

**Subject:** Great Yarmouth Borough Sports and Activity Survey

**Report to:** Policy and Resource committee – Tuesday 11<sup>th</sup> September

**Report by:** Kate Watts, Strategic Director

**SUBJECT MATTER/RECOMMENDATION:**

This report asks Policy and Resource Committee members to consider the proposal to carry out a survey within the Borough with key stakeholders and residents on sports and activity participation.

The Borough produced a Sport and Leisure Strategy in 2014 and this survey will allow the Council to engage with residents and stakeholders to identify potential barriers to activity as well as opportunities to enhance existing facilities alongside reviewing this strategy. This survey will also help provide vital evidence to potential future funding partners such as Sports England.

This report seeks endorsement from Policy and Resource Committee to proceed with public engagement and survey and approve a small budget of 1k from the special projects reserve to support the survey.

## **1.0 Background**

- 1.1 The Borough Council produced a Sports and Leisure Strategy in 2014, however this strategy does not look in detail at participation levels and how residents of Borough engage with their local facilities. Evidence of engagement is important to show potential funding bodies such as Sports England; who require this evidence of how users were taken into consideration when developing recreation and sports sites across the Borough.
- 1.2 As part of the Council's vision to invest significant funding into improving key sports sites within the Borough, Great Yarmouth Borough Council and Active Norfolk\* are working together to gather this evidence from stakeholders. We plan to do this by carrying out a Borough wide sports and activity participation survey.
- 1.3 Active Norfolk are keen to support the project, as the outcomes will not only be important for Great Yarmouth Borough Council, but will be vital in gathering evidence for Active Norfolk to understand participation in this area and develop potential strategies to increase activity within the borough.
- 1.4 As part of this survey, it is important to make it meaningful as well as gathering as wide a range of views on sports participation and activity as possible within the time and budget. The project team will use a range of communication methods and tools to reach the widest audience.
- 1.5 The objectives of the survey is to;
  - Understand current physical activity levels in the Borough of Great Yarmouth
  - Identify potential barriers to physical activity
  - Gather views on existing sporting facilities within Great Yarmouth
  - Understand stakeholders views on potential improvements to facilities

- 1.6 In order to move forward work has been undertaken to develop an engagement strategy. A draft engagement strategy is in Appendix A.

## **2.0 Stakeholders**

- 2.1 Stakeholders are person/s who are directly or indirectly affected by a project, as well as those who may have interests in a project and/or the ability to influence its outcome, positively or negatively.
- 2.2 A key part of engagement is identifying the stakeholders. As part of this survey a mapping exercise has been carried out where we have identified the key stakeholders and methods of engagement for each stakeholder are considered.

We propose to engage with:

- Residents (within the Borough)
- National Sports Organisations
- Political Stakeholders
- Business Stakeholders
- Public Stakeholders
- Education Providers Stakeholders
- Local Sports Organisations

## **3.0 Questionnaire**

- 3.1 As part of this survey we want to understand how residents of Great Yarmouth stay physically active and the barriers to staying physically active. We also wish to draw out potential barriers to activity and allow stakeholders to give us their thoughts on the facilities within the Borough and how they interact with them.
- 3.2 There will be a particular focus on the Marina Centre, Wellesley Recreation Ground. However all other Borough sites and commercial sites will be considered within the questionnaire with ability for stakeholders to give their views on any facilities they use.
- 3.3 In order to develop this survey we are continuing to work closely with Active Norfolk to ensure it captures the right information. Active Norfolk have drafted the first draft questionnaire using national sporting guidelines and experience from running similar surveys.
- 3.4 The public facing questionnaire should be no more than 15 minutes long with an incentive for participation. We recommend a small number of vouchers that can be spent in any store, entered via a draw.
- 3.5 There will be two survey questionnaires. One aimed at residents and users of the facilities and the second one aimed at strategic stakeholders such as the New Anglia LEP and Sporting Organisations.

The first draft of these questionnaires can be found in Appendix A section page 17.

## 4.0 Engagement Timetable

### Key Stages of Stakeholder Engagement Strategic Communications Timetable

	Timeline	Activity/Output
Sports Participation in Great Yarmouth Borough	August 2018	Stakeholder mapping exercise  Development of questionnaire  Pre-survey activities
	September 2018	Report to Policy and Resource Committee 11 <sup>th</sup> September – Sports Participation Public Survey Plan Recommendation:  <ul style="list-style-type: none"><li>- Objectives</li><li>- Draft Questionnaire</li><li>- Event locations</li><li>- Timetable</li><li>- Publicity</li></ul> Public Survey and engagement week commencing 17 <sup>th</sup> September to 12 <sup>th</sup> October:  <ul style="list-style-type: none"><li>- 4 weeks</li><li>- Staffed events</li><li>- Social media publicity</li><li>- Press releases</li><li>- Questionnaire electronically and paper versions available</li></ul>
	October 2018	Survey Analysis  <ul style="list-style-type: none"><li>- Action plan development</li><li>- Preferred options</li><li>- Report on results and outcomes of the survey to Policy and Resource Committee 27<sup>th</sup> November.</li></ul>

## 5.0 Financial Implications

5.1 Working with Active Norfolk and based on their experience of surveys in the past they have recommended a small budget to help increase engagement. This includes

- o Printed materials
- o Grasshoppers (pull up displays)
- o Incentive draw for participants 10 £15 vouchers
- o Paid article in local newspaper

5.2 While we have budgeted for printing and incentives we will look to keeping costs down and working closely with the Press and Communications manager to optimise the potential impact through press and social media.

## 6.0 Risks

There is a risk with data sharing with a public survey. To mitigate this risk, the survey will contain this GDPR statement:

**‘Your consent**

To allow us to use the information you provide within this form to better understand physical activity in the borough please complete the following consent statement. Your personal data will be handled in accordance with 2018 General Data Protection Regulations and can be withdrawn at any time by emailing [Info@activenorfolk.org](mailto:Info@activenorfolk.org). For more information about how we use your Personal Information please read Active Norfolk's Privacy Policy <https://www.activenorfolk.org/privacy-policy>

'Do you give permission for your information to be shared securely and used anonymously by Active Norfolk in partnership with Great Yarmouth Borough Council for the Great Yarmouth Borough Sports Participation survey? \* (YES/NO)'

## **7.0 Recommendations**

- 7.1 In conclusion, Great Yarmouth Borough Council and Active Norfolk are working together to develop an engaging and informative survey on sports participation within the Borough. This will help us develop options for key strategic sites within the Borough and provide evidence to potential funding bodies.
- 7.2 An engagement plan and survey is being developed with key partners, including Active Norfolk.
- 7.3 We wish to launch the public survey week commencing 17<sup>th</sup> September for four weeks.
- 7.4 This report seeks endorsement from Policy and Resource Committee to proceed with public engagement and survey and approve a small budget of 1k from the special projects reserve to support the survey.



## **Appendix A – Engagement Strategy**

### **Great Yarmouth Physical Activity and Sports Participation Public Survey**

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#### **Stakeholder Engagement Strategy**

**August – October 2018**

**#SPGY**

Working Document

## **1.0 Introduction**

We wish to gather a wide range of views on sports participation to help develop an action plan to tackle any barriers and make sports accessible to residents and visitors.

Great Yarmouth Borough Council and Active Norfolk are working in partnership to ensure stakeholders fully engaged. The project team will use a range of communication methods and tools to reach the widest audience.

Our stakeholders include a number of key groups including:

- ✓ Sports organisations
- ✓ Political stakeholders
- ✓ Businesses
- ✓ Residents
- ✓ Schools and young people

## **2.0 Background**

Active Norfolk and Great Yarmouth Borough Council want to understand how to help residents of Great Yarmouth borough to be physically active throughout their lives. For this study we are particularly interested in how residents and visitors access physical activities within Great Yarmouth. We are keen to identify any barriers people may face when thinking about physical activity and sporting activities and if these reasons can potentially be over come through interventions.

To understand this, we have worked in partnership with Active Norfolk to develop a dedicated questionnaire for Great Yarmouth borough that will focus on drawing out views on physical activity and sports in the borough. We will ask our participants some questions about their current physical activity levels, as well as their intentions or experiences linked to physical activity.

Active Norfolk and Great Yarmouth Borough Council will use this information to inform potential interventions and solutions.

## **3.0 Scheme Objectives**

The objectives of the survey is to;

- Understand current physical activity levels in the Borough of Great Yarmouth
- Identify potential barriers to physical activity
- Gather views on existing sporting facilities within Great Yarmouth
- Understand stakeholders views on potential improvements to facilities

#### 4.0 Sports Participation Public Survey Timeline

##### Key Stages of Stakeholder Engagement Strategic Communications Timetable

	Timeline	Activity/Output
Sports Participation in Great Yarmouth Borough	August 2018	Stakeholder Mapping Development of questionnaire Pre-survey activities
	September 2018	Report to Committee – Sports Participation Public Survey Plan Recommendation  <ul style="list-style-type: none"><li>- Objectives</li><li>- Draft Questionnaire</li><li>- Event locations</li><li>- Timetable</li><li>- Publicity</li></ul> Public Survey  <ul style="list-style-type: none"><li>- 4 weeks</li><li>- Staffed events</li><li>- Social media publicity</li><li>- Press releases</li><li>- Questionnaire electronically and paper versions available</li></ul>
	October 2018	Survey Analysis  <ul style="list-style-type: none"><li>- Action plan development</li><li>- Report on results and next steps</li></ul>

#### 5.0 Stakeholder Analysis

Stakeholders are person/s who are directly or indirectly affected by a project, as well as those who may have interests in a project and/or the ability to influence its outcome, positively or negatively. Following an extensive stakeholder mapping process stakeholders have been identified and grouped into key groups:

##### Stakeholder Mapping Exercise

Stakeholders are person/s who are directly or indirectly affected by a project, as well as those who may have interests in a project and/or the ability to influence its outcome, positively or negatively. Following a stakeholder mapping process; stakeholders have been identified and grouped into key groups:



### **National Sports Organisations:**

- We must continue to gather clear and compelling evidence
- Seek formal and informal responses from consultees, in particular from recognised sports authorities

### **Political Stakeholders:**

- We must continue to gather clear and compelling evidence
- Engage and consult political representations, including all Borough members, Norfolk County Council Great Yarmouth area members and the local MP Brandon Lewis.
- Engage Parish and Town Councils

### **Business Stakeholders:**

- Engagement from businesses on sports participation of staff
- Engage and consult local businesses on their sports engagement programme and opportunities to participate in sports

### **Public Stakeholders:**

- Wider engagement with borough residents and visitors on sports participation within the borough.

### **Residents (within the borough)**

- Identify barriers to participation
- Seek views on existing facilities and potential improvements

### **Education Providers Stakeholders:**

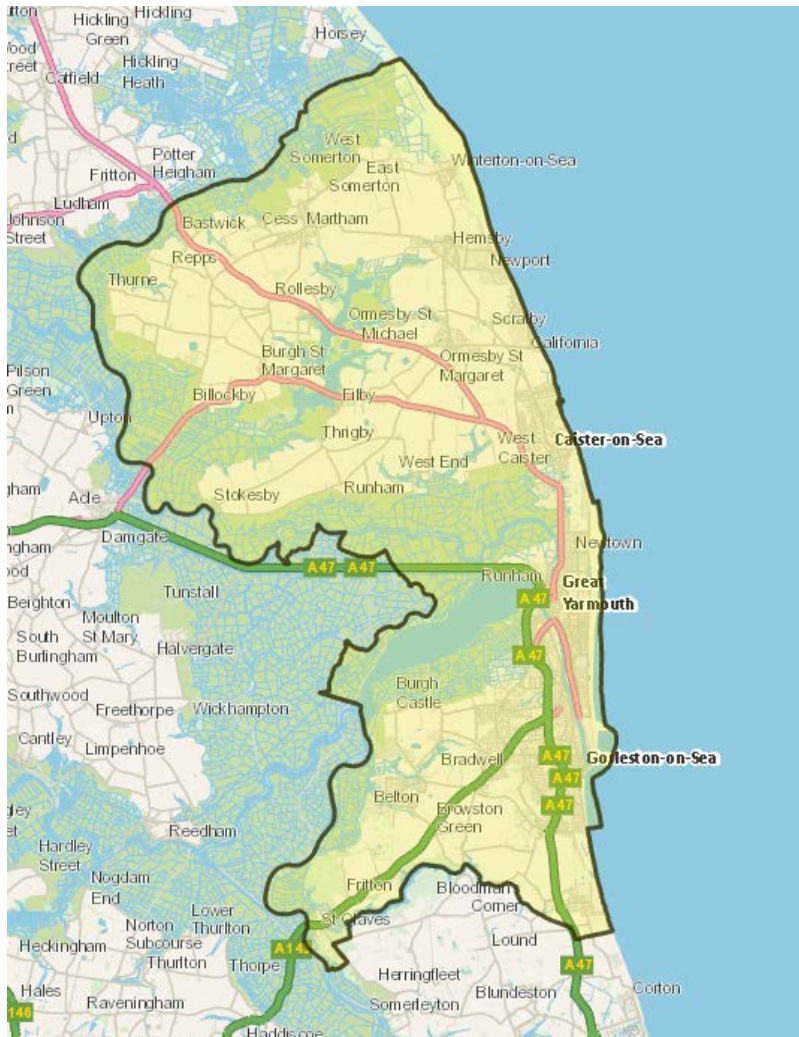
- Engagement and a survey with education providers, including primary schools, secondary schools and higher education establishments

### **Local Sports Organisations:**

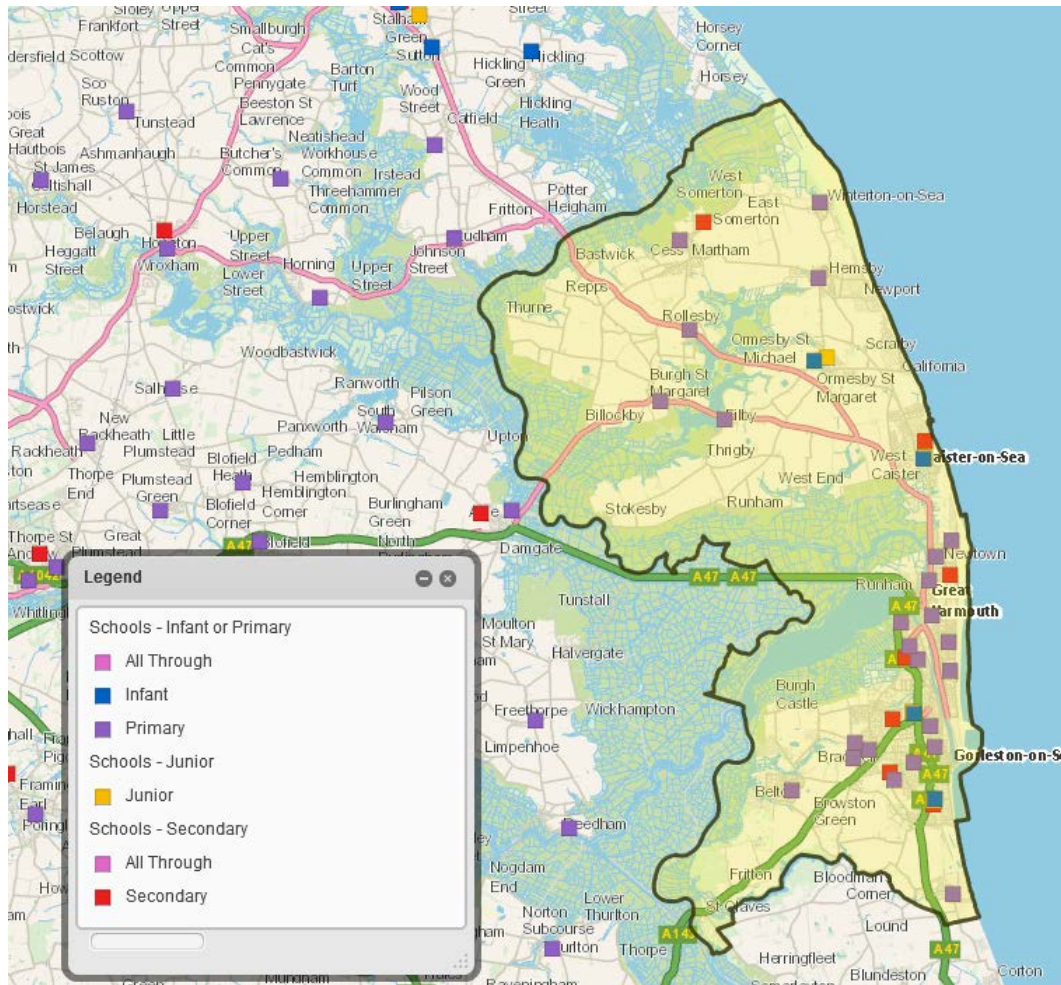
- Engagement and a survey with existing sports clubs and grass root organisations within the borough
- Engagement and a survey with sports organisations who represent sports organisations in the borough and Norfolk

### **Stakeholder Survey Local Geographical Area**

### **Map 1: Area of scope Great Yarmouth Borough**



**Map 2: Education Providers in the Borough**



## Stakeholder Survey and Engagement Methods

Following an extensive stakeholder mapping process the project has identified the key stakeholders for the project to successfully move forward to the next stage of assessment and public survey and engagement:

## Stakeholder Engagement and Survey Methods

Following an extensive stakeholder mapping process the project has identified the key stakeholders for the project to successfully move forward to the next stage of assessment and public survey and engagement:

## 6.0 Draft Questionnaire

### The purpose of the survey

Active Norfolk and Great Yarmouth Borough Council want to understand how to help residents of Great Yarmouth borough to be physically active throughout their lives. For this study we are particularly interested in how you access physical activities within Great Yarmouth and identify any barriers you may face. To understand this, we would like to ask you some questions about your physical activity levels, as well as your intentions or experiences linked to physical activity.

The survey should take between 10 and 15 minutes. There are no right or wrong answers to this survey, we are just interested in your thoughts and experiences.

### Your consent

To allow us to use the information you provide within this form to better understand physical activity in the borough please complete the following consent statement. Your personal data will be handled in accordance with 2018 General Data Protection Regulations and can be withdrawn at any time by emailing [Info@activenorfolk.org](mailto:Info@activenorfolk.org). For more information about how we use your Personal Information please read Active Norfolk's Privacy Policy <https://www.activenorfolk.org/privacy-policy>

**Do you give permission for your information to be shared securely and used anonymously by Active Norfolk in partnership with Great Yarmouth Borough Council for the Great Yarmouth Borough Sports Participation survey? \***

☐ Yes

☐ No

**We would like to talk to people about their experiences of being physically active within the borough of Great Yarmouth. If you are interested in taking part in a focus group or interview, please leave your contact details below:**

First Name

Last Name

Telephone number

Email address

### Your current physical activity

The following questions will ask you about your levels of physical activity separated into walking, cycling and other sports, fitness activities and dance. Please answer these as best you can and don't worry about being too active or not active enough to take part in

the survey, we are keen to get a wide range of views and experiences no matter what your current activity levels are.

**Your current physical activity - Walking**

**In the past 7 days, have you done a continuous walk lasting at least 10 minutes? \***

☐ Yes

☐ No

**The walking that you've done in the last 7 days**

**In the past 7 days, on how many days did you do a walk lasting at least ten minutes?**

☐ 0

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

☐ 7

**How much time did you usually spend walking on each day that you did the activity? \***

Hours and

\*

Minutes per  
day

\*

**Was the effort you put into walking usually enough to raise your breathing rate? \***

☐ Yes

☐ No

**Your current physical activity - Cycling**

**In the past 7 days, have you done a cycle ride? \***

☐ Yes

☐ No

**The cycling that you've done in the last 7 days**

**In the past 7 days, on how many days did you do a cycle ride? \***

☐ 0

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

☐ 7

**How much time did you usually spend cycling on each day that you did the activity? \***

Hours and

\*

Minutes per  
day

\*

**Was the effort you put into cycling usually enough to raise your breathing rate? \***

☐ Yes

☐ No

**Your current physical activity - Sport, fitness activity or dance**

**In the past 7 days, have you done sport (such as running, swimming or team sports), fitness activity (such as gym or fitness classes), or dance? \***

☐ Yes

☐ No

**The sport, fitness activities or dancing that you've done in the last 7 days**

**In the past 7 days, on how many days did you do a sport (such as running, swimming or team sports), fitness activity (such as gym or fitness classes), or dance? \***

☐ 0

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

☐ 7

**How much time did you usually spend doing sport, fitness activities, or dance on each day that you did the activity? \***

Hours and

\*

Minutes per  
day

\*

**Was the effort you put into doing sport, fitness activities, or dance usually enough to raise your breathing rate? \***

☐ Yes

☐ No

**Your typical physical activity**

**Do you think your physical activity levels last week are typical of how active you have been for most of the last year? If No, please say why not. \***

☐ Yes

☐ No

If no, please use the space below to explain why not

**Is there anything in particular that currently helps you to be physically active? \***



**Is there anything in particular that currently gets in the way of you being physically active? \***

**Would you like to be more physically active than you tend to be now? \***

☐ Yes

☐ No

**Use of existing facilities**

**Facilities (Marina Leisure Centre, Beaconsfield Recreation Ground, Wellesley Recreation Ground, Phoenix Swimming Pool, other – there are a number of sport ground, bowling etc – do we name them all or just give Other option??)**

**Have you used facility name in the last 12 months?**

☐ Yes

☐ No

**If  
yes**

**How often do you make use of facility name?**

More than once a week, weekly, monthly, less than monthly

**How would you rate your overall experience using facility name?**

Excellent, good, average, poor, very poor

Comments (overall experience)

**How would you rate the quality of facility name?**

Excellent, good, average, poor, very poor

Comments (quality of facilities)

**What improvements would you like to see in facility name?**

**What are the main problems you face when using facility name?**

**If yes or No**

**To what extent do the following prevent you from using facility name?**

**List of barriers: Not at all, a bit, a lot**

Cost

Parking/transport

Time

Access issues linked to a disability

Lack of suitable activities

Don't know what's available



**Repeat above for other GY facilities**

**What additional indoor or outdoor sports facilities would you like the Council to provide?**

**About you**

We just have a few more questions about you.

**What is your gender? \***

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Rather not say

**What is your age? \***

- ☐ Under 15
- ☐ 16 – 20
- ☐ 21 – 30
- ☐ 31 – 40
- ☐ 41 – 50
- ☐ 51 – 60
- ☐ 60+
- ☐ Rather not say

**What is your full postcode? (optional)**

**How is your health? (Please tick the box)**

☐ Very good   ☐ Good   ☐ Neither good nor poor   ☐ Poor   ☐  
Very poor

Thank you for taking the time to complete this survey. If you would like to be entered into the prize draw to win **one of ten £15 One4all gift cards that can be spent at a range of shops online or in-store** please leave details of how best to contact you in the box below.

Many thanks,

Active Norfolk and Great Yarmouth Borough Council

Working Document