



LEISURE AND CULTURAL SURVEY ANALYSIS – APRIL 2007

BACKGROUND

A questionnaire was mailed to 2,500 South Holland residents. The aim of the survey was to determine resident's levels of satisfaction with the Council's leisure and cultural services and facilities and also to gain a better picture of their leisure and cultural interests. The survey also provided information for the Council's monitoring information. This is the fifth year that a leisure survey has been carried out.

METHODOLOGY

In February 2007 a questionnaire was mailed to a random selection of 2,500 South Holland residents using names and addresses from the electoral role. The questionnaire asked about leisure time and the leisure and cultural services provided by the Council. A total of 523 completed questionnaires were returned to the Council and were then analysed. The response rate for this un-solicited self-completion questionnaire was 21%.

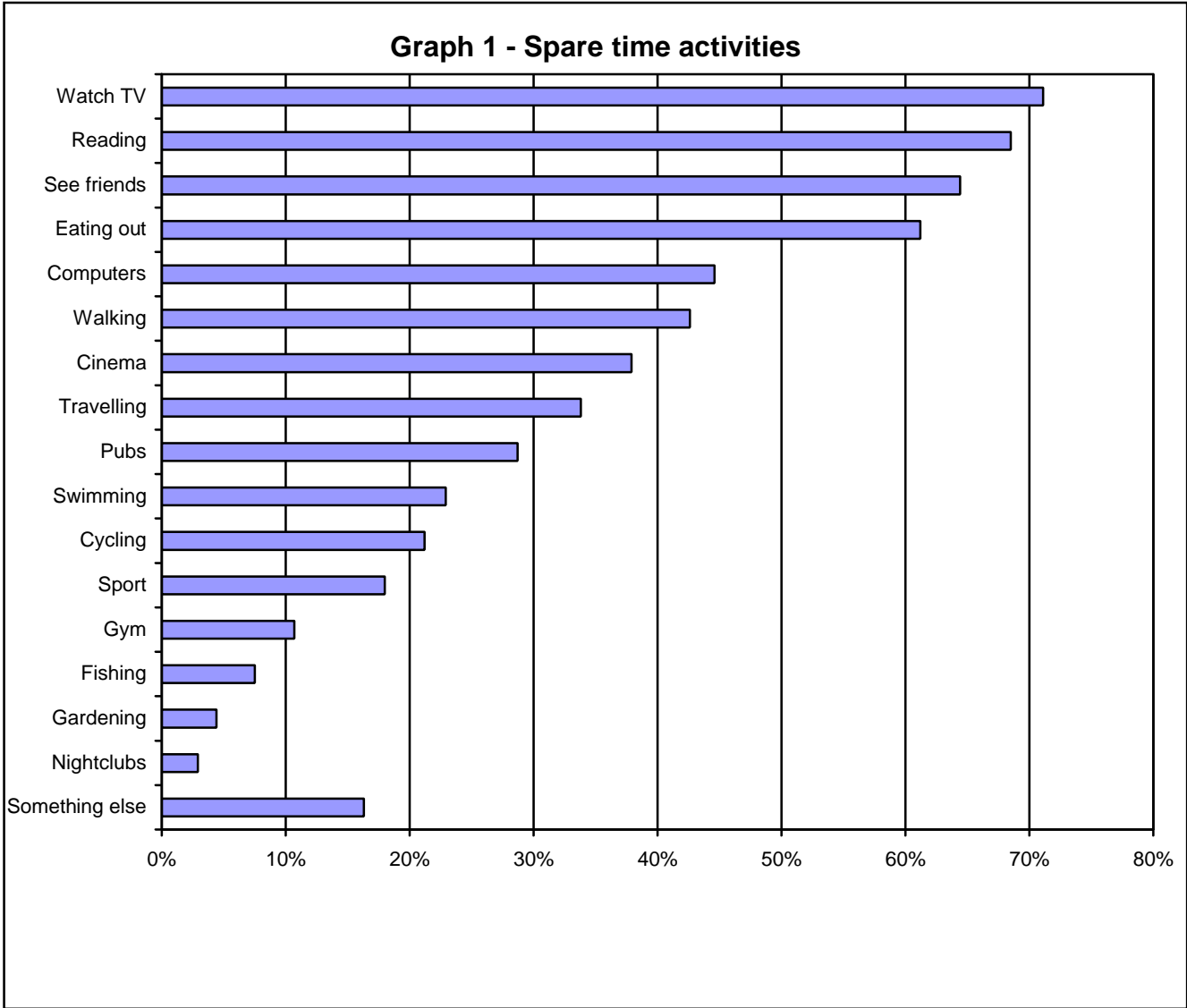
RESULTS

All results exclude no responses.

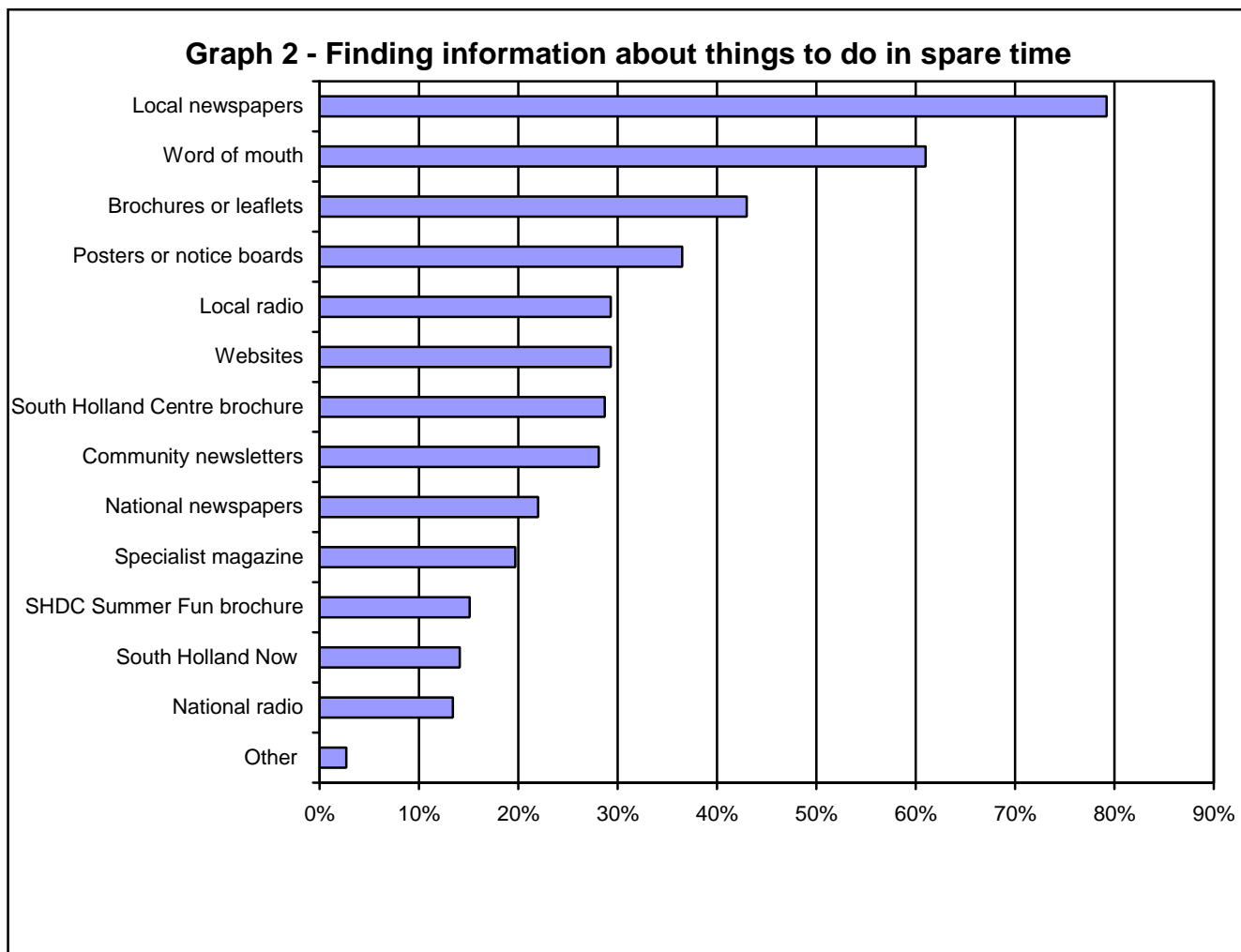
The results have been compared with 2006 - 2003 results where possible (where similar questions were asked on each survey).

Leisure time

The most common things respondents do in their spare time are: watch TV (71%); reading (69%); see friends (64%) and eating out (61%).



Respondents use a variety of sources to find out information about things to do in their spare time, the most popular being: local newspapers (79%); word of mouth (61%) and brochures or leaflets (43%).



Internet

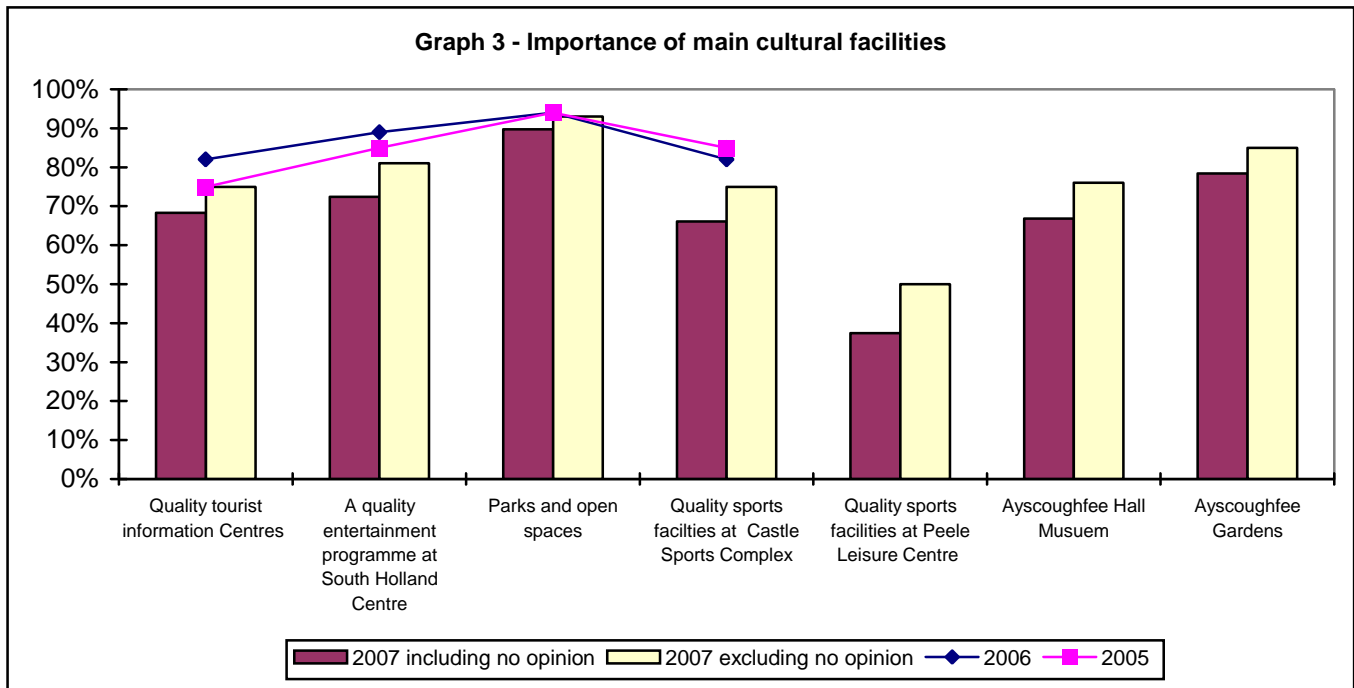
More than half of respondents (60%) have access to the internet.

Almost a fifth (17%) of respondents who have access to the internet have used sholland.gov.uk to get information about things to do in their spare time.

Usage of other sites specified in the questionnaire are as follows:

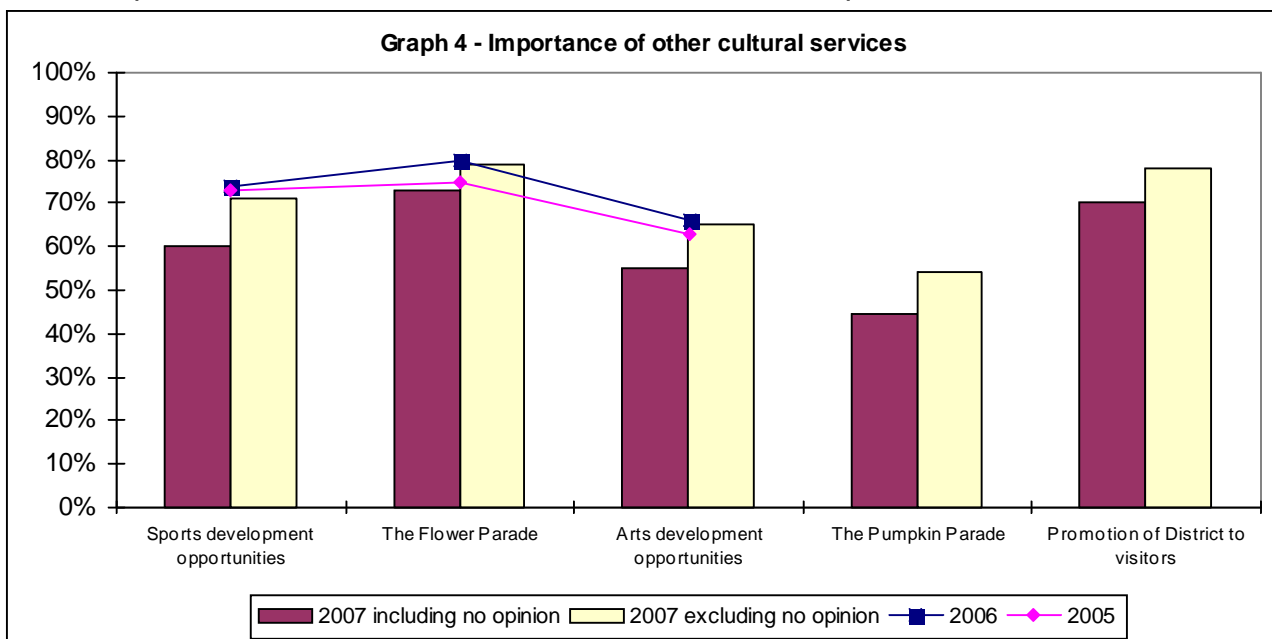
- southhollandcentre.co.uk 9%
- visitlincolnshire.co.uk 9%
- visitspalding.com 7%
- flowerparade.co.uk 5%
- pumpkinparade.co.uk 3%
- ayscoughfee.org 2%
- fourseasons.org.uk 0.4%.

Importance of services / facilities



With one exception (quality sports facilities at the Peele Leisure Centre) two thirds or more of respondents claim that each of the main leisure facilities are important. Parks and open spaces (90%) continues to be the most important leisure facility for respondents.

Compared to previous years results, “importance” has declined slightly for each service or facility. However this year the survey contained a ‘no opinion’ option which may account for some of the decline (if those respondents who answered no opinion are excluded from the results importance increases, however for some services importance is still lower than in 2006).



The services which are not so high in importance are those which have been running for the least amount of time: quality sports facilities at the Peele Leisure Centre (37%) and the Pumpkin Parade (45%).

Table 1: Importance of services / facilities

2007 Results including no opinions	Very Important / Important	Not Important / Not very important	No opinion 2007
A quality Tourist Information Service	68%	22%	9%
2007 – excluding no opinion	75%	25%	
2006	82%	18%	
2005	75%	25%	
2004	80%	20%	
2003	64%	36%	
A quality entertainment programme at the South Holland Centre	72%	17%	10%
2007 – excluding no opinion	81%	19%	
2006	89%	11%	
2005	85%	15%	
2004	84%	16%	
2003	74%	26%	
Quality sports facilities at the Castle Sports Complex	66%	22%	12%
2007 – excluding no opinion	75%	25%	
2006	82%	18%	
2005	85%	15%	
2004	76%	24%	
2003	72%	28%	
Quality Parks and open spaces	90%	7%	4%
2007 – excluding no opinion	93%	7%	
2006	94%	6%	
2005	94%	6%	
2004	93%	6%	
2003	92%	8%	
Sports development opportunities for the community	60%	24%	16%
2007 – excluding no opinion	71%	29%	
2006	74%	26%	
2005	73%	27%	
2004	78%	22%	
2003	79%	21%	
Arts Development opportunities for the community	55%	29%	16%
2007 – excluding no opinion	65%	35%	
2006	66%	34%	
2005	63%	38%	
2004	63%	38%	

2007 Results including no opinions	Very Important / Important	Not Important / Not very important	No opinion 2007
2003	55%	45%	
The Flower Parade	73%	20%	7%
2007 – excluding no opinion	79%	21%	
2006	80%	20%	
2005	75%	25%	
2004	75%	25%	
2003	70%	30%	
The Pumpkin Parade	45%	37%	18%
2007 – excluding no opinion	54%	46%	
Ayscoughfee Hall Museum	67%	21%	12%
2007 – excluding no opinion	76%	24%	
2004	69%	31%	
2003	58%	42%	
Ayscoughfee Gardens	78%	13%	8%
2007 – excluding no opinion	85%	15%	
Promotion of the District to visitors	70%	20%	10%
2007 – excluding no opinion	78%	22%	
Quality sports facilities at the Peele Leisure Centre	37%	37%	26%
2007 – excluding no opinion	50%	50%	

Equality Dimension

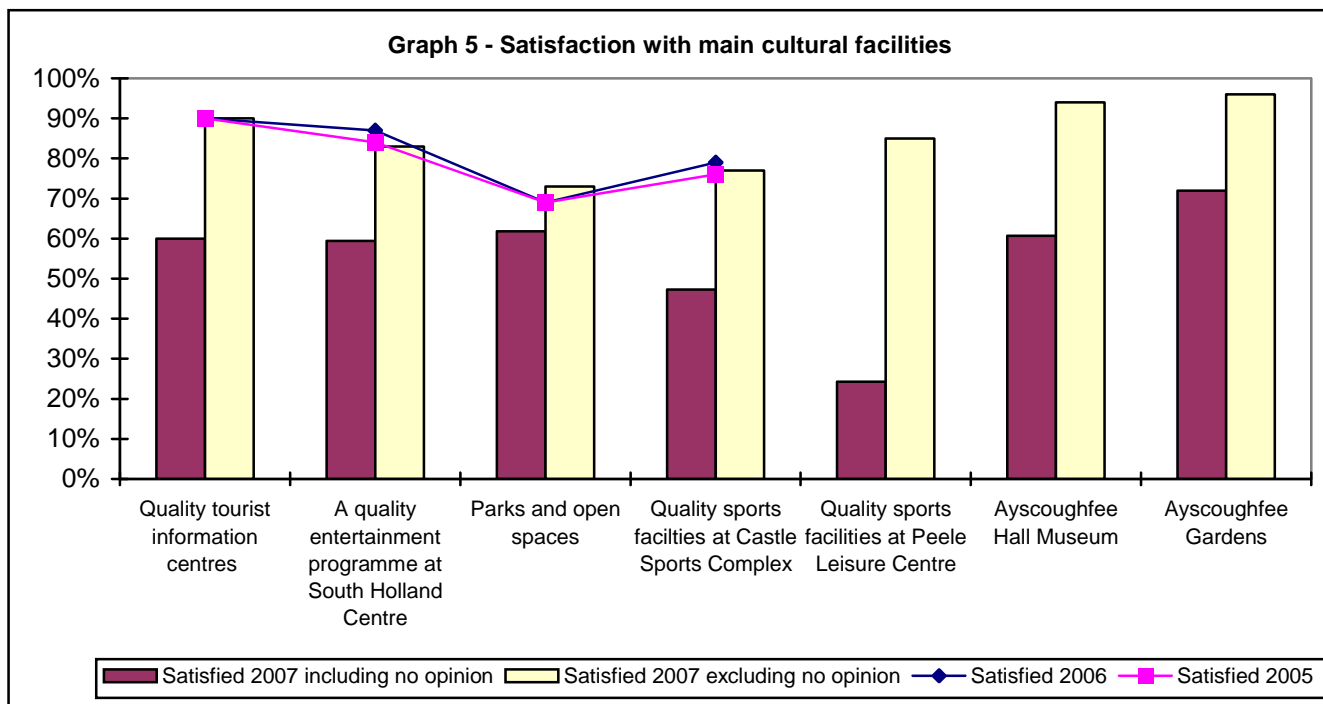
Women respondents are more likely than men to think each cultural service or facility is important. The difference is most marked for quality tourist information centres (74% women, 60% men), Pumpkin Parade (51% women, 36% men) and arts development (61% women, 47% men).

Disabled respondents place less importance on some cultural services compared to non disabled respondents: a quality entertainment programme at the South Holland Centre (69% disabled respondents, 82% non disabled respondents); quality sports facilities at the Castle Sports Complex (61% disabled respondents, 77% non disabled respondents); sports development opportunities for the community (58% disabled respondents, 73% non disabled respondents).

Importance of some cultural services and facilities differs by age group. Respondents aged 18-30 are less likely to think the following services are important compared to respondents in older age categories: quality tourist information centres (40%); promotion of the District to visitors (43%); a quality entertainment programme at the South Holland Centre (60%); Ayscoughfee Hall Museum (37%); Ayscoughfee Hall gardens (66%); the Pumpkin Parade (29%); the Flower Parade (59%). While respondents aged 65 or over are less likely to think the following services are important compared to respondents in younger age categories: quality sports facilities at the Castle Sports Complex (59%) and sports development opportunities for the community (50%).

For most cultural services or facilities there were too few respondents who are non White British to provide a significant contrast.

Satisfaction with services / facilities



Satisfaction with most of the main leisure facilities is around 60% and satisfaction is highest for Ayscoughfee Gardens (72%). Satisfaction is lowest for the sports facilities at the Castle Sports Complex (47%) and the Peele Leisure Centre (24%). Although satisfaction with Peele Leisure Centre is low, so is dissatisfaction (4%), most respondents answered 'no opinion' (71%). (This is a new facility located at Long Sutton.)

Satisfaction has decreased compared to previous years results. However again the introduction of a no opinion category on this year's survey may account for some of the decline (if those respondents who answered no opinion are excluded from the results satisfaction increases in line with previous year's results, with the exception of sports development opportunities).

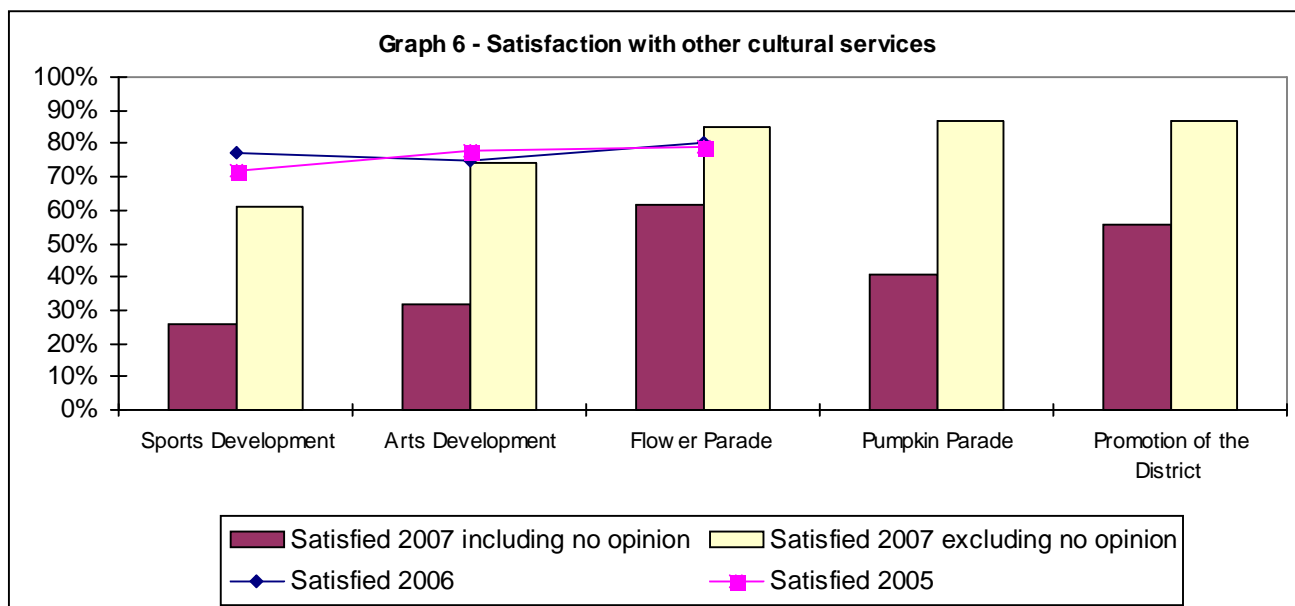


Table 2: Satisfaction with services / facilities

	Very satisfied / satisfied	Dissatisfied / very dissatisfied	No opinion 2007
A quality Tourist Information Service	60%	6%	34%
2007 – excluding no opinion	90%	10%	
2006	90%	10%	
2005	90%	10%	
2004	87%	14%	
2003	97%	3%	
A quality entertainment programme at the South Holland Centre	59%	12%	28%
2007 – excluding no opinion	83%	17%	
2006	87%	14%	
2005	84%	16%	
2004	83%	17%	
2003	94%	6%	
Quality sports facilities at the Castle Sports Complex	47%	14%	38%
2007 – excluding no opinion	77%	23%	
2006	79%	21%	
2005	76%	24%	
2004	89%	11%	
2003	88%	12%	
Quality Parks and open spaces	62%	23%	15%
2007 – excluding no opinion	73%	27%	
2006	69%	31%	
2005	69%	31%	
2004	74%	27%	
2003	83%	18%	
Sports development opportunities for the community	26%	17%	57%

	Very satisfied / satisfied	Dissatisfied / very dissatisfied	No opinion 2007
2007 – excluding no opinion	61%	39%	
2006	77%	24%	
2005	72%	29%	
2004	75%	25%	
2003	74%	27%	
Arts Development opportunities for the community	32%	11%	58%
2007 – excluding no opinion	74%	26%	
2006	75%	24%	
2005	78%	22%	
2004	74%	26%	
2003	72%	28%	
The Flower Parade	62%	11%	27%
2007 – excluding no opinion	85%	15%	3%
2006	80%	21%	
2005	79%	21%	
2004	79%	21%	
2003	75%	25%	
The Pumpkin Parade	41%	6%	53%
2007 – excluding no opinion	87%	13%	
Ayscoughfee Hall Museum	61%	4%	35%
2007 – excluding no opinion	94%	6%	
2004	89%	11%	
2003	96%	4%	
Ayscoughfee Gardens	72%	3%	25%
2007 – excluding no opinion	96%	4%	
Promotion of the District to visitors	56%	8%	36%
2007 – excluding no opinion	87%	13%	
Quality sports facilities at the Peele Leisure Centre	24%	4%	71%
2007 – excluding no opinion	85%	15%	

Equality Dimension

Women respondents also tend to be more satisfied than men with many cultural services or facilities, particularly for: quality tourist information centres (women 66%, men 51%) promotion of the District to visitors (women 61%, men 49%), Ayscoughfee Hall Museum (women 66%, men 53%), Ayscoughfee gardens (women 77%, men 64%), the Flower Parade (women 67%, men 54%).

There are no major differences in satisfaction between those respondents who are disabled and those respondents who are not.

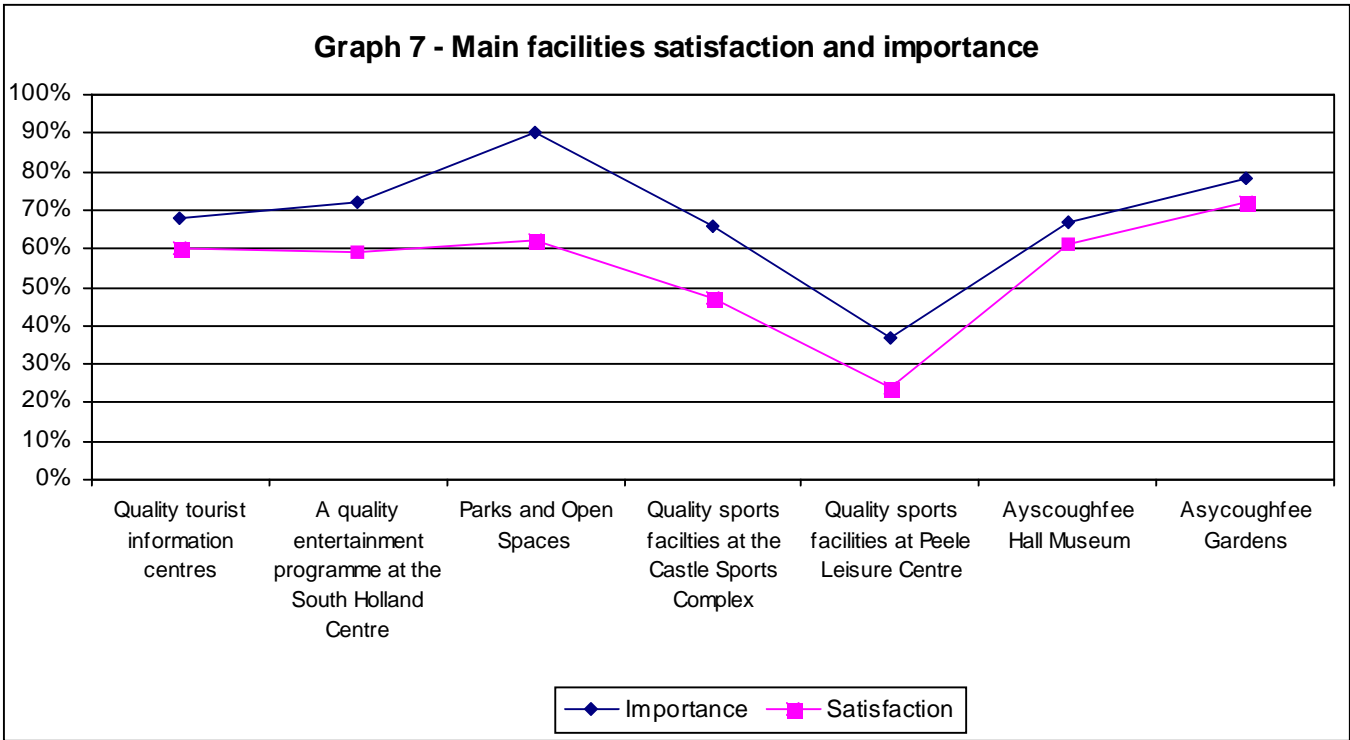
Young respondents (aged 30 or under) are less satisfied than respondents in other age groups with the following cultural services and facilities: quality tourist information service (26%); promotion of the District to visitors (29%); Ayscoughfee Hall Museum (37%); Ayscoughfee Hall Gardens (51%); the Flower Parade (42%); the Pumpkin Parade (29%); a quality entertainment

programme at the South Holland Centre (24%); quality parks and open spaces (43%). Many respondents in the 18-30 age group answered no opinion rather than giving a satisfaction rating to these services, while this may account for lower satisfaction with the first five services it does not completely account for lower satisfaction with 'a quality entertainment programme at the South Holland Centre', 'quality parks and open spaces' and 'the Pumpkin Parade'.

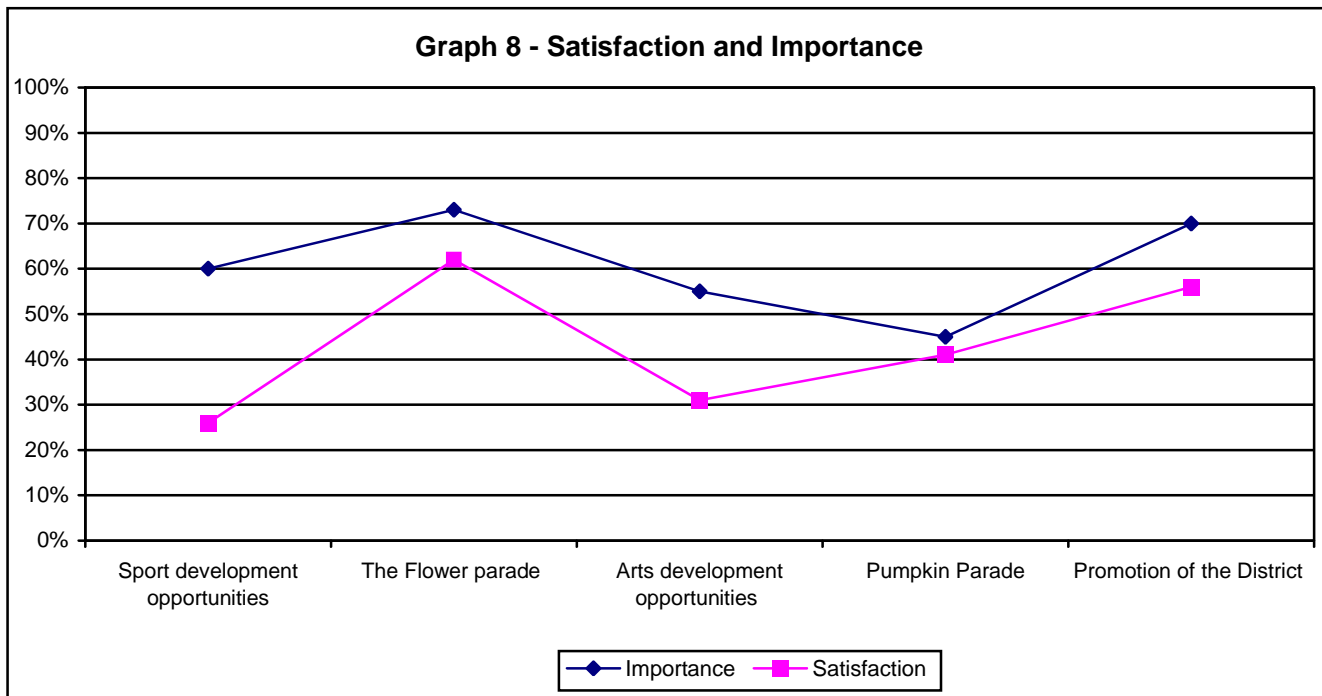
For most cultural services or facilities the few respondents who are non White British were satisfied with cultural services or answered no opinion.

Matching satisfaction with importance

Satisfaction does not meet or exceed importance for any of the cultural facilities provided by SHDC. However for some the mismatch is only small (Ayscoughfee Hall Museum and Gardens). The biggest mismatch is for parks and open spaces, where satisfaction is 28% less than importance, this mismatch is growing compared to results from previous years (25% mismatch 2006, 24% mismatch 2005, 19% mismatch 2004).



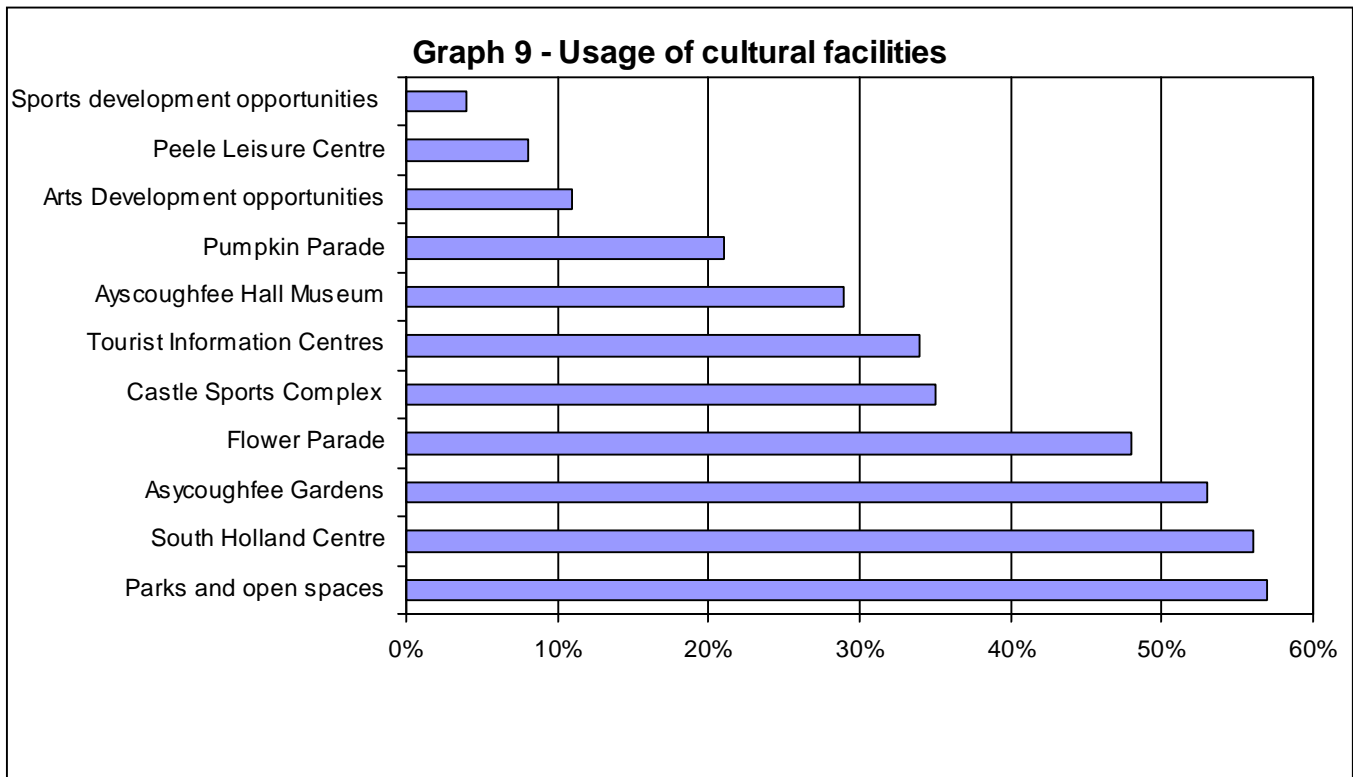
For each of the remaining services satisfaction also falls short of importance. The mismatch is greatest for sports development opportunities (34% mismatch) and arts development opportunities (23% mismatch).



Usage of Cultural Facilities

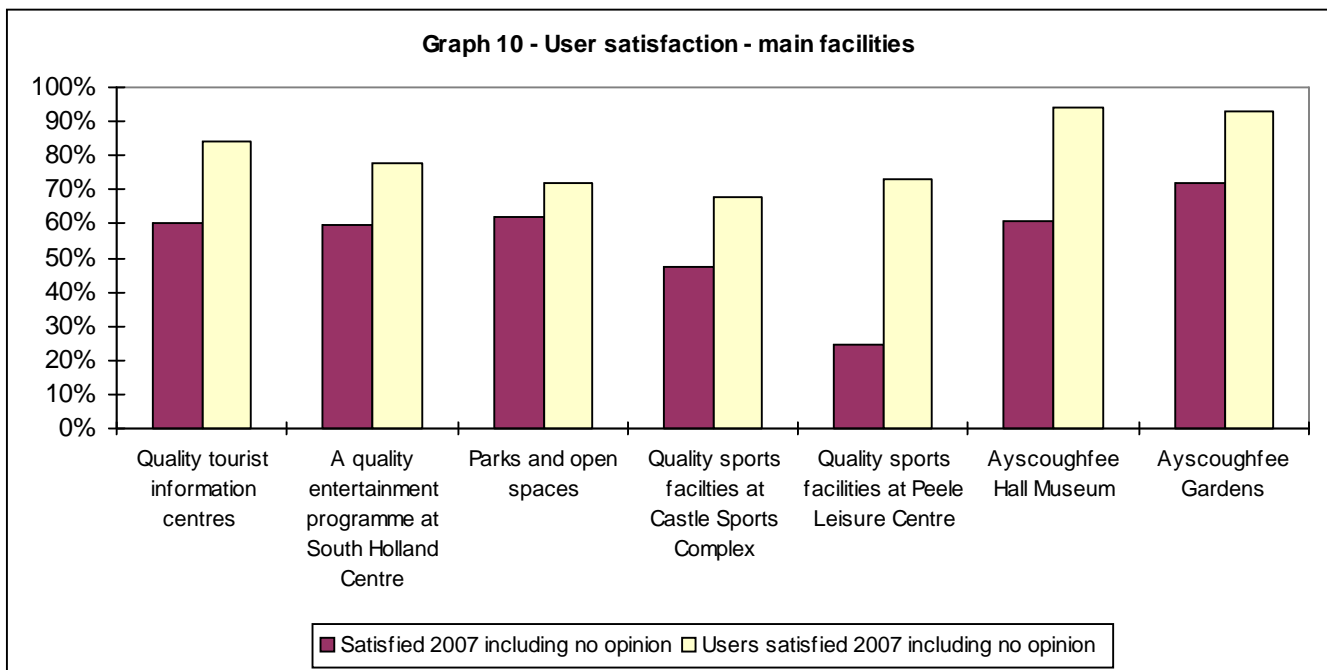
Usage of cultural facilities is highest for parks and open spaces (57%), the South Holland Centre (56%) and Ayscoughfee Gardens (53%).

Less than one in 10 respondents have used sports development opportunities (4%) or visited the Peele Leisure Centre (8%) in the last year.

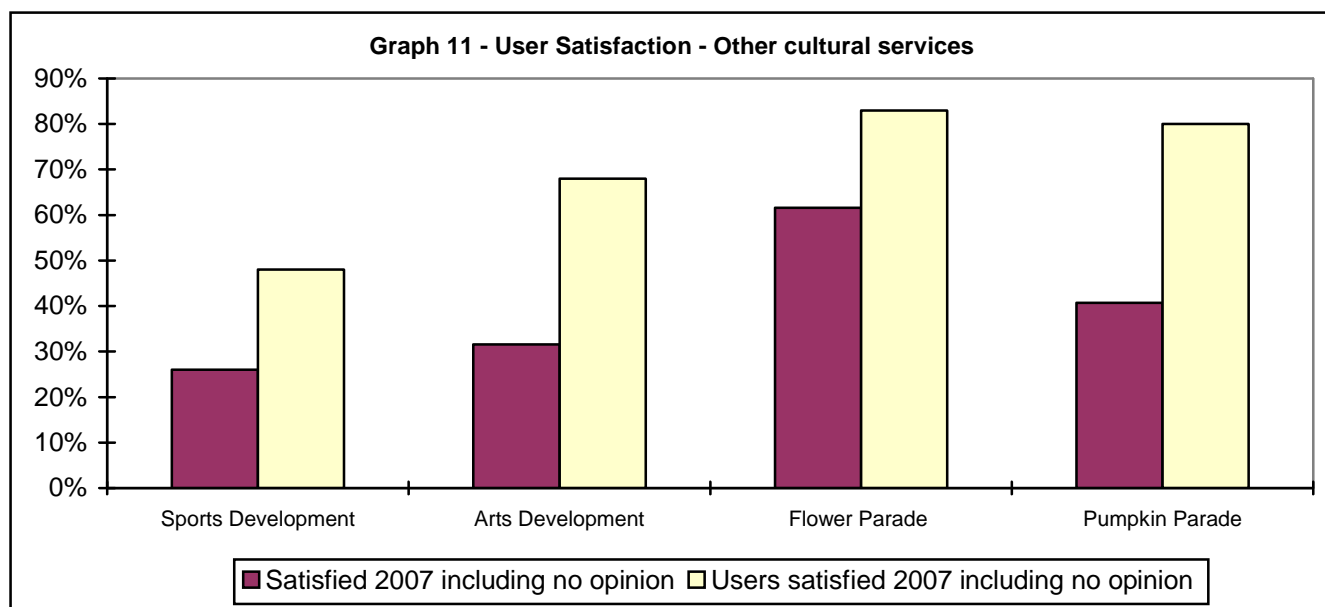


User Satisfaction

Satisfaction with cultural services increases amongst respondents who have used or visited the services or facilities in the last year. For each of the main leisure facilities at least two thirds of users are satisfied, and users of Ayscoughfee Hall Museum (94%) and Gardens (93%) are particularly satisfied.



Satisfaction also increases amongst users of other cultural services, however less than half of respondents who use sports development opportunities for the community are satisfied (48%).



General Comments about SHDC Cultural Services

Respondents were asked whether they had any comments they wished to make about the leisure or cultural services managed by SHDC. A vast range of different comments were made. Many people applauded the variety of the programming at the South Holland Centre and there was much praise for the Ayscoughfee gardens. Many of the negative comments made referred to the Castle Swimming Pool – focusing on poor standards of cleanliness or inconvenient opening hours. Other negative comments focused on the lack of good quality parks and open spaces in the district.

Club Membership

A quarter of respondents are a member of a sports club, group or team. 13% of respondents are a member of an arts club, group or class. Respondents belong to a wide range of sports and arts clubs. The most popular clubs listed were:

	Number of respondents		Number of respondents
Bowls club	22	Hockey club	6
Sports complex (Castle or Peele)	20	Swim club	6
Dance club	15	Art club	5
Football club	11	Gym	5
Golf club	7		

Many respondents attend their club 1-3 times a week (70%). Others attend once a month (14%), every two weeks (7%) or 4-7 times a week (8%).

Equality Dimension

Men are more likely than women respondents to be a member of a sports club, group or team (men 33%, women 20%), while women respondents are more likely to be a member of an arts club, group or class (women 16%, men 8%).

There are no major differences in sports or arts club membership between those respondents who are disabled and those respondents who are not.

There are no age differences in terms of membership to a sports club group or team. However there are age differences in membership of arts clubs, groups or classes, with membership being more likely amongst older respondents (3% 18-30 year olds, 16% 65 or over).

Voluntary work

30% of respondents have done voluntary work for a charity, organisation or group in the last 12 months. Many different types of voluntary work is done by respondents, most can be broadly categorised as:

	Number of respondents		Number of respondents
Raising money / fundraising	57	Giving time and help to school	13
Giving time and help	48	Giving time and help to church	13
Committee member	28	Working in charity shop	10
Organising events	18	CAB volunteer	3

Equality Dimension

There are no gender differences in doing voluntary work for a charity, organisations or groups.

There are no major differences between disabled respondents and those respondents who are not disabled in doing voluntary work for a charity, organisations or groups.

Older respondents are slightly more likely to have done any voluntary work for a charity, organisation or group in the last 12 months (23% 18-30 year olds, 33% 51-64 year olds, 32% 65 or over).

Conclusions for the Council

This survey has shown that most South Holland residents tend to take part in fairly sedate activities such as reading and watching TV rather than active sports. However "walking" is the 6th most frequently sited leisure pursuit which perhaps then fed into the levels of dissatisfaction with access to parks and open spaces. People want walk but find a lack of access to suitable open spaces.

Local residents are increasingly using the internet to find out local information but the newspaper and word of mouth remain the most useful and a popular source about what is going on. Therefore, while the Council needs to make sure that the Sholland.gov.uk web site always

shows the most up to date information, it must also continue to make use of more traditional publicity methods to advertise its events and activities.

The trends of “satisfaction” compared to the perceived “importance” of various facilities provides the Council with a valuable barometer of local opinion. It is pleasing to see that users of the Council’s facilities have a better level of satisfaction with them than those people who have not used them. The services most frequently sited as having been used were the longest standing facilities such as the Flower Parade and the South Holland Centre.

Satisfaction with the Castle Sports Centre continues to diminish and the Council has agreed some interim refurbishment works there while a Leisure Facilities Working Group has recently been established to consider whether to refurbish or replace the facilities.

A sizable minority of local residents are members of organised leisure activity groups such as sports teams or arts clubs, with a strong presence from the Bowls clubs! Local people show a considerable willingness to get involved in local community activities too with 30 % of respondents noting they had done some charitable work over the previous year, most through fundraising and giving their time to help out. This shows that there is a strength of community activity that the Council needs to both help and harness through its sports and arts development programmes.