

Moving Communities - Customer Experience Survey June 2026

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 and is collected anonymously. 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 Equipment	Other: Please specify
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					
I do not worry about experiencing sexual harassment when using the leisure centre					

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						

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						

Leisure centres are investing in online services (including artificial intelligence (AI) solutions) to make it easier for customers to find and book activities and improve your experience. 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 to attend, for example, session times, locations/providers, facility availability, or accessibility information?

Yes

No

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

[Ukactive question] **Does your gym or leisure centre use AI as part of the service they provide to customers (e.g. chatbot, inductions)?**

Yes

No

Unsure

ASK IF YES TO FIRST QUESTION:

[Ukactive question] **How confident are you that your gym or leisure facility is using AI in a safe and responsible way?**

- Extremely confident
- Quite confident
- Somewhat confident
- Not very confident
- Not at all confident
- Don't know

ASK IF YES TO FIRST QUESTION:

[Ukactive question] **How confident are you that your gym or leisure facility is using AI to enhance your overall experience?**

- Extremely confident
- Quite confident
- Somewhat confident
- Not very confident
- Not at all confident
- Don't know

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. How would you rate the importance of environmental sustainability in your sport and physical activity choices?

Very unimportant
Quite unimportant
Neither important nor important
Quite important
Very important

About you

And finally, a few more questions about you.

17. Are you.....? Please select one answer only

Female

Male
I identify in another way
Prefer not to say

18. How old are you?

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

19. 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.

20. 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

21. 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

Do you currently take any GLP-1 weight loss medication such as Ozempic, Wegovy, and Mounjaro?

Yes
No
Prefer not to say

22. 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