



# SHREWSBURY SWIMMING POOL CONSULTATION ANALYSIS

**Shropshire Council**

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Version 2.0

Prepared by



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#### 4 global Consulting Terms of Reference

It is not possible to guarantee the fulfillment of any estimates or forecasts contained within this report, although they have been conscientiously prepared on the basis of our research and information made available to us at the time of the study.

The author(s) will not be held liable to any party for any direct or indirect losses, financial or otherwise, associated with any contents of this report. We have relied on a number of areas of information provided by the client, and have not undertaken additional independent verification of this data.

## 1 Introduction and Scope

### 1.1 Introduction

- 1.1.1 Shropshire Council, hereby referred to as 'the Council', appointed 4 global Consulting to undertake a critical review of the recently completed (2015) public consultation on different options for future swimming and leisure provision in Shrewsbury and the surrounding area.
- 1.1.2 The report provides the Council with a detailed evidence base and analysis of survey and consultation data collection methods and will be used to understand the views of the local residents on the future of the Quarry Swimming and Fitness Centre (QSFC).
- 1.1.3 The report provides an objective assessment of the methodology used by the Council for data collection, as well as an analysis of the survey and consultation responses.

### 1.2 Methodology

- 1.2.1 In line with the brief issued by the Council, 4 global completed a critical review of the research approach methodology to evaluate the integrity and robustness of the information gathered. Following this review, an analysis of the survey results and qualitative findings was undertaken. The outcomes of this analysis were then used to reach conclusions on the outcomes of the public consultation.

#### RESEARCH INTEGRITY

- 1.2.2 The integrity of the data produced by any public consultation of this type consultation is influenced by several key factors;
- Length of time/opportunity for interested people to respond
  - Public awareness of the consultation being undertaken
  - Accessibility to the survey (how easily local residents could find the survey in order to complete it)
  - Safeguards against individuals producing multiple responses
  - Weaknesses in the survey and questions structure
  - Sample size and reflectiveness of the population.
- 1.2.3 Section 2 of this report reviews the extent to which the research process satisfies these requirements and draws a conclusion regarding the integrity of the information gathered.

## DATA ANALYSIS

- 1.2.4 This section of the report focused on the core results of the survey, specifically the 'outcome' questions (questions 7 and 10).
- 1.2.5 The report used a 95% confidence level and a 5% margin for error to test the reliability of any finding. This represents industry standard confidence thresholds for testing the reliability of survey results. The findings from any questions with responses that fell short of the sample size required to achieve these minimum confidence thresholds were taken into the consideration, but not used to form a part of the main conclusions of the report.
- 1.2.6 To supplement the core findings of the survey, the report shows how responses to the 'outcome' questions can vary by different groups of people (demographics). Primarily, the demographics focused on were age group, post-code and swim frequency.

## QUALITATIVE ANALYSIS

- 1.2.7 4 global reviewed the six consultations carried out by the Council. Each consultation was reviewed and the emerging themes identified. The common key points from across the 6 consultations have been summarised to show the overall outcomes of the qualitative evidence.

### 1.3 The Structure of our Report

- 1.3.1 The structure of this analysis report is as follows;
- Section 2 – Consultation Method Evaluation
  - Section 3 – Core Data Analysis
  - Section 4 – Detailed Data Analysis and Cross Tabulations
  - Section 5 – Qualitative Consultation Analysis
  - Section 6 – Consultation and Report Outcomes
- 1.3.2 In addition to the report, an infographic has also been created to summarise the key messages and outcomes of the consultation. This is shown in the accompanying PDF document *Shrewsbury Consultation Analysis Infographic.pdf*.
- 1.3.3 Supporting information is included in the appendices and referenced throughout.

## 2 Consultation Method Evaluation

### 2.1 Summary of Evaluation

2.1.1 4 global have assessed the quality of the information gathered during the consultation against industry standards. 4 global consider the survey approach to be fit for purpose and to have produced a sample and quality of data capable of reaching robust conclusions.

### 2.2 A Reliable and Fair Survey Method

#### REVIEW OF THE DATA GATHERING APPROACH AND PROCESS

2.2.1 This section considers the following factors in concluding whether the consultation process enabled a reliable and fair evidence base to be captured:

- Length of time/ opportunity for interested people to respond
- The impact of the one-month extension and release of further financial information
- Public awareness of the consultation being undertaken
- Accessibility to the consultation process and coverage of difficult to reach groups
- Safe guards against individuals producing multiple responses

2.2.2 As shown below, the Council's survey summary details the dates of the five-month consultation period between the late May and late October. This period can be considered sufficient in order to allow interested parties extensive and reasonable opportunity to find the time respond to the survey.

*"A four-month public consultation was launched on the 28th May 2015. In response to feedback received during the consultation and the availability of 2014/15 revenue figures for the [QSFC] the consultation period was subsequently extended by a month until the 30th October."*<sup>1</sup>

2.2.3 The report also includes reference to a one-month extension of the consultation period due, in part, to the availability of the latest revenue figures for the QSFC (along with other documents).

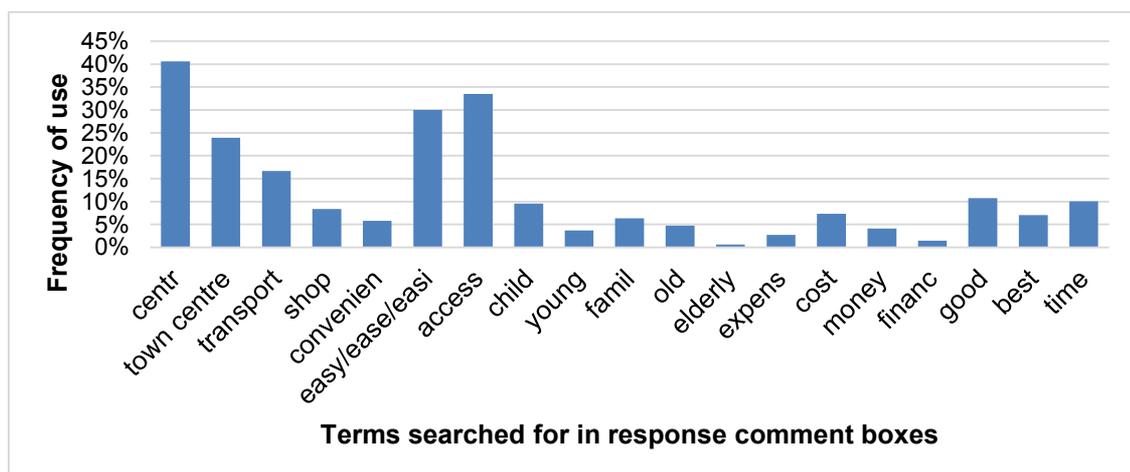
2.2.4 In order to give respondents the opportunity to change their option preferences in the light of the QSFC revenue data, the Council developed an additional survey and sent it via email to those that had already completed the original survey. 158 people engaged with this additional survey and 17 of respondents opted to answer the option preference question (10.75%). This low response rate suggests that relatively few respondents felt the need to alter their preferences following of the revenue figures.

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<sup>1</sup> Paragraph 1, Shropshire Council's summary account of the public consultation process, 2016.

- 2.2.5 The results from the 17 responses show a boost to the proportion of first preferences for the QSFC options (from a total share of 68% to 76.5%). This indicates that the release of the revenue figures may have had a positive impact on respondents' preferences for the QSFC options. However, 17 responses from a maximum of 1484 (total respondents to the original question) does not represent an adequate sample size to satisfy the minimum confidence thresholds required for drawing firm conclusions.
- 2.2.6 The use of additional surveying is not the only method for modelling the impact of the QSFC revenue figures on the survey outcome. The low response rate of just 17 could be argued to be both un-representative of the sample size and to be an indication of respondents losing faith with the consultation process. This point will be analysed in more detail in Section 2.3 of this report.
- 2.2.7 The best alternative method for modelling the impact the QSFC revenues document is by looking at results of question 8. Question 8 asks respondents to give the key reasons for their preference choices in an open text box. Quantitative analysis of such responses can be undertaken by tracking the number of times certain words appear. Although this analysis is limited due to the difficulty in contextualising isolated words in the comments boxes it does provide an indication of the common reasons respondents gave for their preferences.
- 2.2.8 If the analysis shows that a high number of respondents used words indicating that financial considerations were amongst the key reasons for choosing their preference, then this would demonstrate that the QSFC revenue figures may have had an impact on the outcome of the report.
- 2.2.9 The results of the comments analysis are shown in Figure 1 (N.B. some searched words are shortened or abbreviated to broaden the catchment of the word being used in different tenses, versions or iterations e.g. "centr". The search result for easy, ease and "easi" has been amalgamated).

**Figure 1 – The frequency of use of selected words in responses to reasons for selecting preference options (Source: Survey data. Sample size 1481).**



2.2.10 Figure 1 indicates that comparatively few respondents placed significant emphasis on financial considerations when ranking their first preference. This is based on the analysis that a respondent who emphasised financial considerations as a key reason for their option choice would have used one or more of the words “cost”, “money”, “expens” and “financ” when providing the reasons given for their preference. The word returning the highest frequency from this group was ‘cost’ at 8%. Overall, one or more of these words was found in 189 responses (12.76%). The analysis from Figure 1 indicates that the impact of the release of the QSFC revenue data part way through the consultation period was therefore minimal.

2.2.11 The Council’s summary report of the research approach continues to provide more details of how data was gathered and potentially hard to reach groups were engaged.

*“(The) consultation was based on a concise web based summary supported by further detailed information...*

*Although the emphasis was placed on encouraging people to complete the on-line survey, alternative means were made available for people to have their say including:*

- *Hard copies of the consultation and survey available at Shrewsbury Library and the Quarry Swimming and Fitness Centre. Staff at both venues were briefed on the consultation and were available to help people complete the questionnaire.*
- *Access to computers to allow people to complete the survey at the Library and at the Quarry Swimming and Fitness Centre*
- *Direct contact points for people to discuss the consultation with Council officers*
- *Hard copies of the consultation and survey provided to groups upon request, e.g. the Shropshire Disability Network*
- *The offer of direct conversations with both individuals and groups<sup>2</sup>*

2.2.12 The Council’s report shows that the consultation process took proactive steps to ensuring that the opportunity to take part was available to a diverse and wide ranging set of people and groups. The ease of accessing a computer and the internet across the county means that emphasis on web-based respondents represents a sensible approach.

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<sup>2</sup> Paragraphs 2-4, Shropshire Council’s summary account of the public consultation process, 2016.

- 2.2.13 The emphasis on filling out survey's in respondents' own time (rather than being prompted in the high street or other traditional methods) means that typically, parties with a vested interest are likely to be disproportionately represented in the respondent breakdown. This is illustrated by the results as 57% of respondents were found to be regular swimmers in comparison to the 5-8.5% of the population estimated to be by Sport England<sup>3</sup>. However, in a consultation regarding the future of swimming it is not surprising that regular swimmers chose to engage more frequently than 'non-regular' swimmers, nor can it be considered damaging to the outcome of the survey as the views of regular swimmers should be considered important in the future of swimming provision in Shrewsbury.
- 2.2.14 A commonly cited weakness of emphasising web-based responses to surveys is that it limits the opportunities for engagement by those that utilise technology less frequently or do not have regular access to the internet. This weakness is becoming less valid as computing technology and the internet becomes increasingly available both to older respondents and geographically hard to reach respondents.
- 2.2.15 The bullet points in Paragraph 4 show that the Council also took steps to ensure hard to reach groups were engaged and had the opportunity to take part in the consultation. These measures, including the placement of hard copy surveys and the ability to use computers in public buildings, increase the accessibility of the survey and remove barriers to participation in the consultation process.
- 2.2.16 Having established that the consultation process afforded all potential respondents the opportunity to participate, it is also important to ensure the promotion of the survey amongst the local population was sufficient to make all parties aware the consultation process was being undertaken.
- "...All of these alternatives were also explained during an interview with the West Shropshire Talking Newspaper.*
- The public consultation was extensively and frequently referenced and promoted within the media, by the Quarry Swimming and Fitness, the Shrewsbury Business Improvement District, disability networks and others."*<sup>4</sup>
- 2.2.17 Paragraphs 5 and 6 of the report shows the steps the Council took to publicise the consultation and make residents aware of the the piece of its existence and nature.
- 2.2.18 The paragraphs show that the Council took additional steps, beyond promoting the survey through their own channels, to reach as wide as possible an audience. According to the Council, a total response rate of over 1900 people is significantly higher than usually experienced for consultations of this type in the local area. The high response rate is further evidence that the Council's approach to raising awareness of the survey to as many people as possible was successful.

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<sup>3</sup> Sport England's Active Places Power data, 2006-15

<sup>4</sup> Paragraphs 5-6, Shropshire Council's summary account of the consultation process, 2016.

2.2.19 The success of the engagement process in capturing hard to reach groups and reflecting the local demographical make up of is analysed further below in the “**Reliability of results: Reflecting the local Demographic**” section.

2.2.20 In addition to the publication of the survey through traditional channels, the Council also reported attending a range of meetings with key groups and stakeholders during the consultation period:

- The Shropshire Disability Network
- The Pan Disability Forum
- The Shropshire Wheelchair Users Group
- The Shrewsbury Access Group
- The Northgate Swimming Club
- Shrewsbury Town Council
- The Quarry Swimming and Fitness Forum
- The Shrewsbury Business Improvement District

2.2.21 The key themes of these consultations will be examined in qualitative analysis section. When evaluating the process undertaken to gather views through consultation, it appears that the Council took reasonable steps to identify and undertake consultations with groups representing difficult to reach individuals or those with a particular vested interest.

2.2.22 No specialist children’s or young adults’ groups, nor any elderly person’s groups were consulted to provide their feedback as an overall representative of these age groups. These omissions can be considered limitations in the surveys robustness as both the young and older populations are forecasted to increase as a proportion of the population over the coming decades.

2.2.23 There is also no consultation with groups representing ethnic minorities. Shropshire is 98% White British with ‘Asian or British Asian’ the second largest at 1%<sup>5</sup>. The survey results reflect this with only 6 people defining their ethnicity as any of the ‘Asian’ categories. This tiny sample size means it is not possible to consider any information derived from this group in the survey as being representative of the entire community. Although a small percentage of the population, the Asian community in Shropshire is around 3,000 residents and forecasted to rise over the next 10-20 years<sup>6</sup>. In some circumstances, Asian communities require special considerations concerning swimming, especially regarding privacy for female participants. Despite the small proportion of current residents, the omission of any group representing the concerns of ethnic minorities can be considered to be a limitation in the long-term considerations of the consultation.

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<sup>5</sup> Office of National Statistics (ONS) National Census, 2011.

<sup>6</sup> Sub-National Population Projections (SNPP), 2012.

- 2.2.24 Carrying out additional consultations with organisations representing the interests of the groups highlighted above would be an effective means of adding their perspectives to the consultation.
- 2.2.25 Aside from the omissions mentioned above, the consultations appear to have been used well to capture information from groups that could otherwise prove difficult to engage. The use of these consultations to capture the perspectives of disability groups should be considered especially useful as the survey sample data shows they are under-represented as a group in this part of the consultation.
- 2.2.26 In order to evaluate the safeguarding methods, it is key to understand the survey techniques used to limit multiple responses from single individuals. The Council have confirmed that only one response was permitted per computer (using software to stop survey responses from the same IP address). Despite the fact that owning multiple devices capable of accessing the internet is not uncommon, the safe guard of one response per computer should be considered enough to prevent the integrity of the information being threatened due to repeat responses.

#### RELIABILITY OF RESULTS: SAMPLE SIZE AND CONFIDENCE LEVEL

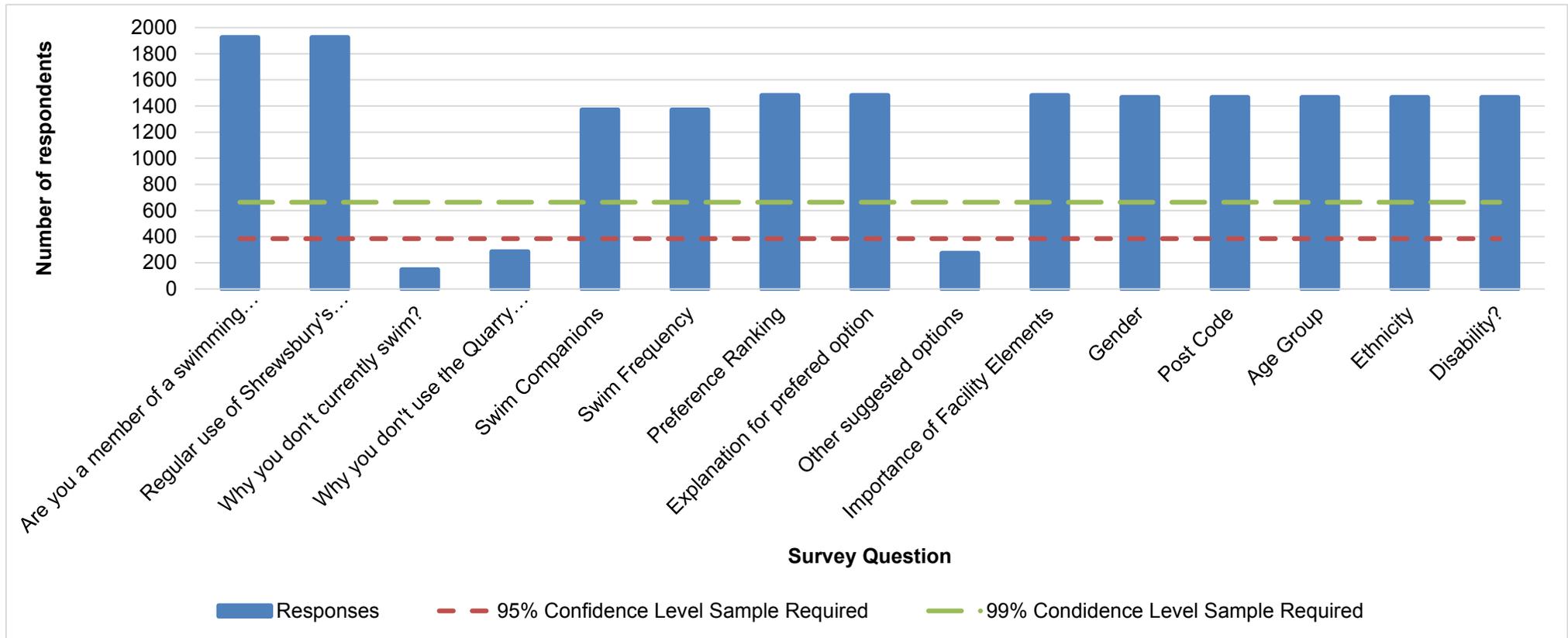
- 2.2.27 The proof of the effectiveness of any surveying or data gathering process is in the reliability and robustness of the evidence it produces. The first test of data reliability is in the size of the sample collected against the size of the potential sample (i.e. the entire population of Shropshire in this case).
- 2.2.28 For the purpose of the study, a sample capable of returning a confidence level of 95% with a 5% margin of error was required for the findings of any question in order to be considered reliable. This is in line with industry standards and is the confidence level used by Sport England Active People Survey. Where necessary, the reported has included the confidence level and margin of error returned of the result.
- 2.2.29 A confidence level is the degree of certainty with which responses can be said to reflect the opinions of the total population i.e. if the research were to be repeated under the same conditions then the confidence level would be the percentage of results that would fall into line with the original results (within a margin of error of the original result).
- 2.2.30 The data gathering process collected 1,924 responses from a total potential sample of 311,518 Shropshire residents<sup>7</sup> (Shropshire has been used as the population catchment as many respondents lived outside of the Shrewsbury town boundary). This requires a minimum of 384 responses to satisfy the requisite confidence levels.
- 2.2.31 The two key 'outcome' questions of the survey, (questions 7 and 10) have an identical response of 1481. When the population is calculated to be 311,518, a sample size of 1481 returns a confidence level of 99% with a margin of error of just under 3.4%.
- 2.2.32 This level of confidence and narrow margin of error means that the findings from questions 7 and 10 can be considered very reliable.

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<sup>7</sup> SNPP, 2012.

2.2.33 Figure 2 shows the total responses to each survey question. Figure 2 also includes the minimum required respondents for a 95% confident level with a 5% margin of error.

Figure 2 – Responses to each question and required sample sizes (Source: Survey data).



2.2.34 Figure 2 shows that, except for 3 questions, the sample sizes of the question responses are adequate to achieve industry standards of confidence level and margin of error.

2.2.35 Respondent sample size falls below the requisite levels for three questions:

- Question 3: Are there any specific reasons why you don't currently swim? (148 - 7.6% of total respondents answered this question)
- Question 4: Are there any specific reasons why you don't use the Quarry facility? (286 – 14.9% of total respondents answered this question)
- Question 9: If you have another option that you feel would meet the vision for swimming in Shrewsbury, please provide details here (273 – 14.2% of total respondents answered this question).

2.2.36 Analysis of survey responses shows that only 8% of respondents reported that they 'Do not currently swim' and were therefore applicable to answer Question 3. Therefore, a response rate of 7.6% of the total respondents represents a 95% applicable response rate to this question. However, a sample size of just 143 respondents cannot be used as a reliable, representative sample of the Shropshire population as a whole. Therefore, although responses to this question can be used to inform analysis and conclusions of the survey data, they cannot be relied upon alone to reach firm conclusions.

2.2.37 23% of respondents 'Do not use the Quarry Pool at all' and were therefore applicable to answer Question 4. Only 14.9% of respondents answered Question 4, representing 64.8% of those applicable to do so. However, similarly to Question 3, a sample size of just 289 respondents cannot be used as a reliable, representative sample of the Shropshire population as a whole. Therefore, although responses to this question can be used to inform analysis and conclusions of the survey data, they cannot be relied upon alone to reach firm conclusions.

2.2.38 278 respondents commented in the open ended question 9 for suggesting an alternative facility option other than those provided. Initial scrutiny of these responses shows that these contain a wide variety of suggestions with many defying categorisation or quantitative analysis. Therefore, from a quantitative perspective, it will not possible for an eighth facility option to be drawn from responses to this question.

### Reliability of results: *Rate of Attrition*

2.2.39 Figure 2 also shows how the number of respondents declines as the survey progresses. This 'rate of attrition' is a common factor in medium length surveys and can be caused by many things such as distraction, other commitments or beginning the survey without realising its subject and declining participation after having begun. The attrition rate of the survey is expressed in Table 1.

**Table 1 – Response attrition rates (Source: Survey data).**

| Started Survey | Finished 'Subject Questions' | Attrition Rate | Finished Demographic Questions | Attrition Rate from Opinion to Demographic Questions | Overall Survey Attrition Rate |
|----------------|------------------------------|----------------|--------------------------------|--|-------------------------------|
| 1924           | 1481                         | 23%            | 1467                           | 0.95%  | 23.75%                        |

2.2.40 Table 1 shows there was an overall attrition rate in respondents of 23.75% across the survey's entirety. Across the 10 'subject' questions, there was an attrition rate of 23%. This rate is slightly greater than the approximate industry standard of around 22%, but falls close enough to the expected level not to be of concern. Across the two questions from which this survey was designed to draw a conclusion (Questions 7 and 10), there was a 0% attrition rate meaning that the true sample of the survey can be considered 1484.

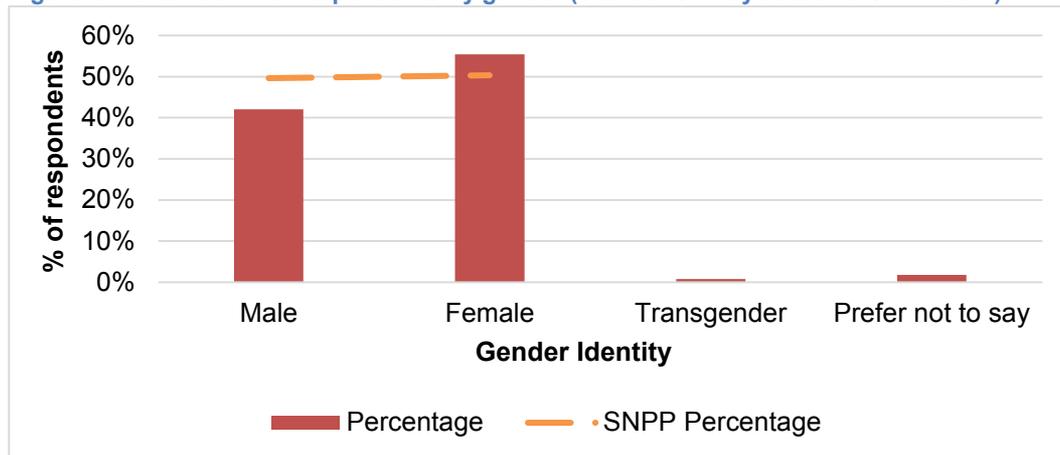
2.2.41 It is common in surveys of this type for respondents to decline 'demographical' questions. This can be for a number of reasons, including a disapproval with the practice of demographical segmentation, an unwillingness to share personal information or a lack of time to complete the survey.

**Reliability of results: Reflecting the local Demographic**

2.2.42 The rate of retention of respondents to the survey up until the demographical questions is 76.25%. However, the rate of retention for the two key subject questions (questions 7 and 10) up until the demographical questions is 99.05%. This means the survey results are clearly able to reflect the opinion of its key demographical groups.

2.2.43 Figure 3 shows the breakdown of respondents by gender identity.

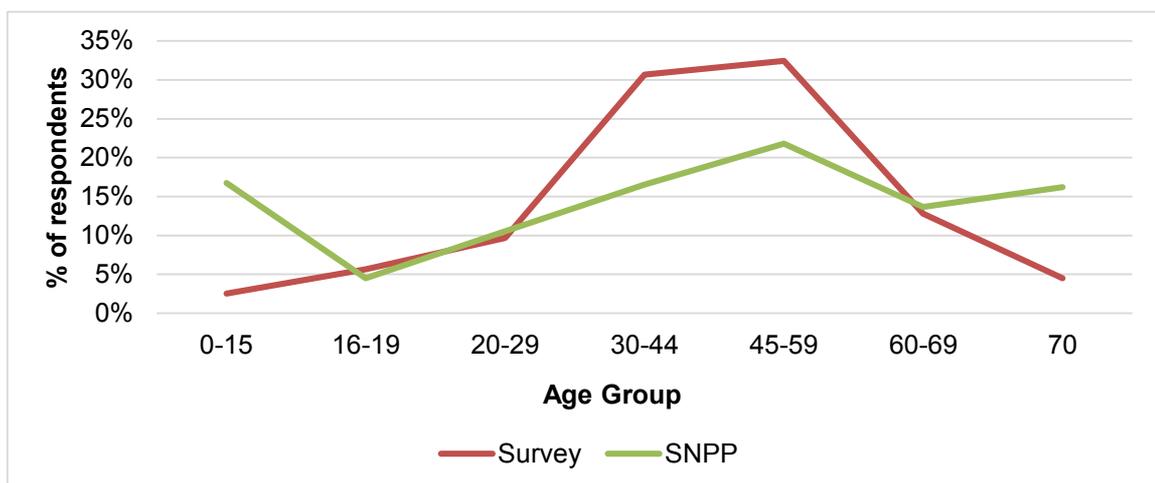
**Figure 3 – Breakdown of respondents by gender (Source: Survey data and SNPP 2011).**



2.2.44 Figure 3 shows that 42.01% of respondents were male, 55.42% female and 0.75% transgender (1.77% of respondents preferred not to say). According to SNPP, 49.7% of residents in Shropshire are male and 51.3% female<sup>8</sup> (SNPP does not record transgender communities). Figure 3 shows that the survey data gathered under-represents males in Shropshire by 7.69%.

2.2.45 Figure 4 shows the distribution of age groups amongst survey respondents versus the distribution of age groups amongst the population of Shropshire.

**Figure 4 – Age Group breakdown by survey respondents and population (Source: Survey data and SNPP 2011).**



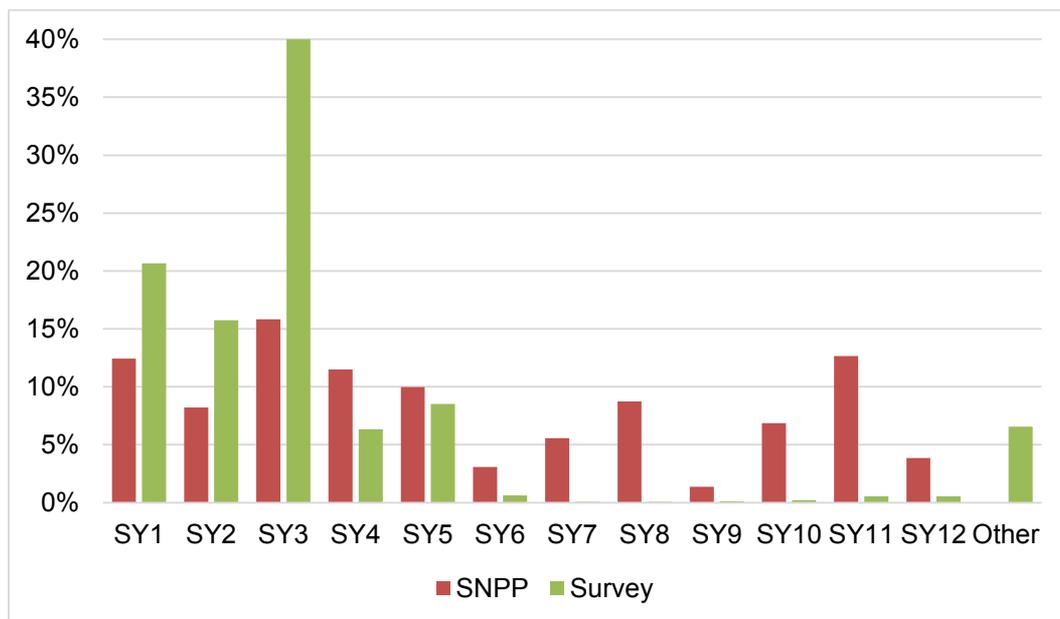
<sup>8</sup> SNPP, 2012.

2.2.46 Figure 4 illustrates that there is an over representation amongst survey respondents from those aged between 30-59 and an underrepresentation of those under the age of 16 and over the age of 70.

2.2.47 It should be noted that both these age groups are uncapped and therefore all persons, even those not yet one-year-old and those over 100 are taken into consideration as the the representation of the respondents. If a minimum and maximum age were used in calculating the representativeness of the survey data from an age-sensitive perspective would be closer than it appears in Figure 3. Also, as only one response is permitted per computer, it could be considered likely that a parent was the respondent on that device.

2.2.48 Figure 5 shows the distribution of respondents by the first three characters of their post codes

**Figure 5– Distribution of Respondents by post code (Source: Survey data and ONS 2011).**



2.2.49 By including the estimated population distribution across the 12 post codes covering Shropshire, Figure 5 enables analysis of the population distribution reflected in the survey.<sup>9</sup>

2.2.50 Examination of Figure 5 shows that 91.27% of respondents are residents in post codes SY1- SY5. According to ONS figures, postcodes SY1 to SY5 represent 58% of the population of Shropshire. Figure 5 also shows that postcodes SY6-SY12 are significantly underrepresented by survey respondents. The most prominent over representation in Figure 5 is SY3, which is over represented by a margin of 24%.

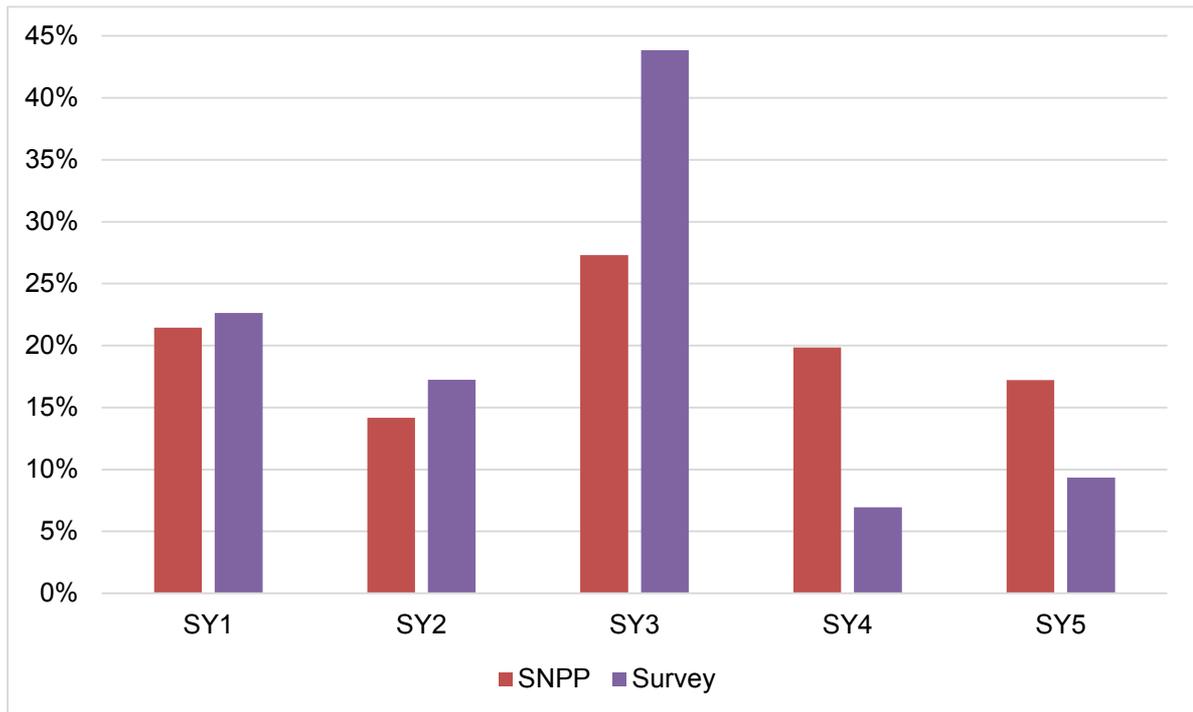
2.2.51 If the population of Shropshire is taken as the ‘ideal’ sample to be reflected by the survey respondents, then it would have to be concluded that the opinions of people based in SY1-5 and especially those residing in SY3 are significantly over represented.

<sup>9</sup> ONS, National Census, 2011.

2.2.52 It should be noted that the title of the ‘Future of Swimming Provision in Shrewsbury’ does mean that, given the postcodes SY1-SY5 are the closest to the town, that this over representation is to be expected.

2.2.53 Figure 6 shows the accuracy of the distribution of the population if SY1-SY5 were taken alone.

**Figure 6 – Distribution of Respondents by post code SY1-SY5 only (Source: Survey data and ONS 2011).**

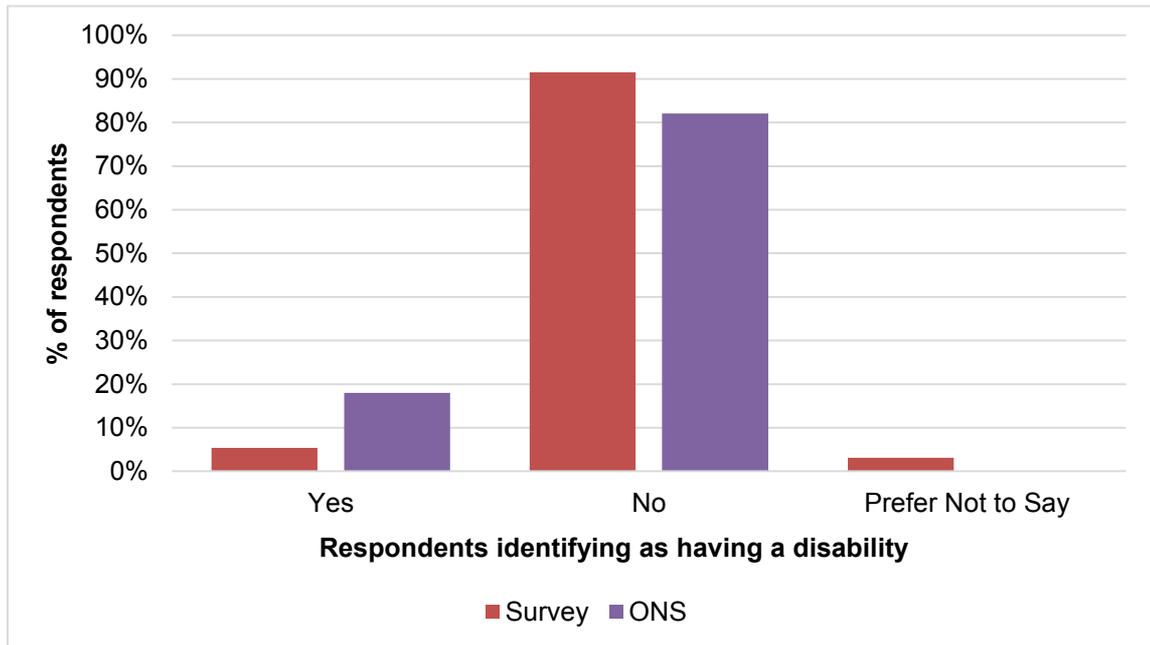


2.2.54 Figure 6 shows that when considered in isolation the respondents from SY1-SY5 are not distributed in a way that accurately reflects the population of the area. Figure 6 also shows that SY3 over represented by a margin of 16.5%. SY1 and SY2 are narrowly over represented by a margin of 1.2% and 3% SY4 and SY5 are shown to be under represented in the survey by a margin of 12.9% and 7.9% respectively.

2.2.55 The misrepresentation of the population distribution across both Shrewsbury and Shropshire could potentially influence the outcome of the data analysis. In such circumstances a weighting may be applied to ‘balance’ the misrepresentation. However, some areas in SY1- SY5 do not have enough respondents to satisfy the confidence levels required by this study and therefore cannot be considered robust findings. As a result, weighting findings that could be considered misrepresentations of the opinions of different areas would not produce a robust result and would therefore not add value to the analysis of the survey responses.

2.2.56 Figure 7 shows how the survey manages to reflect the demographics of the area in terms of disability.

**Figure 7 – Distribution of Respondents by Disability (Source: Survey data and ONS 2014).**



2.2.57 Figure 7 shows the number of respondents reporting a disability to be 5% with 92% reporting no disability and 3% preferring not to supply and answer.

2.2.58 The Department of Work and Pensions, place the number of people in the UK currently living with a disability at 17.96%<sup>10</sup>. This indicates an under-representation of people living with disabilities of nearly 13%.

2.2.59 Although Figure 7 does show an under-representation of people living with disabilities amongst the survey respondents, it should be noted that these ONS figures are national estimates based on an objective definition of ‘disability’. By comparison the survey reflects a local population and uses a self-reported definition which is open to a much broader interpretation on the behalf of the respondent.

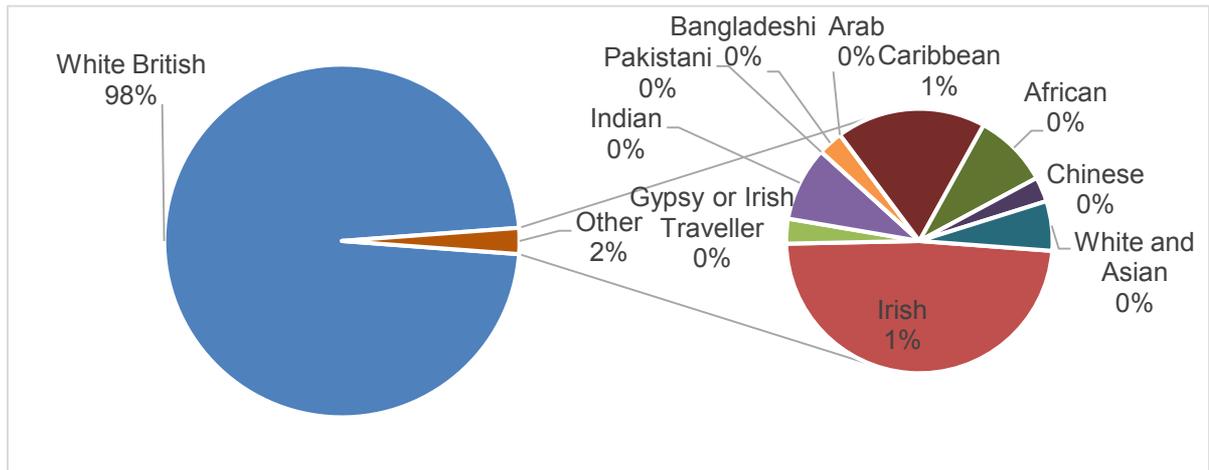
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<sup>10</sup> ONS, 2013

2.2.60 Finally, the Council carried out consultations with key disability and access groups to ensure the opinion of this group was captured in the consultation. The analysis of these consultations can be found in Section 5.

2.2.61 Figure 8 shows the breakdown of respondents by ethnicity.

**Figure 8 – Respondents by ethnicity (Source: Survey data, Sample size: 1446).**



2.2.62 Figure 8 shows that 98% of respondents (that did not opt for “Prefer not to say”) were White British. This is in line with the report of ethnic breakdown in Shrewsbury<sup>11</sup>.

2.2.63 The second largest ethnic group in the area is Asian or British Asian making up 1%<sup>12</sup>. However, the survey results have the second largest group as Irish with 16 respondents, making them the only ethnic minority group to record higher than 1% of the sample size.

2.2.64 Due to the minute sample size of groups registering other than White British, the survey data does not offer a large enough sample size to represent any of the other ethnic groups.

<sup>11</sup> ONS, 2011.

<sup>12</sup> Ibid.

## 2.3 Weaknesses of the Survey

- 2.3.1 This section will evaluate the methodologies employed within the survey itself.
- 2.3.2 Before beginning this analysis, it should be noted that all 16 questions of the survey employ typical and widely recognised question and answer structures. Therefore, the focus of this section will be on the phrasing of selected questions.

**Question 3 and 4:** “*Are there any specific reasons why you don't currently swim?*” –and- “*Are there any specific reasons why you don't use the Quarry facility?*”

- 2.3.3 Questions 3 and 4 include the same seven answering options. The most popular answer for question 3 and the second most popular for question 4 is that the “*Building and facilities aren't accessible enough*”
- 2.3.4 The term ‘*accessibility*’ is ambiguous in this context. It is not immediately obvious to whether this term should be interpreted in terms of accessibility via public transport links, ramps and disability access, opening times, swim class schedules or that the building itself maybe imposing somehow. Furthermore, the other options on offer do not rule out other possible interpretations of the word.
- 2.3.5 Without a clear explanation as to what the term ‘*accessible*’ specifically refers to in the body of the survey itself, it is difficult to draw firm conclusions as to how respondents interpreted this option.
- 2.3.6 Both these questions fail to satisfy the minimum sample sizes required for their findings to be considered reliable so they cannot be used as part of the main analysis. As result, the ambiguity of the option phrasing should not have a major impact on the research findings.

**Question 5:** “*When you go swimming, do you most often:*” with the response choices:

- Go on your own
  - Go with your child/children
  - Go with someone else you care for Go with your carer
  - Go with your partner
  - Go with your brother/sister
  - Go with a friend
  - Go with a group of friends
- 2.3.7 Responses to Question 5 could be interpreted differently by respondents. For example: if a swimming club session is how a club member visits the pool ‘most often’, they could respond using any of the options including, going alone, with a friend, with a group of friends, or even (where applicable) with their brother or sister. This is because going with their club is not an option. Just under 15% of respondents are swim club members so it could be that this question has been interpreted differently by a large section of respondents.

**Question 7:** “...please rank the different options, with 1 being your preferred option and 7 being your least preferred option”.

- 2.3.8 Ranking questions are a commonly utilised answer methodology. They enable analysts to differentiate narrow margins for options by taking into account second or even third preferences.
- 2.3.9 The major limitation of using the ranking system for a question of the kind is that it is not possible to reflect the ‘distance’ in preference between the seven options or rankings.
- 2.3.10 For example; one respondent could have a firm preference but not be strongly against the other options, whereas another may not have a firm preference but be firmly opposed to one of the options in particular.
- 2.3.11 The ranking system, as used for question 7, has no capacity to reflect the strength of feeling respondents have toward each option.
- 2.3.12 The inability to differentiate the strength of feeling between ranking responses means the analysis of question 7 must use the options of greatest preference to determine which option is preferred by respondents. In the event of a tie or narrow distribution of results within the margin of error, the second preference will be used as a ‘tie breaker’. This approach minimises the discrepancy in the strength of feeling amongst respondents for different ranking levels.

**Question 8:** “Please explain why you selected your preferred option:”

- 2.3.13 Question 8 should fulfill the role of providing respondents with the opportunity to reflect not just the reasons they chose their preference option, but how strongly they feel about the issue. However, the use of an open text or comments box means that and quantifying the information gathered and drawing conclusion from the responses to this question is very difficult.
- 2.3.14 This means that potentially important insights from the consultation cannot be used to produce a conclusion, nor can they be reflected in any reliably accurate way.

**Question 10:** “...please identify how important the below areas are to you as a user / potential user?”

- 2.3.15 Question 10 uses a Likert response system in which those answering the survey can select any of the response options to each proposal. The strength of Likert response systems is that, unlike ranking systems, they allow for the strength of feeling of a respondent to each proposal.
- 2.3.16 A weakness of Likert response systems is that the ability to differentiate the strength of feeling in the respondents is limited by the number of response options (in this case 5, 2 positive, 2 negative and one neutral). Adding more options would have allowed for a better analysis regarding how strongly respondents felt about each of the facility elements a new facility may have.

## 2.4 Section Summary

2.4.1 The section has found that the research approach and survey structure adhere closely to industry standards and that findings from the consultation can be considered a fair reflection of the opinions of the local area.

2.4.2 The key findings from this area of analysis can be seen below.

### Key Findings - Research Method Evaluation

- The quality of the sample of respondents, coupled with the covering of hard to reach groups through consultations means that the consultation undertaken by the Council into future provision of swimming in Shrewsbury is robust.
- The survey sample is large and a significant amount of time was provided to potential respondents, through multiple accessible channels, to engage with the consultation.
- Furthermore, the Council had shown they had taken adequate steps to ensure potential respondents were aware the consultation was being undertaken and how local residents could be involved if they wished.
- The survey was also used recognised techniques for capturing respondents' views in line with industry best practices. Whilst some of these techniques are recognised as having short comings, their use and selection in the study was appropriate.
- Weaknesses identified were in the lack of coverage of the perspectives of younger, older and ethnic minority groups from the area. This can be solved by carrying out consultations with organisations that represent the opinions of young, elderly and ethnic minorities in Shrewsbury.

### 3 Data Analysis

#### 3.1 Summary of Section

- 3.1.1 This section of analysis focusses on the data provided by all 1,924 respondents
- 3.1.2 Due to the sample size produced by responses, the following questions have not been included in the analysis as they fall below the confidence thresholds required for their findings to be considered reliable by this report.

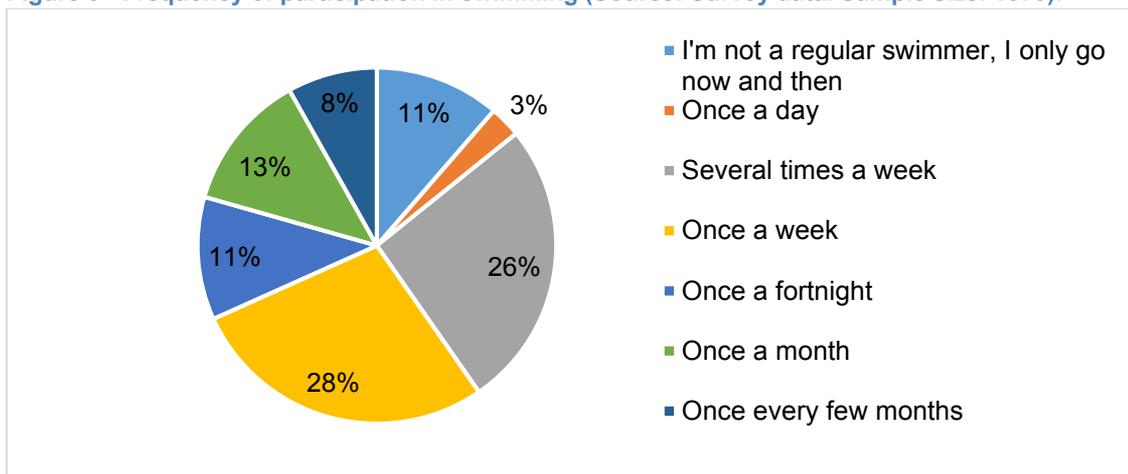
Figure 1 - Frequency of participation in swimming (Source: Survey data. Sample size: 1370).

| Question Number | Sample / Potential Sample Size | Confidence Value (95% minimum confidence value) |
|-----------------|--------------------------------|---|
| 3               | 148 / 24,921                   | 77.65%  |
| 4               | 286 / 71,649                   | 90.99%  |
| 9               | 273 / 311,518                  | 90.11%  |

#### 3.2 Type and Volume of Respondents

- 3.2.1 The initial findings show that regular swimmers make up a high proportion of survey respondents. Figure 9 shows that of the 1370 respondents to the question: “On average, how often do you go swimming?”, 57% of respondents responded that they swim regularly (this study uses Sport England’s Active People Survey definition of a ‘regular’ swimmer as someone that takes part in the activity a minimum of once per week for 30minutes).

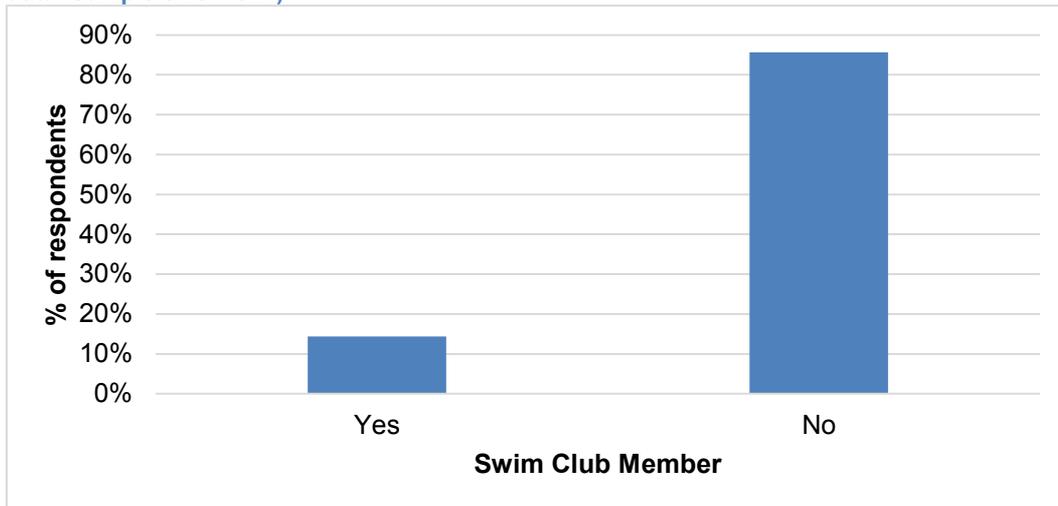
Figure 9 - Frequency of participation in swimming (Source: Survey data. Sample size: 1370).



- 3.2.2 Sport England’s Active People Survey indicates that the estimated number of people participating in at least one 30-minute session of swimming per week in Shropshire has varied between 5% and 8.5% of total population between 2005 and 2015.
- 3.2.3 This therefore means that the survey has captured approximately 8 times the number of regular swimmers than would be expected if it were to reflect the population of Shropshire as a whole.

3.2.4 Similarly, Figure 10 shows the percentage of respondents reporting to be a member of a swimming club.

**Figure 10 - Respondents reporting to be a members of a swimming club (Source: Survey data. Sample size: 1924).**



3.2.5 Figure 10 shows that 14.3% of respondents reported to be a member of a swimming club. This demonstrates swim club members are over-represented in the survey: if extrapolated and applied to the entire population then this would mean swim club membership in Shropshire would be around 43,600<sup>13</sup>.

3.2.6 Figures 9 and 10 show that the survey has captured a higher number of regular swimmers and swim club members than would be reflected in the population as a whole. However, given this consultation concerns the future of swimming in Shrewsbury, this cannot be considered damaging to the conclusions drawn from it.

### 3.3 1<sup>st</sup> Preference Analysis – Overall Development

3.3.1 A key outcome of the survey is to determine the public’s preference for the future of swimming in Shrewsbury. Respondents were asked to rank seven options in order of greatest preference (1) to option of least preference (7).

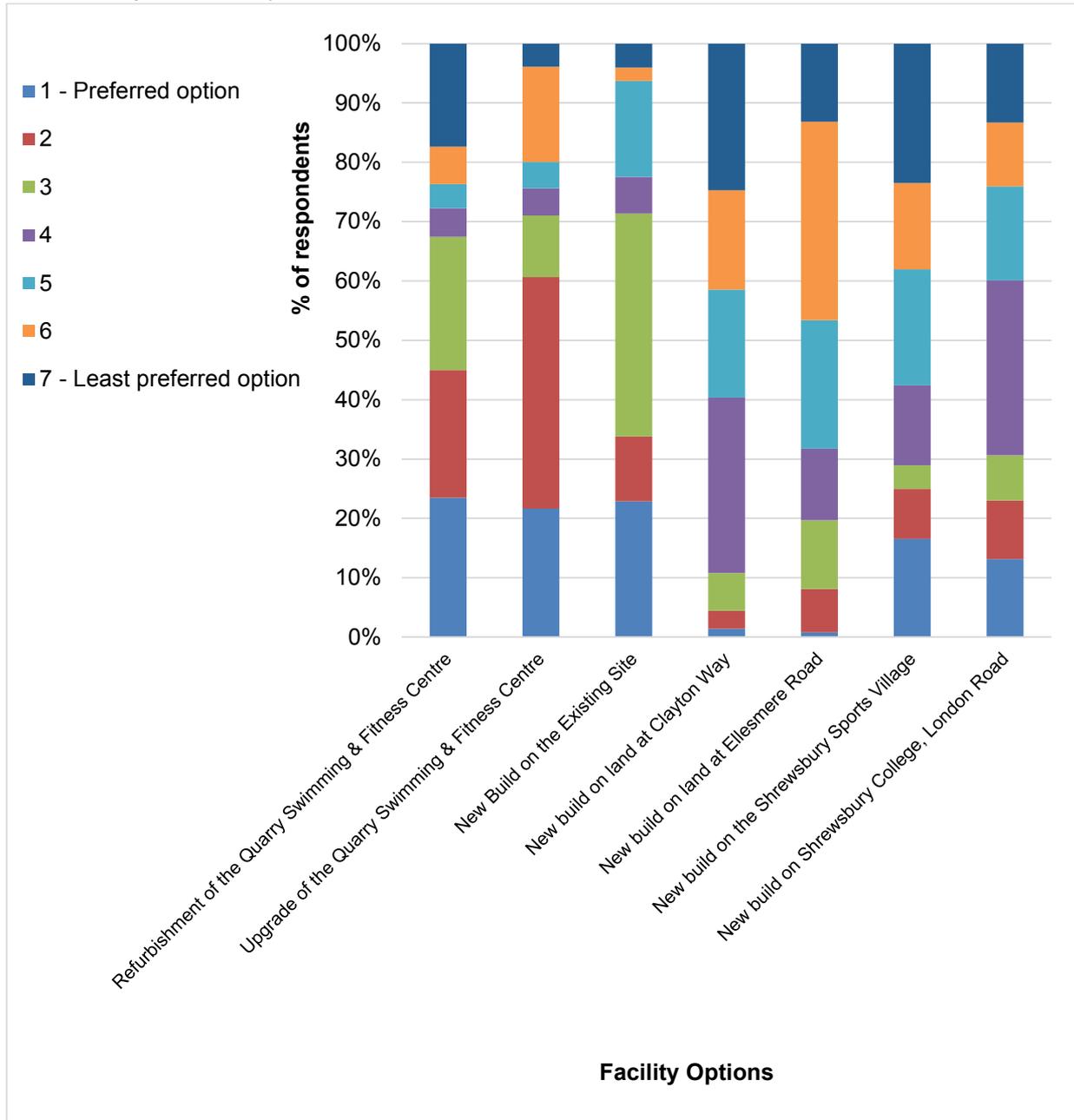
3.3.2 Due to the ranking system in the question’s design, each option must receive the same number of responses (1481 in this case). The sample size from the consultation data means the findings are robust (99% confidence level with a 3.4% margin of error).

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<sup>13</sup> SNPP, 2012

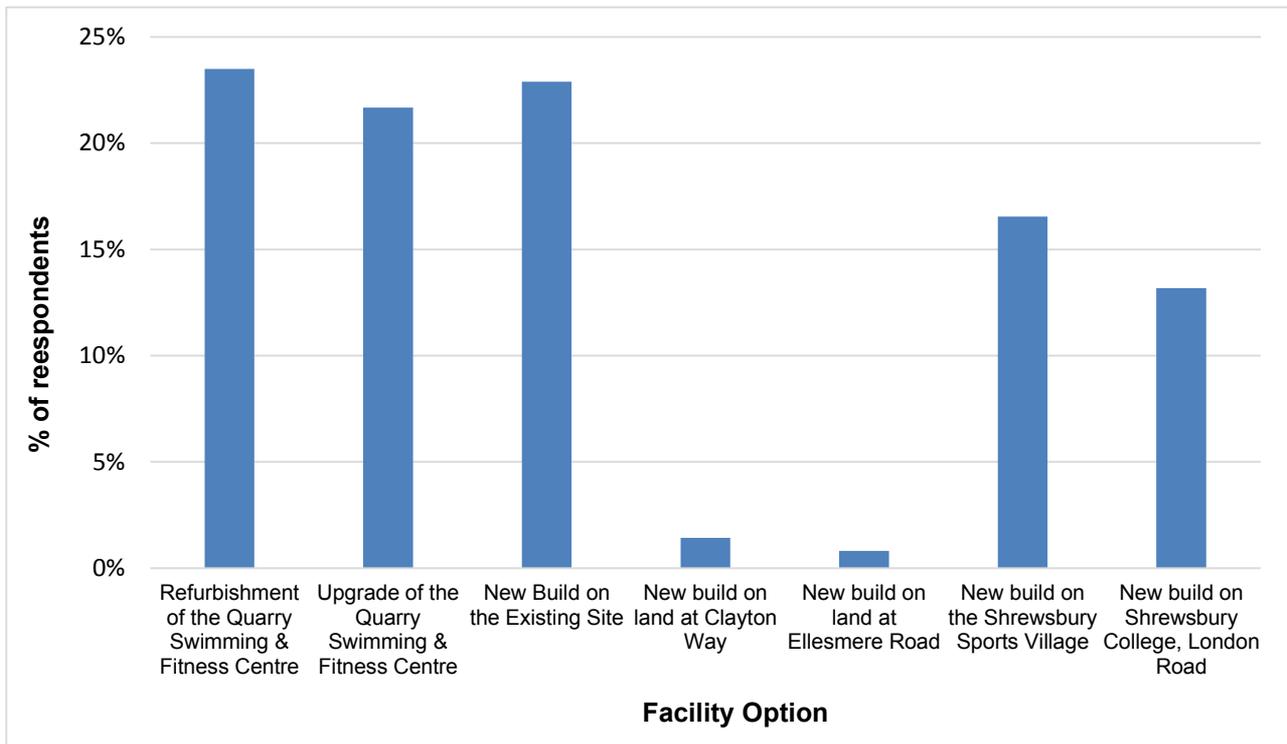
3.3.3 Figure 11 shows the distribution of respondent preferences for each option.

Figure 11 - Distribution of preference rankings per facility option (Source: Survey data. Sample size: 1481).



3.3.4 As commented on in the previous section, the ranking methodology used for question 7 does not allow for difference in the strength of feeling respondents may have for the options they rank. In order to limit the variance in respondents' strength of feeling between ranking options, the first preference will be used for determining the result as it is perceived to be the most consistent in representing respondents' strength of feeling for each option. The results of the distribution of first preference responses for each option are shown in Figure 12.

**Figure 12 - Distribution of first preference rankings per facility option (Source: Survey data. Sample size: 1481).**



3.3.5 Figures 11 and 12 demonstrate how the level of preference of respondents are distributed across each option. The following key points are demonstrated

- 68% of respondents chose one of the QSFC options as their first preferences.
- The option of refurbishing the QSFC received the greatest number of first preference responses (348) with 23.45%. New build on the existing QSFC site received the second highest number of first preference responses (339) with 22.89% followed by the ‘Upgrade’ of QSFC option in third with 21.67% (321).
- The narrow gap between these options falls within the margin of error (+/-3.4%). It is therefore not possible to conclude outright that Refurbishing the QSFC should be the option taken forward from this survey.
- ‘New build on the Shrewsbury Sports Village’ received the fourth highest number of first preference responses with 245 (16.54%), followed by the ‘New build on Shrewsbury College, London Road’ option with 195 (13.17%).
- The Clayton Way option received the sixth highest number of first preference votes with 21 (1.42%). The Ellesmere Road option received the lowest number of first preference responses with 12 (0.81%).

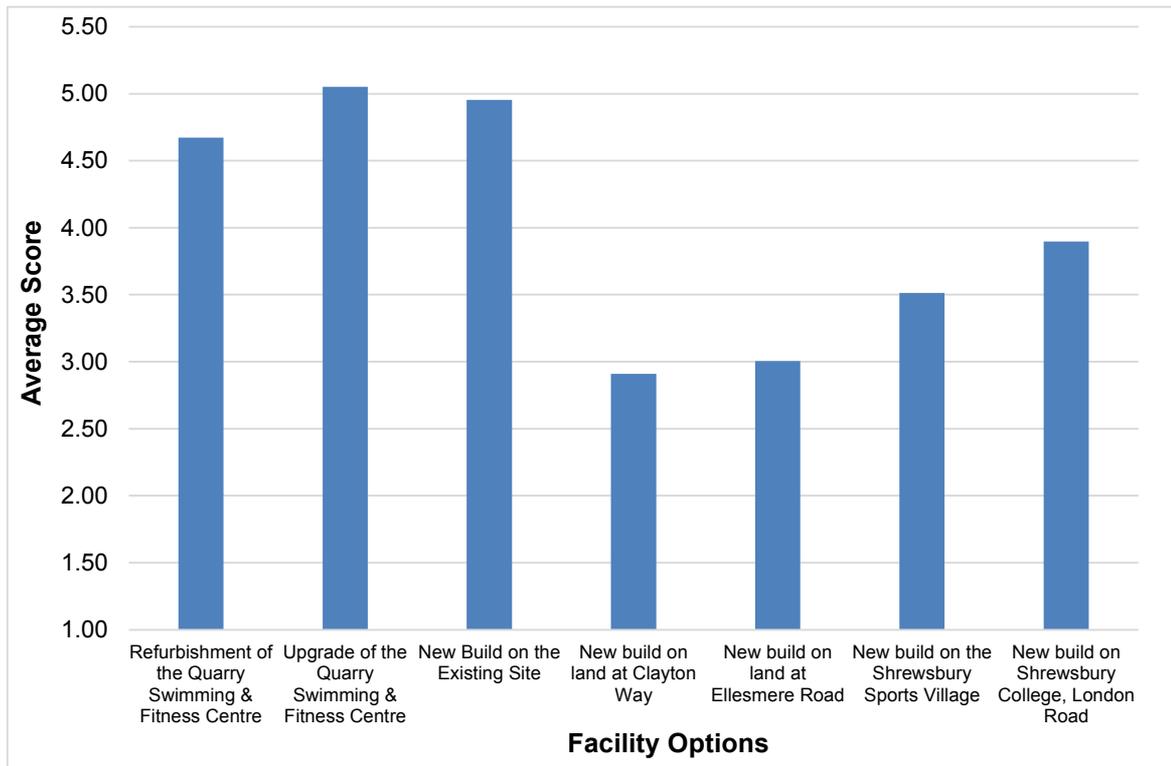
3.3.6 The benefit of using a ranking methodology is that second options can be used as a ‘tie breaker’ to separate options when the result of the first preference responses is very narrowly separated.

3.3.7 When the second preference responses are added, Figure 11 shows that the ‘Upgrade’ of the QSFC is the most preferred option with 898 first and second preference responses (30.34%). The next highest option was the Refurbishment of the QSFC with 22.48%.

- 3.3.8 Analysis of the distribution of preferences indicates that location was a major factor in how respondents ranked the different options. Of the 1008 respondents that chose one of the three QSFC site options, 92.8% chose one of the remaining QSFC options for their second preference. Similarly, of the 473 respondents that did not choose a QSFC site as their first preference, 74.2% chose another, 'non-QSFC' option as their second preference. Only 13.16% of all respondents transferred from choosing a QSFC based option as their first preference, to a non-QSFC based option as their second choice, or vice-versa.
- 3.3.9 These findings show that a high proportion of respondents can be defined in terms of either wanting the new pool at the QSFC site, or wanting it elsewhere.
- 3.3.10 This 'location-centric' analysis is supported by the distribution of respondents 7<sup>th</sup> choice (least preferred) option). Only 5% of respondents that named a QSFC option as their preferred option named another QSFC option as their least preferred option. 47% of QSFC respondents named either the Shrewsbury Sports Village or Shrewsbury College as their least preferred option (29.1% for the Sports Village and 17.8% for the London Road site). Similarly, 48.63% of respondents that chose Shrewsbury Sports Village or Shrewsbury College as their first preference selected a QSFC based option as their least preferred option.
- 3.3.11 Given that Clayton Way and Ellesmere road were such poorly supported sites amongst first and second preferences responses, it would be expected that these options would also be ranked as the least preferred option by most respondents. Although Clayton Road did attract the highest number of least preference responses, 366, this was only marginally more than the Shrewsbury Sports Village site (348).
- 3.3.12 856 respondents named all the QSFC options as their three most preferred options. This represents 57.7% of all respondents and 84.9% of all people that named a QSFC option as their first preference. Of this group 42.29% (362 respondents) named the Shrewsbury College, London Road option as their next preference compared to 17.9% for the Sports Village.
- 3.3.13 240 respondents named all the QSFC as their three least preferred options. This represents 16.2% of all respondents and 50.7% of all those that did not place a QSFC option as their first preference. Of those that placed the Sports Village as their first preference, 61.6% made all QSFC their least preferred options compared to 37.4% of those that made the London Road site their first preference.
- 3.3.14 The above analysis shows that a higher than expected proportion of least preference responses was distributed to options strongly preferred by other respondents. This reinforces the conclusion that respondents are either strongly in favour of the new pool being located at the QSFC, or they are strongly in favour of it being located elsewhere (predominately at the Shrewsbury Sports Village or the Shrewsbury College sites). Of the four non-QSFC options, the London Road site seems to be the 'least disagreeable' for those that would prefer the facility to remain at the QSFC site.

3.3.15 An alternative method for calculating the outcome of a ranking preference question is to calculate the mean average response of each option. This is calculated by assigning a ‘score’ to each ranking preference. A first preference responses equates to 7 points and a response of least preference equates to 1 point (points are evenly distributed along this scale). The total points accrued by each option is then divided by the number of responses (1481) to reach a mean average score. The out come of this analysis is shown in Figure 13

**Figure 13 – Mean Average Score from Ranking (Source: Survey data. Sample size: 1481).**



3.3.16 The advantage of the averaging interpretation of ranking responses is that it enables disapproval of options to be incorporated into the findings. i.e. where respondents are strongly against an option, averaging the responses allows those responses to be counted just as strongly as the first preference. The higher the mean average ‘score’ for each option the more it is ‘on average’ preferred.

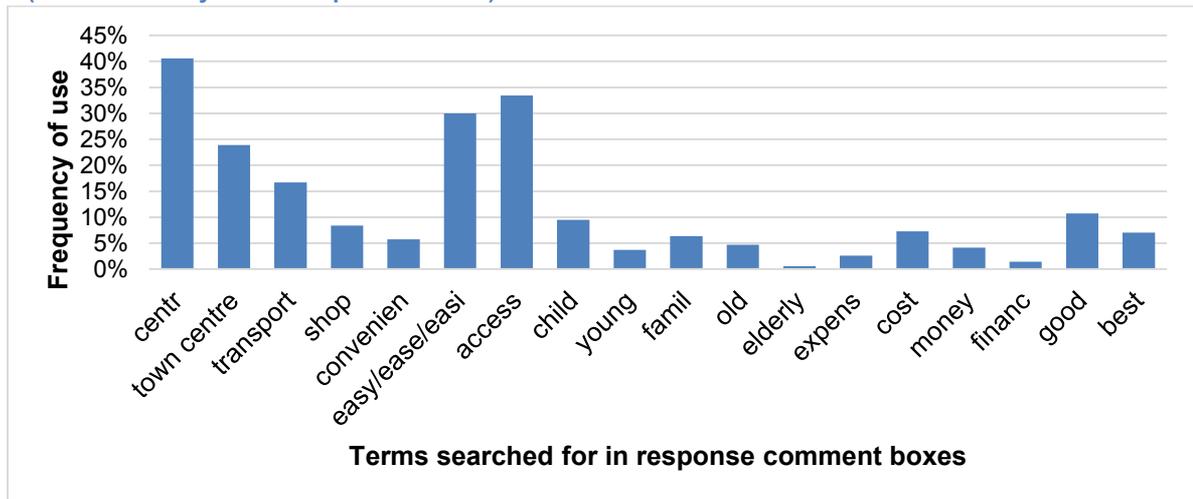
3.3.17 Figure 13 shows that the three QSFC options have the highest average scores:

- ‘Upgrade’ of QSFC = 5.05
- ‘New Build’ on QSFC = 4.95
- ‘Refurbishment’ of QSFC = 4.67
- ‘Shrewsbury College, London Road’ = 3.9
- ‘Shrewsbury Sports Village’ = 3.51
- ‘Ellesmere Road’ = 3.01
- ‘Clayton Way’ = 2.91

- 3.3.18 The option with the best mean average score from the options ranking was the Upgrade of the QSFC with 5.05. The New Build option on the QSFC site comes in a close second just 0.1 worse than the Upgrade option.
- 3.3.19 Clayton Way and Ellesmere Road were the options with the worst mean average scores of 3.01 and 2.91 respectively.
- 3.3.20 The mean average scores should be considered along with the 'location-centric' analysis above. This is because the high number of lowest preference responses attributed to Shrewsbury Sports Village could be considered to be a form of 'tactical' or 'negative' responses i.e. respondents that prefer a QSFC option might consider Shrewsbury Sports Village or the Shrewsbury College options to be the greatest 'threat' to their preferred options and therefore name this option as their least preferred, despite the fact that this is not necessarily the case. There is a similar possibility for respondents preferring a non-QSFC option to chose a QSFC option as their least preferred response. Although it is very difficult to prove the intention of respondents, the use of 'negative' or 'tactical' responding should be considered as a possibility, especially in the light of the 'location-centric' analysis above.
- 3.3.21 Question 8 provides respondents with an open text box to state the reasons or factors that influenced their preference choice.
- 3.3.22 As commented on above in the methodology section, such a response system is extremely difficult to analyse quantitatively. The best system for doing so is to search for the frequency of key words in the responses and assume the context in which they are used. Any findings therefore, should only be used as an indication.

3.3.23 Figure 14 (exactly the same as Figure 1) shows the outcomes of this analysis.

**Figure 14 – Most commonly used words given as the reasons for respondent option choice (Source: Survey data. Sample size: 1481).**



3.3.24 The most commonly occurring word from the respondents when providing reasons for their answer was “centr”. “centr” appeared in 41% of all comments. “town centre” appeared in 24% of responses. “access”, with 33% and “easy”/ “ease”/ “easi” with 30% were by the second and third most occurring words.

3.3.25 These words, whilst being the most used, do not necessarily point to the town centre as being the most important category of concern in influencing respondents’ preferences. When combined, at least one of the words ‘town centre’, ‘transport’, ‘shop’ and ‘convnien” were used by 732 respondents (49.42%) in their reasons for choosing their preferences.

3.3.26 Given the phrasing of the question, it is assumed that these words exist in the context of the positive reasons respondents chose their preference, as opposed to factors they were dismissing as unimportant. Therefore, the prominence and frequency with which these words occur indicate that keeping the swimming pool in the town centre was an influencing factor for nearly half respondents.

3.3.27 The frequency of words used by those that might be concerned with the financial implications was low by comparison with just 189 respondents (12.76%) including one or more of the following words or letter forms in their response “expens”, “cost”, “money” or ‘financ”. This return indicates that financial concerns around the project was an influencing factor for around 12.76% of respondents.

3.3.28 Similarly, the words respondents might be expected to use if the main reasons for their choices were motivated around the accessibility of swimming for children, young people, families or the elderly was quite low. “Child” was the most commonly occurring response for these words, being used in 10% of all responses. In total there were 281 responses (18.97%) that used words that might indicate a ‘family’ concern was their main motivation for their preference choice.

3.3.29 The text frequency analysis around the frequency words or letter sequences occur is the only way of quantitatively analysing all 1481 open text responses. The analysis indicates that keeping the pool in the town centre was the most prominent influencing factor in respondents’ option preferences with 49.42%.

### 3.4 Section Summary

3.4.1 The data analysis in this section indicates that keeping the new pool in the town centre is a key priority for a large portion of respondents. This is based on the fact that 68% of respondents chose a QSFC option as their first preference, with 92.8% of these respondents making a QSFC site their second preference also. Furthermore, the text frequency analysis shows that the most frequent key words used in the response boxes were those indicating that the location of the site near to the town centre was an important factor in their preference responses.

3.4.2 The key findings from this area of analysis can be seen below.

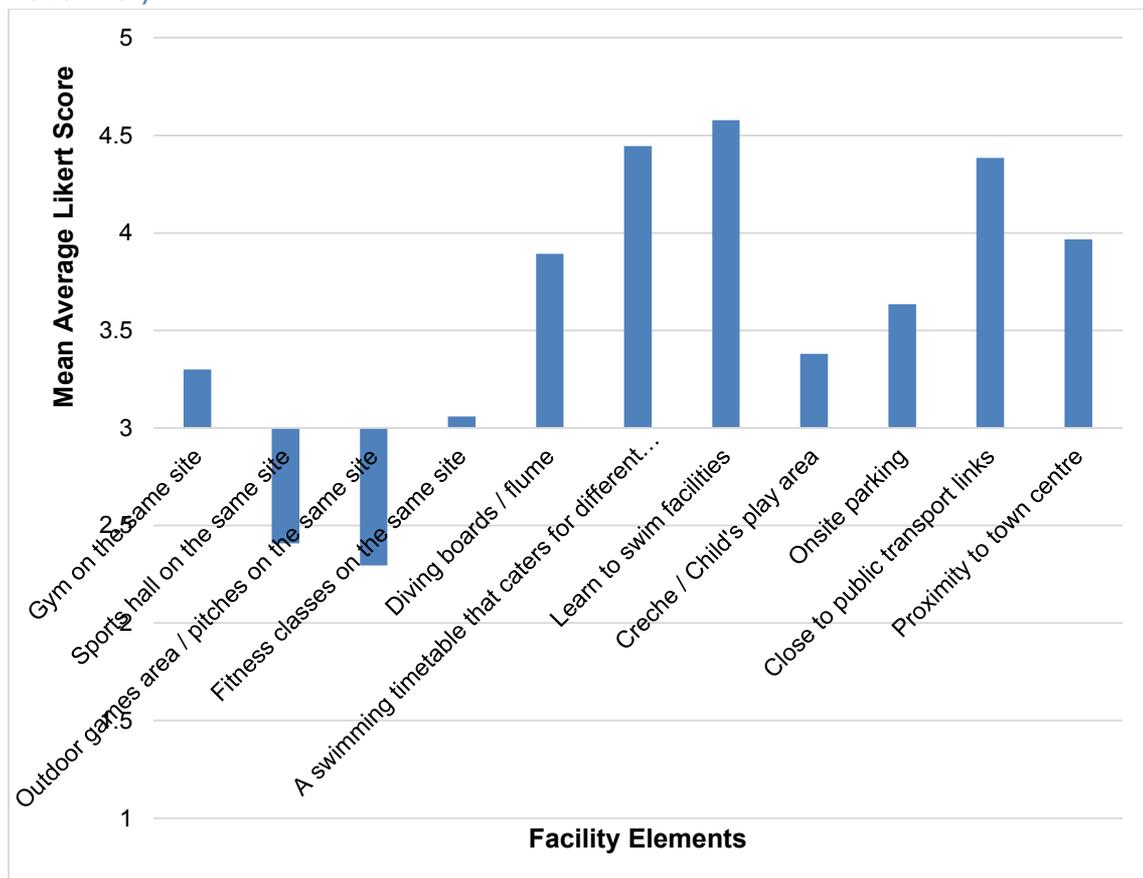
#### **Key Findings from 1<sup>st</sup> Preference Analysis – Overall Development**

- The sample size from the consultation data means the findings are robust (99% confidence level with a 3.4% margin of error).
- 68% of first preference responses chose one of the three options relating to the QSFC.
- 27 first preferences (1.82% of respondents) separates the three QSFC options meaning none of these can be declared the outright preferred option as they fall within the margin of error for each.
- 30.32% of respondents selected 'Upgrade' of the QSFC as their 1st or 2nd preference (the most of any within this analysis).
- Only 13.16% of respondents chose a QSFC site as their first preference and a non-QSFC site as their second preference, or vice-versa.
- The 'Upgrade' of the QSFC is the option with the best mean average score of 5.05 closely followed by the 'New Build' on the QSFC site option with 2.95
- Keeping the pool in the town centre appears to be the most cited influencing factor in respondents' decision making for their first option preferences.

### 3.5 Facility Mix Preference Analysis

- 3.5.1 Question 10 of the survey asks respondents to mark different elements of the potential facility mix of a new facility by importance.
- 3.5.2 Unlike in question 7 (regarding respondents' preferences for the options on what the of future swimming provision in Shrewsbury), question 10 uses a Likert system that allows respondents to show the level of importance they attached to each of the facility elements available.
- 3.5.3 Respondents are not limited to the number of 'Very important' or 'Not very important at all' responses they choose. This allows respondents to reflect more accurately the strength of feeling they have on each issue.
- 3.5.4 Mean average Likert scores are a useful means of showing the balance in the strength of feeling respondents have for each facility element. A response of 'Very Important' scores 5, 'Important' scores 4, 'No opinion' scores 3, 'Not important' scores 2 and 'Not very important at all' scores 1. The total score for each facility element is then divided by the number of responses (1481) to calculate its mean average score. The results of question 8 is detailed in Figure 15.

**Figure 15 - Respondents' use of local swimming facilities (Source: Survey data. Sample size: 1481).**



- 3.5.5 The further the mean average score lies above/below 3.0 reflects the strength in the balance of opinion respondents felt in regard to the importance of each facility element.

- 3.5.6 Figure 15 shows that 92.5% of respondents felt learn to swim facilities were either important or very important and 91% responded similarly for a more inclusive swimming timetable (both these options scored an average Likert score of over 4.4 –where 5.0 is the maximum score, 3.0 is a neutral score and 1.0 is the lowest possible score). 75.56% felt diving boards and flumes were either important or very important with an average Likert score of 3.9, indicating that this is also considered an important facility element by respondents.
- 3.5.7 The importance of location and accessibility for the new pool is reinforced by the findings from question 10. 88.5% of respondents felt proximity to public transport links was also either important or very important and 72.25% of respondents felt that being close to the town centre was similarly important (both elements returned an average Likert score of over 3.95). The importance of being close to the town centre rose by over 55% for respondents over the age of 60. These scores reinforce the findings from the data analysis about the importance of the pool being in the town centre.
- 3.5.8 Respondents felt that the following elements were less important than those above as fewer respondents regarded them as either important or very important: Onsite parking (63.9%), a crèche (58.3%), an onsite Gym (56.2%) and onsite Fitness classes (50.5%). However, each of these elements returned a Likert score of above 3.0 meaning they are considered somewhat important, rather than unimportant, by respondents.
- 3.5.9 Only two facility elements returned more responses for not very important or not very important at all. 66.1% of respondents felt that a Sports hall on the same site was not important to some degree and 68.33% felt similarly regarding having outdoor pitches or a games area on the same site.
- 3.5.10 Further analysis of the responses from different demographics and behavioral categories is detailed below in the cross-tabulations categories.

### 3.6 Section Summary

- 3.6.1 The section shows that the most important facility elements are learn to swim facilities and an inclusive swimming timetable.
- 3.6.2 The rest of the key findings from this section can be seen below.

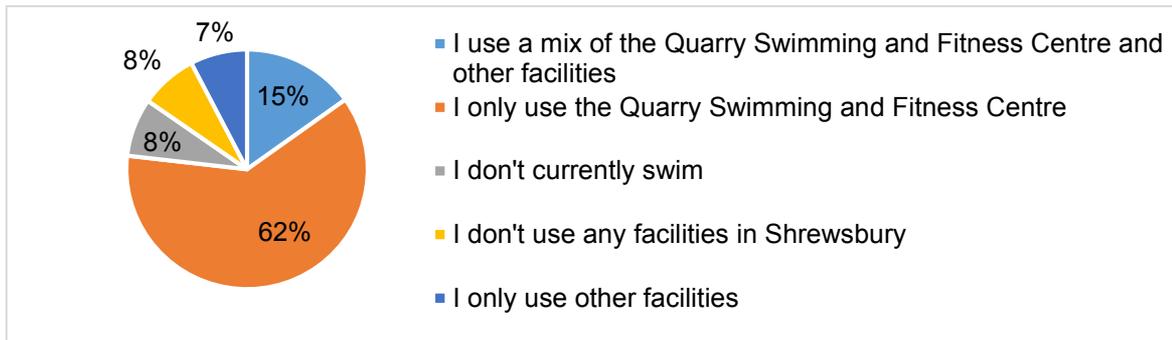
| <b>Key Findings from Facility Mix Preference</b>  |
|---|
| <ul style="list-style-type: none"> <li>• Questions have a sufficient sample size for a confidence level of 99% with a 3.4% margin of error.</li> <li>• ‘Learn to swim’ facilities and a more inclusive swimming timetable were considered to be the most important facility elements.</li> <li>• Close links to public transport and ‘Proximity to town centre’s` were also considered important by respondents.</li> <li>• ‘Diving boards/flumes’, ‘Onsite parking’ and ‘Crèche/play area’ were considered moderately important by respondents</li> <li>• Sports hall and outside pitches/games areas are not considered as important</li> </ul> |

### 3.7 Facility Utilisation

3.7.1 The survey uses several questions to understand respondents' use of the QSFC pool and other facilities in the area and the reasons for this.

3.7.2 Figure 16 shows the breakdown in respondents by their usage of the QSFC pool and other facilities for swimming.

**Figure 16 - Respondents' use of local swimming facilities (Source: Survey data. Sample size: 1924).**



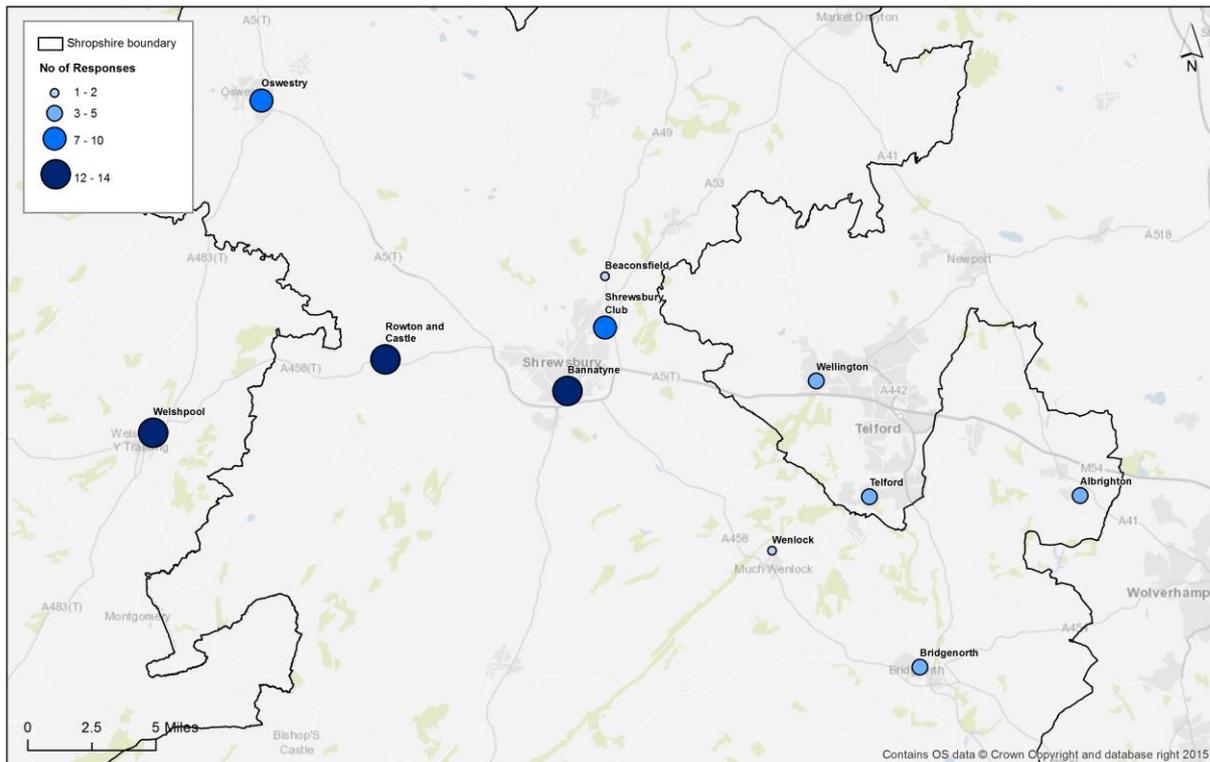
3.7.3 Figure 16 shows that 62% of respondents use only the QSFC pool and a further 15% use the pool some of the time (77% in total).

3.7.4 15% of respondents use only other facilities (either facilities outside of Shrewsbury or other facilities in Shrewsbury).

3.7.5 Via an open comments box, Question 2 collects data on the pools that respondents typically use other than the QSFC: *"If you use other facilities, let us know where."*

3.7.6 Figure 17 shows the most common facilities entered into the text box in response to the question. The larger the dot, the more often that site was mentioned in response to this question.

**Figure 17- Words most commonly mentioned when respondents were asked about their use of 'Other Pools' (Source: Survey data. 88 data samples taken from 312 responses).**



Survey responses of pools that people indicated that they use. Dot size shows the number of responses.



3.7.7 As shown in Figure 16, the most commonly used facilities captured by question 2 were 'Welshpool', 'Bannatyne' and 'Shrewsbury Club'

- 'Welshpool' is likely to refer to the Flash Centre in Welshpool, a 33minute drive from Shrewsbury.
- 'Bannatyne' is considered likely to refer to the Bannatyne Health Club located on the Oteley road in Shrewsbury, a 10minute drive from the QSFC.
- 'Shrewsbury Club' is a private facility 15minutes drive from the QSFC.
- There are 13 references to the 'Rowton Castle' facility. The Castle Country Club (at Rowton Castle) is located an 18minutes drive away from the QSFC.
- Of the four most commonly referred to facilities from this analysis only the Flash Centre at Welshpool is a facility available the general public and not just to private members.

3.7.8 The findings from Figure 16 indicate that the main competitor to the QSFC pool is Welshpool. The rest of the competition comes from local pools located in private member's clubs.

3.7.9 The key findings from this area of analysis can be seen below.

#### **Key Findings from Facility Utilisation Analysis**

- The sample size for the response to question 1 has a 99% confidence level with a 2% margin of error.
- 77% of respondents use the QSFC and 62% of respondents only use the QSFC.
- Welshpool was the most commonly referred used alternative community pool used by respondents to the open text box.
- The other most commonly referred to pools in the text box were all pools located in private health clubs or gyms.

## 4 Detailed Data Analysis and Cross Tabulations

### 4.1 Summary of Section

4.1.1 This section assesses how specific groups of respondents answered the survey. Specifically, this section will focus on the ‘outcome’ questions (questions 7 and 10) to show how different group’s opinions varied across the answers.

### 4.2 1<sup>st</sup> Preference Analysis

4.2.1 The analysis of the ranking question methodology raised the issue of defining the ‘distance’ between different ranking position for individuals. The only preference that can be assumed to be at roughly the same equivalency across all responses is the 1<sup>st</sup> preference. Therefore, in the cross tabular analysis, only the 1<sup>st</sup> preferences will be taken forward.

4.2.2 Figure 18 shows the the distribution of 1<sup>st</sup> preference responses by postcode (due to sample size, only SY1-SY5 are being used for this analysis). The un-segmented percentage of 1<sup>st</sup> option preferences is included on the left of each option preference (in red) for the purposes of comparison.

**Figure 18- 1<sup>st</sup> Option Preferences by Post Code (Source: Survey data. Total Sample Size: 1339. Sample Break down: SY1 - 303, SY2 - 231, SY3 - 587, SY4 – 93, SY5 - 125).**

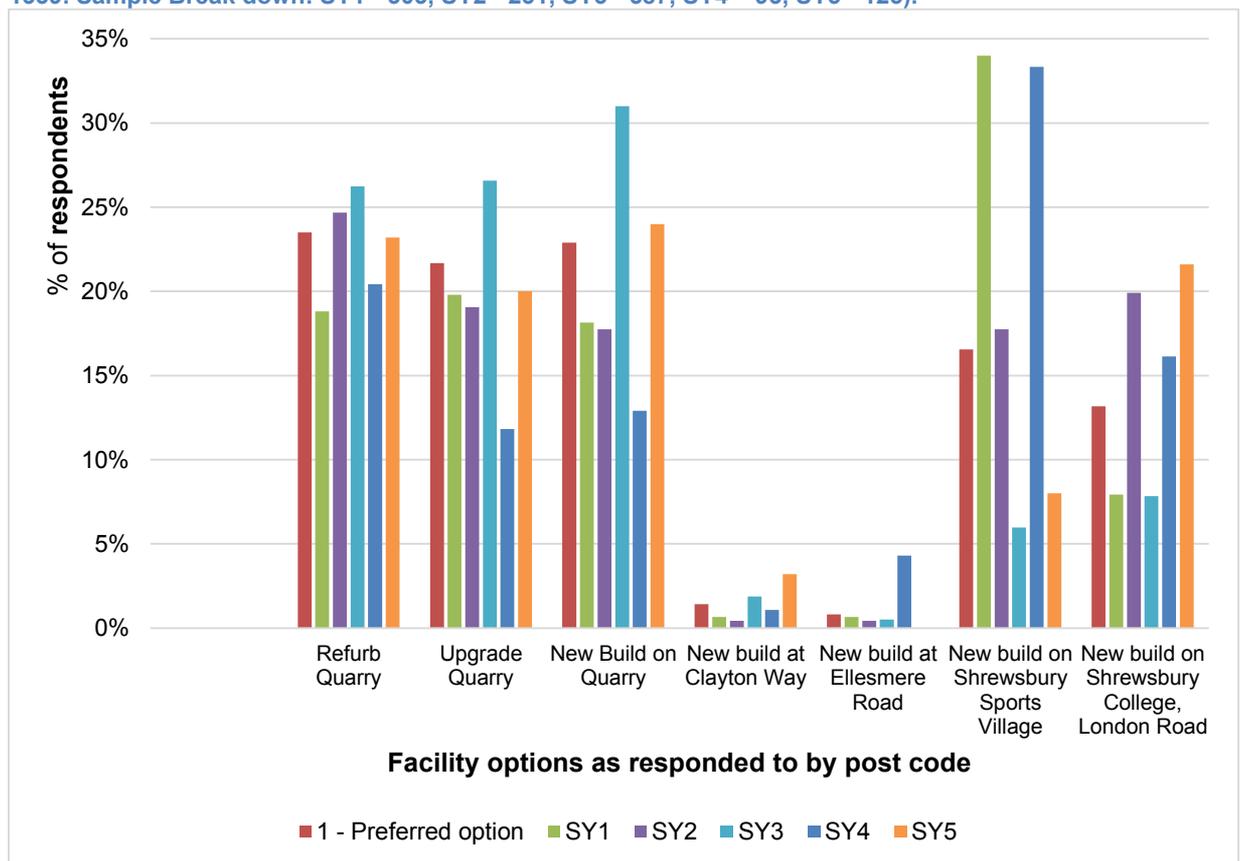
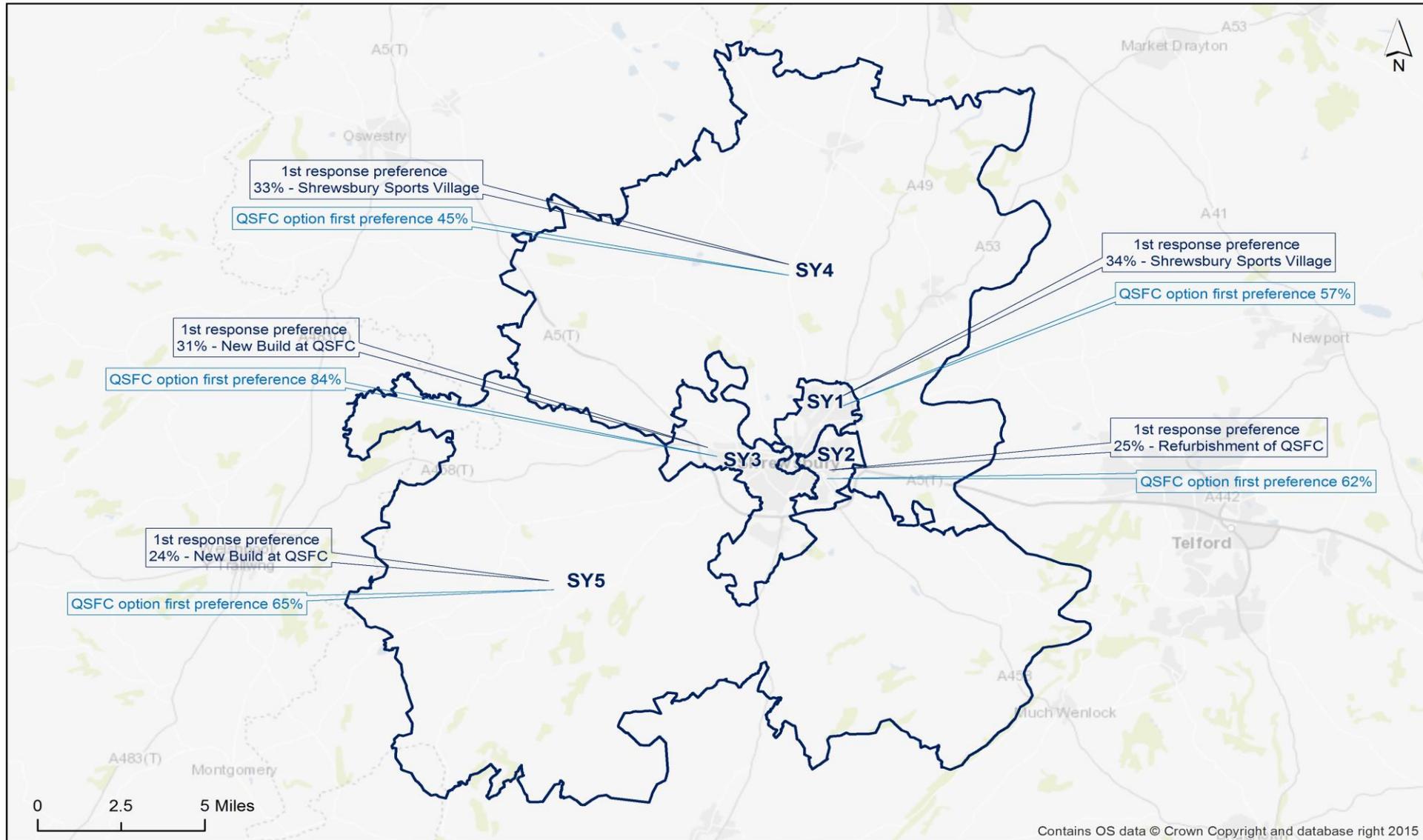


Figure 19- First preference responses by post code area (Source: Survey data. Total Sample Size: 1339. Sample Break down: SY1 - 303, SY2 - 231, SY3 - 587, SY4 - 93, SY5 - 125).

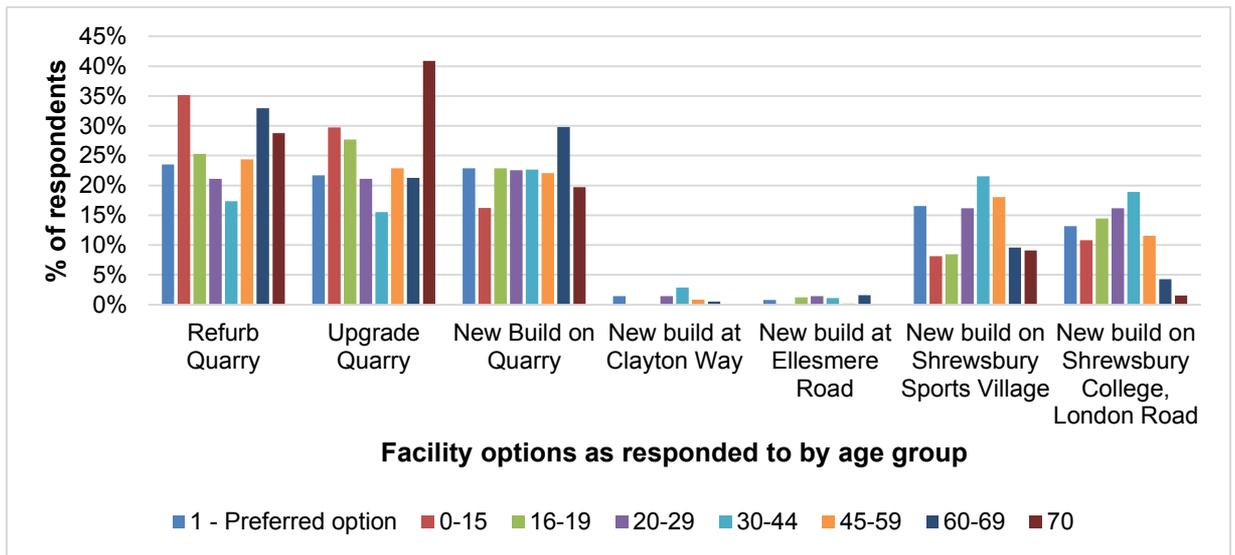


- 4.2.3 Analysis of Figure 18 and 19 should take into consideration that due to the relative population sizes of each post code area, only responses for SY3 meet the confidence criteria of 95%, +/- 5% (SY3 confidence level is 98.5% +/- 5%). The confidence levels for each of the other post codes are as follows (each with a margin of error of +/-5%):
- SY1 – 91.9%
  - SY2 – 87.3%
  - SY4 – 66.6%
  - SY5 – 73.7%
- 4.2.4 Figure 18 shows how 1<sup>st</sup> preference responses showed correlation across different post codes. Respondents from SY1 were more likely to favour the New Build at Shrewsbury Sports Village option by a margin of 17% across the total (at factor of 100%). It should be noted that Figure 19 shows that cumulatively 57% of respondents from SY1 chose one of the QSFC based options as their most preferred option compared to 43% preferring non-QSFC options. The findings produced by analysis of SY1 respondents alone are below the confidence threshold at 91.8%, however, they may still be considered a good indication of SY1 preferences.
- 4.2.5 Respondents from SY4 behaved similarly to those from SY1. Figure 18 shows that SY4 respondents were below the overall average across each of the three QSFC options. Figure 19 shows that, similar to SY1, 33% of SY4 respondents most preferred the Shrewsbury Sports Village option, 16% above the average. Figure 19 also shows that only 45% of SY4 respondents named a QSFC site as their most preferred option, the lowest of all five Shrewsbury post codes. SY4 was the only post code to have more than 50% of respondents selecting a non-QSFC option as their first preference. These findings should only be considered as an indication due to the low confidence level for the area.
- 4.2.6 Respondents from SY3 show that people from this area are more likely to favour the QSFC site options. Figure 19 shows that 84% of SY3 respondents most preferred a QSFC option. The most preferred option of all SY3 respondents was the the New Build on the QSFC with 31%. SY3 respondents were significantly less likely to opt for either the Shrewsbury Sports Village or Shrewsbury College options with a margin of 11% and 5% respectively. Due to the large sample size, findings from SY3 can be considered very robust.
- 4.2.7 SY2 and SY5 showed similar first preference patterns. Both show respondents roughly reflecting the average 1<sup>st</sup> preference average scores for the QSFC sites. The option receiving the highest number of SY2 preferences was the Refurbishment of QSFC. SY2 also showed a slight increase in preference for the Shrewsbury College option with a margin of 7% above the preference average. SY2 has a relatively high confidence level of 87% and can therefore be considered to provide a good indication of the SY2 population without adhering to the confidence thresholds required to be considered reliable.

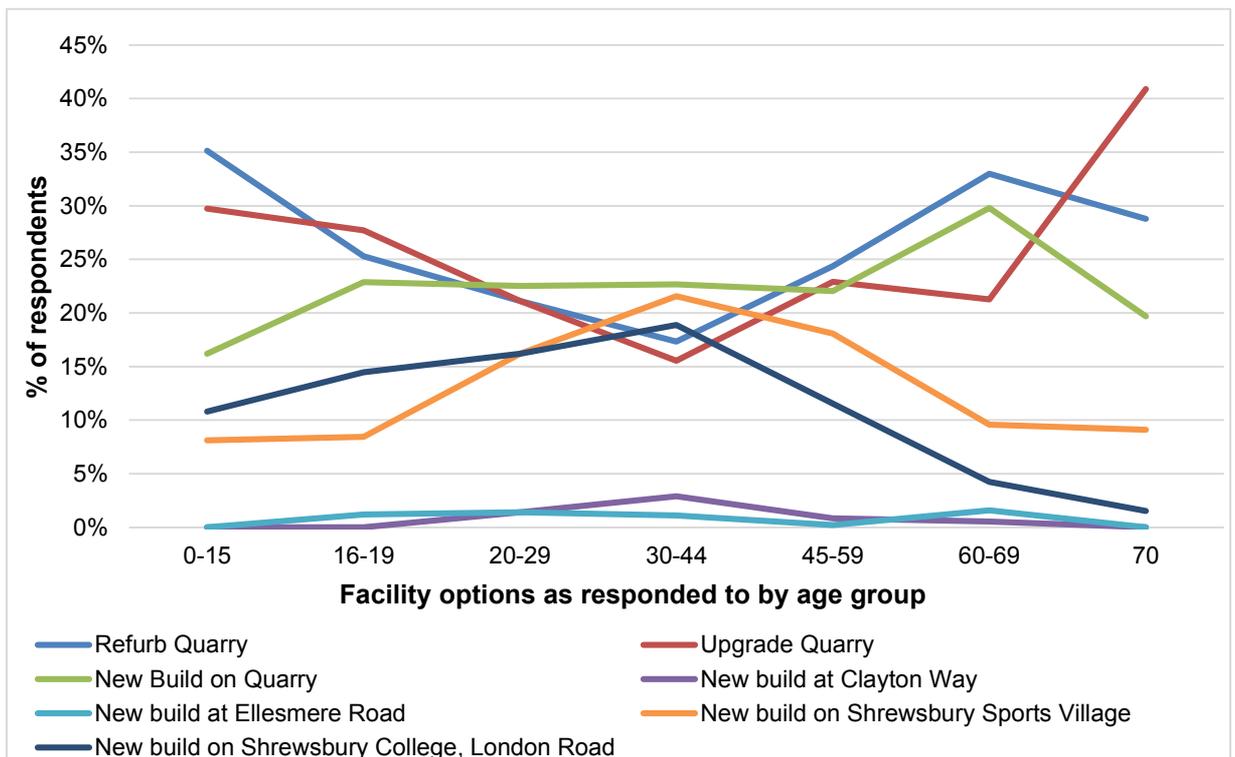
4.2.8 The highest scoring option for SY5 was the New Build at QSFC pool, with 24%. The largest margin above the average was for Shrewsbury college (+9%) and the lowest was for the Sports Village (-9%). Results for SY5 have a relatively low confidence level of 73.7% with a +/-5% margin of error. These findings should therefore be considered an indication of the perspectives in the area.

4.2.9 Figures 20 and 21 shows the 1<sup>st</sup> preferences results segmented by different age segmentations from the survey. The overall average score each option achieved is given on the left of Figure 20 (in blue).

**Figure 20- 1st Option Preferences by Age (Source: Survey data. Total Sample Size: 1481. Sample Break down: 0-15 – 37, 16-19 – 83, 20-29 – 142, 30-44 – 142, 45-59 – 479, 60-69 – 188, 70+ - 66).**



**Figure 21- 1st Option Preferences by Age (Source: Survey data. Total Sample Size: 1481. Sample Break down: 0-15 – 37, 16-19 – 83, 20-29 – 142, 30-44 – 142, 45-59 – 479, 60-69 – 188, 70+ - 66).**

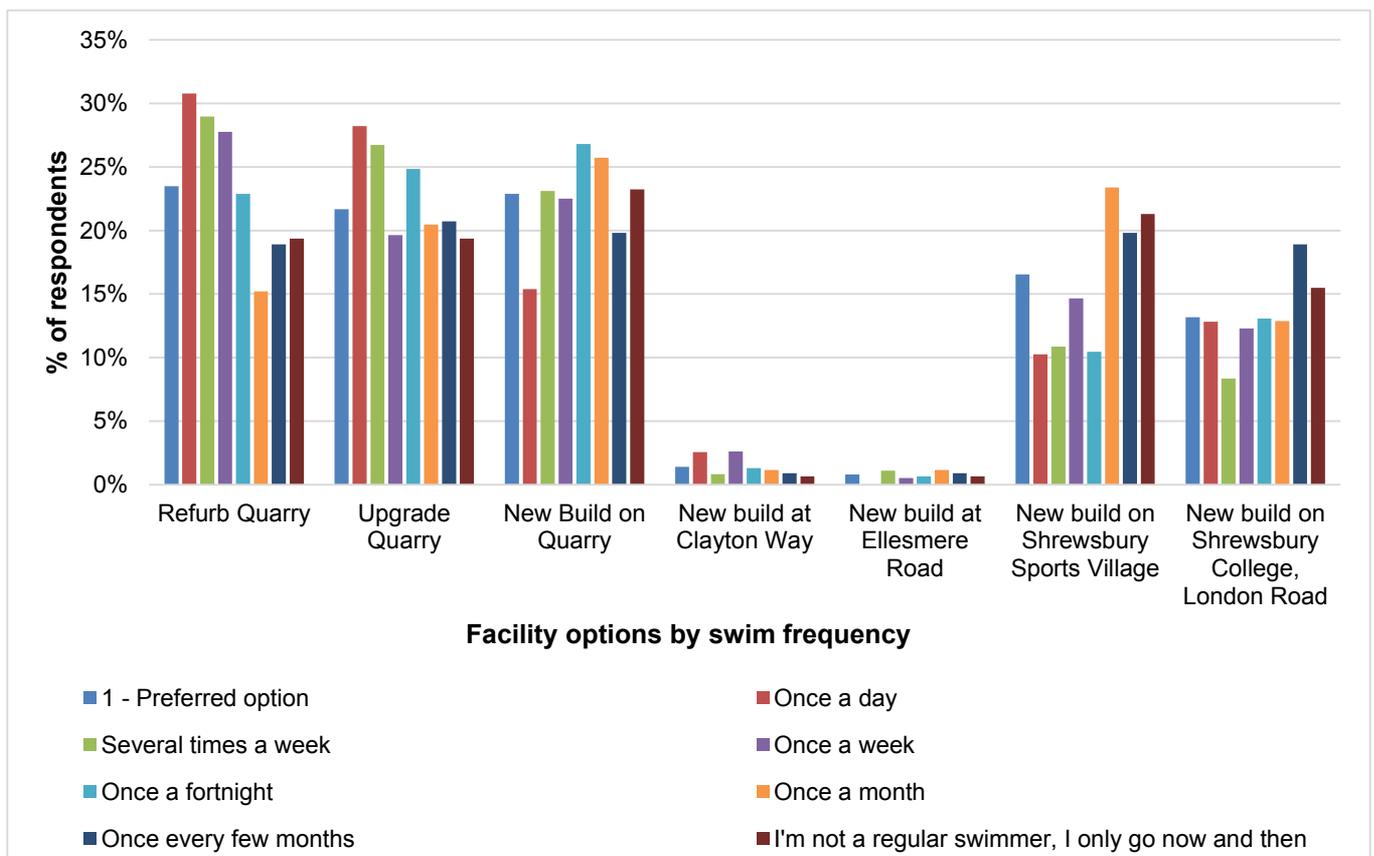


- 4.2.10 Figures 20 and 21 demonstrates the distribution of first preferences by age group.
- 4.2.11 An important element to note is that only two age categories have the minimum confidence thresholds required for the findings to be considered robust for that group, these being 30-44 year olds (96.6% confidence level) and 45-59 year olds (97.1 confidence level). The confidence level of the other age categories falls below the confidence thresholds (95% confidence level with a +/-5% margin of error):
- 0-15 – 45.5%
  - 16-19 – 63.7%
  - 20-29 – 76.6%
  - 60-69 – 83%
  - 70+ - 58.3
- 4.2.12 As the characteristics of respondents in this segmentation are distributed in a linear sequence (i.e. increasing in age), Figure 21 offers good insight into how age interacts as a factor with each facility option.
- 4.2.13 Figure 21 shows that both the Refurbish and Upgrade QSFC Pool options are “V” shaped. This means they are more popular amongst younger and older respondents and tend become decreasingly popular as they approach the middle age band of 30-44. Both the Refurbish and Upgrade QSFC pool options received their lowest first option choice from 30-44 year olds (17% and 16% respectively – below an average preference score of c.23% for both).
- 4.2.14 Conversely, the new builds on Shrewsbury Sports Village and at Shrewsbury College show “n’ shaped graphs. This shape indicates that these options are less popular with younger and older age groups, but increase in popularity as respondents approach the middle age category of 30-44.
- 4.2.15 Of the five most popular options, only the New Build at QSFC shows a consistent percentage of first preference options across the age categories showing a variance of just 14%. This option is also the most popular option for 30-44 year olds, narrowly ahead of the Shrewsbury Sports Village option.
- 4.2.16 Figure 21 also shows that, when considering only the five most popular preferences the distances between options is reduced the closer the respondent is to the 30-44 age category. This is known as a ‘bow-tie’ effect. This is evidenced by the 0-15-year-old category returning an 24% margin between the most and least popular options for that age group (the Refurbishment of QSFC and the New Build at Shrewsbury Sports Village). Similarly, the margin separating options for the 70+ category is 27% (between the Refurbish the QSFC option and a New Build at Shrewsbury College). As respondents get closer to the middle age category the margin between the most and least popular option reduces significantly to just 5% for the 30-44 age group.

4.2.17 Using statistically robust data it is possible to conclude that there is a relatively small differentiation of just 15% between the five most popular options for the 30-44 age category. The most popular option for this age group was the New Build at QSFC pool. There was a similar distribution of preferences in the 45-59 age category of 12% but only a 2% margin separates the three QSFC based options (Refurbishment being the most popular with 24%).

4.2.18 Figure 22 (below) shows how the frequency respondents swim impacts upon the first preference of respondents.

**Figure 22- 1st Option Preferences by Swim Frequency (Source: Survey data. Total Sample Size: 1481. Sample Break down: 1x per day – 39, Several Times per week – 359, 1x per week – 382, 1x per fortnight – 153, 1x per month – 171, 1x every few months – 111, Not regularly - 155).**



4.2.19 Due to sample sizes the confidence levels of each swim frequency segmentation fall below the requisite 95% confidence level with a +/- 5% margin of error. Two important segmentations, 'Several times per week' and 'Once per week' do achieve confidence level very close to the threshold at 94.2% and 94.96% respectively. For the purposes of this analysis, this level of confidence will be considered robust. The confidence levels for the other segments are detailed below:

- Once per day – 46%
- Once per fortnight – 78.4%
- Once per month – 80.9%
- Once every few months – 70.8%
- Not a regular swimmer – 78.6%

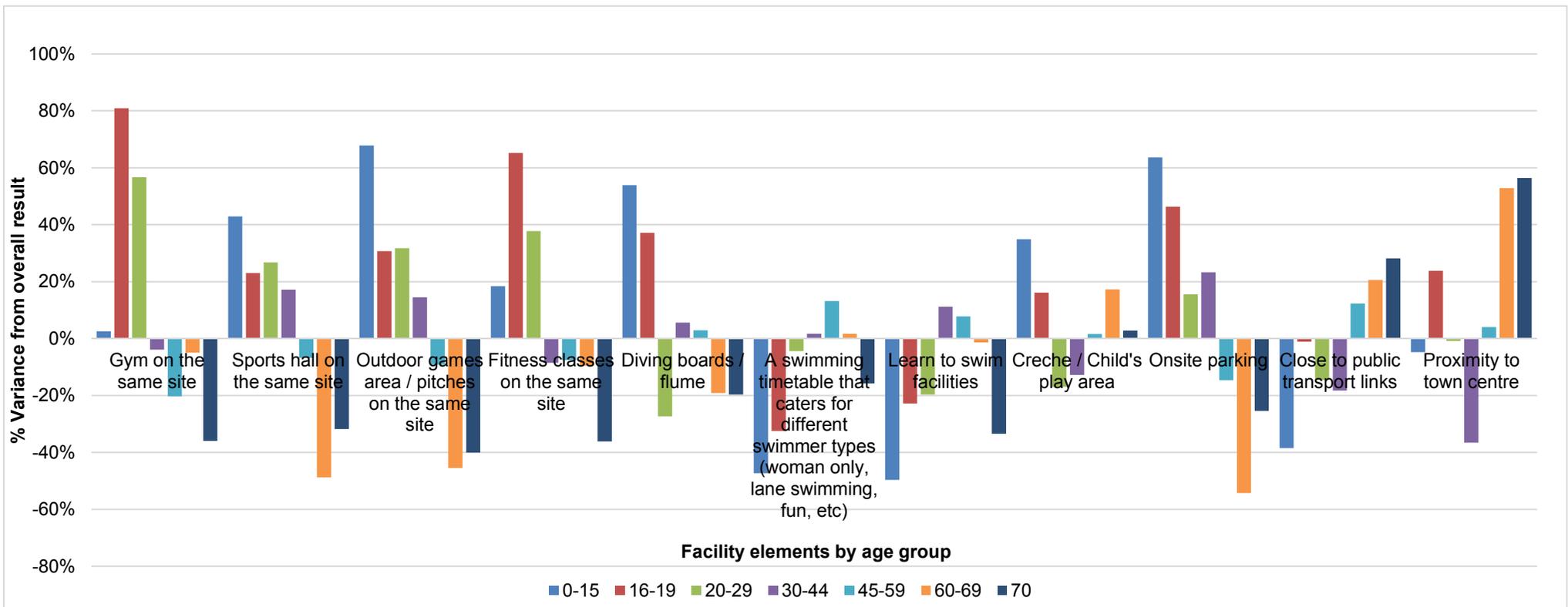
- 4.2.20 Figure 22 is arranged so that the preferences of those that swim most frequently are shown on the left and those that swim least on the right of each preference option. This enables Figure 22 to illustrate the trends that emerge around each option when swim frequency is considered. For example, when the Refurbishment of QSFC option is considered a correlation between those that swim regularly being more likely to have placed this as their first preference can be seen. A similar pattern can be seen in the 'Upgrade' QSFC option.
- 4.2.21 Conversely, the new build on QSFC, Shrewsbury Sports Village and Shrewsbury College score a greater percentage of their first preference votes whereas the more frequent swimmers favour these options less.
- 4.2.22 The highest scoring facility option for those respondents that swim once per week or more was the Refurbishment at the QSFC followed by the Upgrade option (83% cumulative versus 77% cumulative respectively). Furthermore, when regular swimmers are taken as one group, they have a sample size of 780 and therefore can be considered to produce more reliable results. Therefore, it is possible to conclude that the Refurbishment and the Upgrade of the QSFC are the most popular sites amongst regular swimmers.

### 4.3 Facilities Mix Analysis

4.3.1 The analysis of the facilities mix preferences is subject to similar sample size constraints as the first preference analysis.

4.3.2 Figure 23 shows the percentage variance in how important respondents' felt certain facility elements were, segmented by age. N.B. This graph shows the variance of each option by age group.

Figure 23- Facility mix element importance by age group (Source: Survey data. Total Sample Size: 1481. Sample Break down: 0-15 – 37, 16-19 – 83, 20-29 – 142, 30-44 – 142, 45-59 – 479, 60-69 – 188, 70+ - 66).



- 4.3.3 Figure 23 shows that the facility mix elements shown to be considered 'not important' across the entire survey are important to different age categories, especially respondents aged 29 or under.
- 4.3.4 Figure 23 shows there is a 25-30% increase in the importance assigned to both the Sports hall and Outdoor pitches by respondents aged 29 and under. Similarly, there is a 70% increase in the importance of an on-site gyms and a 35% increase regarding on-site gym classes by respondents aged 29 and under. This indicates that in order to attract people 29 years old or younger, the new facility should offer a wider mix of sports and leisure activities than required if trying to attract an older profile of users.
- 4.3.5 Finally, Figure 23 shows that 30-44 year olds felt it was less important than the average respondent to have the site of the pool closest to the town centre.

#### Key Findings from the Detailed Data and Cross Tabular Analysis

- The level of confidence in the reliability of cross tabular analysis was often under the required threshold due to small sample size amongst some demographics
- Respondents from postcode SY3 were more likely to place one of the QSFC options as their first preference.
- Respondents from SY1 and SY4 were more likely to prefer the option at the Shrewsbury Sports Village.
- The closer to the middle of the age categories the smaller the disparity in first choice preferences between the top five options.
- The most popular option for 30-44 year olds is the New Build at QSFC Pool
- In the 45-59 category only a 2% margin separates the three QSFC based options (Refurbishment being the most popular with 24%).
- The respondents that swam regularly (once per week or more) were more likely to have preferred the Refurbish or Upgrade options of the QSFC Pool
- The respondents that swam less or infrequently were more likely to prefer the options at Shrewsbury Village or Shrewsbury College.
- Younger respondents were far more likely to consider the facility elements of a 'Gym', 'Sports hall' or 'outdoor games area/pitches' on site than any other age group.
- 30-44 year olds placed less importance on the town centre location than any other age group.

## 5 Qualitative Consultation Analysis

### 5.1 Summary of Section

5.1.1 As part of the survey process, the Council undertook consultations with key stakeholders, to understand their views on the future development plans for the leisure facilities in Shrewsbury. The following stakeholders or stakeholder groups were consulted as part of this process.

- Cllr Hannah Fraser
- Northgate Swimming Club
- Shrewsbury Business Improvement District (BID)
- Shrewsbury Town Council
- Shropshire Disability Network
- Quarry Swimming and Fitness Forum (QSFF)

5.1.2 The consultations were summarised by the council and the key points summarised under the headings: Facility Mix, Revenue Modelling, Town Centre Location vs. Edge of Town, Accessibility, Non-swimming future of the existing site and Alternative Town Centre Locations. The Council's summary was sent back to the consultees who confirmed the accuracy of the summary.

5.1.3 This summary has been used, along with the original written responses provided by the consultees to draw together a summary of the key points raised in the consultations that contribute to the purpose of this report. The report summary (below) has emphasised elements of the consultations that relate more directly to the emerging findings of the survey. This is to ensure that the contributions of the consultees are used to add to the emerging findings of the report, rather than providing stand-alone findings with no connection or basis in the rest of the consultation. For full transparency, each point summarised in the section below is referenced to the consultations from which it originated.

5.1.4 The overall findings of the qualitative analysis of the written consultations will then be summarised and added to the overall findings of the report.

## 5.2 Location of the pool

- 5.2.1 A major theme that was prominent is maintaining the pool in the town centre. This is for many reasons such as giving more people the chance to visit the pool as well as encouraging people to spend more money in the town centre. A study of 500 members undertaken by BID concluded that 90% were in favour of the pool staying in the town<sup>14</sup>. This point was supported by Cllr Hannah Fraser *'the location of the pool in the town centre is vitally important to allow equality of access for people from all parts of the town'*<sup>15</sup>. Shrewsbury Town Council additionally stated that the town council would like the pool to be *'retained in the town centre'*<sup>16</sup>.
- 5.2.2 The Quarry Swimming and Fitness Forum (QSFF) emphasises this point by claiming *'A central site conveniently serves a much larger proportion of the population than a peripheral one and encourages regular use, as well as providing sustainable travel options for young and old'*<sup>17</sup>. The Shropshire Disability Network stated that *'there was a strong feeling that facilities should be kept in a central location i.e. Shrewsbury Town as they do other things before or after using the Quarry facilities'*<sup>18</sup>. They also ran a short poll where 57% of participants would prefer the QSFC facilities to be retained in some way.
- 5.2.3 The majority of the current users live or work in the town. According to QSFF's 75-80% of current users *'live and/or work in the town, which also reflects the population distribution of the catchment. Existing users are likely to form the core of user of a new facility'*<sup>19</sup> and therefore it is important to note that it is unlikely all of these current users would continue using the pool in a different location.
- 5.2.4 These findings do not come as a surprise because two surveys (2007,2014) had already come up with similar results. The two surveys found that *'some 75% of people wanted a central location for the facility'*<sup>20</sup>.

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<sup>14</sup> Shrewsbury Business Improvement District. (30<sup>th</sup> October 2015). Business Development, p.5.

<sup>15</sup> Cllr Hannah Fraser. (29<sup>th</sup> October 2015). Comments on the Strategic Leisure Swimming pool report, p1.

<sup>16</sup> Shrewsbury Town Council. (1st July 2015). Swimming Provision in Shrewsbury – Consultation, p.1).

<sup>17</sup> Quarry Swimming and Fitness Forum Response to Shropshire Council Consultation Documents. (October 2015). Executive Summary, p2).

<sup>18</sup> Shropshire Disability Network (30<sup>th</sup> October 2015). The collective voice from Shropshire Disability Network re Swimming Provision Consultation, p1.

<sup>19</sup> Quarry Swimming and Fitness Forum Response to Shropshire Council Consultation Documents. (October 2015). Setting the scene- Existing situation, 7)

<sup>20</sup> Quarry Swimming and Fitness Forum Response to Shropshire Council Consultation Documents. (October 2015). Setting the scene- Existing situation, p.8)

### 5.3 Economic Impact

- 5.3.1 The economic impact to Shrewsbury of the new pool has to be taken into account. The consultation has failed to ‘*assess the impact of the closure of the QSFC pool on the economic activity of the town*’<sup>21</sup> according to Cllr Hannah Fraser. This was supported by Shrewsbury Town Council<sup>22</sup> and was further emphasised by BID where they assert that by not having the pool in a central location the local economy would lose a considerable amount of trade. They noted that in the Quarry User Survey December 2014 the survey found that ‘*half of people who use the pool engage in another activity in the town; one third say they combine their visit with shopping*’<sup>23</sup>.
- 5.3.2 This issue is further raised by Shrewsbury Town Council where they explain that ‘*a number of residents have mentioned that they combine multiple activities in one trip*’<sup>24</sup>. This can be further backed up by the QSFF’s study ‘*a central location allows people make a multi-purpose visit to the benefit of the towns, economy. A fringe location generally means single purpose visits*’<sup>25</sup>.

### 5.4 Travel to facilities

- 5.4.1 A recurring theme was the ease of travelling to a central location for the majority of respondents as well as it being a more environmentally friendly option. Shrewsbury Town Council considers one of the major benefits of swimming provision being in the town centre is that everyone can access the site easily on public transport. They want to ensure there is less reliance on the car to get to a pool and claims that ‘*all options other than the quarry will create a greater reliance on the car*’<sup>26</sup>. Shropshire Council’s own planning policies include encouraging more sustainable modes of transport, and reducing the needs of people to travel by car.
- 5.4.2 According to QSFF ‘*A peripheral location would disregard town, county and national policies on accessibility*’<sup>27</sup>. BID stated ‘*the current location enables the largest number of people to get to the facility on foot, cycling or on bus*’<sup>28</sup>. Cllr Hannah Fraser also believes that an out of town location would create inequality. She claims that ‘*section 2.17 states that the new facility must be accessible on foot, public transport and by car. However, it is clear that the out of town locations are not adequately accessible by these means*’<sup>29</sup>.

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<sup>21</sup> Cllr Hannah Fraser. (29<sup>th</sup> October 2015). Economic Viability, p.3.

<sup>22</sup> Shrewsbury Town Council. (1<sup>st</sup> July 2015). Financial Drivers, p.2.

<sup>23</sup> Shrewsbury Business Improvement District. (30<sup>th</sup> October 2015). Economic, Social and communal mix and impact, p3.

<sup>24</sup> Shrewsbury Town Council. (1<sup>st</sup> July 2015). Financial Drivers, p.2.

<sup>25</sup> Quarry Swimming and Fitness Forum Response to Shropshire Council Consultation Documents. (October 2015). Setting the scene – Existing situation, p.11.

<sup>26</sup> Shrewsbury Town Council. (1<sup>st</sup> July 2015). Community Drivers p2.

<sup>27</sup> Quarry Swimming and Fitness Forum Response to Shropshire Council Consultation Documents. (October 2015). Executive Summary, p3).

<sup>28</sup> Shrewsbury Business Improvement District. (30<sup>th</sup> October 2015). Transport and access, p .3.

<sup>29</sup> Cllr Hannah Fraser. (29<sup>th</sup> October 2015). Transport assumptions, p1.

- 5.4.3 The Shropshire Disability Network spoke to family members who explained the fact they often use the QSFC pool before or between shifts because of work commitments. They said if they *'had to go across town they would not have time'*<sup>30</sup> and would have to stop swimming as a result.
- 5.4.4 The mode of transport to the new facility should be a major focus. The Shropshire Local Development Framework CS6 requires proposals likely to generate significant levels of traffic to be located in accessible locations where opportunities for walking, cycling and use of public transport can be maximised. *'Clearly these policies do not favour edge of town or out of town developments'*<sup>31</sup>.
- 5.4.5 Those who currently walk or cycle to the pool will struggle if the location is moved. According to QSSF *'the greatest number of people who cannot depend on car travel are within the urban area. As a result, the present patterns of transport to the centre of town tend to be by walking or cycling, with bus users being those of more limited mobility or coming from the points further from the centre. Moving to the periphery of town 4 km away will mean many will be unable to attend creating health inequalities across the town'*<sup>32</sup>.

## 5.5 Environmental Impact.

- 5.5.1 The environmental impact of moving the facility needs to be taken into account. If the location is moved out of town *'increased mileage will lead to increased congestion...Walking options will be reduced for most. Cycling will become much harder for most'*<sup>33</sup>. This can be illuminated by BID where they strongly believe that *'moving the pool out of town would reduce enormously the number of people not using cars'*<sup>34</sup>.

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<sup>30</sup> Shropshire Disability Network (30<sup>th</sup> October 2015)., The collective voice from Shropshire Disability Network re Swimming Provision Consultation, p2.

<sup>31</sup> Quarry Swimming and Fitness Forum Response to Shropshire Council Consultation Documents. (October 2015). Setting the scene – Existing situation, p.10.

<sup>32</sup> Quarry Swimming and Fitness Forum Response to Shropshire Council Consultation Documents. (October 2015). Setting the scene – Existing situation, p.11.

<sup>33</sup> Quarry Swimming and Fitness Forum Response to Shropshire Council Consultation Documents. (October 2015). Executive Summary, p3.

<sup>34</sup> Shrewsbury Business Improvement District. (30<sup>th</sup> October 2015). Transport and Access, p.4).

## 5.6 Facilities mix – Swimming Experience

- 5.6.1 The mix of facilities within the new pool has not been discussed extensively. The poll ran by the Shropshire Disability Network showed that *'92% of those taking part in our survey said they would like hydrotherapy facilities'*<sup>35</sup>. Section 1.3 of the consultation states that there is a need to improve the swimming experience. The lack of discussion in regards to the mix of facilities was also questioned by Cllr Hannah Fraser. She mentions the fact that *'the proposals do not include flumes or diving boards, which is considered to reduce the swimming experience particularly for young people'*<sup>36</sup>.

## 5.7 Summary

- 5.7.1 Overall the responses show that there is a strong feeling towards having a centrally located pool. This would allow more people to travel to the pool and therefore improve accessibility to the site as well as it being a more environmentally friendly option. By not having the pool in the town centre, consultees felt it would restrict the amount of users walking to the pool as well as people being able to easily use public transport to access the site.
- 5.7.2 There is a collective feeling from all of the consultations that if the pool was not central then fewer people would be able to access the facility and participation numbers would drop. With the increase in demand expected in Shrewsbury it is clear that the opinion is that to best cope with this the pool will need to be in the centre of town. In the QSFF's report they identified that with the *'coming of the university the need to have good entertainment and fitness facilities easily accessible to students, in their lunch breaks and before or after classes is vital'*<sup>37</sup>.
- 5.7.3 Consultees reported that although the consultation was very thorough on participation numbers at the new pool there was a clear concern with the broadness of the study. Furthermore, the consultees raised concerns that the survey did not give a comprehensive discussion on the economic effects if the pool was not central.
- 5.7.4 Analysis of consultations shows the prevailing opinion amongst respondents is that a central location is essential for a Shrewsbury's future pool. This is due to the perception that having the pools accessibility for all persons, proximity to local businesses and retailers, convenience for hubs of employment, minimizing the environmental impact of commuters to the pool and proximity to projected population increases (i.e. university students) would be the best way of ensuring maximum facility utilisation and therefore revenue for the provision.

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<sup>35</sup> Shropshire Disability Network (30<sup>th</sup> October 2015). The collective voice from Shropshire Disability Network re Swimming Provision Consultation, p3.

<sup>36</sup> Cllr Hannah Fraser. (29<sup>th</sup> October 2015). Proposed mix of facilities, p1.

<sup>37</sup> Quarry Swimming and Fitness Forum Response to Shropshire Council Consultation Documents. (October 2015). Setting the scene – Existing situation, p.10.

5.7.5 As the QSFC site is the most centrally located option of the seven given, the consultations reinforce the finding from section 3 that the location of the pool should remain at the site. However, it should be noted that there is little obvious consensus emerging from the consultations as to which of the QSFC options should be taken forward.

## 6 Consultation Outcomes and Summary

### 6.1 Section Summary

6.1.1 The report has analysed the robustness of the consultation process and presented the key findings emerging from the information gathered. This section presents the outcomes and evidence based conclusions from each section of the report.

### 6.2 Consultation Method Evaluation

6.2.1 Overall the report has found that although the information gathering process, survey construction and consultation of key groups presented some weaknesses, the evidence gathered in the Future of Swimming in Shrewsbury public consultation remains robust and representative of catchment area.

#### INFORMATION GATHERING PROCESS

6.2.2 The research process satisfied several key elements of information gathering;

- The length of five months was considered adequate for potentially interested parties to have participated in the survey
- The report found that the council had gone to sufficient lengths to publicise and make the general public aware of the consultation being undertaken and how they should participate
- By consulting with several key groups from the community the consultation also captured the opinions of difficult to reach groups from the community.
- The report's conclusion regarding the integrity of the information gathering process is reached in full regard of the release of information that could potentially be part way through the consultation process. This conclusion has been reached because the analysis of reasons respondents gave for their preferences indicated that the impact of this document was likely to only impact a small number of respondents.

#### SAMPLE QUALITY

6.2.3 The report concludes that the sample is of sufficient quality to consider the findings of the survey to be statistically robust. This conclusion has been reached because the size is large enough to satisfy the minimum confidence thresholds laid out in the research methodology for most question responses.

6.2.4 In addition, the consultation length was found to be sufficient to allow all interested parties to participate. The over-representation of regular swimmers and the over-representation of SY3 or 30-59-year-old respondents is not considered a significant weakness in the robustness of the survey findings.

## SURVEY CONSTRUCTION

6.2.5 The report concludes that the survey construction was adequate for the needs of the survey. This conclusion is reached because the survey uses recognised question methodologies to gather data on respondent's preferences. Where necessary the report has used text frequency analysis to carry out quantitative analysis of open text box responses.

### 6.3 Data Analysis

6.3.1 The data analysis focused on the two key 'outcome' questions of the survey, questions 7 and 10.

6.3.2 Analysis of respondents' preferred options yielded the following findings:

- 68% of 1st preference responses went to one of the three options relating to the QSFC.
- The most commonly selected first preference option from the survey findings was Refurbishment of the QSFC pool with 23.5% followed by the New Build on the QSFC site (22.89%) and Upgrade on the QSFC options (21.67%). However, the sample size means the findings are robust to a 99% confidence level with a 3.4% margin of error meaning all three QSFC options fall within the margin of error. It is therefore not possible to draw an outright conclusion from respondents' first preferences.
- 30.32% of respondents selected Upgrade of the QSFC Pool as their 1st or 2nd preference (the most of any under this analysis). This finding is not affected by the margin of error.
- 92.8 of the 1008 respondents that chose a QSFC based option as their first preference, chose an alternative QSFC site option as their second preference. Similarly, 74.2% of respondents that chose a non QSFC based option as their first preference selected another non QSFC option as their second option. Only 13.16% of respondents chose QSFC site as their first preference and a non QSFC option as their second preference, or vice-versa. This indicates a divide in location preference in respondents along the lines of location of the site.
- Location of the new pool is reinforced as an important factor in deciding respondents' preferences by the analysis of question 8 (Reasons for preferences). 49.42% of respondents were found to have included a key word in their response indicating that the location of the pool was a key factor in their option preferences.

### 6.3.3 The following findings are drawn from question 10:

- Learning to swim and a swimming timetable that caters to different types of swimmers are considered to be the most important elements of the facility mix options.
- Close links to public transport and 'Proximity to town centre' were also considered important elements of any new facility.
- 'Diving boards/flumes', 'Onsite parking' and 'Crèche/play area' were also considered some what important by respondents
- Sports hall and outside pitches/games areas are actively considered not important on average across all respondents.

## 6.4 Detailed Data Analysis

- 6.4.1 When compared to the overall average across each preference option the analysis found that respondents from SY3 were more likely to place one of the QSFC as their first preference. For respondents from SY1 and SY4 there was an increased likelihood for their first preference to be the Shrewsbury Sports Village. However, the cumulative first preference responses for the QSFC options were greater than any of the the non-QSFC options across all 5 post code area examined. SY4 was the only post code area to have below 50% of respondents choosing one of the three QSFC based options.
- 6.4.2 The closer to the middle of the age categories (30-44) the smaller the disparity in first choice preferences between the top five options. Younger and older respondents tended to be more in favour of staying at the existing QSFC site. In comparison to older or younger age groups, the closer respondents were to the middle age category of 30-44, the more likely they were to favour the Shrewsbury Sport Village or the Shrewsbury College options. The New build at the QSFC site was the only option out of the 5 most commonly preferred to be receive relatively steady support across all age groups.
- 6.4.3 The respondents that swam regularly (once per week or more) were more likely to have preferred the Refurbish or Upgrade options of the QSFC pool. The respondents that swam infrequently were more likely to prefer the options at Shrewsbury Village or Shrewsbury College. However, it should be noted that no location received more first preference responses across all swim frequencies than the existing QSFC site.
- 6.4.4 Younger respondents were far more likely to consider the facility elements of a Gym, Sports hall or outdoor games area/pitches on site than any other age group. It is therefore considered that having a broad facilities mix may be key to attracting younger people to Shrewsbury's new facility. 30-44 year olds placed less importance on the town centre location than any other age group.

## 6.5 Qualitative Evidence Review

- 6.5.1 A detailed review of the six consultations was undertaken as part of the study.
- 6.5.2 The low level of responses, coupled with a lack of a consultation directly regarding the interests of the young, elderly or ethnic minorities of the area represents a gap in the representation of these groups of people.
- 6.5.3 The qualitative review analysis highlighted five key themes emerging from the six consultations;
- Location
  - Economic Impact
  - Travel to facilities
  - Environmental impact
  - Facilities Mix
- 6.5.4 A summary of these factors found that, with the exception of facilities mix, the consultees favoured the pool remaining in a central location as it was perceived that it would have a beneficial impact on the towns commerce from both local and touristic trade, would enable all sections of society, including future and emerging groups of potential users (such as students) to have greater ease of access to the facility. In addition, it was perceived by consultees that the better public transport links to the town centre from surrounding areas would help to reduce or limit the environmental impact of commuters to the facility.
- 6.5.5 These findings are in agreement with the overall findings from the data analysis that the future swimming provision in Shrewsbury should stay in a location close to the town centre.