

# Moving Communities - Customer Experience Survey June 2025

Thank you for participating in this survey.

Some of the questions in the survey will ask for your ethnicity and health data, this information will be used to understand the profile of individuals completing the survey and whether there may be similarities or differences in responses among different profiles. This sensitive information about you is considered special category data. The lawful basis for collecting any special category data is your explicit consent to do so. Special category data is personal data that needs more protection because it is sensitive. By completing this survey, you are giving your explicit consent for us to collect special category data about you. If you prefer not to provide this information, there is a 'prefer not to say' option that you can select.

## Activity and Experience

In this first section, we will ask you about the activities you have done and your experience of using the leisure centre on your last visit.

### 1. Have you visited the centre in the last month?

Yes

No (This survey is designed to be completed by customers who have used their leisure centre recently. If you wish to give your leisure centre feedback, please contact them directly)

### 2. What was the main activity you participated in on your last visit to the leisure centre? Please select only one answer.

Gym	Golf	Sauna/steam or spa
Fitness classes	Gymnastics	Soft play
Swimming	Horse riding	Squash
Athletics	Ice sports	Swimming lessons
Badminton	Outdoor team sports	Tennis
Basketball	Personal training	Trampoline park
Climbing	Assisted Fitness Equipment	
Football	Racquet sports	
Water sports		

### 3. Overall, during your last visit to the centre, how satisfied or dissatisfied were you with the overall experience? Please select one answer only.

Very dissatisfied  
Quite dissatisfied  
Neither satisfied nor dissatisfied  
Quite satisfied  
Very satisfied  
Don't know

### 4. Which method(s) of transport did you use on your last visit to the leisure centre? Please select all that apply.

Driving (either yourself or somebody driving you)  
Public transport (e.g. bus/train etc.)  
Walking  
Cycling  
Other

We now want to ask you about your experience more generally as opposed to your last visit.

**5. Thinking about the exercise that you do at the leisure centre, to what extent do you agree or disagree with these statements?**

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I find the leisure centre inclusive and welcoming					
I see people who are similar to me at the leisure centre					
The leisure centre feels safe at the times I'd prefer to use it					

**6. How important or not are the following to you when visiting a leisure centre?**

	Very unimportant	Quite unimportant	Neither important nor unimportant	Quite important	Very important	Don't know/Not applicable
Activities are available at convenient times						
It is easy to find information online about activities, such as session times, facility availability, or accessibility						
There are a wide range of activities available						
The centre is clean e.g. changing areas/activity areas						
Staff are helpful and friendly						
Staff are available to help when I need it						
Teaching/coaching staff are suitably qualified for the activities they are involved in						
The activities/memberships are value for money						
The activities are easy to book online						

**7. How satisfied or dissatisfied are you with the following elements related to your centre?**

	Very dissatisfied	Quite dissatisfied	Neither satisfied nor unsatisfied	Quite satisfied	Very satisfied	Don't know/Not applicable
Activities are available at convenient times						
It is easy to find information online about activities, such as session times, facility availability, or accessibility						
There are a wide range of activities available						
The centre is clean e.g. changing areas/activity areas						
Staff are helpful and friendly						
Staff are available to help when I need it						
Teaching/coaching staff are suitably qualified for the activities they are involved in						
The activities/memberships are value for money						
The activities are easy to book online						

**Leisure centres are investing in online services to make it easier for customers to find and book activities. These questions aim to understand if you used online services before you visited the centre.**

**8. Before your most recent visit did you use online services to find information about sessions you could attend, for example, session times, locations/providers, facility availability, or accessibility information.**

Yes

No

(If yes, then)

**9. Which online service(s) did you use? (select all that are relevant)**

Search Engines (Google, Bing, yahoo etc)

Leisure centre website

Local authority website

Local Active Partnership or Sports Governing Body website

Activity Finder (EG: Every Body Moves, PlayWaze)

3rd party booking website (EG: GymPass, WellHub)

Other (please specify)

**10. Did you book your session online before attending the leisure centre?**

Yes

No

**11. How likely would you be to recommend your centre on a scale of 0 to 10, with 0 being Extremely unlikely and 10 being Extremely likely?**

0      1      2      3      4      5      6      7      8      9      10

## Activity levels

In this section, we are going to ask you some questions about your activity levels.

**12. In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate? This may include sport, exercise and brisk walking or cycling for recreation or to get to and from places but should not include housework or any physical activity that is part of your job. Please select one answer only**

0 days  
1 day  
2 days  
3 days  
4 days  
5 days  
6 days  
7 days

**13. In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate, within the leisure centre and its grounds e.g. any courts, pitches etc? Please select one answer only**

0 days  
1 day  
2 days  
3 days  
4 days  
5 days  
6 days  
7 days

**14. In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate, outside of the leisure centre and its grounds e.g. any courts, pitches etc? This may include sport, exercise and brisk walking or cycling for recreation or to get to and from places but should not include housework or any physical activity that is part of your job. Please select one answer only**

0 days  
1 day  
2 days  
3 days  
4 days  
5 days  
6 days  
7 days

## Impact of cost-of-living increases and your future activity plans

**15. What impact, if any, has the cost-of-living increase had on your use of sports, leisure and health/fitness facilities over the last 12 months?**

Significant negative impact  
Some negative impact  
Little or no impact  
Some positive impact  
Significant positive impact  
Don't know  
Prefer not to say

## Environmental sustainability

**16. To what extent do you agree or disagree that your leisure centre / provider is doing enough to adapt physical activity opportunities to be more environmentally sustainable?**

Strongly disagree  
Disagree  
Neither agree nor disagree  
Agree  
Strongly agree

## Personal well-being

**17. Overall, how satisfied are you with your life nowadays, on a scale of 0 to 10, where 0 is “not at all” and 10 is “completely”.**

## About you

And finally, a few more questions about you.

**18. Are you.....? Please select one answer only**

Female  
Male  
I identify in another way  
Prefer not to say

**19. How old are you?**

16-24  
25-34  
35-44  
45-54  
55-64  
65-74  
75-84  
85+  
Prefer not to say

**20. Please enter your postcode. Please note that the data will only be used to track the geographical areas where users are based, and not to identify any individuals.**

**21. The Chief Income Earner is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source. If two or more related people in the household have equal income, please think of this question with the oldest in mind. The Chief Income Earner can be of either sex, with no preference to either. Please indicate which one of the following best describes the profession of the Chief Income Earner in your household? Please select one answer only.**

High managerial / administrative or professional e.g. doctor/lawyer/medium or large company director (50+ people)

Intermediate managerial / administrative or professional e.g. teacher/manager/accountant

Supervisor / administrative or professional e.g. police officer/nurse/secretary/self-employed

Skilled manual worker e.g. mechanic/plumber/electrician/lorry driver/train driver

Semi-skilled or unskilled manual worker e.g. waiter/factory worker/receptionist/labourer

Housewife / house-husband

Unemployed

Student

Retired

Prefer not to say

**22. Do you have a longstanding physical or mental condition or illness that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities? Please select all that apply.**

Yes - physical condition or illness

Yes - mental condition or illness

Yes – other

No

Prefer not to say

**23. To help us monitor our equal opportunities policy, please indicate to which of these groups you consider that you belong. Please select one answer only.**

White - White British

White - Irish

White - Gypsy or Irish Traveller

Any other White background

Mixed/multiple ethnic groups - White and Black Caribbean

Mixed/multiple ethnic groups - White and Black African

Mixed/multiple ethnic groups - White and Asian

Any other Mixed/multiple ethnic background

Asian/British Asian - Indian

Asian/British Asian - Pakistani

Asian/British Asian - Bangladeshi

Asian/British Asian - Chinese

Any other Asian/Asian British background

Black/African/Caribbean/Black British - African

Black/African/Caribbean/Black British - Caribbean

Any other Black/Black British Background

Other ethnic group - Arab

Any other ethnic group

Prefer not to say

**Thank you for completing the survey**