

OVERVIEW OF THE CONSULTATION RESPONSE

The following table shows the three most widely commented on views collected from the open ended questions on the questionnaire and the broad range of other correspondence that was received. Results are shown in respect of the community areas.

Community Area	1		2		3	
	Comment	%	Comment	%	Comment	%
ALL	More affordable prices, lower cost, value for money	8.8%	Improved or additional facilities and equipment	7.9%	Greater variety of classes, courses, exercise options, timetabling	6.7%
Amesbury/ Durrington	Improved or additional facilities and equipment	17.0%	More affordable prices, lower cost, value for money	8.9%	Keep the centre open	7.1%
Bradford	Keep the centre open	11.6%	Facilities should stay in control of council/ have support of the council	11.1%	Improved changing facilities	7.7%
Calne	Happy with facilities/staff	9.1%	Greater variety of classes, courses, exercise options, timetabling	7.8%	More affordable prices, lower cost, value for money	6.5%
Chippenham	More affordable prices, lower cost, value for money	12.4%	Improved or additional facilities and equipment	10.2%	Cleanliness of facility	9.0%
Corsham	Keep the centre open	14.6%	All leisure facilities should stay in control of the council/have support from the council	11.1%	Happy with facilities/staff	7.5%
Cricklade	Happy with facilities/staff	19.5%	Improved or additional facilities and equipment	14.6%	Open plan, modern facilities, all on one site	7.3%

Devizes	Improved changing facilities	11.7%	Improved or additional facilities and equipment	10.4%	Cafe on site (better quality)	9.8%
Downton	Keep the centre open	12.6%	Happy with facilities/staff	9.0%	Improved or additional facilities and equipment	9.0%
Malmesbury	Keep the centre open	13.6%	Improved or additional facilities and equipment	13.6%	Happy with facilities/staff	9.1%
Marlborough	More affordable prices, lower cost, value for money	12.7%	Improved or additional facilities and equipment	10.2%	Improved changing facilities	10.2%
Melksham	Improved or additional facilities and equipment	12.4%	Keep the centre open	11.2%	Greater variety of classes, courses, exercise options, timetabling	8.1%
Pewsey	Keep the centre open	15.2%	Greater variety of classes, courses, exercise options, timetabling	9.1%	Improved changing facilities	7.6%
Salisbury	More affordable prices, lower cost, value for money	14.7%	Greater variety of classes, courses, exercise options, timetabling	8.9%	Happy with facilities/staff	8.9%
Tidworth	Improved or additional facilities and equipment	13.6%	Greater variety of classes, courses, exercise options, timetabling	12.1%	More affordable prices, lower cost, value for money	12.1%
Tisbury	Keep the centre open	18.8%	Happy with facilities/staff	10.1%	Improved or additional facilities and equipment	7.4%
Trowbridge	Improved or additional facilities and equipment	11.4%	Greater variety of classes, courses, exercise options, timetabling	7.7%	More affordable prices, lower cost, value for money	6.8%
Warminster	Improved changing facilities	20.6%	Happy with facilities/staff	10.3%	Improved or additional facilities and equipment	7.5%

Westbury	Keep the centre open	13.9%	Happy with facilities/staff	8.9%	Improved or additional facilities and equipment	5.9%
Wootton Bassett	Keep the centre open	16.8%	Centres required for health benefits/ Obesity is a problem/ All should be encouraged to exercise	8.2%	Improved or additional facilities and equipment	7.2%
Unknown/ Generic	More affordable prices, lower cost, value for money	12.2%	Improved or additional facilities and equipment	7.2%	Greater variety of classes, courses, exercise options, timetabling	6.9%

The following table shows an overview of the response to the generic strategic questions that formed the questionnaire. Results are shown in respect of the community areas.

Q1 High quality, modern facilities with a variety of activities will encourage more people to become more active		Amesbury/ Durrington	Bradford on Avon	Calne	Chippenham	Corsham	Devizes	Downton	Malmesbury	Marlborough	Melksham	Pewsey	Salisbury	Tidworth	Tisbury	Trowbridge	Warminster	Westbury	Wootton Bassett & Cricklade	Not Given	Total
Strongly agree	%	54	56	59	52	49	46	48	58	58	52	49	45	63	47	46	54	43	55	52	51
Agree	%	38	33	34	38	41	44	39	39	35	33	43	37	29	43	32	25	32	31	32	34
Neither agree nor disagree	%	5	9	3	9	7	9	12	3	3	8	5	14	8	10	13	15	10	11	9	9
Disagree	%	3	1	3	1	3	2	2	0	4	6	3	1	0	0	7	6	11	2	5	4
Strongly disagree	%	0	1	0	0	0	0	0	0	0	1	0	2	0	0	2	0	4	1	2	1

Q2 Local communities should be able to directly influence and / or manage their local services		Amesbury/ Durrington	Bradford on Avon	Calne	Chippenham	Corsham	Deveses	Downton	Malmesbury	Marlborough	Melksham	Pewsey	Salisbury	Tidworth	Tisbury	Trowbridge	Warminster	Westbury	Wootton Bassett & Cricklade	Not Given	Total
Strongly agree	%	36	24	58	36	30	32	39	30	58	39	27	38	42	22	22	19	26	26	27	30
Agree	%	50	51	34	47	46	45	44	33	35	42	51	39	42	41	52	54	36	39	36	41
Neither agree nor disagree	%	13	20	5	16	18	20	14	27	4	14	19	20	13	19	21	17	20	21	18	17
Disagree	%	1	5	3	2	7	4	0	6	4	4	1	2	3	12	5	9	11	10	6	5
Strongly disagree	%	0	1	0	0	1	0	4	3	0	1	3	1	0	6	1	1	7	4	14	6

Q3 The price of using leisure facilities can be a barrier to stop people taking part		Amesbury/ Durrington	Bradford on Avon	Calne	Chippenham	Corsham	Deveses	Downton	Malmesbury	Marlborough	Melksham	Pewsey	Salisbury	Tidworth	Tisbury	Trowbridge	Warminster	Westbury	Wootton Bassett & Cricklade	Not Given	Total
Strongly agree	%	50	33	45	45	38	39	48	24	49	45	40	45	53	28	50	48	47	36	41	42
Agree	%	44	62	42	46	48	47	40	58	44	44	10	44	40	50	41	43	39	40	47	46
Neither agree nor disagree	%	2	4	12	6	8	11	12	15	5	8	13	5	8	12	7	6	9	17	7	8
Disagree	%	2	1	2	3	5	3	0	3	2	3	6	3	0	10	1	4	4	6	3	3
Strongly disagree	%	2	0	0	0	0	0	0	0	0	0	0	2	0	0	1	0	1	1	1	1

Q4 Admission prices should be reflective of the size and quality of the facility		Amesbury/ Durrington	Bradford on Avon	Calne	Chippenham	Corsham	Deveses	Downton	Malmesbury	Marlborough	Melksham	Pewsey	Salisbury	Tidworth	Tisbury	Trowbridge	Warminster	Westbury	Wootton Bassett & Cricklade	Not Given	Total
Strongly agree	%	32	19	18	22	19	13	31	12	25	45	22	27	8	23	15	19	23	16	20	22

Agree	%	46	34	50	41	39	41	54	64	45	44	42	45	45	62	41	43	38	58	45	45
Neither agree nor disagree	%	8	20	15	19	18	22	6	15	7	7	18	13	24	6	16	14	16	14	14	14
Disagree	%	11	25	17	15	19	19	8	6	20	3	14	14	18	7	20	23	20	11	16	16
Strongly disagree	%	3	1	0	3	5	4	2	3	4	0	4	2	5	3	9	3	4	2	5	4

Q5 There should be a standard pricing policy across all facilities, irrespective of the size and quality		Amesbury/Durrington	Bradford on Avon	Calne	Chippenham	Corsham	Devizes	Downton	Malmesbury	Marlborough	Melksham	Pewsey	Salisbury	Tidworth	Tisbury	Trowbridge	Warminster	Westbury	Wootton Bassett & Cricklade	Not Given	Total
Strongly agree	%	8	10	5	15	11	14	6	16	9	17	10	7	11	8	20	15	9	13	11	12
Agree	%	20	29	20	26	27	23	14	29	18	25	21	12	26	11	23	23	23	22	20	21
Neither agree nor disagree	%	17	22	15	26	26	25	15	10	15	25	14	20	21	16	23	18	20	17	17	19
Disagree	%	49	27	51	33	31	33	52	42	46	29	45	46	21	46	30	36	35	41	33	35
Strongly disagree	%	6	12	9	1	6	5	14	3	13	5	9	14	21	19	5	9	14	8	19	13

Q6 The council should try to provide multi-purpose indoor leisure facilities within 20 minutes travel time from home		Amesbury/Durrington	Bradford on Avon	Calne	Chippenham	Corsham	Devizes	Downton	Malmesbury	Marlborough	Melksham	Pewsey	Salisbury	Tidworth	Tisbury	Trowbridge	Warminster	Westbury	Wootton Bassett & Cricklade	Not Given	Total
Strongly agree	%	39	38	37	39	35	31	48	28	40	45	42	27	24	36	35	41	33	46	43	40
Agree	%	49	39	48	45	39	48	42	50	40	41	40	37	47	44	48	10	33	36	33	39
Neither agree nor disagree	%	8	14	7	9	21	16	6	13	12	6	12	24	21	11	12	10	19	10	15	14
Disagree	%	3	7	8	5	5	4	2	6	4	8	5	8	3	8	5	8	8	5	5	6
Strongly disagree	%	1	1	0	2	1	1	2	3	4	1	2	4	5	1	0	1	6	3	4	3

Q7 Introducing car parking charges at leisure facilities could be a barrier to stop people taking part		Amesbury/ Durrington	Bradford on Avon	Caine	Chippenham	Corsham	Devizes	Downton	Malmesbury	Marlborough	Melksham	Pewsey	Salisbury	Tidworth	Tisbury	Trowbridge	Warminster	Westbury	Wootton Basset & Cricklade	Not Given	Total
Strongly agree	%	79	44	58	55	20	58	60	46	68	56	59	65	61	58	57	70	56	52	64	60
Agree	%	12	41	30	30	34	27	33	42	26	32	29	18	26	32	28	18	29	28	25	27
Neither agree nor disagree	%	5.1	7	5	8	8	8	4	6	2	6	5	9	5	3	10	8	7	10	6	7
Disagree	%	2	7	5	6	8	5	4	3	2	5	5	4	8	3	4	1	5	6	3	4
Strongly disagree	%	2	2	2	1	1	1	0	3	2	1	1	3	0	4	1	4	3	4	1	2

Q8 How often do you use a leisure facility?		Amesbury/ Durrington	Bradford on Avon	Caine	Chippenham	Corsham	Devizes	Downton	Malmesbury	Marlborough	Melksham	Pewsey	Salisbury	Tidworth	Tisbury	Trowbridge	Warminster	Westbury	Wootton Basset & Cricklade	Not Given	Total
Daily	%	32	15	33	26	26	23	29	10	19	30	15	21	30	8	24	21	23	22	25	24
Weekly	%	57	75	49	61	60	68	59	71	78	57	65	65	51	68	66	67	64	71	60	63
Monthly	%	1	5	11	6	8	1	4	7	2	5	11	5	5	11	5	4	8	3	5	5
Less often	%	7	4	2	5	4	8	8	3	2	7	8	3	8	13	5	5	4	3	7	6
Never	%	2	2	5	2	2	0	0	10	0	2	1	5	5	0	0	3	1	2	3	2

Q10 Which of the following activities are most important to you?		Amesbury/ Durrington	Bradford on Avon	Calne	Chippenham	Corsham	Devizes	Downton	Malmesbury	Marlborough	Melksham	Pewsey	Salisbury	Tidworth	Tisbury	Trowbridge	Warminster	Westbury	Wootton Bassett & Cricklade	Not Given	Total
Casual fun swimming	%	15	17	16	16	16	17	11	20	11	14	15	14	15	11	13	17	15	17	18	16
Lane swimming	%	16	17	10	15	17	15	10	18	15	14	15	11	12	7	13	11	11	12	13	13
Diving	%	2	2	0	2	1	1	1	2	2	2	1	2	3	1	4	2	2	0	2	2
Badminton	%	6	5	3	6	6	7	7	3	5	5	7	6	1	10	8	6	6	8	6	6
Using the gym	%	12	13	15	14	16	16	18	15	16	16	12	13	17	21	14	16	17	12	13	14
Aerobic/fitness classes	%	13	13	13	11	13	14	17	11	15	12	14	10	14	17	10	14	10	13	12	12
Netball	%	1	1	1	1	2	2	2	2	2	1	1	2	1	3	2	1	2	2	2	2
Courses	%	3	4	5	5	4	5	3	5	6	4	5	4	6	4	5	5	6	5	4	4
Squash	%	4	3	3	3	4	2	5	2	3	4	3	5	6	3	4	5	3	3	3	4
Creche facilities	%	3	3	4	4	2	3	3	1	2	4	3	3	3	3	3	2	1	3	2	3
Indoor climbing facilities	%	3	3	2	3	2	2	3	3	3	3	3	5	4	2	4	4	1	4	3	3
Indoor 5-a-side football	%	3	3	3	2	2	1	3	2	2	3	1	4	3	4	4	2	4	4	3	3
Café facilities	%	9	8	13	11	7	9	10	10	9	9	11	10	10	4	8	8	8	6	9	9
Community meeting space	%	6	4	8	7	6	5	6	6	4	4	8	5	4	5	5	4	5	7	4	5
Volleyball	%	1	1	1	0	1	1	1	1	1	2	1	2	1	2	2	1	1	1	2	1
Cricket	%	1	1	0	1	1	1	1	0	2	2	1	1	1	3	2	3	7	1	2	2
Basketball	%	1	1	0	1	1	1	1	0	2	2	1	1	1	2	1	2	2	1	2	1