

METHODOLOGY

Research Area	Finding
Review of Priorities	<ul style="list-style-type: none"> Local Area Agreement – aims to enable people to take action to improve their health if they determine that regular exercise is a positive health choice Ageing population Things to do and Places to go for Young People Rising levels of obesity and diabetes Rural communities less likely to exercise Disabled people 50% less likely to participate in sport Key areas of population growth Chippenham, Trowbridge Salisbury Effect of 2012 Olympics on participation Government funding for services in Wiltshire is likely to be constrained Reducing the risks of young people offending for the first time or deterring them from repeat offending
Demographic Trends	<ul style="list-style-type: none"> Projected 8% increase in population over 10 years 54% increase in those aged 75 years Increase in one person households by 55% 15 – 24 year group will reduce from 13.1% to 11.3% of population 16% of households in Wiltshire do not have access to a car
Audit of Sports and leisure facilities in Wiltshire	<ul style="list-style-type: none"> Significant under provision of teaching pools. All facilities meet basic fit for purpose assessment Some facilities require refurbishment Changing facilities not meeting customer expectations
Postcode Surveys	<ul style="list-style-type: none"> People do not travel far to use facilities Larger facilities have greater catchment area People travel significantly further to access swimming lessons
Geographical (GIS) Mapping	<ul style="list-style-type: none"> Some communities in the west of the county have several swimming pools serving them Some rural communities in and around Tisbury have little provision Location of Swindon has a significant impact on leisure usage patterns in nearby towns Opportunities to co-locate nearby facilities such as libraries, youth centres and sports facilities
Building Schools for the Future (BSF) Mapping	<ul style="list-style-type: none"> Opportunities in the long term to work with schools through the Building Schools for the Future programme (funding permitting), particularly where schools and leisure facilities are currently co-located Significant opportunities in the short term to work with the Education Department to encourage schools to make their sports and recreation facilities more available to the local community

GIS Mapping of deprivation Indices	<ul style="list-style-type: none"> Some evidence of negative correlation between usage and deprivation e.g. areas where child or health deprivation is evident then participate in sport is less
Facility Planning Model	<ul style="list-style-type: none"> 12 sports halls operating above comfortable 80% capacity 1 swimming pool operating above 70% Unmet swimming demand spread thinly across the county stemming from people without cars who do not live within walking distance of a pool
Business Case Analysis	<ul style="list-style-type: none"> Identified the weaker facilities in terms of their contribution to participation and cost of operation Identified options in terms of a 'No Change' benchmark and a series of change proposals Over provision of 25m swimming pools
Customer Satisfaction Survey	<ul style="list-style-type: none"> Identified gap between current demand and provision. For example women view current changing and family accommodation as poor. Young people consider that there is not enough in leisure centres targeted at them
Non User Surveys	<ul style="list-style-type: none"> Has identified the current non users and barriers that exist to participation
Financial Analysis	<ul style="list-style-type: none"> Revenue & Capital No Change & Proposals models