

Survey Analysis: New Farnborough Leisure Centre

Proposed Facilities

The public's feedback shows strong positive alignment with the core facilities being proposed. As a "select all that apply" question, the counts below represent the total number of respondents who are looking forward to using each facility.

- **Swimming Pools: 436 respondents.**
- **Café: 178 respondents.**
- **Fitness suite: 125 respondents.**
- Soft play: 76 respondents.
- Exercise studio: 80 respondents.
- Spin studio: 46 respondents.

The high level of interest in the swimming pools, cafe, and fitness suite confirms that these provisions are meeting the core needs and desires of the public.

Importance of Outdoor Spaces

The importance of outdoor spaces was clear in the feedback.

- **Planting / trees / biodiversity: 82.42%** rated this as "**Important.**"
- **Spaces to sit / benches: 67.78%** rated this as "**Important.**"
- **Outdoor café space: 48.24%** of respondents rated this as "**Important,**" and **34.31%** were "**Neutral.**"
- **Skatepark:** Opinions were evenly split. **35.57%** thought this was important, **33.79%** "**Not important**" and **30.63%** were "**Neutral**"

This shows clear support for green spaces and seating, but mixed opinions on more specific amenities like a skatepark.

External Building Design

- **61.85%** had a **neutral** opinion of the design.
 - **13.87%** provided a **positive** rating (8 or above).
 - **24.28%** expressed a **negative** sentiment (rating of 1-4).
- ➔ **75.72%** of respondents had a **neutral or positive** opinion of the proposed leisure centre design.

Key Themes from Accessibility Comments

Positive Themes:

- Many respondents acknowledged that considering accessibility is a positive and crucial step.
- Some comments expressed support for proposed features like lifts, ramps, and good lighting.

Improvement Themes:

- The need for improved access for disabled individuals was highlighted, specifically mentioning requirements for ramps, wider doors, lifts, and adequate space.
- There were concerns about the practicality of parking and drop-off areas for those with mobility issues.
- There were also requests for specific features, such as gender-separated showers, family-friendly changing rooms, and prayer facilities.
- Suggestions for general improvements included clear signage, good lighting, and wide, unobstructed corridors.

Impact on Town Centre Footfall

- For **Local shops**, **20.40%** of respondents anticipated using them **more** while **62.38%** were neutral
- For **Local cafés and restaurants**, **19.88%** of respondents said they would use them more, and **62.43%** were **neutral**

Open Answers - Key Themes

Some of the major themes that were touched on include:

- Respondents were happy that a new leisure centre was being built, as it was identified as a priority facility for the community.
- Comments were also made in support of the new facilities that were proposed including the pool and the café.
- A number of respondents expressed disappointment about the absence of a sports hall to replace the one that was demolished.
- There were concerns the proposed leisure centre was too small to serve the community's needs, especially given the new housing developments in the area.
- There were also concerns about the adequacy of parking for the new centre
- Some comments described the design as too industrial or boxy.

Summary

There is broad support for the concept of a new leisure centre and its key facilities (pools, gym) although some concerns around the building's aesthetic, its size, and the lack of a sports hall. The comments reflect a strong desire for the centre to be a dynamic, community-oriented hub rather than simply a new building.

Q1 On a scale of 1-10, how much do you like the external building design as shown? (for example, appearance/materials)

Answered: 483 Skipped: 0

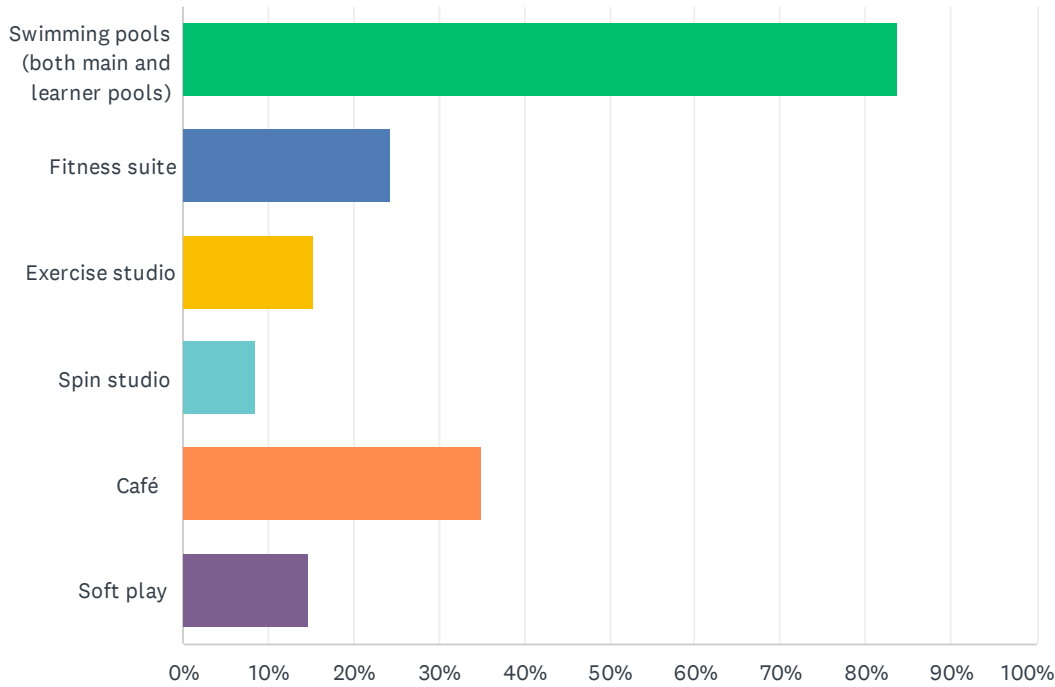
4.6★
average rating



	DISLIKE	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	(NO LABEL)	LIKE	TOTAL	WEIG AVER
☆	22.57% 109	7.45% 36	8.07% 39	8.70% 42	15.94% 77	9.11% 44	8.49% 41	9.11% 44	5.18% 25	5.38% 26	483	

Q2 Which of the proposed facilities are you looking forward to using the most? (select all that apply)

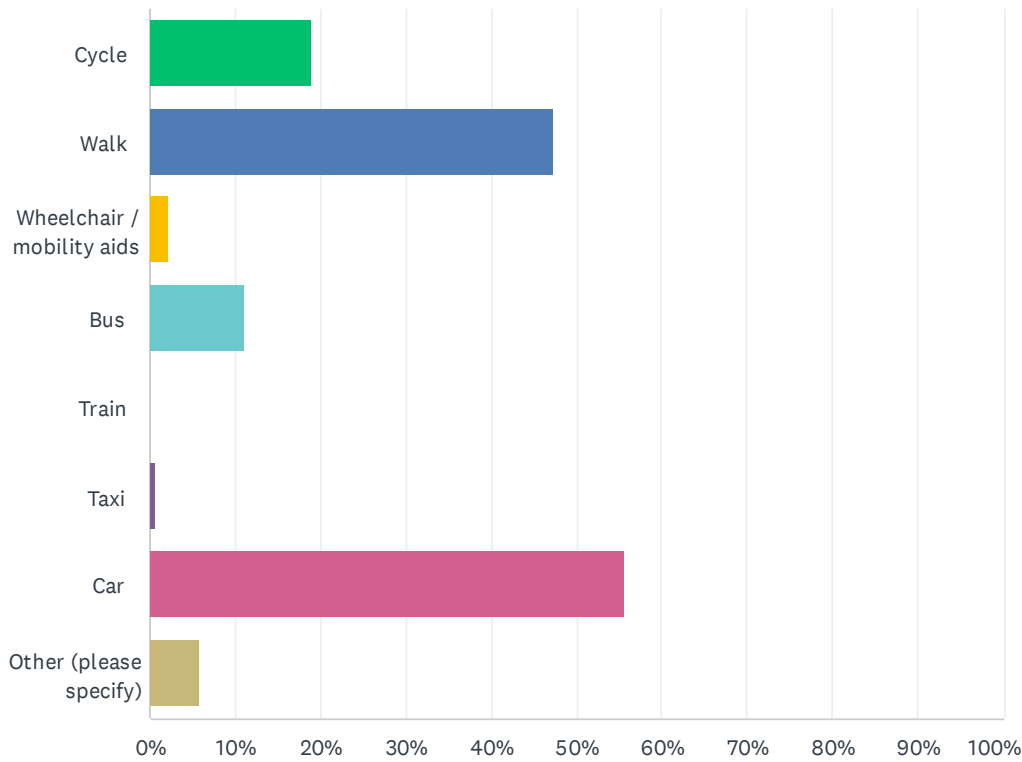
Answered: 483 Skipped: 0



ANSWER CHOICES	RESPONSES	
Swimming pools (both main and learner pools)	83.85%	405
Fitness suite	24.22%	117
Exercise studio	15.32%	74
Spin studio	8.49%	41
Café	34.99%	169
Soft play	14.70%	71
Total Respondents: 483		

Q3 How are you most likely to get to the new centre? (select all that apply)

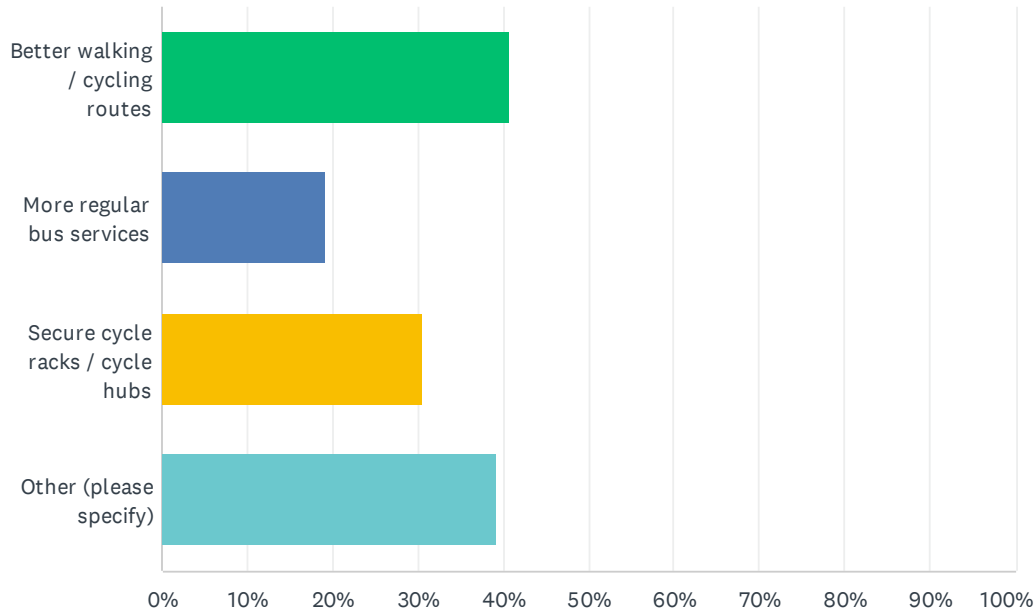
Answered: 483 Skipped: 0



ANSWER CHOICES	RESPONSES	
Cycle	19.05%	92
Walk	47.41%	229
Wheelchair / mobility aids	2.07%	10
Bus	11.18%	54
Train	0.00%	0
Taxi	0.62%	3
Car	55.69%	269
Other (please specify)	5.80%	28
Total Respondents: 483		

Q4 What would encourage you to walk, cycle or use public transport to go the centre? (select all that apply)

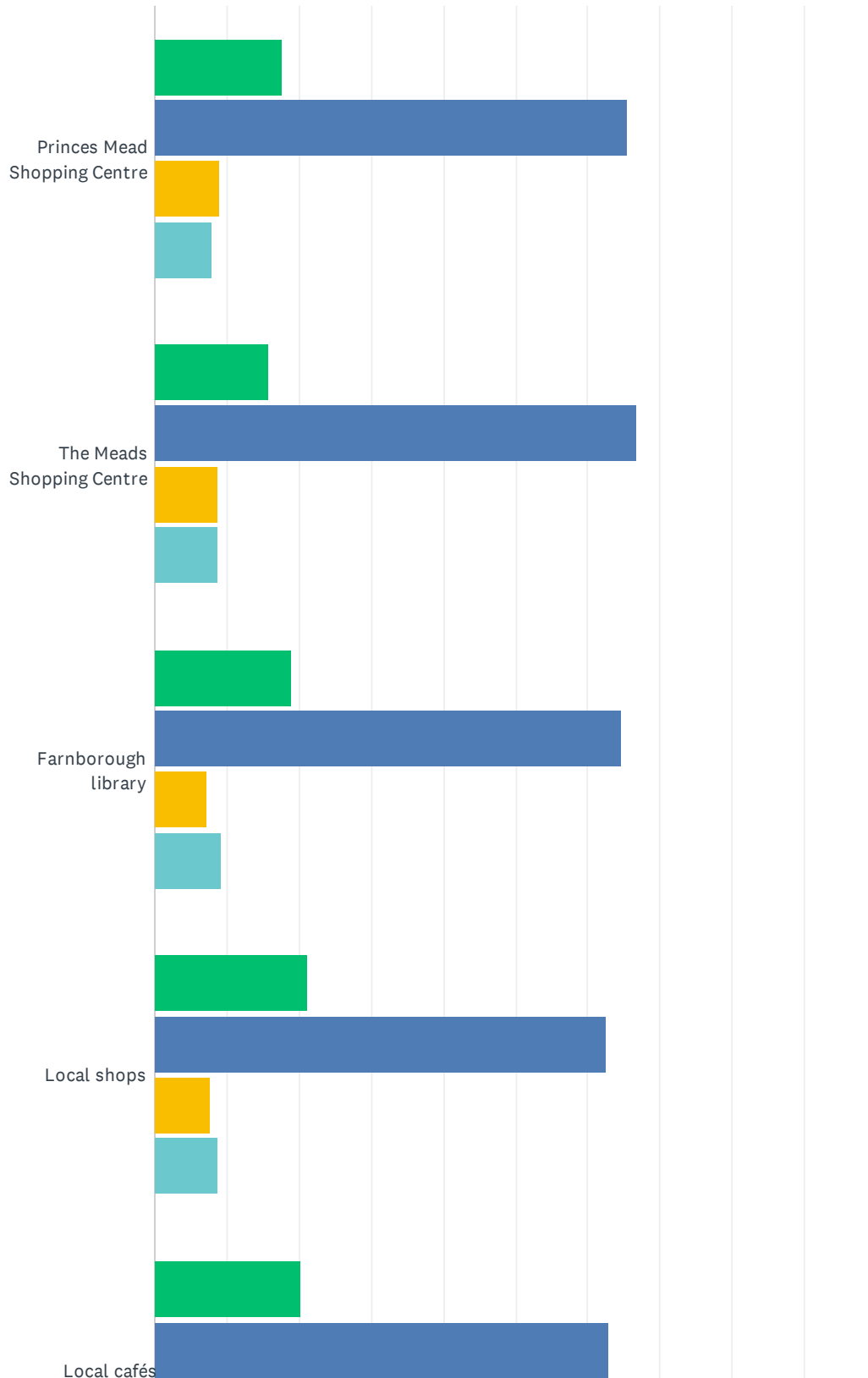
Answered: 483 Skipped: 0



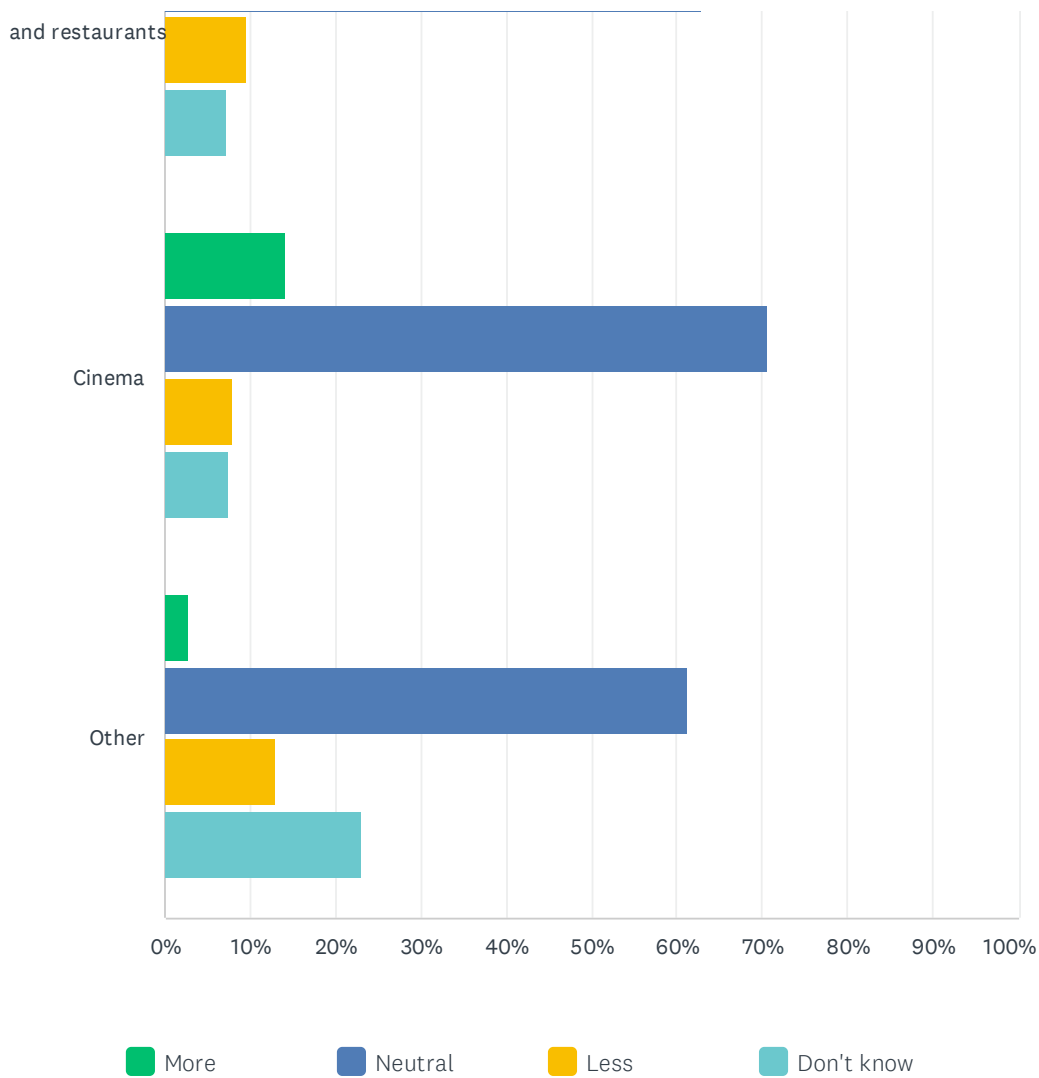
ANSWER CHOICES	RESPONSES	
Better walking / cycling routes	40.79%	197
More regular bus services	19.25%	93
Secure cycle racks / cycle hubs	30.43%	147
Other (please specify)	39.13%	189
Total Respondents: 483		

Q5 Will the new leisure centre encourage you and your family to use the following facilities more, less, or the same?

Answered: 483 Skipped: 0



New Farnborough Leisure Centre feedback survey



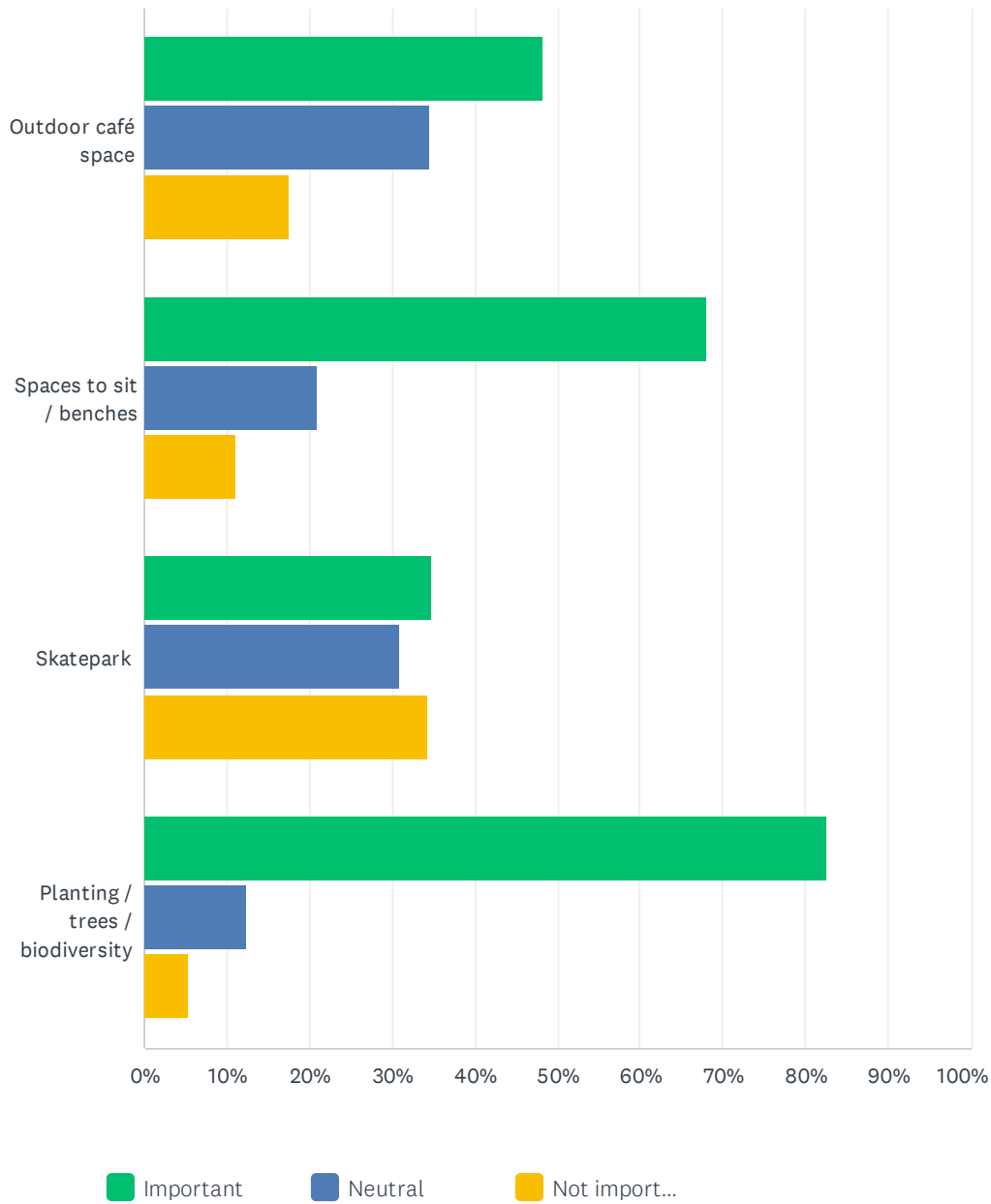
	MORE	NEUTRAL	LESS	DON'T KNOW	TOTAL	WEIGHTED AVERAGE
Princes Mead Shopping Centre	17.76% 84	65.54% 310	8.88% 42	7.82% 37	473	1.89
The Meads Shopping Centre	15.74% 74	66.81% 314	8.72% 41	8.72% 41	470	1.95
Farnborough library	18.98% 89	64.61% 303	7.25% 34	9.17% 43	469	1.88
Local shops	21.06% 99	62.55% 294	7.66% 36	8.72% 41	470	1.83
Local cafés and restaurants	20.30% 95	62.82% 294	9.62% 45	7.26% 34	468	1.84
Cinema	14.10% 66	70.51% 330	7.91% 37	7.48% 35	468	1.95
Other	2.78% 7	61.11% 154	13.10% 33	23.02% 58	252	2.54

Q6 We want to make sure the leisure centre is easy to access and available for everyone to use. Are there any features you would like us to consider to make sure you can access and use the facility?

Answered: 284 Skipped: 199

Q7 The outside of the leisure centre will include outdoor spaces for the public to enjoy. How important are the following to you?

Answered: 483 Skipped: 0

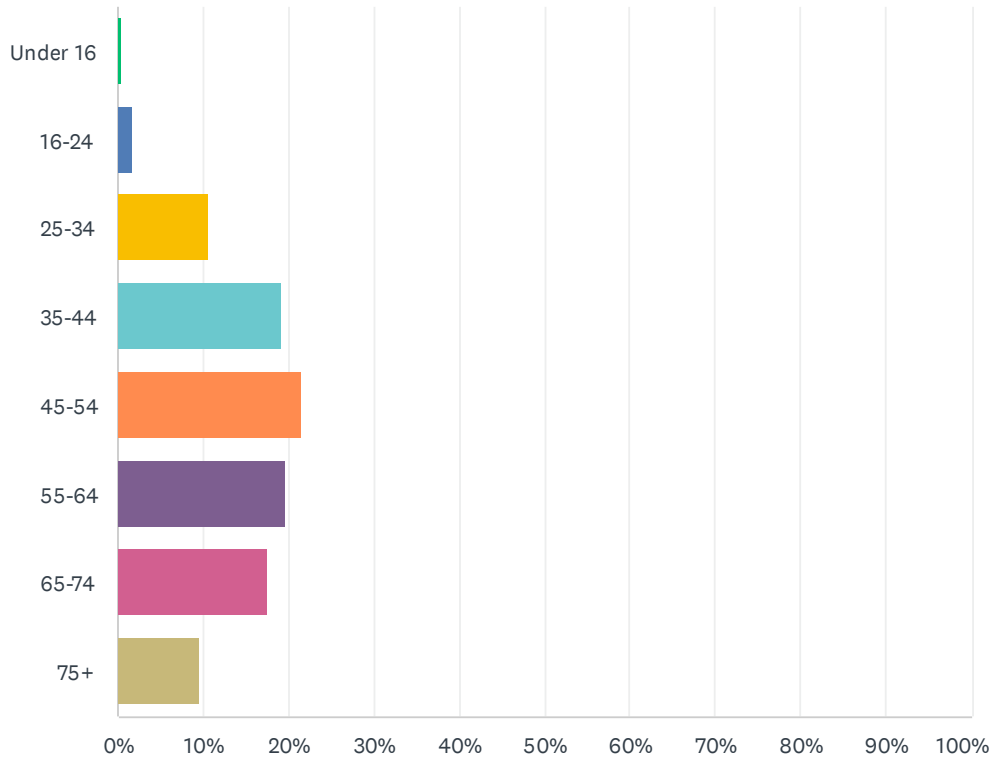


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	IMPORTANT	NEUTRAL	NOT IMPORTANT	TOTAL	WEIGHTED AVERAGE
Outdoor café space	48.11% 229	34.45% 164	17.44% 83	476	1.21
Spaces to sit / benches	68.00% 323	20.84% 99	11.16% 53	475	0.75
Skatepark	34.75% 164	30.93% 146	34.32% 162	472	1.65
Planting / trees / biodiversity	82.43% 394	12.34% 59	5.23% 25	478	0.40

Q8 What is your age group?

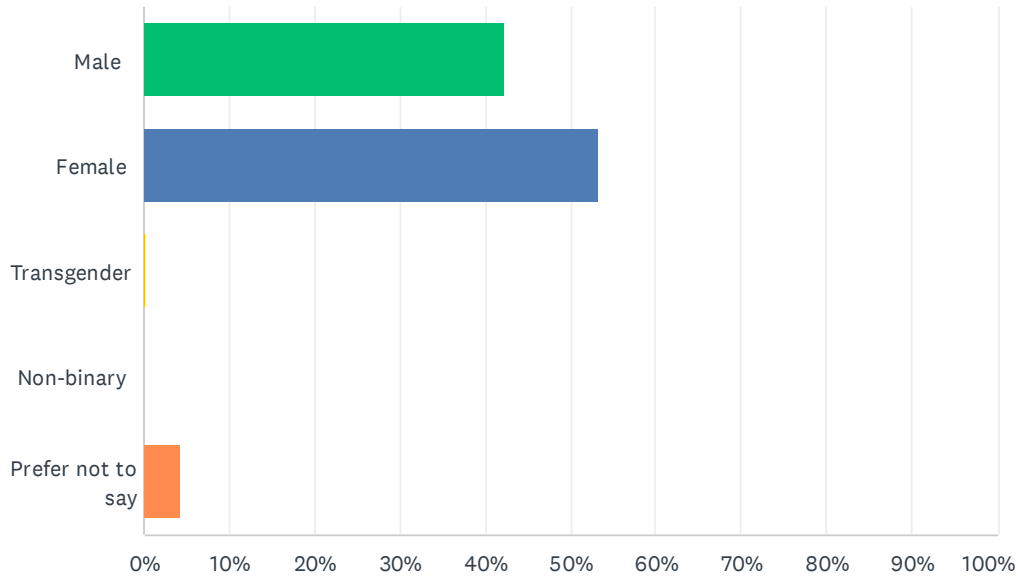
Answered: 483 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 16	0.41%	2
16-24	1.66%	8
25-34	10.56%	51
35-44	19.25%	93
45-54	21.53%	104
55-64	19.67%	95
65-74	17.39%	84
75+	9.52%	46
TOTAL		483

Q9 What is your gender?

Answered: 483 Skipped: 0



ANSWER CHOICES	RESPONSES	
Male	42.24%	204
Female	53.21%	257
Transgender	0.21%	1
Non-binary	0.00%	0
Prefer not to say	4.35%	21
TOTAL		483

Q10 What is your ethnicity?

Answered: 483 Skipped: 0

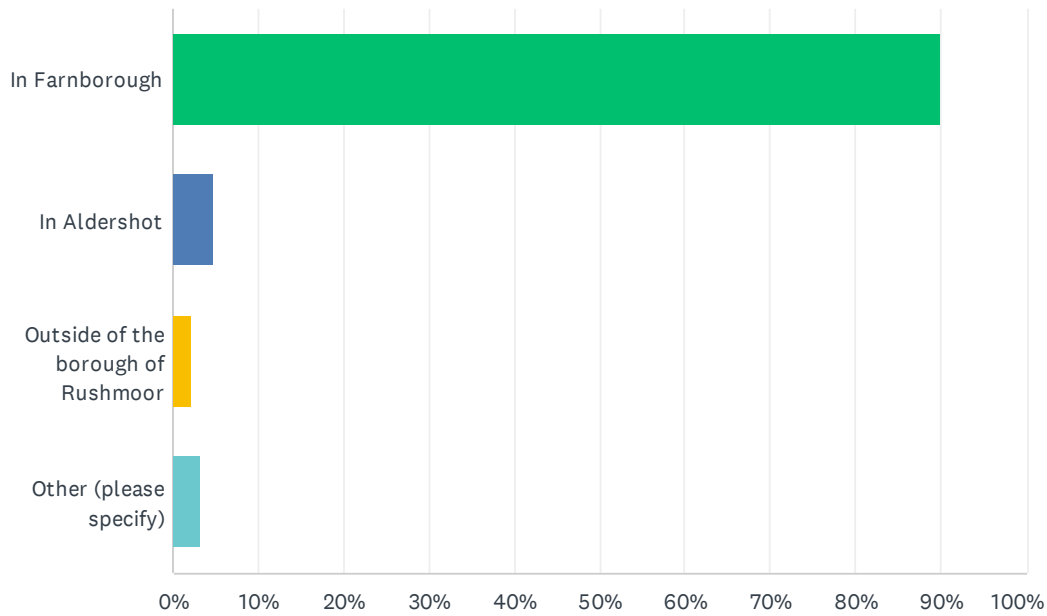


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ANSWER CHOICES	RESPONSES	
I'd prefer not to say	11.18%	54
White - British	81.78%	395
White - Other	2.07%	10
White - Irish	0.00%	0
White – Gypsy/Traveller	0.21%	1
Asian or British Asian – Nepali	0.21%	1
Asian or British Asian – Chinese	0.41%	2
Asian or British Asian – Indian	0.41%	2
Asian – Other	0.62%	3
Black or British Black – Caribbean	0.41%	2
Black or British Black – African	0.41%	2
Black – Other	0.00%	0
Mixed – White and Asian	0.41%	2
Mixed – White and Black Caribbean	0.21%	1
Mixed – White and Black African	0.21%	1
Mixed – Other	0.41%	2
Other (please specify)	1.04%	5
TOTAL		483

Q11 Would you say you live:

Answered: 483 Skipped: 0



ANSWER CHOICES	RESPONSES	
In Farnborough	90.06%	435
In Aldershot	4.76%	23
Outside of the borough of Rushmoor	2.07%	10
Other (please specify)	3.11%	15
TOTAL		483