

# **Golden Lane Sport & Fitness Engagement Survey**

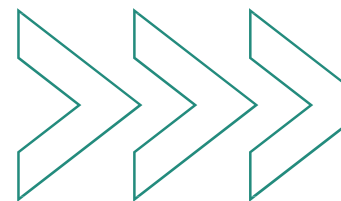
**2025**



**Active  
Insight**

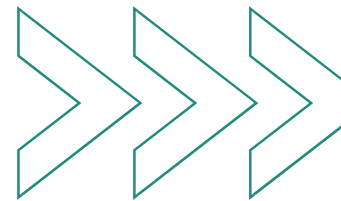
Moving Leisure-net forward

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# 1 Project Background



This research was conducted to understand the experiences and expectations of both users and non-users regarding the transformation of Golden Lane Sport & Fitness. It forms part of a feasibility study led by TA6 Alliance Leisure.

## **Active-Insight**

As a leading authority in customer insight and market intelligence within the active leisure sector, Active-Insight is pleased to present this research report on behalf of Golden Lane Sport & Fitness.

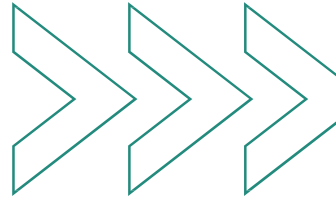
## **Research Methods**

The data for this study was collected through an online survey, designed and promoted by the client. Conducted between January and March 2025, the survey followed a self-selection format and received 405 responses, with 45% of participants identifying as active users of Golden Lane Sport & Fitness.

Based on our experience, surveys of this nature tend to attract responses from residents with strong opinions on local services, particularly those who are already engaged in sports and leisure activities. Therefore, the findings should be interpreted within this context.

To maximize engagement, the survey was promoted via multiple channels, including the sport centre's social media platforms, targeting both existing users and the wider community.

# 2 Key Findings & Recommendations



## 1. Increase Engagement Among Infrequent Users

**Key Finding:** Nearly half of the respondents (45%) reported using Golden Lane Sport and Fitness. However, 30% use the centre less than once per month, highlighting an opportunity to encourage more frequent visits.

### Recommendations:

- Introduce incentive programs (e.g., loyalty rewards, discounted memberships for frequent visits).
- Develop short, time-efficient workouts such as express fitness classes or lunchtime sessions.
- Implement targeted marketing campaigns for occasional users, offering promotions based on their visit patterns.

## 2. Improve Facility Quality to Address User Concerns

**Key Finding:** The quality of facilities was identified as the main barrier to doing more exercise, selected by 28% of users.

### Recommendations:

- Prioritise upgrading fitness areas (gym, group exercise studios) and swimming facilities (main pool, adult lane swimming, sauna).
- Enhance changing and shower facilities to improve overall user experience.
- Improve lighting, ventilation and aesthetics to make the centre feel more modern and inviting.

# Key Findings & Recommendations

## 3. Expand Fitness & Swimming Offerings to Match Demand

**Key Finding:** The most requested fitness facilities in the proposed redevelopment include a gym (19%), mind and body activities (15%) and water-based classes (13%). The most requested swimming facilities include a main swimming pool (25%), adult lane swimming (19%) and sauna (16%).

### Recommendations:

- Expand yoga/Pilates and water-based fitness classes to match high demand.
- Introduce structured fitness programs for different demographics (Active Ageing, rehabilitation-focused fitness, high-intensity workouts).
- Increase adult lane swimming hours and swim lesson availability to accommodate demand.

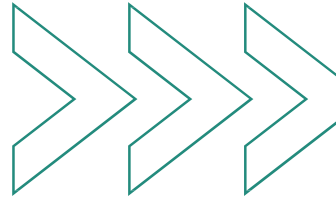
## 4. Develop a More Social & Community-Friendly Space

**Key Finding:** When ranked by preference, the most desired community and social inclusion facilities for the redevelopment were a café (1st place, 74%), meeting room space (2nd place, 63%) and flexible working spaces (3rd place, 65%).

### Recommendations:

- Invest in a café and social hub, providing a welcoming space for members to relax and interact.
- Introduce Wi-Fi and flexible workspaces to attract professionals and remote workers.
- Host community events, workshops and wellness days to foster social engagement.

# Key Findings & Recommendations



## 5. Encourage More Family and Youth Participation

**Key Finding:** When ranked by preference, the most preferred children's activities were soft play (1st place, 66%), sensory play (2nd place, 66%) and imagination play (3rd place, 67%). However, 74% of respondents ranked "These are not important to me" as their least preferred option, which may reflect respondents without children.

### Recommendations:

- Expand children's facilities such as soft play and junior fitness to attract families.
- Develop family-friendly fitness classes to help parents incorporate activity into their routines.
- Offer discounted family memberships or trial passes to encourage more family participation.

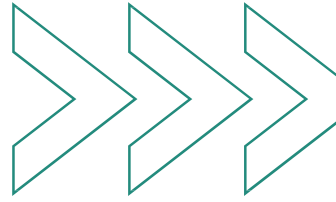
## 6. Attract Non-Users Through Improved Accessibility and Targeted Programs

**Key Finding:** The main barriers to exercise among non-users were lack of time (24%), quality of facilities (16%) and access to facilities (13%).

### Recommendations:

- Market low-commitment, flexible memberships to appeal to those with time constraints.
- Introduce taster sessions and open days for non-users to experience the centre's offerings firsthand.
- Offer partnership discounts with local businesses, workplaces and schools to drive engagement.

# Key Findings & Recommendations



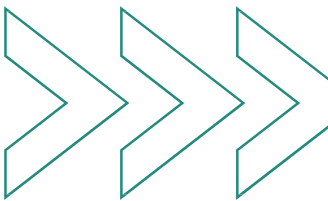
## 7. Enhance Sporting Facilities Based on User Preferences

**Key Finding:** When ranked by preference, the top sports facilities respondents wanted in the redevelopment were tennis (1st place, 73%), badminton (2nd place, 67%) and padel tennis (3rd place, 66%). Football (4th place, 64%) and basketball (5th place, 68%) were also highly ranked.

### Recommendations:

- Focus on multi-purpose courts to accommodate demand for tennis, badminton and padel tennis.
- Improve football and basketball facilities, ensuring adequate availability for casual and competitive play.

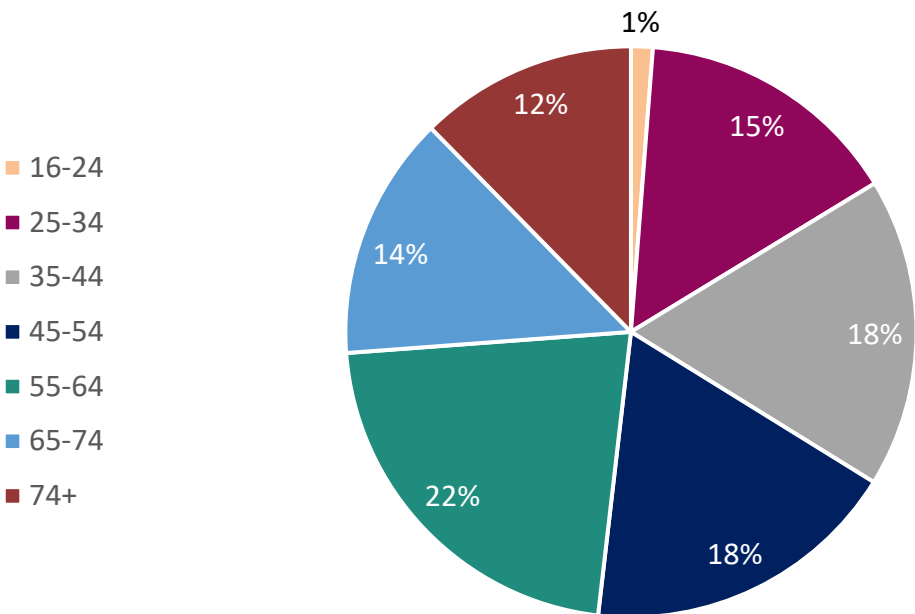
# 3 Survey Results



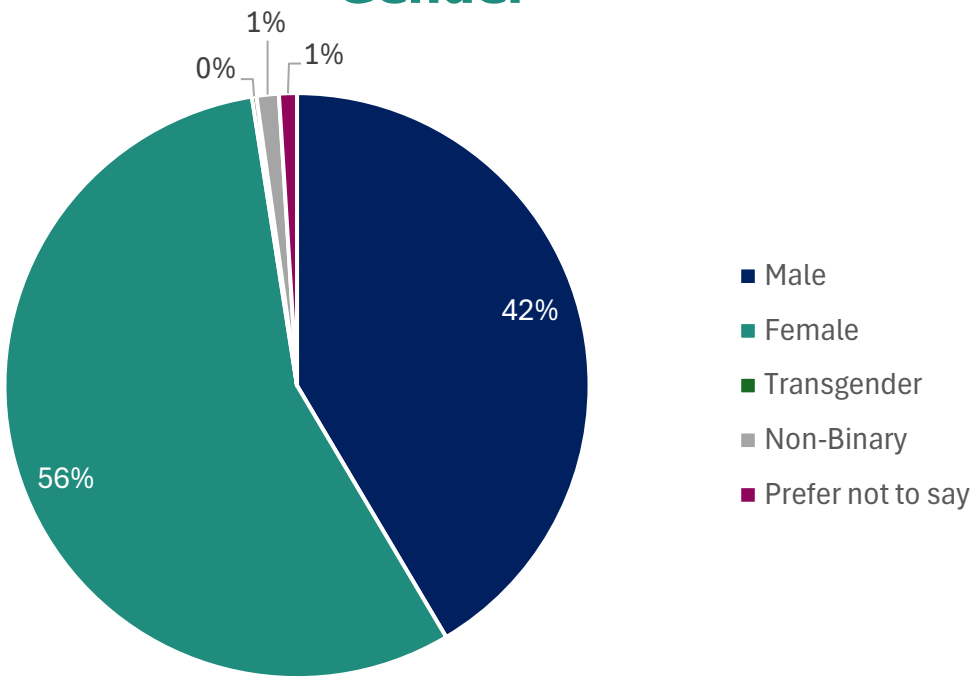
The Survey in Numbers

SAMPLE 405

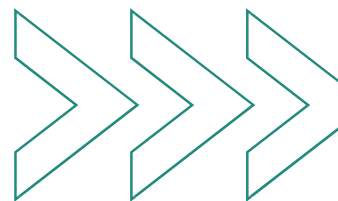
Age



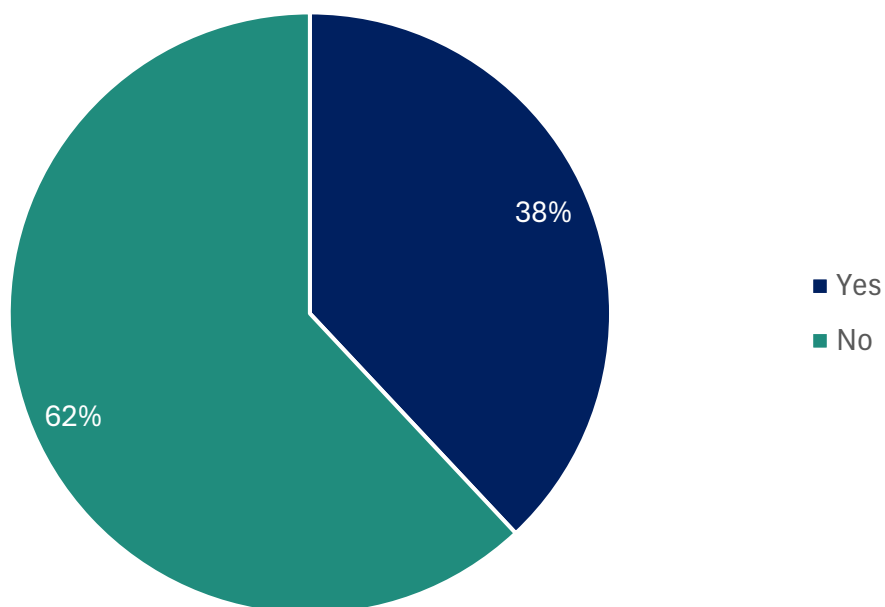
Gender



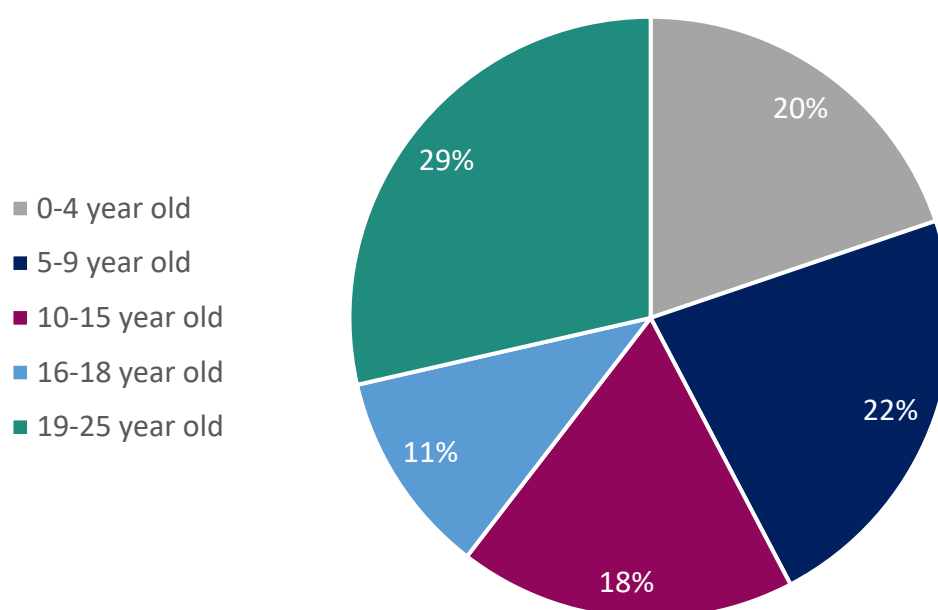


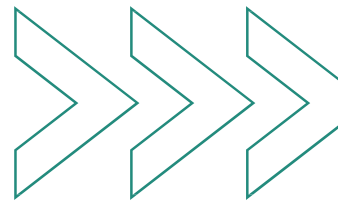


## Do you have children?

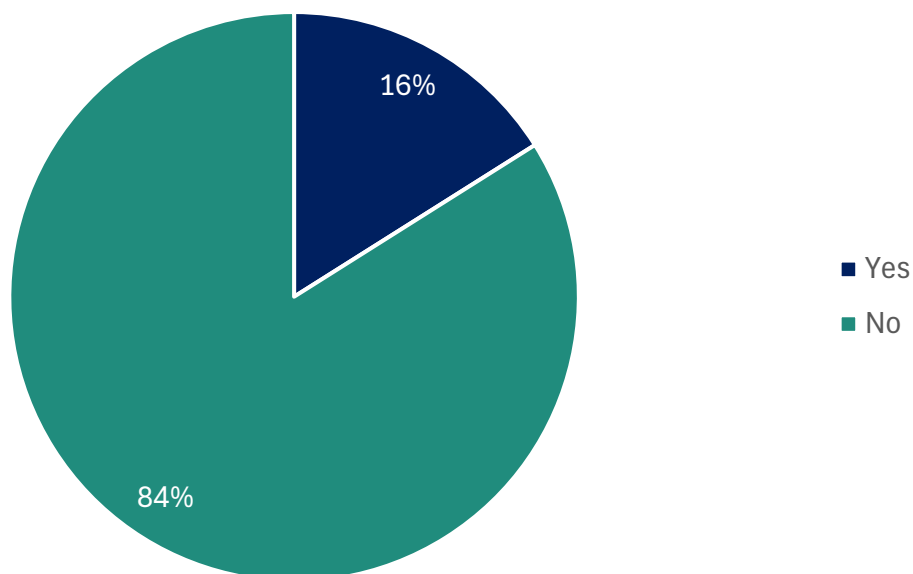


## What age/s are they?

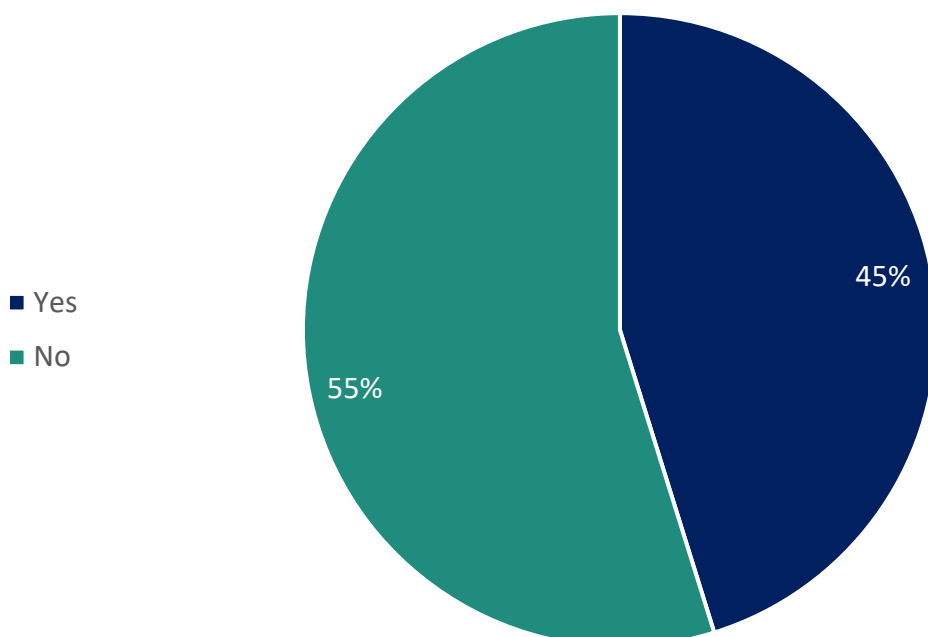




## Are you a resident of Golden Lane?

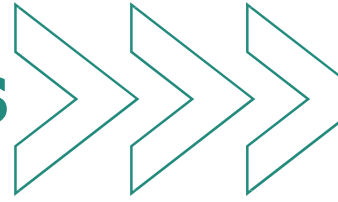


## Do you currently use Golden Lane Sport and Fitness Centre?

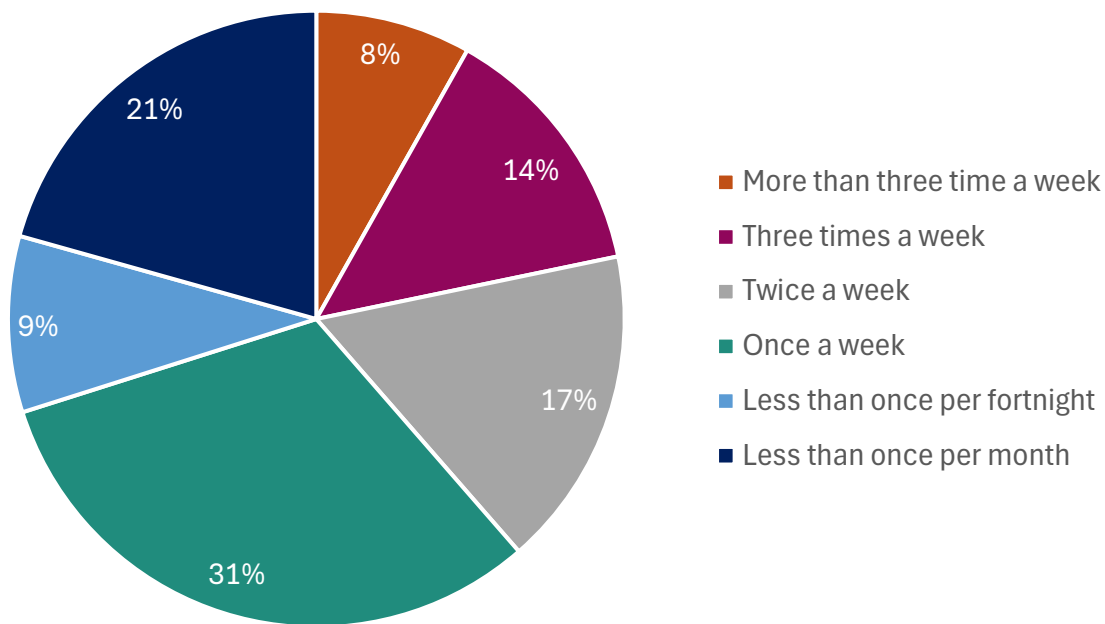


# 4 Question Breakdown – Users

## Sample - 183

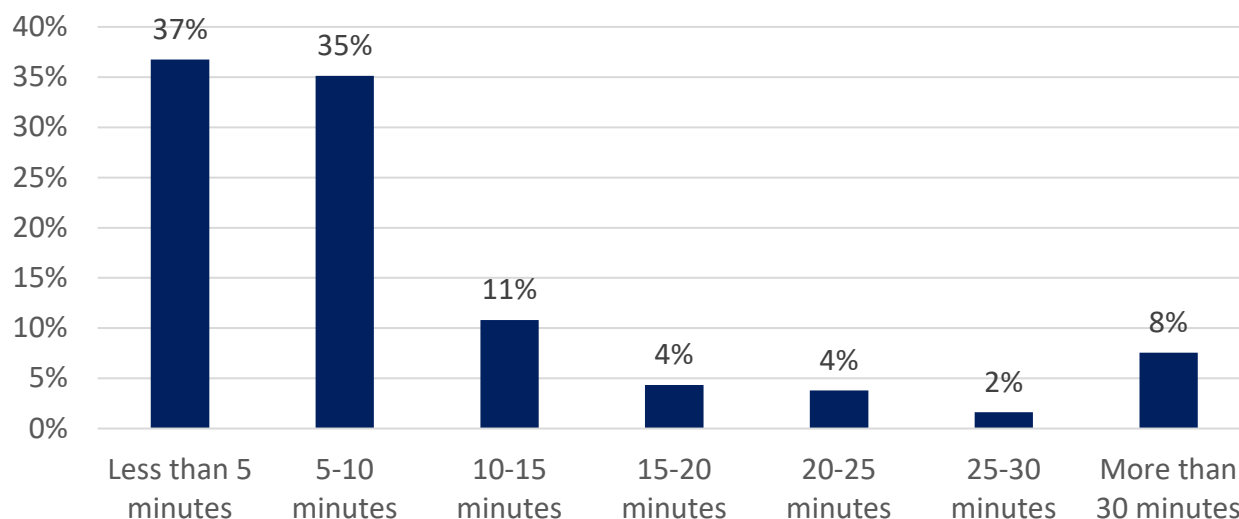
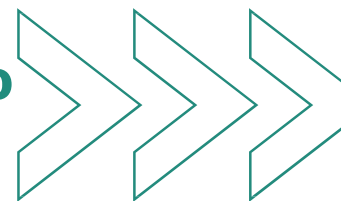


### How often do you use Golden Lane Sport and Fitness?



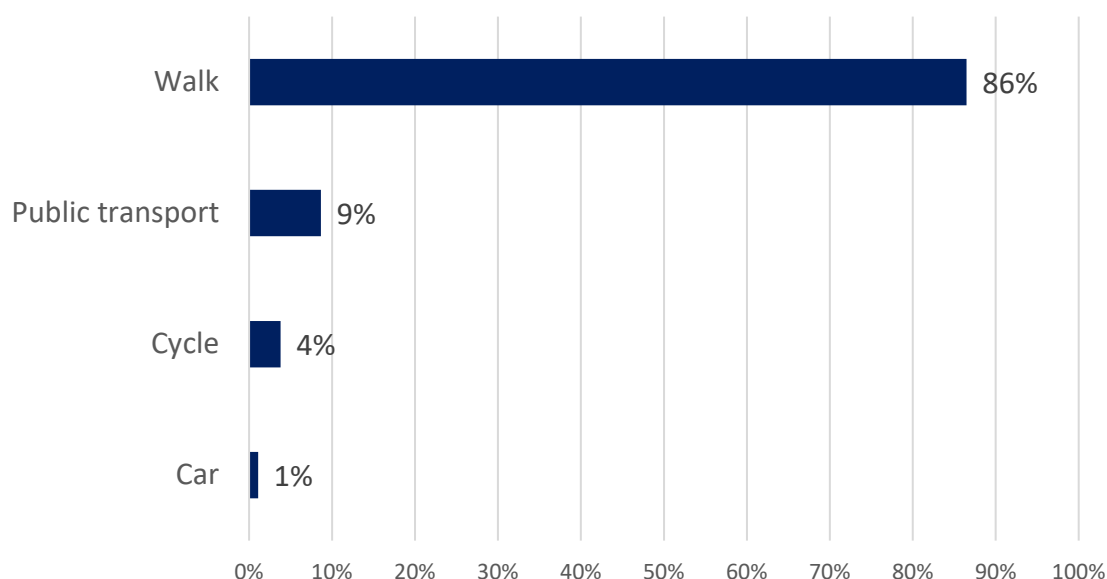
Nearly half of the respondents (45%) reported using Golden Lane Sports and Fitness. Among them usage varied with 32% visiting once a week, 17% twice a week and 14% three times a week. However, a significant proportion (30%) use the centre less than once per month, highlighting an opportunity to encourage more frequent visits.

## How long does it typically take you to travel to Golden Lane Sport and Fitness?

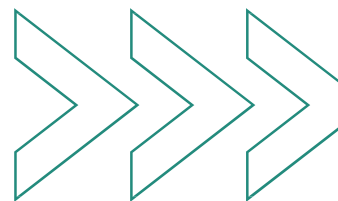


Most respondents (72%) reach Golden Lane Sport and Fitness in 10 minutes or less, while a smaller group (14%) travel 20 minutes or more.

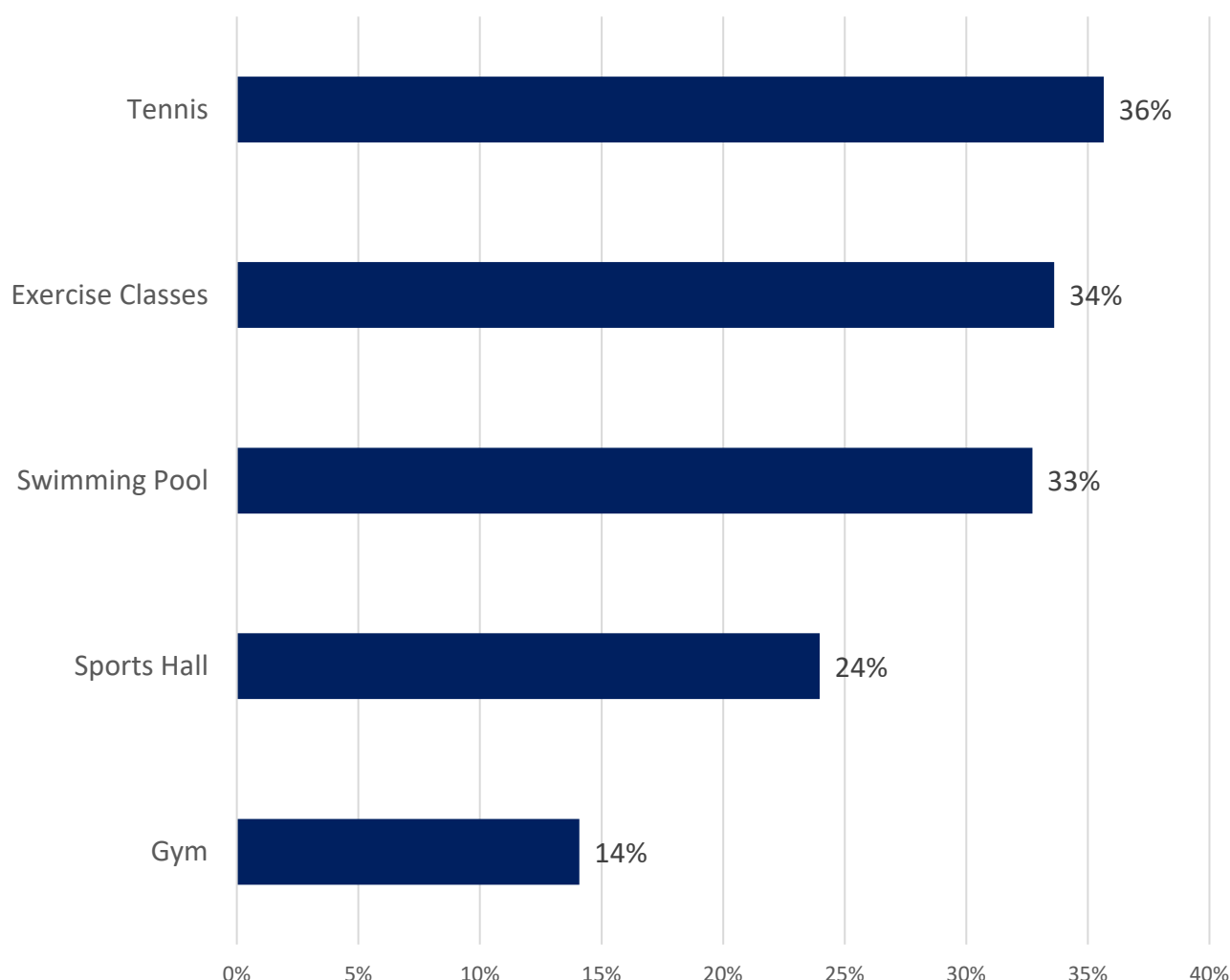
## How do you normally travel to Golden Lane Sport and Fitness?



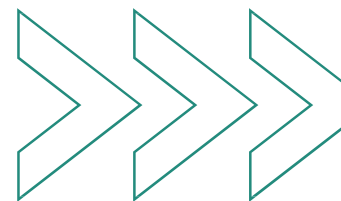
The vast majority of respondents (86%) walk to Golden Lane Sports and Fitness, with only a small proportion using other modes of transport, including public transport (9%), cycling (4%) and driving (1%). This highlights the centre's accessibility on foot for most users.



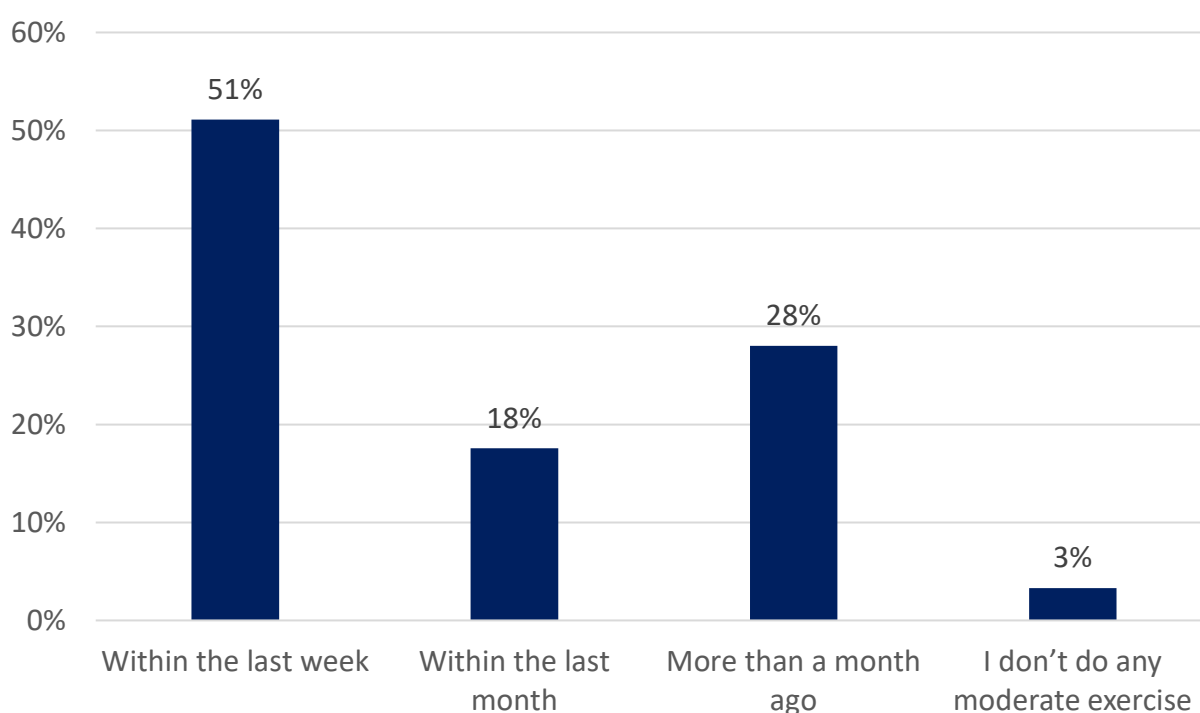
## How would you rate each facility at Golden Lane Sport and Fitness?



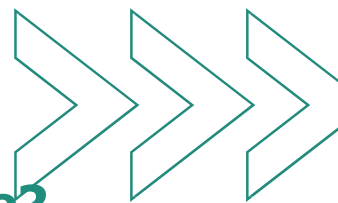
Tennis received the highest combined ratings, with 36% of respondents rating it as "Good" or "Very Good." Exercise classes also scored highly at 34%, while the gym had the lowest rating at 14%.



## When was the last time you completed any type of moderate exercise/activity at Golden Lane Sport and Fitness?

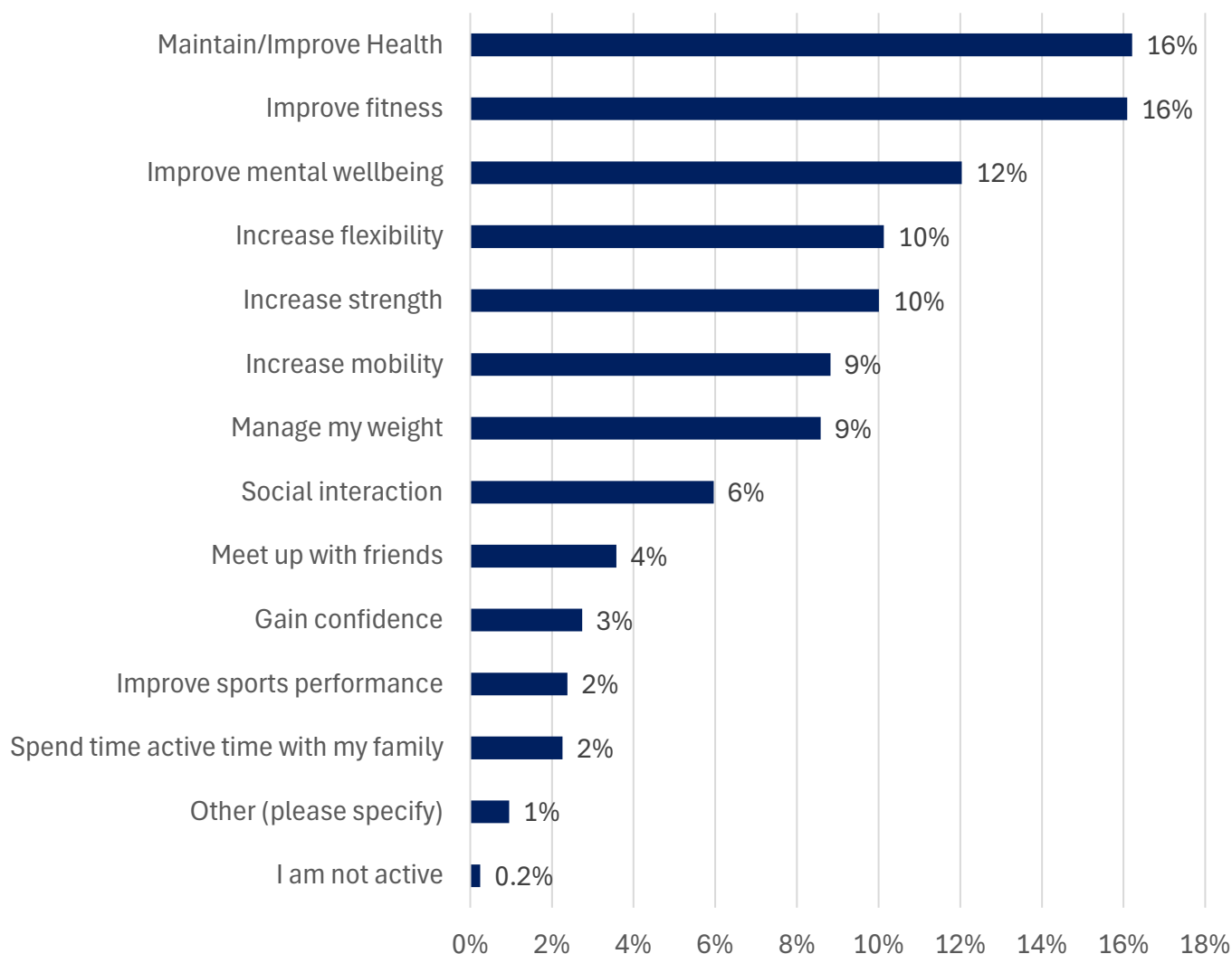


Just over half of users (51%) have exercised or participated in an activity at Golden Lane Sport and Fitness within the past week, while 18% did so within the last month and another 28% more than a month ago. Only 3% reported not engaging in moderate exercise, which may include parents of children attending swimming lessons or those using the centre for other non-exercise activities.

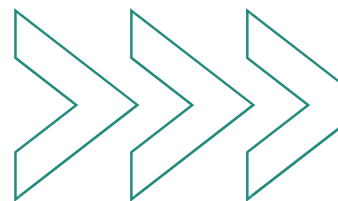


## What are your reasons for being active?

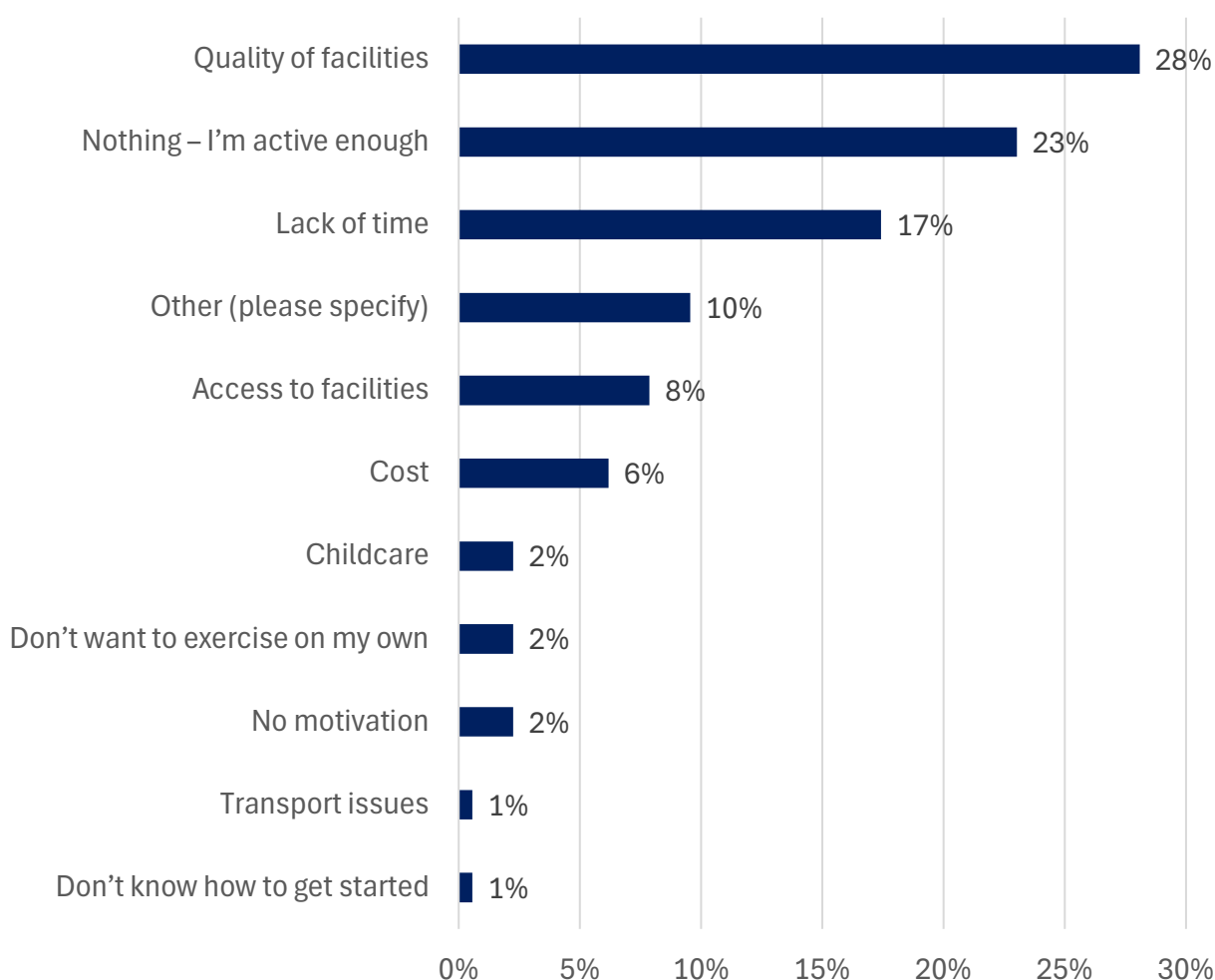
Participants were asked to select all that apply



The primary reasons for being active are to improve overall fitness (16%) and maintain or improve health (16%). Mental wellbeing (12%) and increasing strength and flexibility (10%) also feature prominently as motivating factors. Social interaction and family time are less commonly cited reasons, with only 6% and 2% of respondents mentioning them respectively.

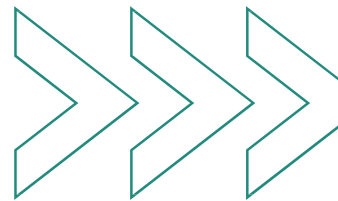


## What's the main reason preventing you from doing more exercise than you currently do?

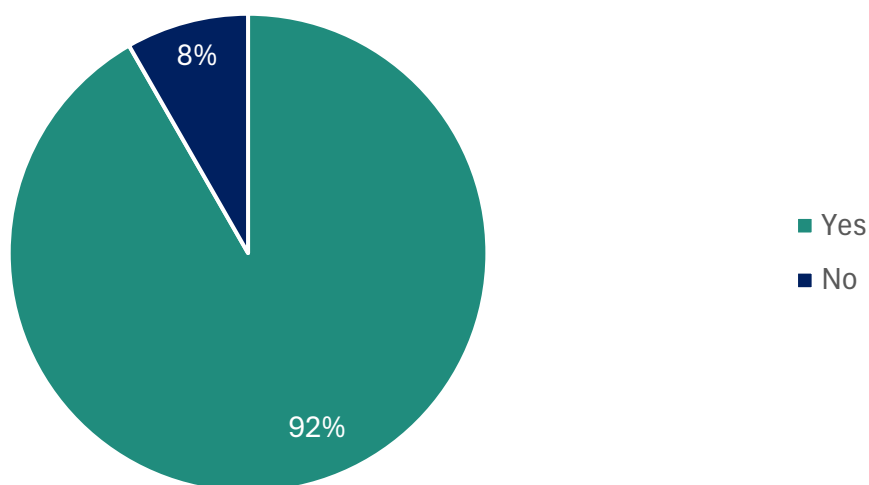


The main barrier to doing more exercise is the quality of the facilities, as selected by 28% of Golden Lane Sport and Fitness users. Other factors, such as lack of time (17%) and the perception of being active enough (23%) were also notable but less frequently mentioned.



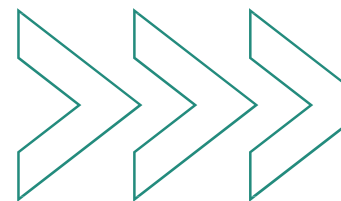


## Would a redevelopment of Golden Lane Sports and Fitness encourage you to use the centre more often?

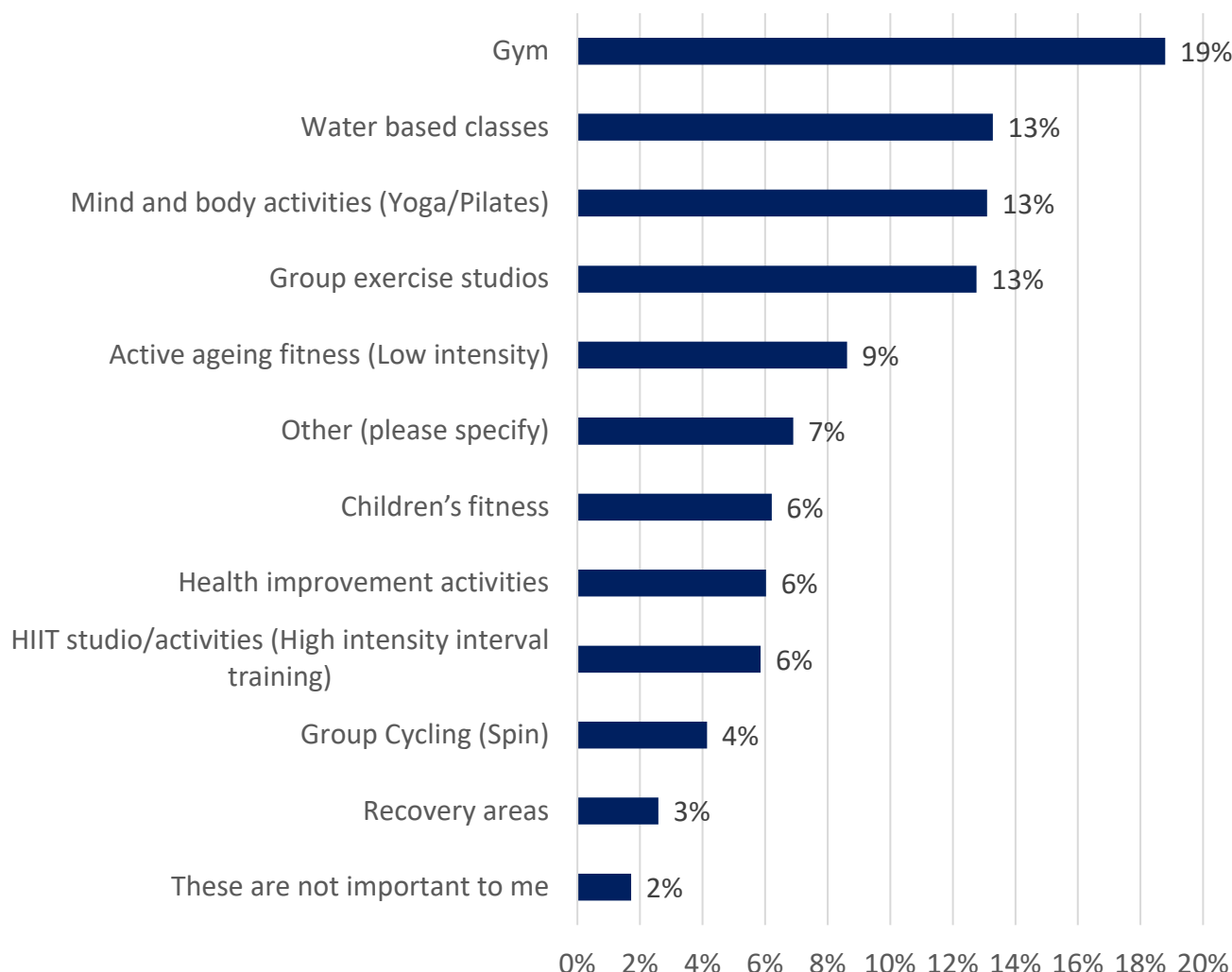


A significant majority of respondents (92%) indicated that a redevelopment of Golden Lane Sport and Fitness would encourage them to use the centre more often, while only 8% said it would not.

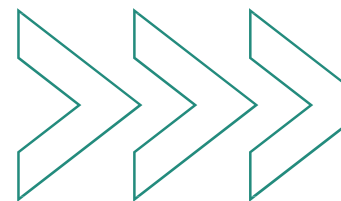
# Which of the following fitness facilities/activities would you like to see in any proposed redevelopment of the centre ?



Participants were asked to select all that apply

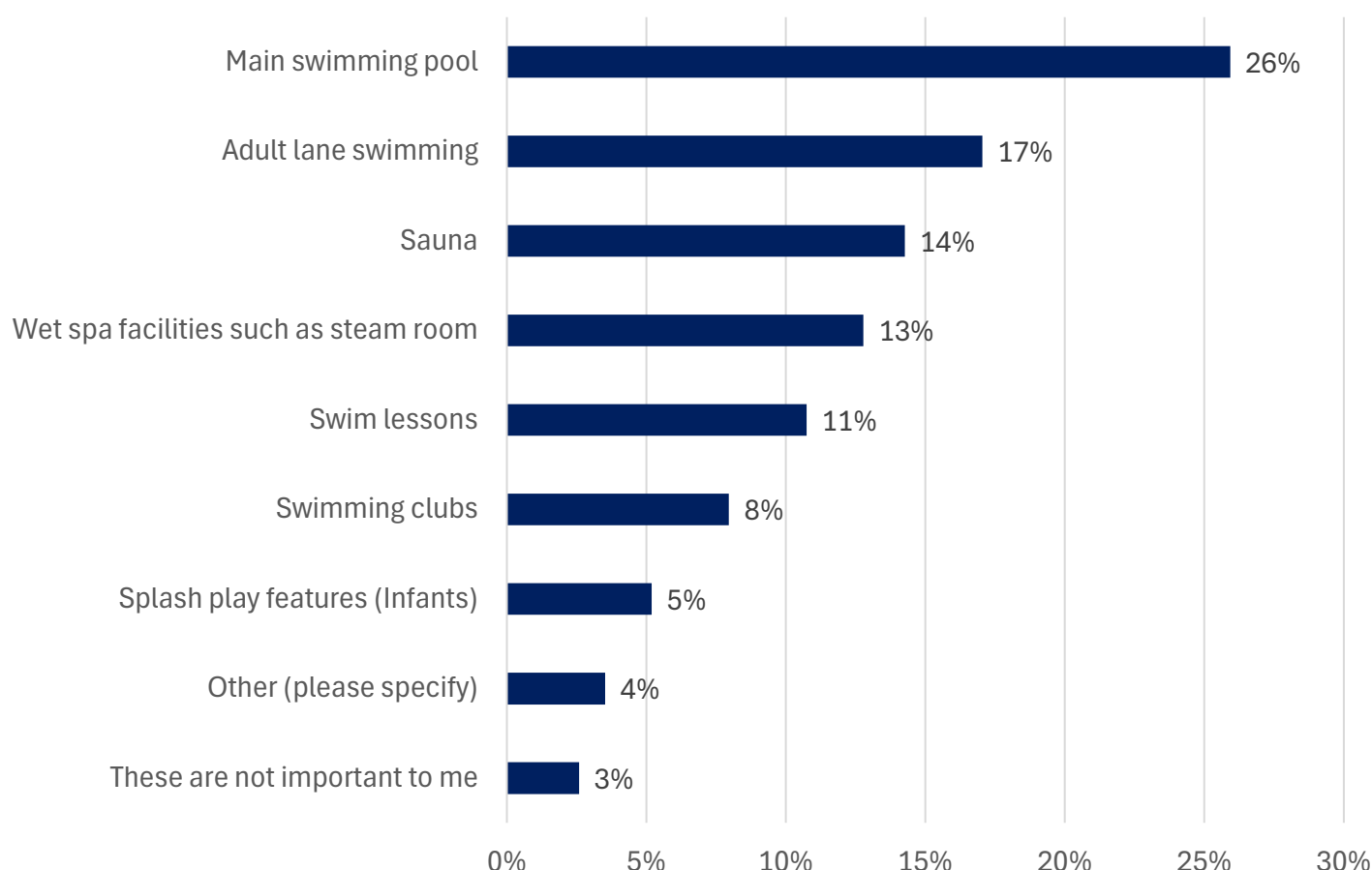


The most popular fitness facilities and activities that respondents would like to see in any proposed redevelopment of Golden Lane Sport and Fitness include a gym (19%), mind and body activities such as yoga and Pilates (13%), water-based classes (13%) and group exercise studios (13%). The least prioritised options were recovery areas (3%) and group cycling (4%).

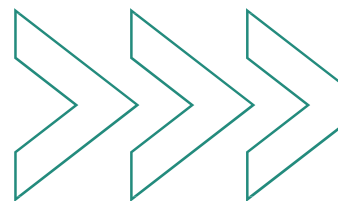


## Which of the following swimming facilities/activities would you like to see in any proposed redevelopment of the centre ?

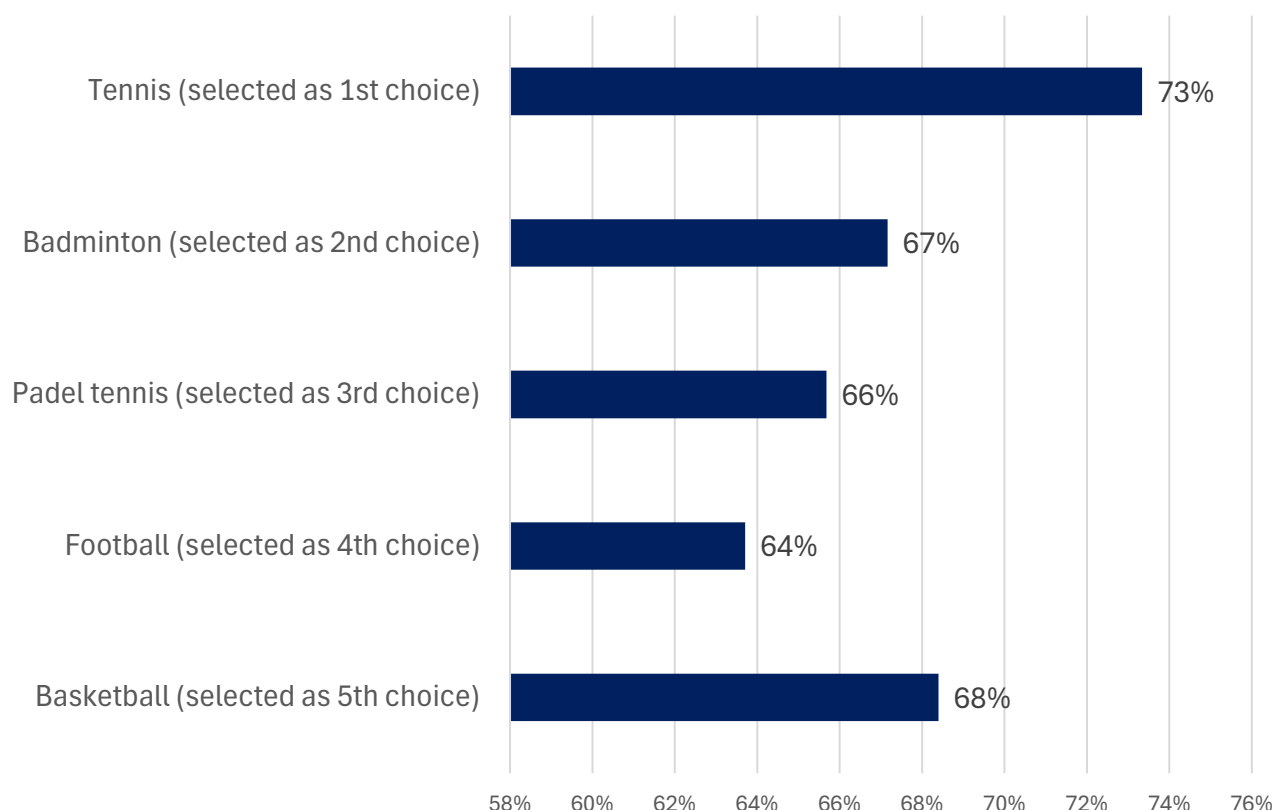
Participants were asked to select all that apply



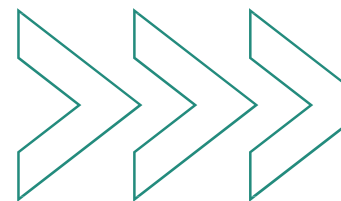
The most popular swimming facilities and activities respondents would like to see in any proposed redevelopment of Golden Lane Sport and Fitness are the main swimming pool (26%), adult lane swimming (17%) and sauna (14%). These features reflect a strong interest in maintaining core swimming options while also enhancing the overall wellness experience.



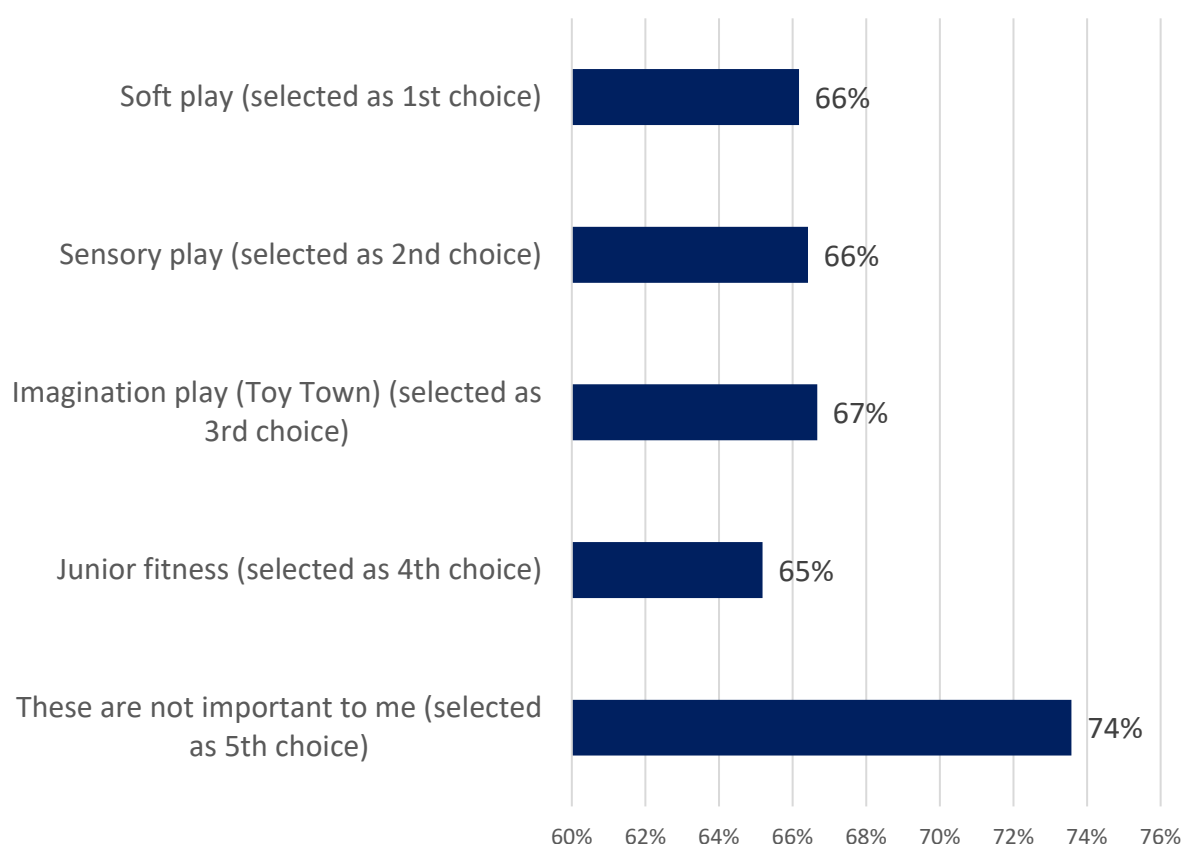
## Top 5 ranked activities/sports facilities you would like to see in any proposed redevelopment of the centre



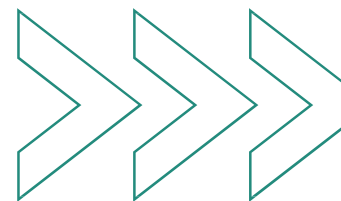
Ranked by preference, the most preferred activities for the proposed redevelopment of Golden Lane Sport and Fitness are tennis (1<sup>st</sup> place, 73%), badminton (2<sup>nd</sup> place, 67%) and padel tennis (3<sup>rd</sup> place, 66%). Football (4<sup>th</sup> place, 64%) and basketball (5<sup>th</sup> place, 68%) were also selected as important options.



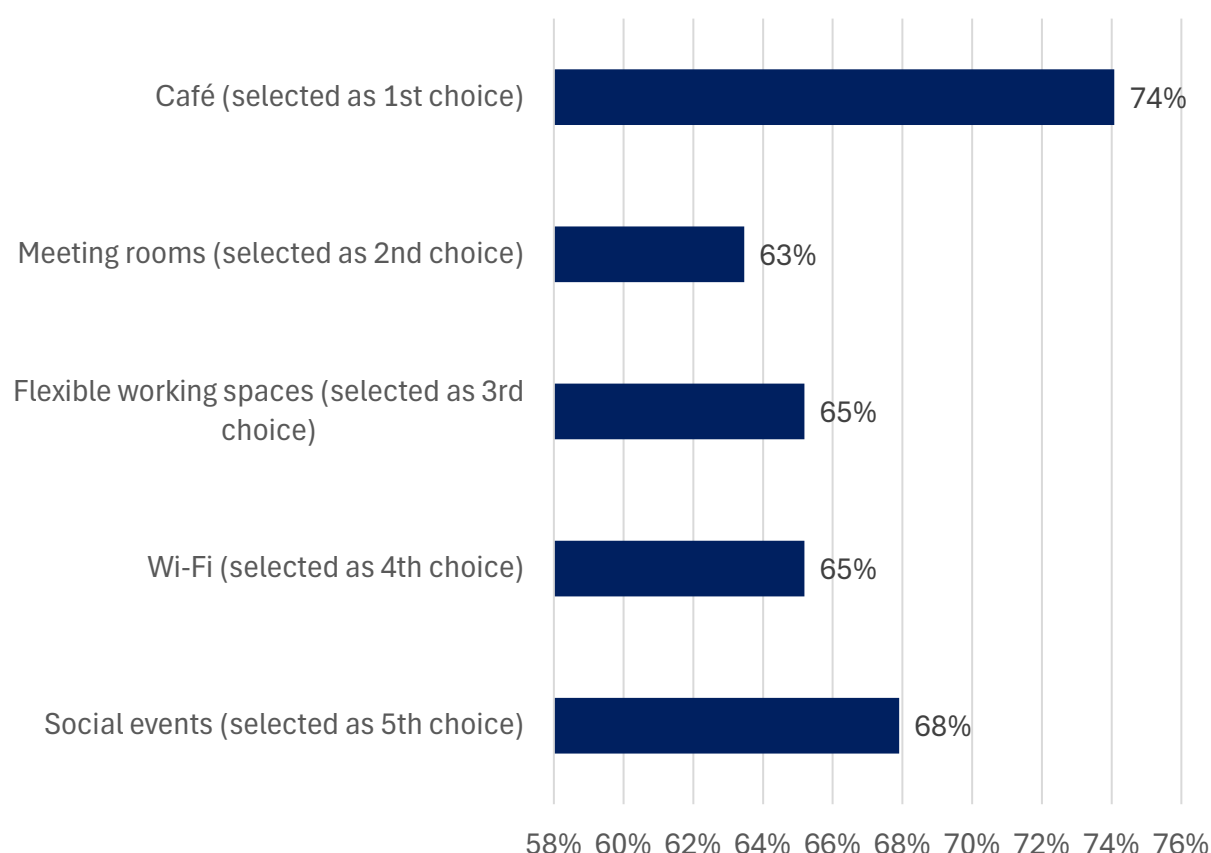
## Top 5 ranked children's activities/sports facilities you would like to see in any proposed redevelopment of the centre



Ranked by preference, the most preferred children's activities for the proposed redevelopment of Golden Lane Sport and Fitness are soft play (1<sup>st</sup> place, 66%), sensory play (2<sup>nd</sup> place, 66%), imagination play (3<sup>rd</sup> place, 67%) and junior fitness (4<sup>th</sup> place, 65%). In 5<sup>th</sup> place is 'These are not important to me'. A significant portion of respondents (74%) selected this. This could perhaps be as the least preferable option from the ranking list or that children's activities were not important to them, possibly reflecting those without children.



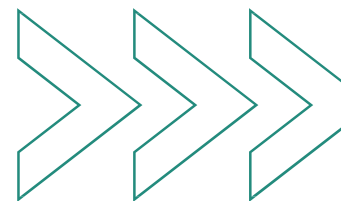
## Top 5 ranked community/social inclusion activities/facilities you would like to see in any proposed redevelopment of the centre



Based on the responses received the most preferred community and social inclusion facilities for the proposed redevelopment of Golden Lane Sport and Fitness, ranked by preference, are a café (1<sup>st</sup> place, 74%), meeting room space (2<sup>nd</sup> place, 63%), flexible working spaces (3<sup>rd</sup> place, 65%). Wi-Fi (4<sup>th</sup> place, 65%) and social events (5<sup>th</sup> place, 68%) were also popular choices.

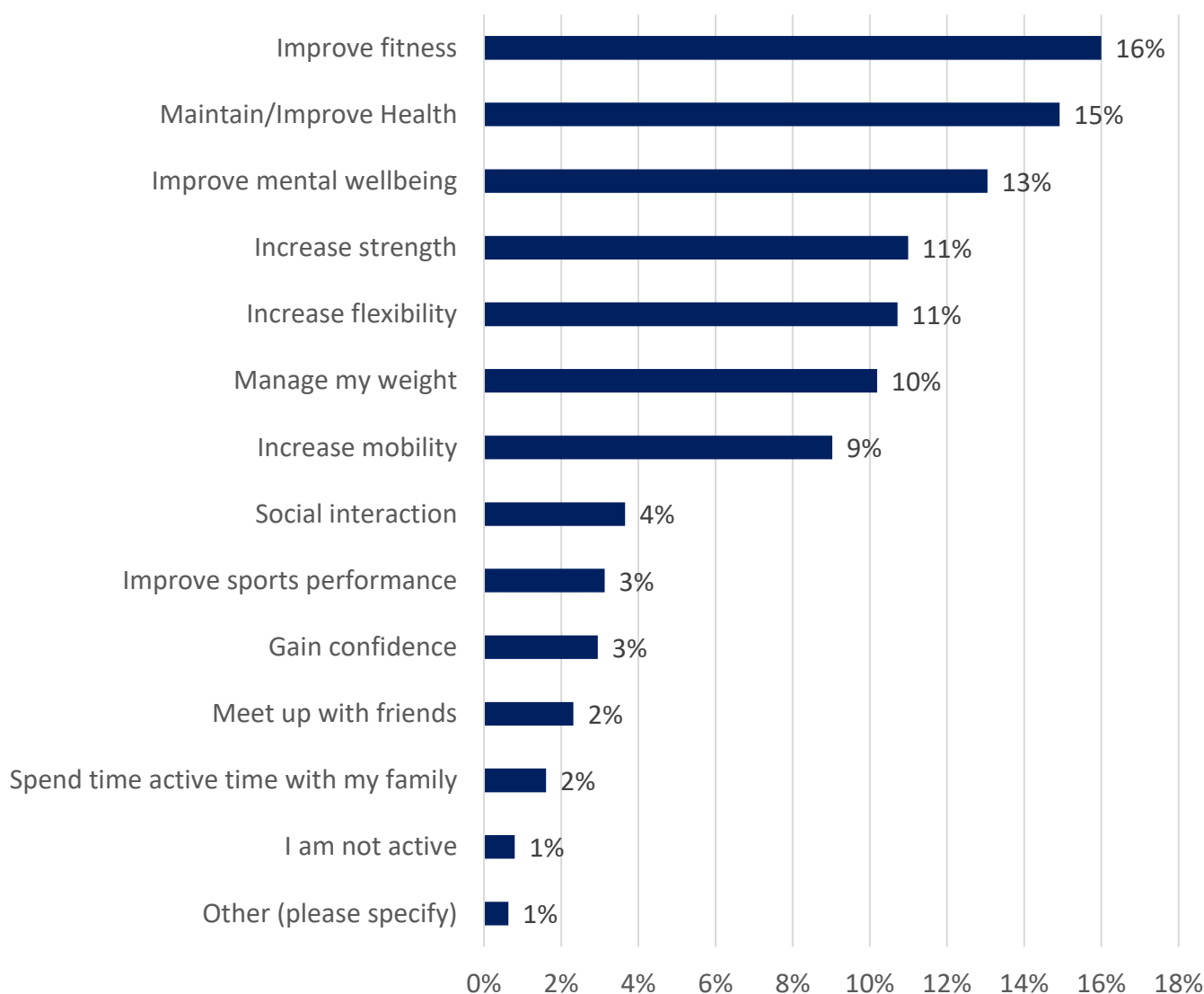
# 5 Question Breakdown – Non-Users

## Sample - 222

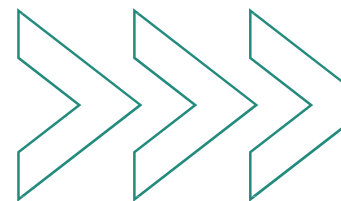


### What are your reasons for being active?

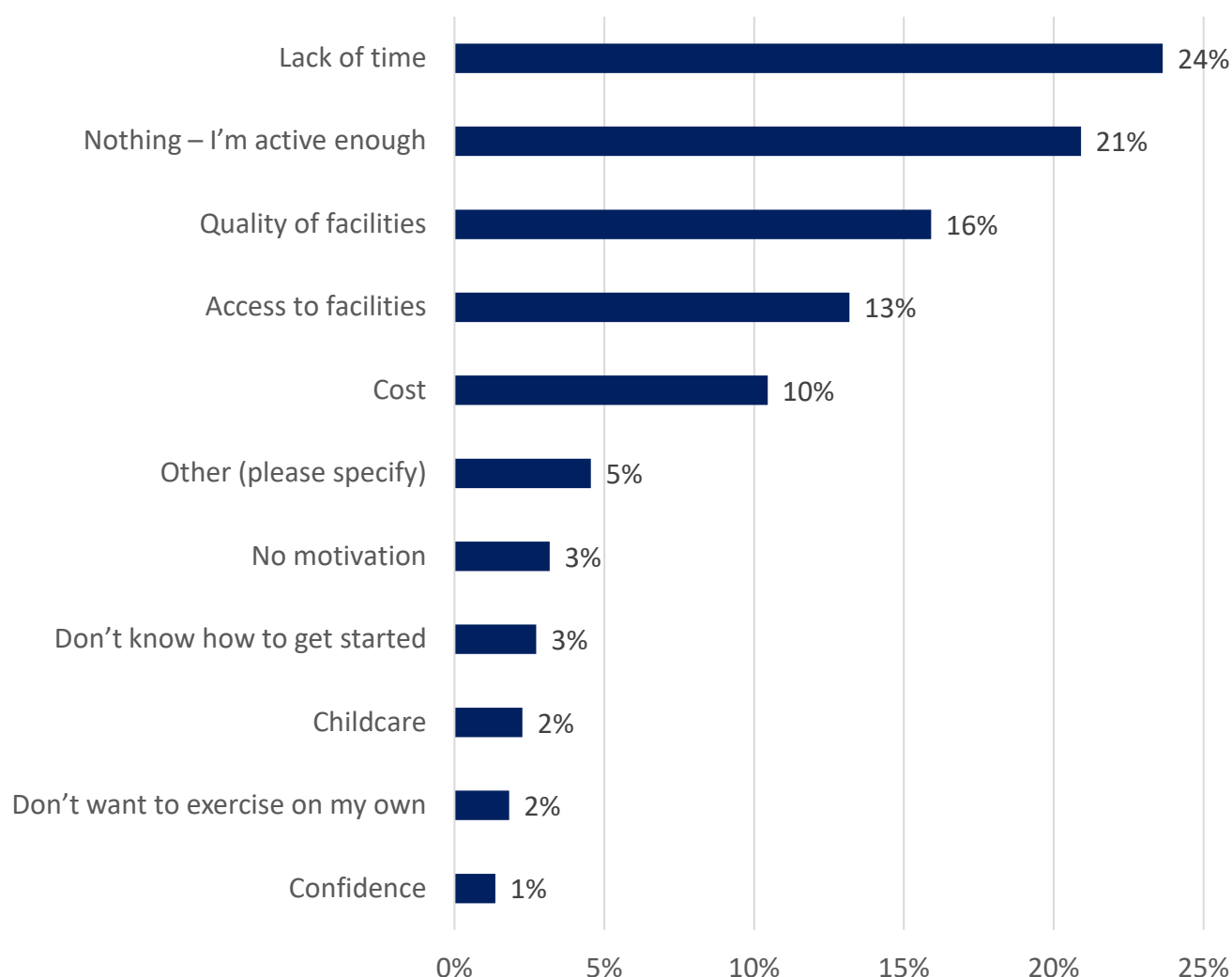
Participants were asked to select all that apply



For non-users of Golden Lane Sport and Fitness, the most common reasons for being active are to improve fitness (16%), maintain or improve health (15%) and improve mental wellbeing (13%). These findings suggest that health-related motivations are a key driver for physical activity among non-users, highlighting potential areas for engagement.

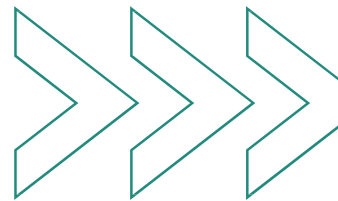


## What's the main reason preventing you from doing more exercise than you currently do?

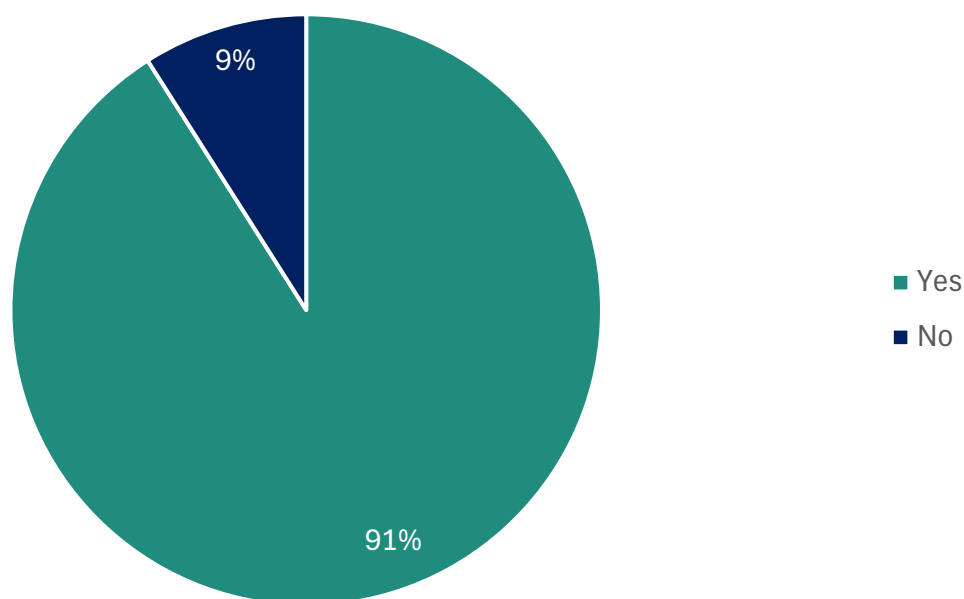


For non-users of Golden Lane Sport and Fitness, the main barrier to exercising more is a lack of time (24%). This is closely followed by concerns about the quality of facilities (16%) and access to facilities (13%). These findings highlight that time constraints, in addition to facility improvements, are key factors preventing non-users from increasing their physical activity.





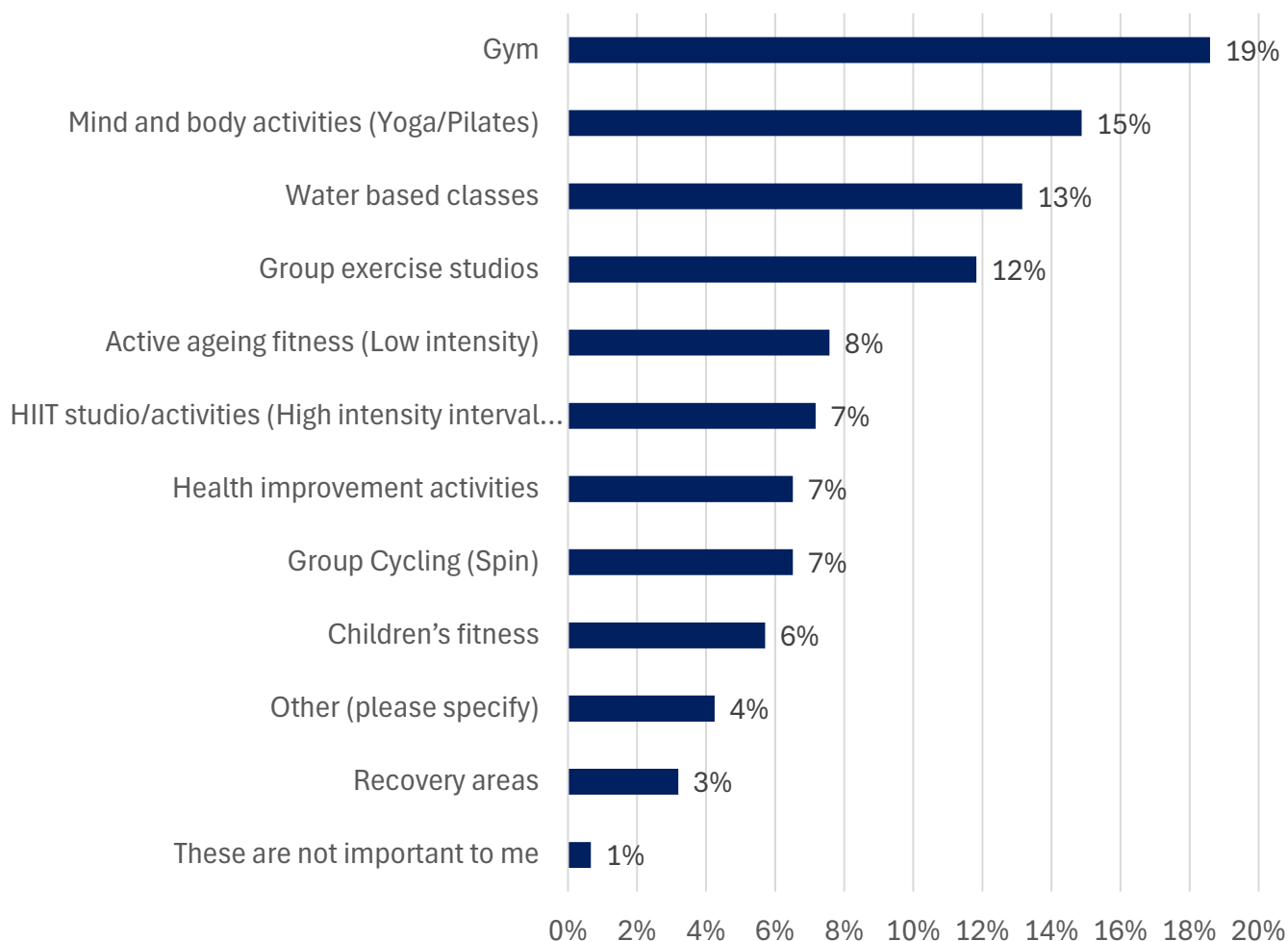
## Would a redevelopment of Golden Lane Sports and Fitness encourage you to use the centre more often?



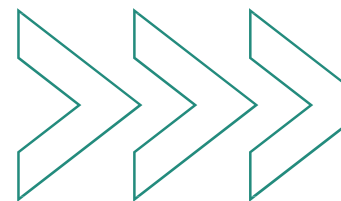
A significant majority of non-users (91%) indicated that a redevelopment of Golden Lane Sport & Fitness would encourage them to use the centre more, while only 9% said it would not.

# Which of the following fitness facilities/activities would you like to see in any proposed redevelopment of the centre?

Participants were asked to select all that apply

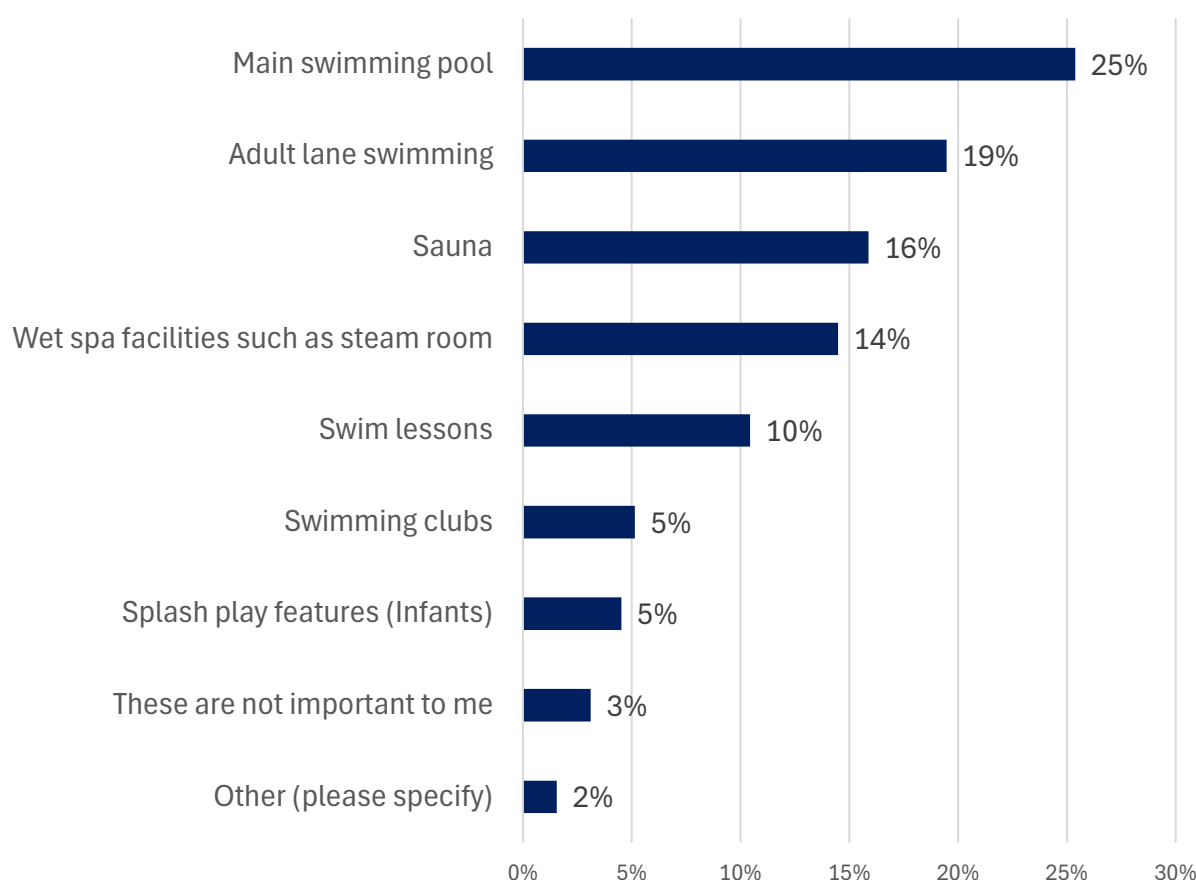


Based on overall responses, the most popular fitness facilities and activities non-users would like to see in a proposed redevelopment of Golden Lane Sport and Fitness Centre are a gym (19%), mind and body activities such as yoga and Pilates (15%) and water-based classes (13%). Additionally, 12% expressed interest in group exercise studios, indicating a demand for a range of diverse fitness options.

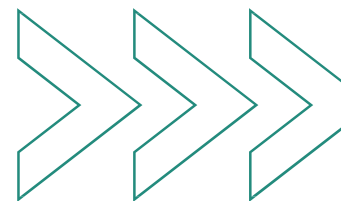


## Which of the following swimming facilities/activities would you like to see in any proposed redevelopment of the centre?

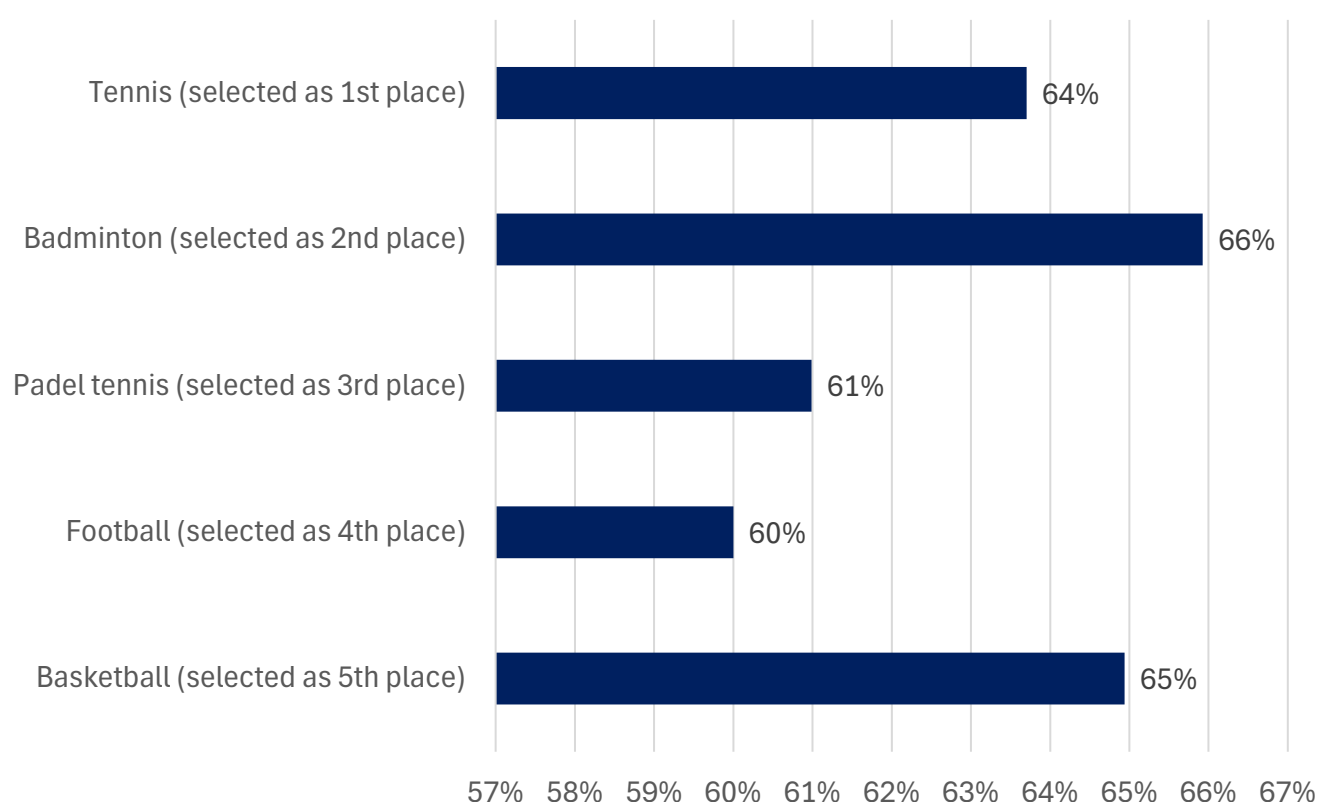
Participants were asked to select all that apply



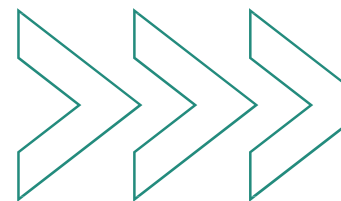
Based on overall responses, the most desired swimming facilities and activities in a proposed redevelopment of Golden Lane Sport and Fitness Centre are a main swimming pool (25%), adult lane swimming (19%) and a sauna (16%). Additionally, wet spa facilities such as steam rooms (14%) and swim lessons (10%) also received significant interest, highlighting a preference for both fitness and relaxation options in the redevelopment.



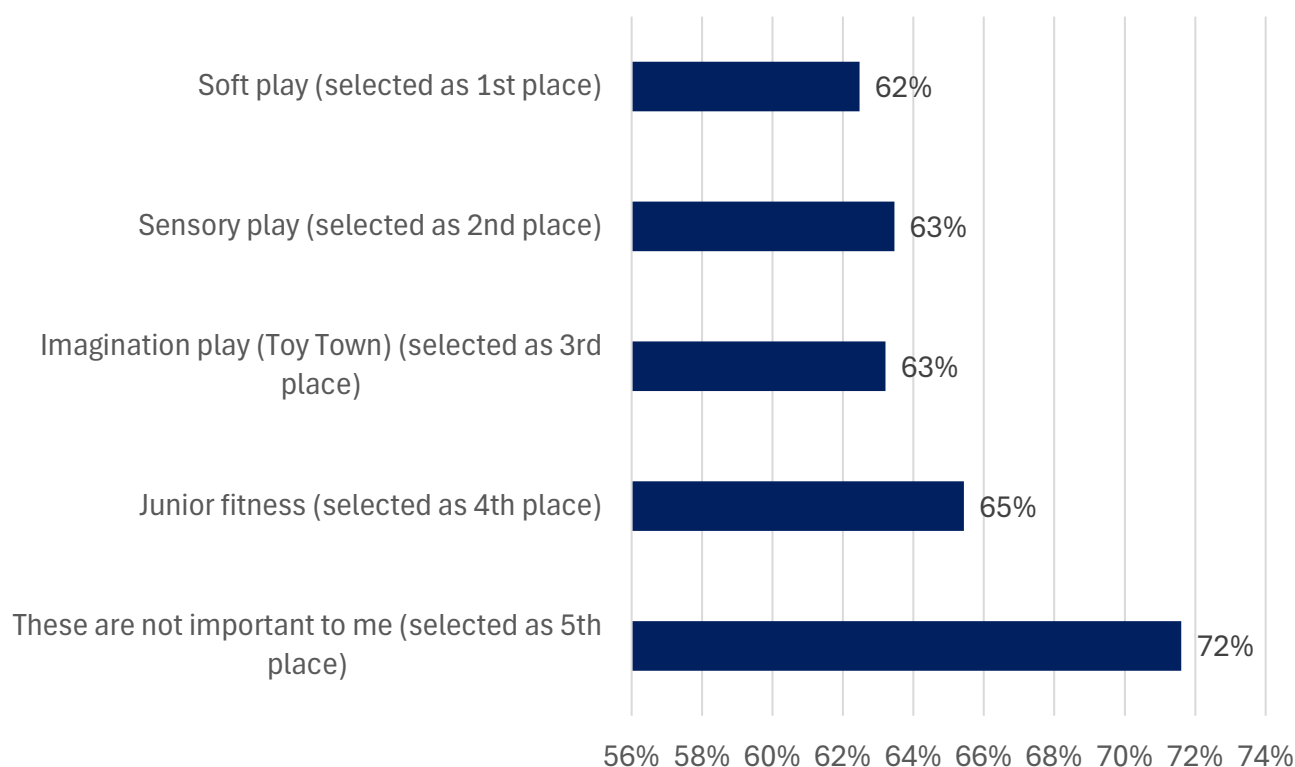
## Top 5 ranked activities/sports facilities you would like to see in any proposed redevelopment of the centre



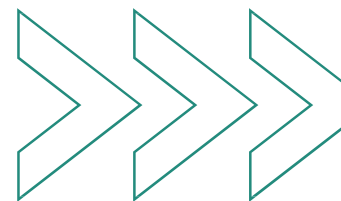
Ranked by preference, the most preferred activities for the proposed redevelopment of Golden Lane Sport and Fitness are tennis (1<sup>st</sup> place, 64%), badminton (2<sup>nd</sup> place, 66%) and padel tennis (3<sup>rd</sup> place, 61%). Football (4<sup>th</sup> place, 60%) and basketball (5<sup>th</sup> place, 65%) were also selected as important options.



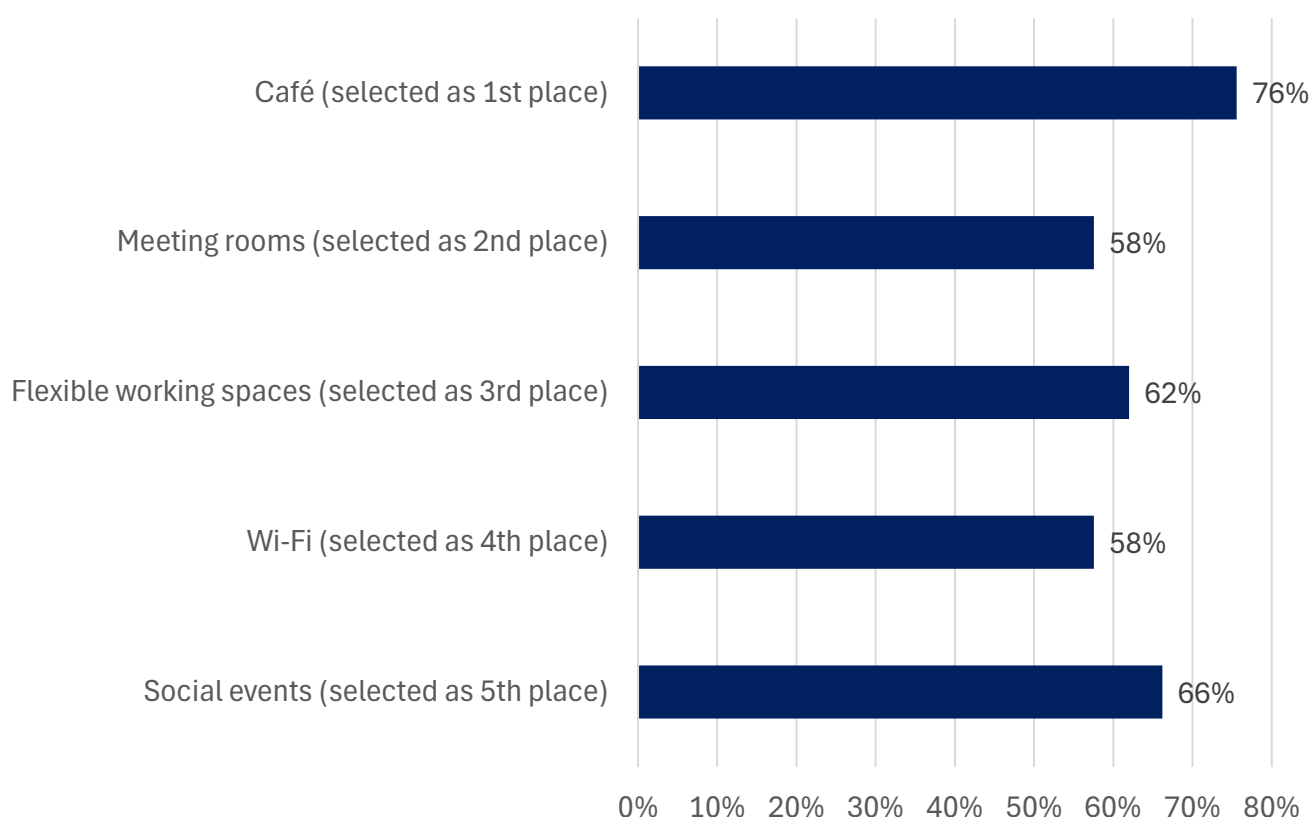
## Top 5 ranked children's activities/sports facilities you would like to see in any proposed redevelopment of the centre



Ranked by preference, the most preferred children's activities for the proposed redevelopment of Golden Lane Sport and Fitness are soft play (1<sup>st</sup> place, 62%), sensory play (2<sup>nd</sup> place, 63%), imagination play (3<sup>rd</sup> place, 63%) and junior fitness (4<sup>th</sup> place, 65%). In 5<sup>th</sup> place is 'These are not important to me'. A significant portion of respondents (72%) selected this. This could perhaps be as the least preferable option from the ranking list or that children's activities were not important to them, possibly reflecting those without children.



## Top 5 ranked community/social inclusion activities/facilities you would like to see in any proposed redevelopment of the centre



Based on the responses received, the most preferred community and social inclusion facilities for the proposed redevelopment of Golden Lane Sport and Fitness, ranked by preference, are a café (1<sup>st</sup> place, 76%), meeting room space (2<sup>nd</sup> place, 58%), flexible working spaces (3<sup>rd</sup> place, 62%). Wi-Fi (4<sup>th</sup> place, 58%) and social events (5<sup>th</sup> place, 66%) were also popular choices.

# 6 Appendix 1 - Open Responses

Does your child or children have special education needs or disability? 'Yes'



## Top 3 Trends:

Autism – 41%

ADHD – 21%

Dyslexia – 16%

# Open Responses

**NON-USERS** - Which of the following facilities/activities would you like to see in any proposed redevelopment of the centre?  
(Other – please specify)



## Top 5 Trends:

- Swimming & Aquatic Facilities (Pool, Sauna, Steam Room) – 22%
- Racket Sports (Tennis, Padel, Squash, Pickleball, Badminton, Racquetball) – 19%
- Strength & Fitness Facilities (Weightlifting, Squat Racks, Reformer Pilates, Olympic Lifting) – 14%
- Combat & Dance Sports (Boxing, Muay Thai, Martial Arts, Dance) – 11%
- Improved Facilities & Accessibility (Changing Facilities, Evening Classes, Management, Adaptive Activities) – 11%



# Open Responses

**USERS** - What's the main reason preventing you from doing more exercise than you currently do?  
(Other – please specify)



## Top 3 Trends:

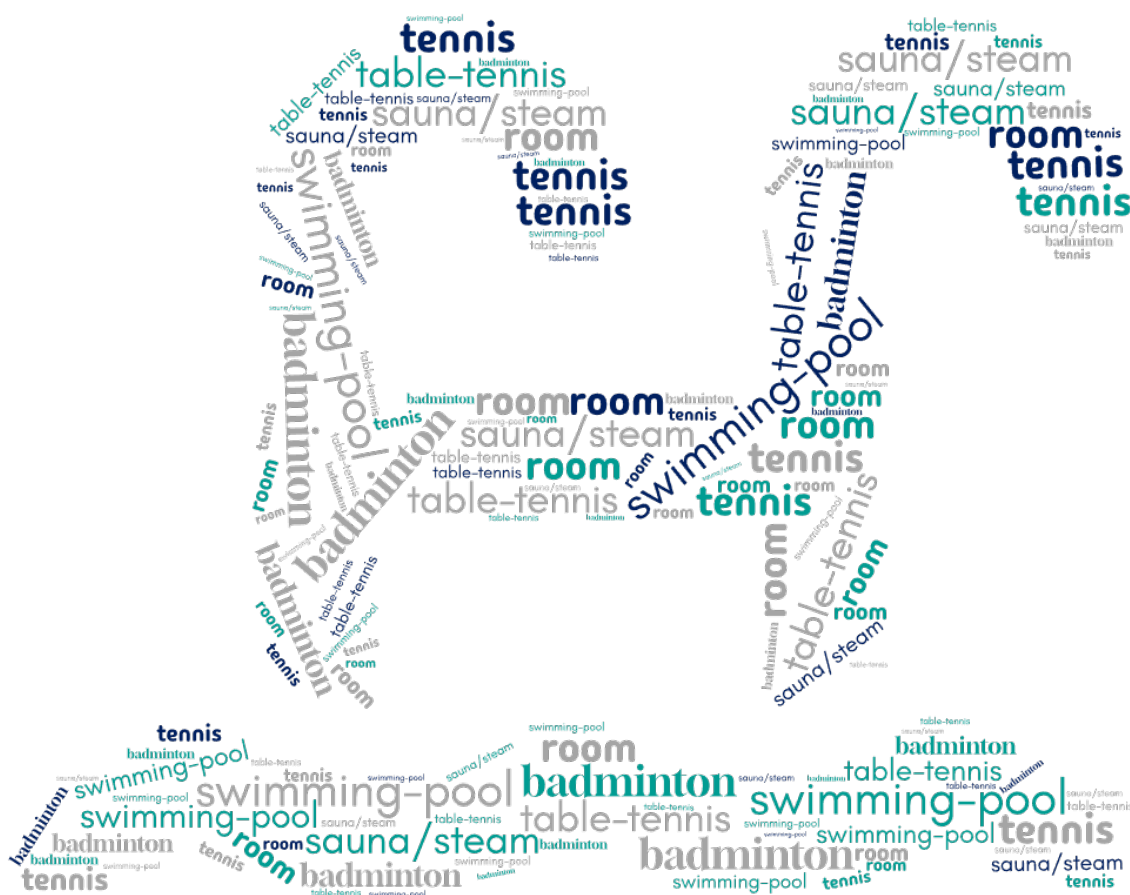
Limited or restrictive class offerings – 22%

Limited or inconvenient pool opening hours – 21%

Issues with privacy while swimming (e.g., windows, people taking photos) – 16%

# Open Responses

**USERS** - Which of the following fitness facilities/activities would you like to see in any proposed redevelopment of the centre?  
Other (please specify)



## Top 5 Trends:

Swimming pool – 16%

Tennis – 12%

Sauna/steam room – 10%

Badminton – 9%

Table tennis – 8%

**USERS** - Which of the following swimming facilities/activities would you like to see in any proposed redevelopment of the centre? (Please select all that apply)



Aqua aerobics/classes – 21%

Consistently open pool – 17%

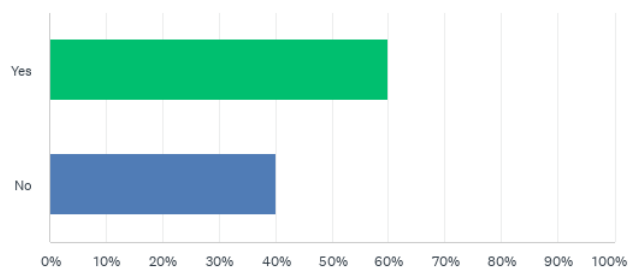
Swimming lessons for babies and toddlers – 14%

# Golden Lane CYP Survey Data Analysis Summary

## Current Usage

- **Majority respondents currently use the centre** — about **60%+** say 'Yes' to using Golden Lane Sport and Fitness Centre.

Q1 Do you currently use Golden Lane Sport and Fitness Centre?



## Activities Taken Part In

### Most popular activities at the centre:

- Swimming
- Gym
- Football

### Other mentions:

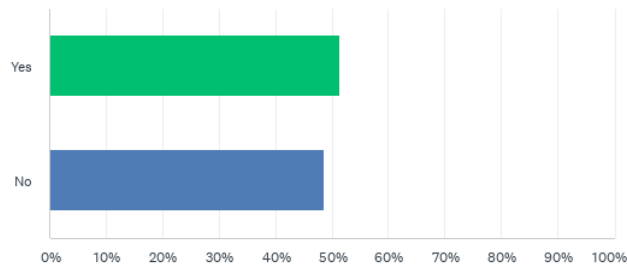
- Tennis
- Exercise classes
- Table tennis
- Trampolining
- Softball
- PS5 (likely as a youth club/social activity)

## School/Community Club Involvement

A good proportion are part of school or community sports clubs, typically:

- Football clubs
- Anaconda Swim Club
- School PE teams
- Multi-sports or youth clubs
- Some niche mentions like **Chess Club, Juijitsu, Cross Country**

Q3 Are you part of any school / community sports or activity clubs?



## Activities in Free Time

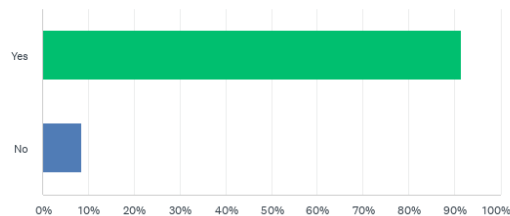
Most popular free-time activities:

- Football
- Swimming
- Gym
- Cycling
- Running
- Video games (PlayStation, PS5)
- Tennis and table tennis appear too, with mentions of hiking and rock climbing.

## Importance of Being Active

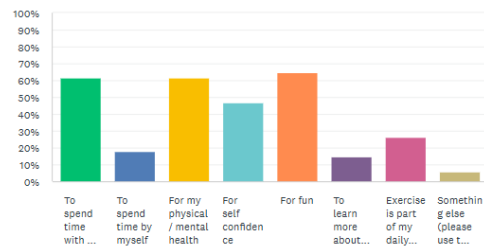
- **Overwhelming majority say being active is important** — almost every respondent answered **Yes**.

Q6 Is being physically active important to you?



If you answered yes to Question 7, please tell us why. Please tick all options that you agree with.

Answered: 34 Skipped: 1



ANSWER CHOICES	RESPONSES
▼ To spend time with my friends and family	61.76% 21
▼ To spend time by myself	17.65% 6
▼ For my physical / mental health	61.76% 21
▼ For self confidence	47.06% 16
▼ For fun	64.71% 22
▼ To learn more about exercise and health	14.71% 5
▼ Exercise is part of my daily routine?	26.47% 9
▼ Something else (please use the space below to tell us your answer)	<a href="#">Responses</a> 5.88% 2
Total Respondents: 34	

## Top reasons chosen (multiple selection allowed):

- To spend time with friends and family
- For physical and mental health
- For fun
- For self-confidence
- To learn more about exercise and health
- Because it's part of their daily routine (less common, but still notable)

## **Suggested Activities and Improvements**

### **Recurring activity suggestions:**

- More football (including for girls and boys, mixed, city team)
- Sauna, steam room, jacuzzi, spa facilities (this came up very frequently!)
- Better gym equipment and refurbished changing rooms
- Trampolining
- Yoga classes
- Cycling lessons for beginners
- Water polo
- Dance/drama for kids
- Tennis for kids

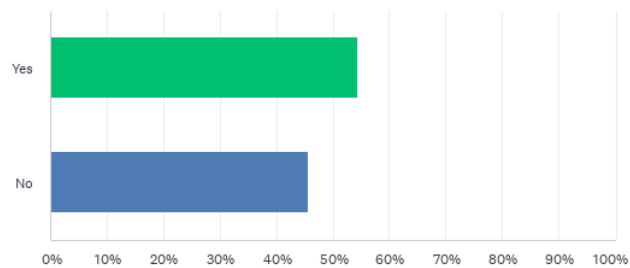
### **Qualitative comments**

- Multiple respondents commented that the gym equipment is old, dusty, and needs replacing.
- Several mentioned lack of spa/wellness facilities as a dealbreaker — comparing to Nuffield Health.
- Some felt the reception area could be improved for comfort.
- One respondent made a point that estate priorities should be considered before refurbishing the sports centre.

## Guided Sessions

- **Most respondents said they would benefit from guided sessions** teaching how to exercise safely and in a fun way.
- A few were unsure, but positive about the idea.

Q9 Do you feel like you would benefit from guided sessions, that teach you how to exercise and be active in a safe and fun way?



## Additional Comments

Common feedback highlights:

- Desire for more teen-friendly sports sessions.
- Better gym environment.
- Strong demand for sauna/steam/jacuzzi facilities.
- Suggestions for football-specific improvements (dedicated pitches, goals, mixed gender teams).
- Some feedback urging to prioritise other local estate needs first.



## **Summary of Key Themes**

The Golden Lane Children and Young People Survey highlights several important trends and priorities among respondents regarding physical activity and leisure provision in the area. The following overarching themes have been identified:

### **High Demand for Football Activities**

Football emerged as the most consistently popular activity, both within the centre and in free time. There is a strong appetite for increased football provision, including more frequent sessions, dedicated facilities (such as goalposts on the tennis courts), and opportunities for both boys and girls. Several respondents expressed interest in forming a city-wide football team and ensuring equal access for all young people.

### **Significant Engagement with Swimming**

Swimming is one of the most widely accessed activities at Golden Lane Sport and Fitness Centre. Many respondents participate in lessons, family sessions, or local swim clubs such as Anaconda. It is also a preferred free-time activity, indicating that aquatic provision is highly valued within the community.

### **Facilities and Environment Influence Participation**

The condition and quality of facilities have a noticeable impact on young people's willingness to engage with the centre. Multiple respondents raised concerns about outdated and poorly maintained gym equipment, uncomfortable changing areas, and the overall need for refurbishment. The absence of wellness amenities such as a sauna, steam room, and jacuzzi was a recurring theme, with several participants stating this as a deciding factor for membership.

### **Social Value of Physical Activity**

Spending time with friends and family was consistently the most selected reason for being physically active. This underscores the importance of social connections in motivating young people to engage in sport and exercise. Group sessions, inclusive activities, and opportunities for shared experiences should therefore be prioritised.

### **Appetite for Guided, Accessible Activities**

Most respondents expressed interest in guided sessions that teach how to exercise safely, effectively, and enjoyably. There is clear demand for beginner-friendly, inclusive programmes that build confidence and knowledge around physical activity.

### **Requests for New Activities and Programme Expansion**

Participants suggested several additional activities they would like to see offered at the centre, including trampolining, cycling lessons, water polo, yoga classes, and more teen-specific opportunities. There were also calls for dedicated activities for both girls and boys, as well as creative and performance-based options such as dance and drama.