

4.1. Local Public Consultation

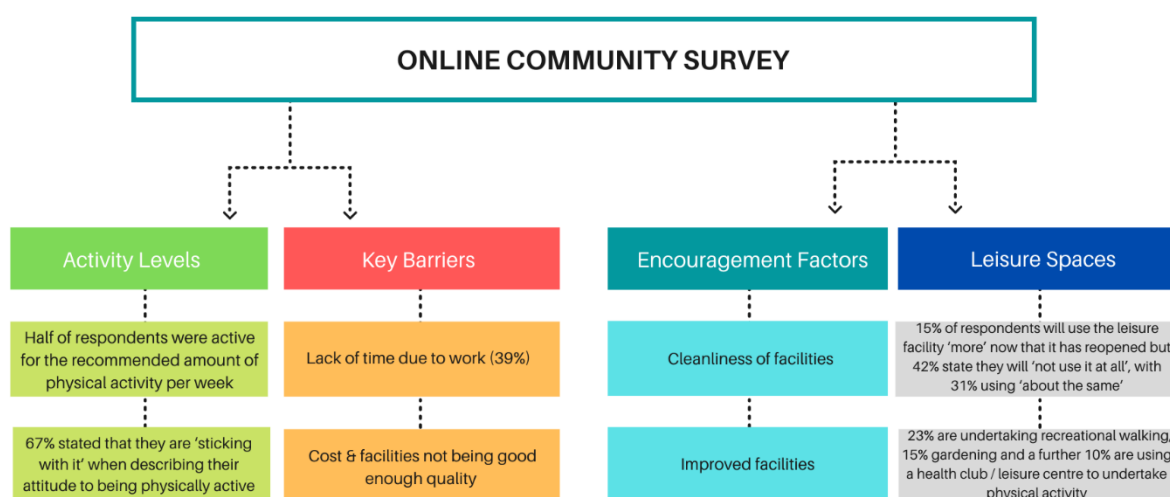
4.1.1. Leisure-net Solutions was commissioned to undertake community consultation to investigate attitudes and behaviour around physical activity and to find out what the opinions are, and awareness of Windrush Leisure Centre, Carterton Leisure Centre, Woodstock Outdoor Pool, Chipping Norton Leisure Centre and Bartholomew Sports Centre and what would encourage residents to use these leisure facilities in the future.

4.1.2. The public consultation was in two parts;

- Online community survey – August 2021 – 399 responses
- Focus groups;
 - Witney – June 2021 (6 attendees including a representative for disability users)
 - Young people forum – June 2021

4.1.3. A summary of the key findings is outlined below.

Figure 1: Online Community Survey Key Findings



4.1.4. **Leisure Centre Usage** - only 43% would consider using Windrush Leisure Centre, slightly more at 52%, and 53% would consider Carterton Leisure Centre or Woodstock Outdoor Pool. This rises to 78% and 79% for Chipping Norton Leisure Centre and Bartholomew Sports Centre.

4.1.5. The most quoted additional facility that would encourage usage was an indoor climbing wall, followed closely by a Café.

4.1.6. Considerations / Recommendations from the online survey

- The sample seem to be more active than the national benchmark with more of them stating that they at 'sticking with' being physically active, although this could have been affected by the bias in the survey towards women and younger age groups.

- More of the activity seems to be undertaken independently and outdoors than would typically be seen. This may be related to the rural nature of the area that people are living in, giving them better than average access to open spaces.
- Time constraints due to work commitments is the main perceived barrier to being more physically active. This is quite typical and needs to be addressed by looking at how people can easily integrate activity into their normal daily routines. More people working at home or flexibly has also affected how people schedule in their physical activity, between home and work commitments and travel.
- Accessible and clean facilities are even more important than they were pre-covid due to people's caution about returning to use public facilities and to use public transport, so it is vital that these issues are addressed, and people's concerns allayed.
- Whilst the cost of using facilities is often quoted as a barrier, research has shown that this is only a real barrier to a relatively small percentage of the population.
- There is a big difference between people's propensity to be open to using the different leisure centres in the area. It is worth considering why this is.

4.1.7. A report of the full findings was sent to WODC 15.9.21

4.1.8. **Focus Group Findings**

Figure 2: Witney Focus Group Key Findings

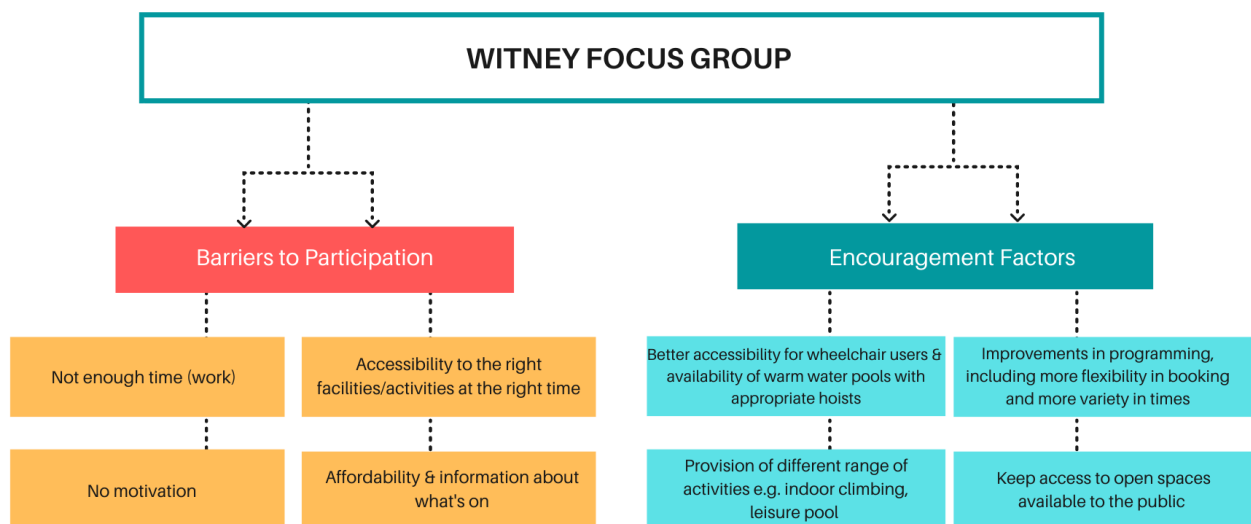


Figure 3: Young People Focus Group Key Findings

