followed by 33.33% (1 out of 3) of comments containing a neutral sentiment.

The comment with a negative sentiment contained content on the over prioritisation of swim lessons.

The comment with neutral sentiment contained themes unrelated to Active Leicester leisure centres.

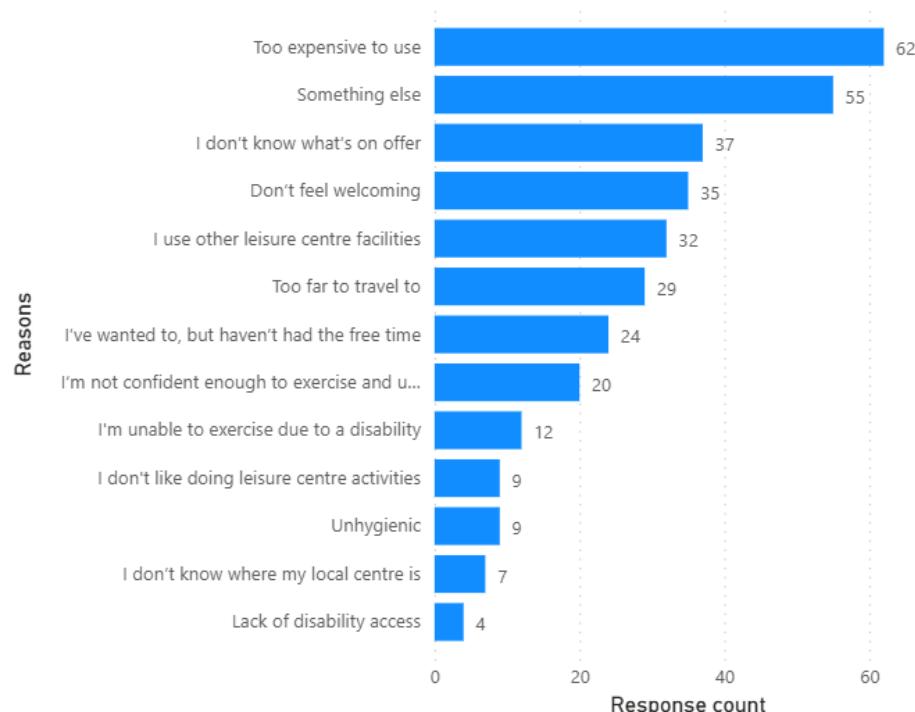
Non-Customer Responses

Reasons for not attending leisure centres

2.1 Respondents were asked 'What are the reasons why you don't use the council's leisure centres?'

It was answered by 164 respondents. These respondents identified that are not planning to visit a leisure centre in the next six months.

What are the reasons why you don't use the council's leisure centres? (Multiple choice)



The most popular response is that it is 'too expensive to use', followed by 'Something else'. The third most popular response was 'I don't know what's on offer'.

2.2 92 respondents provided free-form text to explain other reasons they have for not using a leisure centre. Application of statistical methods to responses containing the most frequently occurring words generated a set of summary comments.

The summary sentences for why people are not attending leisure centres are:

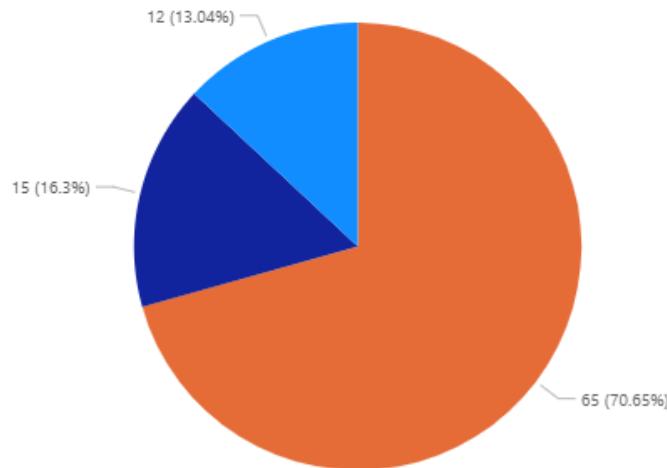
- Not enough equipment for the amount of people using the gym at one time
- I regularly used the gym pre-covid however post covid, Braunstone vasty [sic] reduced both gym classes
- Full of kids and you can't get on the equipment Limited evening classes and swimming pool availability I was a member at Aylesyone [sic] Leisure
- We needed a swimming pool and leisure centre in the City Centre where bus users from around the city could access it
- My local leisure centre does not offer any exercise classes (pilates, box fit, yoga etc) or aqua aerobic in the evening after 5
- Braustone [sic] gym won't let me use flippers to swim in
- The Leicester city gym closest to me doesn't offer enough classes, particularly after work
- Most people work and would like to have access to classes and personal trainers at the leisure centres

- Working people can't train when the program is designed for nonworking people on the benefits system or retired people all of who can get a reduced membership
- Didn't go back but would like to sue as it's on my doorstep! Not enough adult only swim times to fit around work pattern
- I used to be a member of Nuffield before it got expensive because I couldn't bare [sic] using the council changing rooms and showers
- I need to exercise before work and I now pay to go to a gym that opens at 6am
- We can [sic] 3 times that first week to use the facilities and it was awful! there is just not enough space for the amount of people
- There are other gyms that are closer to me, bit more expensive but they have updated equipment and good space in the gym
- Exercise classes targeted towards my age group are during the day when i'm at work They're in a poor state especially shower/locker/toilet facilities

2.3 A rule-based sentiment analysis was performed on the free-form responses

Sentiment analysis of free text responses to 'What are the reasons why you do not use the leisure centres?'

Sentiment ● Very Negative ● Neutral ● Negative



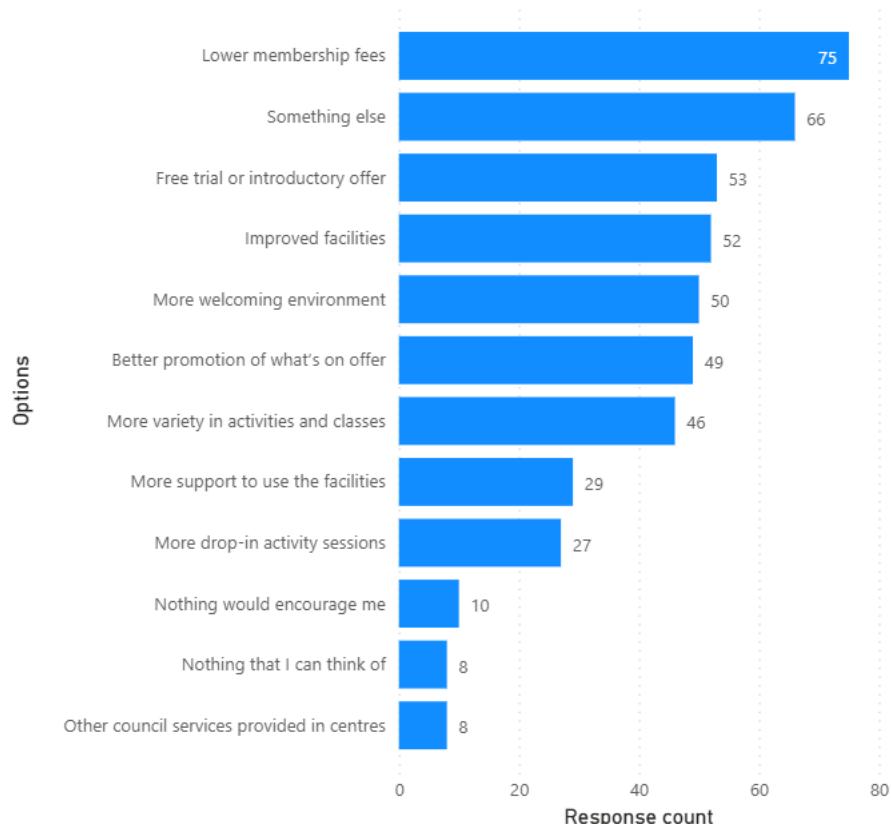
Of the 92 free-form responses, 70.65% (65 out of 92) were identified as having 'very negative' opinion of the leisure centres, 16.3% (15 out of 92) contain neutral sentiment and 13.04% (12 out of 92) contain negative sentiment. No positive responses were recorded in the sentiment analysis.

Encouraging leisure centre usage

3.1 Respondents were asked 'What would encourage you to use the leisure centres in the future?'

It was answered by 175 respondents. These respondents identified that are not planning to visit a leisure centre in the next six months.

What would encourage you to use the leisure centres in the future? (Multiple choice)



The most popular response was that lower membership fees would encourage non-customers to use the leisure centres in the future. The second most popular response was 'Something else' and thirdly, a free trial or introductory offer.

3.2 66 respondents provided free-form text to describe other reasons that would encourage them to use a leisure centre.

Application of statistical methods to the responses containing the most frequently occurring words generated a set of summary comments. The summary sentences for what would encourage people to use the leisure centre more in the future are:

- An earlier opening time and a later closing time, especially for the gym Just improve Beaumont leisure centre somewhat
- Something close to Birstall I think it's a shame that no City Council leisure centre is open in the city centre
- It's all leisure time or activities reading swimming computers gym ect [sic] why do we need several buildings
- But in the past 5 years used to use DMU's QE leisure centre as it was close to work, not expensive and very clean
- I used to live in West Knighton and used Aylestone Leisure Centre before, especially when my son was little

- Spend a little money on that rather than braunstones one Specific sessions for older people [sic] much lower fees Sessions at a time that work for me
- Change the method of treating the water in swimming pools More accessible opening times for working people to get in to train
- Understand people's disabilities taking medication Need better access to swim taken up by schools an then swim classes [sic]
- I use leisure centres for swimming
- Being able to wear flippers in swimming pool more spin and pumpmax classes
- Why does no one use their brains to combine what they can and save the money to provide a better service for all
- I found lack of cleanliness an issue in council leisure centres
- One of the most significant factors affecting the quality of service we provide to customers is the caliber [sic] of staff we recruit
- Open at 6am or earlier A local leisure centre for hamilton/netherhall None
- Staff need to be more enthusiastic towards 'customers' council sold off sports centers [sic] put libraries in and not maintaining a clean level

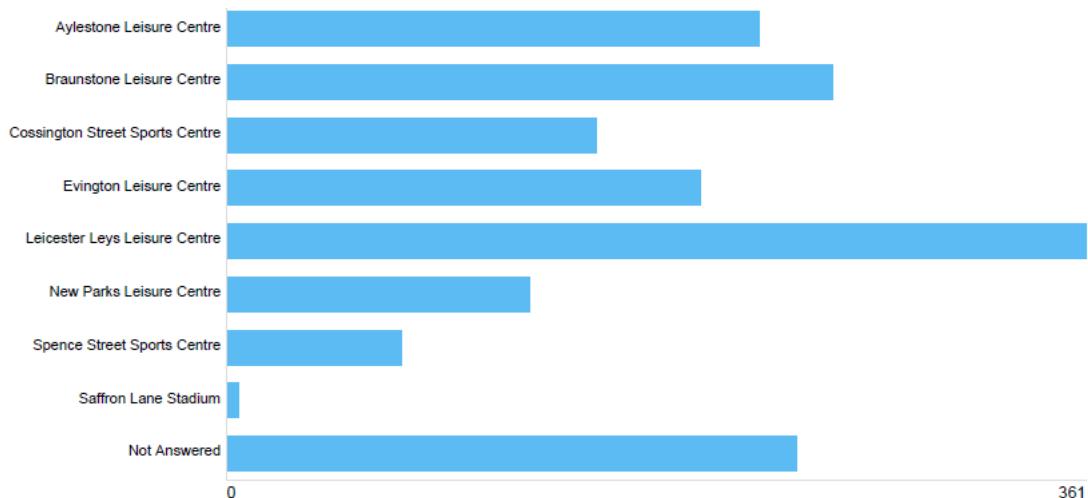
Overall Survey Findings

Respondent Profile

- 4.1 The survey received 1,636 responses. Respondents represented a broad range of age groups. The largest single group aged 36 - 45 years, accounting for 20.54% (336 individuals). This was closely followed by the 46 - 55 years age group at 19.13% (313 individuals). Together, respondents aged 26 to 65+ formed most responses.
- 4.2 The survey respondents were predominantly Female, with 55%. Followed by 39% of males. The remaining 6% were made of people who preferred not to stipulate or identified as 'other'.
- 4.3 54% of respondents declared themselves as White British, and 25% of Asian or Black heritage.
- 4.4 14% declared themselves as living with a disability.
- 4.5 In our analysis of responses, officers mapped respondent postcode data. The diagram in the appendix 2 illustrates that there is a good spread of respondents from across the city. Respondents are not skewed to any side of the city or particular centre.

Active Leicester Leisure centre – respondent preference

- 4.6 From the 1,636 responses 1,237 (76%) of people plan on using a facility, at least once a week, growing to 89% of people likely to use a facility within the next 6 months. Just 11% of respondents do not plan on using a council leisure centre within the next 6 months.
- 4.7 Therefore, the number of people who took time to complete the survey were from people who already use the council's leisure centres on a regular basis.
- 4.8 The graph below illustrates the leisure centres which residents indicated that they are most likely to use.



4.9 As a follow up question the survey asked respondents to tell us which council leisure centres they would also use on an occasional basis or as an alternative to their preferred leisure centre. The table below shows how respondents use occasionally other council leisure centre as an alternative centre.

Alternative/Occasional Leisure Centre	Total	%
Aylestone Leisure Centre	174	10.64%
Braunstone Leisure Centre	288	17.6%
Cossington Sports Centre	136	8.31%
Evington Leisure Centre	133	8.13%
Leicester Leys Leisure Centre	279	17.05%
New Parks Leisure Centre	159	9.72%
Spence Street Sports Centre	133	8.13%
Saffron Lane	30	1.83%
I won't use any other leisure centre or facility	475	29.03%
Didn't answer	292	17.85%

Active Leicester - User Analysis

4.10 Residents were asked how far they travel to get to their preferred leisure centre. Approximately 43% of respondents said that they are within 1 mile (20-minute walk).

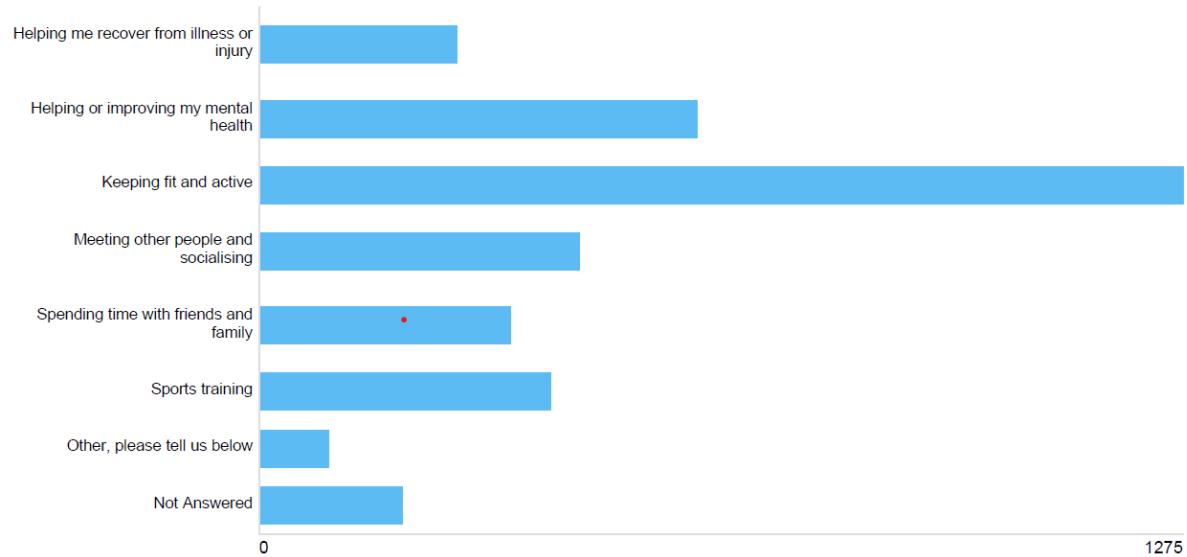
The results however indicated that about 33% of people are prepared to travel more than 2 miles to access the leisure centre of their choice.

Prepared to travel to leisure centre	Total	%
Only local to me (short drive, or up to 5 minute walk)	201	12.29%
Within ½ a mile (up to 10 minute walk)	208	12.71%
Up to 1 mile (up to 20 minute walk)	290	17.73%
Above a mile (20-30 minute walk)	221	13.51%
Above 2 miles (30+ minute walk)	538	32.89%
Not answered	178	10.88%

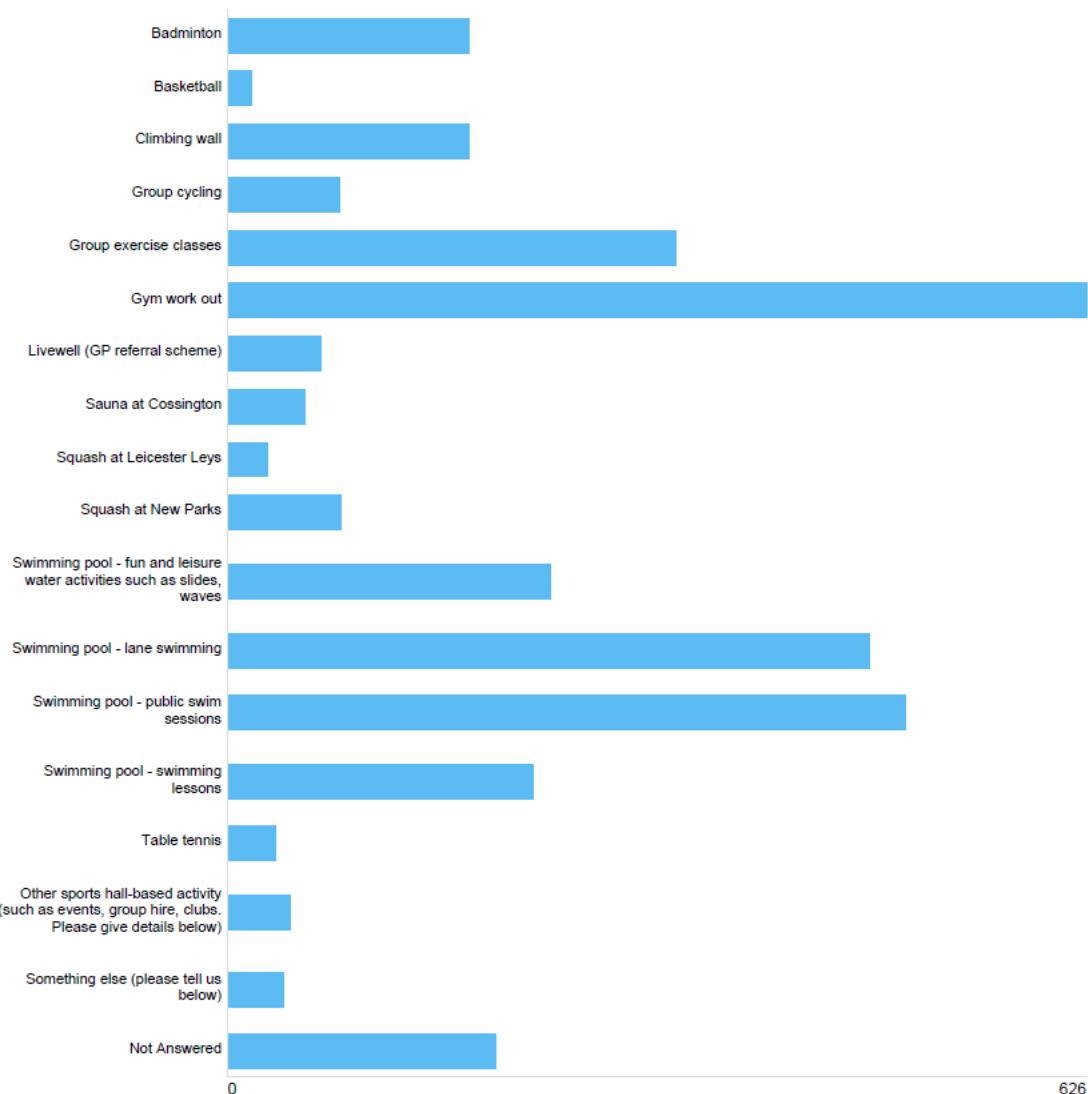
4.11 Responses indicated that 53% of users are either very satisfied or satisfied with the facilities, with only 16% of users identifying their dissatisfaction.

Resident Satisfaction with Council Leisure Centres	Total	%
Very satisfied	282	17.24%
Satisfied	586	35.82%
Neutral	315	19.25%
Dissatisfied	194	11.86%
Very dissatisfied	75	4.58%
Not Answered	184	11.25%

4.12 The main reason given for people using the council's leisure centres is to '**keep fit**', 1275 people said this was important to them, but people also cited that using a centre for physical or mental wellbeing were also important reasons why residents use leisure centres.

Reasons to use leisure centres

4.13 The most popular activities that respondents valued were using the gym and swimming pool for leisure, lessons or lane swimming. The graph on the following page illustrates the variety of responses received.

Important activities

Non-Active Leicester user – respondent analysis

4.14 There were 174 respondents who claim that they do not use an Active Leicester facility. The analyse in this section explores their reasons.

4.15 Of the 174 respondents, 62 identified the main reason for not using the facilities was that it is too expensive. 53 people stated it was something else and added commentary, some of which is illustrated in the table below:

Reason	Count	Percentage
--------	-------	------------

They are too expensive to use	62	3.79%
Something else (please tell us below)	53	3.24%
I don't know what's on offer	37	2.26%
They don't feel welcoming	35	2.14%
I use other leisure centre facilities (private or county council)	32	1.96%
They are too far to travel to	28	1.71%
I've wanted to, but haven't had the free time	24	1.47%
I'm not confident enough to exercise and use them	20	1.22%
I'm unable to exercise due to a disability	12	0.73%
I don't like doing leisure centre activities	9	0.55%
I don't know where my local centre is	7	0.43%

4.16 Non-users were also asked what would encourage them to use a Leisure Centre in the future. The most popular response to this was reduced membership fees or an introductory offer, illustrating that cost is a barrier for non-users of a facility.

Option	Total	percen t
Better promotion of what's on offer	49	3.00%
Free trial or introductory offer	53	3.24%
Improved facilities	62	3.18%
Lower membership fees	74	4.52%
More drop-in activity sessions	27	1.65%
More support to use the facilities	29	1.77%
More variety in activities and classes	45	2.75%
More welcoming environment	50	3.06%
Other council services provided in centres	8	0.49%
Nothing that I can think of	8	0.49%
Nothing would encourage me	10	0.61%

Qualitative responses

4.17 The survey also invited people to add comments and further detail to the multiple-choice questions. In total 883 people provided a written response. Analysis of this is underway and will be provided as part of the full detailed survey report.