



The London Borough of Barnet SPA Project



Final Report for Phase 3 of the Consultation Outcomes

**Opinion Research Services
January 2015**



The London Borough of Barnet SPA Project



Final Report for Phase 3 of the Consultation Outcomes by Opinion Research Services

Opinion Research Services

The Strand • Swansea • SA1 1AF

01792 535300 | www.ors.org.uk | info@ors.org.uk

As with all our studies, findings from this survey are subject to Opinion Research Services' Standard Terms and Conditions of Contract.

Any press release or publication of the findings of this survey requires the advance approval of ORS. Such approval will only be refused on the grounds of inaccuracy or misrepresentation

This study was conducted in accordance with ISO 20252:2012 and ISO 9001:2008

© Copyright January 2015

Contents

1. Introduction.....	7
Introduction	7
Consultation Overview	8
2. Executive Summary	9
Terms and clarifications	9
Current use of facilities	9
Drivers and barriers for usage.....	11
Facilities mix.....	14
Public health.....	20
Parks.....	21
Site options (Qualitative insight only)	21
Leisure centre management (Qualitative insight only).....	22
Sub-group differences (based on the telephone residents survey).....	23
3. The Residents Survey.....	28
Survey Overview.....	28
Survey Response	28
Weighting the Data	28
Interpretation of the Data.....	33
Results of the online questionnaire	34
4. Detailed Results.....	36
Current use of facilities	36
Drivers and barriers for usage.....	56
Facilities mix.....	89
Public health.....	109
Parks.....	119
5. Workshops and Focus Groups	129
Overview	129
Inclusiveness and Representativeness.....	130
The Discussion Framework	132
Qualitative Research	133
The Report.....	134
Workshop Findings.....	134

Main Findings	134
Participation in Sport and Physical Activity	134
Barriers to Participation	137
Facilities Mix: Wet Side	144
Facilities Mix: Indoor Side	151
Facilities Mix: Outdoor Side	156
Facilities Mix: Other Suggestions	157
Facilities Mix: Activities and Facilities for Specific Groups.....	160
Facilities Mix: Overall Considerations	163
Site Options	163
Health Checks and Advice	169
Leisure Centre Management.....	171
6. List of Tables and Figures.....	174
Tables	174
Figures	174
7. Appendix	177
Barnet Customer Segments	177

The ORS Project Team

Project design, management and reporting

Kester Holmes

Kelly Lock

Anna Shakeshaft

Gilad Ravitz

Workshop and focus group facilitators

Rhys Elliott

Angus Campbell

Fieldwork management

James Greenwood

Robyn Griffiths

Data analysis

Richard Harris

Joe Marchant

Timothy Driscoll

Report author

Gilad Ravitz

Acknowledgements

ORS would like to thank Rosie Evangelou, Andy Spriggs, Magdalena Kosowska and Caroline Thornton at London Borough of Barnet (LBB) council for their help and assistance in developing the project. We would also like to thank the 853 residents and respondents who took part in the telephone survey and online and paper questionnaires, without whose valuable input the research would not have been possible.

We also wish to thank the members of the public who took part in the Workshops and Focus Groups and shared their views readily. They were patient in listening to background information before entering positively into the spirit of open discussions.

At all stages of the project, ORS' status as an independent organisation consulting the public as objectively as possible was recognised and respected. We are grateful for that trust and hope this report will contribute to LBB's SPA Project.

1. Introduction

Introduction

- ^{1.1} Barnet council, and its public health partner, are currently conducting a review of Sport and Physical Activity (SPA) in Barnet. This project seeks to set the future direction for how sport and leisure is provided to residents in Barnet.
- ^{1.2} The 3rd Phase of the consultation consisted of a borough-wide survey that sought views on the way that services are provided through leisure centres across the whole of Barnet; area based workshops that took place in the catchment area of each centre; and focus groups aimed at priority groups and those covered by protective characteristics. In particular, Phase 3 of the consultation looked at:
- » Current use of leisure facilities
 - » Drivers and barriers for usage
 - » Facilities mix for future LBB leisure centres
 - » Public views on receiving health advice and services on site
 - » Site Options
 - » Management Alternatives
- ^{1.3} The main aims of the 3rd Phase of the project were to:
- » Understand stakeholders' and residents' views in depth on the high level options provided by the first phase of a feasibility study for the future of the council's five leisure sites
 - » Ensure stakeholders are engaged and consulted throughout the project so that key decisions and appraisal of the potential options can be made in an informed and timely manner
 - » Use findings from consultation to feed into the feasibility study report
 - » Inform a revised outline business case which will define the next (procurement) phase of the project

Consultation Overview

- ^{1.4} In order to ensure that the project was informed by public opinion, LBB commissioned Opinion Research Services (ORS) to undertake a SPA review survey with residents throughout the borough of Barnet. The council also commissioned ORS to design, recruit, facilitate and report four deliberative workshops and four focus group discussions with a wide cross-section of Barnet residents during November 2014.
- ^{1.5} The SPA review survey was conducted via telephone interviewing, and aimed to find out how residents currently use local leisure facilities and what would encourage them to participate in sport and physical activities further, as well as identify which facilities and services are seen as important, preferences for additional health and wellbeing services and attitudes towards outdoor forms of exercises; specifically in parks. The results from 601 completed survey interviews in total have been used in this report.
- ^{1.6} LBB also made these questions available to all residents of the borough of Barnet as an open online questionnaire via the council website. The results from 238 completed online questionnaires in total have been used in this report. In addition, easy read paper versions of the questionnaire were made available by the council and subsequently completed by 14 respondents.
- ^{1.7} The workshops and focus groups were intended to supplement the findings of the representative telephone survey and non-representative online questionnaire, and achieve extra understanding of the issues raised by enabling a more open-ended discussion around the key themes. They also enabled LBB to engage with, and listen to, members of the public about a wide range of important issues relating to sport and physical activity. In total, there were 82 diverse participants at the four workshops and 33 diverse participants at the focus groups which represented a broad cross-section of residents from the local area.

2. Executive Summary

- 2.1 This section provides a summary of overall findings and inferences, followed by some broad conclusions arising from the survey and workshops.
- 2.2 This section is followed by a full range of graphics for each question in the survey, including overall results and charts showing differences in results by sub-groups of the population. The final section deals with the detailed findings from the Workshops and Focus Groups.

Terms and clarifications

- 2.3 All residents were asked whether they currently use any leisure facilities for sport and physical activity purposes outside their home, and subsequently categorised as User (defined as residents who currently use any leisure facilities for sport and physical activity purposes outside their home) or Non-User (defined as residents who do not currently use any leisure facilities for sport and physical activity purposes outside their home). A similar methodology was employed to categorise respondents to the online questionnaire as either Users or Non-Users.
- 2.4 Please note that the terms ‘changing facilities’ or ‘changing rooms’ mentioned throughout the executive summary and the remainder of the report refer to changing facilities/rooms used before/after wet facilities (e.g. swimming pools).
- 2.5 Please note that comments regarding Users who answered questions through the easy read paper questionnaires refer to a small number of respondents (N=11 in total) who answered a slightly modified and more accessible version of the paper questionnaire and were identified as Users. Due to the small base size, these results should be interpreted with caution.
- 2.6 The Barnet Customer Segments have been developed from CAMEO Lifestyle Segmentation which uses 200 million data records to discriminate 26 million UK households into discrete clusters. The clusters have 17 life stages that represent distinct demographic, socio-economic and behavioural characteristics which make up the Barnet Customer Segments. A more detailed description of each segment can be found in Appendix A.

Current use of facilities

- 2.7 The survey showed that just over six in ten (62%) residents are Users, and use leisure facilities for sport and physical activity purposes outside their home.
- 2.8 Online results suggest a higher proportion of questionnaire respondents (87%) use these facilities.

- 2.9 Residents significantly more likely to be Users are those that are from a White-British ethnic background, home owners with a mortgage and Accomplished Singles. In contrast, residents who are aged 55+, from Black and ‘other’ ethnic backgrounds, disabled or Contemporary Elders are significantly less likely to use leisure facilities.
- 2.10 Considering results for facilities and locations that fall within LBB, 26% of all residents who are Users frequent a LBB council-run leisure centre. 15% of Users frequent a private/commercial leisure centre within Barnet, and 18% frequent a fitness centre/gym within Barnet.
- 2.11 For online respondents, 67% use a LBB council-run leisure centre, while 16% use a fitness centre/gym within Barnet. Also, online results suggest 20% use a pure sports club and 17% use roads/streets/pavements – within Barnet.
- 2.12 Users who answered this question through the easy read paper questionnaire unanimously named the Finchley Lido leisure centre as their most frequented facility.
- 2.13 *Qualitative insight:*
- » Data indicates that though usage of LBB’s leisure centres was not universal, many workshop and focus group participants swim or attend various activities at one of the five sites – mainly for reasons of convenience or cost (relative to private sites).
 - » Many other participants use or attend gyms, exercise classes and other activities at private facilities such as Virgin Active, LA Fitness, David Lloyd, Venue in Borehamwood and DHC in Potters Bar. They typically use such places for reasons of convenience, or because they apparently offer better amenities than council-owned facilities.
- 2.14 Considering results for facilities and locations that fall outside of LBB, 7% of all Users frequent a council-run leisure centre outside the borough, 4% frequent a private/commercial leisure centre and 9% frequent a fitness centre/gym elsewhere.
- 2.15 *Qualitative insight:*
- » Several residents use provision (both public and private) outside Barnet. They prefer to use facilities elsewhere as they feel they are higher quality, but would certainly use LBB services if they were improved to the same standard.
 - » In addition to walking around Barnet’s parks, many people use (and were complimentary about) the outdoor gyms on offer in some of them.
- 2.16 Across all residents, 26% of all Users utilise outdoor parks or green spaces for leisure activities, whereas for online respondents, results suggest 37% use outdoor parks or green spaces.
- 2.17 When residents who are Users were asked which leisure facility they use most, ‘fitness centres and gyms within Barnet’ and ‘Outside – parks and green spaces’ were the most frequent answers given by 16% (each). The centres most used by Users are 8% Finchley Lido, 5% Barnet Copthall, and 2% each for Burnt Oak, Church Farm and Hendon. For online respondents, results suggest the most often used facility is the Barnet Copthall leisure centre (41%), followed by Finchley Lido (17%).

- 2.18 Specific mentions for ‘Outside – parks and green spaces’ that appeared multiple times include Oak Hill Wood, Victoria Recreation Ground, Childs Hill Park, Hendon Park, Brook Farm/Wyatts Farm, Golders Hill Park and Hampstead Heath.
- 2.19 *Qualitative insight:*
- » The physical activities most commonly undertaken by participants across all deliberative sessions are: walking; swimming; attending the gym or exercise classes at a leisure centre, private facility or community venue; cycling; and football (at a formal club or in the park). Other popular activities are: tennis; table tennis; athletics; ice skating; golf; running/jogging; badminton; basketball; bowls; karate and aqua aerobics.
- 2.20 5% of residents who are Users mentioned schools as their most-often used leisure facilities, while 3% of noted a community centre or village/church hall in that respect.

Drivers and barriers for usage

Users

- 2.21 The most common answers given by residents who are Users when they are asked why they use their chosen leisure facilities evolve around convenience, i.e. it is close to where they live (35%) or ‘it is convenient’ (23%). For a further 7% the fact that the facility is close to where they work is important. Conversely, only 2% mentioned longer opening hours as a reason.*
- 2.22 The facility catering for the activity that Users are interested in is another common answer (19%), as well the quality of the facility (16%) and providing a pleasant environment (11%). Price considerations come thereafter with the cost (i.e. cheap or offering good value for money) noted by 14% of Users.*
- 2.23 Online respondents suggest that convenience is important, with 33% of respondents answering ‘close to my house’ and 29% answering ‘convenient’– but these are considered less important than the main driver, which appears to be the perception of whether the facility caters for the activity that respondents are interested in (48%).*
- 2.24 Users who answered this question through the easy read paper questionnaire noted location (it being near to where they live) and accessibility as important factors for using a particular leisure facility.
- 2.25 Residents who are Users were asked to rank five options that would encourage them to further participate in sport and physical activity, with 1 being most likely to encourage them and 5 being least likely to encourage them. ‘More affordable prices’ was ranked 1st (average score of 2.1) making it the most likely to encourage further participation by residents who are Users. Thereafter, ‘Better quality facilities’ was ranked 2nd (average score of 2.4), ‘Flexible opening hours’ was ranked 3rd (average score of 2.7), and ‘Improved public transport links’ was ranked 4th (average score of 3.4). The option that was ranked 5th and hence least likely to encourage further participation by general residents who are Users

* This was a multiple choice question and total value may exceed 100%

is 'Crèche/nursery facilities' (average of 4.5), although of course this option is likely to be a bigger priority for those with babies and children.

- 2.26 Online respondents ranked 'Better quality facilities' as 1st (average score of 2.3) and most likely to encourage them to participate further in sport and physical activity. 'More affordable prices' was ranked 2nd (average score of 2.6), and a ranking order that seems to be in line with the main data was noted for the remainder of the options.
- 2.27 When residents who are Users were asked if there is anything else not mentioned that would encourage their participation further, 66% answered that nothing would. 14% noted that a wider range of programmes would encourage them, while an additional 4% mentioned that improved cleanliness of the facilities would encourage them to participate further. Additional reasons that would encourage further participation include more information and advertising (3%), better or more local access (3%) and introducing programs for specific groups of the population (3%).*
- 2.28 In contrast to the survey data, online respondents appear to be motivated to further participate through a range of themes, most notably by improved quality of facilities (61%), improved cleanliness (57%), more available leisure centres (40%) and a wider range of programs (32%).*
- 2.29 Users who answered this question through the easy read paper questionnaire noted that having more available support from their carers or from staff (e.g. special instructors) as being important factors that would make it easier for them to use leisure facilities.
- 2.30 Residents who are Users were asked what their main mode of transport is when travelling to the facility they use most for sport and physical activity. Answers included by car (56%), on foot (30%), by public transport (13%) and by bicycle (1%).
- 2.31 Online data also suggests respondents travel mostly by car (74%) while a smaller proportion answering 'On foot' (16%) when compared to the residents survey.

Non-Users

- 2.32 When residents who are Non-Users were asked what would encourage them to use leisure facilities for sport and physical activity purposes, a common answer - given by 22% of residents related to lower cost (i.e. 'more affordable prices'). Other common themes include improved access (7%), improved range of exercise programmes (7%), more free time (7%) and introducing programmes for specific groups of the population (6%), among others. *
- 2.33 30% of residents who are Non-Users state that nothing would encourage them to use leisure facilities for sport and physical activity.*
- 2.34 Online data suggests that for respondents, lower cost (more affordable prices) is still most important. Half (50%) of respondents gave this reason as something that would encourage them to use leisure facilities for sport and physical activity.*
- 2.35 *Qualitative insight:*

* This was a multiple choice question and total value may exceed 100%

- » Some common themes (for both Users and Non-Users) around barriers to participation have been identified. These include:

Accessibility

- » Across all eight deliberative sessions, access was one of the main cited barriers to participation. Participants' main issues were around travel and transport, parking and opening hours.
- » Many people highlighted the difficulties involved in travelling across the borough, both in terms of traffic congestion and poor public transport links. With regard to the LBB sites, Hendon and especially Copthall appear to be problematic: the area around the former apparently suffers significant traffic congestion; and a particular issue for Copthall is that public transport alights some distance from centre itself, meaning visitors must walk down a badly lit path to access it. This apparently discourages usage.
- » A lack of parking or too short parking hours at certain LBB facilities (Hendon and Finchley Lido in particular) is an apparent barrier for some.
- » Many people in all areas (but especially at Hendon) complained of inconvenient opening hours and poorly timed sessions at LBB's leisure centres. They strongly desired more of a focus on the later evening and weekend which, it was felt, would help working people in particular to access the range of activities on offer.
- » A couple of participants at the Over 55s and Women's focus groups complained that, while they would like to undertake classes at their local leisure centre, they are often oversubscribed some time in advance. They strongly desired the provision of more sessions.

Awareness

- » Thinking of why people may not use LBB's leisure centres, there was widespread lack of awareness of both the facilities themselves and the activities provided within them among workshop and focus group participants. In fact, a significant number of attendees admitted to not being aware of the existence of their local leisure centre prior to being invited to a discussion on its future. It should also be noted that some of LBB's leisure centres are viewed as 'hidden' and poorly signposted, which contributes to people's lack of awareness of them.
- » In terms of overcoming barriers to participation then, the most common suggestion made across all eight sessions was more and better targeted advertising and promotion of local facilities and activities.
- » Generally, while online material was considered useful, many residents cannot access it. As such, the need to provide 'hard copy' information was considered imperative. Further, it was said that people tend to proactively search for specific information online, which prevents them from accessing information 'in passing' about something they might be interested in.
- » Younger participants though strongly advocated the greater use of social media to advertise and promote leisure services insofar as it tends to be their primary source of information in today's digital age. Indeed, a couple of participants suggested that social media could be used to bring leisure centre users together by, say, setting up a Facebook page that allows people to register their interest in particular activities and link to others who have done the same.

- » For those who do source their information online, the leisure centre websites themselves were thought to be in need of improvement in terms of both content and layout.

Financial cost

- » The cost of using leisure facilities was noted as a barrier across all workshops, where participants particularly cited expensive gym memberships and swimming sessions. Lower prices were thus considered an important enabler - especially for low income households.
- » A couple of people mentioned the high cost of privately-run facilities but said they are prepared to pay extra for better standards. Many would, however, prefer to use cheaper council-run facilities if standards, and the range of activities available, could be improved.
- » It was said that a lack of incentivisation on the part of LBB's leisure centres can be a barrier to using them, especially when private facilities (which are generally seen as being of superior standard) are offering discounts and incentives that can make them relatively cheap to use.

Condition of existing facilities

- » Again with reference to LBB's leisure centres, the poor quality of existing services was an often stated barrier to using them. The most commonly criticised facilities were the changing rooms: these were variously described as old, outdated, dirty, smelly, cold, hazardous and unhygienic and were thought to be vastly in need of improvement.

Other barriers

- » Others stated barriers to participation are a lack of time and a lack of childcare – and some participants admitted to apathy, a lack of motivation and reluctance to expend effort on physical activity. Also, the fact that cycling around Barnet is so dangerous was a cited barrier in some of the workshops, where participants claimed they would cycle more if there were better provision for doing so.

Facilities mix

- ^{2.36} When asked to rank wet facilities in terms of relative importance, residents ranked the 25m pool 1st and most important (average score of 1.8) and the Learner pool was ranked 2nd (average score of 2.9). The remainder options were ranked very closely together with the splash/play pool ranked 3rd (average score of 3.3), the outside pool (lido) ranked 4th (average score of 3.5) and the diving pool ranked 5th and least important (average score of 3.5).
- ^{2.37} Online data suggests similar trends in terms of the 1st and 2nd ranks – although average scores are lower. Respondents ranked the diving pool 3rd (3.3) rather than 5th as with the residents survey, the splash/play pool was ranked 4th by respondents (3.7) rather than 3rd as with the residents survey and the outside pool/lido was ranked 5th by respondents (3.9) rather than 4th as with the residents survey.
- ^{2.38} As mentioned previously (in the 'Current use of facilities' section), compared to the residents survey where 5% of residents who are Users indicated that Copthall was their most-used facility, 41% of online respondents indicated this. Interestingly, Copthall is the only leisure centre within Barnet that offers a 25m swimming pool and diving facilities, while at the same time many comments from online respondents (when asked what other facilities and services they would like to see in the future) relate to the importance of and improvements to swimming and diving facilities.

- 2.39 Thus, there is a possibility for a certain degree of over-representation of participants who use the Copthall leisure centre and/or participants who use the 25m swimming pool and diving facilities within the overall sphere of online respondents - although no such association can be established with certainty.
- 2.40 Users who rated the importance of wet facilities through the easy read paper questionnaire noted the learner pool as the most important to them, followed by the splash/play pool as second most important. Other wet facilities were not noted as being particularly important.
- 2.41 *Qualitative insight:*

25 Metre Pool

- » When asked ‘what facilities would you expect to see in a leisure centre?’ participants (almost without exception) said a swimming pool. It would thus be fair to say that a 25 metre pool would be essential within any future leisure centre provision.
- » Participants at Copthall were adamant that their 25 metre pool should be retained, albeit following extensive renovations – whereas those who use Church Farm and Finchley Lido were particularly keen to see the length of their swimming pools increased from 18 to 25 metres in order to negate the need to travel to Copthall (or in some cases to Harrow) for ‘proper swimming’. Those at Hendon considered that lack of any wet facility at their leisure centre to be very detrimental to the local community.
- » The need for more 25 metre swimming pools in Barnet was certainly considered acute - highlighted by the high demand for sessions at Copthall and the fact it can be difficult to swim there as it is so crowded. With respect to the latter point, several people expressed a need for more adult lane swimming sessions for those wishing to swim in a child-free environment.
- » There was some demand for a 50 metre pool in the borough – particularly as it could be partitioned off to offer two 25 metre facilities, one for ‘serious’ swimmers to train and the other for the general public to swim for leisure.
- » Finally with respect to swimming pools, several people complained about the cold water temperature at Copthall and Church Farm and asked that this be taken into consideration within any future provision.

Learner pools

- » These were generally thought to be required, especially by participants at Copthall who said that 25 metre pools are unsuitable for teaching children to swim. Further, it was said that such facilities can be used as rehabilitation pools for adults in need of gentle exercise to overcome illness or injury.
- » It should also be noted here that, when discussing the different types of pool, several participants suggested the provision of a multi-purpose pool with a moveable floor that could be used for swimming, learning and other activities such as aqua aerobics.

Splash/Play Pool

- » Some participants at Church Farm saw little value in having a dedicated splash pool at a new local leisure centre given there is already such a facility at Finchley Lido. However, other

participants (at Church Farm and at other workshops and focus groups) felt that splash pools provide a solid swimming foundation for very young children, who can then progress to learner and 25 metre pools over time – and that they allow families to spend time swimming together in an appropriate environment.

- » Play pools with slides were also attractive to many participants, who felt they would greatly appeal to both families and teenagers.

Diving Pool

- » Some attendees at the Copthall and Church Farm workshops and the deprived areas and women's focus groups supported the provision of a diving pool on the grounds of the sport's current high profile following the Olympics and the fact that increasing numbers of young people are involving themselves in it. Others, though, felt that diving is somewhat specialist and too 'niche' for council-owned leisure centres – although again some welcomed the idea of a multi-purpose pool that incorporates a 'fun' diving board.

Outdoor Pool

- » Many participants felt that - while they are a nice idea in principle - outdoor pools are something of a luxury given they are expensive to run yet are only used during certain months of the year. Some others though felt they would be attractive, and there was support for at least retaining the one at Finchley given its 'iconic' status.

2.42 When asked to rank indoor facilities in terms of relative importance, residents ranked the fitness/gym facility 1st and most important (average score of 1.8), the sport halls were ranked 2nd (average score of 2.4), the dance/exercise studio facilities were ranked 3rd (average score of 2.6) and the Gymnastics facilities were ranked 4th and least important (average score of 3.2).

2.43 Online data suggests very similar trends for respondents of the online questionnaire.

2.44 Users who answered this question through the easy read paper questionnaire noted all four options as relatively important, with Gymnastics slightly less so.

2.45 *Qualitative insight:*

Gym/Fitness Suite

- » A gym or fitness suite was another almost universal answer to the question 'what would you expect to see in a leisure centre?' It was considered an essential provision, providing it offers value for money and a diverse range of equipment.
- » One particular issue with regard to gyms is the off-putting nature of monthly contracts – suggesting that pay-as-you-use might be more attractive to a larger number of people. During the Hendon workshop some people suggested introducing rolling/ 'no strings attached' contracts to allow greater flexibility.
- » More gym sessions for 'beginners' were considered important not only for those wishing to embark upon a fitness improvement programme, but also for those who would prefer to stay at such a level due to confidence issues and feeling intimidated in an open session. It was also said that a peer support system (whereby people can get help with, say, gym equipment or

their technique from other gym users rather than personal trainers) may be useful for those with lower confidence levels.

Sports Hall

- » Participants in all deliberative sessions would expect and want to see a multi-purpose sports hall incorporated into future leisure centre provision insofar as it could host many different activities. Badminton, table tennis, squash, five-a-side football, basketball and volleyball were all suggested – as well as more ‘unusual’ activities such as roller skating, Ultimate Frisbee and children’s parties.

Exercise/Dance Studios

- » Exercise and dance studios were considered an integral part of leisure centre provision. The most popular suggestions for classes were yoga, Pilates, tai-chi, zumba, aerobics and boxercise – although others thought providing ‘different’ sessions such as martial arts and fencing would be attractive to a wider range of people (though they also suggested a possible need for taster sessions to establish demand for these).
- » Participants in the older persons’ focus group and Finchley Lido workshop suggested that the resurgent interest in dancing brought about by programmes such as Strictly Come Dancing could be capitalised upon by providing a range of dance-based classes at leisure centres.
- » In terms of whether sessions should be single or mixed sex, the general sense was that most should be available to all but that some single sex activities should be offered to those who prefer to exercise in such an environment.
- » As aforementioned, inconveniently timed activities can be a significant barrier to exercise – and it was thus said that flexibly timed exercise classes must be offered late into the evening and on weekends, particularly for commuters.
- » Finally, the lack of exercise classes of interest to men was noted (as was the need to provide attractive activities such as kickboxing and self-defence to attract them) – and it was suggested that more ‘fun’ activity rather than sports-based sessions for children and families would be beneficial.

Gymnastics

- » The immense popularity of the gymnastics programme at Hendon was cited as evidence of the need for more such provision in the Borough.

^{2.46} When asked to rank outdoor facilities in terms of relative importance, residents ranked the outdoor courts (e.g. basketball, tennis) as 1st and most important (average score of 1.8). Subsequent ranks followed with grass pitches (e.g. for football) ranked 2nd (average score of 2.0) and artificial pitches (e.g. artificial grass, sand pitches) ranked 3rd and least important (average score of 2.2).

^{2.47} Online data suggests a slightly different range of average scores given by respondents, and Grass pitches are ranked 3rd and not 2nd – but 1st rank is still for outdoor courts, in line with the results from the residents survey.

^{2.48} Users who answered this question through the easy read paper questionnaire noted all three options as more or less equally important.

^{2.49} *Qualitative insight:*

Outdoor Pitches and Courts:

- » Participants typically supported the provision of artificial (especially 3G) and grass pitches and outdoor courts, with some again advocating the use of multi-purpose facilities to save on space and ensure continuous use. It was, though, suggested that these need not necessarily be co-located with a leisure centre due to the availability of sports clubs and outdoor facilities (or at least the potential to develop these) in parks and schools currently.
- » However, there was some concern that exercising in parks after dark can be a somewhat uninviting prospect given the lack of lighting, adequate facilities and supervision. This, it was said, would have to be rectified if more use is to be made of such amenities.

^{2.50} When residents were asked about other facilities, features, services or activities they would be interested in that have not been mentioned so far, 50% said no/none. Other mentions include Better/more children activities/facilities (6%), Climbing facilities (4%), Spa/Sauna facilities (4%), Better/more outdoor courts/gyms/facilities (3%) and Yoga/Pilates/toning classes (3%). Other mentions include Tennis facilities, running areas/tracks, Table Tennis and more. *

^{2.51} Online respondents provided slightly different answers, with bigger emphasis on suggestions regarding swimming pools (mostly 50m lanes, 25m lanes to a lesser extent) as well as providing comments relating to refurbishment and cleanliness of existing facilities, indoor courts, sauna/steam rooms, children facilities/services and activities relating to specific groups (e.g. the elderly, disabled people etc.).

^{2.52} *Qualitative insight:*

- » Sauna or Jacuzzi was suggested as a further facility that could be provided at LBB's leisure centres in future (with some claiming they would visit a leisure centre solely to use it).
- » It was also said that leisure centre providers could consider offering less 'traditional' activities such as: street running; rock climbing; archery; indoor golf simulators; active video gaming sessions; assault courses; and facilities for extreme sports such as BMX and skateboarding.
- » The development of more group activities for those with an interest in a particular sport (such as netball and football) but no-one to play it with was suggested at the Hendon and Church Farm workshops and the women's focus group.
- » It was said more than once that modern leisure centres are simply sports centres and that the 'leisure' aspect of their provision has been lost – and the need to transform leisure centres into 'community hubs' for those wishing to undertake both sporting activity and more leisurely activities was noted at all sessions. As such, some people would be keen to see the introduction of activities such as exhibitions, painting and music classes and soft play to entice in those wishing to undertake something other than sport. This, it was said, would not only be of community benefit but would also offer an opportunity to engage people with sport and physical activity who may have otherwise been uninterested.

* This was a multiple choice question and total value may exceed 100%

- » Finally, a café serving healthy options was considered essential for a modern leisure centre in terms of revenue generation, giving parents somewhere to wait (with other parents) while their children are undertaking activities and, again, creating a ‘community’ atmosphere whereby people can meet friends for a drink in a convivial location.

2.53 Users and Non-Users were asked about their preference for changing facilities. A clear preference is noted by both groups for separate single-sex changing rooms and family changing rooms (preferred by 72% of Users and 73% of Non-Users).

2.54 A close match for these results is noted for respondents of the online questionnaire, while Users who answered this question through the easy read paper questionnaire also noted a similar preference.

2.55 *Qualitative insight:*

- » As aforementioned, participants strongly desired improvements to the changing rooms at their local leisure centres. When asked whether such improvements should include single sex or unisex changing rooms, most opted for the former on the grounds that they offer greater privacy and comfort. Further, there was a strong sense that single sex facilities would be more appropriate for members of particular faith groups.
- » A minority either favoured unisex facilities with (adequately sized) individual cubicles for changing or had no preference one way or the other.
- » Either way, there was a very strong desire for more family changing rooms in all sessions.

Activities and Facilities for Specific Groups

- » Some common themes that should be considered by LBB in their aim to better meet the needs of specific populations have been identified. These include –
- » Older people: Older people said they can feel intimidated within the leisure centre environment and thus desired more ‘gentle’ physical activities (including gym and swimming sessions and sports teams) aimed at their age group that can allow them to take things at their own pace. They also requested more sedentary activities such as chess and bridge clubs at leisure centres to offering something more ‘social’ for those requiring the company of their peers.
- » Disabled people: Facilities and activities specifically for disabled people - both physically and learning disabled - were also considered imperative to ensure inclusivity. Swimming (in properly accessible swimming pools and with sessions at different times of the day) and gentle exercise classes were suggested as especially appropriate.
- » With specific regard to swimming pools, some members of the disabled persons’ focus group reiterated the concerns outlined above around the temperature of the water at LBB’s leisure centres, with one participant in particular giving this as the reason for not attending such facilities any more: *my condition makes it difficult for me to maintain my body temperature and the pools make it even harder. I don’t go any more.* (Disabled Persons’ Focus Group)
- » Catering for disabled children was considered imperative by the disabled persons’ and women’s groups. One participant has an autistic son and another knows an autistic child and

both were keen to see more sensory activities and facilities such as sensory rooms, rock climbing and trampolining (suggesting also that the latter two would appeal to all children).

- » Finally with regard to disabled people, one participant is an elite wheelchair athlete who cannot use any of the equipment within LBB's leisure centres as it is apparently unsuitable for wheelchair users. They considered this somewhat ironic insofar as *they provided me with a sponsorship, but I can't use any of their facilities!*
- » Faith groups: Given Barnet's ethnic and religious diversity, the need to offer culturally-sensitive activities such as single-sex swimming sessions (with female lifeguards) and exercise classes for faith groups was noted.
- » Pregnant women: At Hendon it was said that more activities are needed for pregnant women – and that LBB should consider offering more diverse sessions than the 'usual' aqua aerobics.
- » Overall, the importance of providing a multi-functional, integrated facility (incorporating both sport and leisure activities) was noted by many participants – as was the need to ensure that the facilities mix is inclusive enough to attract all sectors of the community.

Public health

- ^{2.56} All residents were asked about their preference for receiving health-related services at leisure centres.
- ^{2.57} Overall, residents seem very comfortable to receive all the public health services they were asked about - more so for help and advice regarding weight loss, health checks and advice on becoming more active (87-89% positive rating for each).
- ^{2.58} Help and advice to recover after a stroke/heart attack/major illness/fall also received high positive ratings (83%), and to a slightly lesser extent the same can be said about help and advice in managing a long term condition (79%).
- ^{2.59} Online data suggests respondents are relatively comfortable to receive some services, although their acceptance rates for 'help and advice to recover after stroke, heart attack, major illness or fall' and 'help and advice with managing a long term condition or illness' appear lower when compared to residents who answered the survey.
- ^{2.60} Users who answered this question through the easy read paper questionnaire were overall positive about receiving all the above services at leisure centres.
- ^{2.61} *Qualitative insight:*
- » Participants were generally positive about the idea of receiving some health checks (blood pressure and BMI checks specifically) and help and advice at leisure centres – as well as for the provision of self-checking facilities, nutrition advice, physiotherapy and massage therapy.
 - » There was, however, some concern that undertaking health checks in leisure centres could result in increased pressure on the local primary care service as people could become unduly concerned about their health - and there was less support for assistance and advice with medical conditions such as diabetes, strokes and heart conditions. This, it was felt, should be kept within the medical profession.

- » Frequent references were made to the GP exercise referrals offered in other areas (and that apparently used to be offered in Barnet). These were considered of enormous value and it was widely agreed that their extension could strongly benefit those who must exercise in a controlled environment.

Parks

- ^{2.62} All residents were asked about their potential preference for taking part in park-based sport and physical activity.
- ^{2.63} Overall, residents seem fairly interested in taking part in all the activities they were asked about, with positive interest ranging from 57-63% throughout, with the least interest noted for cycling groups (57%) compared to the other four suggestions. Online data suggests that respondents are less interested in and more indecisive about park-based activities in comparison to residents that answered the main survey.
- ^{2.64} Users who answered this question through the easy read paper questionnaire were overall positive about all the above park-based activities, most notably group walks.

Site options (Qualitative insight only)

Finchley Lido

- ^{2.65} The general consensus among those who use it (and those who do not but are aware of its present condition) was that Finchley Lido is in need of refurbishment.
- ^{2.66} In terms of future options, participants at the Finchley workshop were shown and asked to comment on four possible site options for future leisure centre provision (the existing site, Glebelands Open Space, Finchley Memorial Hospital and the Bowls Club Site). They almost without exception supported the development of new leisure centre provision on the existing site insofar as positive links with other site occupants would be maintained and that the site has good access via both private and public transportation. It was also said the Lido has a historic tradition that should be maintained and enhanced.

Church Farm

- ^{2.67} Participants at the Church Farm workshop were asked to comment on six possible site options for future leisure centre provision: the existing site; Oakhill Park; New Southgate Recreational Ground; Victoria Recreation Ground; Brunswick Park; and Danesgrove Playing Fields.
- ^{2.68} All Church Farm workshop attendees (and members of the Women's Group) acknowledged that the current leisure centre site is too small to accommodate a modern facility, which was considered essential for the area. As such, they supported the centre's relocation - and none felt they would be sorry to see it go.
- ^{2.69} Of the remaining sites, Danesgrove Playing Fields received significant support at the workshop, primarily as the site apparently has good transport links, is in a good location and is sufficiently large to

accommodate the enhanced facilities needed for the area's growing population. There was some minor concern however about the loss of a school playing field.

- ^{2.70} East Barnet/Victoria Recreation Ground was also a popular option as there are convenient bus links to the area and because of the lack of facilities in the north of the borough. It was also said that the area is in need of regeneration, that its population is growing and that there are many primary schools there that would make use of the facility. Others felt, though, that the site is in the 'middle of nowhere' and that a leisure centre there could not be self-sustaining – and there was also some concern about the small size of the site.
- ^{2.71} Of the other two park options – Brunswick and Oakhill – the former was preferred due to its larger size and good transport links, the same arguments used by some in support of the New Southgate Recreational Ground. However, one participant felt that the New Southgate site would require a 'lot of work' to accommodate a leisure centre; and another recognised that siting a centre there could place it in direct competition for users with Finchley Lido.
- ^{2.72} With particular regard to Oakhill Park, the workshop was attended by a member of the East Barnet Residents' Association, who strongly objected to developing a leisure centre there on the grounds that the site is currently occupied by a number of well-used facilities (a café, an outdoor gym, outdoor courts and two children's play and recreation areas) that could potentially be lost if a leisure centre was to be developed there.
- ^{2.73} Some participants expressed no preference so long as there are adequate transport links to, and parking facilities at the centre - and that the site chosen is large enough to provide properly enhanced and integrated facilities.

Leisure centre management (Qualitative insight only)

- ^{2.74} Several workshop participants expressed dissatisfaction with the way LBB's leisure centres are currently run by Greenwich Leisure Limited (GLL) - though it should also be noted that many others were unaware of the current management arrangements. People were primarily unhappy with what they perceived to be an unjustifiable increase in cost since the service was outsourced – especially since the quality of service and maintenance has apparently decreased in the same period.
- ^{2.75} Looking to the future, most participants felt strongly that LBB should retain ownership of its leisure centres – and a considerable number were opposed to the continued outsourcing of leisure centre management, primarily because of their perceptions that the contractor would: prioritise profit over the needs of local residents; not value its staff to a sufficient degree; offer only the bare minimum in terms of services due to a lack of vested interest in the community; and be unable to offer centres with a 'community feel' in the same way a local council can.
- ^{2.76} Finally, other suggested alternative management options included: merging facilities across borough boundaries; community ownership; and transferring the ownership of sites to a third party organisation via a long lease from which the council could easily extricate itself if required.

Sub-group differences (based on the telephone residents survey)

^{2.77} Based on the survey data, certain sub-groups of residents have been identified as being more/less likely to exhibit certain behaviours or voice different opinions. These are summarised in the table overleaf.

^{2.78} As mentioned previously, the Barnet Customer Segments have been developed from CAMEO Lifestyle Segmentation which uses 200 million data records to discriminate 26 million UK households into discrete clusters. The clusters have 17 life stages that represent distinct demographic, socio-economic and behavioural characteristics which make up the Barnet Customer Segments. A more detailed description of each segment can be found in Appendix A.

Table 1: Summary of statistically significant findings relating to different sub-groups

Group	Statistically significant findings
Aged 16-34	<p><i>More likely to....</i></p> <ul style="list-style-type: none"> • Have no preference for the type of changing rooms (Users) • Be interested in (park-based) cycling groups • Be interested in (park-based) team sports <p><i>Less likely to....</i></p> <ul style="list-style-type: none"> • Use a facility due to it catering for the activity they are interested in • Prefer separate single-sex changing rooms and family changing rooms (Users) • Be interested in (park-based) group walks
Aged 35-54	<p><i>More likely to....</i></p> <ul style="list-style-type: none"> • Be interested in (park-based) circuit gym classes using outdoor gym equipment • Be interested in (park-based) group walks
Aged 55+	<p><i>More likely to....</i></p> <ul style="list-style-type: none"> • Feel comfortable receiving help and advice to recover after a stroke, heart attack, major illness or fall at leisure centres • Be interested in (park-based) group walks <p><i>Less likely to....</i></p> <ul style="list-style-type: none"> • Use leisure facilities for sports and physical activity • Use a fitness centre or gym <u>outside</u> Barnet • Use a school for sport or physical activity • Be encouraged to use leisure facilities in the future by <u>having more free time</u> (Non Users) • Prefer Unisex changing rooms (Non-Users) • Want to see better/more children's activities/facilities • Be interested in (park-based) circuit gym classes using outdoor gym equipment • Be interested in (park-based) cycling groups • Be interested in (park-based) team sports
Male	<p><i>More likely to....</i></p> <ul style="list-style-type: none"> • Have no preference for the type of changing rooms (Users) • Have no preference for the type of changing rooms (Non-Users) • Be interested in (park-based) cycling groups • Be interested in (park-based) team sports <p><i>Less likely to....</i></p> <ul style="list-style-type: none"> • Use council-run leisure centres <u>within</u> Barnet • Prefer separate single-sex changing rooms and family changing rooms (Users) • Prefer separate single-sex changing rooms and family changing rooms (Non-Users) • Be interested in (park-based) open-air classes • Be interested in (park-based) group walks
Female	<p><i>More likely to....</i></p> <ul style="list-style-type: none"> • Use council-run leisure centres <u>within</u> Barnet • Prefer separate single-sex changing rooms and family changing rooms (Users) • Prefer separate single-sex changing rooms and family changing rooms (Non-Users)

	<ul style="list-style-type: none"> • Be interested in (park-based) open-air classes • Be interested in (park-based) group walks <p><i>Less likely to....</i></p> <ul style="list-style-type: none"> • Have no preference for the type of changing rooms (Users) • Have no preference for the type of changing rooms (Non-Users) • Be interested in (park-based) cycling groups • Be interested in (park-based) team sports
Retired	<p><i>More likely to....</i></p> <ul style="list-style-type: none"> • Be further encouraged to use leisure facilities by <u>nothing</u> (Users) • Prefer separate single-sex changing rooms and family changing rooms (Users) • Feel comfortable receiving help and advice to recover after a stroke, heart attack, major illness or fall at leisure centres • Be interested in (park-based) group walks <p><i>Less likely to....</i></p> <ul style="list-style-type: none"> • Use council-run leisure centres <u>within</u> Barnet • Use council-run leisure centres <u>outside</u> Barnet • Use a school for sport or physical activity • Use private/commercial leisure centres <u>outside</u> of Barnet • Use a facility due to it being cheap • Be encouraged to use leisure facilities in the future by <u>having more free time</u> • Be further encouraged to use leisure facilities by <u>having a wider range of programmes available</u> (Users) • Have no preference for the type of changing rooms (Users) • Be interested in (park-based) circuit gym classes using outdoor gym equipment • Be interested in (park-based) cycling groups • Be interested in (park-based) team sports
Otherwise not working	<p><i>Less likely to....</i></p> <ul style="list-style-type: none"> • Use private/commercial leisure centres <u>outside</u> of Barnet • Use a facility due it being close to where they live
White British	<p><i>More likely to....</i></p> <ul style="list-style-type: none"> • Currently use leisure facilities <p><i>Less likely to....</i></p> <ul style="list-style-type: none"> • Be interested in (park-based) team sports
White Other	<p><i>Less likely to....</i></p> <ul style="list-style-type: none"> • Be encouraged to use a facility by more affordable prices
Black and Other Ethnic group	<p><i>More likely to....</i></p> <ul style="list-style-type: none"> • Travel by foot as their main mode of transportation to a leisure facility • Have no preference for the type of changing rooms (Non-Users) • Feel comfortable receiving health and advice with managing a long-term condition or illness at leisure centres • Be interested in (park-based) cycling groups • Be interested in (park-based) team sports <p><i>Less likely to....</i></p> <ul style="list-style-type: none"> • Currently use leisure facilities • Be encouraged to use leisure facilities if they addressed the needs of certain groups • Use a car as their main mode of transport when traveling to a leisure facility
Asian ethnic background	<p><i>More likely to....</i></p> <ul style="list-style-type: none"> • Prefer separate single-sex changing rooms and family changing rooms (Non-Users) • Feel comfortable receiving health checks at leisure centres • Feel comfortable receiving health and advice with managing a long-term condition or illness at leisure centres • Be interested in (park-based) cycling groups • Be interested in (park-based) team sports <p><i>Less likely to....</i></p> <ul style="list-style-type: none"> • Use a fitness centre or gym <u>outside</u> Barnet • Have no preference for the type of changing rooms (Non-Users)

	<ul style="list-style-type: none"> Prefer Unisex changing rooms (Non-Users)
Owns property outright	<p><i>More likely to...</i></p> <ul style="list-style-type: none"> Want to see no other facilities, features, services or activities than those mentioned Be interested in (park-based) group walks <p><i>Less likely to...</i></p> <ul style="list-style-type: none"> Use a community centre or village/church hall for sport and physical activity Use a school for sport or physical activity Use a bus as their main mode of transport when traveling to the leisure facility they use most Prefer Unisex changing rooms (Users) Be encouraged to use leisure facilities in the future by <u>having more free time</u> (Non Users) Be interested in (park-based) circuit gym classes using outdoor gym equipment Be interested in (park-based) cycling groups Be interested in (park-based) team sports
Owns property with a mortgage or loan	<p><i>More likely to...</i></p> <ul style="list-style-type: none"> Prefer separate single-sex changing rooms and family changing rooms (Non-Users) <p><i>Less likely to...</i></p> <ul style="list-style-type: none"> Use a facility due to it being cheap Have no preference for the type of changing rooms (Non-Users)
Private rent	<p><i>More likely to...</i></p> <ul style="list-style-type: none"> Be interested in (park-based) team sports <p><i>Less likely to...</i></p> <ul style="list-style-type: none"> Use parks and green spaces for sports and physical activity Be encouraged to use leisure facilities in the future by <u>more flexible opening hours</u> (Non Users) Want to see better/more children's activities/facilities
Social rent	<p><i>More likely to...</i></p> <ul style="list-style-type: none"> Feel comfortable receiving health checks at leisure centres Feel comfortable receiving health and advice with managing a long-term condition or illness at leisure centres Want to see better/more children's activities/facilities Be interested in (park-based) circuit gym classes using outdoor gym equipment <p><i>Less likely to...</i></p> <ul style="list-style-type: none"> Use a school for sport or physical activity Use a facility due to it catering for the activity they are interested in
Disabled	<p><i>More likely to...</i></p> <ul style="list-style-type: none"> Use a community centre or village/church hall for sport and physical activity <p><i>Less likely to...</i></p> <ul style="list-style-type: none"> Currently use leisure facilities Use a fitness centre or gym <u>outside</u> Barnet Be encouraged to use leisure facilities in the future by <u>having more free time</u> (Non Users) Use a facility due to more information/better advertising Use a facility if it were to introduce programmes that address the needs of a specific group Use a facility due to it being close to where they work Use the tube/train as their main mode of transport when traveling to the leisure facility they use most Be interested in (park-based) cycling groups
Of Jewish religion or belief	<p><i>More likely to...</i></p> <ul style="list-style-type: none"> Be encouraged to use leisure facilities in the future by <u>nothing</u> (Non Users) Prefer separate single-sex changing rooms and family changing rooms (Non-Users) <p><i>Less likely to...</i></p> <ul style="list-style-type: none"> Be encouraged to use leisure facilities in the future by <u>more flexible opening hours</u> (Non Users)

	<ul style="list-style-type: none"> • Be encouraged to use leisure facilities in the future by <u>having more free time</u> (Non Users) • Have no preference for the type of changing rooms (Users) • Have no preference for the type of changing rooms (Non-Users) • Prefer Unisex changing rooms (Non-Users)
Of an 'other' religious background	<p><i>More likely to...</i></p> <ul style="list-style-type: none"> • Use a community centre or village/church hall for sport and physical activity • Feel comfortable receiving health and advice with managing a long-term condition or illness at leisure centres • Be interested in (park-based) team sports <p><i>Less likely to...</i></p> <ul style="list-style-type: none"> • Use a fitness centre or gym <u>outside</u> Barnet • Use a pure sports club • Use a facility due to it being close to where they work • Prefer Unisex changing rooms (Users) • Prefer Unisex changing rooms (Non-Users)
No religion	<p><i>More likely to...</i></p> <ul style="list-style-type: none"> • Have no preference for the type of changing rooms (Users) <p><i>Less likely to...</i></p> <ul style="list-style-type: none"> • Be encouraged to use leisure facilities in the future by <u>more flexible opening hours</u> (Non Users) • Prefer separate single-sex changing rooms and family changing rooms (Users) • Use a car as their main mode of transport to the leisure facility they use most.
Barnet Customer Segment	
(A) Accomplished Singles	<p><i>More likely to...</i></p> <ul style="list-style-type: none"> • Currently use leisure facilities • Be interested in (park-based) circuit gym classes using outdoor gym equipment • Be interested in (park-based) cycling groups • Be interested in (park-based) team sports <p><i>Less likely to...</i></p> <ul style="list-style-type: none"> • Use a facility due to it being convenient for them to use
(C) Family Feelgoods	<p><i>Less likely to...</i></p> <ul style="list-style-type: none"> • Use private/commercial leisure centres <u>within</u> Barnet • Be encouraged to use leisure facilities in the future by <u>more flexible opening hours</u> (Non Users)
(E) Sophisticated Singles	<p><i>Less likely to...</i></p> <ul style="list-style-type: none"> • Use private/commercial leisure centres <u>outside</u> of Barnet • Be encouraged to use leisure facilities in the future by <u>more flexible opening hours</u> (Non Users) • Feel comfortable receiving help and advice to recover after a stroke, heart attack, major illness or fall at leisure centres • Feel comfortable receiving health and advice with managing a long-term condition or illness at leisure centres • Use a facility due to more information/better advertising • Use a facility by improving the range of exercise programmes available
(F) Contented Greys	<p><i>Less likely to...</i></p> <ul style="list-style-type: none"> • Use a pure sports club • Use a facility due to it being a good quality facility • Use a facility due to it being close to where they work • Use a bus as their main mode of transport when traveling to the leisure facility they use most
(G) Contemporary Elders	<p><i>More likely to...</i></p> <ul style="list-style-type: none"> • Prefer separate single-sex changing rooms and family changing rooms (Non-Users) • Be interested in (park-based) group walks <p><i>Less likely to...</i></p>

	<ul style="list-style-type: none"> • Have no preference for the type of changing rooms (Non-Users) • Prefer Unisex changing rooms (Non-Users) • Feel comfortable receiving health and advice with becoming more active at leisure centres
(K) Friends Together	<p><i>More likely to...</i></p> <ul style="list-style-type: none"> • Feel comfortable receiving health checks at leisure centres <p><i>Less likely to...</i></p> <ul style="list-style-type: none"> • Use parks and green spaces for sport and physical activity • Use a facilities due to it offering good value for money • Have no preference for the type of changing rooms (Users)
(L) Comfortable Older Families	<p><i>More likely to...</i></p> <ul style="list-style-type: none"> • Use a facility due it being close to where they live <p><i>Less likely to...</i></p> <ul style="list-style-type: none"> • Use a fitness centre/gym within Barnet for sports and physical activity. • Use council-run leisure centres <u>outside</u> Barnet • Use private/commercial leisure centres <u>within</u> Barnet
(M) Mature and Stable Sedentaries	<p><i>Less likely to...</i></p> <ul style="list-style-type: none"> • Be interested in (park-based) team sports
(R) Proud Parents Coping Alone	<p><i>More likely to...</i></p> <ul style="list-style-type: none"> • Feel comfortable receiving weight-loss advice at leisure centres • Feel comfortable receiving health checks at leisure centres • Feel comfortable receiving health and advice with becoming more active at leisure centres
(S) Penny-wise Pensioners	<p><i>More likely to...</i></p> <ul style="list-style-type: none"> • Feel comfortable receiving health and advice with becoming more active at leisure centres

3. The Residents Survey

Survey Overview

- 3.1 The SPA survey was conducted via telephone interviewing and aimed to find out views on the way services are provided through leisure centres across the whole of Barnet, what other leisure facilities are used, what would encourage further participation and what services and facilities future LBB leisure centres should include.
- 3.2 The survey contained questions on the following topics:
- » Current use of leisure facilities
 - » Drivers and barriers for usage
 - » Facilities mix for future LBB leisure centres
 - » Public views on receiving health advice and services on site
 - » Site Options
 - » Management Alternatives
- 3.3 LBB also made this survey available online in the form of an open questionnaire via the council website. The open online questionnaire achieved 238 responses. Easy read paper versions of the questionnaire were completed by 14 respondents, 11 of them indicated they currently use leisure facilities for sport and physical activity ('Users').

Survey Response

- 3.4 The results in this report are based on 601 telephone interviews conducted with a sample of Barnet residents. The 601 interviews were completed between 11th November 2014 and 27th December 2014 using Random Digit Dialling (RDD) and a purchased sample of mobile phone numbers to ensure coverage of households without a landline.
- 3.5 Quotas were set on age, gender, ethnicity, working status, tenure and ward groups in order to achieve a representative cross-section of responses.

Weighting the Data

- 3.6 The extent to which results can be generalised from a sample depends on how well the sample represents the population from which it is drawn. As for all surveys of this type, although a random

sample of telephone numbers was selected, and quotas were set on key demographics, the achieved sample was still subject to some variation in the levels of response from certain profile groups.

- 3.7 Under these circumstances, inferences about the views of the population can be improved by calculating weights for any under or over-sampling of particular groups. Weights are assigned by comparing the sample proportions for particular groups with known population characteristics from other sources for the same groups. Each observation is then multiplied by its weight to ensure that the weighted sample will conform to the known population characteristics.
- 3.8 In this case, the achieved sample was compared against 2013 Greater London Authority (GLA) projections on age, gender and ethnicity and Census 2011 data for working status, tenure, ward and disability/illness. The data was then subsequently weighted by age, tenure, ethnicity and ward.
- 3.9 The weighted data should, therefore, be representative of the population of Barnet and will be treated as being so throughout this report. When the un-weighted data is discussed the report refers to ‘respondents’ but for weighted data it refers to ‘residents’.
- 3.10 The tables below show the profile characteristics of respondents to the survey. Any value denoted by a * represents a percentage which is less than 1%.

Table 2: Gender – All Respondents

Gender	Un-weighted count	Un-weighted valid %	Weighted valid %
Male	263	44	48
Female	338	56	52
Total	601	100	100

Table 3: Age – All Respondents

Age Band	Un-weighted count	Un-weighted valid %	Weighted valid %
Aged 16 to 17	14	2	3
Aged 18 to 24	55	9	11
Aged 25 to 34	152	25	23
Aged 35 to 44	94	16	16
Aged 45 to 54	124	21	19
Aged 55 to 64	78	13	13
Aged 65 to 74	56	9	10
Aged 75 or over	28	5	5
Total	601	100	100

Table 4: Employment Status – All Respondents

Employment Status	Un-weighted count	Un-weighted valid %	Weighted valid %
An employee in a full time job (31 hours or more per week)	222	37	33
An employee in a part time job (Less than 31 hours per week)	81	13	11
Self-employed (full or part-time)	92	15	14
In full time education at school, college or university	40	7	9
Unemployed and available for work	32	5	7
Permanently sick or disabled	11	2	3
Wholly retired from work	87	14	15

Looking after the home	30	5	6
Doing something else	6	1	1
Total	601	100	100

Table 5: Ethnicity – All Respondents

Ethnicity	Un-weighted count	Un-weighted valid %	Weighted valid %
White - British	320	53	51
White - Irish	11	2	2
White - Greek or Greek Cypriot	12	2	2
White - Turkish or Turkish Cypriot	1	*	*
White - Any other White background	78	13	13
Mixed - White and Black Caribbean	3	*	1
Mixed - White and Black African	8	1	2
Mixed - White and Asian	8	1	1
Mixed - Any other mixed background	5	1	1
Asian or Asian British - Indian	57	9	8
Asian or Asian British - Pakistani	13	2	2
Asian or Asian British - Bangladeshi	1	*	*
Asian or Asian British - Chinese	10	2	2
Asian or Asian British - Any other Asian or Asian British background	19	3	4
Black or Black British - Caribbean	13	2	2
Black or Black British - African	24	4	4
Black or Black British - Any other Black or Black British background	1	*	*
Arab	14	2	4
Other - ethnic group Other	3	*	1
Total	601	100	100

Table 6: Tenure – All Respondents

Tenure	Un-weighted count	Un-weighted valid %	Weighted valid %
Own - Owns outright	162	27	24
Own - Owns with a mortgage or loan	233	39	35
Both - Part owns and part rents (shared ownership)	2	*	*
Rent - Rents (with or without housing benefit) from a housing association, housing co-operative, charitable trust, registered social landlord	30	5	6
Rent - Rents (with or without housing benefit) from a council (local authority)	46	8	8
Rent - Rents (with or without housing benefit) from a private landlord or letting agency	101	17	21
Rent - Rents (with or without housing benefit) other	3	*	*
Rent - Lives here rent free	24	4	6
Total	601	100	100

Table 7: Disability – All Respondents

Disability	Un-weighted count	Un-weighted valid %	Weighted valid %
Yes	59	10	13
No	540	90	87

Not Known	2	-	-
Total	601	100	100

Table 8: Religion/Belief – All Respondents

Religion/Belief	Un-weighted count	Un-weighted valid %	Weighted valid %
Agnostic	14	2	3
Atheist	36	6	7
Buddhist	5	1	1
Christian (all denominations e.g. Catholic, C of E, Baptist)	260	45	45
Hindu	43	7	7
Humanist	1	*	*
Jain	3	1	*
Jewish	85	15	13
Muslim	44	8	9
Sikh	4	1	1
No religion	80	14	14
Other religion/belief	4	1	1
Not Known	22	-	-
Total	601	100	100

Table 9: Sexual Orientation – All Respondents

Sexual Orientation	Un-weighted count	Un-weighted valid %	Weighted valid %
Bisexual	8	1	1
Gay	5	1	1
Heterosexual	542	97	97
Other definition	1	*	*
Not Known	45	-	-
Total	601	100	100

Table 10: Barnet Customer Segments – All Respondents

Barnet Customer Segments	Un-weighted count	Un-weighted valid %	Weighted valid %
A Accomplished Singles	42	8	9
B Go getting DINKYs	9	2	2
C Family Feelgoods	78	16	15
D Maintained Single Parents	17	3	4
E Sophisticated Singles	68	14	16
F Contented Greys	38	8	7
G Contemporary Elders	37	7	7
H Secure Singles	10	2	2
J Poundstretching Twosomes	3	1	1
K Friends Together	46	9	9
L Comfortable Older Families	29	6	6
M Mature and Stable Sedentaries	28	6	5
N Young Optimists	6	1	1
P Constrained Solos	27	5	5
Q Struggling Families	5	1	1
R Proud Parents Coping Alone	29	6	6
S Penny-wise Pensioners	31	6	5
Not Known	98	-	-
Total	601	100	100

^{3.11} The tables below outline the ward groups that were used in order to ensure a proportional spread across Barnet in terms of sample size. Each ward group has an approximately equal population of adults (aged 16+), and each ward group has at least one leisure centre.

Table 11: Ward groups

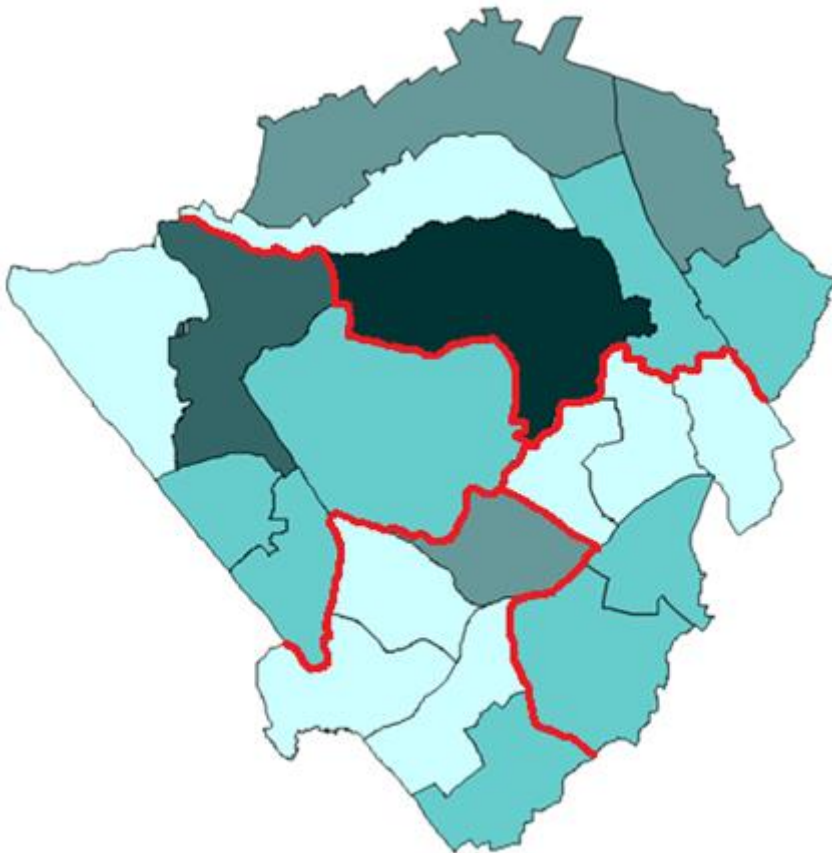
Ward Group	Un-weighted count	Un-weighted valid %	Weighted valid %
North East	181	30	27
South East	125	21	24
South West	146	24	25
North West	149	25	24
Total	601	100	100

Table 12: Ward groups (breakdown)

Ward Group	DETAILS
North East	Brunswick Park, East Barnet, High Barnet, Oakleigh, Totteridge, Underhill
South East	Coppetts, East Finchley, Garden Suburb, West Finchley, Woodhouse
South West	Childs Hill, Finchley Church End, Golders Green, Hendon, West Hendon
North West	Burnt Oak, Colindale, Edgware, Hale, Mill Hill

^{3.12} The following map illustrates the geographical borders between each ward group.

Figure 1: Barnet map showing ward groups



Interpretation of the Data

- 3.13 Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. Throughout the volume an asterisk (*) denotes any value less than half a per cent.
- 3.14 In some cases figures of 2% or below have been excluded from graphs.
- 3.15 Graphics are used extensively in this report to make it as user friendly as possible. The pie charts and other graphics show the proportions (percentages) of residents making relevant responses. Where possible, the colours of the charts have been standardised with a ‘traffic light’ system in which:
- Green shades represent positive responses
 - Beige and purple/blue shades represent neither positive nor negative responses
 - Red shades represent negative responses
 - The bolder shades are used to highlight responses at the ‘extremes’, for example, very satisfied or very dissatisfied
- 3.16 It should be remembered that a sample, and not the entire population of the borough, has been interviewed. In consequence, all results are subject to sampling tolerances, which means that not all differences are statistically significant. When considering differences between different groups within the population, differences have been analysed using appropriate statistical means to check for statistical significance (i.e. not happened ‘by chance’). Differences that are not said to be ‘significant’ or ‘statistically significant’ are indicative only. When comparing results between demographic sub-groups, only results which are significantly different are highlighted in the text. Statistical significance is at a 95% level of confidence.
- 3.17 In this report reference has been made to ‘rank analysis’. This occurs when respondents have been asked to rank or prioritise a selection of different options. For rank analysis each priority is given a score (e.g. 1st priority is given one point, 2nd priority two points, 3rd priority three points etc.). A total score for each response option is then calculated. This total score is then divided by the number of respondents to give an average score. The response options are then ranked according to their average score, the lowest average score receiving the 1st rank - and being the highest priority.
- 3.18 For example, consider a question that asked respondents to rank five options with ‘1’ being the most important and ‘5’ being the least important. Results for this rank analysis will show the 1st rank with the lowest average score (e.g. 1.1) as being most important. The 2nd, 3rd and 4th ranks will be reported as being less important respectively (with average scores of e.g. 1.4, 1.5 and 1.6 respectively). The 5th rank will be reported as being the least important overall (with an average score of e.g. 1.9).

Results of the online questionnaire

- 3.19 Throughout this report, the results of the online questionnaire are referred to alongside those of the telephone survey. However, unlike the telephone survey - which was designed to be representative of the population of Barnet - the open online questionnaire was open to any respondents inside or outside Barnet who had an interest and is therefore not representative of the population of Barnet.
- 3.20 Tables 13-17 below outline the profile of respondents to the online questionnaire by key demographics and compared to LBB population estimated by GLA 2013 projections and Census 2011 data. It can be seen that there are substantial differences between online respondents' profile and the profile of LBB's population as a whole.
- 3.21 Subsequently, the un-weighted answers of online respondents can't be directly compared to the weighted responses of the residents who completed the telephone survey, and any interpretation of the online results should be taken with care. It is also worth noting that respondents to the online questionnaire were able to select their answers (particularly for multi-response questions) from a pre-selected list on-screen, whereas the residents in the telephone survey had to supply many of their responses unprompted. Further, some missing or invalid answers were recorded throughout the answers for the online questionnaire (N=238 completes in total but several with missing data) and as a result base sizes vary substantially across the questions and when compared to the main results from the telephone survey.

Table 13: Gender – All Respondents (ONLINE)

Gender	Un-weighted count	Un-weighted valid %	LBB Population % based on GLA 2013 projections
Male	73	40	48
Female	109	60	52
(Missing values)	56	-	-
Total	238	100	100

Table 14: Age – All Respondents (ONLINE)

Age	Un-weighted count	Un-weighted valid %	LBB Population % based on GLA 2013 projections
16-24	11	6	14
25-34	25	14	22
35-54	87	49	35
55+	53	30	29
(Missing values)	62	-	-
Total	238	100	100

Table 15: Employment Status – All Respondents (ONLINE)

Employment Status	Un-weighted count	Un-weighted valid %	LBB Population % based on Census 2011
Working	144	75	59
Retired	27	14	15
Otherwise not working	21	11	26
(Missing values)	46	-	-
Total	238	100	100

Table 16: Ethnicity – All Respondents (ONLINE)

Ethnicity	Un-weighted count	Un-weighted valid %	LBB Population % based on GLA 2013 projections
White	140	83	66
Asian	15	9	20
Black	7	4	8
Other	7	4	8
(Missing values)	69	-	-
Total	238	100	100

Table 17: Tenure – All Respondents (ONLINE)

Tenure	Un-weighted count	Un-weighted valid %	LBB Population % based on Census 2011
Owned	161	85	60
Social Rent	14	7	12
Private Rent	15	8	28
(Missing values)	48	-	-
Total	238	100	100

^{3.22} For reference purposes, tables 18-20 provide further profiling information for online respondents.

Table 18: Disability – All Respondents (ONLINE)

Disability	Response count	Un-weighted valid %
Disability	17	10
No disability	156	90
(Missing values)	65	-
Total	238	100

Table 19: Religion/Belief – All Respondents (ONLINE)

Religion/Belief	Response count	Un-weighted valid %
Christian	80	51
Jewish	16	10
Other	11	7
No religion	49	31
(Missing values)	82	-
Total	238	100

Table 20: Sexual Orientation – All Respondents (ONLINE)

Sexual Orientation	Response count	Un-weighted valid %
Heterosexual	129	94
Gay/Bisexual/other	8	6
(Missing values)	101	-
Total	238	100

^{3.23} Results of the easy read paper questionnaire are occasionally discussed throughout this report alongside other results, however given the very small base size these are noted for additional reference only and should be interpreted with care. For similar reasons a demographic breakdown of respondents who answered the easy read paper questionnaire is not available.

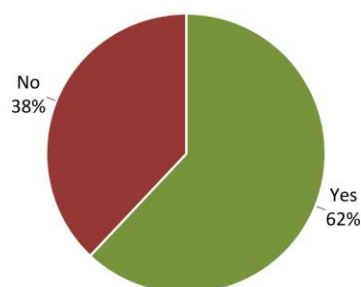
4. Detailed Results

Current use of facilities

Do you currently use any leisure facilities for sport and physical activity purposes outside your home?

By leisure facilities I mean any facility that you use to take part in sport, physical activities or any other form of exercise outside your home. It could include leisure centres (council run and or private/commercial), sports clubs, fitness centres or gyms, golf clubs, parks, schools, community/Church Halls etc. This can be within or outside of the Borough of Barnet.

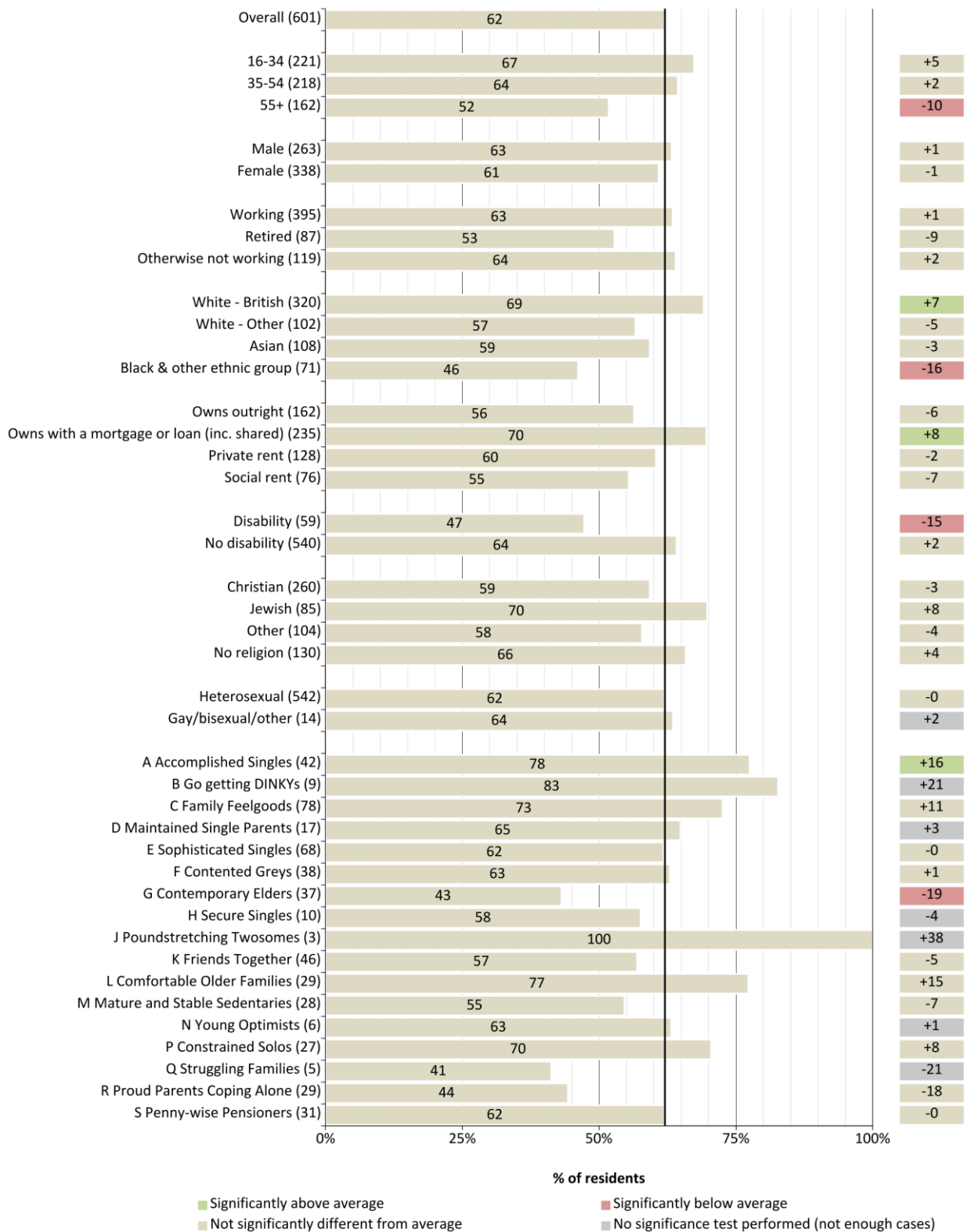
Figure 2: Do you currently use any leisure facilities for sport and physical activity purposes outside your home?



Base: All residents (601)

- 4.1 Overall, over three fifths (62%) of residents currently use some form of leisure facilities for sport and physical activity purposes outside their home.
- 4.2 Online results suggest a higher proportion of questionnaire respondents (87%) use these facilities.

Figure 3: Differences by sub-groups for those who CURRENTLY USE leisure facilities



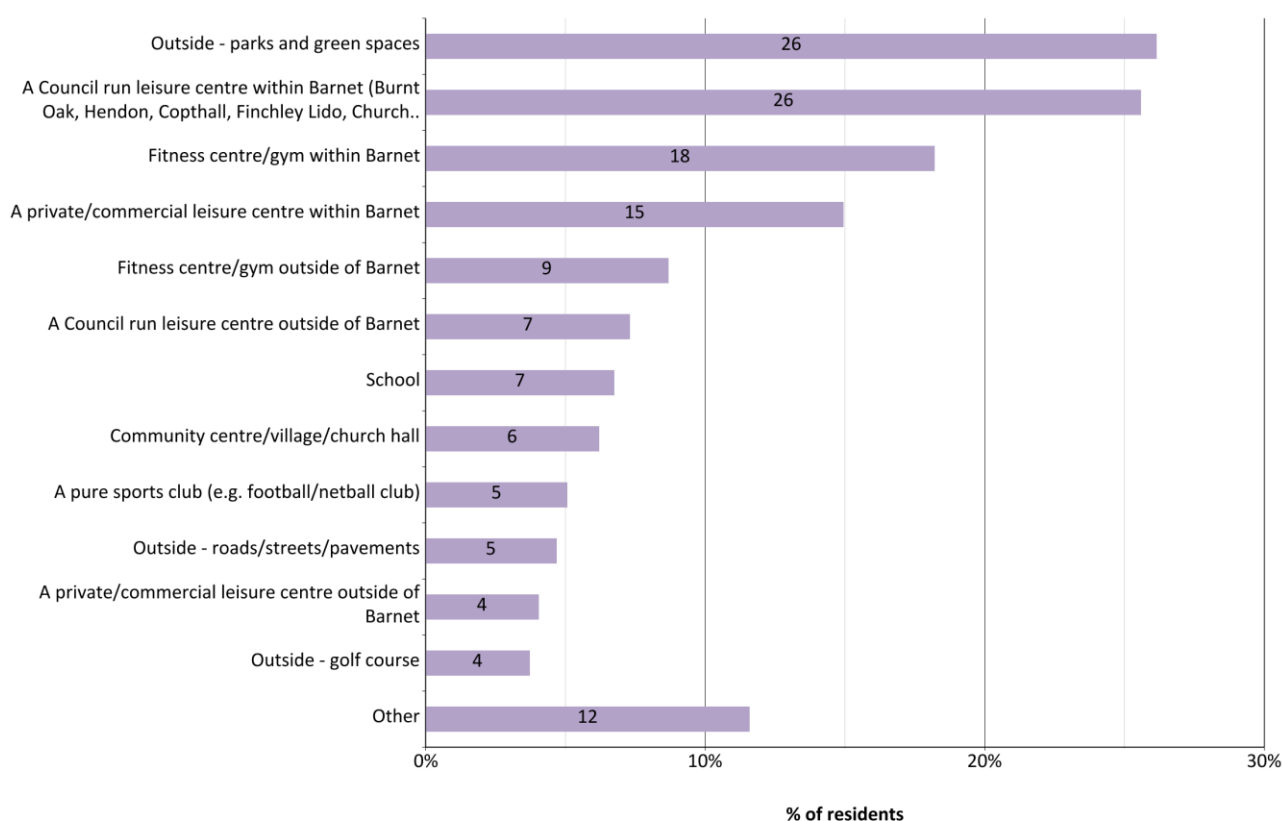
Base: All residents (number of residents shown in brackets)

4.3 The chart above shows how the responses for this question vary across different sub-groups who currently use leisure facilities.

- 4.4 Residents who are from a **White-British ethnic** background, **home owners with a mortgage** and **Accomplished Singles** are significantly more likely to use leisure facilities.
- 4.5 Residents who are aged **55+**, from **Black and ‘other’** ethnic backgrounds, **disabled**, or **Contemporary Elders** are significantly less likely to use leisure facilities.

What leisure facilities do you use?

Figure 4: What leisure facilities do you use?

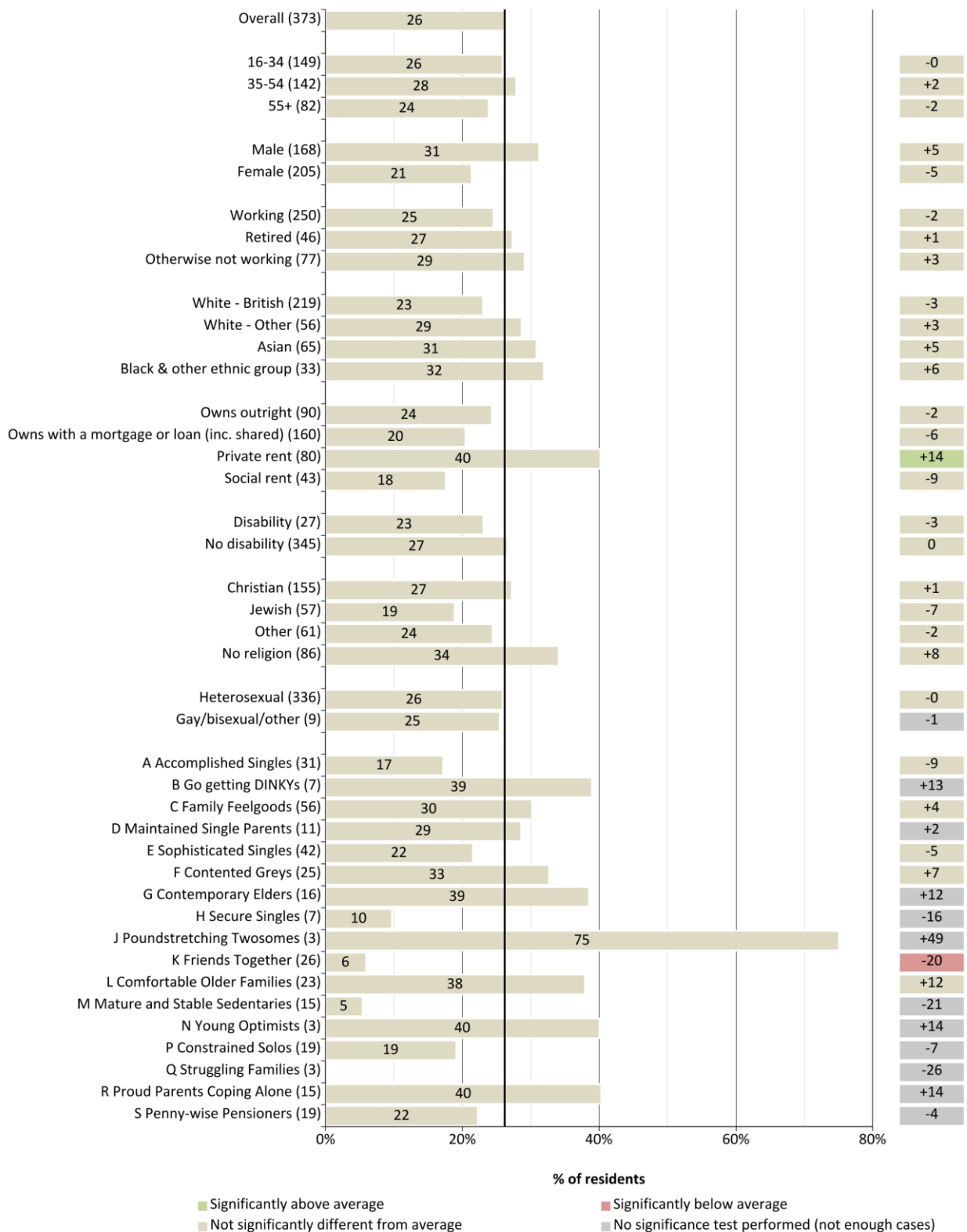


Base: Users - all residents who use a leisure facility (373)

- 4.6 Considering results for facilities that are within Barnet, 26% of all residents who are Users frequent a Barnet council-run leisure centre, while 15% frequent a private/commercial leisure centre within Barnet and 18% frequent a fitness centre/gym within Barnet.
- 4.7 Online results suggest 67% of respondents use a Barnet council-run leisure centre, while 16% use a fitness centre/gym within Barnet.
- 4.8 Considering results for facilities outside of Barnet, 9% of all residents who are Users frequent a fitness centre/gym outside Barnet, 7% use a council-run leisure centre outside of Barnet, and 4% frequent a private/commercial leisure centre outside Barnet.
- 4.9 Over a quarter (26%) of all residents who are Users utilise outdoor parks or green spaces for leisure activities, 7% use a school and 6% use a community centre or village/church hall.

- ^{4.10} Online results suggest 37% of respondents use outdoor parks or green spaces for sport and physical activity.
- ^{4.11} Less frequent answers given by residents who are Users include using a pure sports club (5%), roads/streets/pavements (4%) and golf courses (2%).
- ^{4.12} Online results suggest 20% of respondents use a pure sport club and 17% use roads/streets/pavements. Other valid answers include (very small base sizes): 5-a-side facilities outside Barnet, The Royal National Orthopaedic Hospital (Stanmore), Art centres, council-run tennis courts, Green corridor walking/Dollis Brook and University facilities.
- ^{4.13} The following section will look at significant differences in sub-groups for this question for answers given by 5% or more of residents who are Users.

Figure 5: Differences by sub-groups for users of parks and green spaces

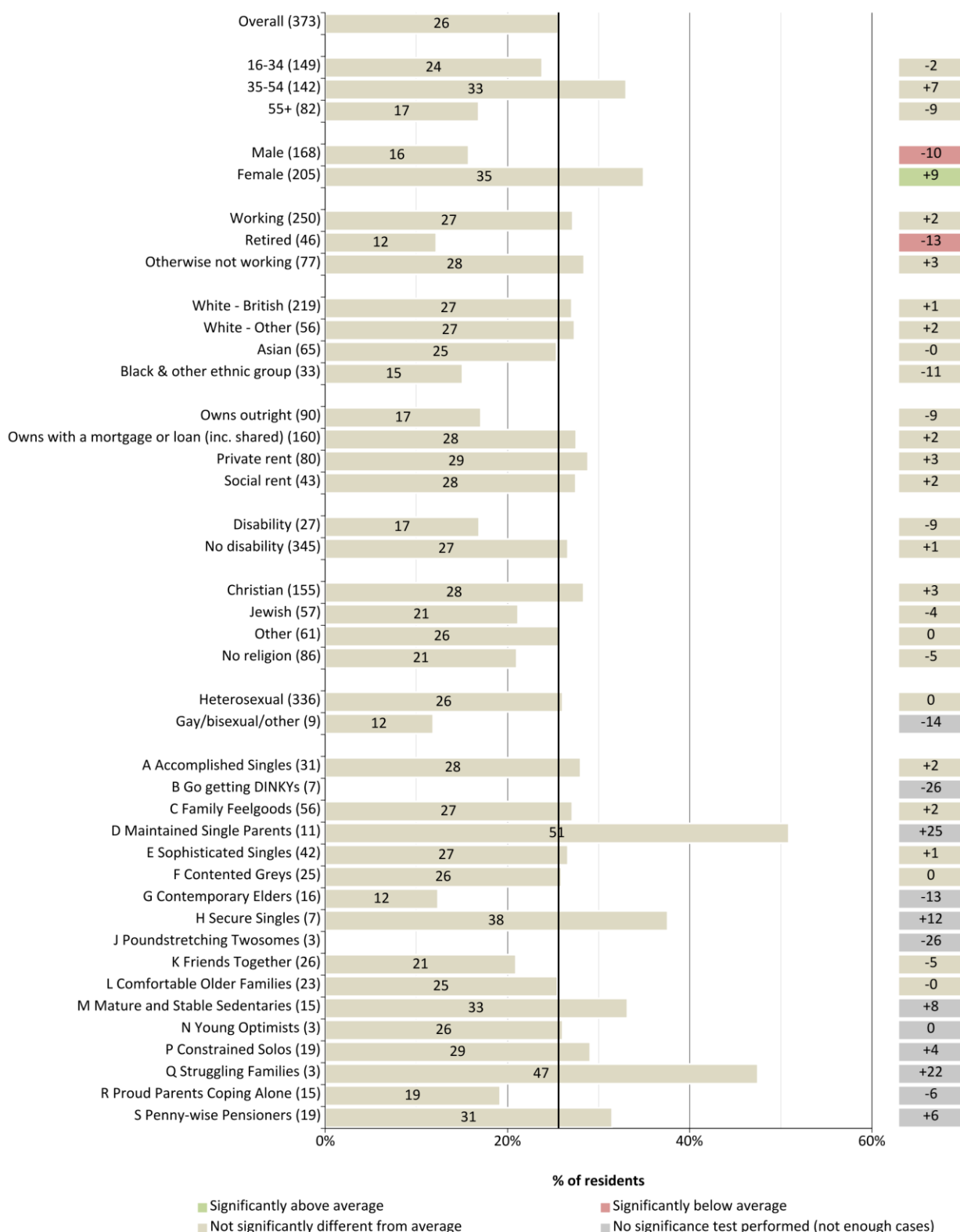


Base: Users (number of Users shown in brackets)

4.14 The chart above shows how the responses for this question vary across different sub-groups who currently use parks and green spaces.

4.15 Private renters are significantly more likely to use parks and green spaces for sports and physical activity. Friends Together are significantly less likely to use parks and green spaces for this purpose.

Figure 6: Differences by sub-groups for users of council-run leisure centres within Barnet

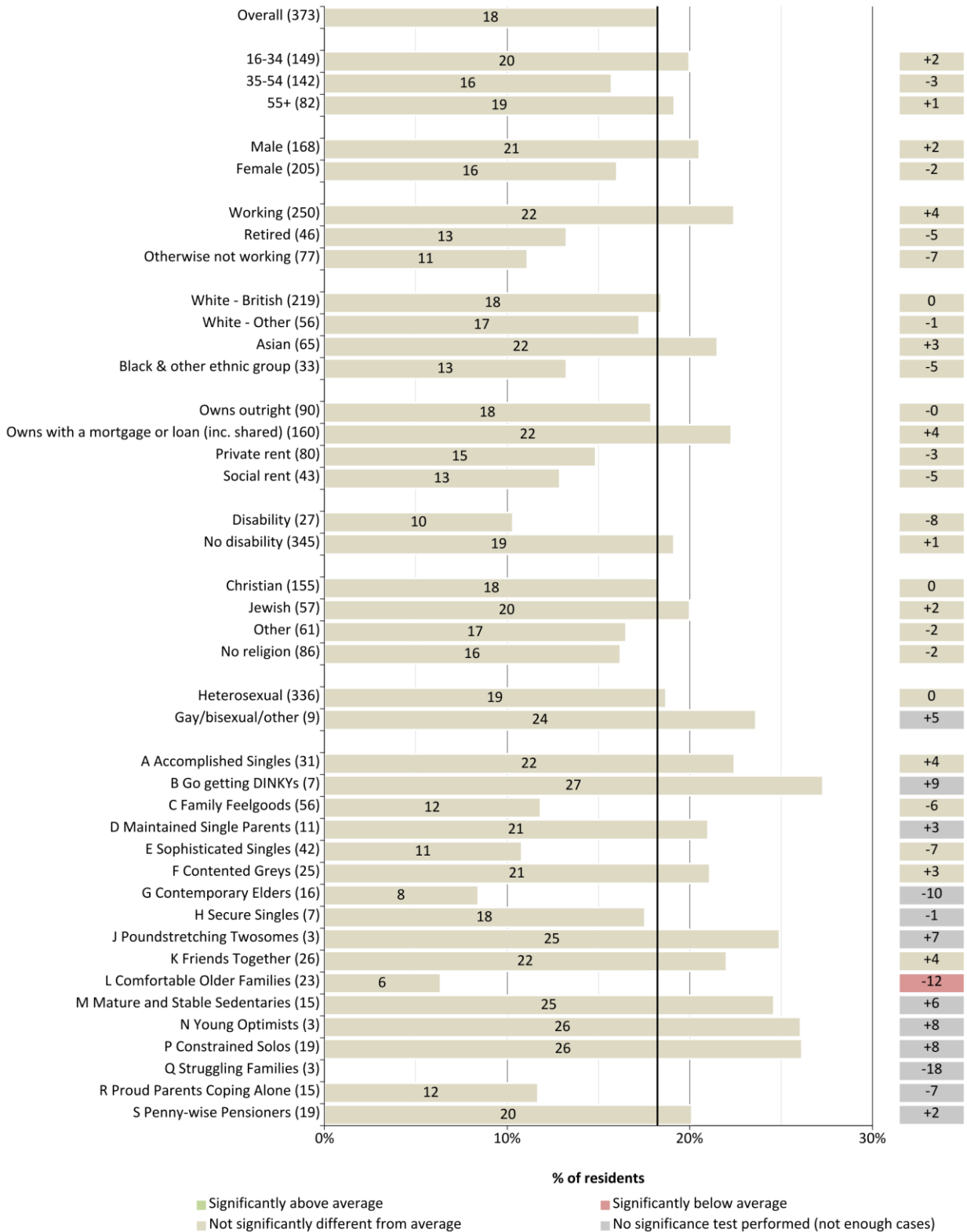


Base: Users (number of Users shown in brackets)

4.16 The chart above shows how the responses for this question vary across different sub-groups who currently use council-run leisure centres within Barnet.

4.17 **Female** residents are significantly more likely to use a council-run leisure centre within Barnet, while **male** residents and **retired** residents are significantly less likely to use council-run leisure centres within Barnet.

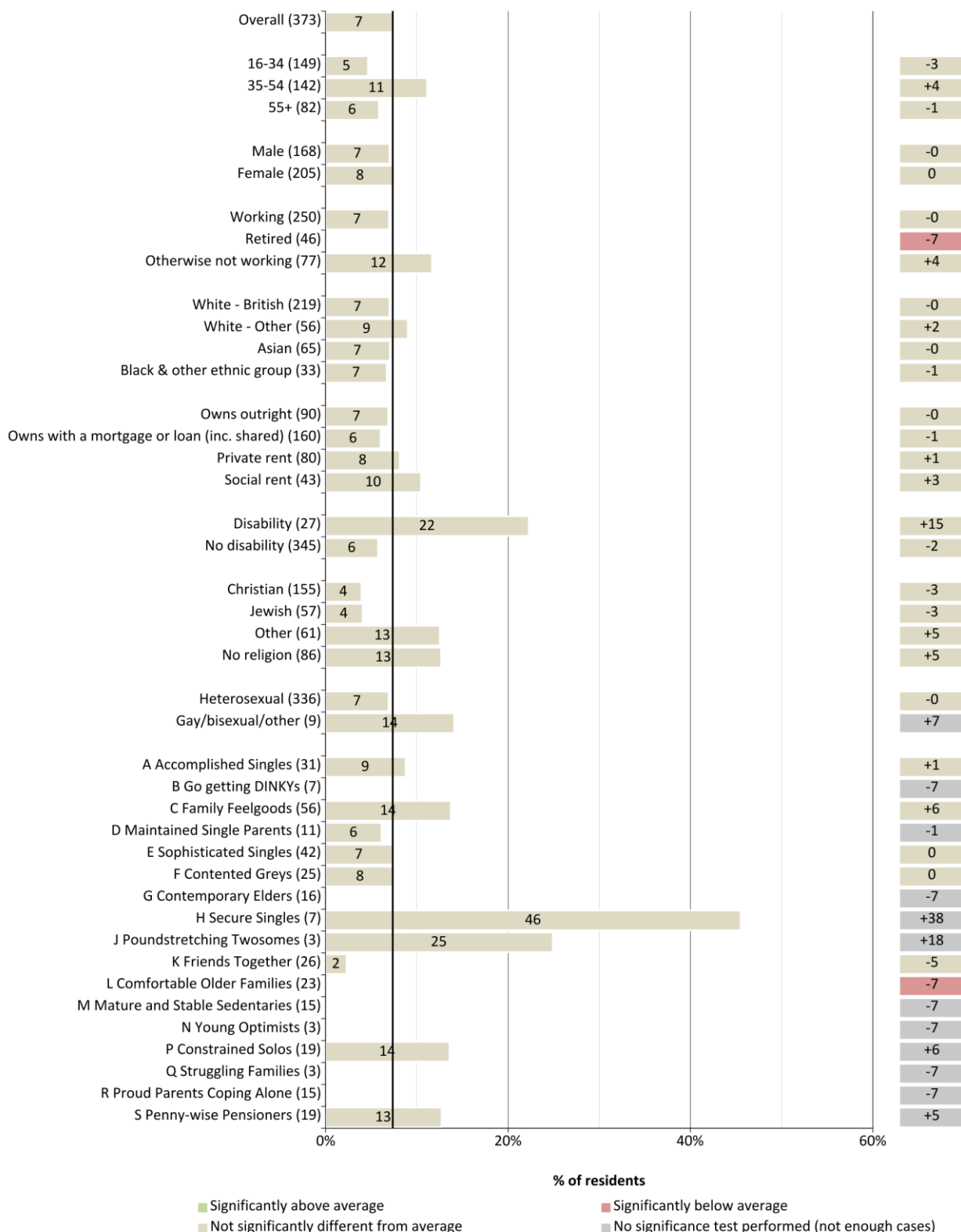
Figure 7: Differences by sub-groups for users of a fitness centre/gym within Barnet



Base: Users (number of Users shown in brackets)

- 4.18 The chart above shows how the responses for this question vary across different sub-groups who currently use **fitness centre/gym within Barnet**.
- 4.19 **Comfortable Older Families** are significantly less likely to use a fitness centre/gym within Barnet for sports and physical activity.

Figure 8: Differences by sub-groups for users of a council-run leisure centres outside of Barnet

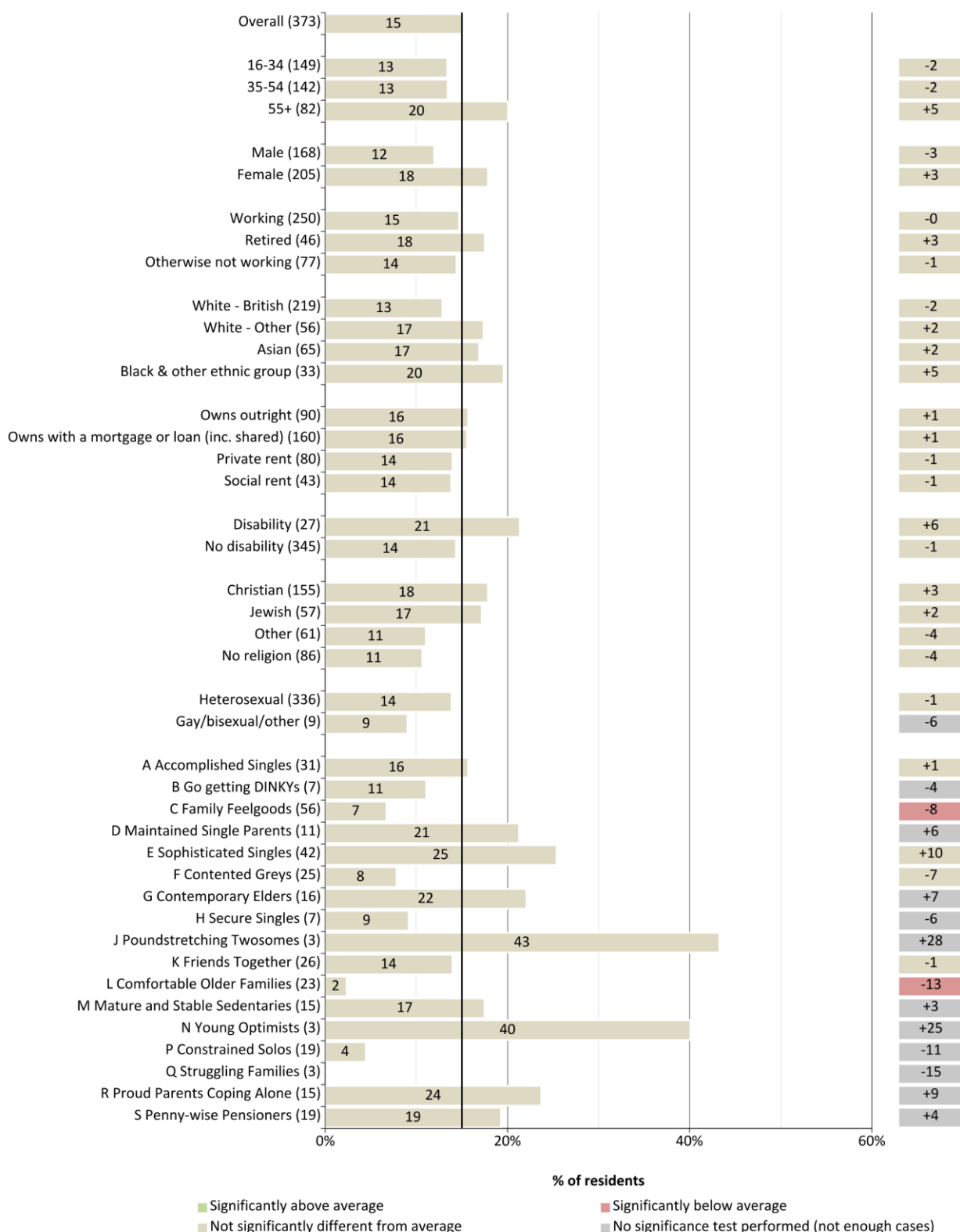


Base: Users (number of Users shown in brackets)

4.20 The chart above shows how the responses for this question vary across different sub-groups who currently use **council-run leisure centres outside of Barnet**.

4.21 Residents who are **retired** and **Comfortable Older Families** are significantly less likely to use council-run leisure centres outside of Barnet.

Figure 9: Differences by sub-groups for users of a private/commercial leisure centre within Barnet

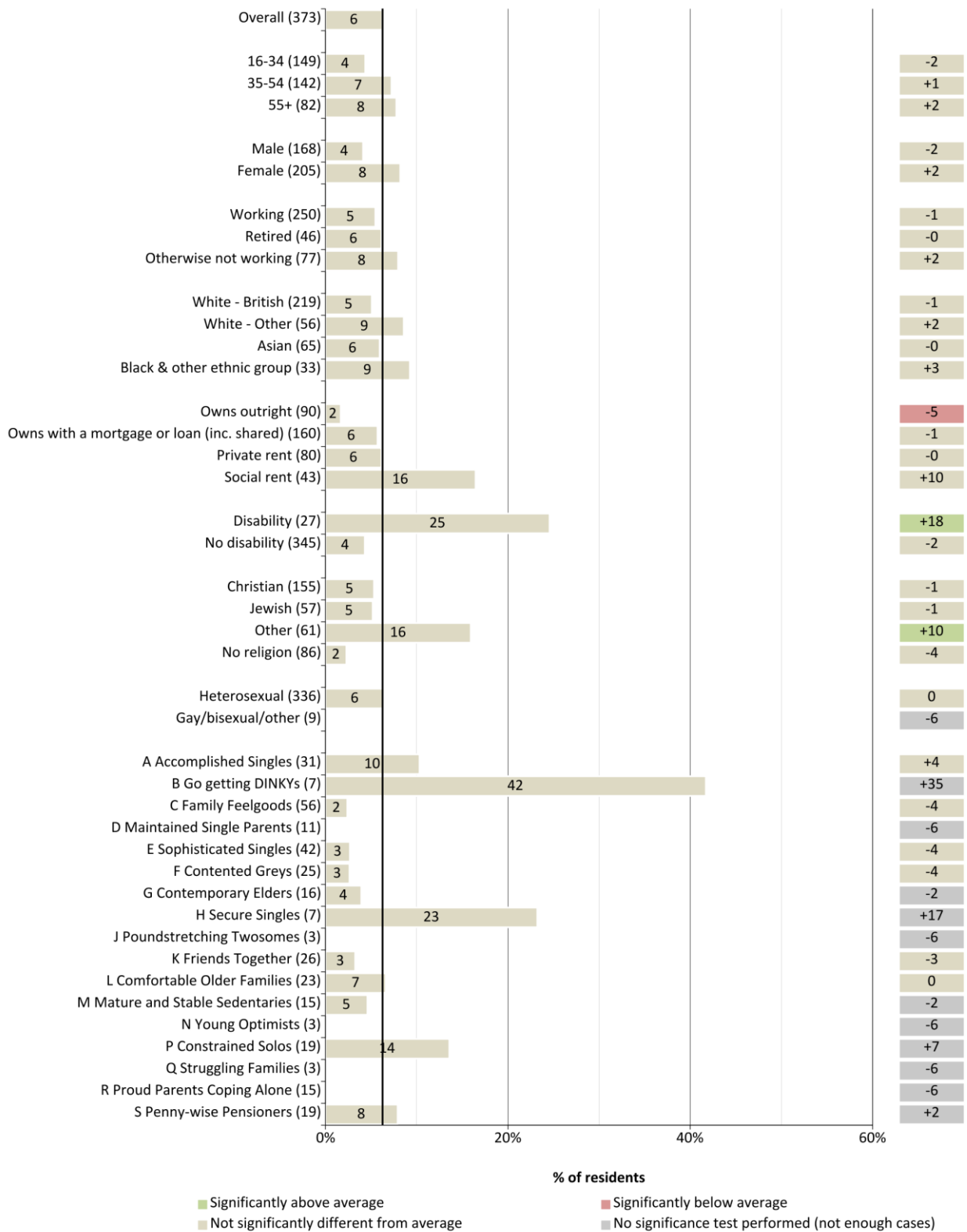


Base: Users (number of Users shown in brackets)

^{4.22} The chart above shows how the responses for this question vary across different sub-groups who currently use private/commercial leisure centres within Barnet.

4.23 Residents who are **Family Feelgoods** and **Comfortable Older Families** are significantly less likely to use private/commercial leisure centres within Barnet.

Figure 10: Differences by sub-groups for users of a community centre or village/church hall



Base: Users (number of Users shown in brackets)

- 4.24 The chart above shows how the responses for this question vary across different sub-groups who currently use a **community centre or village/church hall**.
- 4.25 Residents who have a **disability** and residents from an **'Other'** religious background are significantly more likely to use a community centre or village/church hall for sport and physical activity.
- 4.26 Residents who **own their property outright** are significantly less likely to use a community centre or village/church hall.

Figure 11: Differences by sub-groups for users of a fitness centre or gym outside Barnet

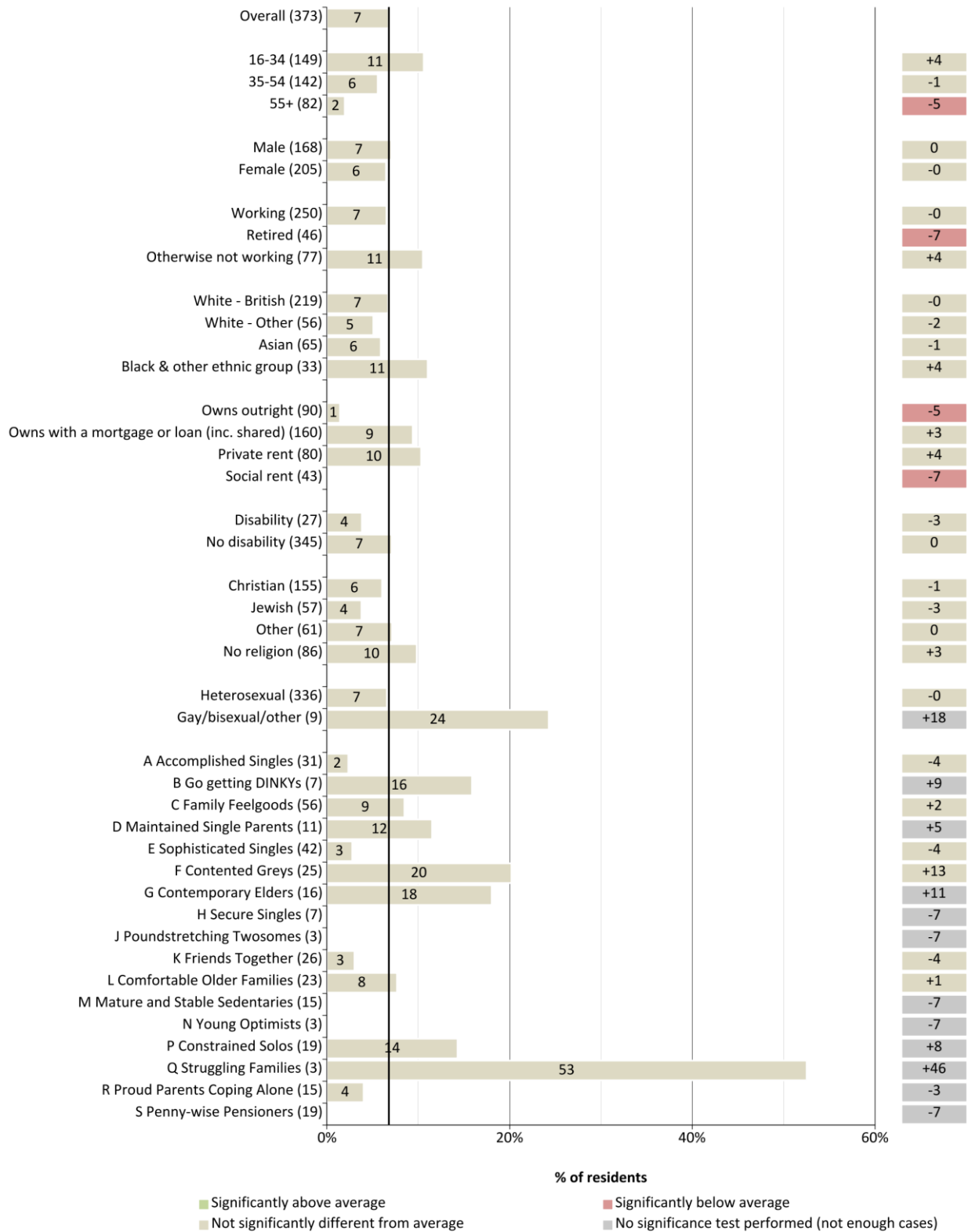


Base: Users (number of Users shown in brackets)

4.27 The chart above shows how the responses for this question vary across different sub-groups who currently use a **fitness centre or gym outside Barnet**.

4.28 Residents who are **aged 55+**, residents from an **Asian ethnic background**, **disabled** residents and residents from an **‘Other’ religious background** are significantly less likely to use a fitness centre or gym outside Barnet.

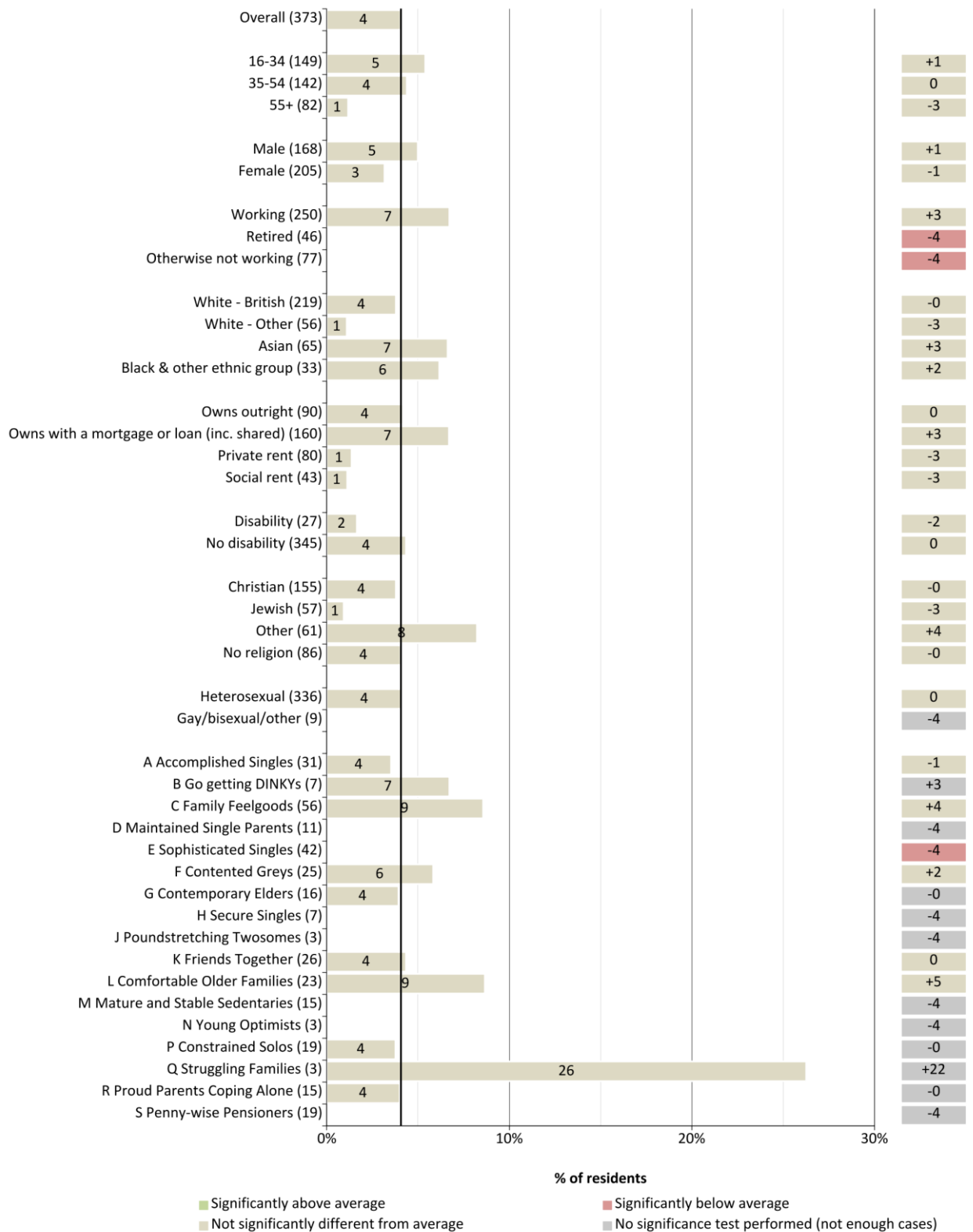
Figure 12: Differences by sub-groups for users of a school



Base: Users (number of Users shown in brackets)

- 4.29 The chart above shows how the responses for this question vary across different sub-groups who currently use a **school** for sport or physical activity.
- 4.30 Residents who are **aged 55+, retired** residents, residents who **own their own homes outright** or are **living in social housing** are significantly less likely to use a school for sport or physical activity.

Figure 13: Differences by sub-groups for users of a private/commercial leisure centre outside of Barnet

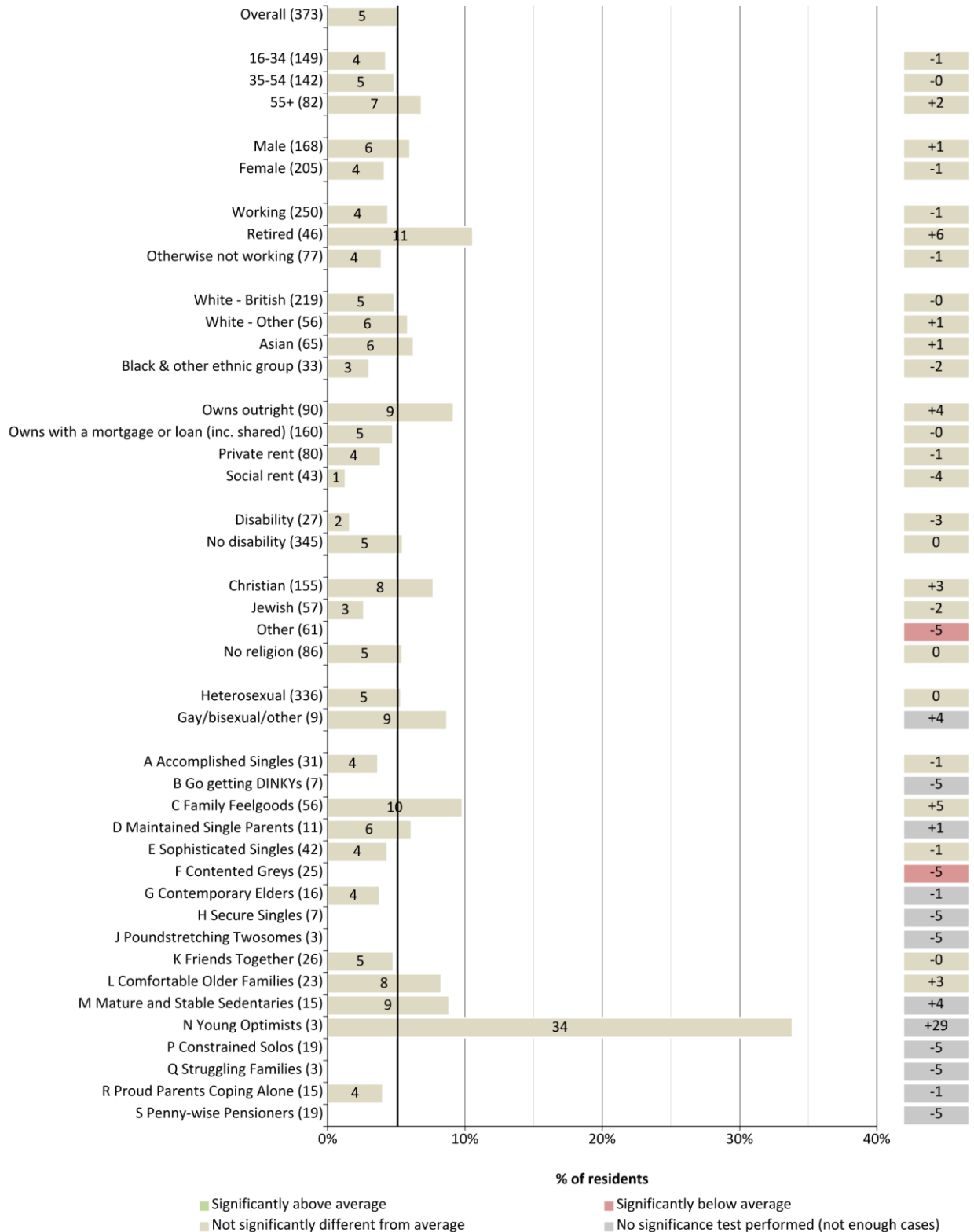


Base: Users (number of Users shown in brackets)

^{4.31} The chart above shows how the responses for this question vary across different sub-groups who currently use a **private/commercial leisure centre outside of Barnet**.

4.32 Residents who are **retired** or **otherwise not working** and **Sophisticated Singles** are significantly less likely to use private/commercial leisure centres outside of Barnet.

Figure 14: Differences by sub-groups for users of a pure sports club

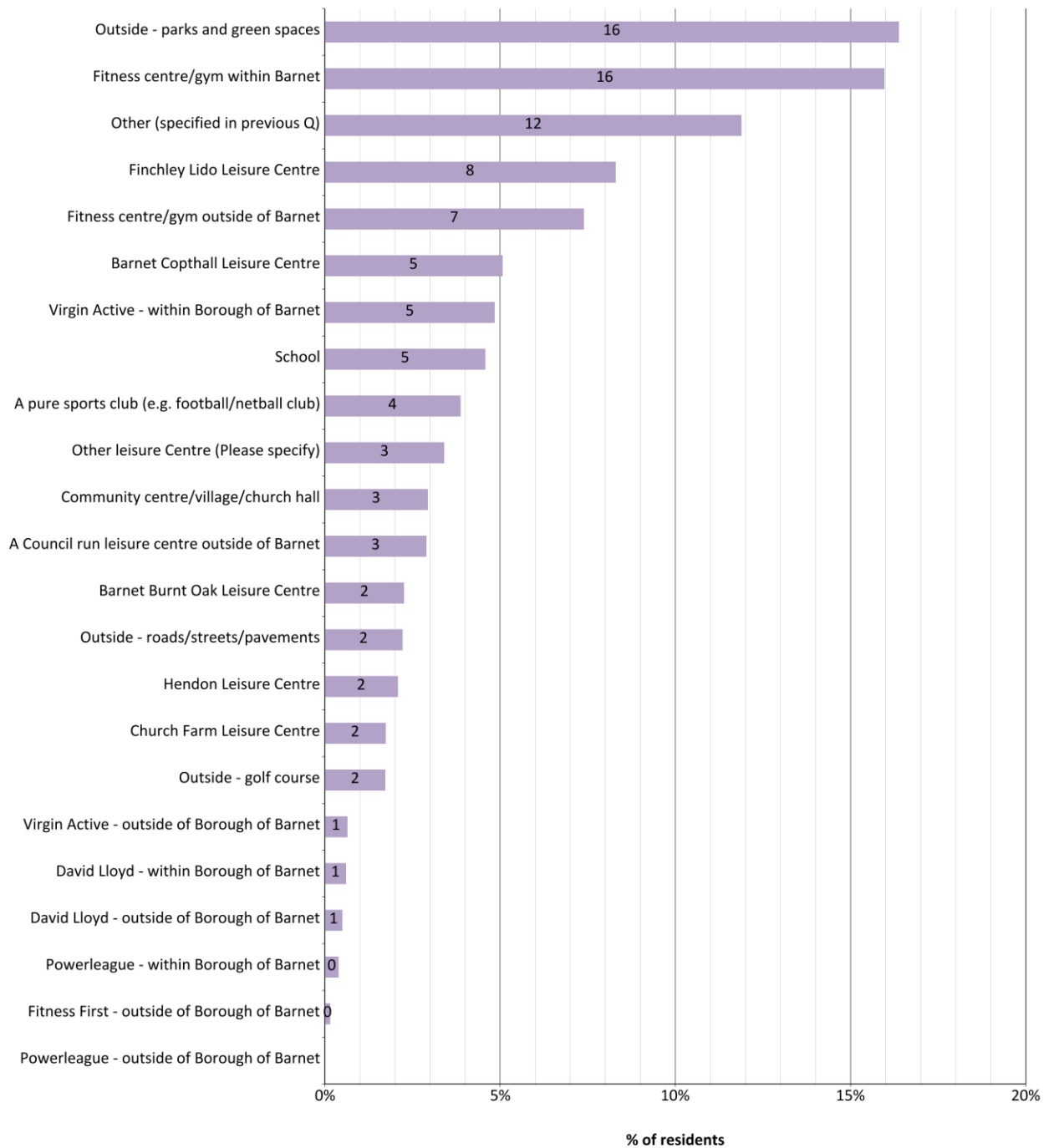


Base: Users (number of Users shown in brackets)

- 4.33 The chart above shows how the responses for this question vary across different sub-groups who currently use a **pure sports club**.
- 4.34 Residents from '**Other**' religious backgrounds and **Contented Greys** are significantly less likely to use a pure sports club.

Which one do you use most often?

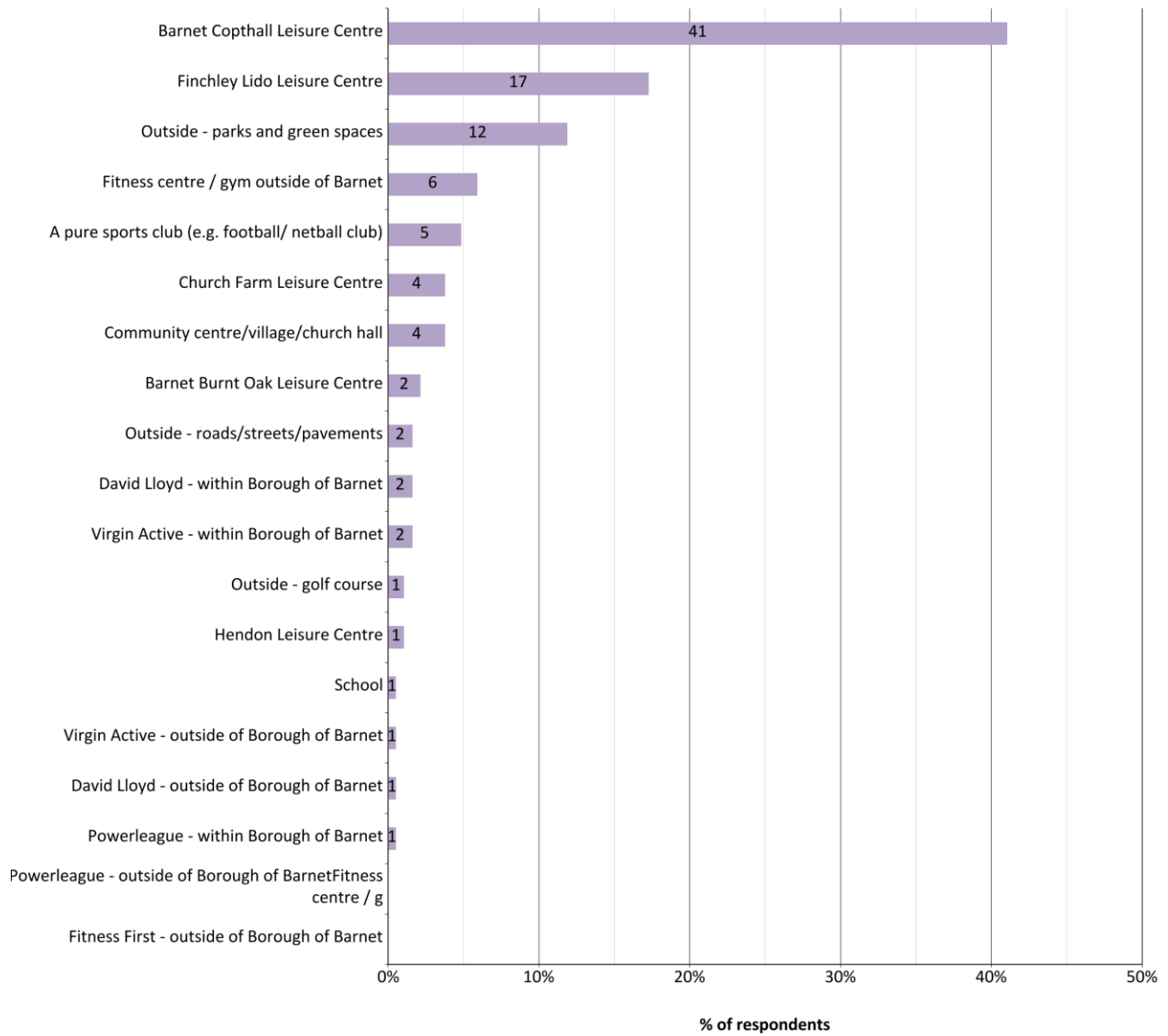
Figure 15: Which one do you use most often?



Base: Users (367)

- ^{4.35} When considering which facility is used most often for leisure activities by residents who are Users, outside parks and open spaces for sport and physical activity (16%) is the most frequent answer. Specific references include: Brooke farm open space, Childs hill park, Clitterhouse park, Darland's Nature Reserve, Dollis Valley Greenwalk, Edgwarebury park, Finchley central park, Friern park, Golders hill, Hampstead Heath Park, Hendon Park, King George the 5th Recreation Ground, Oakhill park, Sunny hill park, Trent Park, and the grounds within Hendon Football Club.
- ^{4.36} Barnet council-run leisure centres are mentioned by 8% (Finchley Lido), 5% (Barnet Copthall) and 2% (for Barnet Burnt Oak, Hendon and Church Farm).
- ^{4.37} 12% of residents who are Users note 'other' leisure facilities as their most-often used leisure facility. Specific mentions include LA Fitness (most frequently mentioned), Aspire, Muktajeevan Swamibapa Complex, MyGym, Nuffield, Temple Fortune Squash Club and The laboratory.
- ^{4.38} 5% of Users mention a school as their most-often used leisure facility. Specific mentions include Marlborough, Mill Hill, Queen Elizabeth, St Albans High School and Stanborough.
- ^{4.39} 3% of Users note a community centre or village/church hall as their most-often used leisure facility. Specific mentions include Church house, Kilburn, St James's church (New Barnet), St. Peters Parish Hall and The Methodist church on East Finchley road.
- ^{4.40} Online results suggest the most often used facility by respondents is the Barnet Copthall leisure centre (41%), followed by Finchley Lido (17%), while offering a similar trend for Outside parks and open spaces (12%).
- ^{4.41} A breakdown of the results from the online data is provided overleaf.

Figure 16: Which one do you use most often? (ONLINE)



Base: Respondents who are Users (185)

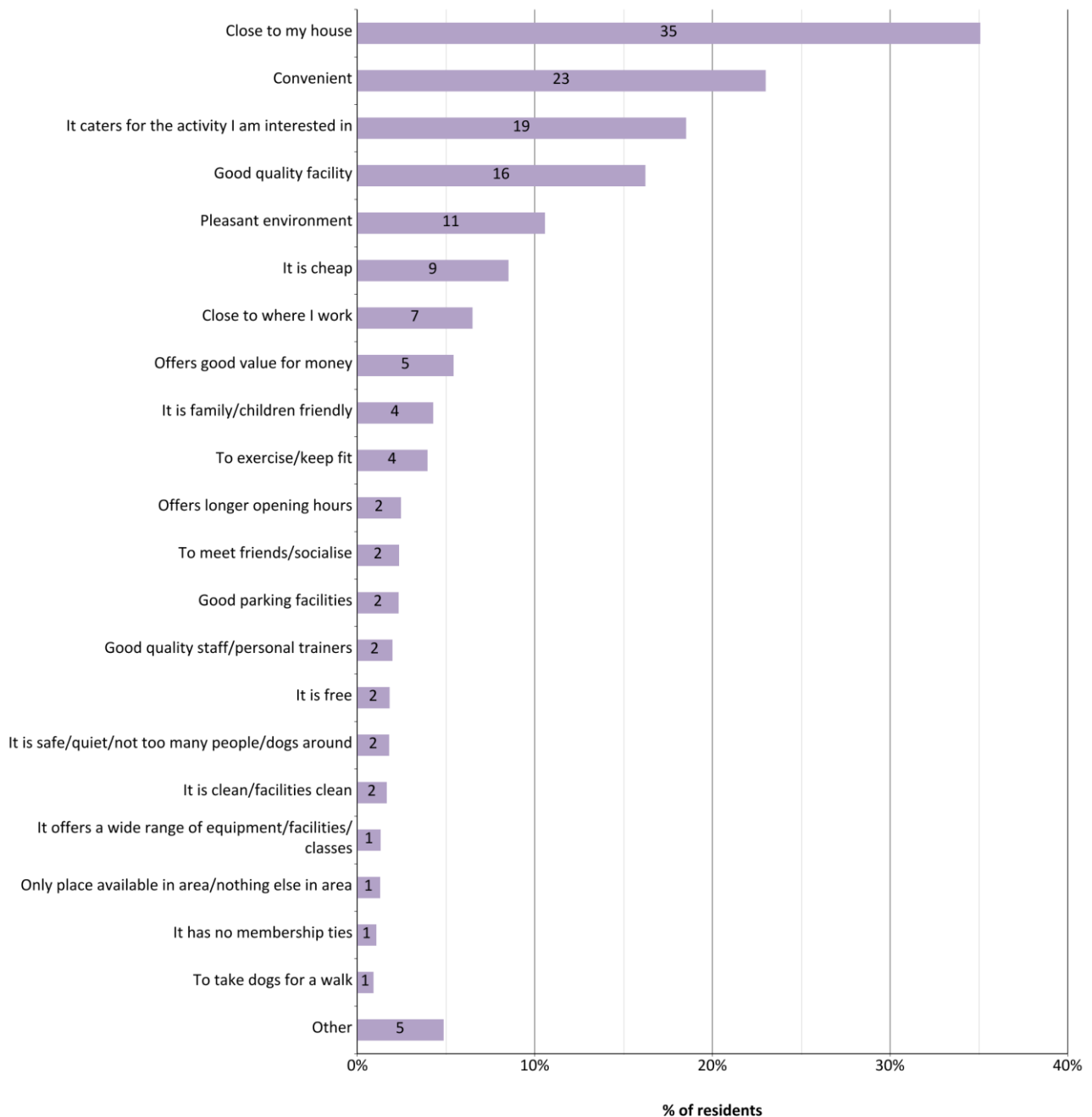
^{4.42} Users who answered this question through the easy read paper questionnaire unanimously named the Finchley Lido leisure centre as their most frequented facility.

Drivers and barriers for usage

Thinking about the facility you most often use, why do you use that particular leisure facility?

[MULTIPLE CHOICE QUESTION - TOTAL MAY EXCEED 100%]

Figure 17: Thinking about the facility you most often use, why do you use that particular leisure facility?

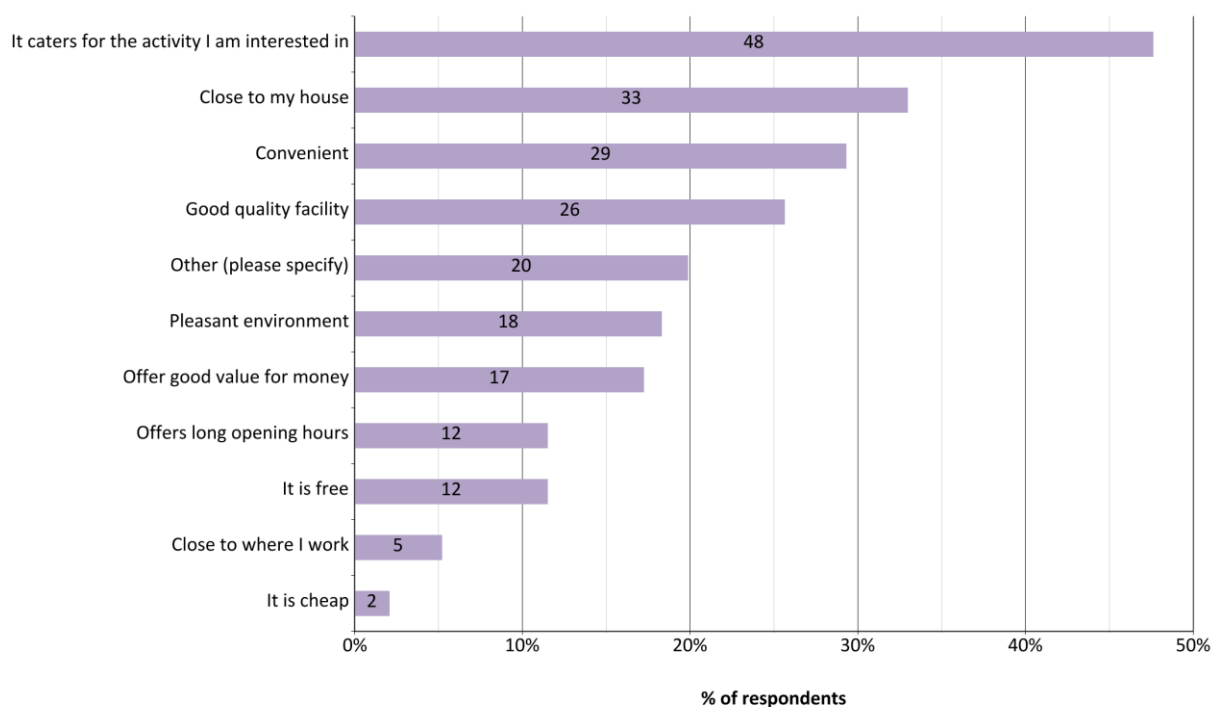


Base: Users (373)

^{4.43} The most common answers given by residents who are Users when they are asked why they use their chosen leisure facilities revolve around convenience, i.e. it is close to where they live (35%) or it is convenient (23%). For a further 7% the fact that the facility is close to where they work is important. Only 2% mention longer opening hours as a reason.

- 4.44 The fact that it caters for the activity that they are interested in is important for almost a fifth (19%) of Users. Quality of the facility is another common answer (16%), and providing a pleasant environment (11%).
- 4.45 Price considerations come next, with the cost being cheap or offering good value for money noted by 9% and 5% of Users respectively, and the facility being free noted by a further 2%.
- 4.46 A variety of other reasons have been provided. A few key themes that arise include social reasons (e.g. recommendation by others, a meeting place for specific activities, going along with family members or friends etc.), having a wide range of services on offer (e.g. lots of choice, specific facilities such as swimming pools, tennis courts etc.) and staff related (e.g. welcoming attitude, specific instructors or teachers, specific classes etc.). Also mentioned are themes around availability of parking, volume of users (e.g. not too busy), cleanliness, no membership ties and the advantages of being outdoors.
- 4.47 Online respondents suggest that convenience is still important, with 33% of respondents answering ‘close to my house’ and 29% answering ‘convenient’– but these are considered less important than the main driver, which appears to be the perception of whether the facility caters for the activity that respondents are interested in (48%).
- 4.48 A breakdown of the results from the online data is provided below.

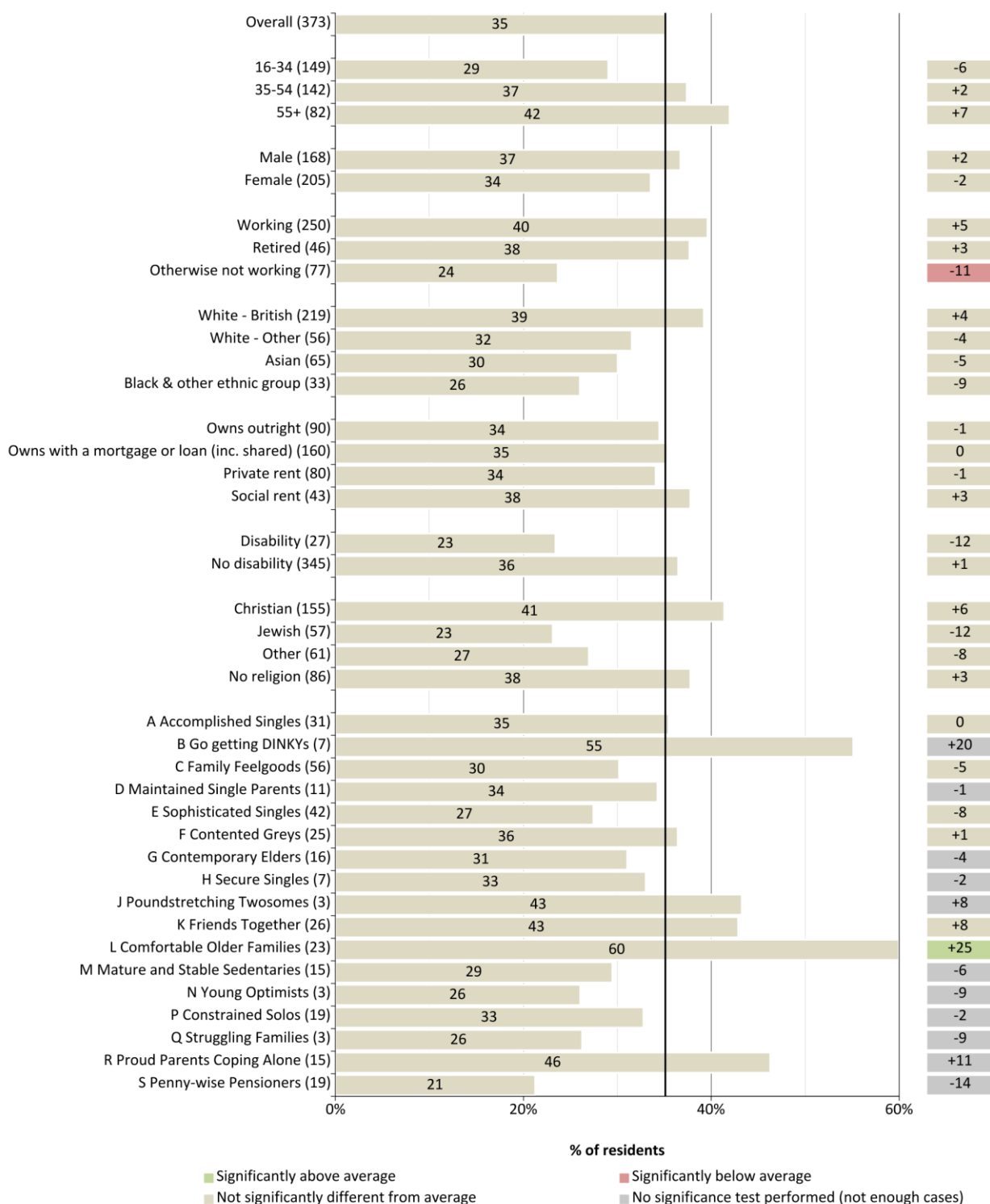
Figure 18: Thinking about the facility you most often use, why do you use that particular leisure facility? (ONLINE)



Base: Respondents who are Users (191)

- 4.49 Users who answered this question through the easy read paper questionnaire noted location (it being near) and accessibility as important factors for using a particular leisure facility.
- 4.50 The following section will look at significant differences in sub-groups for this question for answers given by 5% or more of Users. Across these, no significant differences for sub-groups have been found for those who use a facility due to it offering a pleasant environment; hence the associated analysis chart will not be outlined.

Figure 19: Differences by sub-groups who use a facility due to it being close to where they live

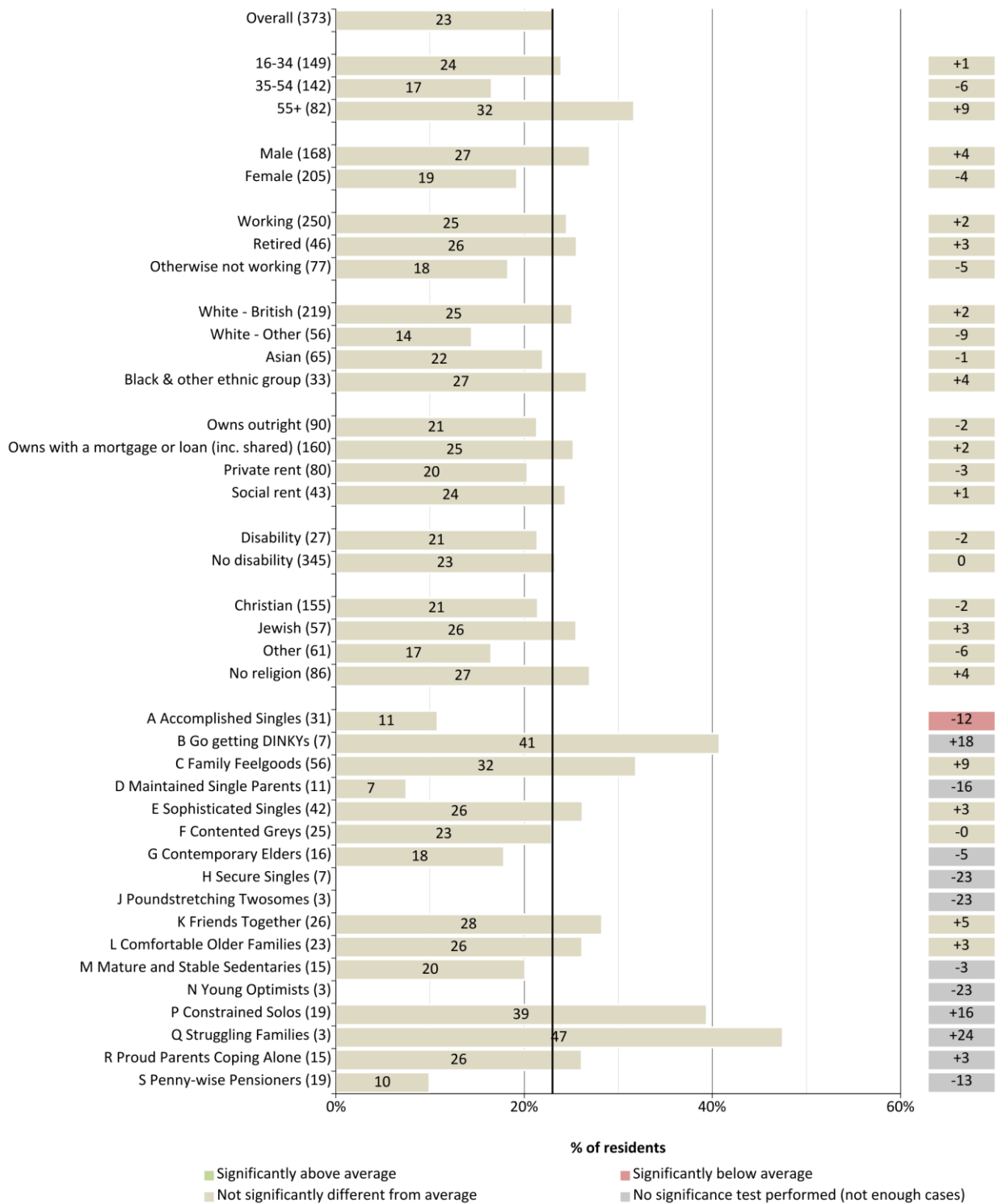


Base: Users (number of Users shown in brackets)

4.51 The chart above shows how the responses for this question vary across different sub-groups who use a facility due to it being close to where they live.

4.52 **Comfortable Older Families** are significantly more likely to use a facility due it being close to where they live, while residents who are **otherwise not working** are significantly less likely to use a facility for this reason.

Figure 20: Differences by sub-groups who use a facility due to it being convenient to use

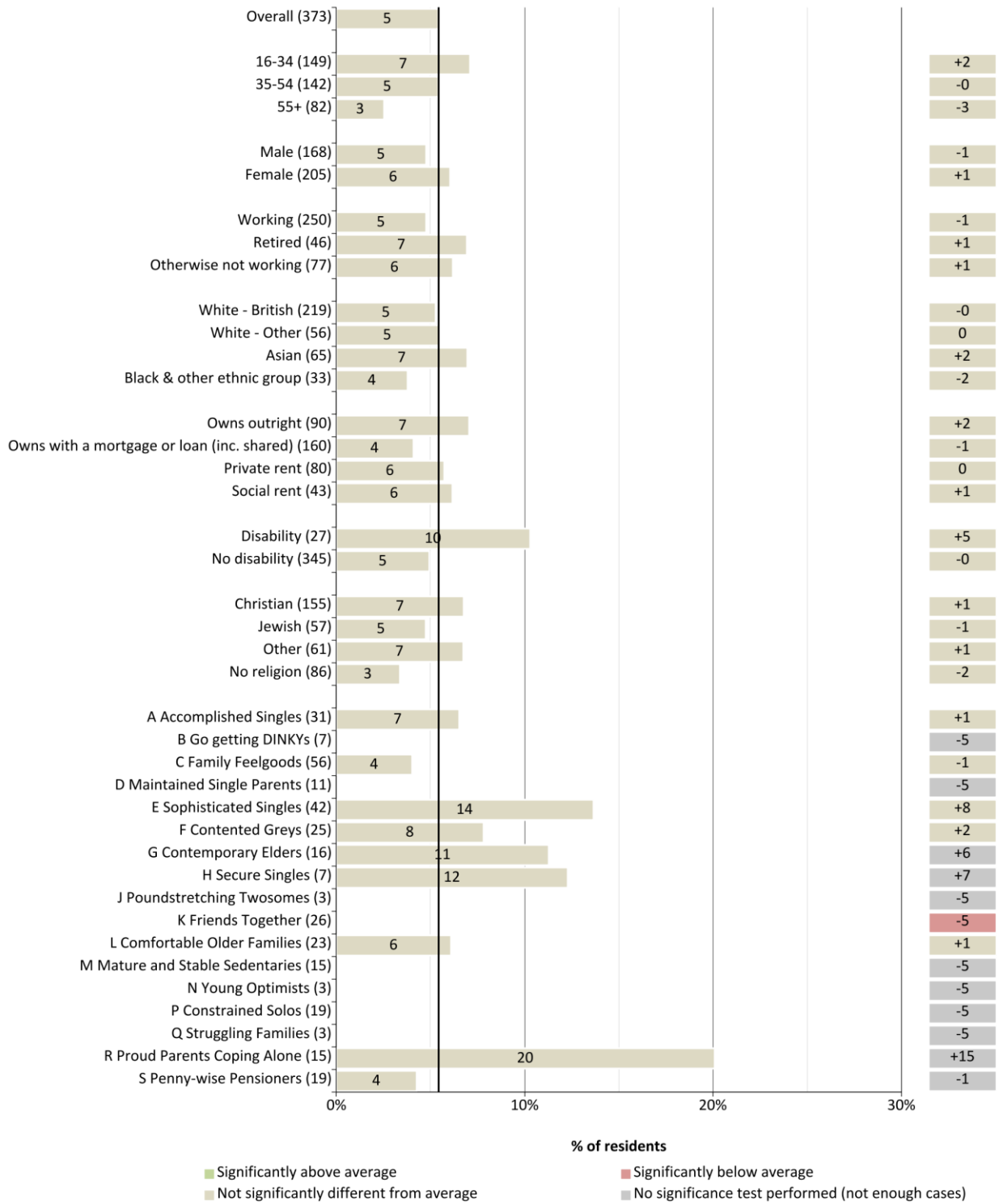


Base: Users (number of Users shown in brackets)

4.53 The chart above shows how the responses for this question vary across different sub-groups who use a facility due to it being convenient to use.

4.54 Accomplished singles are significantly less likely to use a facility due to it being convenient for them to use.

Figure 21: Differences by sub-groups who use a facility due to it offering good value for money

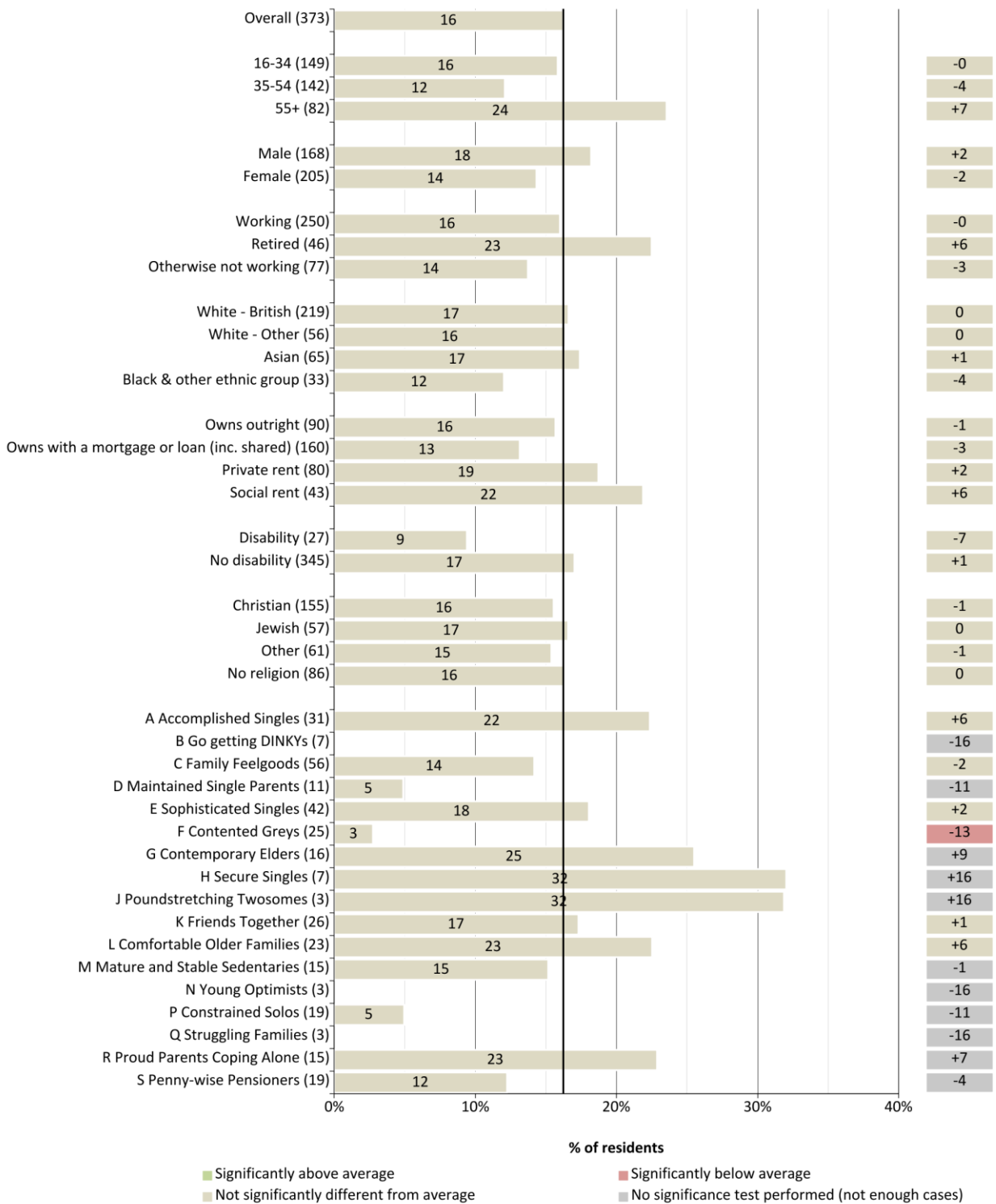


Base: Users (number of Users shown in brackets)

4.55 The chart above shows how the responses for this question vary across different sub-groups who use a facility due to it offering **good value for money**.

4.56 **Friends Together** are significantly less likely to use a facility due to it offering good value for money.

Figure 22: Differences by sub-groups who use a facility due to it being a good quality facility

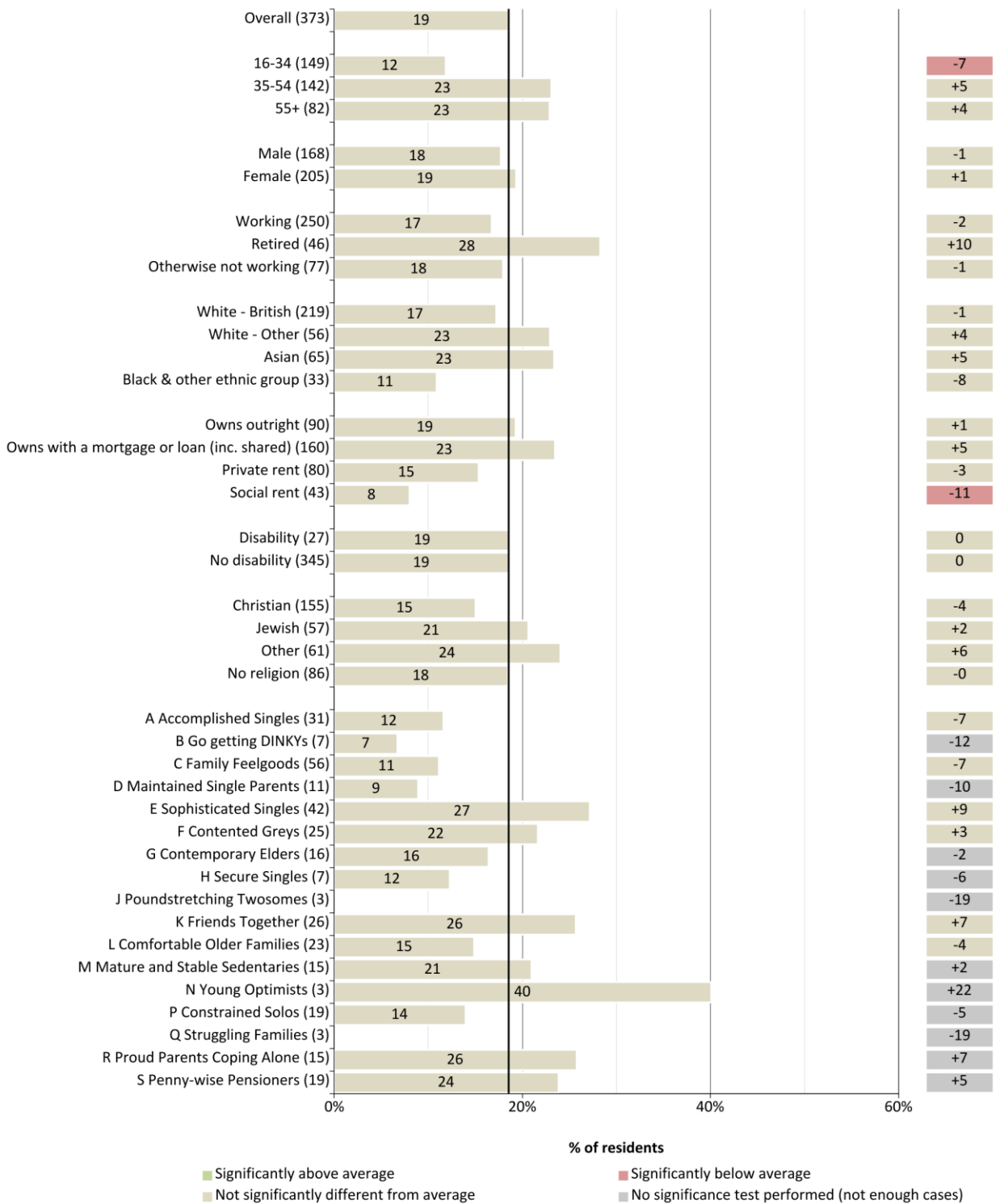


Base: Users (number of Users shown in brackets)

4.57 The chart above shows how the responses for this question vary across different sub-groups who use a facility due to it being a **good quality facility**.

4.58 **Contented Greys** are significantly less likely to use a facility due to it being a good quality facility.

Figure 23: Differences by sub-groups who use a facility due to it catering for the activity they are interested in

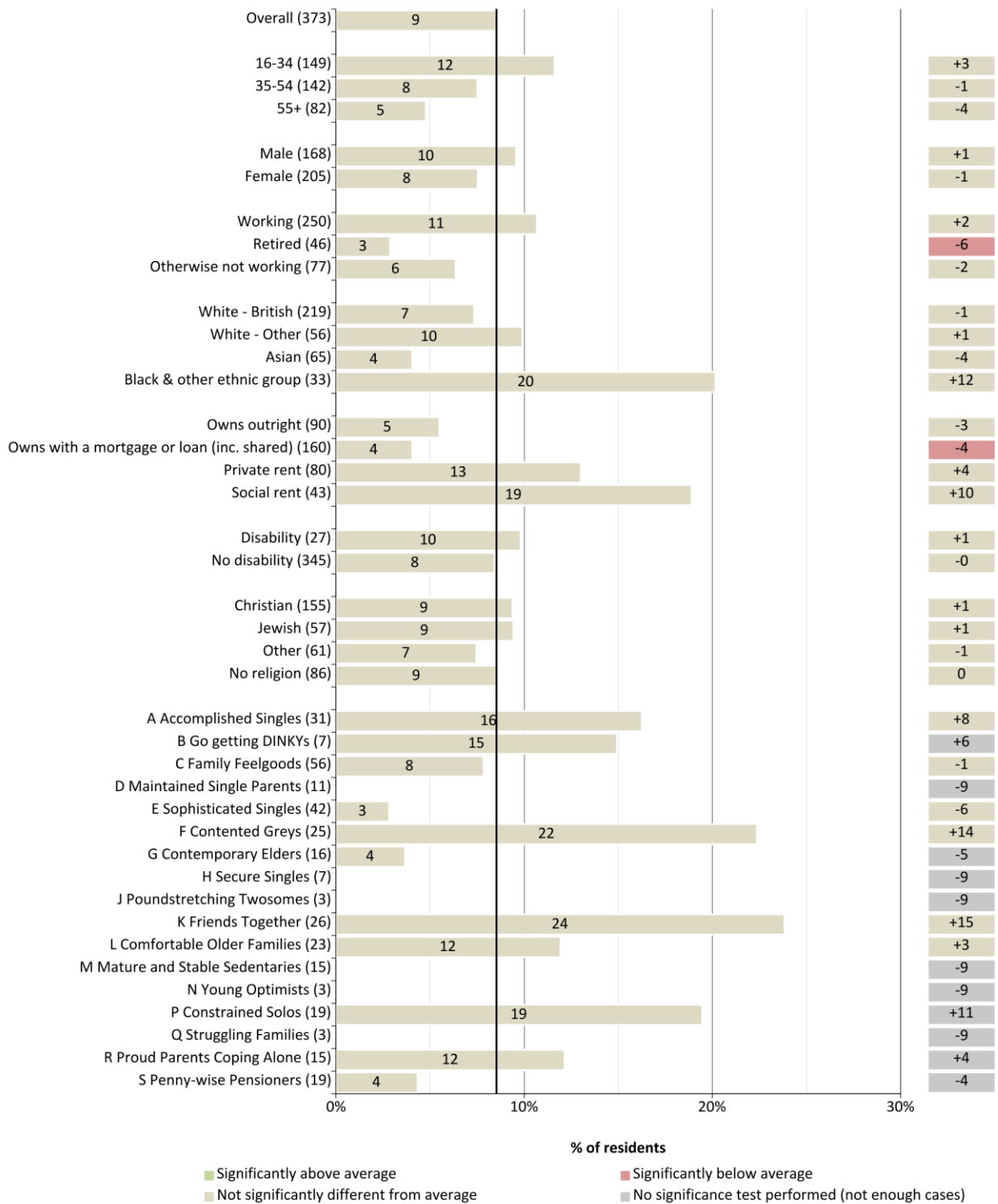


Base: Users (number of Users shown in brackets)

4.59 The chart above shows how the responses for this question vary across different sub-groups who use a facility due to it **catering for the activity they are interested in**.

4.60 Residents who are **aged 16-34** and **social renters** are significantly less likely to use a facility due to it catering for the activity they are interested in.

Figure 24: Differences by sub-groups who use a facility due to it being cheap

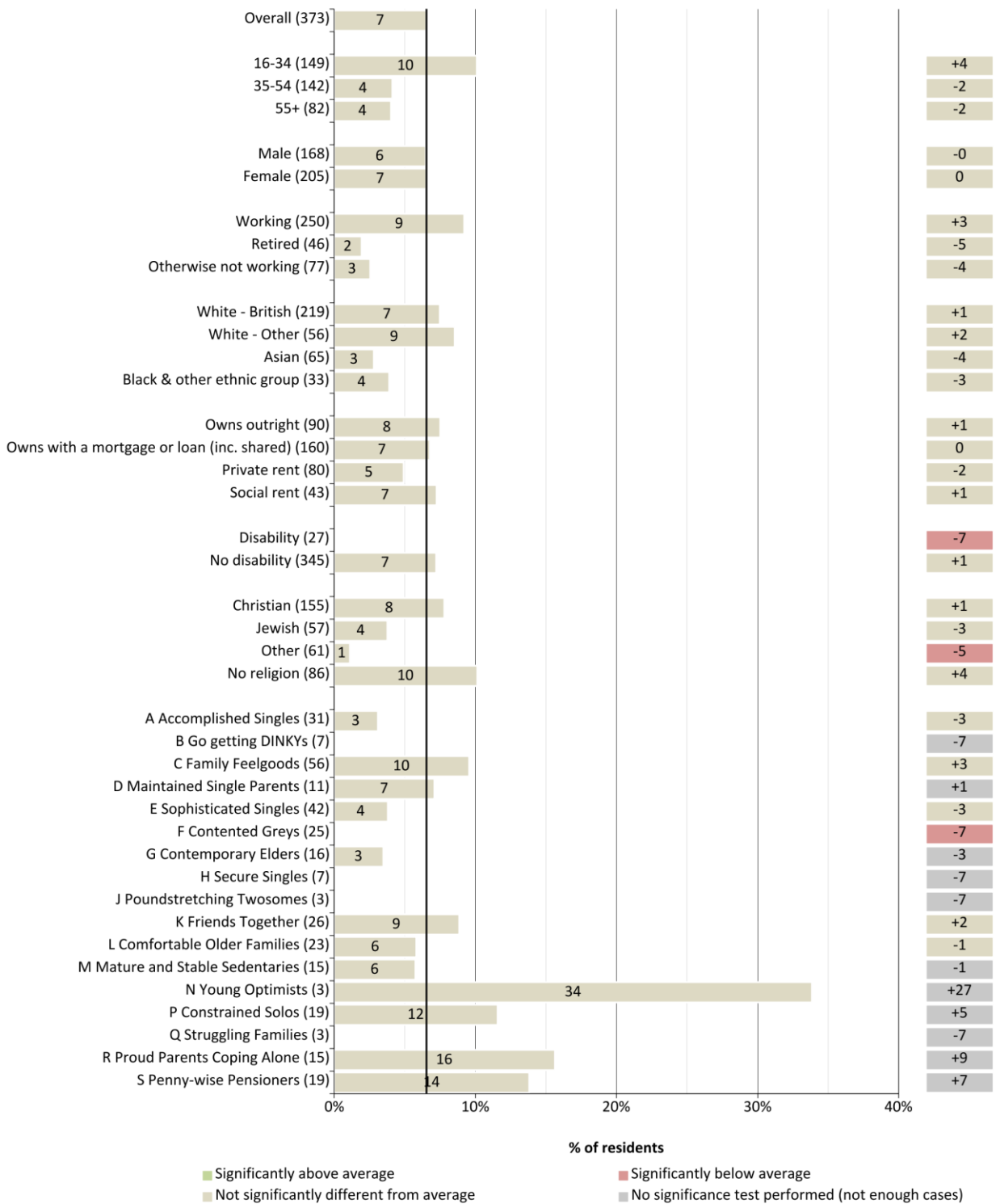


Base: Users (number of Users shown in brackets)

4.61 The chart above shows how the responses for this question vary across different sub-groups who use a facility due to it being cheap.

4.62 Residents who own their property with a mortgage/loan or are retired are significantly less likely to use a facility due to it being cheap.

Figure 25: Differences by sub-groups who use a facility due to it being close to where they work



Base: Users (number of Users shown in brackets)

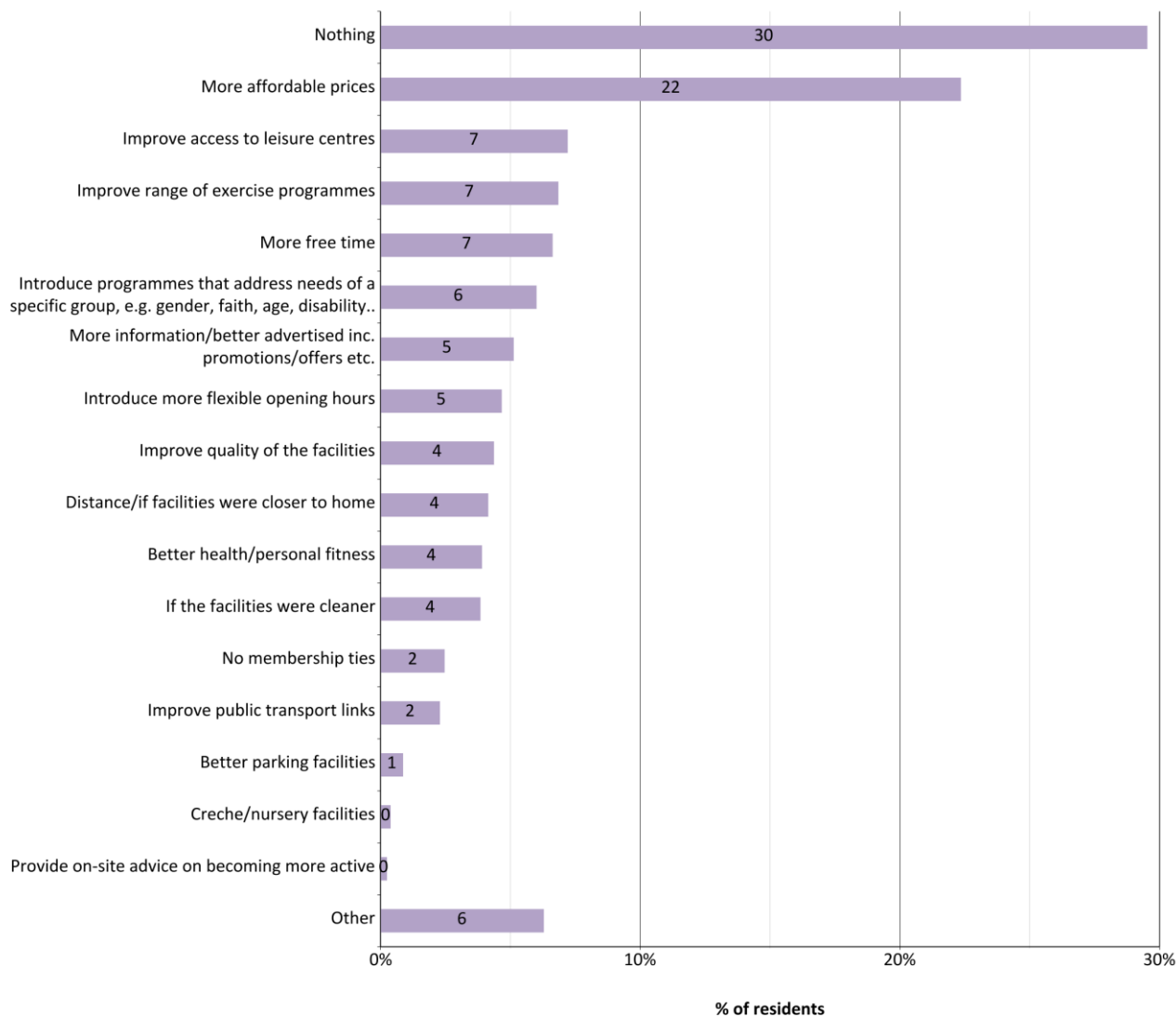
4.63 The chart above shows how the responses for this question vary across different sub-groups who use a facility due to it being close to where they work.

4.64 Residents who are disabled, from an 'Other' religious background, and Contented Greys are significantly less likely to use a facility due to it being close to where they work.

What would encourage you to use leisure facilities for sport and physical activity purposes?

[MULTIPLE CHOICE QUESTION - TOTAL MAY EXCEED 100%]

Figure 26: What would encourage you to use leisure facilities for sport and physical activity purposes?

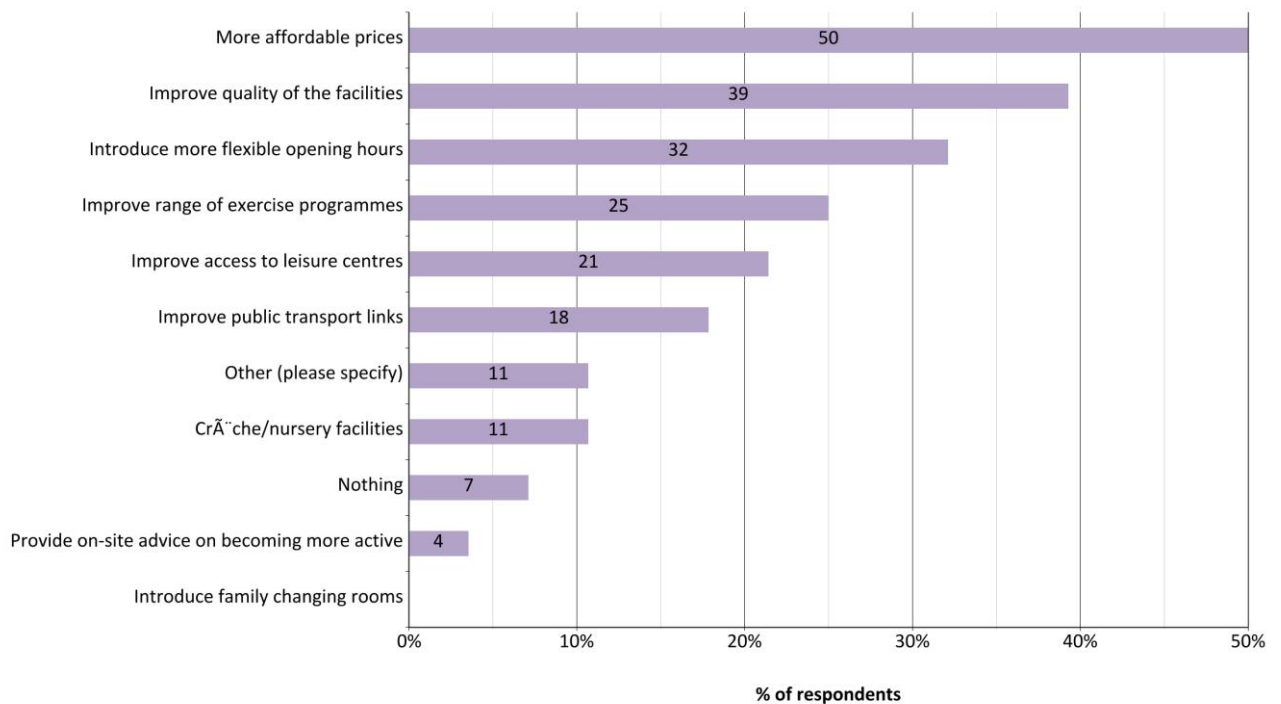


Base: Non-Users - all residents who do not use a leisure facility (228)

- 4.65 When Non-Users (all residents who do not currently use a leisure facility) were asked what would encourage them to use leisure facilities for sport and physical activity purposes, the most common answer (22%) relates to cost (more affordable prices).
- 4.66 Also noted are comments regarding improved access (7%), improved range of exercise programmes (7%), and the introduction of programmes addressing the needs of specific groups (6%).
- 4.67 Other themes mentioned include cleanliness of facilities (e.g. changing areas, swimming pools), better choice/quality of facilities, group activities that allow socialising and better information/advertising available regarding locations, services and price incentives.

- 4.68 30% of Non-Users state that nothing would encourage them to use leisure facilities for sport and physical activity.
- 4.69 Online data suggests that lower cost (more affordable prices) is still most important for respondents, with half (50%) giving this as a reason that would encourage them to use leisure facilities for these purposes. Other results vary significantly – note the small base size.
- 4.70 A breakdown of the results from the online data is provided below.

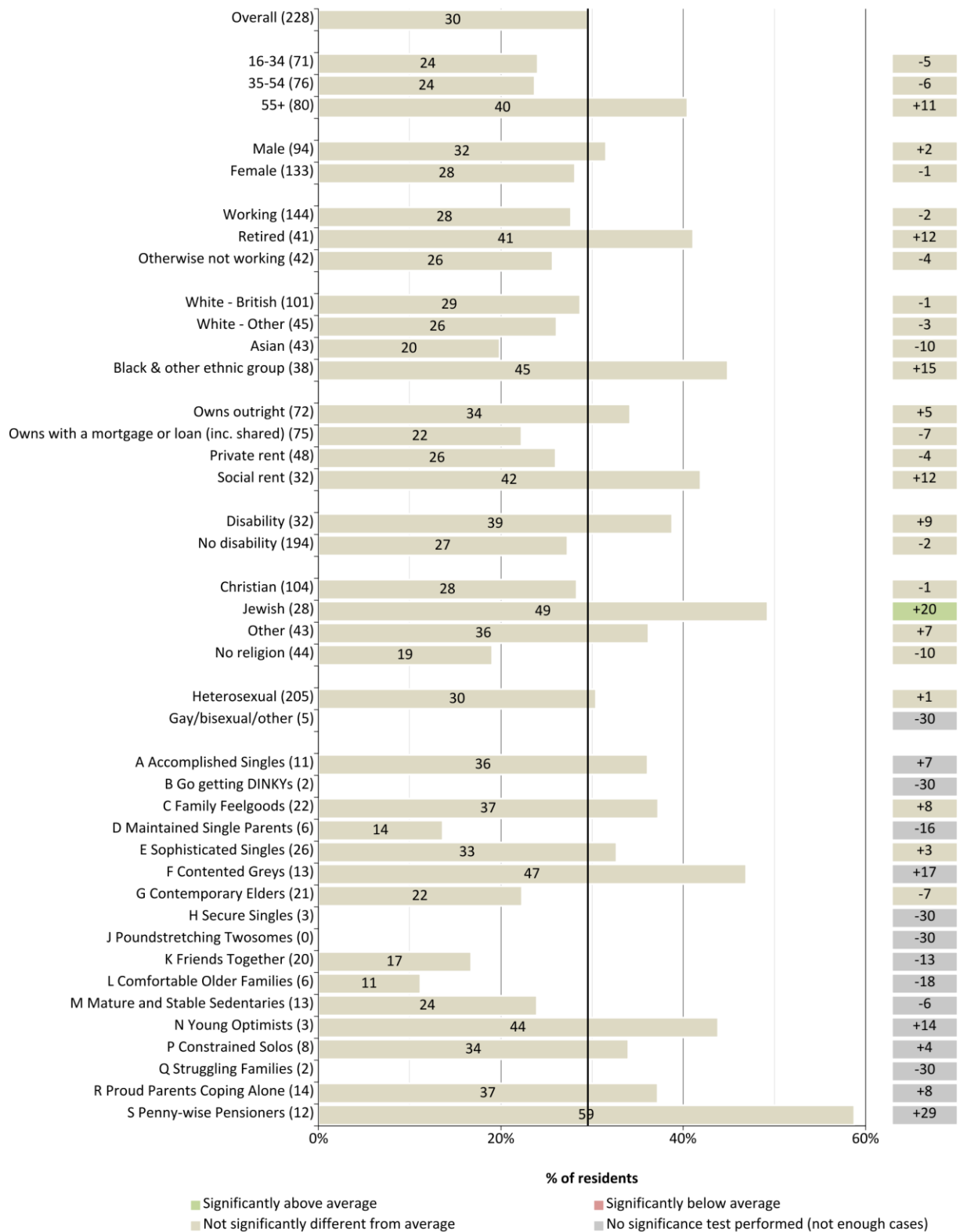
Figure 27: What would encourage you to use leisure facilities for sport and physical activity purposes? (ONLINE)



Base: Respondents who are Non-Users (32)

- 4.71 The following section will look at significant differences in sub-groups for this question for answers given by 5% or more. Across these, no significant differences for sub-groups have been found for those who would be encouraged to use facilities for sport and leisure due to improved access; hence the associated analysis charts will not be outlined.

Figure 28: Differences by sub-groups who stated that nothing would encourage them to use facilities

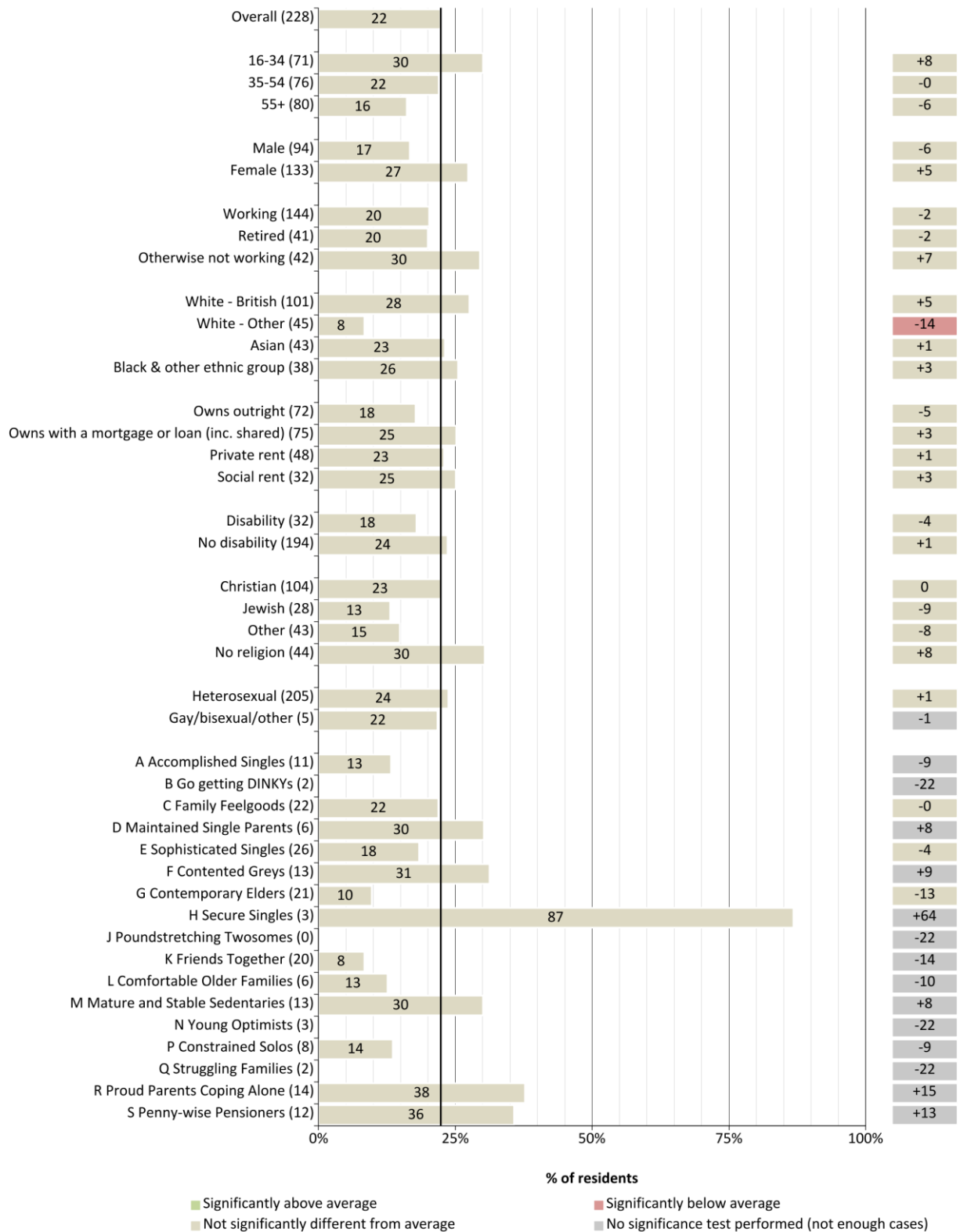


Base: Non-Users (number of Non-Users shown in brackets)

^{4.72} The chart above shows how the responses for this question vary across different sub-groups who stated that **nothing** could encourage them to use facilities in the future.

4.73 Residents from a **Jewish** religious background are significantly more likely to say that nothing would encourage them to use leisure facilities in the future.

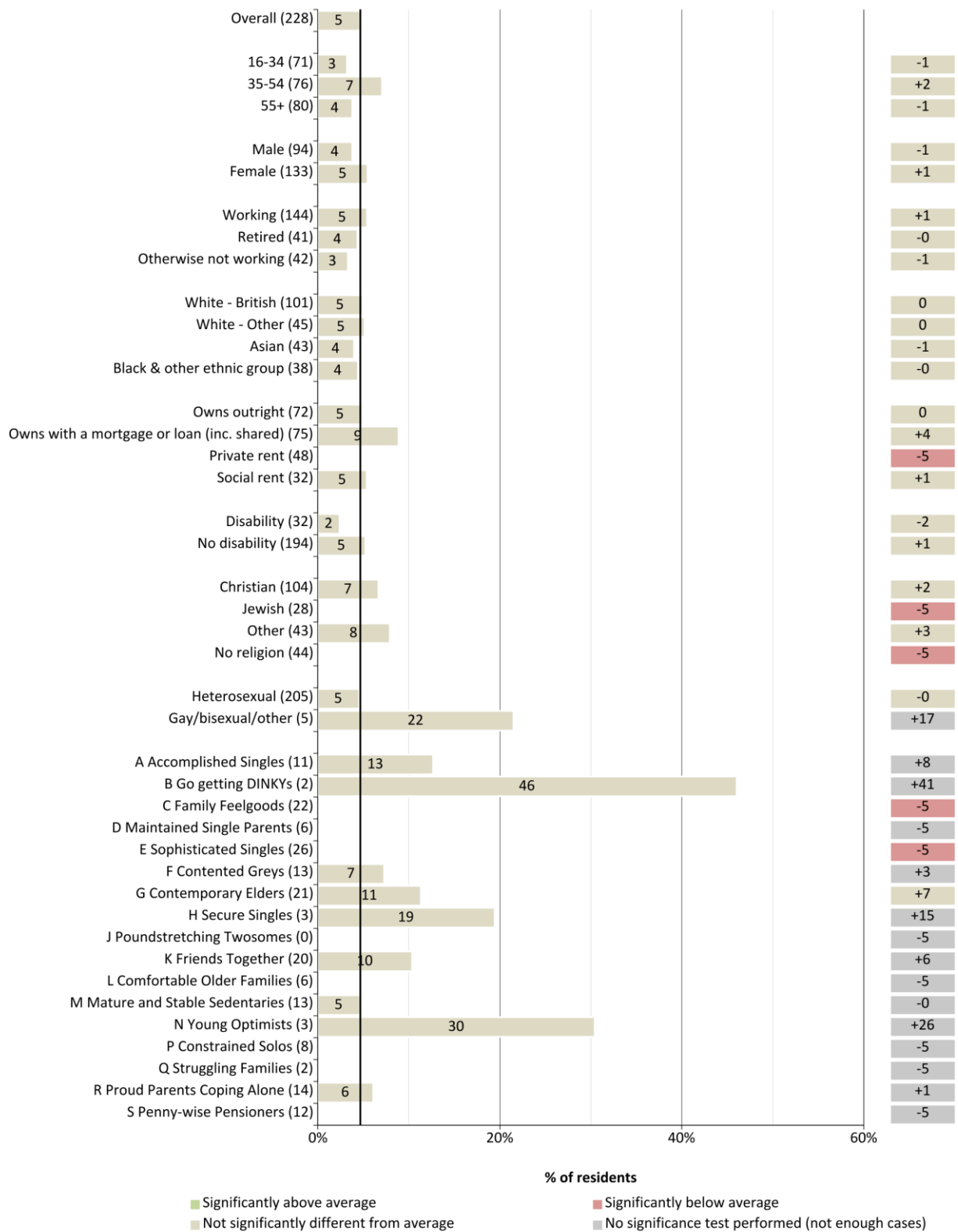
Figure 29: Differences by sub-groups who would be encouraged to use facilities by more affordable prices



Base: Non-Users (number of Non-Users shown in brackets)

- 4.74 The chart above shows how the responses for this question vary across different sub-groups who stated that **more affordable prices** could encourage them to use facilities in the future.
- 4.75 Non-Users from a **White – Other** ethnic background are significantly less likely to be encouraged to use facilities by more affordable prices

Figure 30: Differences by sub-groups who would be encouraged to use facilities by more flexible opening hours

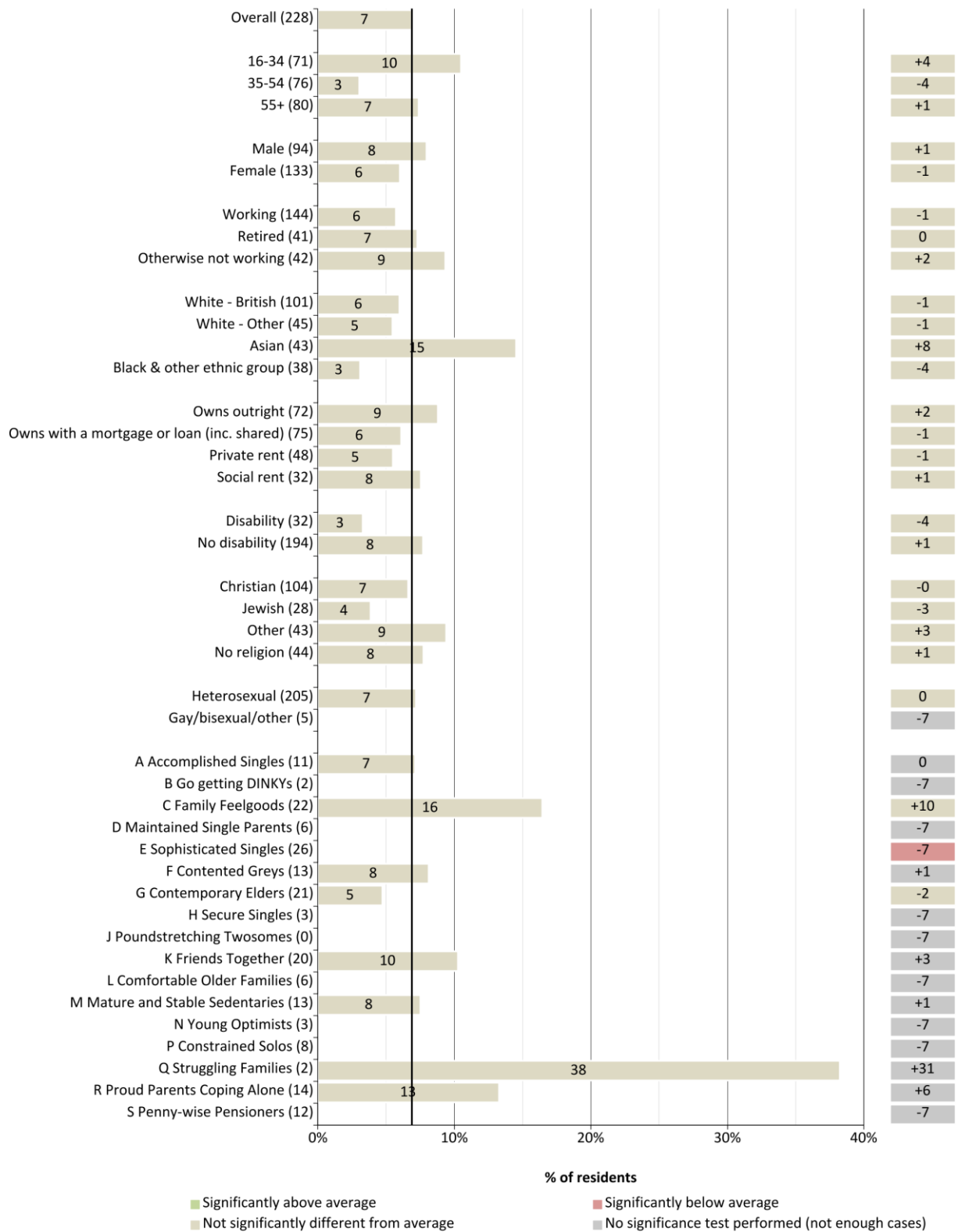


Base: Non-Users (number of Non-Users shown in brackets)

^{4.76} The chart above shows how the responses for this question vary across different sub-groups who would be encouraged to use facilities by **more flexible opening hours**.

- 4.77 Residents who **privately rent** their accommodation, residents who are **not religious** or from a **Jewish background, Family Feelgoods and Sophisticated Singles** are significantly less likely to be encouraged to use facilities by more flexible opening hours.

Figure 31: Differences by sub-groups who would be encouraged to use facilities by improving the range of exercise programmes available

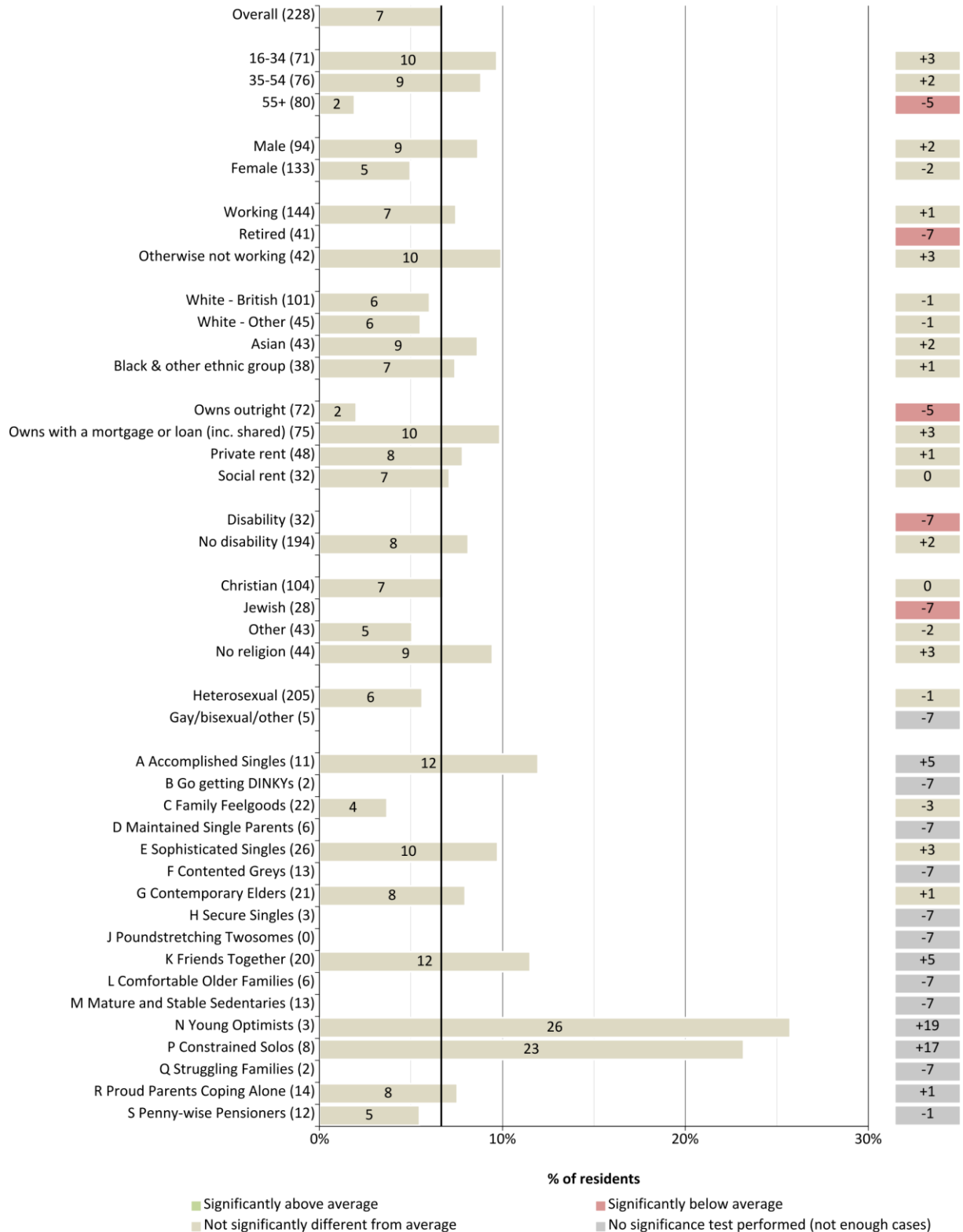


Base: Non-Users (number of Non-Users shown in brackets)

^{4.78} The chart above shows how the responses for this question vary across different sub-groups who would be encouraged to use facilities by **improving the range of exercise programmes available**.

4.79 **Sophisticated Singles** are significantly less likely to be encouraged to use facilities by improving the range of exercise programmes available.

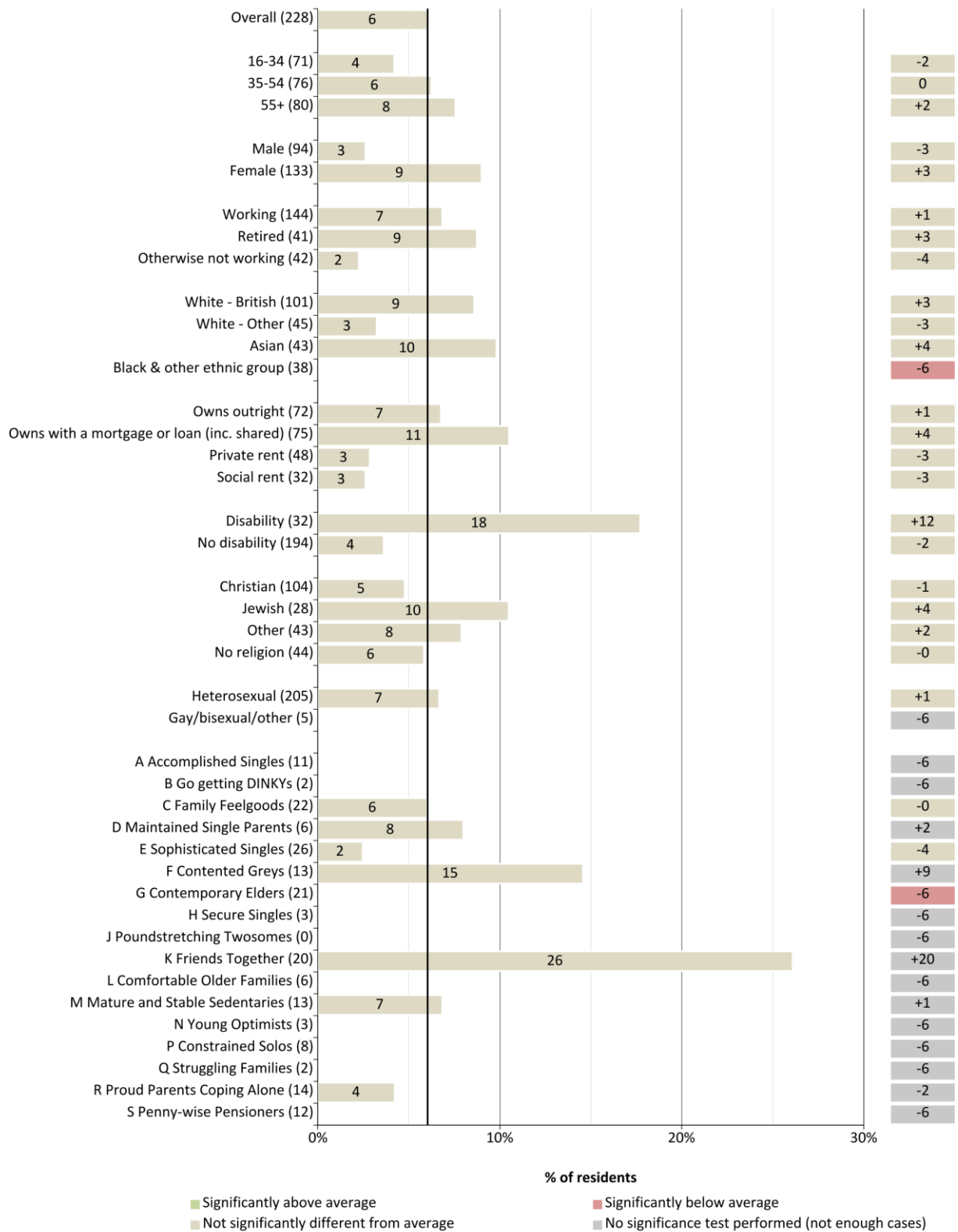
Figure 32: Differences by sub-groups who would be encouraged to use facilities by having more free time



Base: Non-Users (number of Non-Users shown in brackets)

- ^{4.80} The chart above shows how the responses for this question vary across different sub-groups who would be encouraged to use facilities by **having more free time**.
- ^{4.81} Residents who are aged **55+**, **retired** residents, residents who **own their property outright**, **disabled** residents and residents from a **Jewish** religious background are significantly less likely to be encouraged to use facilities by having more free time.

Figure 33: Differences by sub-groups who would be encouraged to use facilities by introducing programmes that address needs of a specific group

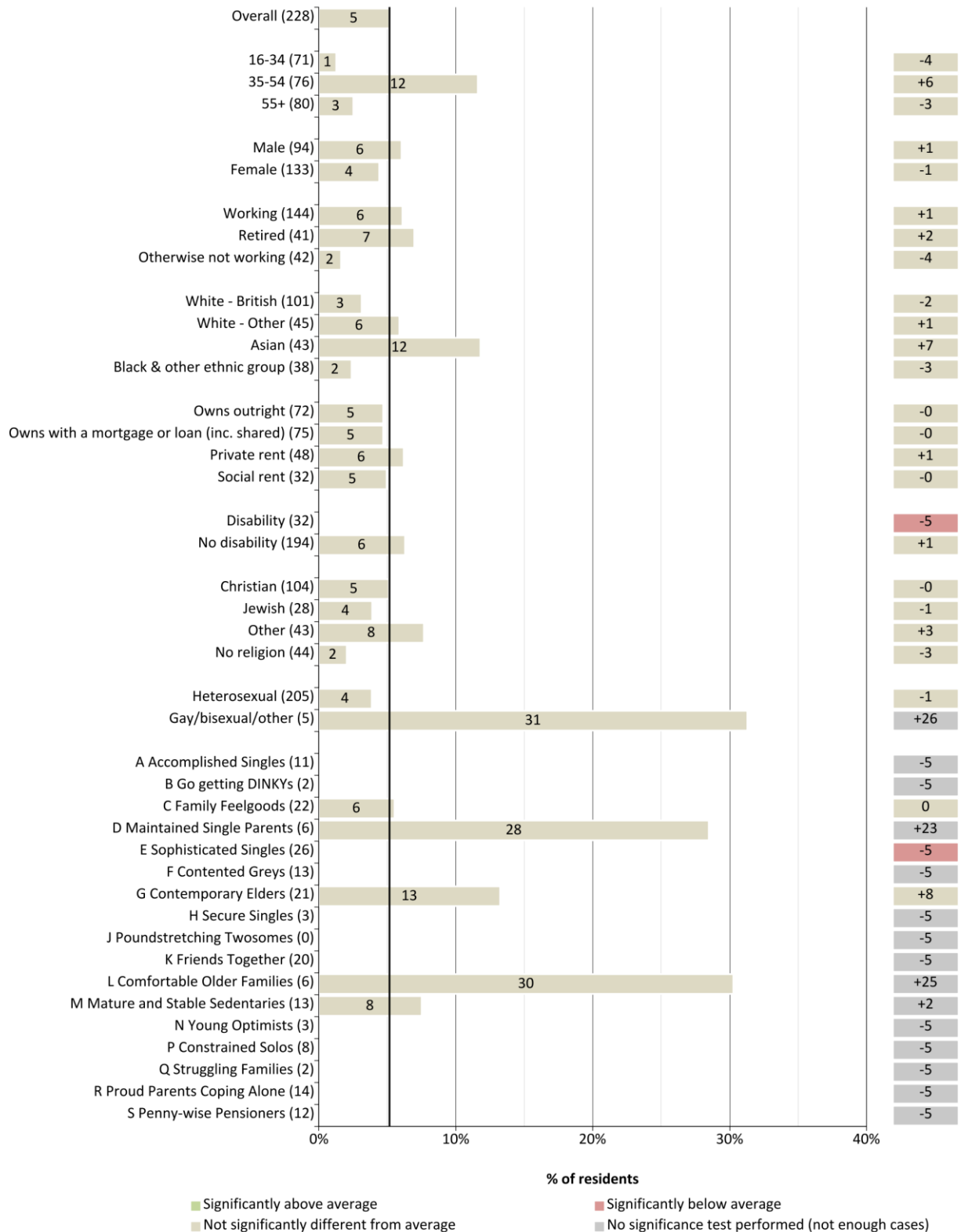


Base: Non-Users (number of Non-Users shown in brackets)

^{4.82} The chart above shows how the responses for this question vary across different sub-groups who would be encouraged to use facilities by **introducing programmes that address the needs of a specific group**.

4.83 Residents from **Black & Other** ethnic groups and **Contemporary Elders** are significantly less likely to use a facility if it were to introduce programmes that address the needs of a specific group.

Figure 34: Differences by sub-groups who would be encouraged to use facilities by more information/better advertisements

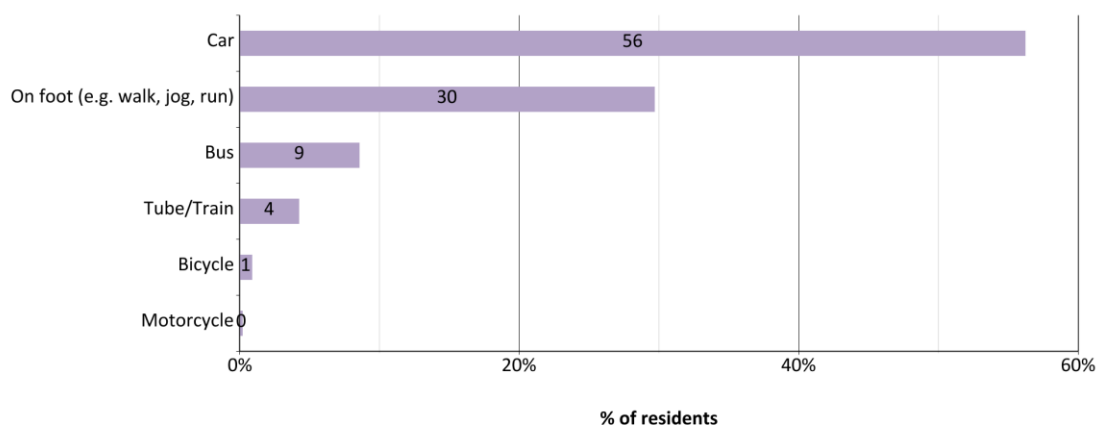


Base: Non-Users (number of Non-Users shown in brackets)

- 4.84 The chart above shows how the responses for this question vary across different sub-groups who would be encouraged to use facilities by **more information/better advertising**.
- 4.85 **Disabled** residents and **Sophisticated Singles** are significantly less likely to use a facility due to **more information/better advertising**.

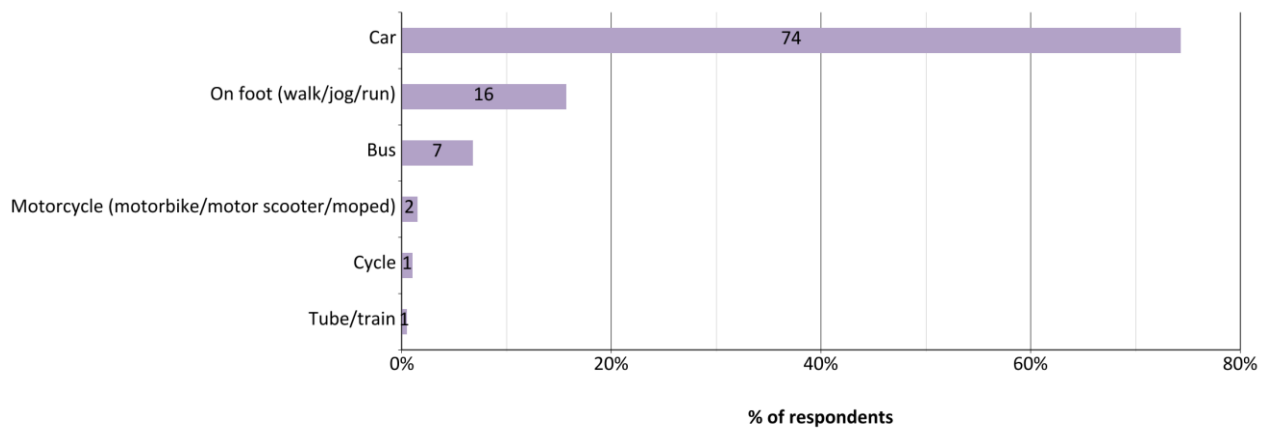
What is your main mode of transport when travelling to the facility you use most often for sport and physical activity?

Figure 35: What is your main mode of transport when travelling to the facility you use most often for sport and physical activity?

**Base: Users (372)**

- 4.86 When residents who are Users were asked about their main mode of transport when travelling to the facility they use most often, the most frequent answer was by car (56%). 'On foot' (Walking/jogging/running) was the second most common answer (30%).
- 4.87 Less than 13% of Users answered that public transport (Bus and Tube/Train combined) is their main mode of travel. Only 1% answered Bicycle.
- 4.88 Online data also suggests respondents travel mostly by car (74%) while a smaller proportion answering 'On foot' (16%) when compared to the residents survey.
- 4.89 A breakdown of the results from the online data is provided overleaf.

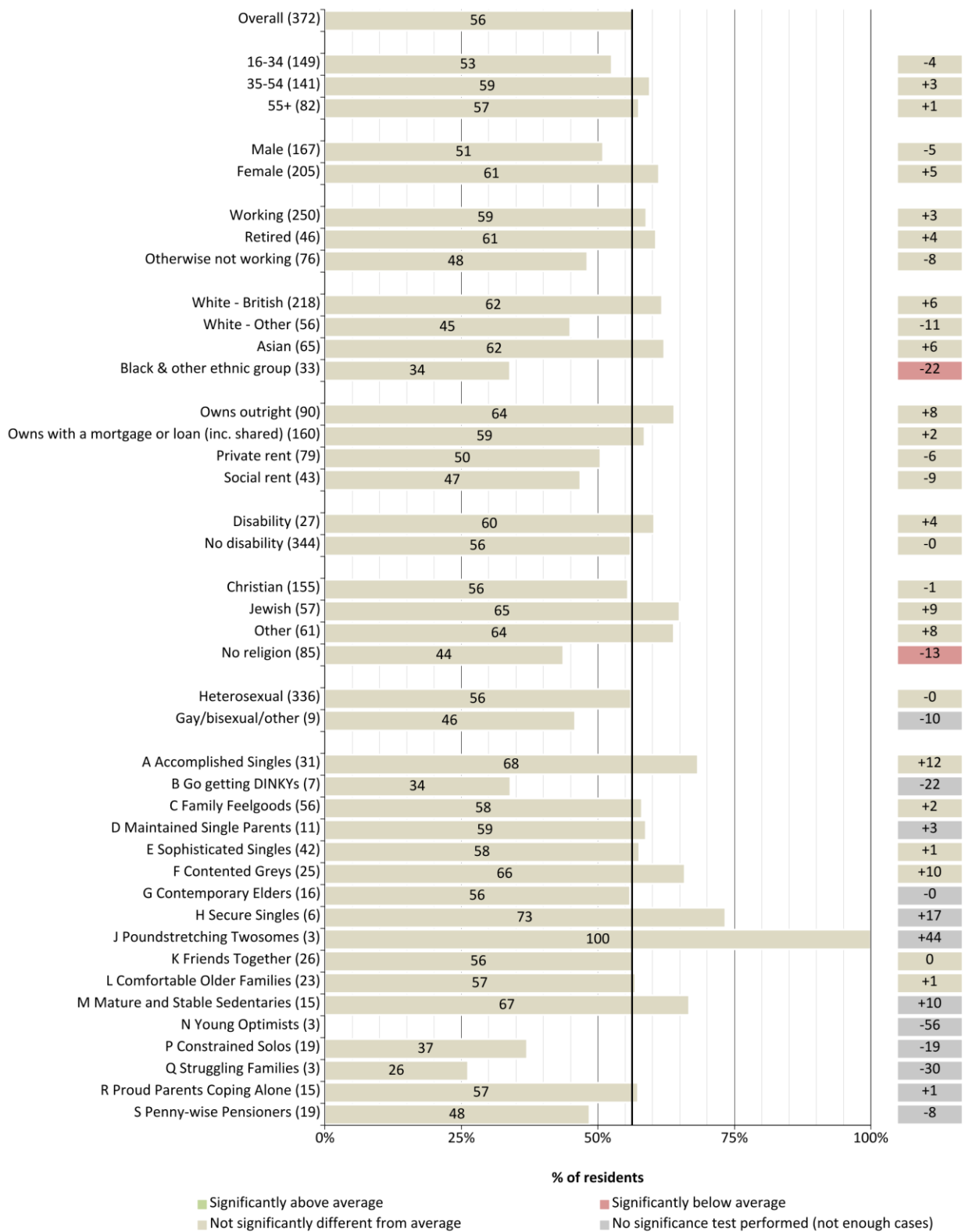
Figure 36: What is your main mode of transport when travelling to the facility you use most often for sport and physical activity? (ONLINE)



Base: Respondents who are Users (191)

^{4.90} The following section will look at significant differences in sub-groups for this question for answers given by 5% or more.

Figure 37: Differences by sub-groups whose main mode of transport to the facility is by car

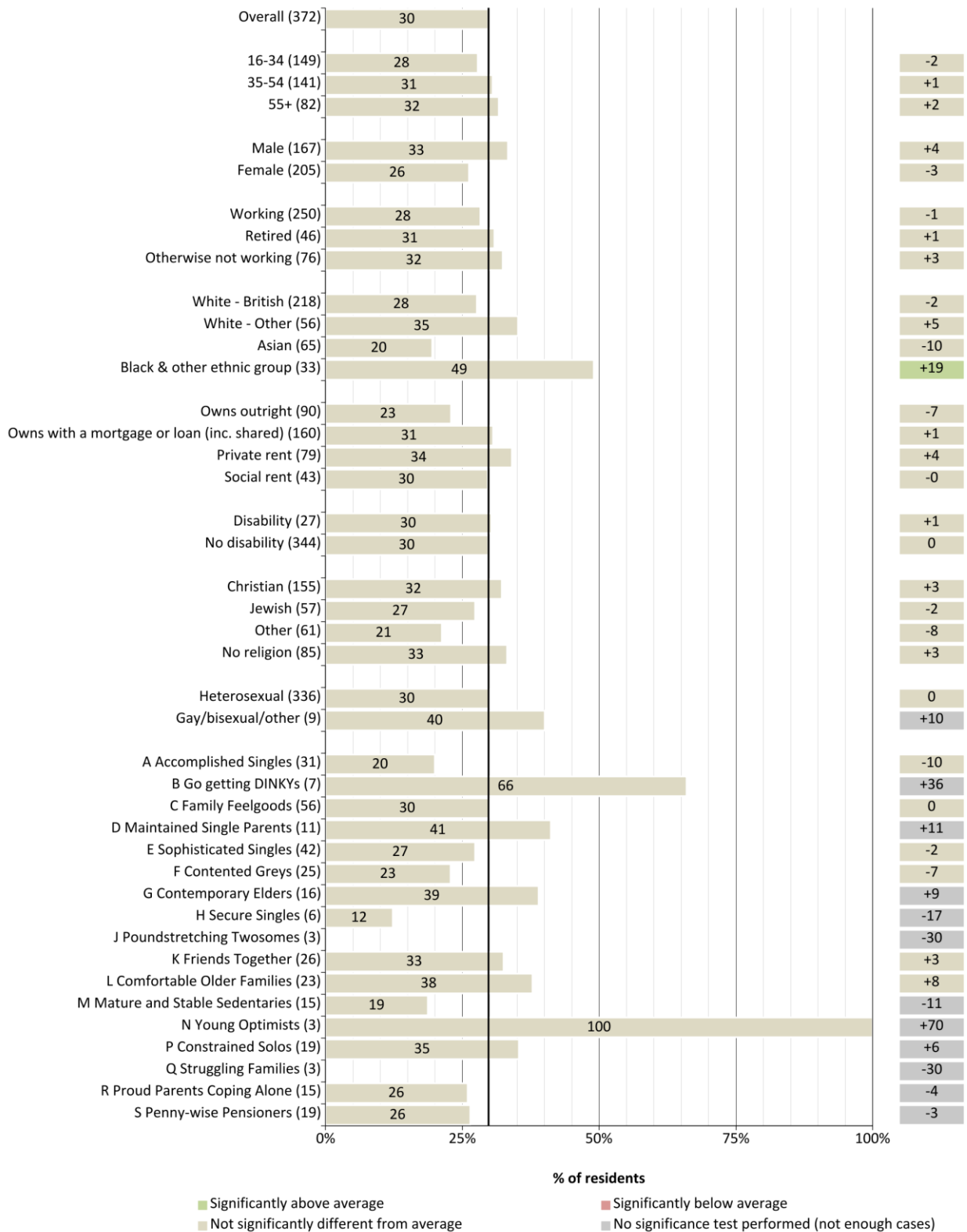


Base: Users (number of Users shown in brackets)

^{4.91} The chart above shows how the responses for this question vary across different sub-groups who use a car as their main mode of transport when traveling to the leisure facility they use most.

4.92 Residents who are from a **Black & other** ethnic group, or are **not religious** are significantly less likely to use a car as their main mode of transport when traveling to the leisure facility they use most.

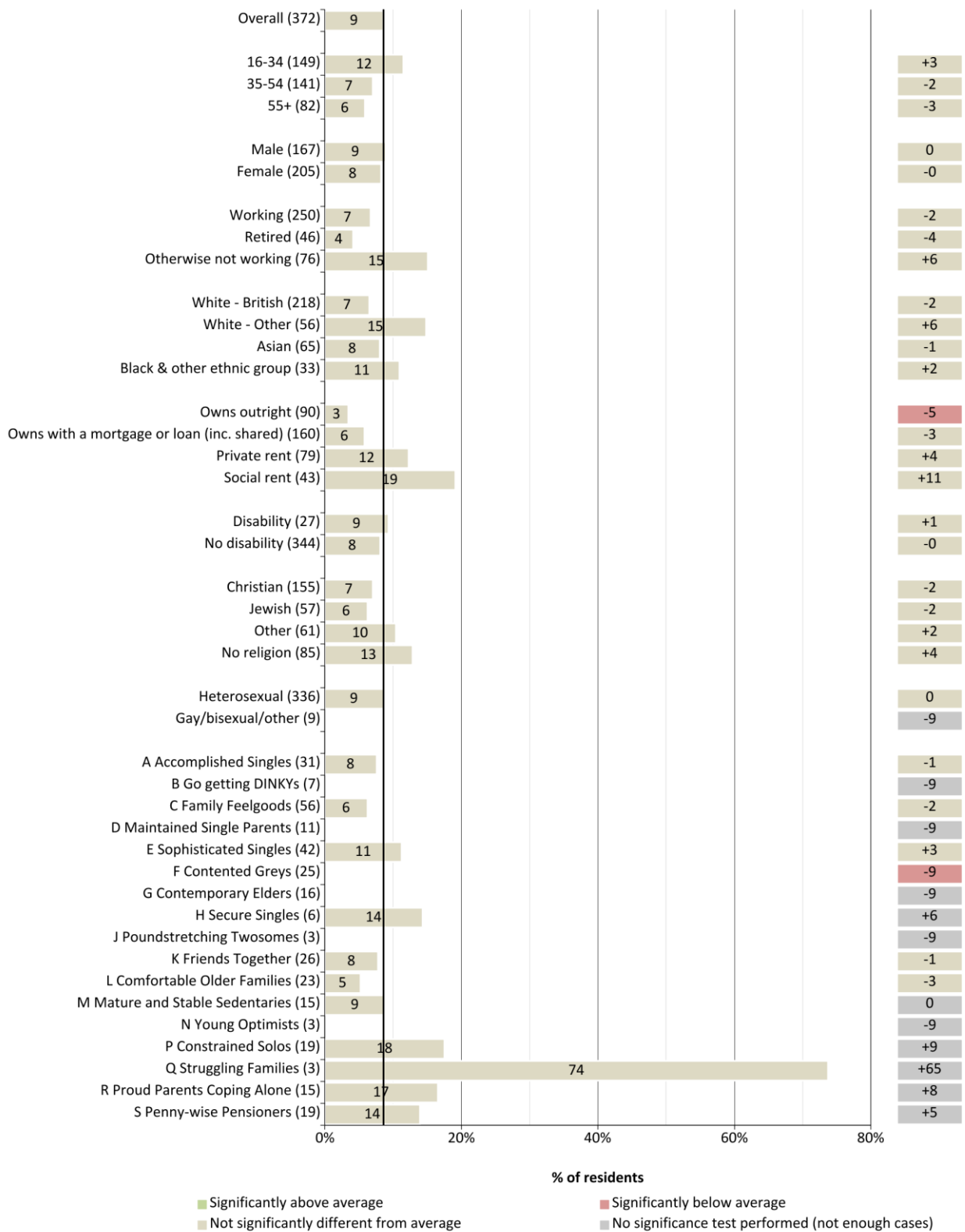
Figure 38: Differences by sub-groups whose main mode of transport to the facility is on foot



Base: Users (number of Users shown in brackets)

- ^{4.93} The chart above shows how the responses for this question vary across different sub-groups who travel **on foot** as their main mode of transport when traveling to the leisure facility they use most.
- ^{4.94} Residents who are from a **Black & other** ethnic group are significantly more likely to travel by foot as their main mode of transport when traveling to the leisure facility they use most.

Figure 39: Differences by sub-groups whose main mode of transport to the facility is by bus



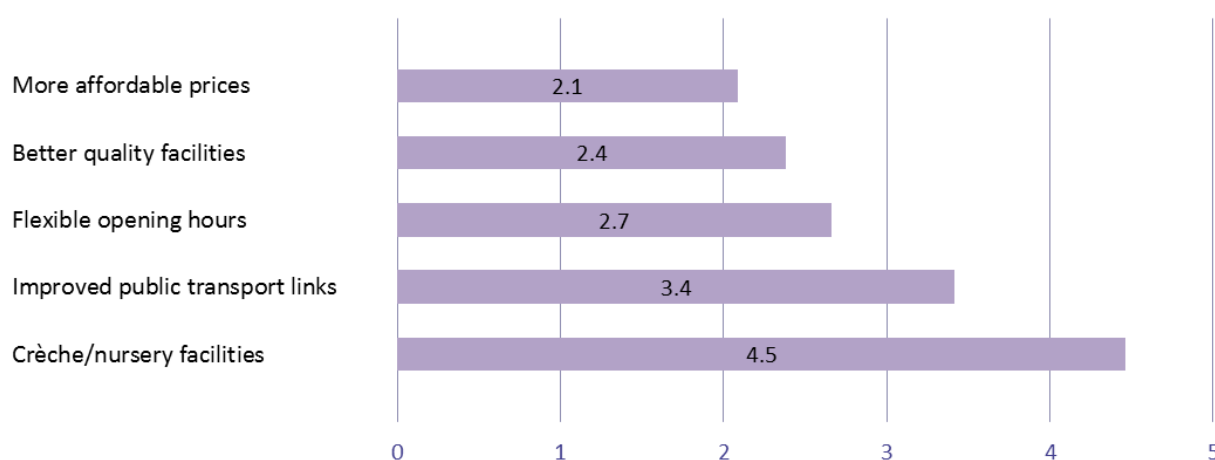
Base: Users (number of Users shown in brackets)

^{4.95} The chart above shows how the responses for this question vary across different sub-groups who use a bus as their main mode of transport when traveling to the leisure facility they use most.

- 4.96 Residents who **own their properties outright** and **Contented Greys** are significantly less likely to use a bus as their main mode of transport when traveling to the leisure facility they use most.

I'm going to read out 5 options, please rank them on a scale of 1-5 where 1 would most encourage you to further participate, and 5 would least encourage you to further participate in sport and physical activity.

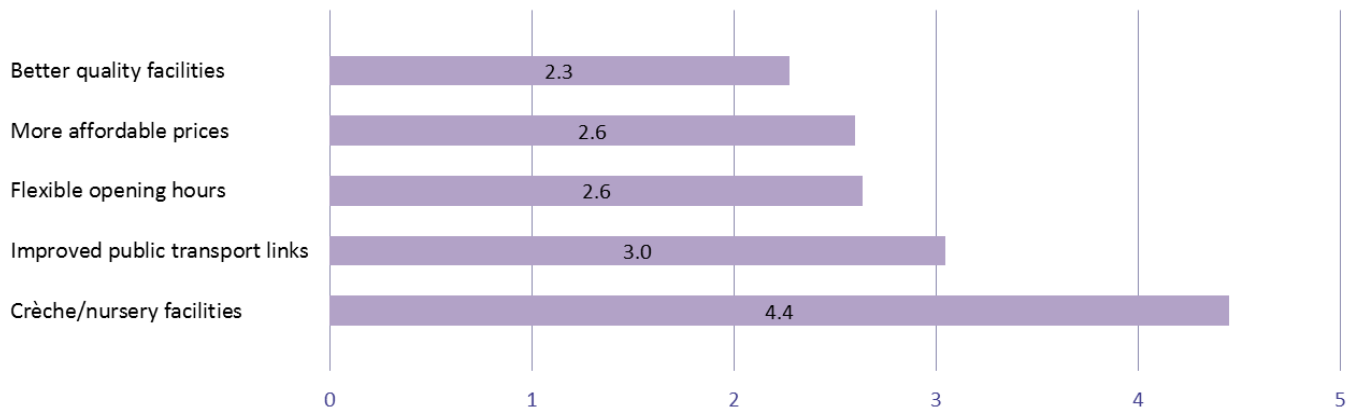
Figure 40: Ranking options related to further encouragement of participation in sport and physical activity



Base: Users (366)

- 4.97 Residents who are Users ranked 'More affordable prices' at the highest position with an average score of 2.1, making this option the most likely to encourage further participation.
- 4.98 'Better quality facilities' is the second most likely option to encourage participation, with an average score of 2.4, and 'Flexible opening hours' came third with an average score of 2.7.
- 4.99 The option ranked fourth ('Improved public transport links') received an average score of 3.4, and following a bigger gap again, 'Crèche/nursery facilities' received the lowest rank score with an average of 4.5 - making this option the least likely to encourage further participation.
- 4.100 Online respondents ranked 'Better quality facilities' as 1st (average score of 2.3) and most likely to encourage them to participate further in sport and physical activity. 'More affordable prices' was ranked 2nd (average score of 2.6), and a ranking order similar to the main data was noted for the remainder of the options.
- 4.101 A breakdown of the results from the online data is provided overleaf.

Figure 41: Ranking options related to further encouragement of participation in sport and physical activity (ONLINE)

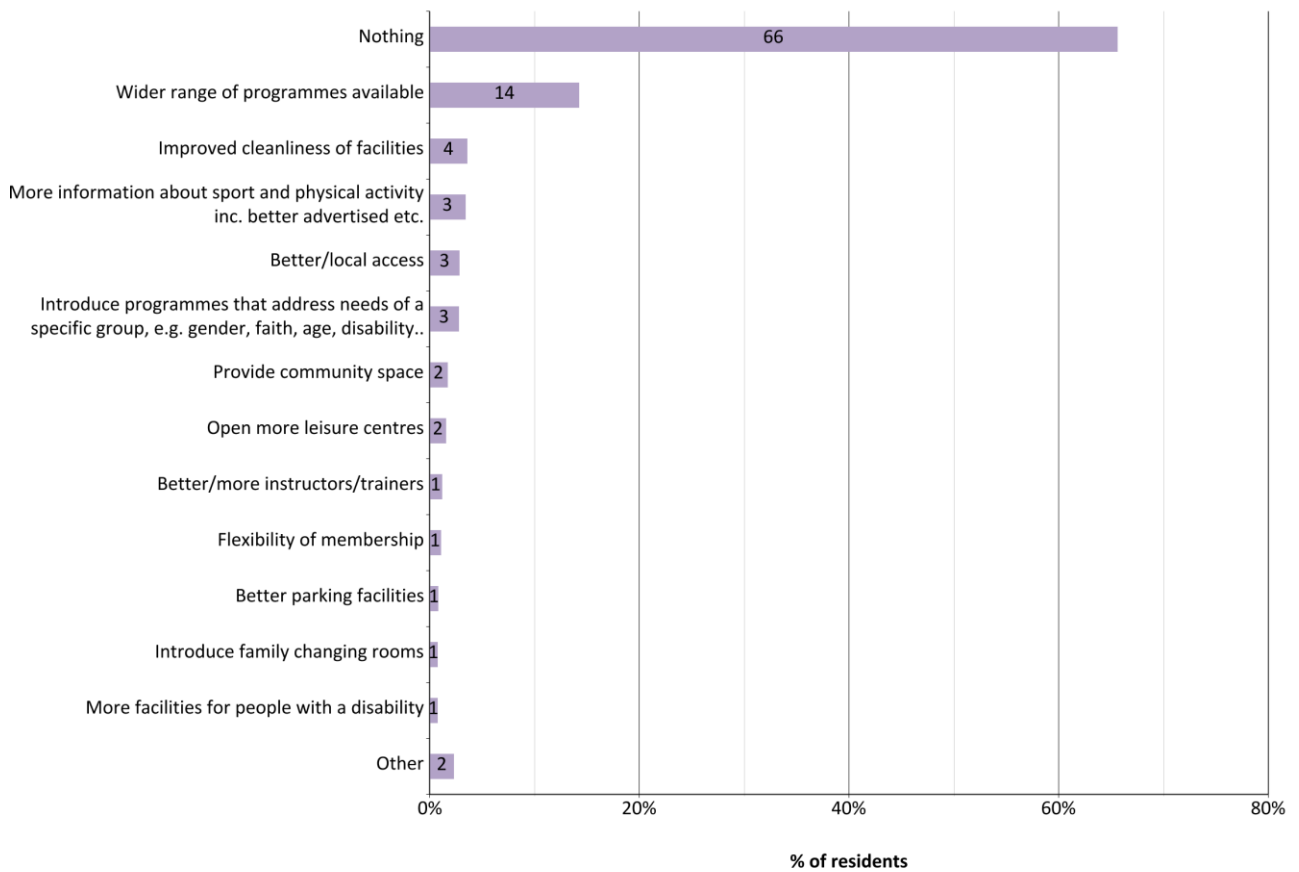


Base: Respondents who are Users (132)

Is there anything else that I have not mentioned that would encourage you to further participate in sport and physical activity?

[MULTIPLE CHOICE QUESTION - TOTAL MAY EXCEED 100%]

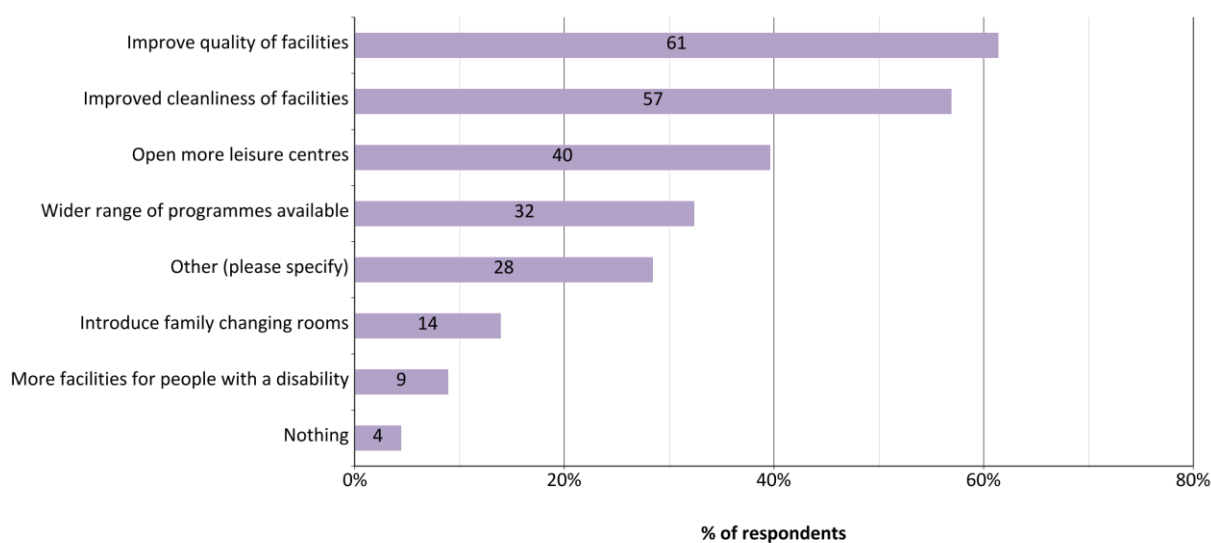
Figure 42: Is there anything else that would encourage you to further participate in sport and physical activity?



Base: Users (373)

- 4.102 66% of Residents who are Users stated that nothing else would encourage them to further participate in sport and physical activity.
- 4.103 14% noted that a wider range of programmes would encourage them to further participate, while an additional 4% mention cleanliness of the facilities as motivational factors.
- 4.104 More information about sport and physical activity, better/local access and introducing programmes that address the needs of a specific group were mentioned by 3% of Users as factors that would encourage further participation.
- 4.105 Other mentions include themes around pricing and membership (e.g. special offers, packages and concessions, more flexible membership options), improved advertising and information, more local/nearer facilities, staff (e.g. customer service, personal trainers, knowledgeable instructors) and usage volume issues (prefer less crowded facilities).
- 4.106 In contrast to the survey data, online data suggests respondents would be motivated to further participate through a range of actions, most notably by improved quality of facilities (61%), improved cleanliness (57%), more available leisure centres (40%) and a wider range of programs (32%).
- 4.107 A breakdown of the results from the online data is provided below.

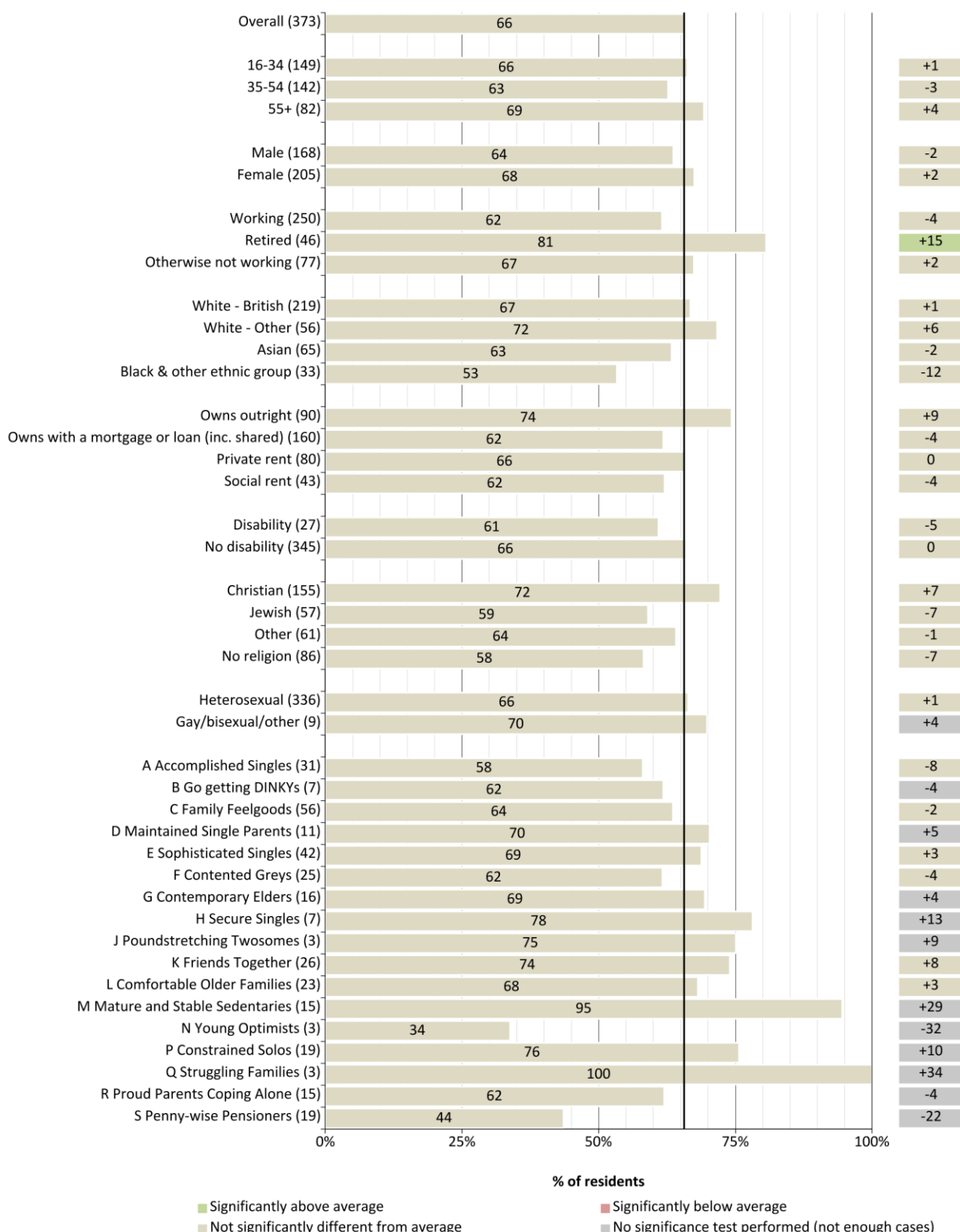
Figure 43: Is there anything else that would encourage you to further participate in sport and physical activity? (ONLINE)



Base: Respondents who are Users (205)

- 4.108 Users who answered this question through the easy read paper questionnaire noted that having more available support by carers or staff (e.g. special instructors) as being important factors that would make it easier for them to use leisure facilities.
- 4.109 The following section will look at significant differences in sub-groups for this question for answers given by 5% or more.

Figure 44: Differences by sub-groups who stated that nothing else would further encourage their use of facilities

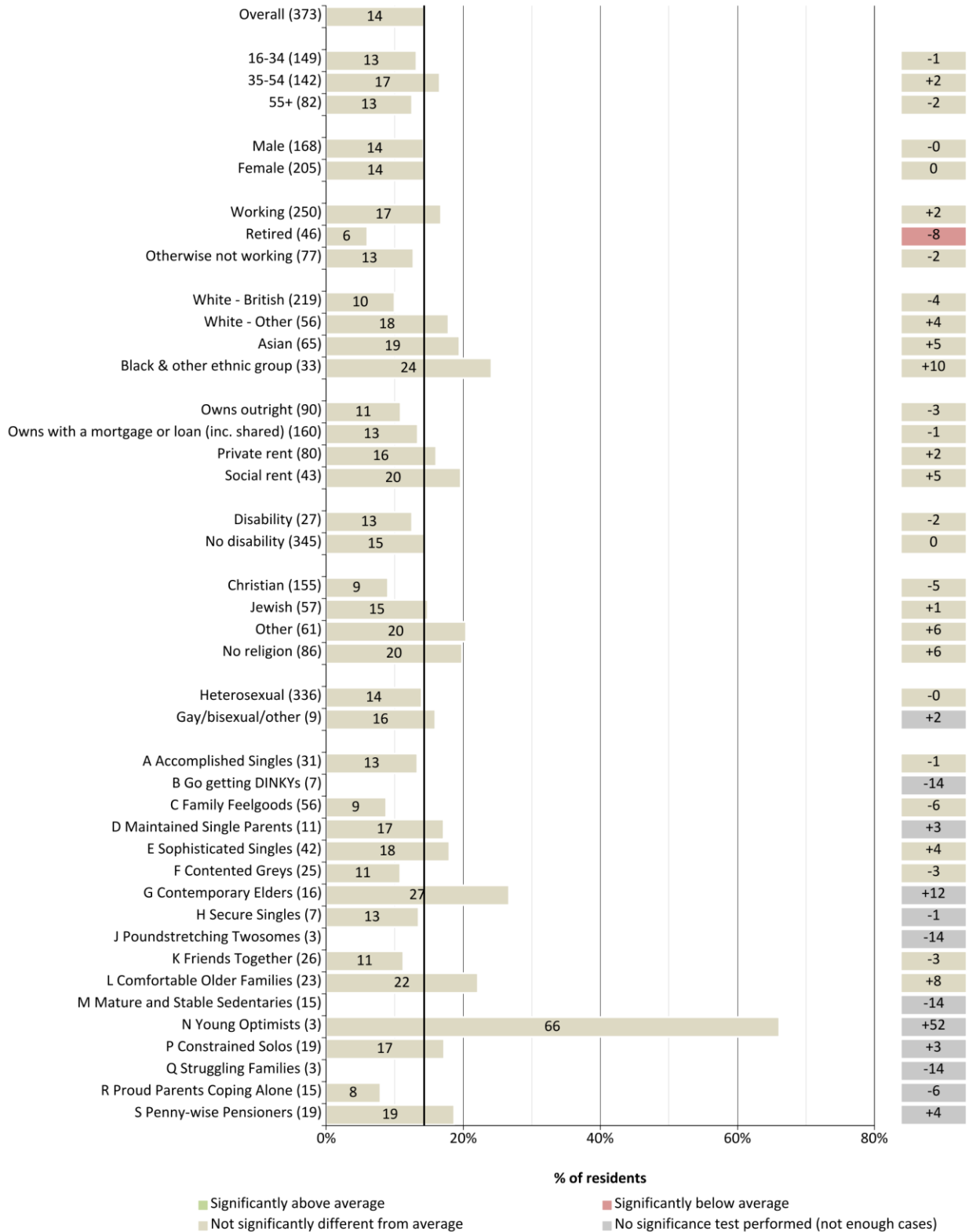


Base: Users (number of Users shown in brackets)

^{4.110} The chart above shows how the responses for this question vary across different sub-groups who said that **nothing would further encourage them** to use leisure facilities for sport and physical activity.

4.111 Residents who are **retired** are significantly more likely to say that nothing would further encourage them to use leisure facilities for sport and physical activity.

Figure 45: Differences by sub-groups who mentioned that a wider range of available programmes would further encourage their use of facilities



Base: Users (number of Users shown in brackets)

- ^{4.112} The chart above shows how the responses for this question vary across different sub-groups who said that **having a wider range of programmes available would further encourage them** to use leisure facilities for sport and physical activity.
- ^{4.113} Residents who are **retired** are significantly less likely to say that having a wider range of programmes available would further encourage them to use leisure facilities for sport and physical activity.

Facilities mix

Thinking about wet facilities in a leisure centre, I'm going to read out 5 options - please rank them on a scale of 1-5, where 1 is most important to you and 5 is least important.

Figure 46: Ranking options related to wet facilities



Base: All residents (557)

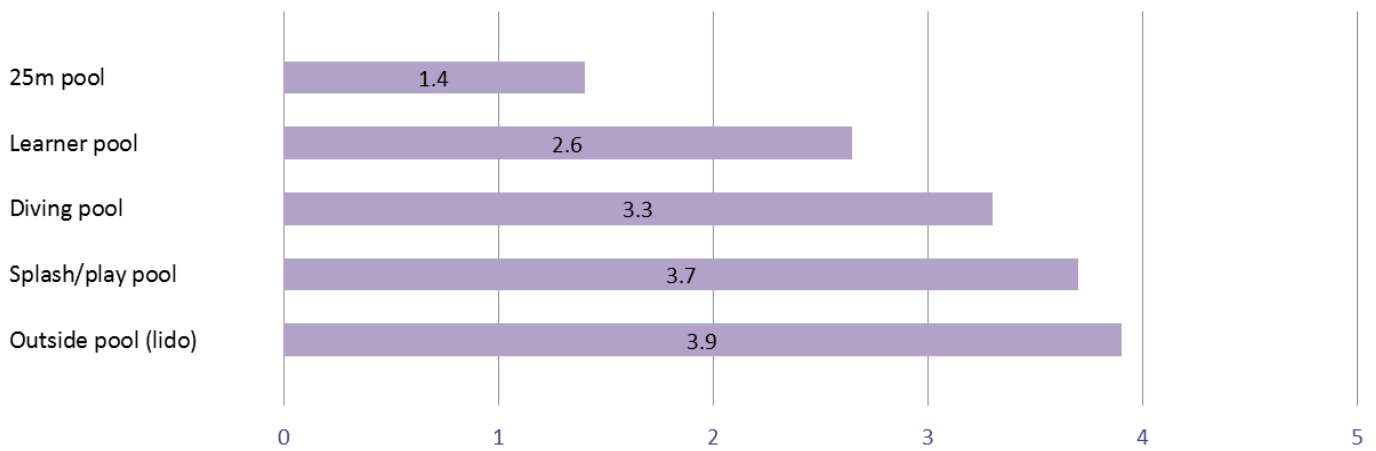
4.114 Residents ranked the 25m pool as the most important wet facility, with an average score of 1.8.

4.115 The Learner pool was ranked as 2nd most important wet facility with an average score of 2.9.

4.116 The remainder options were ranked very closely together.

4.117 Online data for respondents suggests similar trends in terms of the 1st and 2nd ranks – although average scores are lower. The diving pool was ranked 3rd (3.3) rather than 5th as with the residents survey, the splash/play pool was ranked 4th (3.7) rather than 3rd as with the residents survey and the outside pool/lido was ranked 5th (3.9) rather than 4th as with the residents survey.

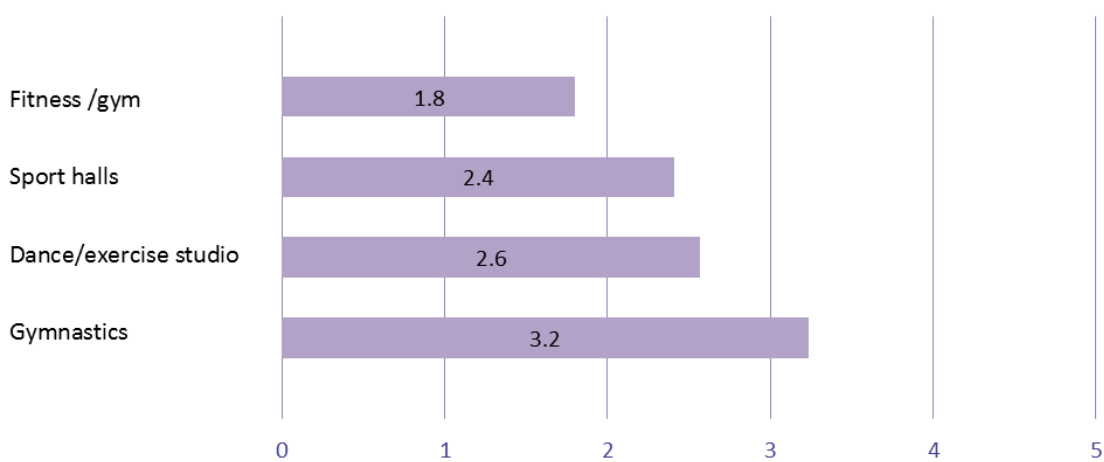
4.118 A breakdown of the results from the online data is provided overleaf.

Figure 47: Ranking options related to wet facilities (ONLINE)

Base: Respondents who are Users (177)

^{4.119} Users who answered this question through the easy read paper questionnaire noted the learner pool as the most important to them, followed by the splash/play pool as second most important. Other wet facilities were not noted as being particularly important.

Thinking about indoor facilities at a leisure centre, I'm going to read out 4 options - please rank them on a scale of 1-4, where 1 is most important to you and 4 is least important.

Figure 48: Ranking options related to indoor facilities

Base: All residents (590)

4.120 Residents ranked the Fitness/gym option 1st and as the most important indoor facilities to them, with an average score of 1.8.

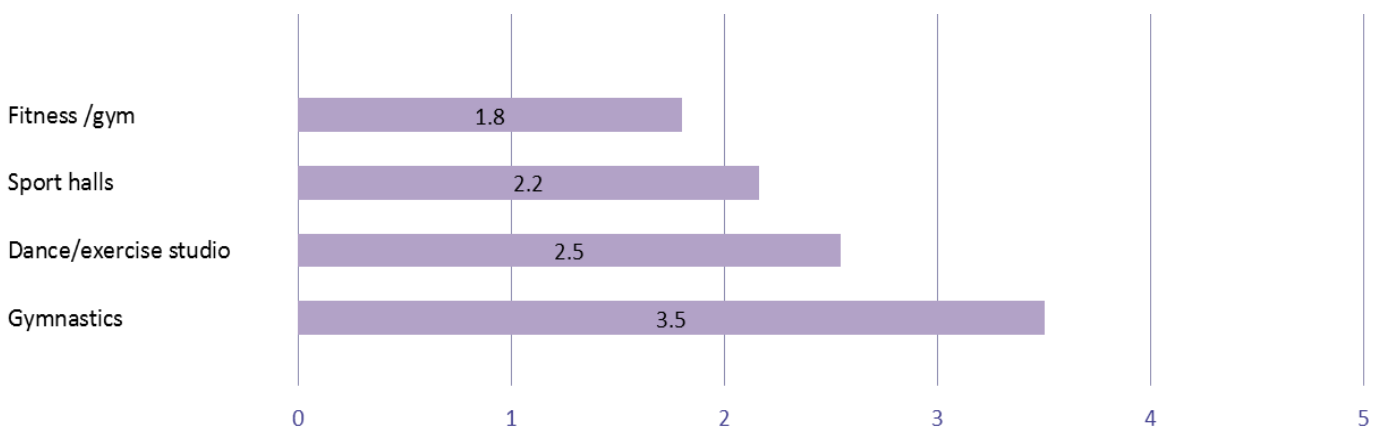
4.121 Sport halls were ranked as the 2nd most important indoor facilities with an average score of 2.4, while the Dance/exercise studio option was ranked as 3rd most important with an average score of 2.6.

4.122 Gymnastics were ranked 4th and least important.

4.123 Online data suggests very similar trends for respondents.

4.124 A breakdown of the results from the online data is provided below.

Figure 49: Ranking options related to indoor facilities (ONLINE)

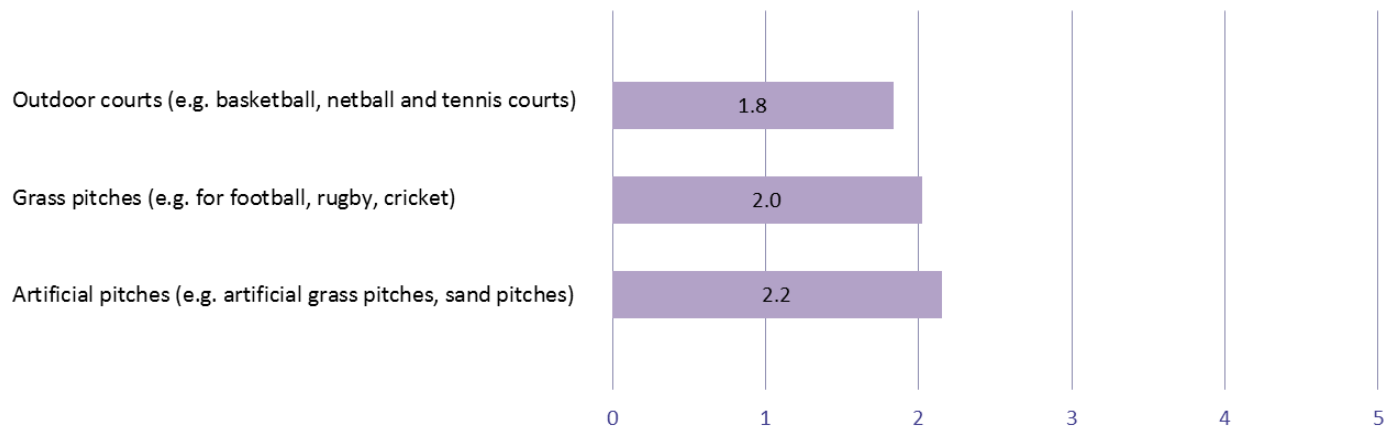


Base: Respondents who are Users (174)

4.125 Users who answered this question through the easy read paper questionnaire noted all four options as relatively important, with Gymnastics slightly less so.

Thinking about outdoor facilities that a leisure centre might have, I'm going to read out 3 options - please rank them on a scale of 1-3, where 1 is most important to you and 3 is least important.

Figure 50: Ranking options related to outdoor facilities



Base: All residents (564)

^{4.126} Residents ranked the Outdoor courts as the most important outdoor facilities to them with an average score of 1.8, while the Grass pitches and Artificial pitches were ranked very closely thereafter with average scores of 2.0 and 2.2 respectively.

^{4.127} Online data suggests a slightly different range of average scores given by respondents, and Grass pitches are ranked 3rd and not 2nd – but 1st rank is still for outdoor courts.

^{4.128} A breakdown of the results from the online data is provided overleaf.

Figure 51: Ranking options related to outdoor facilities (ONLINE)



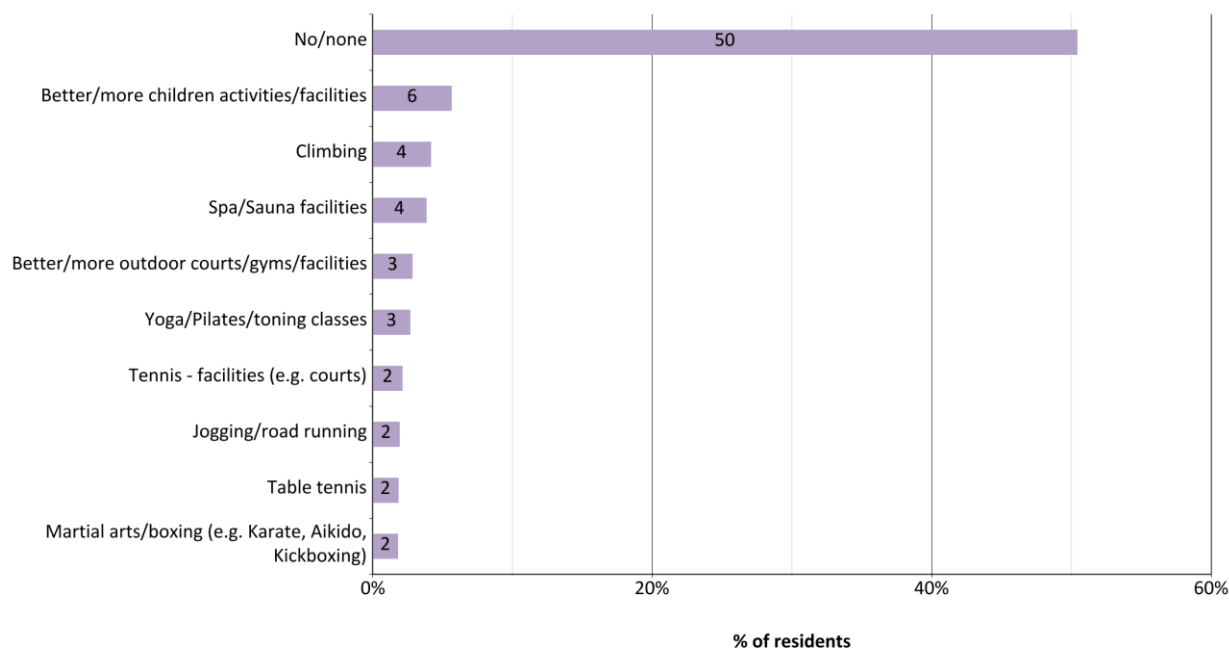
Base: Respondents who are Users (140)

^{4.129} Users who answered this question through the easy read paper questionnaire noted all three options as more or less equally important.

Are there any other facilities, features, services or activities that you would like to see at leisure centres in Barnet – that haven't been mentioned so far?

[MULTIPLE CHOICE QUESTION - TOTAL MAY EXCEED 100%]

Figure 52: Are there any other facilities, features, services or activities that you would like to see



Base: All residents (586)

4.130 Due to the range of other answers, this chart displays the top ten responses.

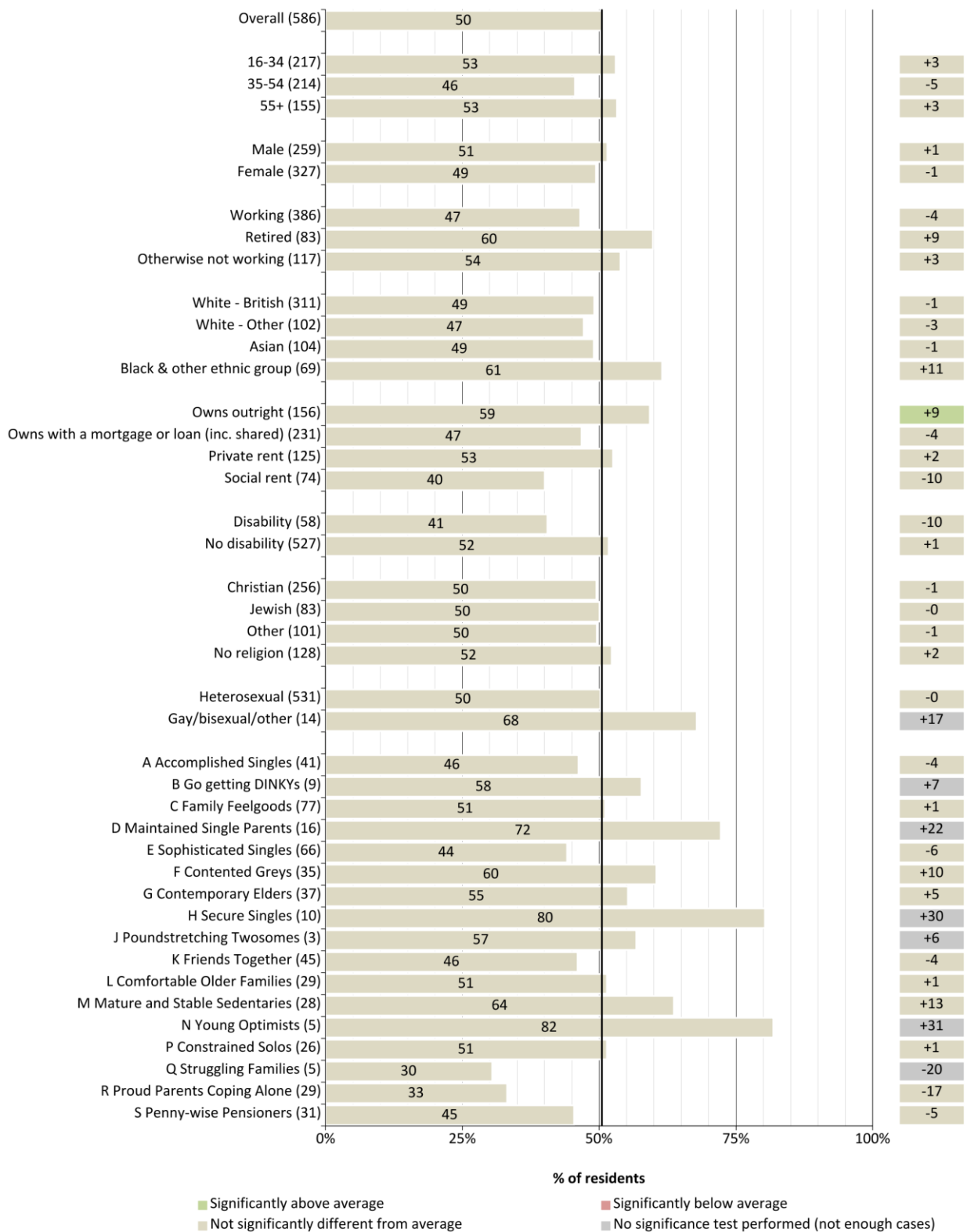
4.131 Half (50%) of all residents did not mention any other facilities, services or activities that they would like to see.

4.132 Better/more children activities/facilities was the most frequently response regarding what residents would like to see at their leisure centre. 4% of residents also wanted to see climbing and spa/sauna facilities at their leisure centre.

4.133 A further 2-3% mentioned better/more outdoor courts/gyms/facilities, yoga/Pilates/toning classes, tennis facilities, jogging/road running, table tennis and martial arts/boxing.

4.134 Online respondents provided slightly different answers, with bigger emphasis on suggestions regarding swimming pools (mostly 50m lanes, 25m lanes to a lesser extent) as well as providing comments relating to refurbishment and cleanliness of existing facilities, indoor courts, sauna/steam rooms, children facilities/services and activities relating to specific groups (e.g. the elderly, disabled people etc.).

Figure 53: Differences by sub-groups for residents who would like to see no other facilities, features, services or activities

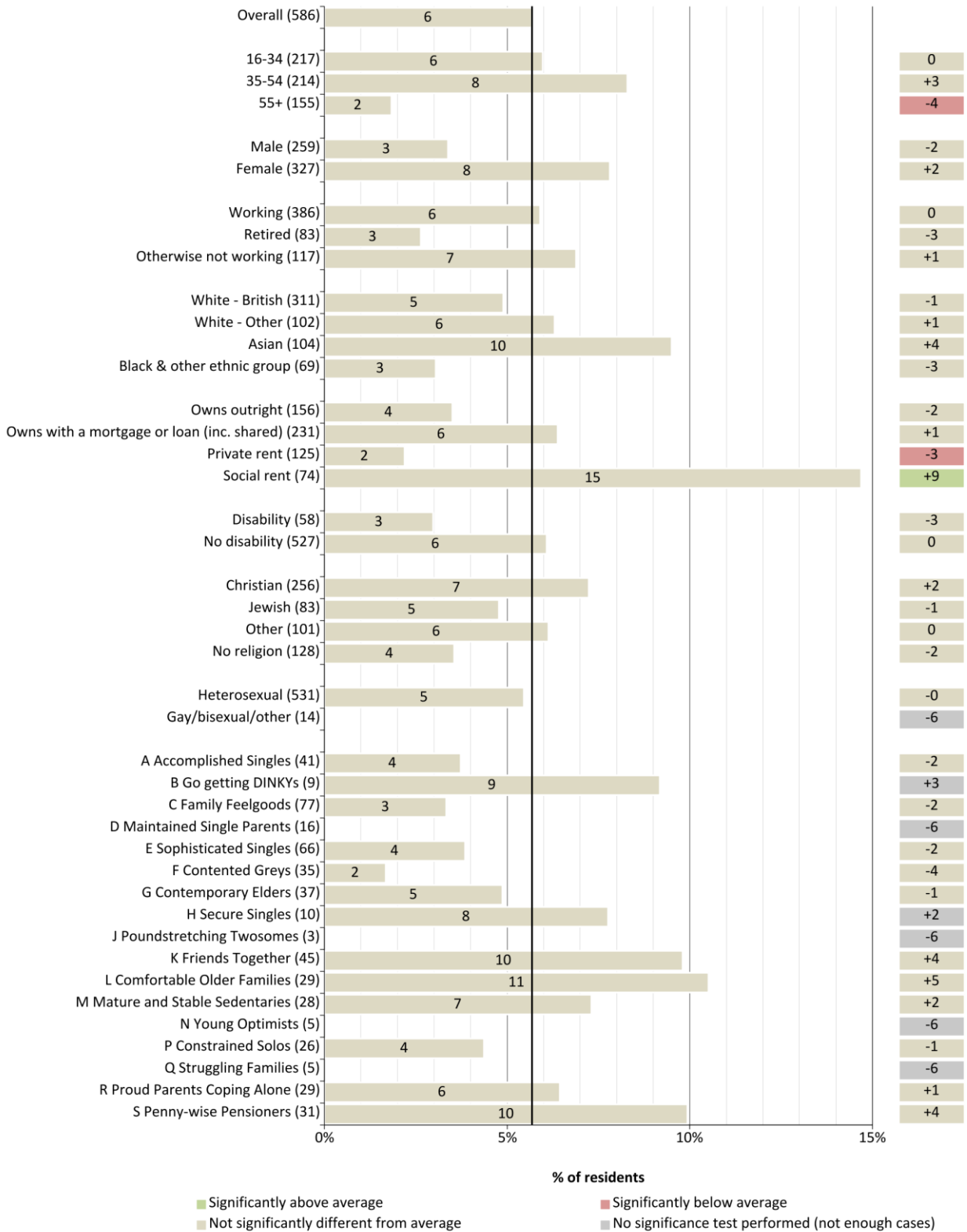


Base: All residents (number of residents shown in brackets)

^{4.135} The chart above shows how the responses for this question vary across different sub-groups for residents who would like to see no other facilities, features, services or activities than those mentioned.

4.136 Residents who **own their property outright** are significantly more likely to want to see no other facilities, features, services or activities.

Figure 54: Differences by sub-groups for residents who would like to see better/more children’s activities/facilities



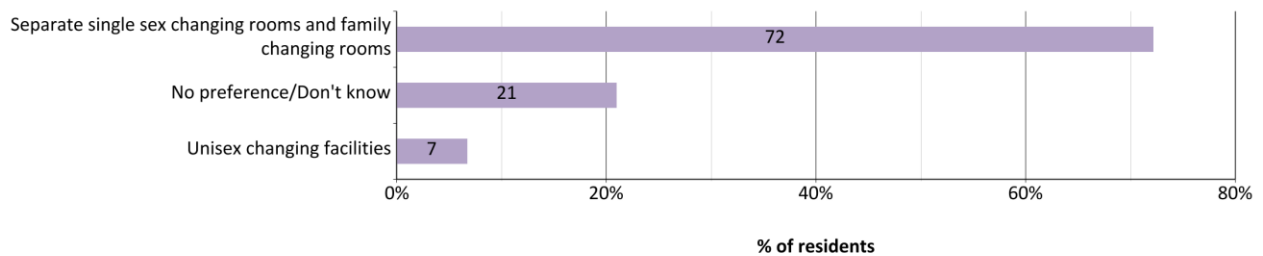
Base: All residents (number of residents shown in brackets)

4.137 The chart above shows how the responses for this question vary across different sub-groups for residents who would like to see better/more children’s activities/facilities.

4.138 **Social renters** are significantly more likely to want to see better/more children’s activities/facilities, while residents **aged 55+** and **private renters** are significantly less likely to want to see these features.

When going swimming, which of the following changing facilities would you prefer to have at your leisure centre?

Figure 55: Which of the following changing facilities would you prefer to have at your leisure centre? (Users)



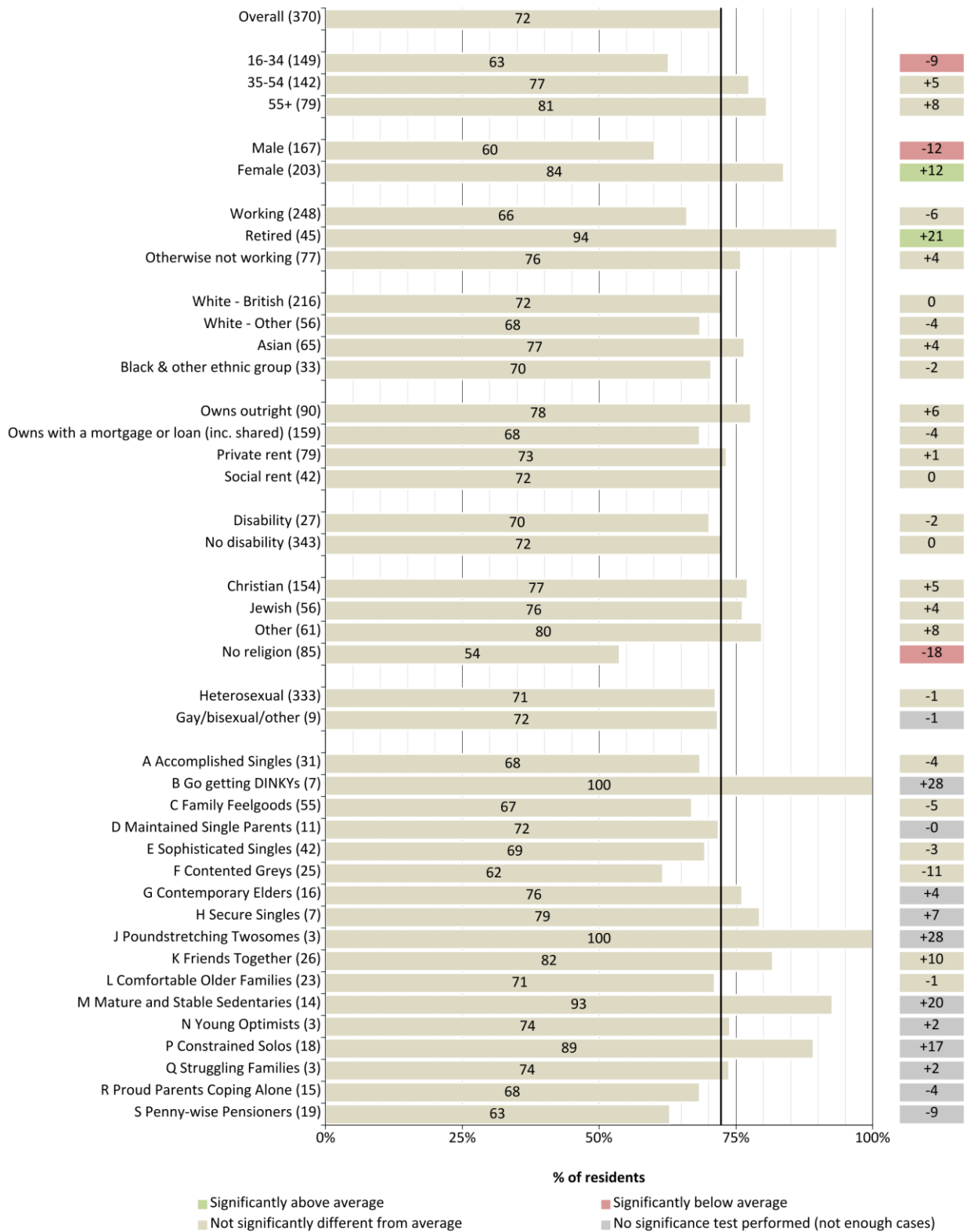
Base: Users (370)

4.139 A clear preference by residents who are Users is noted for separate single sex changing rooms and family changing rooms (to be used before/after wet facilities such as swimming pools), with just under three quarters (72%) stating this as their preference.

4.140 A near exact match for these results is noted for online data for respondents.

4.141 Users who answered this question through the easy read paper questionnaire noted a similar preference for separate single sex changing rooms and family changing rooms.

Figure 56: Differences by sub-groups for Users who prefer Separate single-sex changing rooms

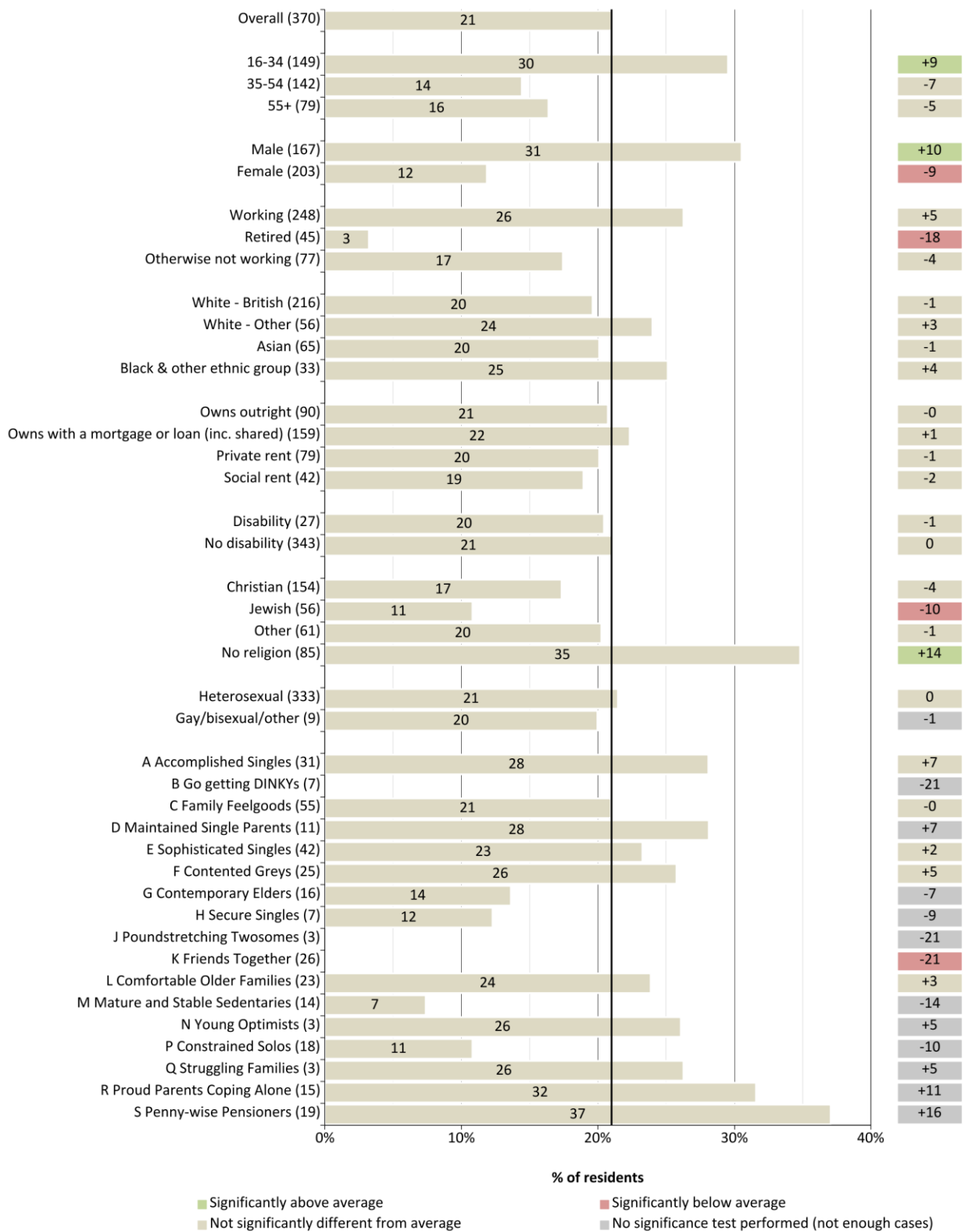


Base: Users (number of Users shown in brackets)

^{4.142} The chart above shows how the responses for this question vary across different sub-groups for Users who prefer **Separate single-sex** changing rooms.

^{4.143} **Female** and **retired** Users are significantly more likely to prefer Separate single-sex changing rooms. **Male** Users, Users **aged 16-34** and Users who are **not religious** are significantly less likely to prefer Separate single-sex changing rooms.

Figure 57: Differences by sub-groups for Users with no preference for the type of changing rooms

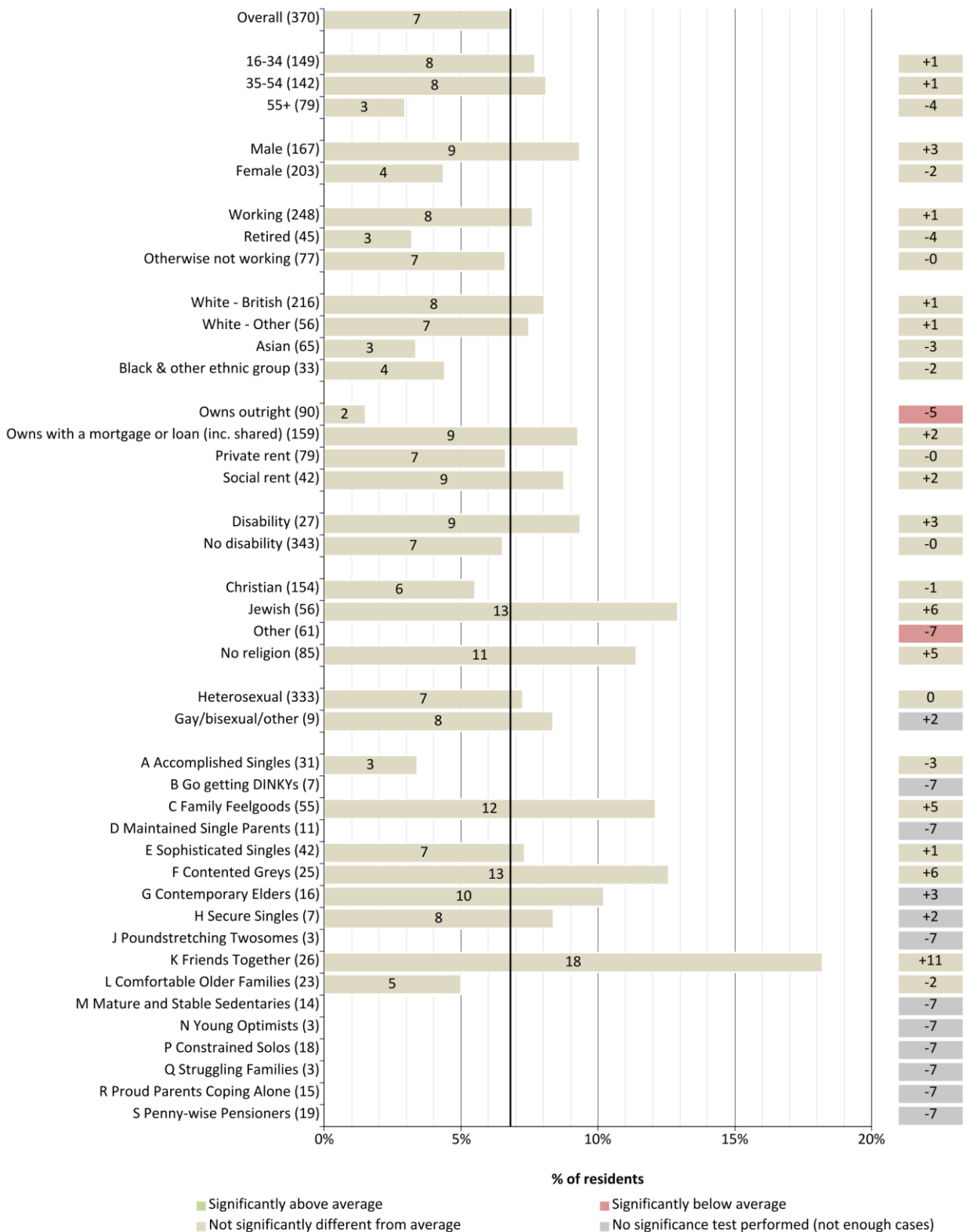


Base: Users (number of Users shown in brackets)

^{4.144} The chart above shows how the responses for this question vary across different sub-groups for Users who have **no preference** for the type of changing rooms.

^{4.145} Users **aged 16-34, Male** Users and Users that are **not religious** are significantly more likely to have no preference for the type of changing rooms, while **female** Users, **retired** Users, Users from a **Jewish** religious background and **Friends Together** are significantly less likely to express no preference.

Figure 58: Differences by sub-groups for Users who prefer Unisex changing rooms



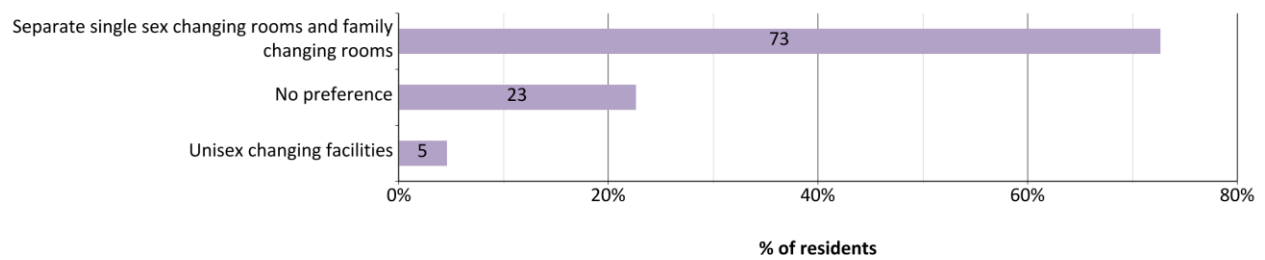
Base: Users (number of Users shown in brackets)

4.146 The chart above shows how the responses for this question vary across different sub-groups for Users who prefer **Unisex** changing rooms.

4.147 Users who **own their property outright** and Users from an **'Other' religious background** are significantly less likely to prefer **Unisex** changing rooms.

If you were to use leisure centres for swimming, which of the following changing facilities would you prefer?

Figure 59: Which of the following changing facilities would you prefer if you were to use leisure centres for swimming? (Non-Users)

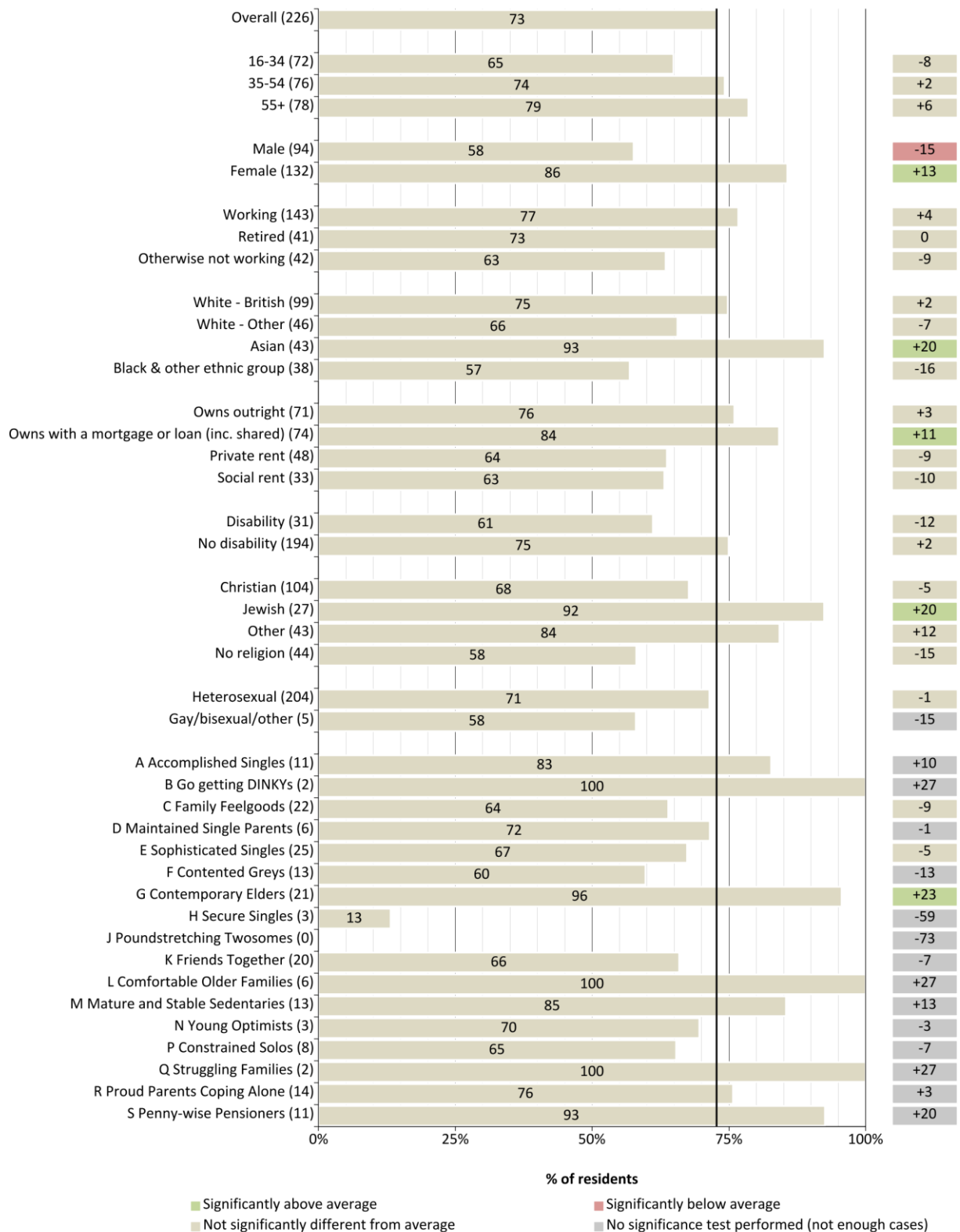


Base: Non-Users (226)

4.148 A clear preference by residents who are Non-Users is noted for Separate single sex changing rooms and family changing rooms (to be used before/after wet facilities such as swimming pools), with just under three quarters (73%) stating so.

4.149 Online data suggests respondents who are Non-Users (base size = 22) have a clear preference for Separate single-sex changing rooms and family changing rooms (82%), with the rest of results generally following the trend set out in the main data.

Figure 60: Differences by sub-groups for Non-Users who prefer separate changing rooms

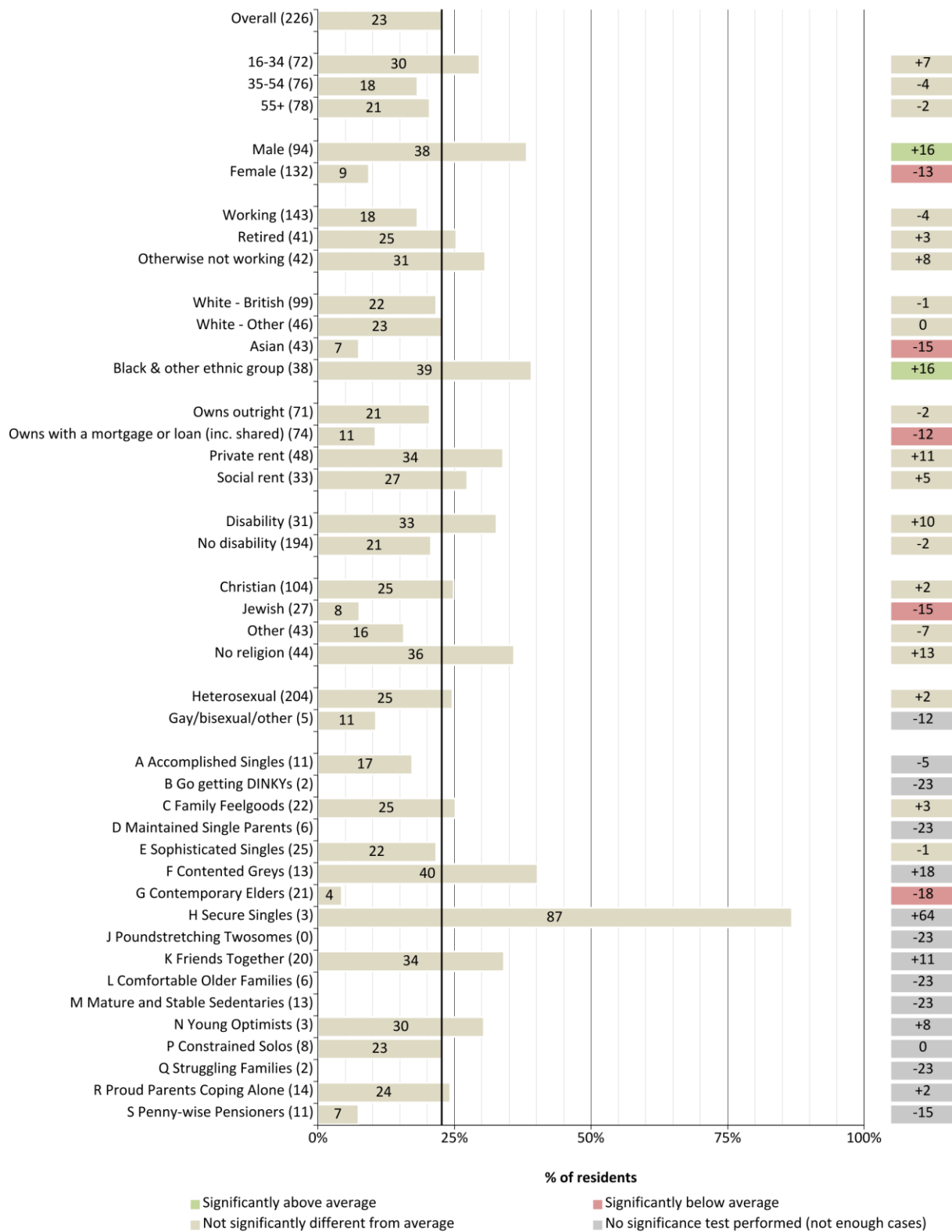


Base: Non-Users (number of Non-Users shown in brackets)

^{4.150} The chart above shows how the responses for this question vary across different sub-groups for Non-Users who prefer **separate** changing rooms.

^{4.151} Non-Users who are **Female**, from an **Asian** ethnic background, **Own their property with a mortgage or loan**, are from a **Jewish** religious background and **Contemporary Elders** are significantly more likely to prefer separate changing rooms. **Male** Non-users are significantly less likely to express a preference for separate single sex changing rooms.

Figure 61: Differences by sub-groups for Non-Users with no preference for the type of changing rooms

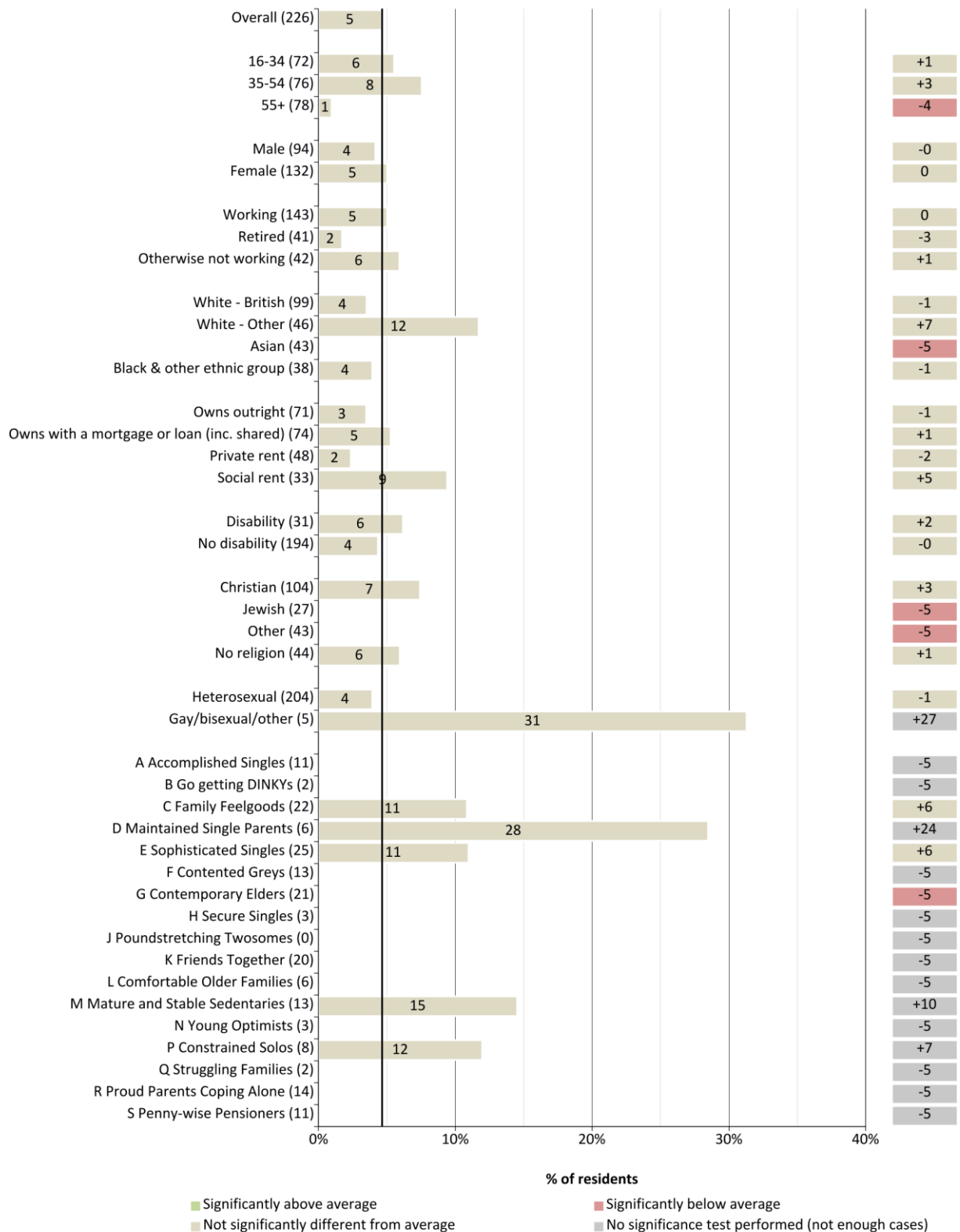


Base: Non-Users (number of Non-Users shown in brackets)

^{4.152} The chart above shows how the responses for this question vary across different sub-groups for Non-Users who have **no preference** for changing rooms.

4.153 **Male** Non-Users and Non-Users from a **Black & Other** ethnic background are significantly more likely to have no preference for the type of changing rooms, while **female** Non-users, **Asian** Non-Users, Non-Users who **own their property with a mortgage or loan**, Non-Users from a **Jewish** religious background and **Contemporary Elders** are significantly less likely to express no preference.

Figure 62: Differences by sub-groups for Non-Users who prefer Unisex changing rooms



Base: Non-Users (number of Non-Users shown in brackets)

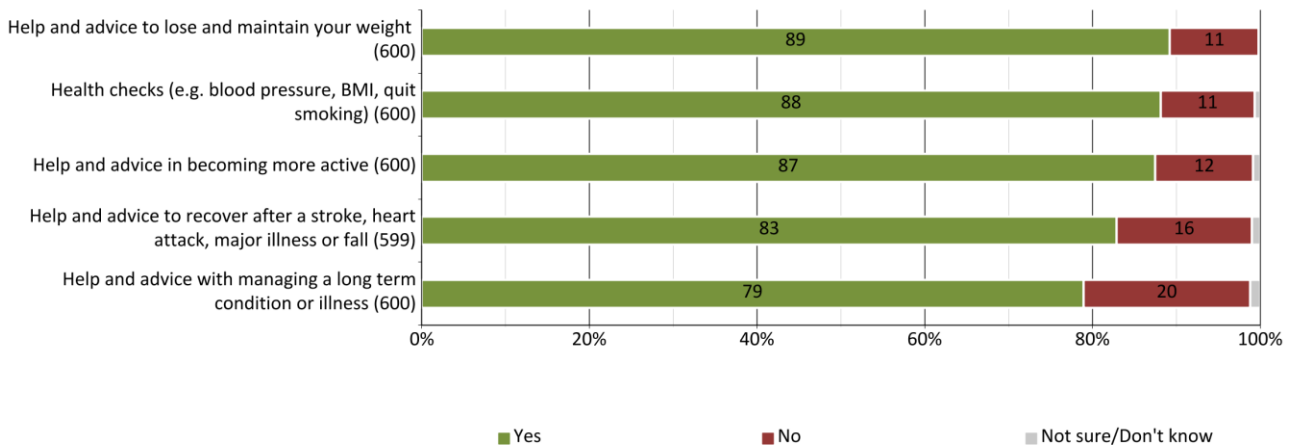
4.154 The chart above shows how the responses for this question vary across different sub-groups for Non-Users who prefer **Unisex** changing rooms.

^{4.155} Non-Users who are **aged 55+**, Non-Users from an **Asian** ethnic background, from a **Jewish** or **‘Other’** religious background, and **Contemporary Elders** are significantly less likely to have a preference for Unisex changing rooms.

Public health

Would you feel comfortable receiving the following services at your leisure centre?

Figure 63: Would you feel comfortable receiving the following public health services at your leisure centre?



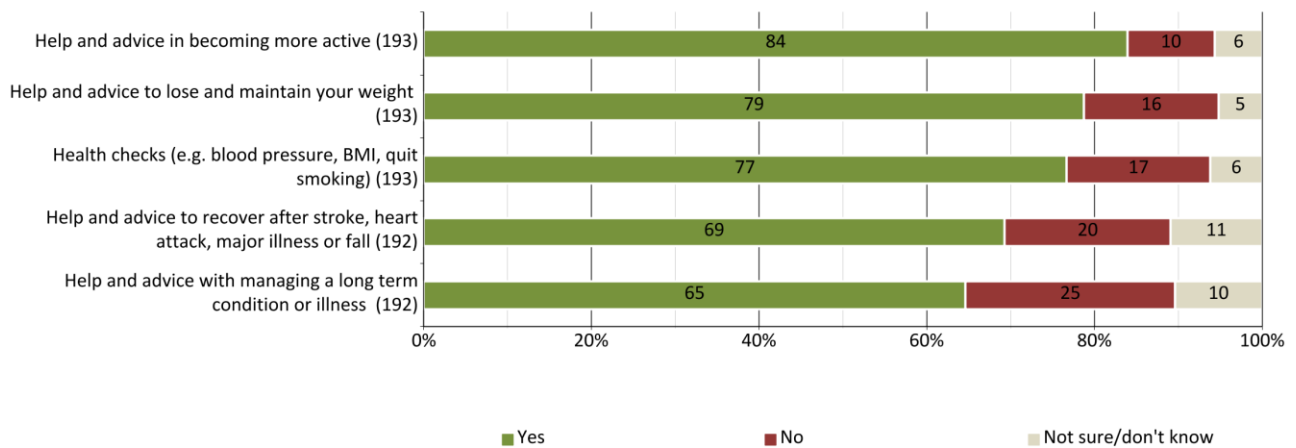
Base: All residents (numbers shown in brackets)

^{4.156} Residents seem overall very comfortable to receive all the public health services they were asked about, more so for help and advice regarding weight loss, health checks and advice on becoming more active (87-89% each).

^{4.157} A slightly lower acceptance rate is noted for help and advice on recovery from a stroke/heart attack/major illness/fall (83%) and slightly lower again acceptance rates are noted for help and advice managing a long term condition (79%).

^{4.158} Online data suggests respondents are relatively comfortable to receive some services, although their acceptance rates vary slightly from the main data. For services with lower acceptance rates such as 'help and advice to recover after stroke, heart attack, major illness or fall' and 'help and advice with managing a long term condition or illness', ratings are lower when compared to the main data.

^{4.159} A breakdown of the results from the online data is provided below.

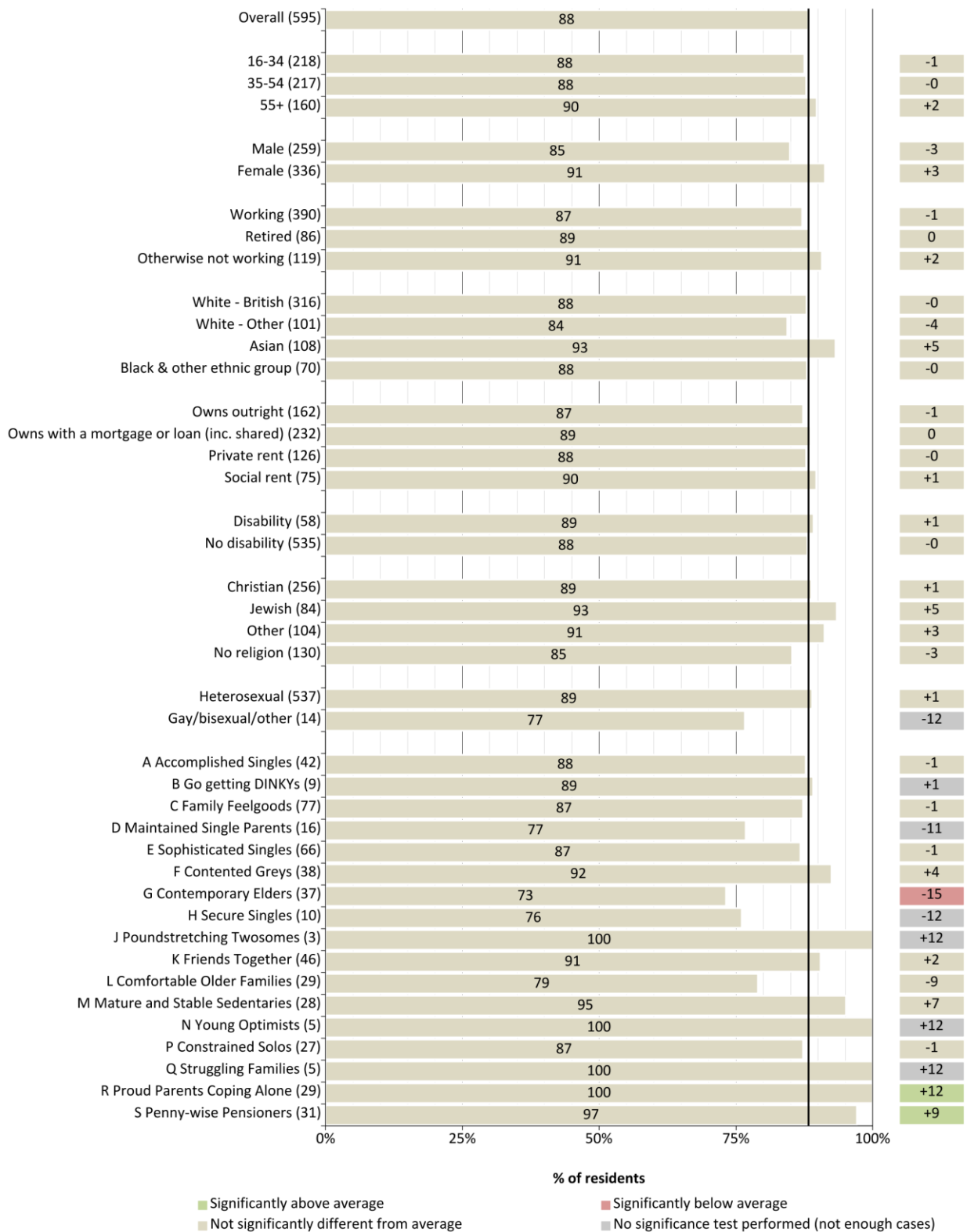
Figure 64: Would you feel comfortable receiving the following public health services at your leisure centre? (ONLINE)

Base: All respondents (shown for each row)

^{4.160} Users who answered this question through the easy read paper questionnaire were overall positive about receiving all the above services at leisure centres.

^{4.161} The following section will look at significant differences in sub-groups for answering this question.

Figure 65: Differences by sub-groups for residents who would feel comfortable to receive help and advice becoming more active

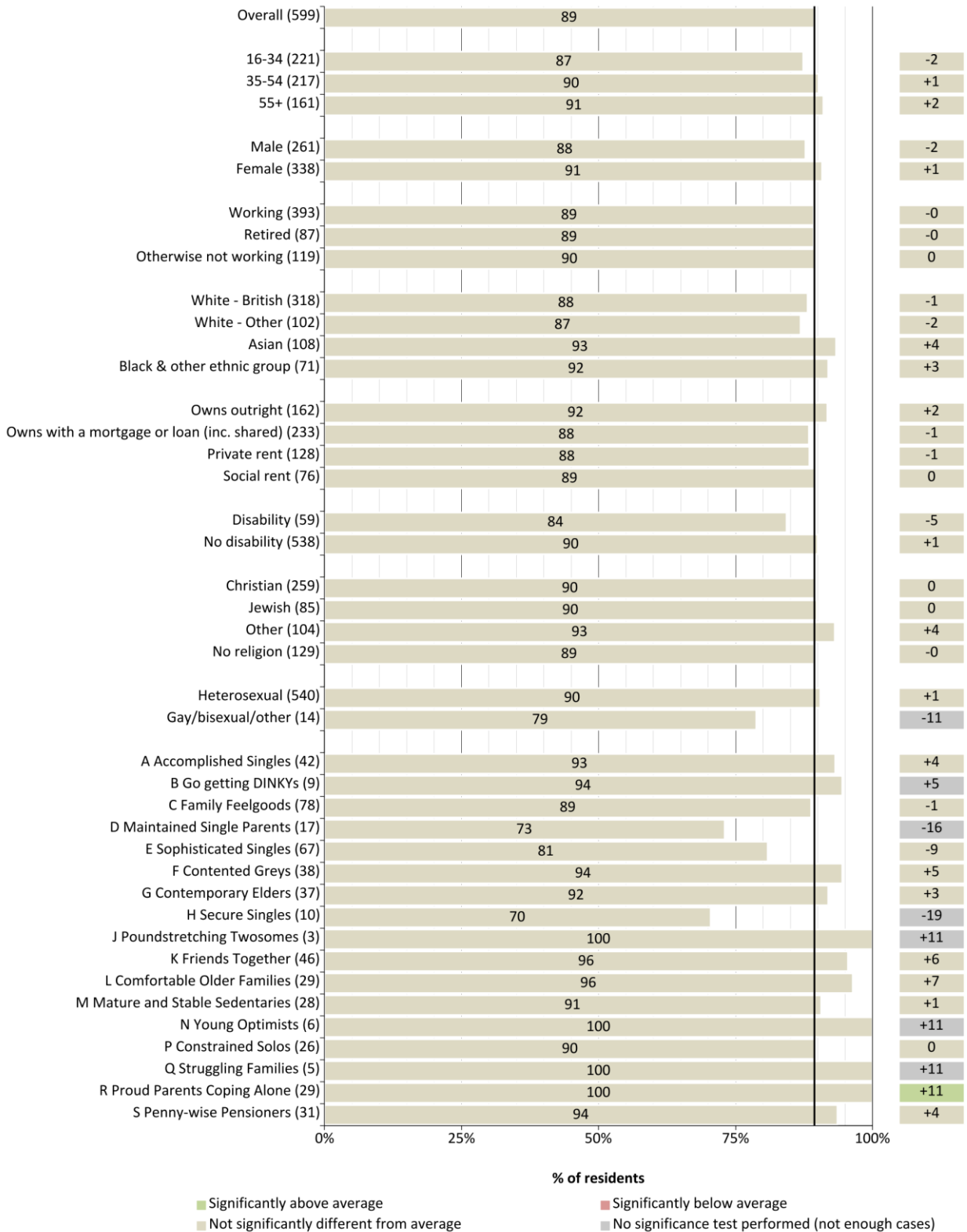


Base: All residents (number of Residents shown in brackets)

^{4.162} The chart above shows how the responses for this question vary across different sub-groups for residents who would feel comfortable to receive **help and advice in becoming more active**.

4.163 **Proud Parents Coping Alone** and **Penny-wise Pensioners** are significantly more likely to feel comfortable receiving help and advice in becoming more active, while **Contemporary Elders** are significantly less likely to feel comfortable receiving these services.

Figure 66: Differences by sub-groups for residents who would feel comfortable to receive weight-loss advice

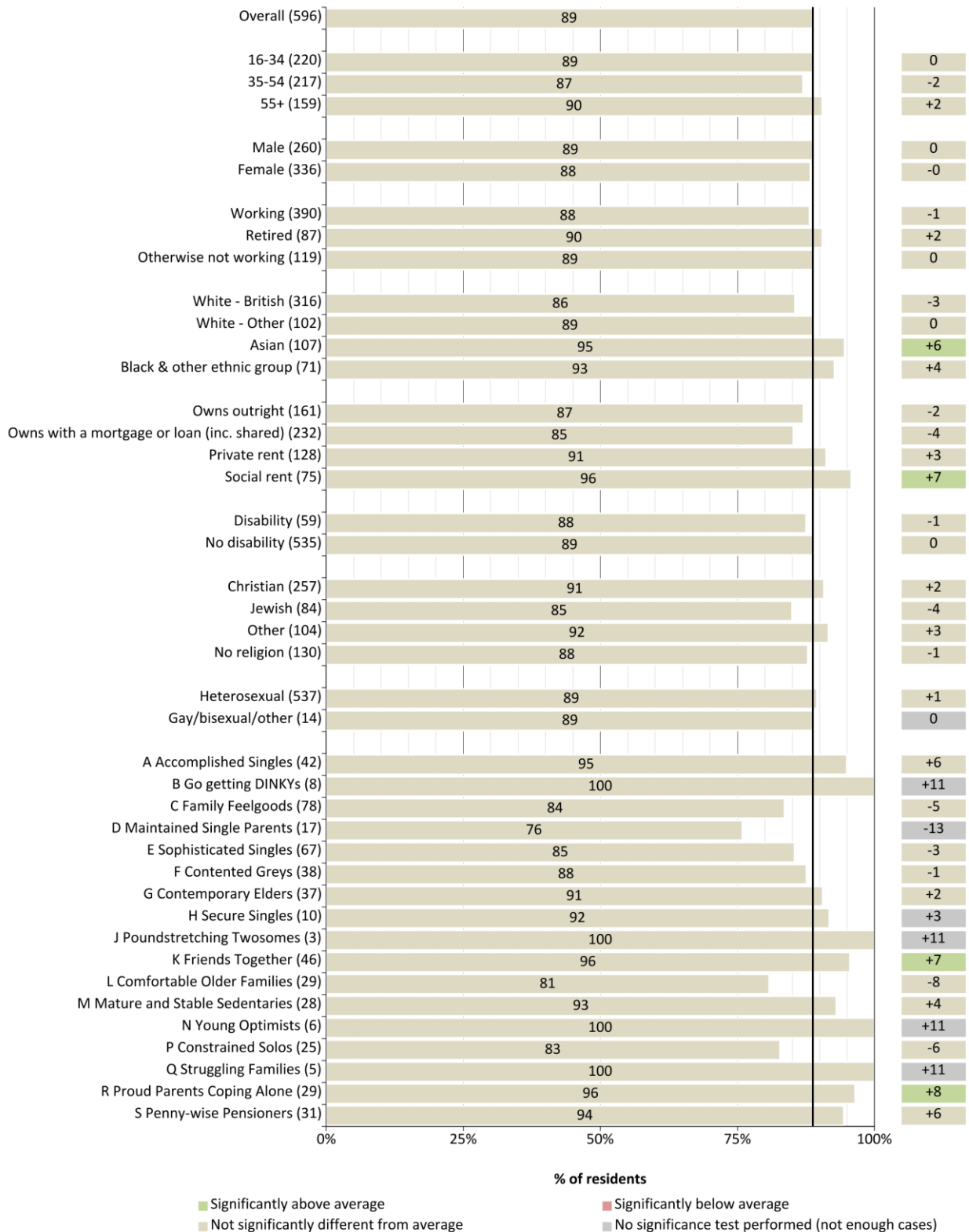


Base: All residents (number of Residents shown in brackets)

4.164 The chart above shows how the responses for this question vary across different sub-groups for residents who would feel comfortable to receive **weight-loss advice** at a leisure centre.

4.165 **Proud Parents Coping Alone** are significantly more likely to feel comfortable to receive weight-loss advice at a leisure centre.

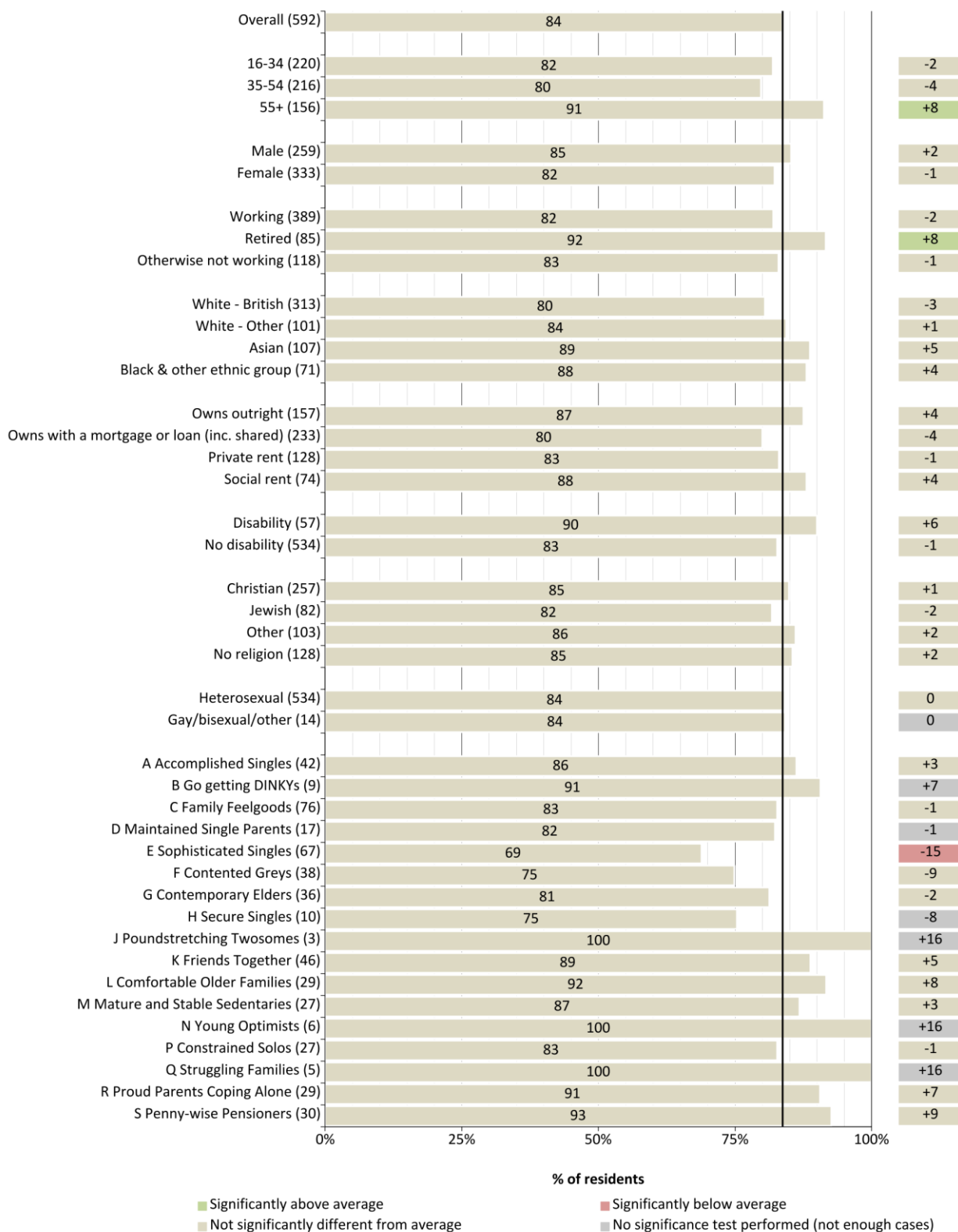
Figure 67: Differences by sub-groups for residents who would feel comfortable to receive health checks



Base: All residents (number of Residents shown in brackets)

- ^{4.166} The chart above shows how the responses for this question vary across different sub-groups for residents who would feel comfortable to receive **health checks** at a leisure centre.
- ^{4.167} Residents who are from an **Asian** ethnic background, **social renters** or those who are **Friends together** or **Proud Parents Coping Alone** are significantly more likely to feel comfortable to receive health checks at a leisure centre.

Figure 68: Differences by sub-groups for residents who would feel comfortable to receive help and advice to recover after a stroke, heart attack, major illness or fall

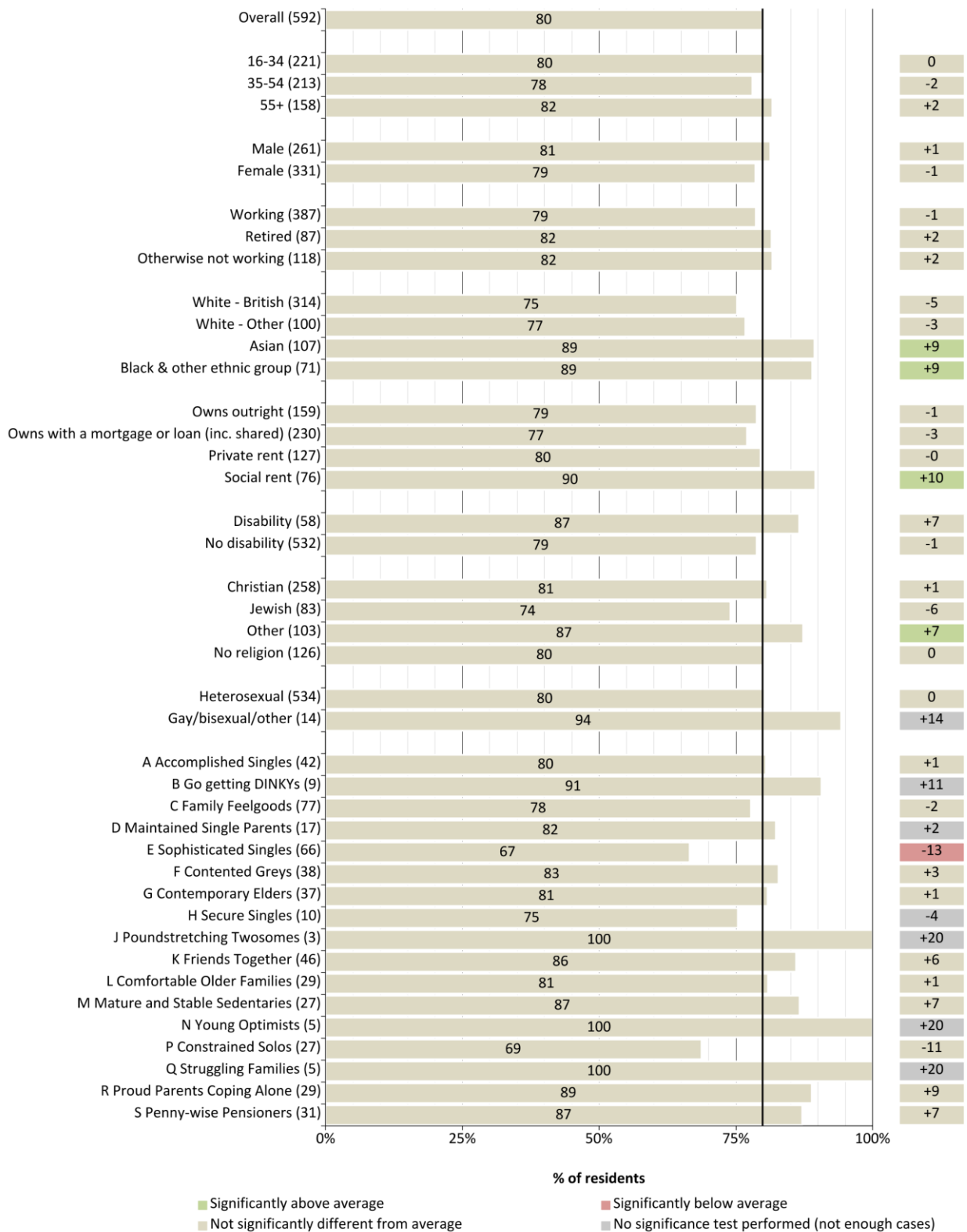


Base: All residents (number of Residents shown in brackets)

^{4.168} The chart above shows how the responses for this question vary across different sub-groups for residents who would feel comfortable to receive help and advice to recover after a stroke, heart attack, major illness or fall.

^{4.169} Residents who are aged **55+** and **retired** residents are significantly more likely to be happy to receive help and advice to recover after a stroke, heart attack, major illness or a fall at a leisure centre. **Sophisticated Singles** are significantly less likely to feel comfortable receiving these services.

Figure 69: Differences by sub-groups for residents who would feel comfortable to receive help and advice with managing a long term condition or illness (e.g. diabetes, heart disease)



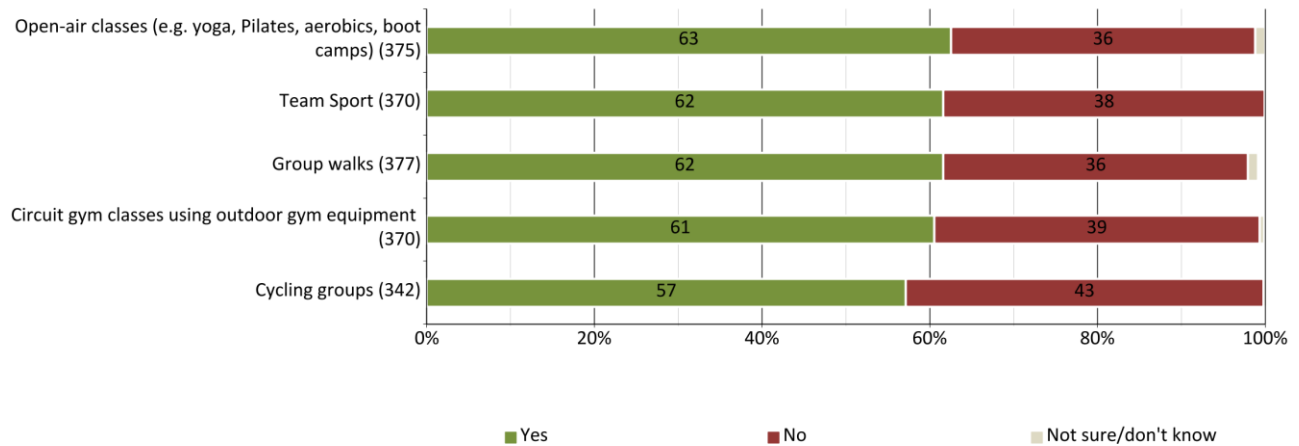
Base: All residents (number of Residents shown in brackets)

- ^{4.170} The chart above shows how the responses for this question vary across different sub-groups for residents who would feel comfortable to receive **help and advice with managing a long term condition or illness (e.g. diabetes, heart disease)**.
- ^{4.171} Residents who are from **Asian** and **Black and Other** ethnic groups, residents who are **living in social housing** or are from **'Other'** religious backgrounds are significantly more likely to be comfortable receiving help and advice to manage a long term condition or illness. **Sophisticated Singles** are significantly less likely to feel comfortable receiving these services.

Parks

Which of the following park-based activities would you like to take part in?

Figure 70: Which of the following park-based activities would you like to take part in?



Base: All residents (number of residents shown in brackets)

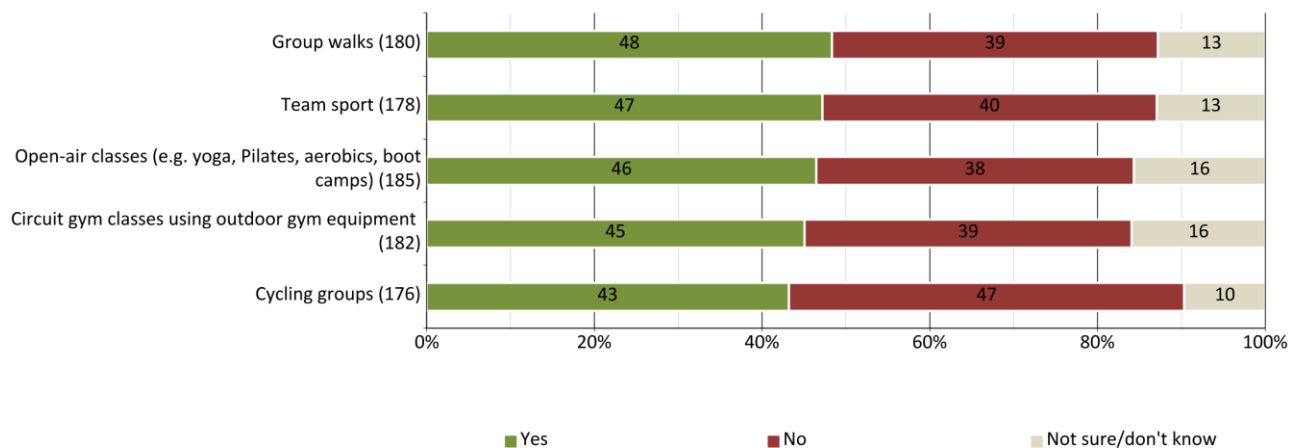
4.172 Residents were asked which park based sport and physical activities they would like to take part in. Residents overall seem more interested than not in taking part in park-based activities, with interest in activities ranging from 57%-63% throughout. Open-air classes appear to top the list with interest figures of 63%.

4.173 Less than three fifths (57%) of residents overall would like to participate in cycling groups.

4.174 Online data suggests respondents are less interested in and more indecisive about park-based activities compared to the main data.

4.175 A breakdown of the results from the online data is provided overleaf.

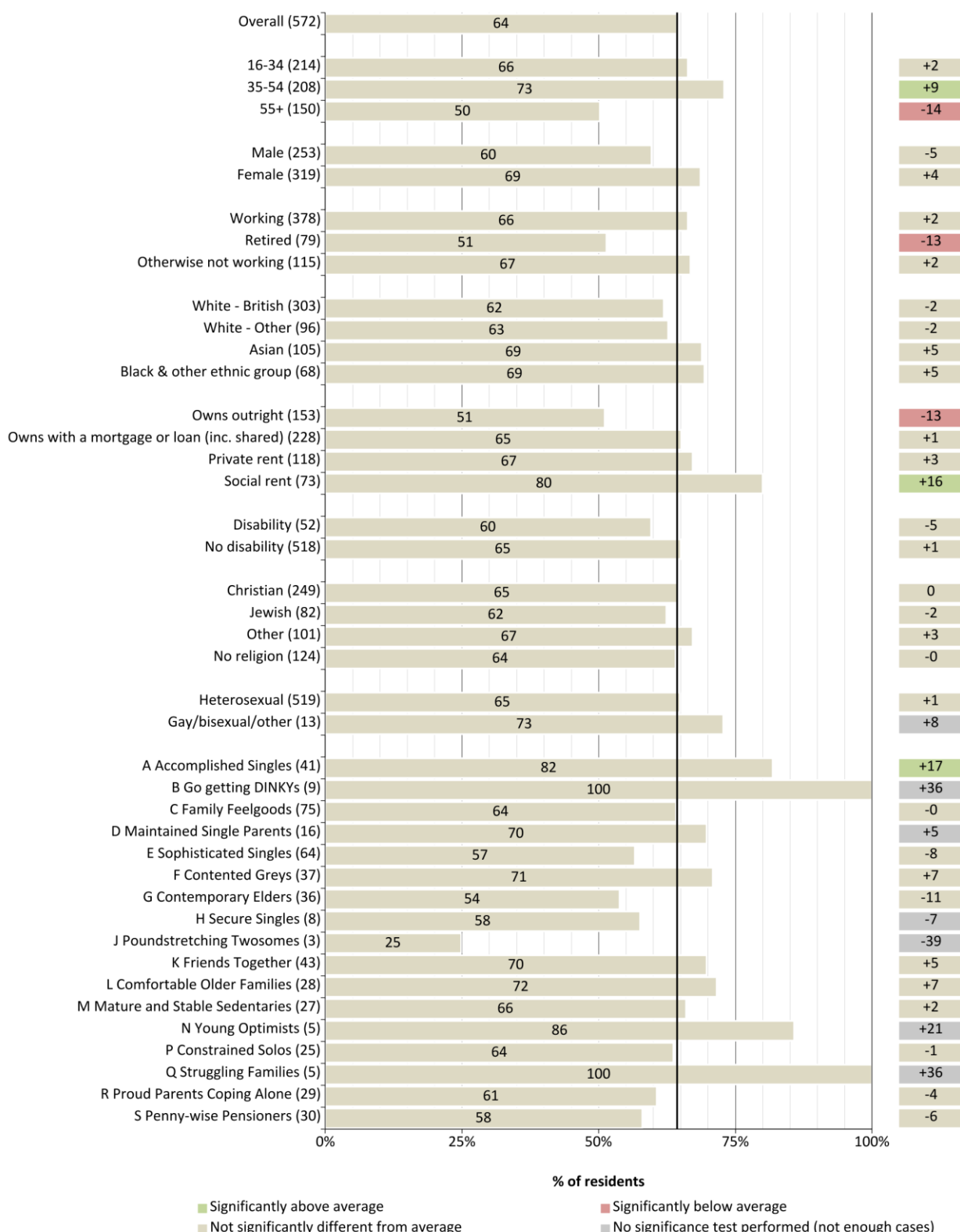
Figure 71: Which of the following park-based activities would you like to take part in? (ONLINE)



Base: All respondents (shown for each row)

- 4.176 Users who answered this question through the easy read paper questionnaire were overall positive about all the above park-based activities, especially group walks.
- 4.177 The following section will look at significant differences in sub-groups for this question for the activities that received the highest (63%) and lowest (57%) acceptance rates.
- 4.178 In the answers for these questions there are no significant differences between Users and Non-users.

Figure 72: Differences by sub-groups for residents who would like to take part in gym classes using outdoor gym equipment



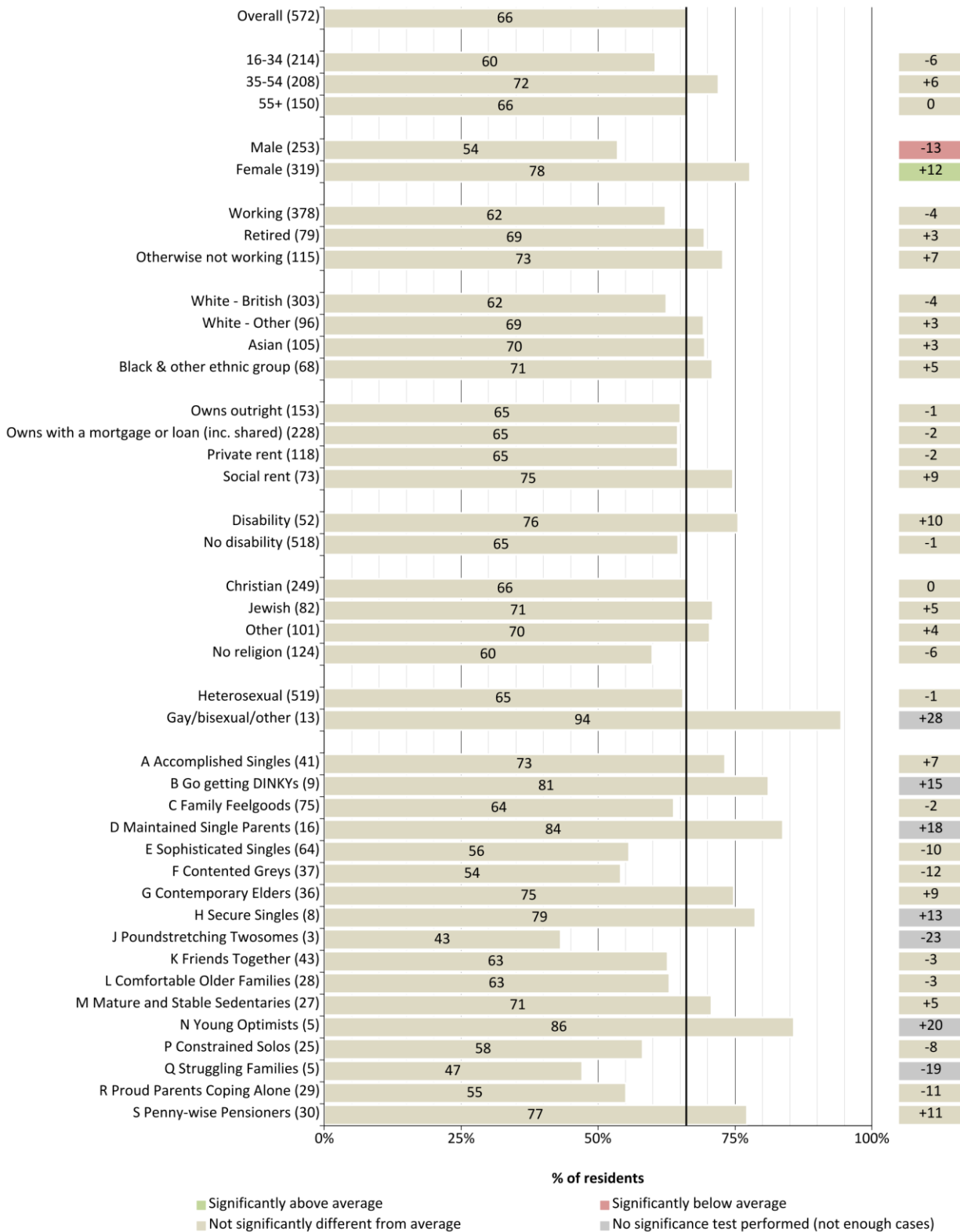
Base: All residents (number of residents shown in brackets)

4.179 The chart above shows how the responses for this question vary across different sub-groups for residents who would like to take part in circuit gym classes using outdoor gym equipment.

4.180 Residents **aged 35-54**, residents living in **social housing** and **Accomplished Singles** were significantly more likely to say they would like to take part in circuit gym classes using outdoor gym equipment.

Residents aged **55+**, **retired** residents and residents who **own their property outright** however were significantly less likely to express interest in circuit gym classes.

Figure 73: Differences by sub-groups for residents who would like to take part in Open-air classes

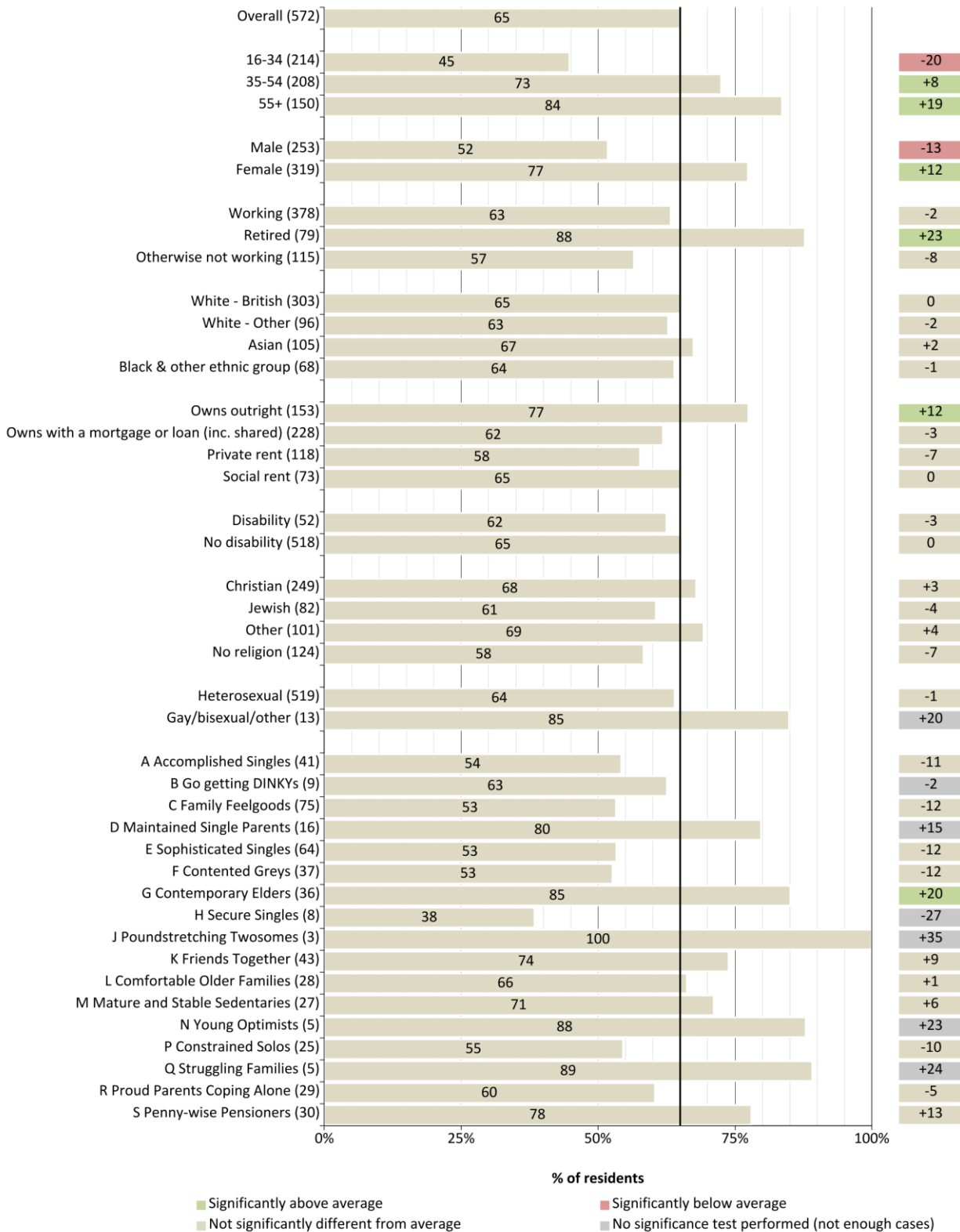


Base: All residents (number of residents shown in brackets)

^{4.181} The chart above shows how the responses for this question vary across different sub-groups for residents who would like to take part in open-air classes.

4.182 **Female** residents were significantly more likely to want to take part in open-air classes. **Male** residents were significantly less likely to want to take part in open-air classes.

Figure 74: Differences by sub-groups for residents who would like to take part in Group walks

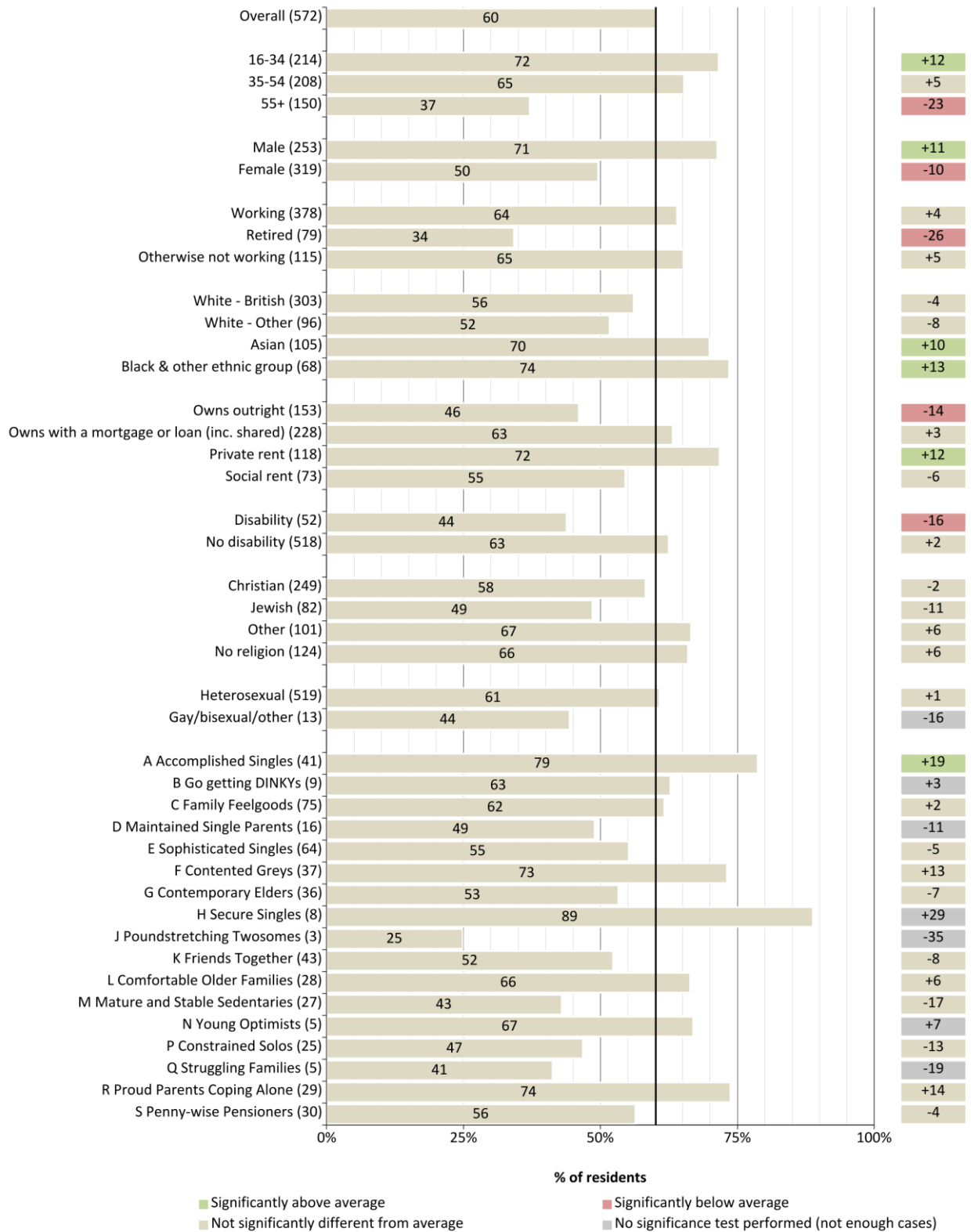


Base: All residents (number of residents shown in brackets)

4.183 The chart above shows how the responses for this question vary across different sub-groups for residents who would like to take part in group walks.

^{4.184} Residents aged **35+**, **retired** residents, **female** residents, residents who **own their property outright** and **Contemporary Elders** were significantly more likely to express interest in taking part in group walks, while **male** residents and residents aged **16-34** were significantly less likely to do so.

Figure 75: Differences by sub-groups for residents who would like to take part in Cycling Groups

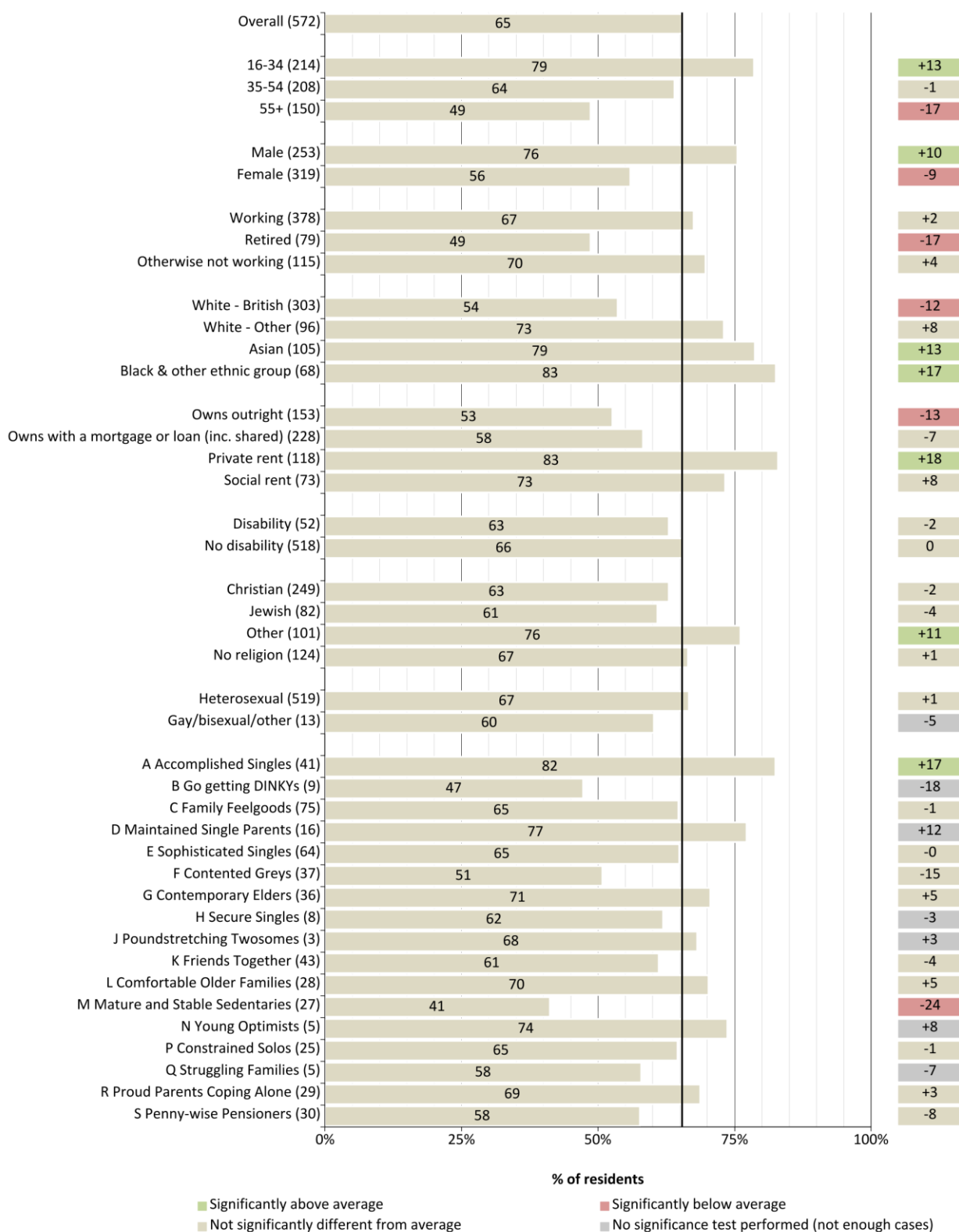


Base: All residents (number of residents shown in brackets)

^{4.185} The chart above shows how the responses for this question vary across different sub-groups for residents who would like to take part in cycle groups.

^{4.186} Residents ages **16-34**, **male** residents, residents from **Asian** or **Black & Other** ethnic backgrounds and those who are **Accomplished Singles** were significantly more likely to want to take part in cycle groups. Residents aged **55+**, **retired** residents, **female** residents, residents who **own their property outright** and **disabled** residents were significantly less likely to express interest in taking part in cycle groups.

Figure 76: Differences by sub-groups for residents who would like to take part in Team Sport



Base: All residents (number of residents shown in brackets)

^{4.187} The chart above shows how the responses for this question vary across different sub-groups for residents who would like to take part in team sport.

- ^{4.188} Residents aged **16-34**, **male** residents, residents in **private renting**, residents from **Asian** or **Black & Other** ethnic backgrounds, residents from an **'Other' religious background** and those who are **Accomplished Singles** were significantly more likely to want to take part in team sport.
- ^{4.189} Residents aged **55+**, **retired** residents, **female** residents, residents who **own their property outright**, **White British** residents and **Mature and Stable Sedentaries** were significantly less likely to want to take part in team sport.

5. Workshops and Focus Groups

Overview

The Commission

- 5.1 As part of its SPA Review, LBB commissioned Opinion Research Services (ORS) to design, recruit, facilitate and report: four deliberative workshops with a wide cross-section of Barnet residents during November and December 2014; and four focus groups with residents covered by protective characteristics (older people aged 55 or over, residents from deprived areas or low socio-economic backgrounds, residents with disabilities or long-term health conditions and women [with due regard given to pregnant women and women on maternity leave]).
- 5.2 The purpose of the workshops and focus groups was to allow LBB to engage with, and listen to, members of the public about a wide range of important issues relating to sport and physical activity – and in particular about the future of their local leisure centres. The sessions were also intended to supplement the findings of the representative telephone survey and achieve extra understanding of the issues raised, by enabling a more open-ended discussion around the key themes.
- 5.3 ORS worked in collaboration with LBB to prepare informative stimulus material for the workshops and focus groups before facilitating the discussions and preparing this final report of findings.
- 5.4 Given that LBB's leisure centres were the focus of this research, the workshops were held in the areas where the existing centres are located: one workshop was held to cover both the Burnt Oak and Copthall catchment areas (reflecting the fact that the council intends making minimal changes at the former) and one each were held in the Church Farm, Finchley Lido and Hendon catchment areas.
- 5.5 Three of the four protected characteristics focus groups (older people, residents with disabilities or long-term health conditions and women) were intended to include residents from all over the borough and were thus held in a central location – whereas the group for residents from deprived areas or low socio-economic backgrounds was held in Burnt Oak as the south west of the borough was identified as having the highest levels of deprivation overall.

Deliberative Research: Public Workshops

- 5.6 The consultation used a deliberative workshop approach because such meetings allow for:
 - Clear presentation of the issues and evidence
 - Questions and clarification of ambiguous or difficult points
 - Deliberation in which participants think through their responses while having an opportunity to listen to the evidence and the views of others.

- 5.7 The workshops and focus groups were ‘qualitative’ and ‘deliberative’ in order to encourage local residents to reflect in depth about their priorities in the context of sport and physical activity provision. They were asked to think about their personal and community priorities alongside the current provision of facilities and activities for LBB residents.

Inclusiveness and Representativeness

Workshops

- 5.8 In total, there were 82 diverse participants at the four workshops, which were held at Copthall Leisure Centre (Monday 17th November 2014), Finchley Memorial Hospital (Tuesday 18th November 2014), Hendon Leisure Centre (Wednesday 19th November 2014), and the North London Business Park (Thursday 20th November 2014).
- 5.9 Participants were randomly recruited by researchers at the ORS Social Research Call Centre using a combination of Random Digit Dialling (RDD) and a purchased sample of mobile telephone numbers. Having been initially contacted by phone, all participants were then written to - to confirm the invitation and the arrangements; and those who agreed to come then received telephone or written reminders shortly before the meeting. As standard good practice, participants were recompensed for their time and efforts in travelling and taking part.
- 5.10 In recruitment, care was taken to ensure that no potential participants were disqualified or disadvantaged by disabilities or any other factors, and the venues at which the workshops were held were all readily accessible. People’s special needs were all taken into account in the recruitment and at the venue. The telephone recruitment process was monitored to ensure social diversity in terms of a wide range of criteria – including, for example: gender; age; ethnicity and religion (LBB was particularly keen to get the views of people from the Muslim and Jewish communities given that they make up a sizeable proportion of the borough’s population). Further, participants were a mix of those who use LBB’s leisure centres and those who do not.
- 5.11 Overall, as shown below, participants were a broad cross-section of residents from the local area.

Table 21: Workshops - participant profiles

	OVERALL	Cophall (22)	Finchley Lido (22)	Hendon (18)	Church Farm (20)
Gender	Male: 41 Female: 41	Male: 11 Female: 11	Male: 12 Female: 10	Male: 8 Female: 10	Male: 10 Female: 10
Age	16-34: 24 35-54: 26 55+: 32	16-34: 6 35-54: 7 55+: 9	16-34: 7 35-54: 8 55+: 7	16-34: 6 35-54: 5 55+: 7	16-34: 5 35-54: 6 55+: 9
Use of LBB Leisure Centres	Use: 40 Do not use: 42	Use: 14 Do not use: 8	Use: 8 Do not use: 14	Use: 11 Do not use: 7	Use: 7 Do not use: 13
Ethnicity	40 non White British	11 non White British	12 non White British	8 non White British	9 non White British
Religion	Jewish: 9 Muslim: 7	Jewish: 3 Muslim: 3	Jewish: 2 Muslim: 2	Jewish: 3 Muslim: 1	Jewish: 1 Muslim: 1

5.12 Workshops are typically ‘over-recruited’ to take account of unpredictable withdrawals at the last minute. On this occasion, the number of late withdrawals was low overall (though slightly higher at the Hendon workshop).

Focus Groups

5.13 In total, there were 33 diverse participants at the four focus groups, which were held as follows:

- Residents from deprived areas/low socio-economic backgrounds – Burnt Oak Leisure Centre, Monday 24th November 2014 (7 participants)
- Residents with disabilities or long-term health conditions – North Finchley Library, Tuesday 25th November 2014 (10 participants)
- Women - North Finchley Library, Tuesday 25th November 2014 (4 participants)
- Older people aged 55 or over – Barnet House, Wednesday 26th November 2014 (12 participants)

5.14 Participants for the groups with residents from deprived areas or low socio-economic backgrounds, residents with disabilities or long-term health conditions and older people were randomly recruited by researchers at the ORS Social Research Call Centre using the aforementioned combination of Random Digit Dialling (RDD) and a purchased sample of mobile telephone numbers. The women’s group was recruited on-street to enable the recruiters to ‘sight screen’ both women in general but also pregnant women and women with small babies who were likely to be on maternity leave.

5.15 Once again, care was taken to ensure that no potential participants were disqualified or disadvantaged by disabilities or any other factors, and the venues at which the workshops were held were all readily accessible. People’s special needs were all taken into account in the recruitment and at the venue. In addition to the specific ‘protected characteristics’ criteria attached to the groups,

they were also recruited to ensure diversity in terms of gender, age and ethnicity where appropriate. Overall, participants were a broad cross-section of residents from the local area: the age, gender and use of leisure centre splits were excellent and eight non White British people took part.

- 5.16 Focus groups are also typically ‘over-recruited’ to take account of unpredictable withdrawals at the last minute - 12 recruits to achieve eight participants was the goal on this occasion. The number of late withdrawals was low overall (indeed, all 12 recruits attended the older persons group), though only a disappointing four of 12 came along to the women’s group. Nonetheless, a full and frank discussion was had in this and all other groups.

The Discussion Framework

- 5.17 ORS worked in collaboration with LBB to design an effective and relevant framework for the workshops. Each session began with a short presentation outlining the background to the SPA project, the consultation process to date and the discussion topics under consideration. Participants were then given the opportunity to ask any clarification questions before breaking into groups of up to eight for facilitated round-table discussions lasting approximately 90 minutes.
- 5.18 Broadly, the key questions asked during the round-table discussions were:

Usage and Barriers

What, if any, leisure facilities do you use? Why do you use these?

If you do not use any leisure facilities or participate in sport and leisure, why not?

What, if any, are the main barriers to using leisure facilities and participating in sport and leisure?

What might encourage you to use (or make more use of) leisure facilities and participate in sport and leisure?

Facilities Mix

What are the most important facilities for future LBB leisure centres?

On the wet side...

How important are: a 25m pool; a learner pool; a diving pool; a splash/play pool; and an outside pool (lido)?

When going swimming, would you prefer unisex changing facilities, separate single sex changing rooms and family changing rooms or do you have no preference?

On the indoor side...

How important are: sport halls; a fitness suite/gym; a dance/exercise studio; and a gymnastics hall?

On the outdoor side...

How important are: artificial pitches; grass pitches; and outdoor courts?

What, if any, other facilities, features, services or activities would you like to see at leisure centres in Barnet?

What, if any, facilities, features, services or activities should be provided for specific groups?

Site Options

Participants at the Finchley Lido and Church Farm workshops were shown and asked to comment on possible site options for future leisure centre provision. Specifically they were asked...

If the site was to move, which of these alternatives would you prefer and why?

Public Health

What are your views on receiving ... from healthcare professionals/trained leisure staff at your leisure centre?

Health checks (e.g. blood pressure, BMI)

Help and advice to lose and maintain weight and become more active

Help & advice to manage a long-term condition or illness (e.g. diabetes, heart disease) and recover after major illness or fall

Management Alternatives

Based on your experiences, to what extent are you happy or unhappy with the way leisure centres are managed?

Should the council continue to own the leisure centres? Why do you say this?

Qualitative Research

^{5.19} The kind of in-depth engagement used for the workshops and focus groups can be properly rigorous, inclusive and representative in the sense of involving diverse groups of people; but it should not be understood as achieving a 'statistical sample of individuals'. To say this is not to undermine or devalue the process but only to understand its nature as qualitative research – which seeks to learn a lot from relatively small numbers of diverse people, rather than to learn little from simple standardised questionnaires administered to large random samples of people. Qualitative research is about facilitating 'conversations' and 'discussions' about issues rather than gathering large numbers of standardised responses from large statistical samples of the population.

^{5.20} So, like other forms of qualitative consultation, workshops and focus groups cannot be certified as statistically representative samples of public opinion, but the recruitment process gave a diverse range of residents the opportunity to comment in detail on LBB's SPA Review. We are thus satisfied that the outcomes of the consultation (as reported below) are broadly indicative of how opinion

would incline on the basis of similar discussions – and we were able to learn a considerable amount about the issues at the heart of this study.

The Report

- 5.21 This report concisely reviews the considered judgements of participants after considering and discussing important information. Verbatim quotations are used, in indented italics, not because we agree or disagree with them – but for their vividness in capturing recurrent points of view. ORS does not endorse the opinions in question, but seeks only to portray them accurately and clearly. While quotations are used, the report is obviously not a verbatim transcript of the sessions, but an interpretative summary of the issues raised by participants in free-ranging discussions.

Workshop Findings

Introduction

- 5.22 This section reports the overall findings from the four workshops and four focus groups. It has not been necessary to report the findings from each session individually as participants shared a good deal of common ground – but where there were real differences in opinion the groups are compared and contrasted. Not all the individuals gave equal emphasis to each aspect of the discussion, but, taken overall, participants considered a wide range of issues that are reported fully below.

Main Findings

Participation in Sport and Physical Activity

Activities Undertaken

- 5.23 The physical activities most commonly undertaken by participants across all sessions (mostly to keep fit and healthy) are:

Walking

I use the local park to walk for exercise. I use parks instead of leisure centres (Cophall Workshop)

I exercise when I walk the dog usually (Cophall Workshop)

I enjoy walking in the parks (Finchley Lido Workshop)

I walk with my dogs at Oakhill Park (Church Farm Workshop)

I walk to and from bus stops and tube stations, which probably comes to about a mile a day (Deprived Areas Focus Group)

I live next to a park, so sometimes I go there for walks (Disabled Persons Focus Group)

Swimming

Attending the gym or exercise classes at a leisure centre, private facility or community venue

I go to an exercise through music class at my local community centre. I take my husband there because he has Parkinson's so I join in as well (Hendon Workshop)

I do yoga at the community place near where I live (Hendon Workshop)

Cycling

I cycle every day, using the limited cycling routes that exist (Church Farm Workshop)

Football (at a formal club or in the park).

- 5.24 Other popular activities are: tennis; table tennis; athletics; ice skating; golf; running/jogging; badminton; basketball; bowls; karate; dancing and aqua aerobics:

I play table tennis for Barnet's club. It's very close to my heart (Older Persons' Focus Group)

I play tennis in Sunnyhill Park...I'm not too keen on sport indoors. I like to be outdoors (Hendon Workshop)

I play badminton three times a week at the church hall (Church Farm Workshop)

I also like the golf driving range at Copthall (Copthall Workshop)

I play a lot of sport indoor and outdoor; I use indoor and outdoor bowls and play football (Copthall Workshop)

Latin American dancing...and I mainly walk in the local parks and go swimming twice a week (Church Farm Workshop)

I jog around the local streets (Copthall Workshop)

I'm part of a karate club and a football club...I really enjoy it. (Finchley Lido Workshop)

Facilities Used – Leisure/Fitness Centres

- 5.25 Though usage of LBB's leisure centres was by no means universal, many workshop and focus group participants swim or attend various activities at one of the five sites – mainly for reasons of convenience or cost (relative to private sites):

I'm a big user of the facility because I have a family. We do gymnastics classes and use the climbing wall. My daughter dives at Copthall (Hendon Workshop)

I go swimming at Copthall about once a week. It's a good size pool (Church Farm Workshop)

I'll go swimming in North Finchley (Church Farm Workshop)

I use the gym at Finchley Lido because it's near to me (Finchley Lido Workshop)

I use a lot of the leisure centres with my son who has autism (Disabled Persons Focus Group)

My daughter's nearly 12 and she loves swimming. We go to Finchley Lido (Deprived Areas Focus Group)

I use Church Farm and Finchley Lido. I like the mother and toddler swim at Church Farm (Women's Focus Group)

I use both Church Farm and Finchley Lido for swimming. I use Finchley Lido for the kids, especially in the summer... (Women's Focus Group)

I use Church Farm as it's two minutes around the corner from me. (Women's Focus Group)

It's a cost thing for me. You'd be really hard pushed to find a private gym for the cost of a council-run place. I was flabbergasted by how cheap it was compared the alternatives. (Church Farm Workshop)

- 5.26 Many other participants use or attend gyms, exercise classes and other activities at private facilities such as Virgin Active, LA Fitness, David Lloyd, Venue in Borehamwood and DHC in Potters Bar:

I go to the David Lloyd gym (Church Farm)

I go to a private Pilates class. I also go to the gym in Borehamwood (Church Farm Workshop)

I don't use any of the public facilities. I use private at Virgin Active (Hendon Workshop)

I use the gym and the swimming pool in a private leisure centre in the winter (Older Persons' Focus Group)

I used to go to Copthall every week, but now I go to a private fitness class for over 50s. (Disabled Persons' Focus Group)

- 5.27 They typically use such places for reasons of convenience, or because they apparently offer better amenities than council facilities (this is explored in more detail below):

I'm part of a private gym which is better for me. They have a few around the country, which is good as I spend a lot of time outside London (Disabled Persons' Focus Group)

I only use private gyms. My experience with council-run leisure centres has been abysmal. They're old, dirty and they don't get repaired (Church Farm Workshop)

Some of the pools are expensive for a single swim but when you get there you can hardly swim because there are so many people in the pool going up and down. Half the showers are broken too; the facilities are poor (Church Farm Workshop)

The council facilities are not for the community: they're badly located; they're badly kept up; and facilities are badly provided (Deprived Areas Focus Group)

In Barnet there are good private facilities but there are no good public facilities (Older Persons' Focus Group)

We need better facilities. My son went to the David Lloyd club and then went to Finchley Lido. He said that you can't compare the facilities (Older Persons' Focus Group)

Public to private: the difference is incredible. The public sector needs to see what they can do to attract the people not to go to private clubs. (Older Persons' Focus Group)

- 5.28 As highlighted above, several residents use provision (both public and private) outside Barnet. They prefer to use facilities elsewhere – as they feel they are higher quality, but would certainly use LBB services if they were improved to the same standard:

I go to Potter's Bar. I find the facilities so much more child-friendly than around here. If there was something near of a similar standard I'd definitely use it. (Women's Focus Group)

Facilities Used – Parks and Open Spaces

- 5.29 In addition to walking in parks, many people use (and were complimentary about) the outdoor gyms in some of them:

I go to the outdoor gym in Oakhill Park with my kids. We love it. We run around the park as a family and then we use that gym. It's fantastic (Church Farm Workshop)

I like the little exercise bikes that they have outside in some of the parks. Cost is an advantage there (Hendon Workshop)

In the summer I use the outdoor gyms in Barnet. They're a great idea. All the machines use your own body weight (Church Farm Workshop)

I use a lot of outdoor gym equipment in the parks. There's one in Victoria Recreation Ground which is very good and helpful (Older Persons' Focus Group)

I practically live in Oakhill Park. I sometimes use the gym equipment and I go on bike rides with my son. (Women's Focus Group)

Barriers to Participation

Accessibility

- 5.30 Across all four workshops and focus groups, access was one of the main cited barriers to participation. Access of course takes many forms, but participants' main issues were around travel and transport, parking and opening hours.

- 5.31 With particular regard to travel and transport, many people highlighted the difficulties involved in travelling across the borough, both in terms of traffic congestion and poor public transport links. Of the LBB sites, Hendon and especially Cophall appear to be particularly problematic in this regard, as the following quotations highlight:

It's so difficult to get from east to west here. We need to change the transport in the borough... (Finchley Lido Workshop)

Cophall is annoying to get to from a public transport point of view. It takes about 30 minutes to get there (Church Farm Workshop)

Cophall is very out on a limb. It's a long way from public transport (Hendon Workshop)

Traffic has stopped me from getting to Cophall (Church Farm Workshop)

I have to take two buses to get here; the public transport is awful (Hendon Workshop)

Where this is located the traffic is crazy... (Hendon Workshop)

- 5.32 Several participants also noted the fact that public transport alights some distance from the leisure centre itself, meaning visitors must walk down a badly lit path to access the site. This apparently discourages many people from using the centre:

Access is a problem here. You need to drive to get to Cophall as the public transport stops quite a way away (Cophall Workshop)

It's quite an uncomfortable site to get to. There's a path which feels quite unsafe because there's no lighting. You feel vulnerable walking down it (Cophall Workshop)

The leisure centre in Cophall is a long walk from the bus stop. You have to walk through these two rugby fields, and it's dark as well, which puts me off going (Disabled Persons' Focus Group)

Going to Barnet Cophall from the nearest bus stop is about half a mile each way. It's probably the worst placed council leisure centre ever. It has no public transport links whatsoever... (Deprived Areas Focus Group)

Cophall is unsafe: you're walking down a barely-lit or unlit path to an area you don't necessarily know...it's slightly threatening. (Deprived Areas Focus Group)

- 5.33 On a related note, a lack of parking or too short parking hours at certain LBB facilities (Hendon and Finchley Lido in particular) is an apparent barrier for some:

Parking hours are a bit short. I'd like them to be extended (Finchley Lido Workshop)

When you come to Finchley Lido at certain times it's impossible to park. When the movies and the restaurants are busy you have no chance of parking anywhere near there. I've gone there before and there hasn't been a spot anywhere so I had to drive right back out again! (Disabled Persons' Focus Group)

It's not easy to park at Church Farm or Finchley Lido. Parking facilities are very important. Time is of the essence; you don't want to be spending half an hour looking for a space. (Women's Group)

- 5.34 Many people in all areas (but especially at Hendon) complained of inconvenient opening hours and poorly timed sessions at LBB's leisure centres. Indeed, one participant at Church Farm said that the more accessible opening hours at private facilities are the primary reason why they choose to use these over those owned by LBB:

I go to the David Lloyd gym over the council ones. The opening hours are an advantage as they open at 5:30am and are open until late. (Church Farm Workshop)

- 5.35 People thus strongly desired more of a focus on the later evening and weekend which, it was felt, would help working people in particular to access the range of activities on offer:

Opening hours is a problem...the timing of the sessions is inconvenient (Hendon Workshop)

I don't use any leisure facilities as it's not convenient and the timing isn't right. Some of the classes start much earlier than I'd be able to get to. Something like 6.30pm would be too early. I'm usually not home until a bit later than that. There was also this free yoga thing which is 12.30pm to 1.30pm, which is something I couldn't possibly do. There's also one on a Monday at 5.30pm and I probably wouldn't be able to make that either (Hendon Workshop)

On Sundays there are only short programs at the gym... (Hendon Workshop)

Introduce more classes...especially at the weekends when people have more time (Hendon Workshop)

Timing is important. The ideal time for me would be 7pm onwards. I could do with some later sessions (Hendon Workshop)

A lot of people work hours like 2pm until 10pm. Opening times need to cater for these people (Church Farm Workshop)

They need a range of activities at different times. We are all different. (Hendon Workshop)

- 5.36 Finally with regard to inaccessibility, a couple of participants at the Over 55s and Women's focus groups complained that, while they would like to undertake classes at their local leisure centre, they are often oversubscribed quite some time in advance. They strongly desired the provision of more sessions:

At Copthall they have an aqua aerobics class. You cannot book and it's on a first come first serve basis. There are too many people waiting. We've asked them to put on more classes and they said no. You can't get in at all...there should be more classes (Older Persons' Focus Group)

I've tried to access some of the classes at Finchley Lido but they get so booked up in advance. I've tried a week before and have been unable to get on any classes. (Women's Focus Group)

Awareness

- 5.37 Thinking specifically of why people may not use LBB's leisure centres, there was widespread lack of awareness (of both the facilities themselves and the activities provided within them) among participants. In fact, a significant number of attendees admitted to not being aware of the existence of their local leisure centre prior to being invited to a discussion on its future. Some of the very many typical comments were:

I didn't know Copthall existed at first even though I've lived in Barnet for 10 years (Disabled Persons' Focus Group)

I haven't heard of some of the Copthall facilities. They need more publicity... (Copthall Workshop)

I knew there was a pool here but I didn't know it was a physical activity centre and I did not know about the gym...There isn't enough publicity and the marketing isn't good (Copthall Workshop)

I was unaware that some of these facilities were available. Perhaps they could be advertised better through social media (Finchley Lido Workshop)

I've lived in the Barnet area for six years and I never knew Hendon was here! (Hendon Workshop)

I knew Hendon existed, but I didn't know the facilities they had here. The facilities here and elsewhere in Barnet are not publicised very much (Hendon Workshop)

There is a lack of information about the leisure centres. I have no idea where they are (Church Farm Workshop)

I wasn't aware that Church Farm was open to the public; I thought it was reserved for swimming clubs. I always assumed they never let the public use it... (Church Farm Workshop)

I didn't know Church Farm existed, so that's news to me! (Church Farm Workshop)

I didn't even know the leisure centre was here. I found out about it today! (Church Farm Workshop)

- 5.38 It should also be noted that some of LBB's leisure centres are viewed as somewhat 'hidden' and poorly signposted, which appears to contribute to people's lack of awareness of them:

I did not know about this leisure centre...it's kind of hidden (Hendon Workshop)

I've driven on the road that Church Farm is near and never knew there was anything there. That's because there isn't a great big nice sign telling me! (Church Farm Workshop)

You can't tell that all the things are in here...you can't see it! (Cophall Workshop)

I drove here and there were no signs showing the leisure centre. It's too hidden (Cophall Workshop)

To get to Cophall, somebody told me there's a path. I never saw it and it wasn't signposted. Allianz was signposted... (Church Farm Workshop)

- 5.39 As might be expected in light of the above, in terms of overcoming barriers to participation and encouraging people to undertake more sport and physical activity, the most common suggestion made across all eight sessions was more and better targeted advertising and promotion of local facilities and activities. Generally speaking, while online material was considered useful, many residents cannot access it and, as such, the need to provide 'hard copy' information was considered imperative. Further, it was said that people tend to proactively search for specific information online, which prevents them from accessing information 'in passing' about something they might be interested in:

There is a lack of information...I don't know what facilities there are. There's no information. I get two newspapers through my door every week and there's nothing in there about leisure centres or prices or anything and when Barnet sends their magazine around, these facilities aren't in there (Older Persons' Focus Group)

I don't use the internet very often, but everything is on the internet. I think that's a problem...I usually get my information from reading the paper, but certainly not from the internet! (Hendon Workshop)

The council say that everything's online, but not everybody goes and looks online. A lot of people cannot be bothered to do it...there should be something through the door on a quarterly basis (Disabled Persons' Focus Group)

There is a lack of advertising and communication for us that don't have access to online. You have to be looking for that information to find it (Cophall Workshop)

You have to go looking for the information on the internet. You actually have to be motivated to type in 'swimming in Barnet' or whatever. (Hendon Workshop)

- 5.40 However, younger participants strongly advocated the greater use of social media to advertise and promote leisure services insofar as it tends to be their primary source of information in today's digital age:

More advertising needs to be done on social media; that's where people my age hear about things. If I'm interested in something or a particular subject I get Facebook updates from them, and then I'm more likely to go to something (Finchley Lido Workshop)

I use the internet and social media a lot to connect with friends. It would be nice if that was integrated into the advertisement of different services. (Finchley Lido Workshop)

Indeed, a couple of participants suggested that social media could be used to bring leisure centre users together by, say, setting up a Facebook page that allows people to register their interest in particular activities and link to others who have done the same:

I'd be a little bit apprehensive about booking stuff by myself as I'm not very familiar with it. It would be nice to have a link to send to other people inviting them to do certain things on certain nights (Finchley Lido Workshop)

If you're by yourself and you want to play table tennis you should be able to reach out to someone else and play it. You could register your interest in somewhere and then two beginners could meet together to play. (Finchley Lido Workshop)

- 5.41 Further, for those who do source their information online, the leisure centre websites themselves were thought to be in need of improvement in terms of both content and layout – and there was some disappointment at Hendon that more has not been made of the Olympic legacy in their design:

I went online yesterday and there wasn't a great deal there. No wonder awareness is so low (Cophall Workshop)

I don't like GLL's website. It's just so busy (Disabled Persons' Focus Group)

I didn't know there was a climbing wall here and I looked on the website (Hendon Workshop)

On the Barnet website to find leisure centres you have to go to "S" for sport and leisure, whereas everybody knows them as leisure centres. Also, parks are under open spaces (Finchley Lido Workshop)

GLL runs the design for all the websites. They could have got on the back of Cophall's diving during the Olympics. That would have been inspirational. (Hendon Workshop)

Financial Cost

- 5.42 The cost of using leisure facilities was noted as a barrier across all workshops, where participants particularly cited expensive gym memberships and swimming sessions. Further, one participant at the deprived areas focus group claimed to have been charged a significant sum just to watch their grandchild in a swimming gala at Cophall, which they considered 'outrageous':

Cost is a huge barrier for people; the cost for services is way too high (Church Farm Workshop)

If it wasn't so costly I'd be more likely to join (Church Farm Workshop)

Cost is a major issue for me. Why would I go out and rent a badminton court for a load of money when I can just go to my local park? (Hendon Workshop)

I was a member of the gym but the membership got a bit much, so I gave up... (Cophall Workshop)

I used to go to the gym a lot, but when I became a student I struggled to pay the membership so I stopped (Church Farm Workshop)

I went to Cophall to watch my granddaughter swim in a competition. I had to pay £15 for me, my son and my daughter-in-law to just go in and watch. It's outrageous. (Deprived Areas Focus Group)

- 5.43 As might be expected then, lower prices were considered an important enabler - especially for low income households:

Leisure and sport activities should be near as dammit to free as they are of a benefit to the entire community. (Deprived Areas Focus Group)

- 5.44 A couple of people mentioned the high cost of privately-run facilities but said they are prepared to pay extra for better standards. Many would, however, prefer to use cheaper council-run facilities if standards, and the range of activities available, could be improved – and it was suggested that LBB should attempt to learn from the private sector in this regard:

I go to David Lloyd. I just swim and go to aqua aerobics. There is an outdoor heated pool so I can swim throughout the year, but it's become very expensive (Hendon Workshop)

The private gym near the Palace is brilliant, but if you want to go there just as a visitor it's £15, which is outrageous. The facilities are amazing though (Church Farm Workshop)

If you're going to have lower cost you're going to have lower quality...they need to improve to entice people back from private facilities (Hendon Workshop)

I'd go every day to a council one if it was decent and closer to me...at the moment I go to a private one Potter's Bar (Church Farm Workshop)

The council should learn from private sector leisure providers to improve leisure centre atmosphere and customer experience (Hendon Workshop)

It would be good if Barnet could provide leisure facilities so that everyone in our age group could afford them. It's a lot of money in the private gyms. (Older Persons' Focus Group)

- 5.45 Similarly, it was said that the lack of incentivisation on the part of council-run leisure centres can be a barrier to using them, especially when private facilities (which are generally seen as being of superior standard) are offering discounts and incentives that can make them relatively cheap to use:

There should be more incentives for local Barnet people to be encouraged to participate in leisure because it is quite expensive. They should provide a membership for people who live in the Borough where you get discounts and thing like that. They do it in Hertsmere (Women's Focus Group)

In private gyms there are incentives and discounts; they even cheapen your health insurance. Why would I move to a local facility? There are no incentives. (Disabled Persons' Focus Group)

Condition of Existing Facilities

- 5.46 Again with particular reference to LBB's leisure centres, the poor quality of existing services was an often stated barrier to using them. The most commonly criticised facilities were the changing rooms: these were variously described as old, outdated, dirty, smelly, cold, hazardous and unhygienic and were thought to be vastly in need of improvement. Some of the many typical comments were:

The condition of the changing rooms in Finchley has been a barrier for me to be honest...the whole changing room area is dirty and muddy (Finchley Lido Workshop)

The changing rooms are filthy. They should separate the wet changing room from the dry changing room (Finchley Lido Workshop)

What I don't like about Finchley Lido is the changing facilities. It's just not properly looked after (Hendon Workshop)

If it wasn't for the filthy, smelly changing rooms I would be going to Finchley Lido every week. Due to my illness I'm quite prone to infection, so it's just not worth the risk (Disabled Persons)

The café is right next to the changing rooms and the shower...people often take food from the café into the changing rooms. It's unhygienic (Finchley Lido Workshop)

The facilities here in Copthall are old. It hasn't changed in 30 years with the swimming; water is dribbling out of the showers. It needs an update (Copthall Workshop)

There are huge problems in the changing rooms. It's really wet and dirty (Copthall Workshop)

The changing rooms are cold and it isn't pleasant for people with limited movement (Copthall Workshop)

There's a health and safety issue. It's often terribly slippery when you come out of the changing rooms. It's a serious issue; someone could fall and have an accident. It's hazardous to say the least, especially in Copthall (Older Persons' Focus Group)

Changing rooms are unhygienic. The urinals are so close to the showers and it smells of urine. They should separate them. (Hendon Workshop)

5.47 Other particular issues with existing facilities were that:

Gym facilities are too small; I can wait up to 30 minutes to use the equipment I want (Hendon Workshop)

I'm finding it difficult to use the athletics track; the long jump is used as a sandpit for the youngsters (Copthall Workshop)

They will store things in the indoor facilities which means people can't use them. It's diabolical. (Copthall Workshop)

Other Barriers

5.48 Other stated barriers to participation are a lack of time and a lack of childcare:

I like swimming, but with the job that I do I find it difficult to fit it in; I will do it in the weekends and holidays though (Copthall Workshop)

Life gets in the way; I have no time (Finchley Lido Workshop)

I find it hard to find the time to do things...I get too tired after work to go to the gym. Working hours are killer to participation (Hendon Workshop)

I work, study and take care of my baby. There's not much time to enjoy the gym and things like that... (Hendon Workshop)

I find it difficult as I don't have family locally. I'd benefit from a crèche where I could leave my kids for an hour...the choices are limited locally (Women's Focus Group)

There are very few areas with crèches or babysitting. That's a personal barrier for me. I'd have to get my husband to look after my son otherwise. (Cophall Workshop)

- 5.49 Some participants admitted to apathy, a lack of motivation and reluctance to expend effort on physical activity. One participant at Cophall even admitted that they would only be motivated to exercise should a *medical issue (such as a heart attack) force me to do so:*

I joined the gym a while back to tone up my stomach a bit, but I got lazy (Cophall Workshop)

I'm just lazy...I wake up and think 'no, I'll do exercise tomorrow' (Finchley Lido Workshop)

The reason I don't exercise is pure laziness. I don't have enough time to schedule it into my life (Church Farm Workshop)

I'm lazy; I don't do anything. (Disabled Persons' Focus Group)

- 5.50 Finally, the fact that cycling around Barnet is so dangerous was a cited barrier in some of the workshops, where participants claimed they would cycle more if there were better provision for doing so:

There is no safe place for cyclists. I'd be happy to cycle to work, but it's too dangerous. We have large pavements in Barnet, but none are used for cyclists (Cophall Workshop)

Cycling on the roads is very dangerous around here. I would cycle more if things were different. (Finchley Lido Workshop)

Facilities Mix: Wet Side

25 Metre Pool

- 5.51 When asked 'what facilities would you expect to see in a leisure centre?' participants (almost without exception) said a swimming pool. It would thus be fair to say that a 25 metre pool would be essential within any future leisure centre provision:

A 25 metre pool is by far the most important thing (Cophall Workshop)

A 25 metre pool is the foundation of any swimming facility (Cophall Workshop)

Swimming pools are very important for leisure centres in the borough. (Disabled Persons' Focus Group)

- 5.52 Participants at Cophall were adamant that their 25 metre pool should be retained, albeit following extensive renovations:

The pool here is tired and needs renovation. It's important that the 25 metre pool is retained (Cophall Workshop)

It's very rundown in the pool area here in Cophall...it's old and it needs updating (Cophall Workshop)

I would definitely use a renovated pool. (Cophall Workshop)

The general sense was that *we have made Olympians in Cophall...it has a reputation for its swimming, so we need to get it right. (Cophall Workshop)*

- 5.53 Those at Church Farm and Finchley Lido were particularly keen to see the length of their swimming pools increased from 18 to 25 metres in order to negate the need to travel to Copthall (or even in some cases to Harrow) for ‘proper swimming’ – and those at Hendon considered that lack of any wet facility at their leisure centre to be very detrimental to the local community:

We need a 25 metre pool; a big tick for that (Church Farm Workshop)

I think a 25 metre pool is needed in Church Farm. When the school kids from around here went to Copthall for a competition they really struggled to do a 25m length because they had been practicing in 18 metre pools (Church Farm Workshop)

The pool is quite small in Church Farm...it's not the best length for a good swim (Church Farm Workshop)

It's got to be Copthall for proper swimming but it's just too far away (Church Farm Workshop)

We go to a 25 metre one in Harrow, which is really good... (Women's Focus Group)

The pool at Finchley should be extended to 25 metres (Finchley Lido Workshop)

The lack of swimming pool here in Hendon is a massive barrier...the leisure centre would be much more attractive if it had a swimming pool (Hendon Workshop)

There definitely needs to be a 25 metre pool in Hendon; all the school children have to go to Copthall. (Hendon Workshop)

- 5.54 Indeed, the need for more 25 metre swimming pools in Barnet was considered acute - highlighted by the current high demand for sessions at Copthall and the fact that it can be difficult to swim there due to its profile as a regional swimming facility:

Barnet's quite a large area, so it's quite worrying that there are only three swimming destinations. It's really not enough...there are 300,000 residents and that's one swimming pool per 100,000 residents! (Older Persons' Focus Group)

There should be another swimming pool here. It's quite hard to use the public pool at Copthall as it's often used for Olympic training. If you go to Copthall with your family and you want to swim there's no space (Hendon Workshop)

In Copthall only one swimming lane is open to the public...the rest of the pool is occupied by schools and organised classes. (Hendon Workshop)

- 5.55 With respect to the quotations above, several participants expressed a need for more adult lane swimming sessions for those wishing to swim in a child-free environment:

I'd like lane swimming, without kids everywhere (Copthall Workshop)

You don't want to go swimming when there are a million children running around (Finchley Lido Workshop)

Timing is important with swimming. Sometimes people want to relax after work for swimming but there are kids everywhere (Hendon Workshop)

Adults-only swimming sessions are a good idea. It's more welcoming because there's no children shouting and kids jumping in which made me want to use it (Older Persons' Focus Group)

There are three swimming sessions a week in my private leisure centre where children aren't allowed. That's attractive to me (Older Persons' Focus Group)

There should be different times for adults and children swimming, or different lanes at least. There needs to be a separation as children will swim in any direction whatsoever! It's like a riot in the water. (Disabled Persons' Focus Group)

- 5.56 There was some demand for a 50 metre pool in the borough – particularly insofar as it could be partitioned off to offer two 25 metre facilities, one for 'serious' swimmers to train and the other for the general public to swim for leisure:

I think Barnet not having one Olympic-size 50 metre pool is a great shame (Church Farm Workshop)

You can cut it down the middle and have people training on one side and then more fun swimming on the other (Finchley Lido Workshop)

They should have more 50 metre pools so more people can get in the water. You can divide it down the middle and have different things (Disabled Person' Focus Group)

I'm looking through these facilities and there's nothing here for a serious swimming. 25 metre pool? No good for a serious swimmer. The people I know who use swimming pools swim a couple of miles. (Disabled Persons' Focus Group)

- 5.57 Finally with respect to standard swimming pools, several people complained about the water temperature at Copthall and Church Farm and asked that this be taken into consideration within any future provision:

My child swims in Copthall; he's always moaning about the temperature of the water (Hendon Workshop)

The water in Copthall is too cold. People go there and they dread the swimming lessons because it's so cold (Hendon Workshop)

Sometimes it gets a bit cold at Church Farm, that's something which put me off going when my son was very small. We quite often used to drive to a pool in Harrow just because it was warm. (Women's Focus Group)

Learner Pool

- 5.58 Learner pools were generally thought to be required, especially by participants at Copthall who said that 25 metre pools are unsuitable for teaching children to swim. Further, it was said that such facilities can also be used as rehabilitation pools for adults in need of gentle exercise to overcome illness or injury:

Learner pools are important...main pools aren't conducive for children as they are too deep. They use the learner pools well though (Copthall Workshop)

I've been looking for swimming lessons for my son as the younger they are the easier they learn to swim. I couldn't find any water baby facilities that were provided by the council...there's a lack of learner pools (Finchley Lido Workshop)

What's missing for me is a teaching pool for young children. They're quite helpful...kids need to learn to swim (Hendon Workshop)

I'd definitely like to see a learner pool. They could graduate to a learner pool from the splash pool (Women's Focus Group)

It's important not to forget that a learner pool is not just for children, it's for adults as well. It could be a learner and treatment pool for rehabilitation. (Hendon Workshop)

Indeed, for most these were second only to 25 metre pools in terms of need:

I'd most like to see a 25 metre pool and a learner pool. You can have children's lessons locally, as well as enough room for slow, medium and fast lanes too. (Hendon Workshop)

- 5.59 It should be noted here that, when discussing the different types of pool, several participants suggested the provision of a multi-purpose pool with a moveable floor that could be used for swimming, learning and other activities such as aqua aerobics:

How about a pool that has a moveable floor? That could be used for learning and a normal pool (Hendon Workshop)

You could have the type of pools where you regulate the height. You could then use it for different things, both serious and leisure (Hendon Workshop)

They have multi-function pools these days. You could do water aerobics and then when you want to do lane laps you could drop the floor down. (Church Farm Workshop)

Splash/Play Pool

- 5.60 Some participants at the Church Farm workshop saw little value in having a dedicated splash pool at a new local leisure centre given there is already such a facility at Finchley Lido:

I'm not sure a splash pool would be worth it in Church Farm. Do we really need two splash pools in the same area? (Church Farm Workshop)

- 5.61 However, other participants (at Church Farm and at other workshops and focus groups) felt that splash pools provide a solid swimming foundation for very young children, who can then progress to learner and 25 metre pools over time – and that they allow families to spend time swimming together in an appropriate environment:

I'd love to see a splash pool here in Copthall. There's one in Finchley and the kids seem to love that (Copthall Workshop)

A splash pool is a great way of getting kids into swimming. They enjoy it for about 10 months or so, but then they want to move on to a bigger pool. A splash pool, then, is quite important (Church Farm Workshop)

Progression is important; you take your little toddlers in the splash pool; then when the kids get to three or four you need to take them to learner pool; then you can go to the big pool (Finchley Lido Workshop)

If you want to do proper swimming, you've got the serious facilities at Copthall. What's important is having a family pool area...somewhere with slides and stuff where children can go and splash around (Hendon Workshop)

What puts Finchley above Copthall for my family is that it has a wave machine, whereas Copthall just has the normal pools. It's something great and fun for kids (Deprived Areas Focus Group)

I've visited quite a lot of splash pools. The kids love them. I know my daughter would love a splash pool and I think I would as well! (Women's Focus Group)

- 5.62 Play pools with slides were also attractive to many participants, who felt they would greatly appeal to both families and teenagers:

Some pools have a little slide on the side of them. I think that would be good (Hendon Workshop)

Me and friends would definitely go to a pool with slides (Finchley Lido Workshop)

The pool at Finchley has waves every half an hour. My grandchildren love that, so it's something I'd like to see (Hendon Workshop)

Slides are great. My kids would love that. I'd love a waterpark. (Hendon Workshop)

Diving Pool

- 5.63 Some attendees at the Copthall and Church Farm workshops and the deprived areas and women's focus groups supported the provision of a diving pool on the grounds of the sport's current high profile following the Olympics and the fact that increasing numbers of young people are involving themselves in it:

There should be one diving board in the borough, if not two (Deprived Areas Focus Group)

My nieces are aged 7 and 12 and they love diving at Copthall (Women's Focus Group)

Diving really is a growth area so it is worth investing in (Copthall Workshop)

Diving is important. The Olympics and Tom Daley have really ignited it for the younger generation. A lot of younger kids want to get involved (Copthall Workshop)

I think more and more people are getting much more into diving. One of the reasons I used to go to Copthall was for the diving. (Church Farm Workshop)

- 5.64 Further, one Hendon participant (whose daughter dives at Copthall) said that *Copthall only has a 5 metre board, so the kids who compete there can't progress beyond a certain standard. Also, they have no dry side facilities. The other diving pools have harnesses and trampolines to help with diving. This would help Copthall to become a recognised and well-respected diving facility.*

- 5.65 Others felt that diving is somewhat specialist and too 'niche' for council-run leisure centres – although again some welcomed the idea of a multi-purpose pool that incorporates a 'fun' diving board:

Diving pools are the last thing I'd want with a swimming pool. It's a bit too much of a specialised thing (Cophall Workshop)

Diving's a little bit niche isn't it? (Church Farm Workshop)

We don't need a diving pool. It's quite specialist isn't it? (Hendon Workshop)

I don't think diving pools are important as it's way too specialist (Finchley Lido Workshop)

I think diving boards are fun but it doesn't have to be anything too extravagant – maybe just a really small one as part of another pool instead of a dedicated diving pool. (Finchley Lido Workshop)

Outdoor Pool

- 5.66 Many participants felt that - while they are a nice idea in principle - outdoor pools are something of a luxury given they are expensive to run yet are only used during certain months of the year:

An outdoor pool is not reasonable as it would only be used six times a year (Cophall Workshop)

Our country is cold, wet and horrible. We need more all-year facilities (Church Farm Workshop)

I think if they've got limited money then the outdoor pool isn't the priority. It's not going to be used all the time and it's not going to be used by everyone (Finchley Lido Workshop)

I query an outdoor pool. There's no point. The weather doesn't lend to an outdoor pool. (Disabled Persons' Focus Group)

- 5.67 Some others though felt they would be attractive – and there was support for a least retaining the one at Finchley given its 'iconic' status:

I would love an outdoor pool; it would be wonderful (Cophall Workshop)

An outdoor splash and play pool would be good for the summer (Hendon Workshop)

I quite like the idea of an outdoor pool. They're lacking a bit aren't they? I'd certainly go there (Church Farm Workshop)

The outdoor pool at Finchley has historic value; it's almost iconic. (Finchley Lido Workshop)

Changing Rooms

- 5.68 As aforementioned, participants strongly desired improvements to the changing rooms at their local leisure centres. When asked whether such improvements should incorporate single sex or unisex changing rooms, most opted for the former on the grounds that they are more private and offer greater comfort:

I'd prefer separate. Mixing men and women is a bit awkward in my opinion (Hendon Workshop)

Some people prefer privacy amongst complete strangers (Finchley Lido Workshop)

I don't think unisex changing facilities are appropriate at all. Not everybody would feel comfortable with it (Deprived Areas Focus Group)

My daughter's 12 and if she went swimming with her friends I wouldn't want her in a unisex changing room (Deprived Areas Focus Group)

I feel more comfortable in the separate sex changing rooms (Women's Focus Group)

Finchley Lido is unisex. I felt a bit awkward when my daughter went there. When I was helping her there were women everywhere. I felt a bit like a pervert...I felt conscious (Deprived Areas Focus Group)

A few years ago when I went to Finchley Lido it was unisex but with separate cubicles. I didn't like it. There could be men and women in cubicles right next to each other. I wasn't comfortable with that (Disabled Persons' Focus Group)

Changing rooms need to be separate sex for modesty reasons. I don't want to feel intimidated. You could get the odd gentleman looking you up and down, or the other way around. (Older Persons' Focus Group)

- 5.69 Further, there was a strong sense that single sex facilities would be more appropriate for members of particular faith groups:

It's got to be single sex for cultural reasons. Certain cultural groups would be barred completely if it was single sex (Church Farm Workshop)

I see single sex changing rooms being difficult for people of some religions and faiths. (Hendon Workshop)

- 5.70 A minority either favoured unisex facilities with (adequately sized) individual cubicles for changing or had no preference one way or the other:

I'm for unisex with separate cubicles. Everyone sees you in your bathing suit anyway so who cares? (Church Farm Workshop)

I'm for unisex. I base this on Center Parcs...you can move in and out and use the same cubicle and leave all your stuff there (Finchley Lido Workshop)

I think it's possible to design a decent unisex changing room that is private. A busy changing area makes it safer. People have to take responsibility and take care of their own children and grandkids. People say 'Barnet should do this and Barnet should do that' but maybe we should look after our own (Older Persons' Focus Group)

I have no preference to be honest. I'm fine with unisex. (Copthall Workshop)

- 5.71 Either way, there was a strong desire for more family changing rooms in all sessions:

A family changing room is a good idea. If a dad has young girls who he wants to supervise that would help (Church Farm Workshop)

It's quite nice to have a family space, especially when you have young children...you've got to feel safe as a parent (Hendon Workshop)

You do need family ones. I don't want my nine year old son on his own with all the men. It's dodgy (Finchley Lido Workshop)

Family changing rooms are definitely a good idea...sometimes there's a lack of facilities for men who take their children swimming (Deprived Areas Focus Group)

I like family cubicles, they're really good. You can get everyone in one room then. It's easy to shower her with my partner and deal with her between us (Women's Focus Group)

There needs to be a family changing room, so that there's a place where people can change their children out of the public view (Disabled Persons' Focus Group)

A family area where you're OK to go with your children is great. It makes you feel comfortable. (Older Persons' Focus Group)

- 5.72 Further, future provision must, it was said, be suitable for both older people (who can require more space to sit while changing) and disabled people (who particularly require more accessible showers):

Changing rooms need to accommodate people our age...they need to be larger as we are larger. We also need to sit down a bit when we're changing. Most of the changing cubicles are much too small (Older Persons' Focus Group)

They need to think about disabled people more...the main showers are a problem. They don't have to make them disabled, all they need to do is put a bar on the side. (Disabled Persons' Focus Group)

Facilities Mix: Indoor Side

Gym/Fitness Suite

- 5.73 A gym or fitness suite was another almost universal answer to the question 'what would you expect to see in a leisure centre?' It was considered an essential provision, providing it offers value for money and a diverse range of equipment:

A new gym is a given...a cross trainer, a running machine, the usual (Church Farm Workshop)

We certainly need a gym as there is no real gym in the area (Church Farm Workshop)

The younger generation doesn't seem to want to go out and play football anymore. It seems more like they all want to go out and go to the gym. Maybe a gym would be a good idea (Church Farm Workshop)

If there was a gym in a council leisure centre it must be cheaper than the private alternatives. It must also offer a range of activities if it's going to be a success. (Cophall Workshop)

- 5.74 One particular issue with regard to gyms is the off-putting nature of monthly contracts – suggesting that pay-as-you-use might be more attractive for a larger number of people:

I don't like having to pay for 12 months for a gym. There should be options to pay for a month (Cophall Workshop)

I would like to be able to pay monthly for a gym membership instead of having to be tied down for a yearly one (Finchley Lido Workshop)

I would never go to a gym where I had to pay a weekly fee because I wouldn't be able to use it. I'd prefer a pay as you go kind of thing (Finchley Lido Workshop)

The cost of going to a gym is unbelievable. In some of the private gyms the price of the memberships is completely obscene unless you are totally dedicated to it. Pay as you go would be a much better option. (Deprived Areas Focus Group)

- 5.75 More gym sessions for ‘beginners’ were considered important not only for those wishing to embark upon a fitness improvement programme, but also for those who would prefer to stay at such a level due to confidence issues and feeling intimidated in an open session. It was also said that a peer support system (whereby people can get help with, say, gym equipment or their technique from other gym users rather than personal trainers) may be useful for those with lower confidence levels:

When I got back from university I was looking for beginners’ gym classes but all I could find were private clubs or things for people with a certain level of expertise. It would be good to get encouragement if you’re unsure about starting sport, perhaps from people like you rather than personal trainers who can be intimidating (Finchley Lido Workshop)

We need gym sessions for people that feel intimidated by all the physically active people going around these areas. For people who are slightly overweight or sedentary these people are intimidating (Church Farm Workshop)

I find some gyms unapproachable...I went to a couple of trial sessions and they tried to rush me into it to lose weight. I want to do it slowly. (Deprived Areas Focus Group)

- 5.76 It was also said that *there should be a more personalised approach for new gym members with increased interaction with staff...there should be more contact to maintain people’s interest in the gym and to ensure people know how to use the facilities.* (Hendon Workshop)

Sports Hall

- 5.77 Participants in all sessions would expect and want to see a multi-purpose sports hall incorporated into future leisure centre provision insofar as many different activities could be undertaken there. Badminton, table tennis, squash, five-a-side football, basketball and volleyball were all suggested as activities to be provided – as well as more ‘unusual’ activities such as roller skating, ultimate Frisbee and children’s parties:

A multi-purpose sports hall would work well, with different activities on different days (Cophall Workshop)

There needs to be a sports hall where you can do different things at different times on different days (Finchley Lido Workshop)

We need table tennis, squash and badminton (Cophall Workshop)

I think a big sports hall is very important. Those things can be used for badminton, football and everything... (Hendon Workshop)

Sports halls can be multi-purpose. The gymnastics area can be used just as easily for basketball and volleyball. It would be a versatile room. All you’d need is markings on the floor with blue lines (Deprived Areas Focus Group)

Young people love things like basketball (Hendon Workshop)

I would play volleyball indoors if it was offered in a sports hall (Hendon Workshop)

Stevenage have a big sports hall. It’s full of people playing things like ultimate Frisbee...something like that would be good (Women’s Focus Group)

Sports halls are good for kids’ parties (Cophall Workshop)

Roller skating events in sports halls would be great. (Finchley Lido Workshop)

5.78 Some Finchley Lido attendees were more reticent about building a new sports hall for the area, instead suggesting that LBB make use of current facilities such as school halls:

Instead of expanding and wasting more money we should use what we already have. We should use school sports halls on Saturday and Sunday. (Finchley Lido Workshop)

Exercise/Dance Studios

- 5.79 Exercise and Dance studios were also considered an integral part of leisure centre provision:

Studios are so multi-purpose. What can't you do in a studio? You've got loads of different classes you can do. You have the options, which is good as people have different preferences. (Church Farm Workshop)

- 5.80 The most popular suggestions for classes were yoga, Pilates, tai-chi, Zumba, aerobics and boxercise – although others thought providing 'different' sessions such as martial arts and fencing would be attractive to a wider range of people (though they also suggested a possible need for taster sessions to establish demand for these):

I'd quite like to see more martial arts. Karate and judo would attract a lot of the youngsters. It would be nice if this sort of thing was council-run (Hendon Workshop)

I'd like fencing classes. If someone set up a fencing school I'd definitely sign up (Church Farm Workshop)

Fencing would be an interesting and different thing to provide (Hendon Workshop)

They should do taster sessions to see what the demand is. Maybe do certain classes in small rooms and then expand to bigger rooms if there is demand. (Cophthall Workshop)

- 5.81 Participants in the older persons' focus group and Finchley Lido workshop suggested that the resurgent interest in dancing brought about by programmes such as Strictly Come Dancing could be capitalised upon by providing a range of dance-based classes at leisure centres. These, they felt, would be hugely popular:

With things like Strictly Come Dancing, certain things are becoming more popular. You could have salsa or even ballroom dancing. You could have Strictly Come Barnet! (Finchley Lido Workshop)

Strictly Come Dancing has reinvigorated dancing. Going dancing isn't ridiculed by young boys either; they can see there's a future and it's keep fit as well. Some of the breakdancers are actually gymnasts. There's a whole big area of growth to develop tomorrow's sportspeople. They should have breakdancing and ballroom classes (Older Persons' Focus Group)

They should bring back the old fashioned tea dances (Older Persons' Focus Group)

Dance is a good crossover between physical activity and socialising. The momentum it has is amazing. There's a lot to be tapped into by the council. (Older Persons' Focus Group)

- 5.82 In terms of whether sessions should be single or mixed sex, the general sense was that most should be available to all but that some single sex activities should be offered to those who prefer to exercise in such an environment:

Dance and fitness classes should all be unisex (Finchley Lido Workshop)

There should be the option for both mixed-sex and single sex classes. I had fun with my wife at a class once, but I'd like the choice (Cophthall Workshop)

Some women-only sessions sound like a good idea to me because young men don't know how threatening they are. They do things and they don't know they can frighten you. (Older Persons' Focus Group)

- 5.83 As aforementioned, inconveniently timed activities can be a significant barrier to activity. As such, it was said that flexibly timed exercise classes must be offered late into the evening and on weekends, particularly for commuters:

There are very few exercise classes in the evening for people that work in the centre of London and are coming home later. It would be nice for them to have access to later courses (Finchley Lido Workshop)

There needs to be greater availability of classes on the weekend. In some leisure centres I've been to they've been very early in the morning and there's nothing throughout the day. I'd prefer something on a Saturday afternoon (Finchley Lido Workshop)

The timing of certain classes is very important. There should be options for people to have classes both in the morning and the evening. (Deprived Areas Focus Group)

- 5.84 Finally, the lack of exercise classes of interest to men was noted (as was the need to provide attractive activities such as kickboxing and self-defence to attract them) – and it was suggested that more 'fun' activity rather than sports-based sessions for children and families would be beneficial:

There are lots of exercise classes for women, but not so many for men (Finchley Lido Workshop)

We need to think outside the box for men. Kickboxing and self-defence classes would be good. If you can get enough publicity people will come (Finchley Lido Workshop)

I think some organised classes would be good for children. I took my girl line dancing and she really enjoyed it. I was surprised how much I enjoyed it too. I think it would be quite good if kids and adults could do stuff like that together (Women's Focus Group)

There was a superhero class that my little boy went to. They dress up as superheroes and they have mini hurdles and it's all pow, pow, pow! It's not violent at all but it's very physical. They don't realise that they're exercising... (Women's Focus Group)

Gymnastics

- 5.85 The immense popularity of the gymnastics programme at Hendon was cited as evidence of the need for more such provision in the borough:

Hendon's gymnastics is so popular that they've stopped the waiting list now. There is definitely demand for more gymnastics for young people in Barnet (Older Persons' Focus Group)

Gymnastics is still popular with children but you don't get many groups. You see the progress every week...you see them jumping off stuff and falling flat on their bottom one week, and then they land on their feet the next week. It's really nice and they get a lot from it. More is needed than just Hendon. (Women's Focus Group)

- 5.86 Indeed, one parent even takes her child out-of-county to a gymnastics class at Furze Field in Potters Bar (Hertfordshire) as they cannot access anything locally:

My little boy does a gymnastics class in Furzefield, it's for 3-4 year olds. They lower the equipment for the children. (Women's Focus Group)

Facilities Mix: Outdoor Side

Outdoor Pitches and Courts

- 5.87 Participants typically supported the provision of artificial (especially 3G) and grass pitches and outdoor courts, with some again advocating the use of multi-purpose facilities to save on space and ensure continuous use:

Grass pitches are very important and should be kept (Cophall Workshop)

An outdoor basketball court would benefit the area (Finchley Lido Workshop)

Artificial pitches are hands-down the only way we can do things in this country...they're good pitches. You're going to get the key demographics using them as well...the 13-30 year olds (Church Farm Workshop)

We need as many 3G pitches as we can possibly get in the borough. 3G pitches have to be the way forward. It would make money for the council too as you can charge sports clubs much more than individuals (Deprived Areas Focus Group)

A multi-purpose outdoor facility would be great. It could be used for football, basketball and tennis (Finchley Lido Workshop)

I think a multi-purpose outdoor pitch or sports court would be beneficial. (Cophall Workshop)

- 5.88 It was, though, suggested that these need not necessarily be co-located with a leisure centre due to the availability of sports clubs and outdoor facilities (or at least the potential to develop these) in parks and schools currently:

We need to have different activities going on in different places. We can't have it all pre-packaged in the same place. We should have skate parks in parks and other facilities elsewhere. It's about the community and these things need to develop around the area (Hendon Workshop)

I think it's important to have swimming and the gym on the same side, but I think the ball games and the racket games could be off-built somewhere else. I think parks and fields could host these kinds of things (Finchley Lido Workshop)

I don't think any outdoor things are needed...they are already provided in the parks (Cophall Workshop)

Maybe we should make better use of what's in the parks...they are already well used for cricket and things like that (Hendon Workshop)

I don't think these pitches have to be at leisure centres. I don't mind if it's at a park, as long as it's run properly (Women's Focus Group)

We don't need rugby and football pitches as there are clubs everywhere... (Cophall Workshop)

I think artificial pitches are pointless. All these facilities are already available in secondary schools without any membership or cost and these areas are already being maintained, so there's cost saved there. (Finchley Lido Workshop)

- 5.89 However, there was some concern that exercising in parks after dark can be a somewhat uninviting prospect given the lack of lighting, adequate facilities and supervision. This, it was said, would have to be rectified if more use is to be made of such amenities – and particularly if parents are to be encouraged to leave their children there:

Some parks are nice, but they're not lit at night. People are up for exercising up until midnight...just look at the 24 hour gyms (Church Farm Workshop)

Parks seem a very uninviting proposition after dusk as all the changing rooms and toilets are locked down. You can't even get into the parks because there are great big fences around them (Church Farm Workshop)

I would prefer for my children to be doing things outside in a leisure centre where there's lots of people and other things going on than in an unsupervised park (Finchley Lido Workshop)

The leisure centre is open every day, so you've always got people there managing it. In a park there are less people...teenagers might go into parks and things like that. (Women's Focus Group)

- 5.90 Overall, it is fair to say that participants tended to prioritise indoor facilities over outdoor facilities at leisure centres because of the notoriously changeable British weather:

Indoor would attract more people. It's usually too cold outside (Hendon Workshop)

You're limited with the weather with outdoor stuff so I'd prefer facilities indoors. I'd prefer indoor football, dodgeball and that kind of stuff. (Church Farm Workshop)

Facilities Mix: Other Suggestions

- 5.91 A sauna or Jacuzzi was suggested as a further facility that could be provided at LBB's leisure centres in future (with some claiming they would visit a centre solely to use it):

A sauna would be nice; I would come to Copthall just to use a sauna (Copthall Workshop)

I think a sauna, Jacuzzi or spa would be nice...like the private gyms have (Hendon Workshop)

I think Copthall is completely underutilised. The provision of sauna facilities would encourage our age group to there. (Older Persons' Focus Group)

- 5.92 It was also said that leisure centre providers could consider offering less 'traditional' activities such as: street running; rock climbing; archery; indoor golf simulators; active video gaming sessions; assault courses; and facilities for extreme sports such as BMX and skateboarding:

I think they should do training for Parkour and free running. My daughter is in to that. You can do it indoors and outdoors. I think that would be very successful. We should recognise things that are more current (Hendon Workshop)

There is indoor rock climbing in Hendon. It would be nice to have that a bit closer (Church Farm Workshop)

My kids don't particularly like sports...they just like going to these climbing places (Deprived Areas Focus Group)

I think a climbing wall would be good for kids and they could be used for birthday parties (Hendon Workshop)

I'd quite like an archery range. It's an Olympic sport too. You can do it indoors (Hendon Workshop)

I'd love an archery club for youngster (Hendon Workshop)

We need more diversity in sports. Martial arts, fencing, archery and shooting would interest me (Older Persons' Focus Group)

Indoor golf pitches or golf simulators (Hendon Workshop)

Use technology to get other groups into the leisure centre...there are video games like the Wii Fit that can add an element of exercise (Church Farm Workshop)

I think leisure centres could cater for the more extreme side of sports; I know a lot of my friends would use a skate or BMX park (Finchley Lido Workshop)

I'd like to see more assault courses for young people. (Finchley Lido Workshop)

- 5.93 The development of more group activities for those with an interest in a particular sport but no-one to play it with was suggested at the Hendon and Church Farm workshops and the Women's focus group:

You're often operating solo at the gym so it would be so cool to have netball groups where you can have some sort of social health exercise. I think it would encourage young people a lot more (Church Farm Workshop)

I quite fancy playing netball, but I don't have other people to go with. I think they should get different people together like that. I'm sure there are a load of 40 year old men that want to play football every now and then that aren't part of a team (Hendon Workshop)

My daughter played netball a few years ago, but that was always out of borough as there aren't any facilities in Barnet. There aren't any indoor leagues in Barnet. (Women's Focus Group)

- 5.94 At Copthall it was suggested that LBB consider developing the grounds around the leisure centre to incorporate, say, a walking trail for those not wishing to undertake strenuous exercise:

Walking around the grounds would be nice, a lovely trail which is signposted. (Copthall Workshop)

- 5.95 Also at this workshop (and at Finchley) it was said that modern leisure centres are simply sports centres and that the 'leisure' aspect of their provision has been lost. As such, some people would be keen to see the introduction of activities such as exhibitions, painting and music classes and soft play to entice those wishing to undertake something other than sport – suggesting that this would not only be of significant community benefit but would also offer an opportunity to engage people with sport and physical activity who may have otherwise been uninterested:

It would be good to put the leisure back into leisure centre (Copthall Workshop)

An exhibition room would be nice. It would be good to have hobbies in the facility such as landscaping. Leisure centres should be about leisure not just a sports club...sometimes I just want to chat with a likeminded person (Copthall Workshop)

There could be things like painting and instrument playing classes at leisure centres (Older Persons' Focus Group)

Soft play is a good way of getting kids and parents into the leisure centre. That way a lot of the kids might move onto swimming, gymnastics and karate (Cophall Workshop)

Soft play for very young children works very well and would be popular (Disabled Persons' Focus Group)

I'd like to see a soft play area for young children. I've got an autistic son who absolutely adores it. The closest thing like that to me takes three bus rides and two hours. I want something more local for him. This is something the council can look into (Deprived Areas Focus Group)

It could be a mix of a community centre and a leisure centre. The leisure things could be the honey to draw people into the sporting side (Cophall Workshop)

They should hold monthly or weekly events of things like fashion or theatre. This would get people to come and they would find out about how to use the other facilities. It would draw people in. (Finchley Lido Workshop)

- 5.96 Indeed, the need to transform leisure centres into 'community hubs' for those wishing to undertake both sporting activity and more leisurely activities was noted at all sessions. Some typical comments were:

There needs to be a social dimension to encourage leisure centres into becoming social centres as well (Finchley Lido Workshop)

We need more communal space where people can come together, similarly to libraries. I think leisure centres should have this function...it would be vital (Hendon Workshop)

I would be more encouraged to go to the leisure centre if there was a social side. I'm a widower. For us who are single or alone we are looking for a social setting...maybe somewhere we could play chess and things like that. It would be worthwhile to tie these into the leisure facilities. A lot of us don't want to be doing gymnastics and aerobics! (Church Farm Workshop)

- 5.97 Finally, a café serving healthy options - and possibly run on an independent basis as opposed to a 'chain' - was considered essential for a modern leisure centre in terms of revenue generation, giving parents somewhere to wait (with other parents) while their children are undertaking activities and, again, creating a 'community' atmosphere whereby people can meet friends for a drink in a convivial location. Some of the many typical comments were:

A cafe makes sense, because you can have food with the kids straight after swimming. It's convenient and it's a revenue generator (Cophall Workshop)

If we drop our children off here, it would be nice to sit in a café with other parents rather than having to wait in the car (Hendon Workshop)

A café is important. You could go in and get something to eat when the kids are doing things...you could grab a coffee, sit down and talk to other parents (Hendon Workshop)

They should have restaurants in leisure centres for when the kids are playing or swimming. It could be in the middle; it could be the hub (Deprived Areas Focus Group)

I'd like somewhere comfortable where I could get a tea or coffee. It could be a nice communal area (Older Persons' Focus Group)

A lot of places need a café or something for the social aspect. It gives a bit of life to it. You could meet new people from the community then...people you wouldn't have met otherwise (Disabled Persons' Focus Group)

I think coffee shops and social facilities are important. It's nice to go swimming and stop for a hot drink afterwards. It would be nice to make a day of it (Women's Focus Group)

It comes down the idea of it being a community hub, rather than just a leisure facility. You could have a small café...it gets people into the facility. That way you can advertise the leisure facilities to people. You can attract people to do other things (Church Farm Workshop)

Some leisure centres have cafés, but they only sell cakes and things. Why don't they have more healthy things on the menu? They should be promoting the healthy lifestyle (Disabled Persons' Focus Group)

I'd rather have a range of things from beans and cheese to jacket potatoes to salads and even a special hot meal of the day. It doesn't have to be fantastic. Just knowing that it's something decent for lunch might get people in (Older Persons' Focus Group)

An independent café would be better: a local business that is not a chain, which makes nice food. Somebody would be making a living out of it then, rather than Costa. (Hendon Workshop)

Indeed, the over 55s focus group suggested that LBB's leisure centres follow the lead of the area's garden centres, whose cafés have become their focal point and chief revenue generator:

The biggest growth area in garden centres is their cafés: they actually make more money out of their cafés than out of their gardening. It's our older age groups that will go to the garden centre because it has a nice café and you can get something nice to eat. Garden centres see cafés as a good draw, and so should leisure centres. It will get people through the door, and people might then move on to use other facilities that they didn't know were there. (Older Persons' Focus Group)

Facilities Mix: Activities and Facilities for Specific Groups

^{5.98} The need to provide particular activities and facilities for specific groups of people was recognised in all workshops.

^{5.99} Older people said they can feel intimidated within the leisure centre environment and thus desired more 'gentle' physical activities (including gym and swimming sessions and sports teams) aimed at their age group that can allow them to take things at their own pace:

I wouldn't feel very at home in a gym environment as it seems to be for single young people. If there was a group for older people I might come (Copthall Workshop)

None of us want to enter an arena where we are intimidated by other people that are going 90 miles per hour. Knowing that I could go on a certain day at a certain time would be good for me, because I'd be comfortable. I'm not going to go if I'm not comfortable (Older Persons' Focus Group)

There should be more gym sessions for older people. It all seems to be fast and energetic stuff. Many people have various problems when they reach our age, so we don't want to join in with all the high energy stuff (Older Persons' Focus Group)

I would like a pool in Hendon that gives swimming lessons to older people. There also needs to be more gentle physical activity for older people. I don't want running machines or weight machines or anything. I want something gentler (Deprived Areas Focus Group)

I think it would be good if there was a way for certain groups to join a team, for example for the leisure centre to organise a football team for over 55s. (Cophall Workshop)

- 5.100 Older people also requested the provision of more sedentary activities such as chess and bridge clubs at leisure centres, which the result of offering something more 'social' for those requiring the company of their peers:

I would look for something outside the physical; I would look for more restful activities like bowls clubs and chess clubs which are at the social side of the spectrum. They are places where older people can meet and can help cure elderly loneliness. (Church Farm Workshop)

- 5.101 Facilities and activities specifically for disabled people - both physically and learning disabled - were also considered imperative for reasons of inclusivity. Swimming (in properly accessible swimming pools and with sessions at different times of the day) and gentle exercise classes were suggested as appropriate in this regard:

There should be more swimming facilities for disabled people; it should be easy for them to get in and out of the water (Cophall Workshop)

My concerns are the designs of swimming pools for people with hip problems like me. The steps going into pools are very dangerous; you could slip off about halfway down and really hurt yourself. I'd prefer there to be a slope. That's one of the reasons I won't go into a swimming pool (Older Persons' Focus Group)

Tai-chi would be good for disabled people. We need to think about more things for disabled people... (Older Persons' Focus Group)

I'd like to see more disabled swimming sessions, built so that people could attend them in the evening (Older Persons' Focus Group)

We need to take learning disabled people into account as well as the physically disabled. (Church Farm Workshop)

Further, it was suggested that *they should also rename some of the current groups: it should be called over 60s and disabled, just to make them a bit more inclusive. (Older Persons' Focus Group)*

- 5.102 With specific regard to swimming pools, some members of the disabled persons' focus group reiterated the concerns outlined above around the temperature of the water at LBB's leisure centres, with one participant in particular giving this as the reason for not attending such facilities any more:

The council pools in Barnet are freezing. My condition makes it difficult for me to maintain my body temperature and the pools make it even harder. I don't go any more. (Disabled Persons' Focus Group)

5.103 It was also said that: *they need to make things more bearable for asthmatic people. It stinks of chlorine in Finchley Lido. They do it with oxygen in private gyms.* (Disabled Persons' Focus Group)

5.104 Catering for disabled children was considered imperative in the disabled persons' and women's focus groups. One participant has an autistic son and another knows an autistic child and both would be keen to see more sensory activities and facilities such as sensory rooms, rock climbing and trampolining (suggesting also that the latter two would appeal to all children):

Sensory integration for kids with autism would be great...if there was a sensory room or something I think that would be good for that specific group (Disabled Persons' Focus Group)

Something that was recommended for my autistic son was bouncing as it helps his sensory output. He did trampolining once and he really enjoyed it. Rock climbing sounds really good too. These activities are pretty good in themselves too so they will get other kids interested (Disabled Persons' Focus Group)

There should be more things available for children, specifically disabled children. The funding's been cut, so we need more stuff there. My friend has an autistic child and he loves climbing... (Women's Focus Group)

Further, they said that *it would be good to have football groups for children with autism and then slowly feed them into the mainstream classes. The initial groups would be to show them what it's about, to get their understanding and to get them comfortable with it before they move on.* (Women's Focus Group)

5.105 Finally with regard to disabled people, one participant is an elite wheelchair athlete who cannot use any of the equipment within LBB's leisure centres as it is apparently unsuitable for wheelchair users:

The equipment they have in the council gyms isn't suitable for me as I'm in a wheelchair (Disabled Persons' Focus Group)

I'm an athlete, and there aren't any council-led facilities that are appropriate for people in wheelchairs in Barnet. They're not very set up for it. (Disabled Persons' Focus Group)

They considered this somewhat ironic insofar as *they provided me with a sponsorship, but I can't use any of their facilities!* (Disabled Persons' Focus Group)

5.106 Given Barnet's ethnic and religious diversity, the need to offer culturally-sensitive facilities and activities such as single-sex swimming sessions (with female lifeguards) and exercise classes for faith groups was noted:

I feel that men-only and women-only swimming is a good idea, because you've got to respect the sensitivities of the different religions (Finchley Lido Workshop)

I'm from an Asian background and I feel some of the activities should be split into different groups for men and women...especially with swimming (Church Farm Workshop)

Perhaps there could be hour long women's sessions as certain groups of women are unwilling to swim with men (Church Farm Workshop)

I know that Virgin Active hold different sessions for different people, such as ladies only nights. This is important given the large Jewish community in the borough... (Hendon Workshop)

They should do ladies only swimming. There are a few Orthodox Jews and Muslims I know that would use that. However, when I've seen these groups in the past they have male lifeguards...it would benefit these groups to have a female lifeguard. (Disabled Persons' Focus Group)

- 5.107 At Hendon it was said that more activities are needed for pregnant women – and that LBB should consider offering more diverse sessions than the 'usual' aqua aerobics:

There should be more facilities for pregnant women. Water aerobics for pregnant women is good and attractive (Hendon Workshop)

They should branch out with sports for pregnant women. There should be more available to them, not just the usual aqua aerobics! (Hendon Workshop)

Facilities Mix: Overall Considerations

- 5.108 Overall, the importance of providing a multi-functional, integrated facility (incorporating both sport and leisure activities) was noted by several participants – as was the need to ensure that the facilities mix is inclusive enough to attract all sectors of the community:

I think the integration point is very important. It would be nice if it was a large centre where you can do multiple things. It would get a buy-in from families then too (Church Farm Workshop)

Integrated services are vital for leisure centres (Cophall Workshop)

I like the idea of physical activity going from sport towards leisure (Cophall Workshop)

If there were more combined leisure facilities that would be great...swimming, studios and everything. More comprehensive things are appealing. That way I could do a 45 minute gym session when my daughter is swimming (Church Farm Workshop)

Facilities in leisure centres have to be inclusive...things need to be open for all ages and all people. The leisure centre should be a place where all people from all parts of the community and cultures can go to get along and enjoy themselves (Church Farm Workshop)

Leisure centres need to change so that they are suitable for everyone in terms of health and wellbeing. (Church Farm Workshop)

Site Options

Finchley Lido

- 5.109 The general consensus among those who use it (and indeed those who do not but are aware of its present condition) was that Finchley Lido is in need of refurbishment:

I use the gym at Finchley Lido...but the Lido needs a bit of spruce up (Finchley Lido Workshop)

The aesthetics need to be sorted out in Finchley for them to entice us. (Church Farm Workshop)

- 5.110 Participants at the Finchley Lido workshop were shown and asked to comment on four possible site options for future leisure centre provision as below: the existing site (Site A); Glebelands Open Space (Site B); Finchley Memorial Hospital (Site C) and the Bowls Club Site (Site D).



5.111 Participants almost without exception supported the development of new leisure centre provision on the existing site on the grounds that positive links with other site occupants would be maintained and that the site has good access via both private and public transportation:

I'm all for expanding but at the current site... (Finchley Lido Workshop)

If it ain't broke don't fix it! (Finchley Lido Workshop)

I would rather them expand the current site than to move into a new one (Older Persons' Focus Group)

They should keep Finchley where it is now, but work on it! (Disabled Persons' Focus Group)

I think the surrounding area is a virtue of the existing site. People often go there for the cinema or something else (Finchley Lido Workshop)

I quite like the site, because everything else is in there. You've got the bowling and the cinema; you can make a day out of it. I went there in the summer with all the kids, and if they're hungry or whatever you can grab a Nandos. It's great in the summer when you want to be out all day (Women's Focus Group)

The existing site feels safe because there's so much else around there. You don't mind leaving your kids at the leisure centre because of that feeling of safety (Finchley Lido Workshop)

Buses go to and from Finchley very often (Finchley Lido Workshop)

The present site has the best road access; none of the others do (Finchley Lido Workshop)

The existing site has good parking and it's well located (Finchley Lido Workshop)

I like the location of the existing site. It's on a main road, the public transport is very good and parking facilities are important. (Older Persons' Focus Group)

5.112 It was also said the Lido has a historic tradition that should be maintained and enhanced:

I think the existing site has a historic value. I used to go to the site when I was a kid (Older Persons' Focus Group)

The Finchley Lido is famous. It was an open air pool. My father and grandfather swam there. It has a heritage and for the younger generation to know the heritage of the site is particularly important for the growth of the site. (Older Persons' Focus Group)

- 5.113 In terms of the other sites, most participants were opposed to any building or development on greenbelt land or open spaces, which led them to discard Site B on the Glebelands Open Space:

I'm completely against building on any greenbelt land... (Finchley Lido Workshop)

An increase in demand doesn't mean we should be destroying nature (Finchley Lido Workshop)

It's Glebeland; it's a historic open space and it's not allowed to be touched...there would be public outcry (Finchley Lido Workshop)

There are orchards in the Glebeland Open space. It's quite unique in that it's ancient woodland. I don't want that to be built over. (Older Persons' Focus Group)

- 5.114 The main objection to Site C was around the lack of public transport to the area – and it was anticipated that the Granville Road residents would object to such development there:

Finchley Memorial is a nightmare to get to on public transport if you don't drive. I've gone to use the hospital from time to time and it's hard to work out how to get there. It's either a very long walk or an expensive taxi. (Women's Focus Group)

However, it was suggested that the land around the hospital could be developed more subtly by incorporating parts of the leisure offer there:

The hospital is in walking distance from the Lido. They could develop the green site here and add things to it. At least they could make use of the space here for things like basketball for the kids...things we don't really have (Finchley Lido Workshop)

Perhaps they could have some facilities like sports grounds on the old hospital site, but still remain on the existing site too. (Disabled Persons' Focus Group)

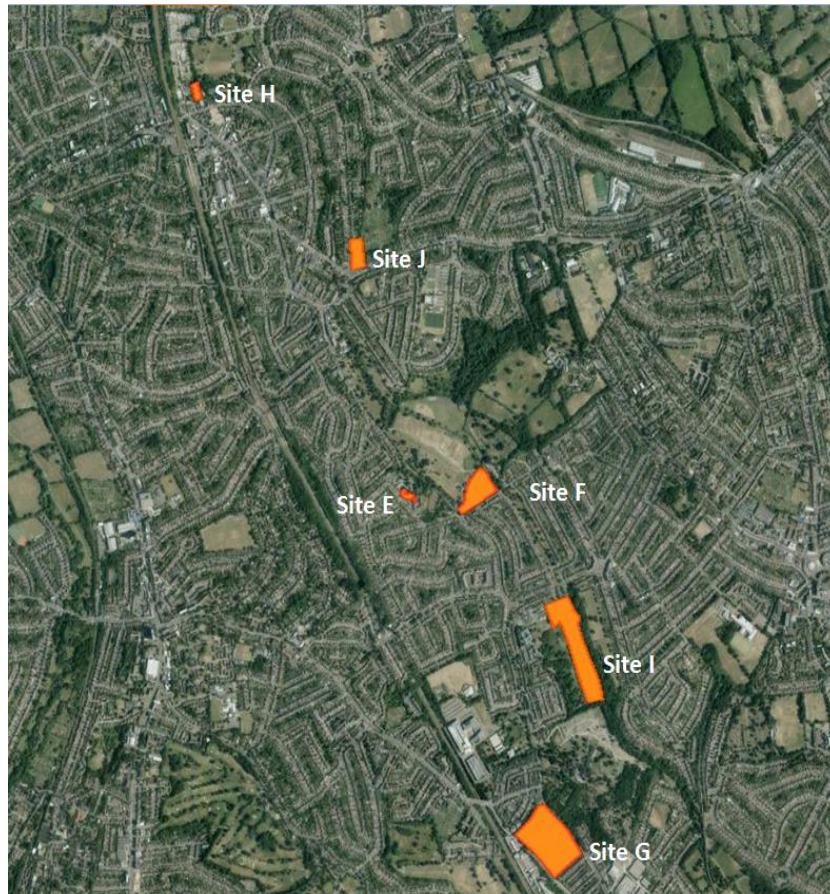
- 5.115 The Bowls Club Site (Site D) was considered somewhat inaccessible by most – though its larger size led some to consider it as an option given the need for enhanced facilities in the area:

The bowls site is inaccessible. There's just one tiny little road that I remember (Finchley Lido Workshop)

Maybe site D should be considered. It's all well and good to stay, but we need to think about the population increase. (Finchley Lido Workshop)

Church Farm

- 5.116 Participants at the Church Farm workshop were shown and asked to comment on six possible site options for future leisure centre provision as below: the existing site (Site E); Oakhill Park (Site F); New Southgate Recreational Ground (Site G); Victoria Recreation Ground (Site H); Brunswick Park (Site I); and Danesgrove Playing Fields (Site J).



- 5.117 All workshop attendees (and members of the Women’s Group) acknowledged that the current leisure centre site is too small to accommodate a modern new facility, which was considered essential for the area. As such, they supported the centre’s relocation - and none felt they would be sorry to see it go (many because they were unaware of its existence prior to the session):

Seeing as we didn’t know Church Farm existed, it’s unlikely we will mourn it when it’s gone.
(Church Farm Workshop)

- 5.118 The one concern expressed was that local children should still have easy access to the new facility for swimming lessons:

When we’re talking of displacement of users we’re talking about schoolchildren mainly. Would they still be able to access a pool for lessons? (Church Farm Workshop)

- 5.119 Of the remaining sites, Danesgrove Playing Fields received significant support at the workshop, primarily as the site apparently has good transport links, is in a good location and is sufficiently large to accommodate the enhanced facilities needed for the area’s growing population:

Transport is important for me. I’m going to go with Danesgrove as there are a lot of buses that connect the area (Church Farm Workshop)

I’ve gone past Danesgrove and have often thought ‘that’s a massive site that doesn’t get used’...it seems like quite a good place to put it. And there are buses that go past it (Church Farm Workshop)

Danesgrove looks like it’s a sufficient size and the transport links look good and you could fit a lot of parking there which is really important (Church Farm Workshop)

The site that sticks out in my mind is Danesgrove. It seems to be underused and it's in a location where people can see it. It's got the library on the other side and it's up high so it wouldn't flood. It's definitely in the right position. (Church Farm Workshop)

There was some minor concern however about the loss of a school playing field:

I know how valuable playing fields are to schools...that would be my only concern. (Church Farm Workshop)

- 5.120 East Barnet/Victoria Recreation Ground was also a popular option (in both the workshop and in the women's focus group where the location was discussed briefly) insofar as there are convenient bus links to the area and because of the lack of facilities in the north of the borough. It was also said that the area is in need of regeneration, that the population in that area is growing and that there are many primary schools there who would make use of the facility:

The Victoria Recreation Ground one looks good as it's got good transport links. You've got plenty of bus links (Church Farm Workshop)

The transport at the Victoria Recreation Ground site is great. You can get a bus from High Barnet in 10 minutes (Church Farm Workshop)

There's nothing in Victoria Recreation Ground. The play area is really bad, so that could be a potential site (Women's Focus Group)

I have no problems with people building on Victoria Recreation Ground, because that area is all being regenerated anyway. A leisure centre would be good (Women's Focus Group)

East Barnet is a brilliant school, along with the Jewish school. A lot of kids could benefit from a leisure centre at Victoria Recreation Ground (Women's Focus Group)

There's absolutely nothing in that northern area so it being a bit far north isn't a bad thing...and there's lots of primary schools there who would use it. (Church Farm Workshop)

- 5.121 Others felt, though, that the site is in the 'middle of nowhere' and that a leisure centre there could not be self-sustaining – and there was also some concern about the small size of the site:

Victoria Recreation Ground is in the middle of nowhere! (Church Farm Workshop)

If we're saying one of the reasons we want to close down the existing site and build another is because of its size; the one in Victoria Recreation Ground is blooming tiny. (Church Farm Workshop)

- 5.122 Of the other two park options – Brunswick and Oakhill – the former was preferred due to its larger size and good transport links, the same arguments used by some in support of the New Southgate Recreational Ground:

Brunswick looks large and it has good bus links (Church Farm Workshop)

We're the second fastest growing borough in London, so it doesn't make sense to have a small site. I would have thought either New Southgate or Brunswick Park would be the best options (Church Farm Workshop)

The Brunswick Park site makes sense to me as there is an increasing population in that area. It is underused at the moment, it is large and it has good transport links... (Church Farm Workshop)

Brunswick Park and New Southgate have good bus services; they're more central for trains too... (Church Farm Workshop)

However, one participant felt that the New Southgate site would require a 'lot of work' to accommodate a leisure centre; and another recognised that siting a centre there could place it in direct competition for users with Finchley Lido. There was also some concern about what might be taken away from the area:

The recreational ground would need an awful lot of work on it (Church Farm Workshop)

Looking at New Southgate, you don't want to be competing with what's already there (Church Farm Workshop)

New Southgate...what would you be taking away? There's a huge open space that we used to play on as kids and it would be a huge shame to take that away. And it's a bit too far south. (Church Farm Workshop)

- 5.123 With particular regard to Oakhill Park, the workshop was attended by a member of the East Barnet Residents' Association, who strongly objected to developing a leisure centre there on the following grounds:

There are a number of current facilities: the café, which acts as an unofficial community centre, cheap birthday parties and other functions and as a refreshment site for thousands of visitors; an open air fitness facility; basketball and tennis courts; and two children's play and recreation areas...We believe it would be a backward step to swap four of our well used facilities for the replacement pool, whereas if it was sited a short distance away at one of the other nominated sites (like Danesgrove or Victoria Recreational Ground) our residents would have an additional facility. (Church Farm Workshop)

This sentiment was echoed by another participant, who said:

The problem with Oakhill Park is that the café there is really, really well used. They've got tennis courts there too and brilliant equipment and a fantastic playground. For families it's a really good meeting place. It would be a shame if it was taken away. (Church Farm Workshop)

- 5.124 Taking into account all of the park-based options, there was some reluctance to build on any open space, as the following quotations show:

You don't want to encroach on park spaces, which is why I'm against the Oakhill site (Church Farm Workshop)

I don't want to wreck the parks (Church Farm Workshop)

You would have to build more car parking spaces at Oakhill which would be to the detriment of the park itself. (Church Farm Workshop)

- 5.125 Some participants expressed no preference so long as there are adequate transport links to, and parking facilities at the centre - and that the site chosen is large enough to provide properly enhanced and integrated facilities:

I have no preference as long as there's good transport links (Church Farm Workshop)

My preference is whatever can house integrated services for the community. (Church Farm Workshop)

Health Checks and Advice

5.126 Participants were generally positive about the idea of receiving certain health checks and help and advice at leisure centres – preferably from healthcare professionals rather than trained leisure centre staff. Some typical supportive comments were:

I'm happy for there to be trained professionals assisting and giving general advice for people to become more active longer term (Church Farm Workshop)

Leisure centres could definitely go beyond physiotherapy towards health management (Finchley Lido Workshop)

It's getting very hard to get seen by a GP so it would help to be able to get some health checks elsewhere (Church Farm Workshop)

I'm all for being able to get blood pressure checks and BMI checks at the leisure centre (Finchley Lido Workshop)

It makes sense having everything together. You might come in for social reasons and then realise you have a spare 5 minutes, so you have your blood pressure checked. If it's too high you're in the right place to do something about it! (Church Farm Workshop)

The BMI and stuff sounds really good to me. In the leisure centre you've got stuff going on that could help you (Women's Focus Group)

The association between physical exercise and wellbeing in general is obvious. It would therefore make sense for you to go to a leisure centre to ask for advice about what kind of exercise you could do and what you could do to improve your wellbeing. It all comes back to this idea of a community centre...somewhere for people to do a number of things in one place. (Older Persons' Focus Group)

5.127 There was also some preference for more self-checking facilities at LBB's centres (as is possible at some leisure and fitness centres currently) – as well as the provision of nutritional advice, physiotherapy and massage therapy:

It would be good to be able to check your own blood pressure at Finchley, especially if it was free.... (Finchley Lido Workshop)

There's a machine at our doctor's now where you can go and weight yourself and take your blood pressure. You then take the reading into the doctors. Maybe something like that in leisure centres would be quite good (Women's Focus Group)

There is a need for self-monitoring when you're doing physical exercise anyway. You should be able to test your pulse and stuff. It's quite important (Older Persons' Focus Group)

I like the idea of having a nutritionist on site to provide advice to people on how to eat healthy and become healthy (Hendon Workshop)

I think nutritional advice and things like that is a great idea. It would be a good idea if people could come in for 15 minutes and talk to a professional nutritionist. The leisure centres could rent out the rooms to certain massage and nutrition professionals (Church Farm Workshop)

It's difficult to get NHS physiotherapy so if you could access that by having someone local in a council leisure centre it takes the weight off the health service. Then you could get in the pool and do your exercises (Hendon Workshop)

It would be brilliant to have a qualified nutritionist and physiotherapist here. They could give you advice and this could be in the leisure centre. If you want a sports physiotherapy massage it could be given as part of a treatment... (Deprived Areas Focus Group)

- 5.128 There was, however, some concern that if the health checks undertaken in leisure centres are not properly followed-up, pressure on the local primary care service will increase:

If people don't have normal blood pressure or BMI, who is going to deal with the fallout? GPs will be furious as everyone will flood the surgery saying they have high blood pressure or they're too fat. (Hendon Workshop)

- 5.129 Further, there was less support for assistance and advice with medical conditions such as diabetes, strokes and heart conditions. This, it was generally felt, should be kept within the medical profession:

I'm fine if it's blood pressure and BMI, but I'm less comfortable if it's for diabetes and things like that. I'd be more comfortable discussing that with my GP (Church Farm Workshop)

Services for diabetes and heart conditions should be kept strictly medical (Copthall Workshop)

I had a stroke six years ago and I suffer from diabetes. I tend to keep my health issues in one box...to me they are the doctor, the health service, and the rest of it (Church Farm Workshop)

If you think you've got a medical problem, you should get advice from a doctor not a leisure facility (Hendon Workshop)

It would get too much, you can't change leisure centres into health centres (Copthall Workshop)

I think maybe the council should stay away from medical advice for things like diabetes as there is an issue with liability factors. (Older Persons' Focus Group)

- 5.130 Similar to the above, frequent references were made to the GP exercise referrals offered in other areas (and that apparently used to be offered in Barnet). These were considered of enormous value and it was widely agreed that their extension could strongly benefit those who must exercise in a controlled environment:

GPs could recommend facilities at the leisure centres to the patients that need it, especially for obesity...or they could liaise with the leisure centre to come up with a plan (Finchley Lido Workshop)

Medical advice and public health is probably one of the most important aspects because so many people are becoming overweight from a lack of activity. It's important for those people to do those sorts of exercise. It's beneficial to them to be referred...and it gets rid of the costs for looking after them (Finchley Lido Workshop)

A GP could prescribe a gym membership to you, and then a personal trainer could advise you on what to do with what machines (Hendon Workshop)

I think it's a very good idea to prescribe things like a free membership to obese people in the same way they refer people to certain therapies (Cophthall Workshop)

Whenever I go to my GP he never asks me if I go to the gym. They tell you to exercise more but they never mention anything specific. They need to incentivise people via a referral and tie leisure centres with the GPs (Disabled Persons' Focus Group)

I currently need a hip-replacement due to my disorder. If I had access to a leg press then I probably wouldn't need one. Having this joined-up kind of service would reduce long-term health costs. Something as simple as a bit of exercise can get rid of a lot of health problems and would save the NHS a lot of money. (Disabled Persons' Focus Group)

Leisure Centre Management

5.131 Several workshop participants expressed dissatisfaction with the way LBB's leisure centres are currently run by Greenwich Leisure Limited (GLL) - though it should also be noted that many others were unaware of the current management arrangements.

5.132 People were primarily unhappy with what they perceived to be an unjustifiable increase in cost since the service was outsourced (even apparently to simply visit a centre without using the facilities) – especially since the quality of service and maintenance has apparently decreased in the same period:

When GLL came in the price to use Finchley increased from £4 to over £6 (Finchley Lido Workshop)

With GLL they're trying to make a profit, so they have increased the price with the demand. That's not right (Hendon Workshop)

They're only out to make money. They're not interested in how we use it or whether we like it. We get charged just to go and watch people swimming. It's ridiculous because if you've gone there to watch you might have a cup of tea or a sandwich...you will spend money. Why do they also have to take money off you just to come in? (Disabled Persons' Focus Group)

Sometimes to play badminton, we'd turn up and they'd say it wasn't set up. It was disappointing (Hendon Workshop)

I'm profoundly unhappy with the way some things are run. Maintenance often gets bad when things are outsourced even though the cost goes up. (Cophthall Workshop)

5.133 One Cophthall participant claimed that their local leisure centre used to provide health checks and services (such as those mentioned above), which were subsequently phased out when GLL were first appointed to run it:

We used to have healthcare rehabilitation here in Cophthall where people would come to have their weight and blood pressure checked. When GLL took over, it all finished. (Cophthall Workshop)

- 5.134 Others commented on GLL's difficult and inaccessible online booking system and the difficulties they have experienced in accessing a member of staff over the telephone – and one women's focus group participant alleged that its corporate charging procedures are insufficiently robust:

I've given up with booking anything online. I just go in now. It keeps taking you from screen to screen online (Church Farm Workshop)

The booking system is awful: classes are always booked up a week in advance (Women's Focus Group)

The badminton here was awkward to book the court. Everything was hard work. Booking was too awkward (Hendon Workshop)

Because my son has autism I need to know that everything's going to go as planned and the session is going ahead. I often phone in advance to find out and I often can't get through with GLL (Disabled Persons' Focus Group)

I deal with GLL when we book for the children at school to go swimming in Finchley Lido. The managers are always busy, and there have been a couple of years where we haven't been charged for the lessons. I just think 'that's money for the council and they should be on the ball'. (Women's Focus Group)

- 5.135 Looking to the future, most participants felt strongly that LBB should retain ownership of its leisure centres – and a considerable number were opposed to the continued outsourcing of leisure centre management, primarily because of their perceptions that the contractor would: prioritise profit over the needs of local residents; not value its staff to a sufficient degree; offer only the bare minimum in terms of services due to a lack of vested interest in the community; and be unable to offer centres with a 'community feel' in the same way that a local council can. Some typical comments were:

If you give it to a third party there's a whole bunch of profit there that they skim off the top (Church Farm Workshop)

The private sector isn't going to be interested in providing community and health services for Barnet. They just want the profit... (Hendon Workshop)

There would be a higher turnover of staff. Council-run staff would have much better security. I want to know that whoever is running it puts value in the staff, which in turn would be put into the services (Hendon Workshop)

GLL would probably do what they needed to do and no more (Copthall Workshop)

The local council actually care about the area. Contractors just want to make money (Finchley Lido Workshop)

The council have a vested interest in providing good services...It is their community and their borough. They don't want to defame their name (Church Farm Workshop)

Local knowledge and empathy are the reasons site control should always be with the council (Copthall Workshop)

There should be a hub where people from the area can come and get a community feel. I don't think companies can deliver that. Companies can deliver sport and leisure, but only the local council can deliver the community feel. Local authorities have the statutory responsibility to

deliver on certain things and private companies don't have that responsibility... (Hendon Workshop)

- 5.136 This is not to say no-one supported outsourcing leisure centre management providing it offers quality and value for money: indeed, one participant considered it essential to implement change in a swift and streamlined way and another suggested that contractors can deliver services with greater expertise:

I don't mind who's running the facilities, as long as it's good value for money and quality (Hendon Workshop)

If it's in house then it's difficult to change things efficiently and quickly (Church Farm Workshop)

By outsourcing the management of the leisure centres the council will benefit from their expertise. (Hendon Workshop)

- 5.137 Further, one Finchley Lido participant suggested that LBB should encourage healthy competition by outsourcing different leisure centres to different contractors:

I think the Council should outsource to different companies for different leisure centres. This would make some healthy competition between the leisure centres, which would improve the service. (Finchley Lido Workshop)

- 5.138 Finally, other suggested alternative management options included: merging facilities across borough boundaries; community ownership; and transferring the ownership of sites to a third party organisation via a long lease from which the council could easily extricate itself if required:

Maybe facilities could be shared across other boroughs (Finchley Lido Workshop)

Opportunities should be explored to allow community groups to use smaller unused spaces and places (Hendon Workshop)

I think leisure centres should be funded by the council, but they should be leased out so that the contractor can easily be replaced with someone else. (Church Farm Workshop)

6. List of Tables and Figures

Tables

Table 1: Summary of statistically significant findings relating to different sub-groups.....	23
Table 2: Gender – All Respondents.....	29
Table 3: Age – All Respondents	29
Table 4: Employment Status – All Respondents	29
Table 5: Ethnicity – All Respondents	30
Table 6: Tenure – All Respondents	30
Table 7: Disability – All Respondents.....	30
Table 8: Religion/Belief – All Respondents	31
Table 9: Sexual Orientation – All Respondents.....	31
Table 10: Barnet Customer Segments – All Respondents.....	31
Table 11: Ward groups	32
Table 12: Ward groups (breakdown).....	32
Table 13: Gender – All Respondents (ONLINE).....	34
Table 14: Age – All Respondents (ONLINE).....	34
Table 15: Employment Status – All Respondents (ONLINE).....	34
Table 16: Ethnicity – All Respondents (ONLINE).....	35
Table 17: Tenure – All Respondents (ONLINE).....	35
Table 18: Disability – All Respondents (ONLINE)	35
Table 19: Religion/Belief – All Respondents (ONLINE)	35
Table 20: Sexual Orientation – All Respondents (ONLINE)	35
Table 21: Workshops - participant profiles.....	131

Figures

Figure 1: Barnet map showing ward groups.....	32
Figure 2: Do you currently use any leisure facilities for sport and physical activity purposes outside your home?.....	36
Figure 3: Differences by sub-groups for those who CURRENTLY USE leisure facilities	37
Figure 4: What leisure facilities do you use?	38
Figure 5: Differences by sub-groups for users of parks and green spaces.....	40
Figure 6: Differences by sub-groups for users of council-run leisure centres within Barnet.....	41
Figure 7: Differences by sub-groups for users of a fitness centre/gym within Barnet	42
Figure 8: Differences by sub-groups for users of a council-run leisure centres outside of Barnet	43
Figure 9: Differences by sub-groups for users of a private/commercial leisure centre within Barnet	45

Figure 10: Differences by sub-groups for users of a community centre or village/church hall	46
Figure 11: Differences by sub-groups for users of a fitness centre or gym outside Barnet	48
Figure 12: Differences by sub-groups for users of a school	49
Figure 13: Differences by sub-groups for users of a private/commercial leisure centre outside of Barnet	51
Figure 14: Differences by sub-groups for users of a pure sports club	52
Figure 15: Which one do you use most often?	53
Figure 16: Which one do you use most often? (ONLINE)	55
Figure 17: Thinking about the facility you most often use, why do you use that particular leisure facility?.....	56
Figure 18: Thinking about the facility you most often use, why do you use that particular leisure facility? (ONLINE)	57
Figure 19: Differences by sub-groups who use a facility due to it being close to where they live	58
Figure 20: Differences by sub-groups who use a facility due to it being convenient to use.....	59
Figure 21: Differences by sub-groups who use a facility due to it offering good value for money	60
Figure 22: Differences by sub-groups who use a facility due to it being a good quality facility	61
Figure 23: Differences by sub-groups who use a facility due to it catering for the activity they are interested in	62
Figure 24: Differences by sub-groups who use a facility due to it being cheap.....	63
Figure 25: Differences by sub-groups who use a facility due to it being close to where they work.....	64
Figure 26: What would encourage you to use leisure facilities for sport and physical activity purposes?.....	65
Figure 27: What would encourage you to use leisure facilities for sport and physical activity purposes? (ONLINE)	66
Figure 28: Differences by sub-groups who stated that nothing would encourage them to use facilities	67
Figure 29: Differences by sub-groups who would be encouraged to use facilities by more affordable prices	68
Figure 30: Differences by sub-groups who would be encouraged to use facilities by more flexible opening hours.....	70
Figure 31: Differences by sub-groups who would be encouraged to use facilities by improving the range of exercise programmes available	72
Figure 32: Differences by sub-groups who would be encouraged to use facilities by having more free time	73
Figure 33: Differences by sub-groups who would be encouraged to use facilities by introducing programmes that address needs of a specific group.....	75
Figure 34: Differences by sub-groups who would be encouraged to use facilities by more information/better advertisements.....	76
Figure 35: What is your main mode of transport when travelling to the facility you use most often for sport and physical activity?	77
Figure 36: What is your main mode of transport when travelling to the facility you use most often for sport and physical activity? (ONLINE)	78
Figure 37: Differences by sub-groups whose main mode of transport to the facility is by car	79
Figure 38: Differences by sub-groups whose main mode of transport to the facility is on foot	80
Figure 39: Differences by sub-groups whose main mode of transport to the facility is by bus.....	82
Figure 40: Ranking options related to further encouragement of participation in sport and physical activity	83
Figure 41: Ranking options related to further encouragement of participation in sport and physical activity (ONLINE)	84
Figure 42: Is there anything else that would encourage you to further participate in sport and physical activity?	84
Figure 43: Is there anything else that would encourage you to further participate in sport and physical activity? (ONLINE)	85
Figure 44: Differences by sub-groups who stated that nothing else would further encourage their use of facilities	86
Figure 45: Differences by sub-groups who mentioned that a wider range of available programmes would further encourage their use of facilities.....	87

Figure 46: Ranking options related to wet facilities	89
Figure 47: Ranking options related to wet facilities (ONLINE)	90
Figure 48: Ranking options related to indoor facilities	90
Figure 49: Ranking options related to indoor facilities (ONLINE)	91
Figure 50: Ranking options related to outdoor facilities	92
Figure 51: Ranking options related to outdoor facilities (ONLINE)	92
Figure 52: Are there any other facilities, features, services or activities that you would like to see.....	93
Figure 53: Differences by sub-groups for residents who would like to see no other facilities, features, services or activities.....	94
Figure 54: Differences by sub-groups for residents who would like to see better/more children’s activities/facilities.....	95
Figure 55: Which of the following changing facilities would you prefer to have at your leisure centre? (Users)	96
Figure 56: Differences by sub-groups for Users who prefer Separate single-sex changing rooms.....	97
Figure 57: Differences by sub-groups for Users with no preference for the type of changing rooms.....	99
Figure 58: Differences by sub-groups for Users who prefer Unisex changing rooms.....	101
Figure 59: Which of the following changing facilities would you prefer if you were to use leisure centres for swimming? (Non-Users).....	102
Figure 60: Differences by sub-groups for Non-Users who prefer separate changing rooms.....	103
Figure 61: Differences by sub-groups for Non-Users with no preference for the type of changing rooms.....	105
Figure 62: Differences by sub-groups for Non-Users who prefer Unisex changing rooms	107
Figure 63: Would you feel comfortable receiving the following public health services at your leisure centre?	109
Figure 64: Would you feel comfortable receiving the following public health services at your leisure centre? (ONLINE)	110
Figure 65: Differences by sub-groups for residents who would feel comfortable to receive help and advice becoming more active	111
Figure 66: Differences by sub-groups for residents who would feel comfortable to receive weight-loss advice	112
Figure 67: Differences by sub-groups for residents who would feel comfortable to receive health checks	113
Figure 68: Differences by sub-groups for residents who would feel comfortable to receive help and advice to recover after a stroke, heart attack, major illness or fall	115
Figure 69: Differences by sub-groups for residents who would feel comfortable to receive help and advice with managing a long term condition or illness (e.g. diabetes, heart disease).....	117
Figure 70: Which of the following park-based activities would you like to take part in?	119
Figure 71: Which of the following park-based activities would you like to take part in? (ONLINE)	119
Figure 72: Differences by sub-groups for residents who would like to take part in gym classes using outdoor gym equipment	121
Figure 73: Differences by sub-groups for residents who would like to take part in Open-air classes	122
Figure 74: Differences by sub-groups for residents who would like to take part in Group walks	123
Figure 75: Differences by sub-groups for residents who would like to take part in Cycling Groups	125
Figure 76: Differences by sub-groups for residents who would like to take part in Team Sport.....	127

7. Appendix

Barnet Customer Segments

^{4.190} The image below explains how to interpret the characteristics for each segment, while the description for each segment is included thereafter.



Accomplished singles

25-45 | £40k+

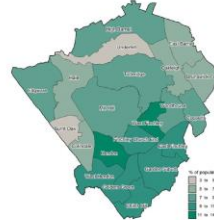


“ My town centre is great for shopping and eating out. I hope it stays that way. ”

- **Highly affluent, educated, upwardly mobile, energetic and ambitious group of singles**
- Sharing or owning **high value properties** mostly in Hendon and Edgware
- Spend their leisure time travelling, eating out and exercising; shop for label brands; health aware; **car owners**
- Constant use of **smartphones** and tablets
- Likely to contact the council via the **website** for parking services



8%
17,002



BARNET



Barnet Customer Segments | 1

Go getting DINKys

25-45 | £50k+

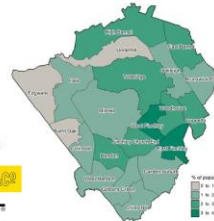


“ We would like to see more bars and restaurants in our neighbourhood ”

- Extremely affluent, educated **young couples with dual incomes and no kids**
- Live in **mortgaged** medium to high value properties mostly in West Finchley and East Finchley
- Spend their leisure time travelling, eating out and at the theatre; **health aware; car owners**
- Daily use of **smartphones** and tablets
- Likely to contact the council via the **website** for parking and recycling services



2%
3,784



BARNET



Barnet Customer Segments | 2

Family feelgoods

25-65 | £50k+

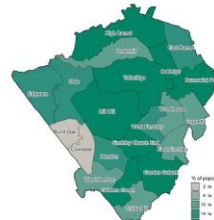


“ It's great that both local schools perform so well. ”

- **Highly affluent, educated, qualified families of all ages with young children**
- Owners of large expensive homes mostly in Edgware and Mill Hill
- Spend their leisure time travelling, eating out and at the theatre; house and garden proud; **active parents**; fun family sports; car owners
- Use technology for family entertainment and gaming
- Likely to contact the council both via the **web** or over the **phone** for planning and schools services



15%
32,617



BARNET



Barnet Customer Segments | 3

Maintained single parents

20-45 | £30k+

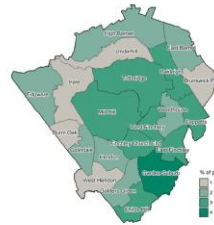


“ Between work and kids I have little time for anything else. ”

- Financially secure, educated, working single parents
- Sharing or owning high value properties mostly in Garden Suburb and Mill Hill
- Spend their leisure time travelling, reading and occasionally going out; **health aware**; convenience & catalogue shopping; kids entertainment; car owners
- Heavy users of **social media** on **smartphones**; tablets for kids activities
- Likely to use the **website** but would prefer to contact the council over the **phone** for library and leisure centre services



3%
5,612



Barnet Customer Segments | 4

BARNET



Sophisticated singles

25-65 | £30k+

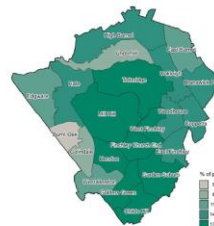


“ It should be easier to park on the street outside my house. ”

- Financially sophisticated, educated, affluent singles or divorcees
- Owning pricey properties mostly in Edgware and Mill Hill
- Spend their leisure time travelling and enjoying a cultured lifestyle; summer sports; convenience & catalogue shopping; **car owners**
- Use technology like **smartphones** and tablets
- Likely to contact the council either over the **phone**, via the **web** or **face-to-face** for parks & green spaces and parking services



15%
31,104



Barnet Customer Segments | 5

BARNET



Contented greys

45-65 | £40k+

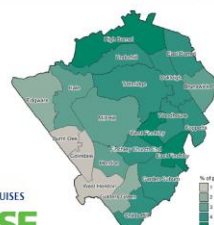


“ We’re concerned with the increase in petty crime. ”

- Empty house and full wallet, educated, settled couples, either reaching or starting to enjoy their retirement years
- Owning large, expensive homes mostly in High Barnet and Woodhouse
- Spend their leisure time travelling, reading and gardening; golf players; home surfers & shoppers; **car owners**
- Early adopters of **new technology**, they are likely to use a **smartphone**
- Likely to contact the council through the **website** or over the **phone** for recycling and planning services



4%
7,863



Barnet Customer Segments | 6

BARNET



Contemporary elders

65+ | £30k+

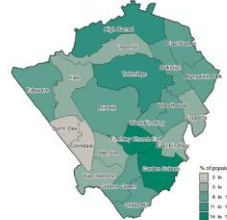


“ I’m happy as long as my bin is collected and my street is clean. ”

- Financially secure, educated pensioners, couples and widows
- Owning expensive properties mostly in Edgware and Garden Suburb
- Spend their leisure time travelling, gardening and collecting antiques; health aware; traditional sports; grandchildren; car owners
- Prefer to contact the council over the phone or face-to-face for recycling services
- Sceptical of technology



8%
17,850



BARNET



Barnet Customer Segments | 7

Secure singles

25-45 | £25k-£30k

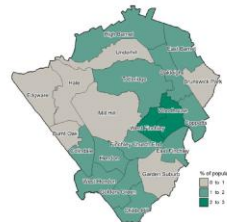


“ The council has very little impact on my day-to-day life. ”

- Financially comfortable, educated singles living alone
- Renting or owning average value properties mostly in Woodhouse and Hendon
- Spend their leisure time travelling, shopping and exercising; health aware, fashion conscious; car owners
- Early technology adopters, are very likely to have a smartphone
- Would contact the council via the website, although they are not likely to use any council services



1%
2,633



BARNET



Barnet Customer Segments | 8

Poundstretching twosomes

40+ | £20k-£30k

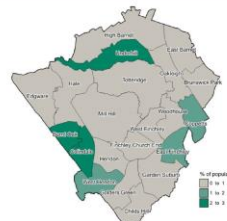


“ I stopped working on the building site because of my health and I now make do on benefits. ”

- Low income, blue collar or unemployed couples of mixed ages with no children
- Renting low price properties or living on council estates, mostly in Burnt Oak and Colindale
- Spend their leisure time at the pub or betting office; non-sporty; budget shoppers; public transport users
- Steer clear of new technologies
- Contact the council over the phone or face-to-face for housing and social care services



1%
1,923



BARNET



Barnet Customer Segments | 9

Friends together

All ages | £15k-£30k

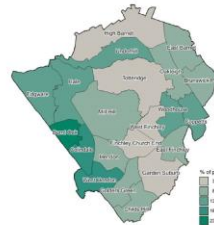


“ I’m happy using internet but I have to use the computer at the library to fill out e-forms. ”

- Low income, **blue collar or unemployed house sharers**, friends, family and same-sex couples living in twosomes
- Renting or owning small, low value properties mostly in Burnt Oak and Edgware
- Spend their leisure time going out with friends and exercising; health aware; well-travelled; **public transport users**
- Use of **smartphones** in daily life
- Likely to contact the council via the **website**, would use leisure centres and green spaces



12%
26,046



Barnet Customer Segments | 10

BARNET



Comfortable older families

25-70 | £20k-£50k



“ We love all the amenities close to our house. We hope that they’re there to stay. ”

- **Economically active, educated**, white collar, **growing family households** of mixed ages, burdened by large mortgages
- **Owners of large, average value properties** mostly in Edgware and Burnt Oak
- Spend their leisure time with the family; golf players; car owners
- Some families use the latest technology while others are behind the times
- Likely to contact the council through the **website** or over the **phone** for schools and libraries services



8%
17,081



Barnet Customer Segments | 11

BARNET



Mature and stable sedentaries

55+ | £20k-£30k

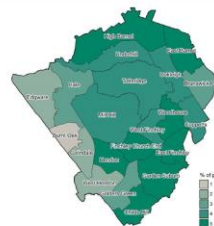


“ Could the council do something about the amount of traffic on my nice, quiet street? ”

- **Comfortably retired**, well settled, **established** couples or widowed singles of mixed occupations
- Owning modest properties mostly in East Barnet and Hendon
- Spend their time reading and gardening; **health aware**; car owners
- **PC literate** but not likely to use modern technology
- Likely to contact the council over the **phone** or **face-to-face** for social care and green waste services



4%
9,023



Barnet Customer Segments | 12

BARNET



Young optimists

20-45 | <£20k

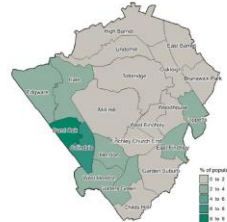


“ I’d like my council tax bills to be sent to me electronically. ”

- **Financially limited**, young independent singles, **students and friends** living together
- **Renting** low value properties mostly in Burnt Oak and Colindale
- Leisure time is limited to low cost entertainment and **exercising**; catalogue shoppers; public transport users
- Most use a **smartphone**
- Likely to contact the council via the **website** for housing benefits services



2%
4,985



Barnet Customer Segments | 13

BARNET

Constrained solos

40-65 | <£20k

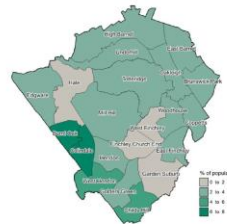


“ I’m concerned that Barnet Homes will force me to move out of my house. ”

- **Financially constrained**, blue collar or unemployed, unattached solos of mixed ages, **living alone**
- Renting low quality housing or living in **council homes**, mostly in Colindale and Burnt Oak
- Spend their leisure time going to the pub or playing bingo; non-sporty; mail order shoppers; public transport users
- Likely to use **smartphones**
- Likely to contact the council through the **website** or by **phone** for housing and social care services



3%
6,437



Barnet Customer Segments | 14

BARNET

Struggling families

Mixed ages | <£20k

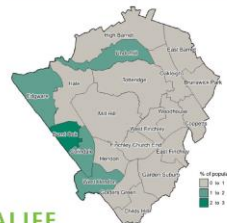


“ The financial planning class at my local children centre really helped with the monthly bills ”

- **Very low income**, blue collar or unemployed, **mixed age families**
- Living in **council properties** or owning low-priced properties, mostly in Edgware and Burnt Oak
- Spend their leisure time at the pub or betting office; **PC literate**; home improvers; car owners
- Likely to use a **smartphone**
- Likely to contact the council through the **website** or by **phone** for children’s centres and housing benefit services



1%
1,972



Barnet Customer Segments | 15

BARNET

Proud parents coping alone

Mixed ages | <£30k



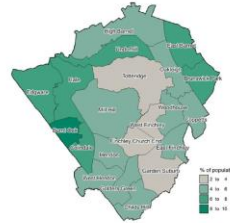
“ I just want to make sure that my kid gets all the support she needs. ”

- **Financially restricted**, white collar, part-timers or home-makers, government supported **single parents** of all ages
- Living in **council homes** or renting low value properties, mostly in Edgware and Burnt Oak
- Spend their leisure time at cheap gigs and the local pub; economy shoppers; **public transport users**
- Likely to use cheaper model **smartphones**
- Likely to contact the council through the **website** or by **phone**, for children’s services or information on local schools



6%
11,745

BARNET



Barnet Customer Segments | 16

Penny-wise pensioners

65+ | <£20k



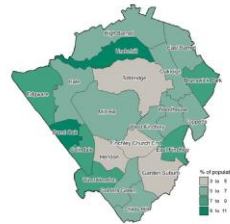
“ My health isn’t great and I’m worried that I’m going to have to move into a care home. ”

- **Minimal income**, formerly blue collar, settled, **elderly couples or widowed singles**
- Own small, low-value properties or living in residential homes, mostly in Edgware and Burnt Oak
- Spend their leisure time reading, watching TV and playing bingo; car owners
- **Offline lifestyles** with no desire to use new technologies
- Likely to contact the council over the **phone** or **face-to-face** for social care services or blue badges



6%
13,644

BARNET



Barnet Customer Segments | 17

