

## Alton Town Council: Alton Sports Centre Survey - Summary of Findings

Survey conducted between 30th May and 23rd June 2017 - hard copy and online questionnaires available from Town Council and via sports clubs and the Alton & District Sports Council

2,479 respondents of whom circa 2,000 (80%) resident in a NW sub area postcode

### Age profile

Age	% of respondents
u18	5
18-30	10
30-45	36
45-65	37
65+	12

### User/Non-User profile

Use/Non Use	% of respondents
Users as participants	63
Users as spectators	22
Non-users	15 (of whom 78% participate in sport elsewhere)

### Activity profile

Activities	% of respondents attending ASC at least once a week	Rank
Fitness (gym & fitness classes)	58	1
Swimming Pools	57	2
Cafe	42	3
Dance classes	36	4
Badminton courts	35	5
Health suite	29	6=
Soft Play	29	6=
Squash courts	28	8
Outdoor pitches	26	9
Gymnastics	24	10
Trampoline	23	11
Climbing	14	12
Table tennis	13	13
Creche	11	14

### Overall facility mix determined by EHDC

Mix about right?	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Finding* Total
%	<b>3</b>	<b>13</b>	<b>20</b>	<b>34</b>	<b>30</b>	
Number	60	314	463	801	706	2,344

### Destination spa facility

A good idea to include?	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Finding* Total
%	<b>10</b>	<b>31</b>	<b>31</b>	<b>14</b>	<b>13</b>	
Number	244	740	729	334	317	2,364

### 130 station fitness gym

Too big?	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Finding* Total
%	11	11	46	20	11	
Number	253	262	1,055	459	251	2,280
Too small?	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Finding* Total
%	11	15	44	19	12	
Number	248	349	1,030	435	271	2,333

### 2 No. Squash courts

Adequate?	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Finding* Total
%	4	14	21	31	30	
Number	92	325	488	741	711	2,357
Inadequate?	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Finding* Total
%	31	35	23	8	3	
Number	735	818	544	185	70	2,352

### 6 lane main pool and a learner pool

Adequate?	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Finding* Total
%	3	17	10	29	41	
Number	69	397	236	684	973	2,359
Inadequate?	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Finding* Total
%	45	26	13	12	4	
Number	1,063	630	300	290	99	2,382

### Main hall (equivalent to 6 badminton courts)

Adequate?*	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Finding* Total
%	4	35	26	22	14	
Number	98	825	614	518	329	2,382

\*Note: An 'inadequate' option was not provided for this question

### 2 No. Dance studios

Adequate?*	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Finding* Total
%	4	24	38	21	13	
Number	96	575	896	488	316	2,371

\*Note: An 'inadequate' option was not provided for this question

### KEY TO FINDINGS:

	Higher percentage of respondents agreed than disagreed with the statement
	Higher percentage of respondents disagreed than agreed with the statement

**What is the single most important factor which you would want to be considered in any new sports centre for Alton?**

2,221 respondents answered this open question which were analysed according to the following summary categories of response.

Category of response*	% of respondents	No. of respondents	Rank (1-5)
Sport not leisure	3.5	77	
Outdoor pitches / Winter football (Manor Colts)	2.3	47 + 5 = 52	
Future proof / population growth	10.4	232	3
Sports for everyone	9.9	222	4
Swimming	22.4	497	1
Parking	2.6	58	
Big enough	19.6	436	2
Clean	2.8	62	
Modern improved facilities	6.4	143	5
Changing rooms	1.7	37	
Sport for youth	2.5	55	
Cost of access	3.6	80	
Air conditioning	0.4	10	
Local consultation	1.6	35	
Squash and table tennis	3.2	72	
Customer service	0.6	14	
Fitness and gym	2.4	54	
Community	1.7	37	
Location /accessibility	1.4	32	
Sports clubs provision	2.4	53	
Variety	2.0	45	
Netball	0.5	11	
Dance & Gymnastics	2.4	53	
Flexible spaces	1.1	25	
Climbing	2.4	53	
Martial Arts	0.5	11	
Soft Play	1.2	27	
Running Track	0.2	5	
Spinning	0.4	10	
Creche	0.6	15	
Trampolining	1.3	29	
Canoeing	0.1	3	

\* Note: Categorisation carried out by survey analyst. Some respondents raised more than one factor and were allocated to more than one category.

**How would you prefer to see any additional facilities paid for?**

Answer choices	% of respondents	No. of respondents	Rank (1-3)
Increased admission charge	<b>14</b>	327	
Local fundraising	<b>23</b>	553	1
One off increase in Council Tax	<b>22</b>	544	2
Membership fee	<b>16</b>	398	3
No money should be spent on additional facilities	<b>8</b>	186	
Other	<b>17</b>	413	
Total		2,421	