

Sports Village Transformation Proposals

Public Consultation Report

June 2024



1 Background and Methods

This report presents the findings from the comprehensive consultation process undertaken to gauge public opinion on the proposed transformation of the Shrewsbury Sports Village. The consultation was a critical step in ensuring that the voices of the community were heard and considered in the planning and development of the new fitness and pool facilities at Sundorne. The process included a series of online and in-person focus groups, surveys, and public engagement sessions designed to capture a wide range of perspectives and insights.

Specifically, the consultation asked respondents to provide feedback on the proposal to transform the current Shrewsbury Sports Village in the following ways:

- A wider range of fitness and leisure facilities at the Shrewsbury Sports Village which will appeal to a more diverse section of the community
- Easier access to sports and fitness facilities for people with disabilities and the elderly
- New, high quality pool facilities for: swimming lessons, general swimming, water-based activities, swimming club use and County based competitions
- Improved financial viability of the Shrewsbury Sports Village site through an improved revenue stream.
- More carbon efficient swimming and fitness facilities

The results of the consultation reveal a community deeply invested in the future of their local leisure facilities. The feedback collected has been instrumental in shaping the project's direction, highlighting the importance of accessibility, sustainability, and the need for a modern, multi-feature centre that appeals to a broad demographic. The consultation also underscored the financial challenges and the necessity for a viable long-term solution for Shrewsbury's swimming and fitness needs.

The commitment to a transparent and inclusive consultation process reflects the project's dedication to creating a facility that truly meets the needs and aspirations of the Shrewsbury community. To this end, drop-in sessions were held in key Shrewsbury community locations, including multiple days at the Sports Village, the Quarry, the Lantern, and the Darwin Centre.

The main source of feedback was collected through two online surveys; one primary survey designed for the general public, and one designed for children and young people specifically to provide their feedback on the proposals. Additionally, paper copies of the surveys were made available in Shropshire libraries and at drop-in sessions.

The consultation was publicised through local schools, on BBC Radio Shropshire and through posters and leaflets distributed throughout Shrewsbury, including at local shops, community centres, schools and libraries. Finally, a social media campaign was also launched to spread the word about the consultation and how to take part, which included a video message by Council Leader Lezley Picton.

This report focuses on the results of the two surveys and includes both a quantitative analysis of survey results as well as an in-depth qualitative analysis of open-ended feedback received. Quantitative results were analysed using MS Excel and are presented in charts below. Percentages given are a percent of the number of respondents answering the question (which varied somewhat, though not a huge amount, from question to question). There were many opportunities in the surveys for respondents to provide comments on the proposals, and these comments were carefully read, and common themes identified. These themes are presented in tables below, with examples of anonymised comments used to illustrate them.

This report proceeds in eight sections:

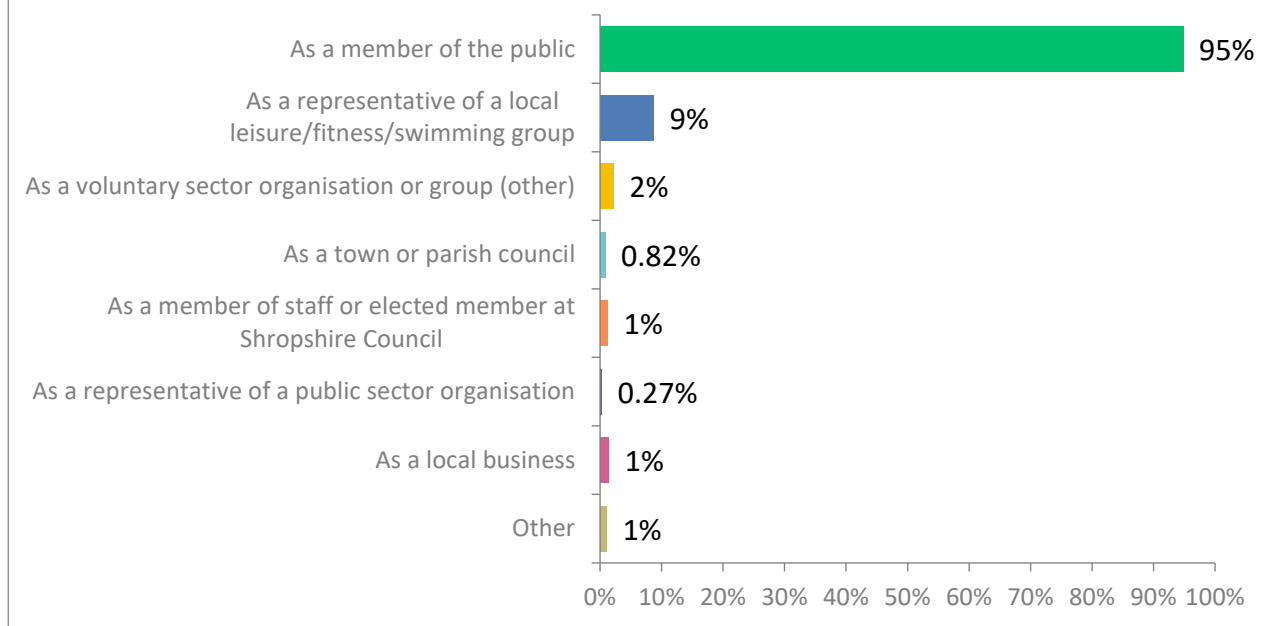
- Section 1: Background and Methods (this current section) provides an overview of the consultation process and the methods used to analyse the feedback received.
- Section 2: Respondents offers an overview of the individuals and organisations that chose to provide their feedback through the surveys.
- Section 3: Current Use of Facilities provides a brief snapshot of the ways that respondents currently use facilities in Shrewsbury, and which types of facilities are most popular.
- Section 4: Feedback on Pools and Seating Proposals examines respondents' views on the swimming pool and competition seating aspects of the proposals.
- Section 5: Feedback on Other Proposed Facilities looks closely at feedback from respondents on other facilities being proposed and their intended use of these facilities.
- Section 6: Transport and Travel Access summarises the findings around transport to the Sundorne Sports Village and accessibility of the site and the proposed facilities.
- Section 7: Inclusion and Accessibility focuses on the questions asked about improving inclusiveness and access at the Sundorne facilities with these proposals.
- Section 8: Key Objectives and Overall Views presents respondents' views on how the proposals meet the project's key objectives and the overall feedback on the proposals.
- Section 9: Summary and Conclusion briefly summarises the key results presented in this report and offers conclusions about the overall findings.

2 Respondents

In total, 1,367 responses were received to the surveys. 1,287 responded to the main survey either online or through paper copies, and 80 to the youth version of the survey. One person submitted feedback through the Customer Services web form, and this feedback has been included in the analysis of open-ended comments below.

Most of the survey respondents (95%) submitted their responses as members of the public, but many respondents also identified themselves as speaking on behalf of organisations and groups in Shropshire (**see Figure 1**). Several respondents also

Figure 1: Consultation Respondents by Type

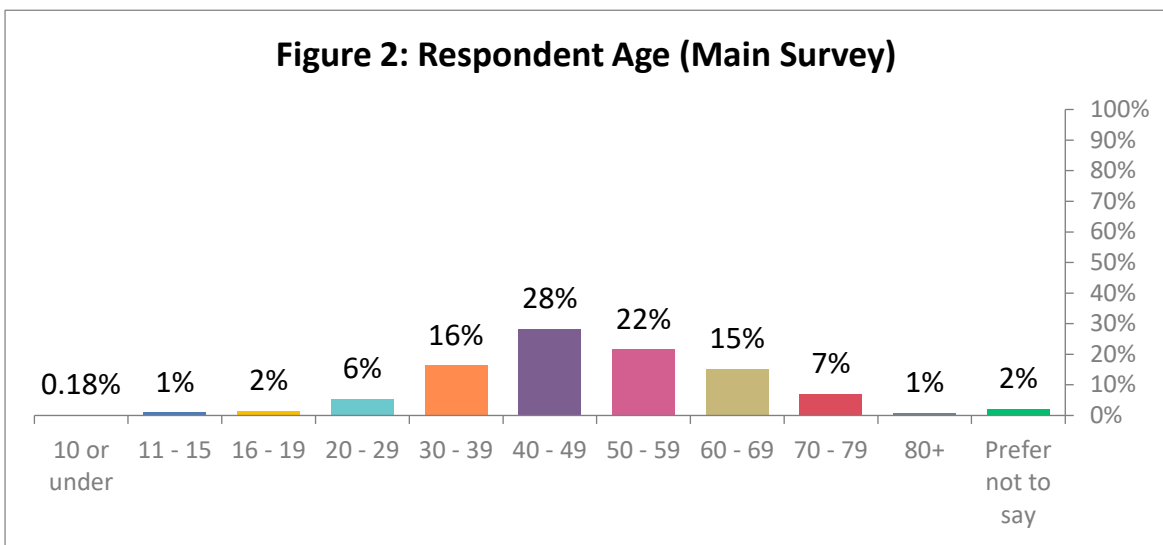


identified themselves in other ways, such as through their employment. For example, as a social worker, as a member of staff at the Quarry swimming pool, as staff at a local church or college. Others also identified themselves through their caring or family connections, for example as carers for people with disabilities or parents of children in swimming clubs.

Respondents were asked to identify what specific organisations they represented (if any), and **Table 1** is a list of all of the organisations identified in this question. It should be noted that some organisations had more than one respondent connected to them. Very many thanks are extended to those 27 organisations that took the time to respond to this consultation:

Table 1. Organisations Represented in the Survey Responses
Eaton Under Heywood & Hope Bowdler Parish Council
Great Ness and Little Ness PC
Harlescott Junior School
Haughmond Football Club
Market Drayton Swimming Club
Mid Shropshire Wheelers
Newport and District Swimming Club
Northgate Swimming Club
Oswestry Otters Swimming Club
Pickleball Central UK Ltd
Quarry Swimming and Fitness Forum
Shrewsbury Amateur Swimming Club
Shrewsbury Indoor Bowls Club
Shrewsbury Masters Swimming Club
Shrewsbury Storm Basketball Club

Shrewsbury Underwater Hockey Club
Shropshire ASA
Shropshire Playing Fields Association
Shropshire Scouts
Stretton Pool Action
Swim England West Midlands
Telford and Wrekin Parkinson's Support Group
Telford Aqua Swimming Club
UK Events Challenges
Wellington (Telford) Aqua Swimming Club
Wellington Water Polo
Wrekin Swimming Club

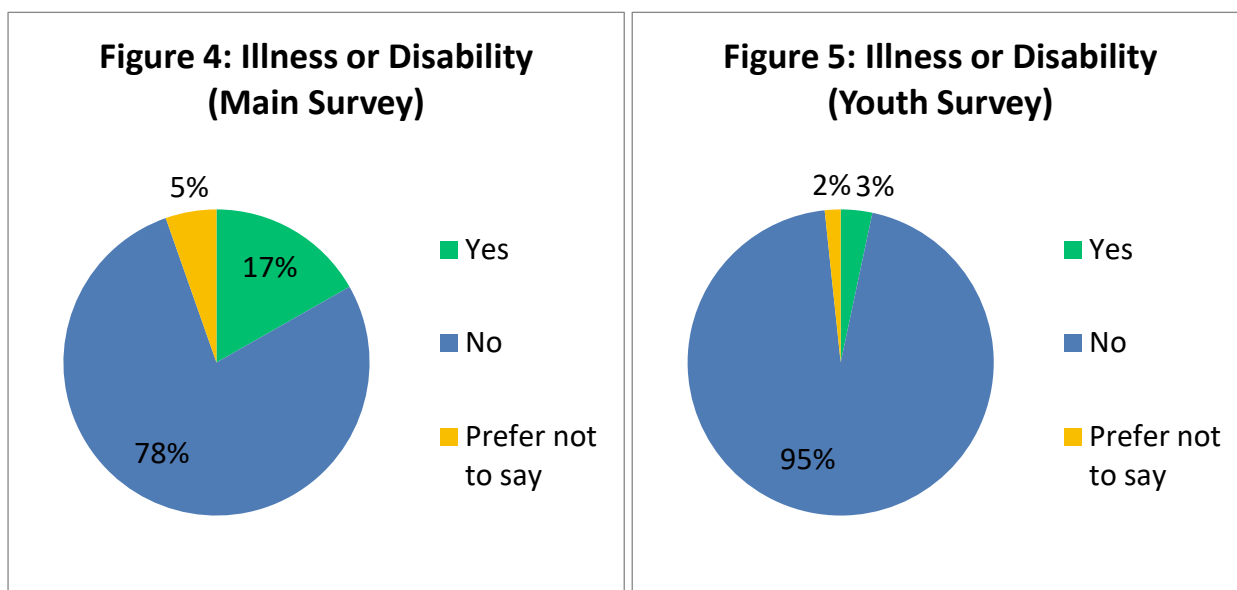


The average age of respondents was fairly consistent with the average age in Shropshire¹ (see **Figure 2**). Overall, there was also a good mix of respondents across age groups, including those over 60. Some children and young people responded to the main survey, but 80 completed the youth survey (see **Figure 3**). The largest group of those completing the youth survey were between the ages of 11-15 (47%), but nearly a quarter of those completing the youth survey were under 11 or 16+, so there was also a good mix of ages among these respondents.

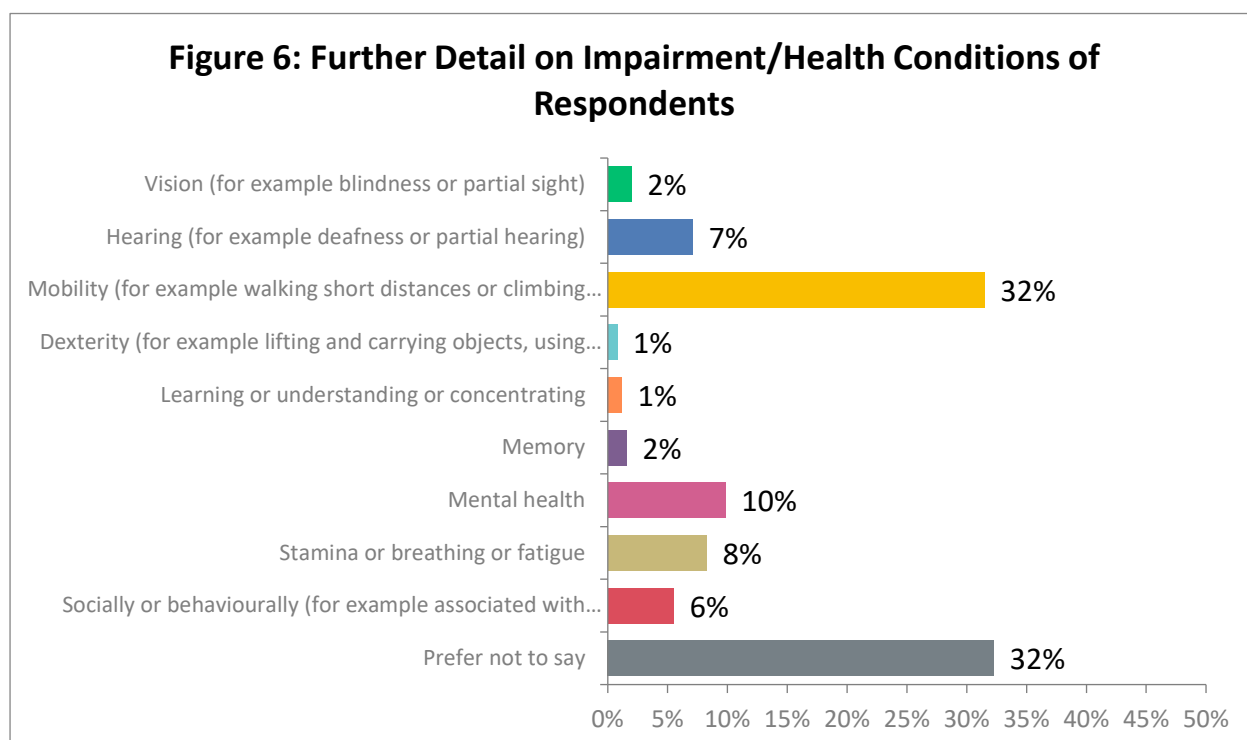
¹ According to the [latest census data](#), the average age of a Shropshire resident is 48.

It is important for public consultations to have regard for disability, but for these proposals in particular, the council are especially interested in feedback on their accessibility and inclusion for a wide range of prospective community users.

Most respondents in both surveys reported that they did not have an illness or disability that limits their daily activities (see Figures 4 & 5).



Respondents to the main survey were also asked to provide a bit more detail about their impairment or health condition, though only if they wished to do so. 254 respondents answered this question, and the results are displayed in Figure 6.



Mobility difficulties were the most commonly reported impairment or health condition (32%), followed by mental health issues (10%), stamina/breathing/fatigue issues (8%), hearing difficulties (7%) and social or behavioural difficulties (6%).

Shropshire Council includes ethnicity questions in its surveys and consultations to consider whether people of a non-White British background have been represented in order to ensure that consultation procedures were inclusive. **Table 2** displays the results from both surveys. The response rates in the main survey for non-White respondents is close to, but just slightly under the overall population for Shrewsbury,² but slightly higher among the youth survey participants.

Table 2. Respondent Ethnic Origin	Main Survey Count	Main Survey %	Youth Survey Count	Youth Survey %
White (British, Irish, Polish, Gypsy or Irish Traveller, Other White)	978	92%	51	85%
Asian or Asian British (Indian, Pakistani, Bangladeshi, Chinese, Other Asian)	4	0.37%	2	3%
Black or Black British (Caribbean, African, Other Black)	0	0%	1	2%
Mixed (White and Black Caribbean, White and Black African, White and Asian, Other Mixed)	10	1%	3	5%
Other Ethnic Group (Arab, Other)	2	0.19%	0	0%
Prefer not to say	74	7%	3	5%

The last question within the section of the main consultation survey on demographics asked “Are there any other specific design requirements you would like to see considered in relation to accessibility and inclusivity of use of the facility? Please explain if you believe any needs of beneficiaries listed above will not be met.” This question was not asked in the youth version of the survey. Respondents were able to provide their comments in an open-ended response. 202 respondents provided comments, and 216 instances of themes were identified in the comments. The most commonly identified themes are shown in **Table 3** below.

Table 3. Themes – Equality Impact Comments	No	%
Site is difficult to access	49	23%
Proposals meet equalities objectives	25	12%
Keep the Quarry open	23	11%
Certain activities/facilities missing (not to do with protected status)	23	11%
Only serving Shrewsbury, others left out	20	9%
Quiet/sensory needs better consideration (e.g. autism)	12	6%
Depends if programmes/activities also meet equalities needs	12	6%
Does not meet needs of some with protected characteristics/complex needs	10	5%
Comments on changing rooms	8	4%
Don't know/not enough info/no opinion	5	2%
Other	29	13%

² As of the [2011 census](#), this is around 3% and for [Shropshire as a whole](#) it is also around 3%.

Three of the largest themes identified in the responses to this question are explored in more detail later in this report, and are unrelated or very tangentially related to the aim of the question. For example, the largest theme to emerge was around concerns about the **difficulty of accessing the Sundorne Sports Village site generally**.

These comments were not specifically to people with disabilities or other protected characteristics, but instead focused on how difficulty accessing the site would impact everyone, but particularly those without access to a car. It should be noted that there were separate questions asking respondents for their thoughts on accessibility of the site and travel, which will be discussed in more detail below. Similarly, the third most common theme identified in the responses to this question pertained to **concerns that the Quarry swimming pool might be impacted** by these proposals. Again, other questions delve into these concerns in more detail below. Finally, a theme around **wanting certain activities or facilities included** (unrelated to disabilities or other protected characteristics) was also widely identified, but these themes are discussed in much more detail through other questions asked in the surveys.

Comments that related more directly to the aims of this question included 25 respondents saying that the **proposals meet equality objectives**. For example:

- “As a disabled person (military related PTSD). Facilities like this are incredibly valuable to my fitness and mental well-being. Following 3 tours of Iraq carrying bomb disposal duties, being medically discharged from the military career I loved. I was then sectioned after suicide attempts. Thankfully I was taken in by the Invictus Games programme and competed in Sydney in 2018. Basically, sports recovery saved my life and I am not alone. There are thousands of people in similar position in our beautiful county and this facility could literally save lives. I know this sounds dramatic but it is the truth. Thank-you for designing this amazing centre, I look forward to bringing my swimming club Telford Aqua there to compete on a regular basis.”

Some respondents (12) point out, however, that whether the site feels inclusive and accessible will **depend largely on the programmes and activities offered at the site** in the future, just as much as the facilities. 20 respondents made the point that the Sports Village’s location in Shrewsbury means that it cannot be fully inclusive of other areas of the county, and that this kind of investment in Shrewsbury is unfair to other areas.

12 respondents made some clear points about how the site **could better meet the needs of those with autism and other sensory impairments**. For example:

- “As someone with sensory ‘sensitivities’ I’d like there to be good soundproofing and perhaps quiet times to swim/work out.”
- “If the proposal goes ahead I would like to see a quiet area for those on the Autistic Spectrum.”
- “I don’t think SEN babies, children and adults have been taken into account and provided for.”

10 respondents also expressed **concerns about the facilities meeting the needs of those with more complex disabilities**. For example:

- “The cycle track, there is a known risk, Epilepsy flicker risk from the lighting and the track surface is very poor for children and adults with additional needs.”
- “How do the plans reflect for people with limited mobility. Will there be more than the two or three exercise/resistance machines that are poorly available now? Will all the equipment have an option for the seat to move to allow a wheelchair to use it? Will there be an acceptable way to exercise with cardio machines such as a ski one or an Invictus trainer the wheelchairs can hook onto?”

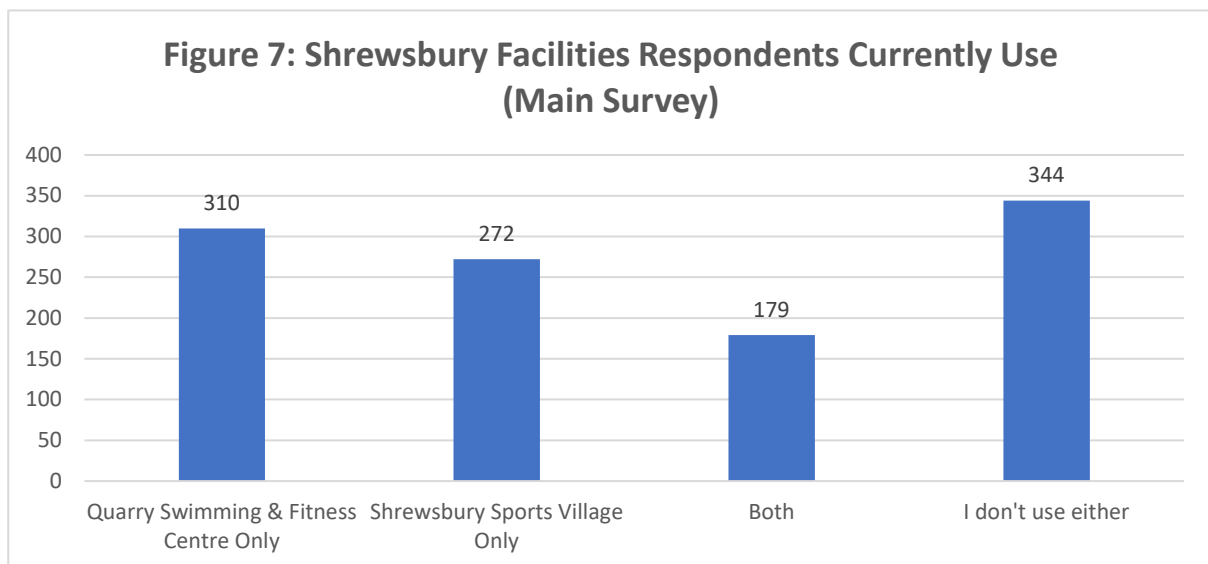
Finally, 8 respondents expressed **concerns about the proposals for unisex changing rooms**. Most of these were concerns about female changing rooms needing to be separate from male changing rooms, for example:

- “Unisex changing rooms are a safeguarding risk to children and teenagers and are an assault on women’s rights.”

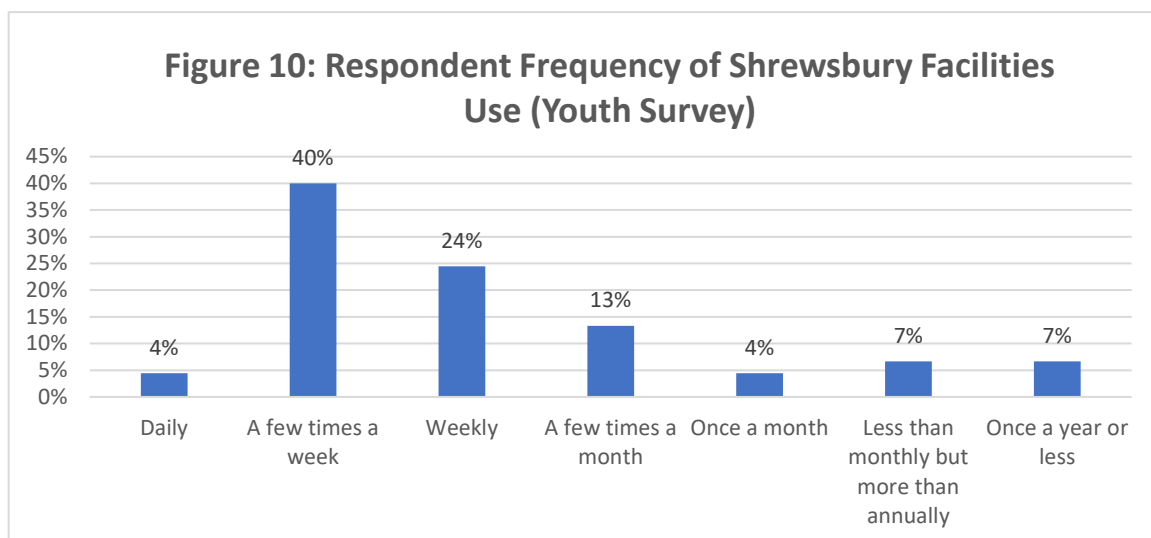
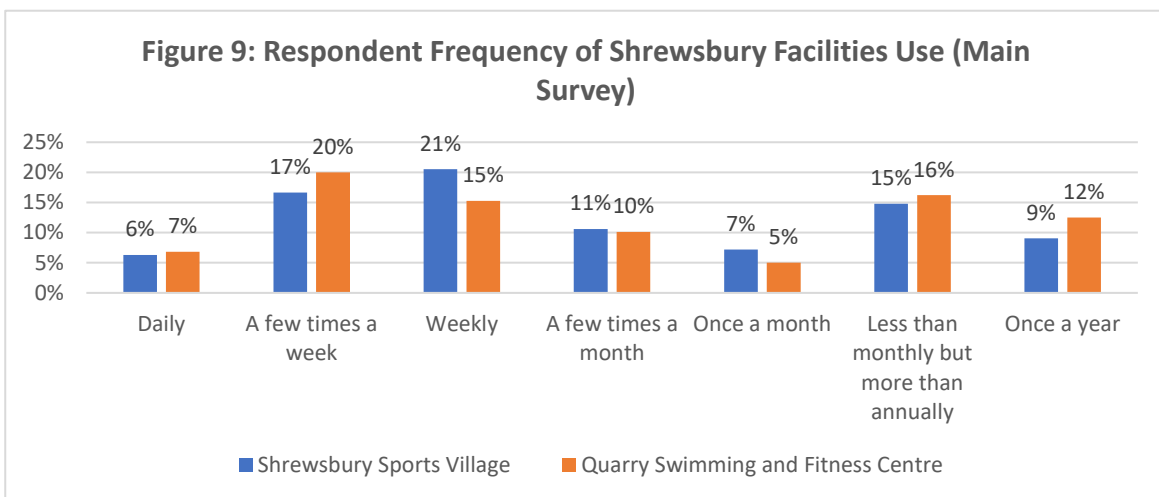
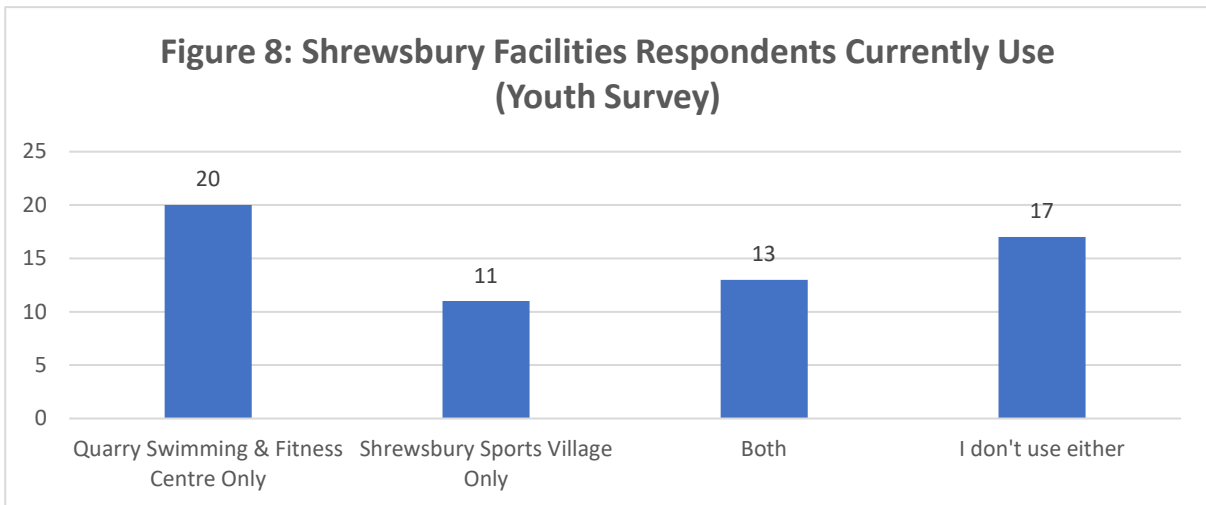
One respondent also expressed a concern for transgender individuals feeling included in changing room spaces.

3 Use of Current Facilities

Respondents in both the main survey and the youth survey were asked whether they currently use either of the Shrewsbury-based, Shropshire Council-owned leisure facilities. Most respondents (69% or 761 of the 1,105 answering this question) were users of one or both of the centres (**see Figure 7**). However, 31% of respondents (344) do not currently use either centre.

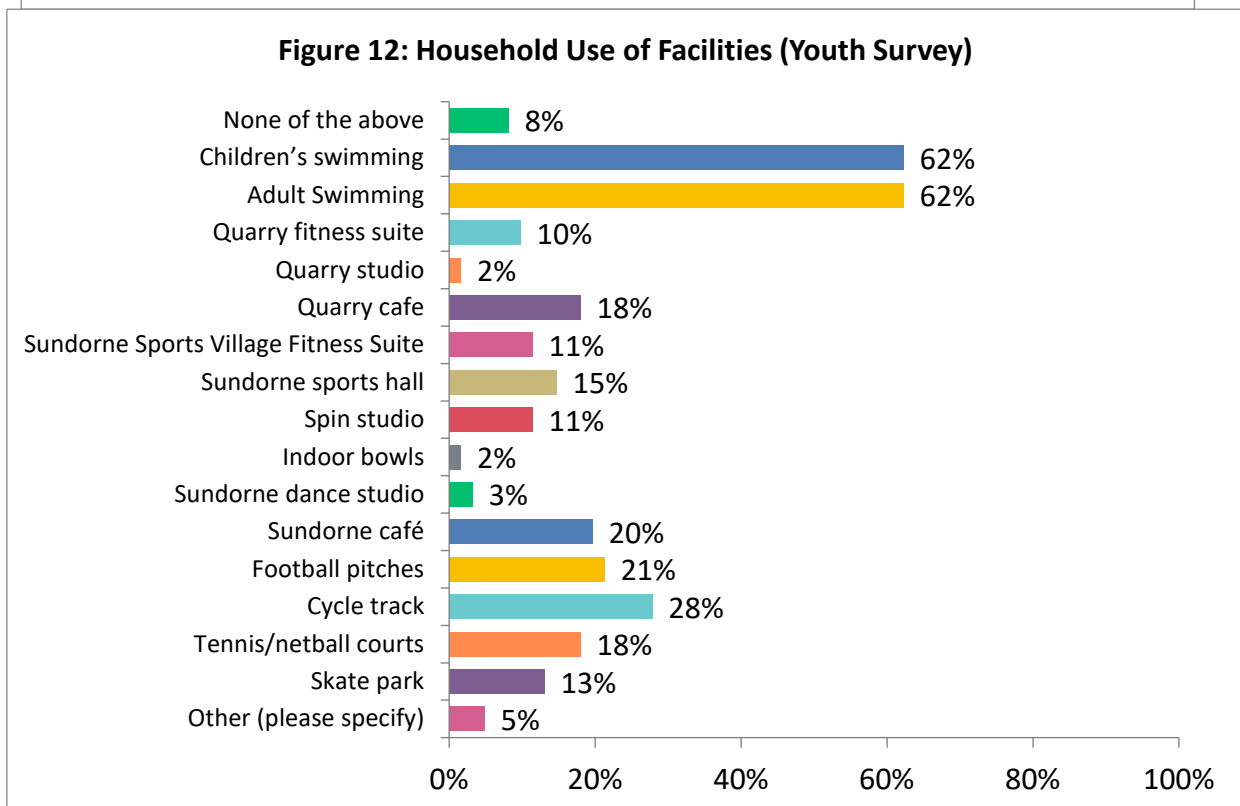
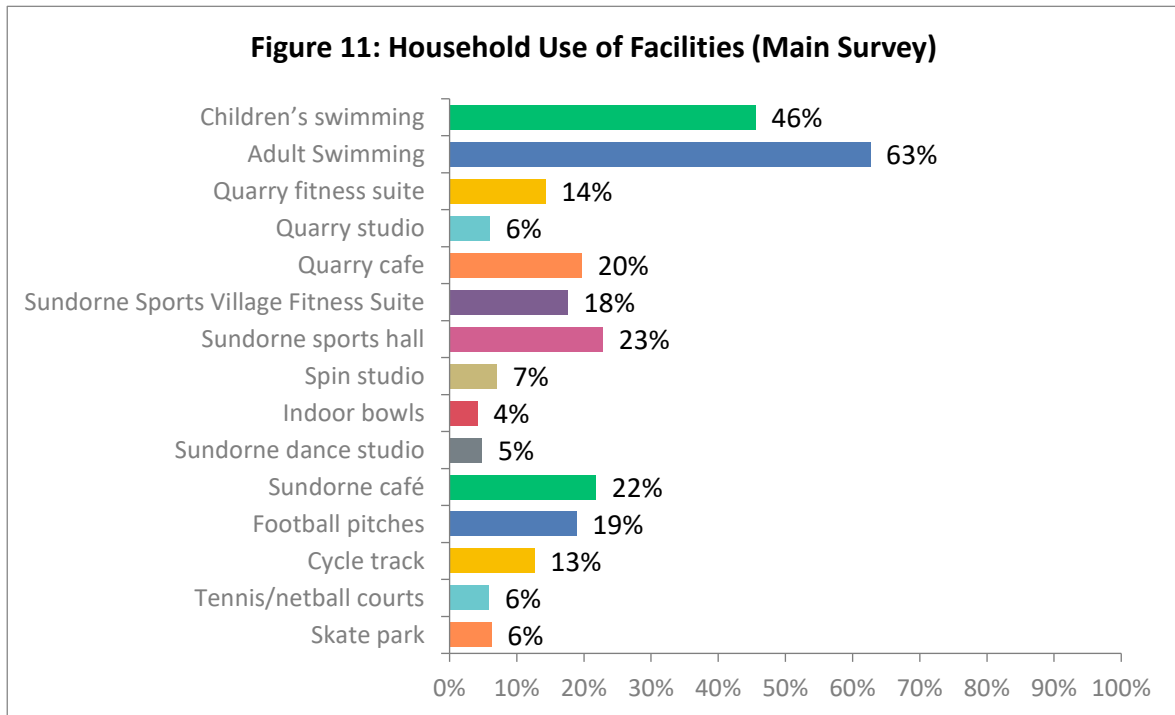


Respondents to the youth survey were more likely to be users of the Quarry alone, than they were to be users of the Sports Village alone, though 28% of the youth respondents also reported not using either centre.



Respondents were also asked about the frequency with which they visit either or both leisure centres (see Figure 9). Most who report using the Sports Village

currently seem to do so between daily and a few times a month (55% total).³ This is also the case for those who reported using the Quarry Swimming and Fitness Centre (52%). Among respondents to the youth survey, most used the facilities daily, a few times a week or weekly (68% in total) (see Figure 10).



³ "Never" responses to this question have been removed from the representation in Figure 8, since the aim of the question was to determine use of the facilities.

Respondents from both surveys were asked about the types of facilities that their households make use of. For these questions, respondents could choose to select as many facilities as they wished. As **Figure 11** shows, among main survey respondents, adult and children’s swimming were the two most popular facilities used. The Sundorne sports hall was used by 23% of respondents, and the café at both leisure facilities were popular, with 20% of respondents saying they use the Quarry café and 22% saying they use the Sundorne café. The football pitches were used by 19% of respondents and the fitness suites at Sundorne (18%) and the Quarry (14%) were also used fairly frequently by respondents to the main survey.

Among respondents to the youth survey, swimming was similarly popular for households (see **Figure 12**). Facilities that stand out as more popular in the youth survey than the main survey are the cycle track, the tennis/netball courts, the skate park and the football pitches.

Finally, with regard to current use of the Shrewsbury leisure facilities, respondents to the main survey were asked, “If don’t use either centre, are there any barriers preventing you from accessing the facilities? Please describe below.” 284 respondents took this opportunity to provide open-ended comments. These comments were grouped thematically, and the themes are presented in **Table 4**, with examples of anonymised comments illustrating these themes below.

Table 4. Themes – Barriers to Accessing Current Facilities	No	%
Parking/travel access	120	32%
Distance to travel/nothing in area	66	18%
Poor quality of facilities	62	17%
Neither has the right equipment/facilities/classes needed	33	9%
Cost	23	6%
Shouldn't invest in Shrewsbury/ rural needs	13	3%
Concerns about accessibility of the facilities	12	3%
Prefer private gym membership	10	3%
Limited opening or session times	9	2%
The facilities are too busy	4	1%
Other	22	6%

The largest theme among these comments related to **travel and parking access** of the facilities. It seems that the main access barrier for Sundorne use is lack of public transport to the site and the main access barrier for the Quarry site is parking cost and availability. Traffic was mentioned here and throughout the survey as problematic for both sites. For example:

- “Yes 18 miles of potholed roads and a limited bus service.”
- “Can't use Sundorne centre as don't drive and bus route poor.”
- “I cannot access the Sundorne centre as I am unable to walk there. I use the quarry centre at least three times a week as it is very easily accessible.”

- “Getting into the middle of Shrewsbury is difficult in a car or public transport. The traffic around town is awful.”
- “Yes - the quarry pool has no/little parking (having been a volunteer coach for Shrewsbury swimming club) and travelling from Telford (workplace) to pool – can’t park and late to teach!”

In addition to the accessibility issues mentioned above, 18% of respondents also noted that the **distance to both sites** was a problem. Many of these mentioned living outside of Shrewsbury and the difficulty in getting to the town. For example:

- “Living in Telford, distance is an issue however, with an all deep facility, the distance travelled would be worth travelling the distance due to the benefits of all deep training!”
- “Distance from where I live.”
- “I live in Ludlow.”
- “Too far away.”
- “It is in Shrewsbury, I live in Craven Arms. Please remember that people not living in Shrewsbury pay council tax and expect services to be available to them. Church Stretton pool is in desperate need of refurbishment.”

Several respondents mentioned the **poor quality of facilities**. Most of these comments were made in reference to the age and condition of the pools available at the Quarry. For example:

- “Current swimming pool is old, tired and dirty.”
- “I only use the quarry swimming for my son because I have to. It is dirty and unkempt, and the reception is useless, but the swimming teacher is brilliant.”
- “Swimming is a big thing for us. The Quarry is too old, hard to get to, parking is a pain, it's dark and uninviting, cold, and generally unpleasant compared to other centres (e.g., Oswestry, Plas Madoc, Bridgnorth).”
- “The Quarry pool is geared up for families, the changing rooms are dated and uncomfortable. Parking is difficult. No swimming pool at Sundorne.”
- “Used to use the sports Village but the gym was not big enough and nothing for the kids to do so moved to JD where it is cheaper.”
- “Terrible facilities are a huge barrier and small disgusting changing areas at The Quarry swimming and fitness centre.”

A smaller but still substantial theme in these comments was that **neither facility currently has the right mix of equipment/classes/facilities** needed.

- “I have joined another gym mainly for easy access to the pool- if the pool was out of town I would use the Sundorne facility.”
- “Boxing equipment.”
- “Lack of a competitive swimming pool.”
- “I am currently a member of the Shrewsbury Club. Their swimming and changing facilities feel cleaner than the quarry, and there is parking. I also exercise in the evening and find that the classes at the Sports Village are too

limiting; there is not enough choice. There are no classes in the evening, say 7 or 8 PM.”

- “Prefer Oswestry pool because the wider lanes making lane swimming easier. Use the gym there as well (3x per week.)”
- “Both facilities don’t provide adequate opportunities to promote a positive swimming experience.”

Cost was another theme mentioned among many respondents, both of the facilities themselves but also of accessing them. For example:

- “Too expensive to get to town and pay to swim, currently works out cheaper to be a member at other local facility.”
- “The Quarry is not easy to access and parking is too expensive. We use Oswestry leisure Centre as equal distance from home and it has more facilities and free parking.”
- “Cost, memberships the fact that the centre needs a good clean the past 5yrs it’s turned into a dangerous dump run by kids with no passion for the upkeep of the centre.”
- “Price for OAP. no room for parking in the pool area so we dont go there.”
- “Cost.”

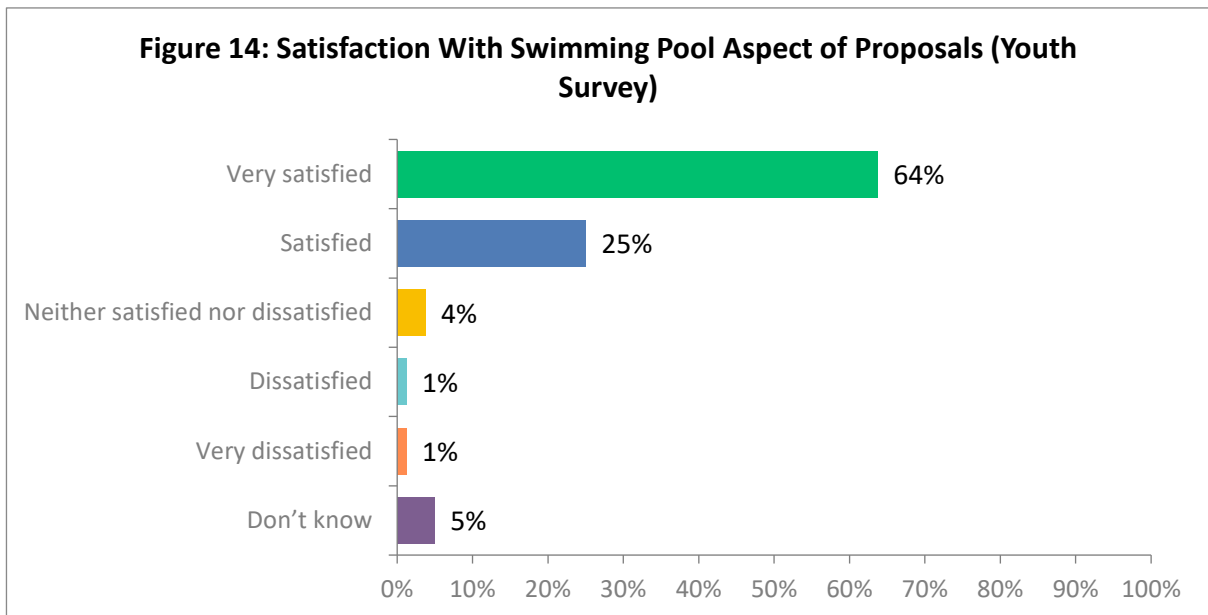
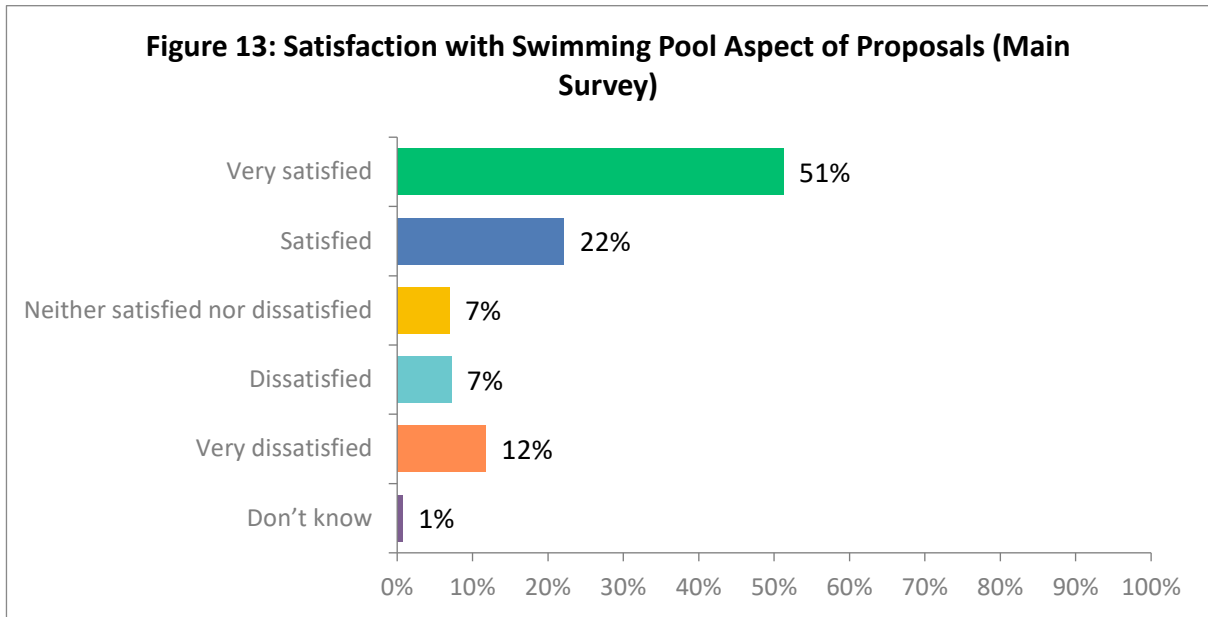
A smaller, though very important theme was also that **both facilities lack accessibility** features that are necessary for people with mobility issues and other types of disabilities or health issues. For example:

- “I went to quarry once. Really hard to get in and out of pool. No accessible showers or changing rooms that I could see. Very little parking and expensive. Outside ramp explicitly says it won’t be cleared/salted in icy weather.”
- “It’s very limited in what a wheelchair user can do or use. Not enough to be going more than I do already.”
- “Accessibility too many times is it full because disabled access changing and parking is limited. Make all car spaces accessible (not blue badge) but all same size and then there’s no issue.”
- “Unable to use due to child’s disability.”
- “Sometimes overcrowding due to football being on. People swarm you in the cafe and soft play and it is too loud for those with sensory issues.”

Several respondents (13) also used this space to speak **to frustrations over investment in leisure facilities in Shrewsbury**, rather than elsewhere in the county. Other smaller themes included the **session or opening times** being too limited for respondents at either site, the **facilities feeling too busy** and **preference for private facilities**.

4 Feedback on Pools and Seating Proposals

A significant feature of the proposals for investment in the Sundorne Sports Village was the inclusion of a competition-sized swimming pool and spectator seating, which would make Shrewsbury a town that could host galas and other competitive



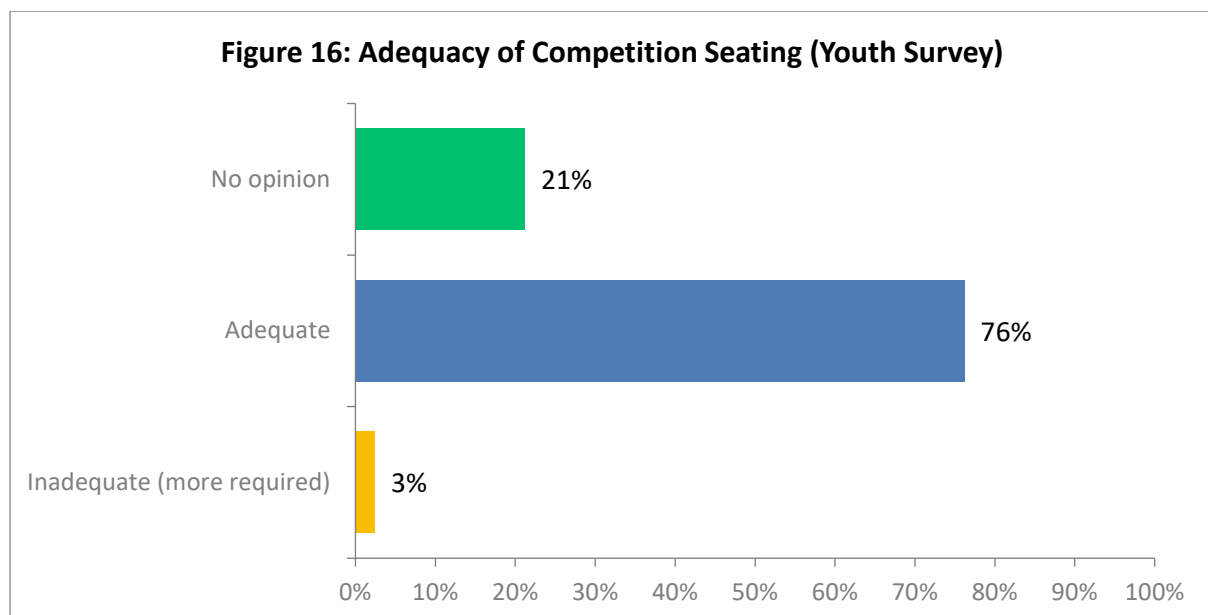
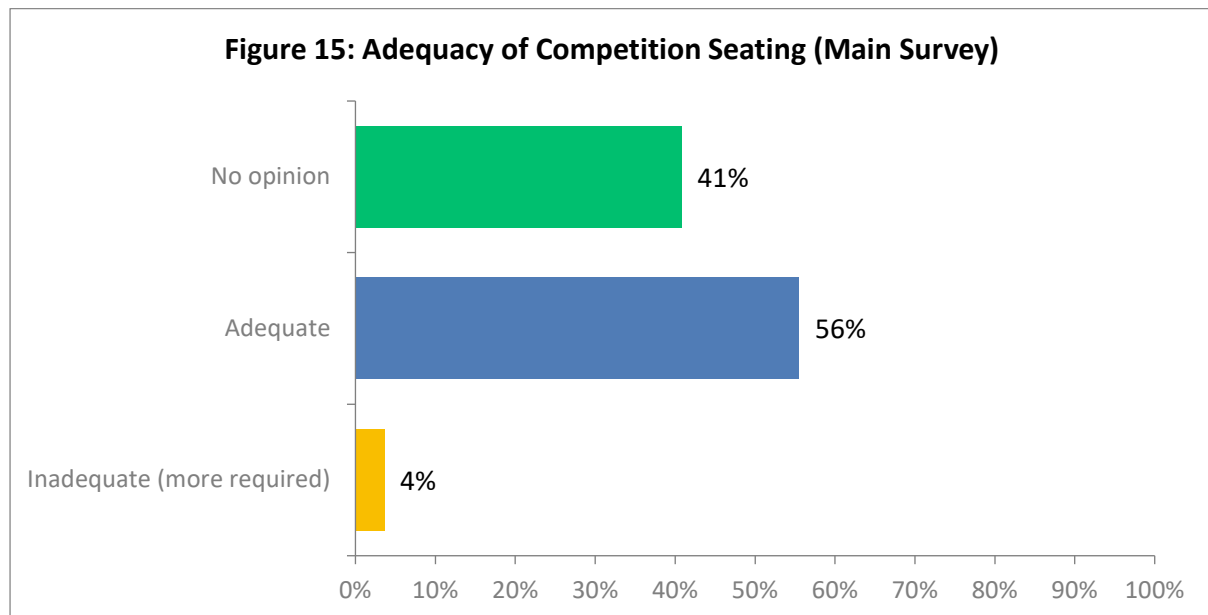
swimming events. Respondents were asked about their thoughts on these aspects of the proposals.

With regard to the proposals for the inclusion of a swimming pool at the Sports Village, the vast majority of respondents from both surveys (73% in the main survey and 89% of youth survey respondents) were “very satisfied” or “satisfied” (see **Figures 13 & 14**). However, 17% of main survey respondents said that they were “dissatisfied” or “very dissatisfied” with the proposals.⁴

The proposals also include swimming spectator seating with 300 permanent seats with space for a further 200 temporary seats on the poolside for competitors (500 in total). This is in line with the standards for competition pools promoted by Swim

⁴ It should be noted that satisfaction with the proposals is not wholly driven by those respondents who reported primarily using the Quarry centre. When looking at Quarry users only in the main survey, those reporting that they are “very dissatisfied” or “dissatisfied” with the proposals was 25%

England. Respondents were asked in both surveys about whether they thought the spectator seating aspect of the proposals were adequate or not (see Figures 15 & 16 for results).



Again, a majority of respondents from both surveys (56% in the main survey and 76% of youth survey respondents) reported feeling that this aspect of the proposals was “adequate” though a hefty minority of respondents in both surveys reported having “no opinion” on this feature of the proposals.

Main Survey – Open-Ended Comments

Respondents to the main survey were given two opportunities to provide open-ended comments on the proposals for swimming pools and seating and youth survey respondents had one open-ended comment box to do the same.

The first question for main survey respondents asked, “please explain your views on the proposals for swimming provision below.” The second was more focused, asking respondents to explain “if you have any concerns with this proposal.” Responses to both questions were read and responses were tagged for common themes. 712 respondents answered the first question and 237 provided responses to the second open-ended question about the swimming proposals. Some responses were tagged with more than one theme. Each question’s most common themes are presented in **Tables 5 & 6**, respectively.

Table 5. Themes – “Explain Views” on Swimming Proposals	Count	%
General happiness with proposals	202	26%
Certain facilities/sports missing or plans don't go far enough	135	17%
Happy with pools providing for competition/swimming needs	121	15%
Concerns about general accessibility or suitability of facilities themselves	85	11%
Happy with ease of access to the site	70	9%
Concerns about closure of Quarry	58	7%
Concerns about accessibility of Sundorne site (e.g. transport/traffic/enough parking)	54	7%
Concerns about cost	42	5%
Focus on Shrewsbury rather than other parts of the county	20	3%
Not enough information provided/not enough research done	11	1%
Happy with inclusiveness/accessibility of proposed facilities	10	1%
Other	30	4%

Comments included positive, negative and mixed responses to the proposals.

Just over a quarter of the responses to the question asking main survey respondents to explain their views on the proposals expressed **general happiness with the proposals**. For example:

- “Absolutely needed for the community and public.”
- “It will be modern up to date and available to far more people than the current swimming pool.”
- “I have a young family and am in desperate need for local swimming facilities.”
- “Happy - will encourage swimming skills in Shrewsbury/Shropshire area.”

15% of respondents to the main survey said that they are particularly **happy with the proposals’ provision for competition swimming**. For example:

- “As a family with competitive swimmers this will be fantastic for competition swimming. Shropshire doesn’t have any facility to hold county events which is badly needed.”
- “We need a competition pool with good spectator seating numbers and room for swimmers on the pool deck.”
- “As the parent of a child who swims competitively and lives in the County, it will be of enormous benefit to have a pool that can hold competitions within Shropshire. This will save on our time and financially on travel.”

9% of respondents said that they were **happy with the ease of access to the site**. For example:

- “I think it will be great for our community. I have disability and will find it easy to get to and park. Which will help me with my weight and exercise with my disability.”
- “The current pool in Shrewsbury is not easily accessible and not fit for purpose. By moving out of town and having on site parking it makes it more accessible.”
- “Easy access, much needed for young and old.”

A further 1% of respondents (10) also commented that they were **happy with the accessibility/inclusiveness** of the proposals. For example:

- “Very inclusive proposals.”
- “Pleased to see the steps included.”

Even though there was a separate question asking main survey respondents to discuss their concerns about the swimming aspects of the proposals, many brought these concerns up in the first question as well. **Table 6** provides the overview of common themes found in responses to the “concerns” question, and it is easy to see how these overlap with many of the common themes in **Table 5**. However, concerns took on more emphasis in this question than they did in the first question.

Table 6. Themes – “Any Concerns” About Swimming Proposals	Count	%
Concerns about cost	45	19%
Certain facilities/sports missing or plans don't go far enough	44	18%
Concerns about closure of Quarry	34	14%
Concerns about accessibility of Sundorne site (e.g. transport/traffic/enough parking)	31	13%
Concerns about general accessibility, inclusivity or suitability of facilities themselves	24	10%
Emphasis on competitive swimming and not enough on leisure	17	7%
Focus on Shrewsbury rather than other parts of the county	11	5%
Not central enough in Shrewsbury	7	3%
Prefer not to use unisex changing rooms	5	2%
Not enough information provided/not enough research done	2	1%
Other	21	9%

17% of respondents in **Table 5** and 18% of respondents in **Table 6** said that **certain facilities/sports are missing from the proposals, or they don’t go far enough**. Several respondents said, for example, that they would prefer the pool to be 50m, not 25. Others asked for features such as slides or inflatables. A few other important comments noted that the disability features did not go far enough. A couple of comments also related to the feeling that gender specific changing rooms are needed. Examples include:

- “If it is to be built (which I disagree with) it should be a 50m pool not 25.”

- “Not enough pool space to cater for all members of local swimming clubs meaning that capacity at the sessions will have to be reduced. Furthermore, competitions above regional levels cannot be held at the new facilities proposed.”
- “Need to consider inflatables as this is a great attraction for families. Need to do more of this.”
- “More disability friendly access needs to be considered. One disability drop lift into the pool is not enough.”
- “We need to maintain the flume and diving facilities.”
- “I am happy with the proposals but would prefer that the minimum depth be 1.35m to 1.8m as for competition purposes it needs to be 1.35m to be able to dive into.”
- “Please include ramped access for disabled users who cannot use steps easily.”
- “We already have a mix of pools at the quarry. This proposal lacks imagination. Would it not be better to provide something different...e.g. a leisure pool with flumes etc, that would appeal to families both local to Shrewsbury but also from elsewhere... would this not generate more revenue and increase Shrewsbury's pull as a destination?”
- “I'm happy with everything but I'm very concerned about the mixed-use changing facilities. I work in the sports industry, and it is well known that this is not acceptable for many older people and puts them off swimming. The cases of voyeurism have also increased dramatically.”

There were some concerns from several respondents (11% in **Table 5** and 10% in **Table 6**) about the **general accessibility or suitability of the facilities** proposed. Some of these respondents were concerned about whether these proposals would mean reduced swimming for non-competitive swimmers, especially should the Quarry pool close in the future. For example:

- “As a regular user of the current facilities and seeing how busy it already is at different times of the day, I don't see how reducing the provision by 3 pools is proactive.”
- “As I swim for leisure and not as a competitor, I'm not too concerned on the competition side of things - but would mind if not given ample opportunity to swim in larger pool also.”
- “Nice to see a learner pool and large pool. I worry that if the schools need access to the pools for lessons during the day there will be no swimming facilities for the public during this time, it would be nice to be able to go swimming at any time.”
- “I think investment would be better given to current swimming facilities. All current facilities should have easy access steps, disabled access changing places that are suitable for people with disabilities and access needs. I would be more in favour of the proposal if these essential things were in place elsewhere and that they had maximised every opportunity to reduce running costs (solar panels etc).”

- “The large pool will not be able to accommodate the different clubs that exist in Shrewsbury; swimming, canoe, diving or aerobics.”

Concerns about the cost of the proposals to implement were raised in response to both questions, with around 45 respondents bringing this up in the “concerns” question and 42 in the “views” question. For example:

- “Waste of money when the council are trying to claw back £63 million.”
- “Shropshire Council cannot afford it. It only benefits those in north of county. We, in the south of the county are ignored. Shropshire Council has no money?”
- “In a time of economic crisis finances should be not be spent on "extra" services but instead basic services should be prioritised.”

Other respondents in both questions raised concerns **about the closure of the Quarry site**. For example:

- “It is disingenuous to have a consultation about a new facility where you ignore the likely impact on the existing facilities. Any consultation on the new should be in context of impact on the existing.”
- “This is a duplication of facilities, and the money should be spent in the existing pool at the Quarry.”
- “Must be guaranteed that the Quarry remains open.”
- “The Quarry swimming pool offers the largest pool in the county at 33m long and 3.658m deep. The new proposal is inadequate in comparison.”
- “Excellent facility proposed. Just needs to be in the Quarry. Town centre. Keep the town viable.”

Another concern raised by several respondents in both questions was about the **inaccessibility of the Sundorne site**. This is a theme that re-emerged throughout the surveys by respondents in almost all open-ended questions. For example, respondents raised concerns about increased traffic in the already heavy traffic area, parking capacity (even with the increased spots) especially during competitions, travel safety, and, most prominently, the lack of public transport access to the site. Comments included:

- “It will need careful consideration when planning road access to cope with the Sundorne road traffic.”
- “Parking will not be adequate for the numbers of people expected.”
- “It will be very inconvenient for all the parents and children who swim their and will have to drive or get two buses instead of walking, cycling or only getting one short bus ride.”
- “This is ok for people who live in Sundorne or Monkmoor, but if you live in Copthorne, Radbrook, Meole, you can walk to town pools. Everyone can from any part of town. Put it in Sundorne and you’re limiting this and putting people off. You’re creating pollution and traffic by making people use their cars if they have one. My friend lives in Pontesbury and her kids catch the one bus to go swimming that’s £4. To go to Sundorne they’d have to catch 2 buses making

an increased cost which she can't afford and has no car, so her kids will have to miss out on swimming."

- "Have reservations re access by public transport."
- "Good facilities planned but can't get there due to poor transport."

Other concerns about the swimming aspects of the proposals specifically included worries that **not enough research had been done on the proposals**, concerns about the provision **being for Shrewsbury and not the rest of the county**, concerns that there is **not enough focus on leisure swimming** (as opposed to competitive swimming), and concerns about the proposed **unisex changing rooms**. Examples of comments expressing these concerns are included below:

- "No proof given whatsoever to back the claims made by Shropshire Council."
- "Plenty of swimming provision in Shrewsbury - what about other areas within the county?"
- "This focus on competition ignores the needs of non-competitive swimmers and defeats any 'public good' argument."
- "With regards unisex changing facilities, I'm very concerned about diminishing spaces for women."

Youth Survey – Open-Ended Comments

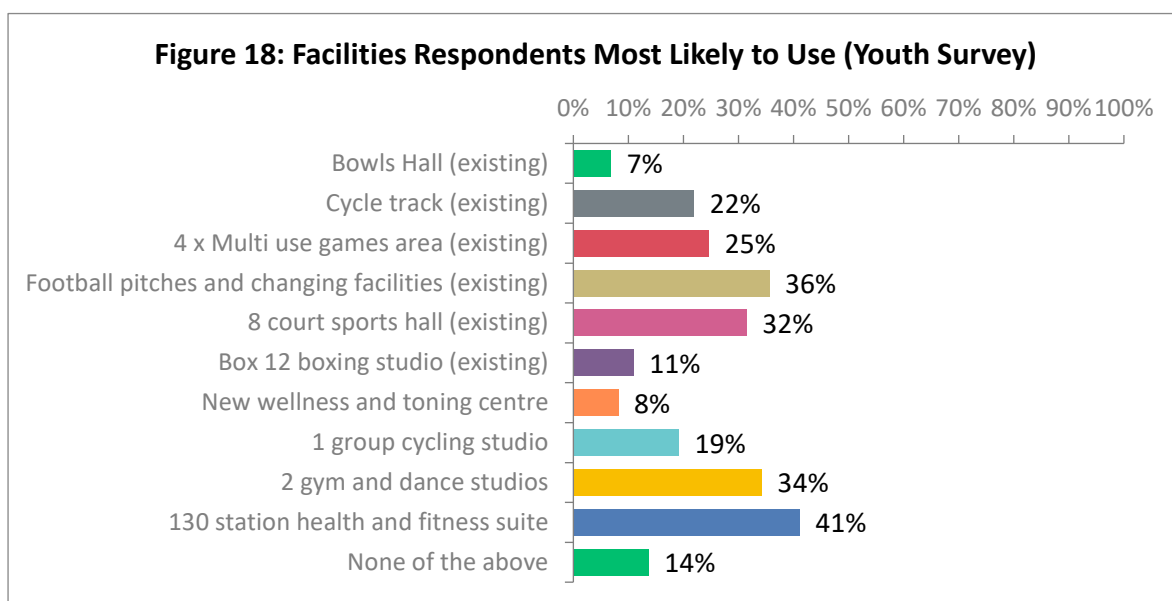
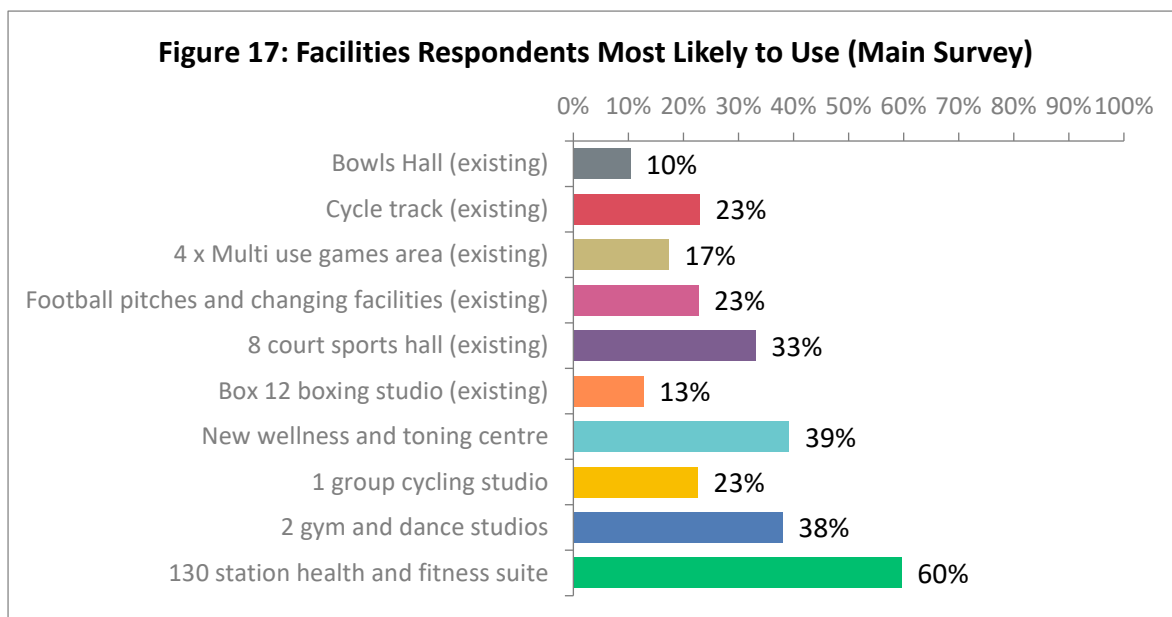
Only 19 respondents to the youth survey offered comments to the open-ended question about what else they might like to say about the pool and competition seating aspects of the proposals. Most of these comments were positive, and are included in entirety below:

- "Definitely need a competitive pool. Shropshire needs to hold swimming competitions."
- "Excellent to have a competition fit pool within Shropshire"
- "For competition ideally the more seat would be better, bring in more money for the event and surrounding businesses."
- "I don't want to watch, I want to swim."
- "I love the idea of a new swimming pool it's just because I really love swimming so I'm really excited."
- "I really like this idea."
- "I think it looks great. I can't wait to use it."
- "I think the swimming pool is great and the seating because if you just want to swim your parents can watch you from the seats and if there is a competition they can watch the swimmers."
- "I would like a pool with lots of public sessions so I can use it when my brother is using other facilities at the sports village."
- "I would like to be able to compete in swimming galas in Shrewsbury."
- "It will be good cause I won't trek up town cause it takes me near one hour."
- "It would be great to have a competitive swim pool in Shropshire for counties."
- "It would be nice to watch people swimming."

- “It's much needed so that swimming competitions can take place in Shrewsbury. At the moment this cannot happen.”
- “This will be good to support competitive events in the pool.”
- “Very excited to be able to swim here and many other things at the sports village.”
- “Very good. We desperately need a competition pool closer to this area.”
- “Very much needed to develop sports in Shrewsbury. Great idea - should even create a long course 50m pool.”

5 Feedback on Other Proposed Facilities

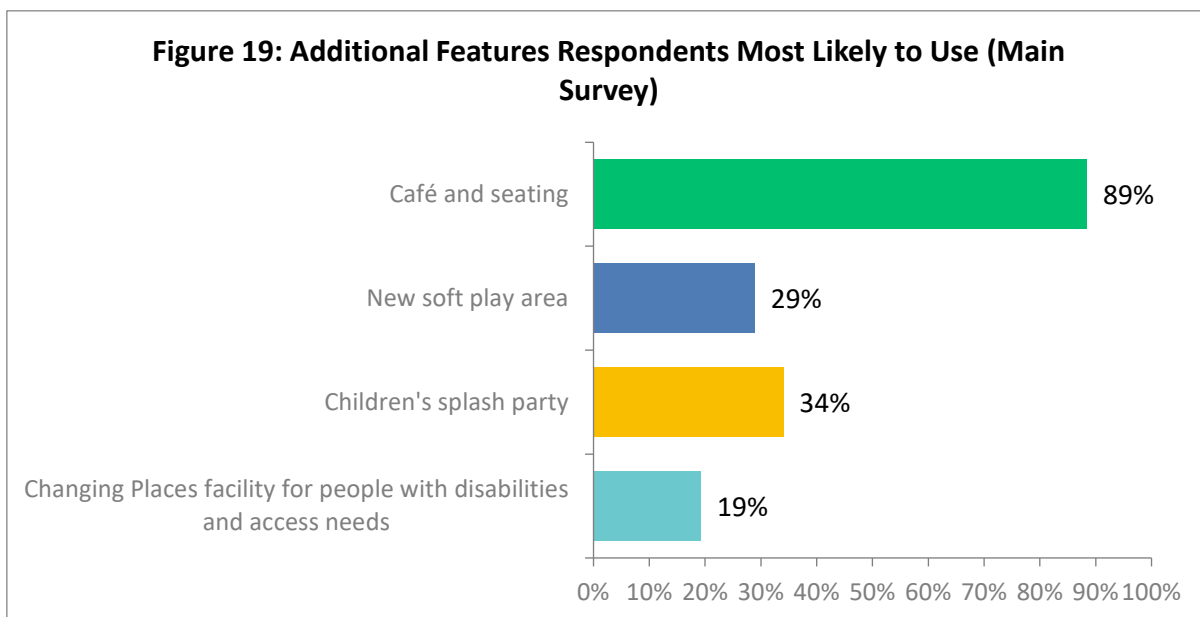
Both main survey respondents and respondents to the youth survey were asked about their interest in and likely use of several fitness and leisure facilities that are



part of the larger proposals. Respondents could select as many of the facilities as they wished. The full results of these questions are displayed in **Figures 17-19**.

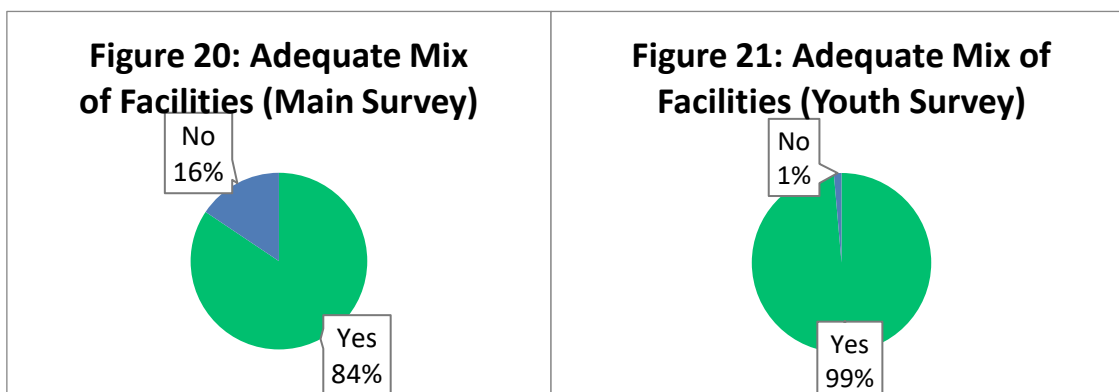
Of the new facilities proposed for inclusion, the 130 station health and fitness suite was the most popular among both main survey respondents and youth respondents, with 60% and 41%, respectively, saying they would be most likely to use these facilities. The 2 new gym and dance studios were also popular among both respondent groups, with 38% and 34%, respectively, saying that they would most likely use these. Finally, the group cycling studio also had interest from respondents of both surveys, with 23% of main survey respondents and 19% of youth survey respondents saying they would most likely use this. The new wellness and toning centre was fairly popular among main survey respondents, with 39% saying they would be most likely to use this facility. However, only 9% of youth survey respondents said they would most likely use this facility.

Main survey respondents were also asked about four additional features of the proposals, the results of which are shown in **Figure 19**. The vast majority of respondents said they would be most likely to use the café and seating proposed at the new facilities. The Children’s Splash Party was also a popular feature, with over a third of respondents saying they are likely to use this, and 29% saying they would



most likely use a new soft play area. While the Changing Places facility for people with disabilities and access needs was the feature that respondents reported being least likely to use, this feature is undoubtedly more crucial for those 19% of respondents who said they would be most likely to use it.

When asked whether they felt that there was an adequate mix of facilities proposed for the new centre, most respondents in both the main survey and the youth survey said that there are (**see Figures 20 & 21**).



Finally, both main survey respondents and youth survey respondents were asked what other comments they would like to make about the facilities proposals. 333 main survey respondents and 10 youth survey respondents provided responses to this question. The main survey responses were grouped thematically and these themes are presented in **Table 7** with some examples provided below. The youth survey responses are provided in full below.

Table 7. Themes – Comments on Facilities	Count	%
Suggestions for other facilities to be included (e.g. squash, pickleball, climbing wall) or improved (e.g. cycling, astroturf) as part of proposals	87	24%
Generally negative comments/not needed	47	13%
Transport/traffic/access/parking comments	39	11%
Only serving Shrewsbury, others left out	26	7%
Generally positive comments	25	7%
Will not use proposed facilities	25	7%
Suggestions for changes to pools aspect of proposal	22	6%
Concerns about charges for/costs of the proposals	18	5%
Suggestions about café	15	4%
Comments about changing rooms	13	4%
Other	41	11%

A large portion (24%) of the additional comments provided pertained to **suggestions for additional facilities to those proposed or for improvements to be made to existing facilities as part of the proposals**. Additional facilities suggested included pickleball courts, a climbing wall, water polo provision, and squash courts. Facilities suggested for improvements including the cycling track and the astroturf pitches. For example:

- “Climbing wall.”
- “A squash court would be amazing - there is nowhere else locally to play squash except Rowton Castle which is very far away if you live in North Shropshire.”
- “Addition of a competition standard athletics track with spectator seating would be a huge boost for the site. Beyond the traditional athletics use the facility would complement the existing cycle track and proposed pool and

enable competition standard multisport events such as Triathlon and Aquathlon to take place.”

- “I think you should be spending money on other team sports facilities and viewing areas e.g. netball, basketball, badminton where people can easily watch county, regional and national events.”

Other comments relating directly to the proposed facilities included **suggestions about the café** from 4% of respondents. These largely concerned serving healthy food, for example:

- “Make sure a cafe is adequate for a fitness centre - fresh food, not frozen fast food options. Plenty of local, independent examples in Shrewsbury town centre which work, an overpriced, unhealthy fitness cafe is the last thing needed.”

A further handful of respondents (13) made comments about the proposed **changing facilities**. These were somewhat mixed, but included some concerns about proposals that might do away with single-sex changing areas. For example:

- “Would the all-gender changing facilities be staffed? I can see they would be a huge improvement for family groups, but feel some concern that for single female users, or users with a disability, communal facilities could be rather intimidating.”
- “Accessible changing allows for carers and mixed families to change without discrimination. Allowing for mixed gender changing, as long as safe guarding measures are in place this is great.”
- “Changing appears to be unisex, I would not use.”
- “Please have separate sex changing rooms for my kids’ safety.”

7% of responses to this question made the point that these proposals **only serve Shrewsbury** and leave the rest of the county out. 5% used this space to express **concerns about the cost of the proposals**, particularly in a time of financial difficulty for Shropshire Council.

Generally negative comments and those about the **facilities not being needed** made up 13% of the responses to this question. Another 7% of respondents to this question said they **would not use the facilities**. 7% of these comments were also **generally positive** about the facilities. 6% of responses pertained to the **pools** and these themes are already covered in detail in the section above.

11% of further comments about the facilities pertained to **parking/travel access** and these themes covered in detail in the next section of this report.

Free-form comments to the same question about facilities from the youth survey mostly pertained to requests for improvements to the pool proposals. Full comments were as follows:

- “A fun pool with diving boards and slide would be fun for families and diving lessons to encourage that element of skill.”
- “Can the public pool contain a lazy river?”

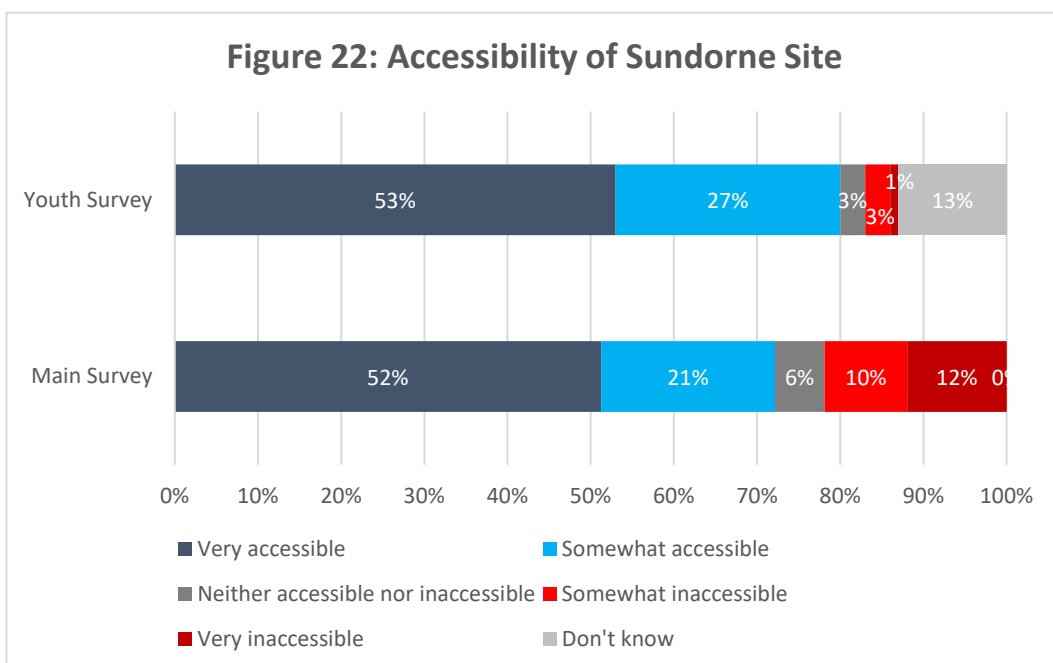
- “I am looking forward to the disco parties!”
- “I want to carry on swimming at the Quarry pool which I can walk to and save car journey.”
- “Nothing else really I think the sports village is a great place.”
- “Obstacle course, swimming pool needed.”
- “Re-surface the cycle track and add other cycling facilities such as a pump track.”
- “The facilities aren't the right side of Shrewsbury for me. Public transport is not an option and it's built on much needed car parking.”
- “The splash park area looks fun. Will there be a diving board at the pool?”
- “Trampolining sessions to be held in the sports hall.”

6 Transport and Travel Access

Respondents were asked a series of questions about the accessibility of the Sundorne Sports Village, including public transportation, parking, and active travel accessibility.

Respondents to both the main survey and the youth survey were asked to provide their feedback on the overall accessibility (defined in the youth survey as “easy to get to and use”) of the Sundorne site. The responses from both surveys are summarised in **Figure 22**.

Most respondents from both surveys find the Sundorne site accessible. More detailed information about the accessibility of the site in terms of travel and transportation access and potential barriers to that are included in other survey questions, below.



When asked which forms of

Figure 23: Likely Method of Travel to Sundorne (Main Survey)

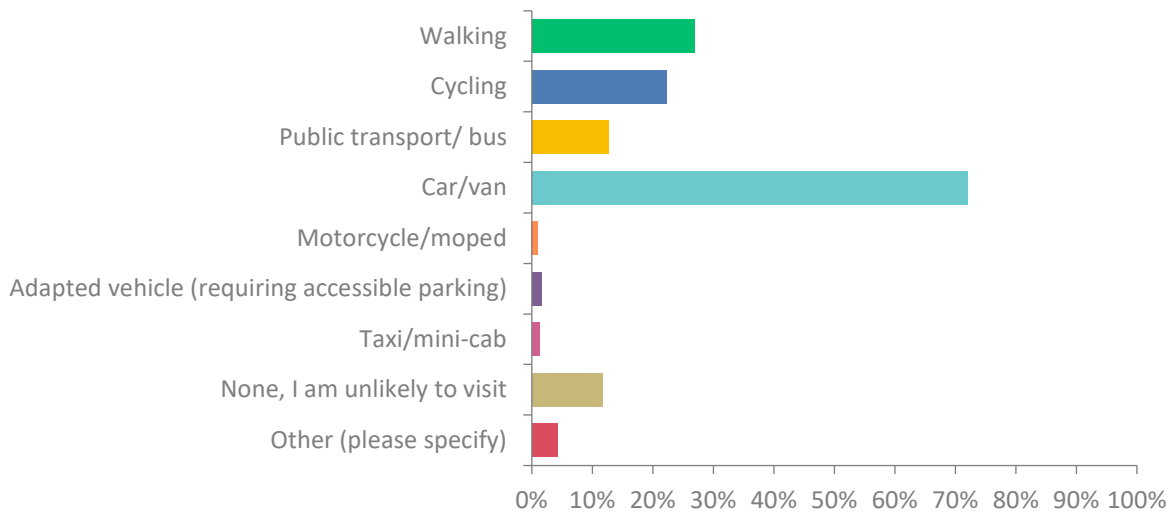
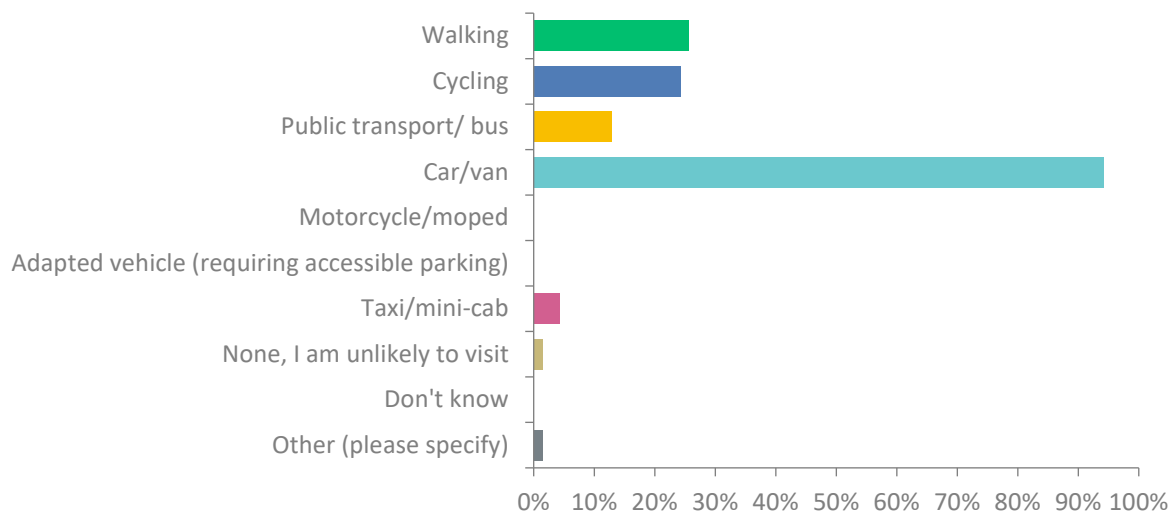


Figure 24: Likely Method of Travel to Sundorne (Youth Survey)



travel/transport respondents would be most likely to use to get to the proposed centre, most main survey and youth survey respondents said that car/van was the most likely method (see **Figures 23 & 24**).

Interestingly, methods of likely travel were fairly similar for both groups.

Given that travel by car/van to the site is anticipated to be quite high, adequate parking is a particularly salient related issue. Main survey respondents were asked about their satisfaction with the proposals for parking (see

Figure 25: Satisfaction with Parking Proposals (Main Survey)

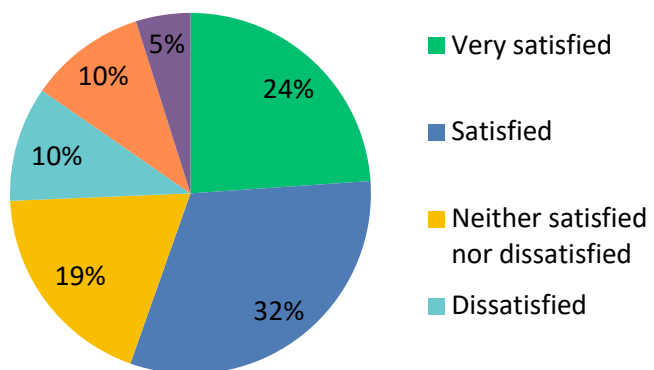


Figure 25). A majority of respondents (56%) said they were either “very satisfied” or “satisfied” with the proposals for parking.

Respondents to the main survey were also asked to rank their priorities for increasing transport accessibility options. These are presented in the order they were ranked in **Table 7**. There was not much between these priorities in terms of respondent’s rankings, but increasing car parking spaces was ranked just a bit higher on average across all respondents than improvements to public transportation and that was just slightly above improvements to cycling and walking routes to the site.

Table 7. Ranking Transport Access Priorities	
Type of Transportation	Average ranking
Increase in car parking spaces	1.82
Public transport	2.05
Cycling and walking routes	2.12

Respondents to the main survey were also provided an opportunity to offer more detailed comments on access and transport to the Sundorne site. 404 respondents did so, and their responses were tagged for common themes. Some of these responses contained more than one theme. These themes are presented in **Table 8** and examples provided below.

Table 8. Themes – Comments about Access to the Site	Count	%
General access concerns	116	23%
Concerned it's not accessible by public transport	113	23%
Concerns about parking availability	92	18%
Concerns about traffic	64	13%
Concerns about safety/Improvement of active travel to the site	37	7%
Good accessibility	24	5%
Concerns about environment/carbon emissions/encouraging car use	22	4%
Other	30	6%

The most common theme in these responses were **general statements about access to the site being an issue**. These comments were often about the Sundorne Sports Village being “outside the centre” or in other ways were more general in terms of the problem with accessing the site. For example:

- “Without car access this is already very inaccessible.”
- “Accessible only if you live in North Shrewsbury!!!”
- “May not appeal to people on the other side of Shrewsbury or people without access to transportation.”
- “Sadly we will rarely use it as it is too far away and will cost too much to travel there.”

Some of these more general statements were likely implying various more specific access concerns that were also voiced in the comments more explicitly. For example, the second most common theme in these comments were **concerns that the site is not very accessible by public transportation**. The concerns about

public transportation access turned up repeatedly throughout the survey, including in the comments from themes in **Table 6**, above. Public transportation issues were noted by both Shrewsbury residents who do not live near the site, as well as villages around Shrewsbury that might be served by the new facilities, who would find public transportation into the town too limiting. Comments included:

- “The public transport is totally unsatisfactory. It will be crucial to provide a dedicated 5-min shuttle service between the town centre and Sundorne, or many people just won’t attempt to get there.”
- “I would not use public transport as there is no direct route. I would have to go into town on one bus and out on another, paying 2 separate fares and the same to return. It would also take me 10 times longer than the 7 minute drive.”
- “The public transport system is not frequent enough. It would require a journey into Shrewsbury and then out to the sports village. Would take too long to get there.”
- “Public buses in Shrewsbury are poor. Most services finish by 6 and there are none on a Sunday. I live centrally so would only need one bus but I pity anybody trying to travel from the south of the town.”
- “Improved public transport provision from across Shrewsbury is needed.”
- “We use a car mainly because public transport is inadequate and expensive from Pontesbury. I have ranked public transport number 1 as top priority but realistically, unless there are major improvements and price reductions, as a family we will be driving.”
- “No direct bus route from outside of Shrewsbury makes this inaccessible to those outside of Shrewsbury unless they travel by car.”

Another common theme raised was **concern about the availability of parking**, particularly when big events are being held. Others are concerned about inadequate parking impacting local residents, and some say that current parking is inadequate at times. For example:

- “As mentioned, existing car parking is on occasions unable to meet demand so current plans seem inadequate. Making additional spaces available on contingency basis seems a poor start to a scheme with such a budget. Monitoring of existing car parking would have been carried out but are they available to view.”
- “Where would this additional parking be and on what surfacing, for the larger events?”
- “Parking and storage are ALWAYS underrepresented in any building planning. There could never be enough of either.”
- “Sunday parking would be very limited within the football season add to that a cycling event and there would be major parking problems!!!!”
- “Concerns regarding loss of parking spaces, local residents already have problems when football tournaments on parking outside homes and blocking access. Offering additional parking further away will not solve the issue as people will park as close as possible.”
- “I worked at the sports village from 2006 when it opened until 2014 as a site manager. From considerable experience I can assure you parking is not adequate at the moment. Swimming pool busy times are Sunday mornings family plus Sunday league football plus junior football will create the need for 500 plus spaces. That doesn’t include use of the internal facilities. Local

residents will be complaining. They did when we had an event on with just the sports village open never mind including a pool as well.”

- “You need to think about accessible parking for the elderly and disabled. I don’t support your taking away from outside the bowls centre.”

Relatedly, many respondents raised **concerns about traffic**. Some said current traffic in the area is already problematic, and that these proposals do nothing to address this issue. Some are concerned that traffic will increase significantly in the area, or that it is already too high and will discourage people from attending the Sports Village in the future. For example:

- “Although the site is somewhat accessible, traffic is a continual problem along Sundorne Road at peak times of the day, when traffic is stationary waiting to join the Sundorne Island to access the A5/M54. In my opinion, this problem needs to be addressed before the proposed site is in operation.”
- “I believe that this will massively impact the people who live locally when they are trying to get around the area and not in a good way.”
- “Road systems, traffic management needs attention.”
- “The Sundorne Road area is often gridlocked at busy periods.”

These comments raise issues that are important for Shropshire Highways to consider in its future planning. Similarly, some respondents raised concerns around the **accessibility and safety of active travel** (walking, cycling, using scooters) in the area of the Sports Village. For example:

- “Unsafe road; too busy.”
- “This makes it difficult for young people or people without cars to travel to, particularly during bad weather when people don’t want to walk or cycle. This site increases traffic on the roads.”
- “The cycle route along the canal needs a lot of TLC e.g. it needs resurfacing and widening. Betterment of walkways and cycleways especially away from main roads for able persons should be top priority and on par with public transport for less able persons.”
- “The cycling routes make use of what is a muddy and not very well maintained path. If this is more frequently used would need more maintenance.”
- “As a regular user of the road network leading through the town to near sports village for work both by car and bike I would be far less likely to use these facilities as there is always too much traffic. I regularly cycle this way but this is less practical when carrying sports equipment and although the cycle lanes are largely adequate the Heathgates Island is a serious risk to life and limb as well as the road leading to the sports village itself.”
- “Improve cycle access along Sundorne Road. Active travel plan?”

Connected to active travel concerns, some respondents raised **concerns about the proposals encouraging more driving** in the town and less use of public transport or active travel, as the site is much more accessible by car than other methods. Some respondents were concerned about the environmental consequences of the proposals possibly encouraging more car use. For example:

- “Environmental disaster. Asking everyone to TRAVEL OUTSIDE THE TOWN. Travel by car. Environmental impact. Healthier to walk/cycle.”

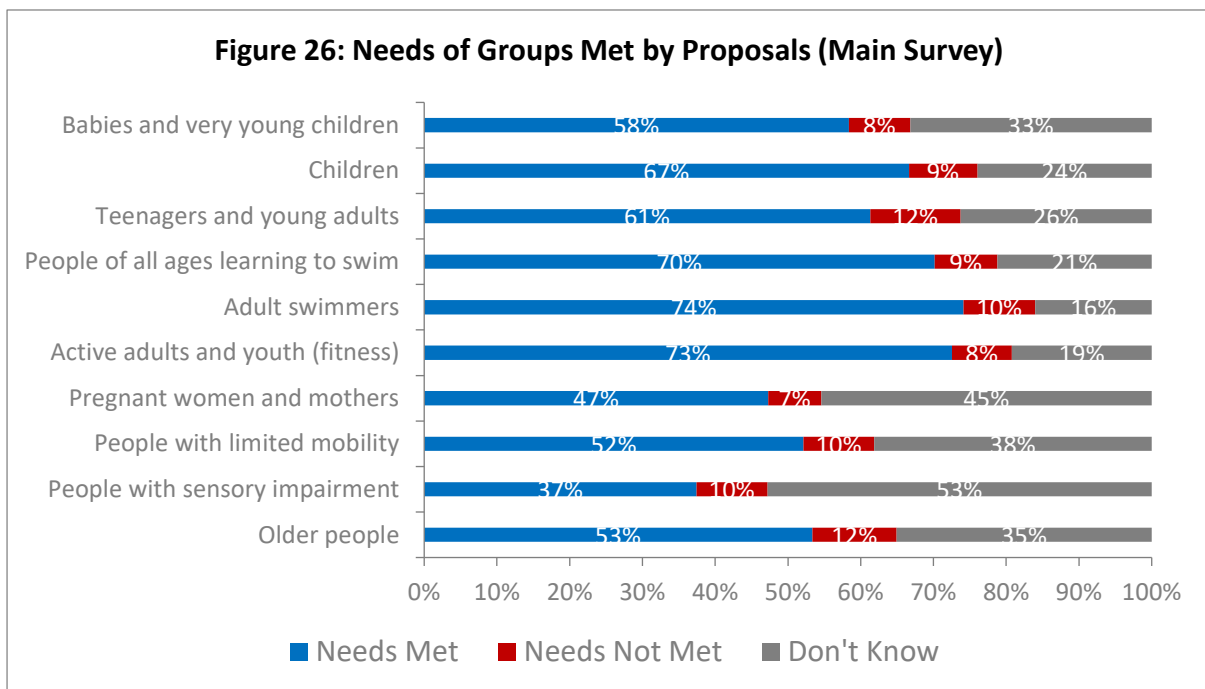
- “Sadly too far to walk or cycle regularly as am elderly, and unwilling to increase carbon footprint by using car. Bus not feasible (access also far).”

Finally, 5% of respondents also made comments in this space about the site **being easy to access**.

- “Good accessibility for schools.”
- “Perfect location, outside of the town but still very accessible.”
- “Amazing that you can go to swim and not have to pay to park - makes it more affordable.”

7 Inclusion and Accessibility

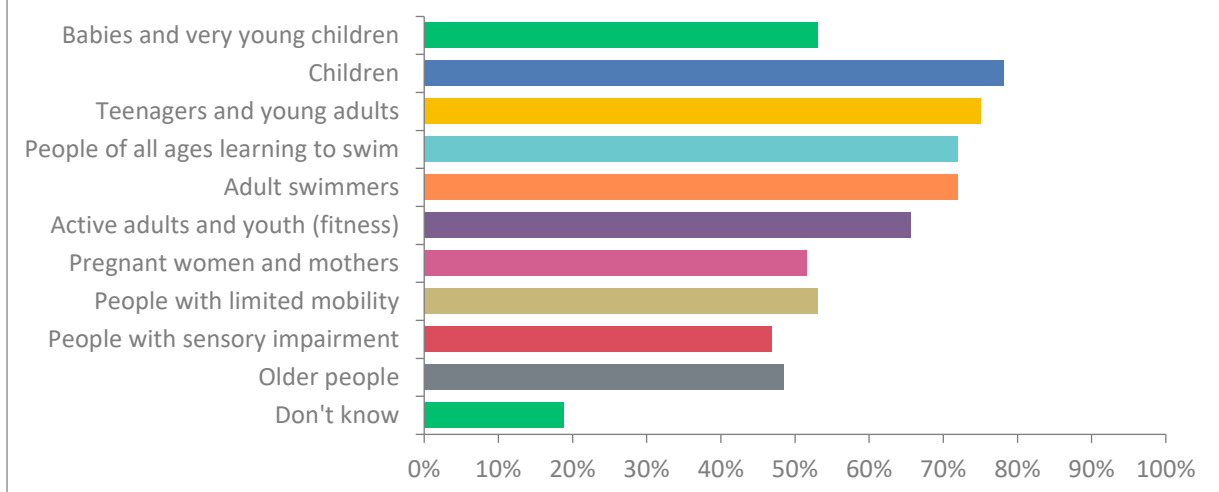
Respondents were asked to provide feedback on whether the facilities meet the needs of a broad range of groups and members of the community. In these questions, respondents were asked to tick groups that applied where they felt these



proposals would meet their swimming and fitness needs. The results of these questions are displayed in **Figures 26 & 27**.

Adult swimmers, active adults and youth, people of all ages learning to swim, and children were the groups that main survey respondents identified as being most served by the proposals as they are currently planned (**see Figure 26**). Among youth survey respondents, the needs of children, teens and young adults and swimmers seem to have their needs met most by the proposals, but overall felt that the proposals mainly met most people’s needs. In both surveys, people with sensory impairment seemed to be the group that respondents were least sure about their needs being met. Older people, too, were less likely to have their needs met by the proposals than other groups, according to both sets of respondents.

Figure 27: Needs of Groups Met by Proposals (Youth Survey)



Two open-ended questions in both surveys specifically asked respondents to think about the inclusiveness of the facilities, and whether the proposals could be amended to improve access and/or use of the centre by the wider community.

The first of these questions asked respondents “what opportunities” they would like to see “developed at the centre to encourage wider community use.” 261 main survey respondents answered this question, and these were read and grouped thematically. These are presented in **Table 9**. Youth survey responses to this question (12 in total) fit within the themes in **Table 9**, so some of their comments are included as examples below as well.

Table 9. Themes – Opportunities for Increased Community Use	Count	%
Social prescribing/other health uses (e.g. physiotherapy, hydrotherapy, etc.)	60	19%
Suggestions for facilities/activities that all/many might like (e.g. Pilates, squash, etc.)	46	15%
Classes/provision/welcome for specific groups (e.g. SEN, LGBT+, women, older people, veterans, etc.)	33	10%
Increase use by community groups/grassroots clubs (e.g. guides, social groups, etc.)	32	10%
Holiday activities for children/youth clubs/youth centre	27	9%
Help with costs for people on low incomes	25	8%
Improved transport access	22	7%
Community meeting area/free use of meeting room	13	4%
Development of outdoor area at centre	10	3%
Encourage school use	2	1%
Other ⁵	47	15%

Many of the suggestions offered in response to this question were very thoughtful, such as suggesting **social prescribing or other health uses** for the centre.

⁵ Most of the “other” comments relate to sentiments about the proposals wasting money, wanting investment in the Quarry instead, or saying that the location of the site is not right.

Suggestions also included thinking about **classes or other types of activities provision that might welcome specific groups** (e.g. LGBT+, SEN, veterans, older people, women, etc.) to make the centre more feel more inclusive.

10% of respondents also suggested **encouraging local groups and clubs to use the centre more**, such as Guides, social groups, etc. or **encouraging schools to use the site**. 4% of respondents said that **free use of a meeting room** for such groups might also help with improving community use.

9% of respondents answering this question suggested **offering more youth provision, such as holiday activities and youth activities**.

Another important suggestion was that the centre **have support for people with low incomes** to attend classes or use facilities, especially those on a pension or receiving universal credit.

Relatedly, some respondents suggested that **improved transport access** (in particular, public transport) would also help with the centre being more inclusive.

Finally, 10 respondents suggested **improvements to the outdoor space** at the centre might engage more members of the community.

Examples of comments included:

- “Spaces to rent for businesses. I’m a sports therapist and would be interested in renting a room from the venue. Would be beneficial for all. Both public and venue.”
- “School use.”
- “Increased number of swimming and water safety advice lessons for school age children and including groups e.g. home educated children who might not get lessons as they aren’t educated in schools.”
- “Veterans access. Exercise on prescription.”
- “Maternity focused sessions/sessions for new parents; Groups aimed at/inclusive of those with learning disabilities (for example with visual instructions available/trained staff).”
- “Classes for children and adults with learning difficulties.”
- “Use by local disabled groups, exercise on prescription, children’s parties. A large enough cafe to make it a social meeting place.”
- “Youth centre. A place for young adults to have easy access to.”
- “Improvement re tarmac of cycling track for wheel chair users.”
- “A good cafe like the one at the lantern.”
- “Slimming groups like Slimming World would be a great place for groups to come and hold their weekly groups, thus promoting your facilities too.”
- “Community fitness and wellbeing groups being given the opportunity to make use of the studio spaces.”
- “Free or reduced cost for people with disabilities which would benefit from exercise if referred by GP, services not affordable to some disabled people.”
- “More aqua treatment options. To help elderly and anyone with chronic muscle strain issues.”

- “More evening classes for people who work during the day.”
- “Big effort to promote fitness benefits of regular swimming to 11 to 30 year olds. I am a regular swimmer at Quarry but do not see youngsters of this age a lot.”

The second open-ended question asked respondents of both surveys whether there are “any other specific design requirements you would like to see considered in relation to accessibility and inclusivity of use of the facility? Please explain if you believe any needs of beneficiaries listed above will not be met.” 213 main survey respondents and two youth survey participants responded to this question. Main survey themes are presented in **Table 8** and discussed in more detail below, followed by examples of comments illustrating these themes.

Table 8. Themes – Improving Inclusivity/Accessibility of Facility	No	%
Ensure access/more for people with physical/mental/sensory disabilities	39	18%
Comments about changing rooms	33	16%
Suggestions for facilities/activities that all/many might like	30	14%
Improve transport access/location not accessible	27	13%
More/ideas of facilities for children/families	26	12%
People outside Shrewsbury not having needs met	15	7%
Help with costs for people on low incomes	12	6%
More/ideas for teens/young adults	8	4%
Depends on activities/timetables	3	1%
Other	19	9%

Many of these themes, such as **help with cost for people on low incomes, people outside of Shrewsbury do not have their needs met, improved transport access**, and the ideas for improving interest from **children/young people/families** are all covered in more detail elsewhere in this report.

The two themes that emerge more emphatically here than elsewhere, and where these comments also bring more nuance to these insights, are around the need to **ensure more access for more people with physical/mental and sensory disabilities** and the concerns that people have around equality, inclusion and the **proposals for changing rooms**.

For example, with regard to ensuring more access for people with disabilities, many respondents had good points to make about how people might feel more included in the centre if they are struggling with any of these issues.

- “A sensory area for kids with ADHD and autism.”
- “I have a disabled child (age 9) who can't go in a traditional pool and is too big for a baby pool but he is able to enjoy the shallow entry pool at Plas Madoc in Wrexham. We should have a similar fun pool with shallow entry which could be enjoyed by a wide range of people, particularly families and children.”

- “I use lift at Quarry Pool due to painful arthritis in my hip, I would hope easy access lifts are included.”
- “Would like to see services designed for children with SEN needs, including sensory facilities.”
- “A quiet place or space for those with sensory or PTSD disabilities. This could be outside, maybe a green area with benches.”
- “Please consider the sensory overload for autistic people. Garish colours in soft play area as illustrated are nauseating. I could not take my grandchildren there. Overall, noise baffling and deadening would help, and the ability to sit in a quiet space away from crowds when experiencing sensory overload. Ambient music is annoying and distracting. Pools should have an advertised quiet time, as at the Severn Centre, Highley.”

Comments about the changing areas were also very thoughtful in response to this question. Respondents exhibited rather mixed (though sometimes very strong) views about what would make the ideal changing room setup. They included:

- “Big changing rooms which include family changing rooms. We have a disabled family member and going places can be so limiting because of the lack of spacious changing rooms.”
- “Family Changing rooms with separate cubicles where Adults with learning disabilities can change but still be supported by family or Carers if needed.”
- ““Disabled changing not to be too far from poolside because of risk of slipping.”
- “Child free areas e.g. changing.”
- “Single sex changing facilities are essential. Mixed changing villages do not meet equality requirements.”
- “Transgender / non-binary welcoming changing rooms.”
- “Family changing rooms.”
- “Changing rooms must be male, female and family.”

8 Key Objectives and Overall Views

Finally, respondents in both the main survey and youth survey were asked about their overall satisfaction with the proposals for swimming, fitness and leisure provision at Sundorne Sports Village. The results are displayed in **Figures 28 & 29**. The majority of respondents in both surveys were either “very satisfied” or “satisfied” with the proposals overall (90% of youth survey respondents and 70% of respondents to the main survey).

While a minority of respondents to the main survey were “dissatisfied” or “very dissatisfied” with the proposals, it is worth noting that a larger percentage of respondents said they were “very dissatisfied” than said they were “dissatisfied” or neutral. This indicates that those who are opposed to the proposals have strong views against them.

Figure 28: Overall Satisfaction with Proposals (Main Survey)

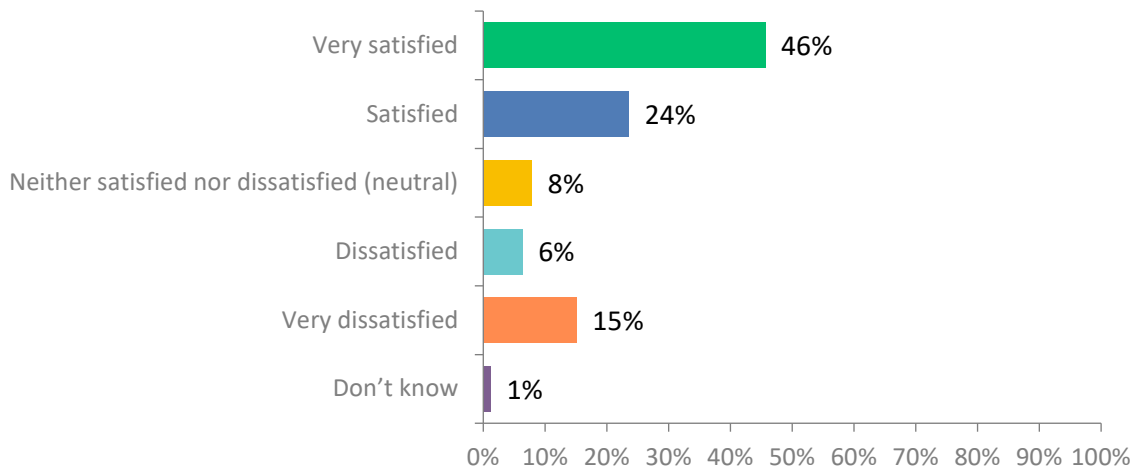
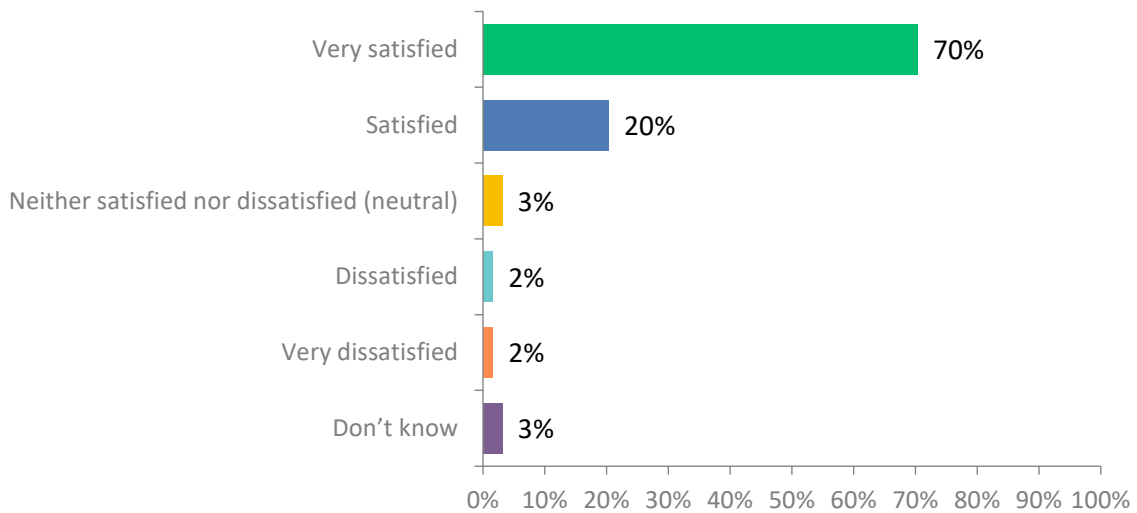


Figure 29: Overall Satisfaction with Proposals (Youth Survey)



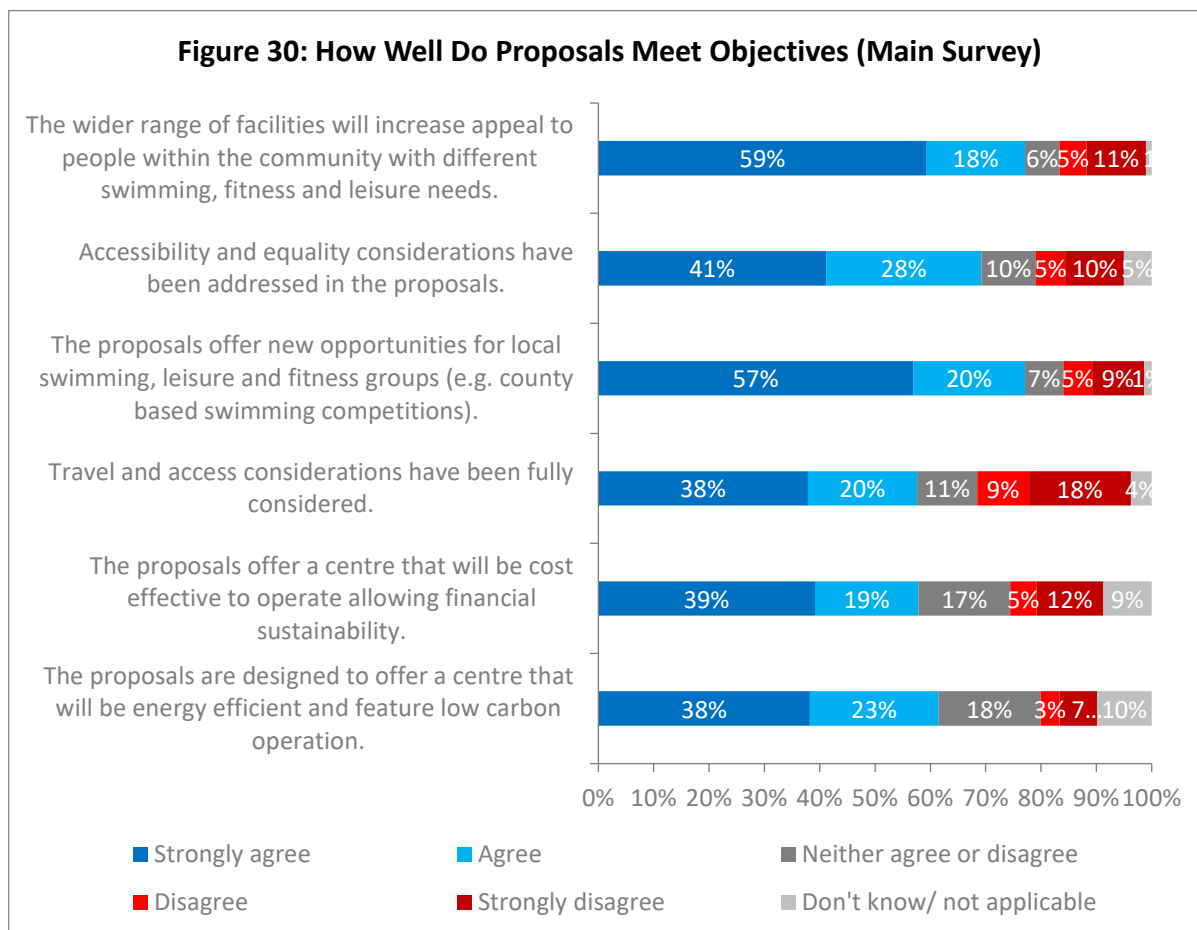
Main survey respondents were also asked to indicate to what extent they agreed with whether the proposals lined up well with the project's stated objectives. These objectives and the results of this question are displayed in **Figure 30**.

A majority of respondents agreed that all of the proposals' key objectives had been met. For example, respondents expressed wide agreement (77% "strongly agreed" or "agreed") with the proposals' alignment with the objective to "offer new opportunities for local swimming, leisure and fitness groups." Similarly, 77% agreed with the statement that "the wider range of facilities will increase appeal to people within the community with different swimming, leisure and fitness needs." A smaller majority, but still most respondents (69%), agreed that "accessibility and equality provisions have been addressed in the proposals."

While still largely in agreement that the proposals have met the remaining objectives, a few of the objectives had higher levels of disagreement or uncertainty. "Travel and access considerations have been fully considered" had the highest levels of respondent disagreement (9% "disagreed" and 18% "strongly disagreed"). An additional 15% of respondents said they were neutral or didn't know whether the objective had been met. The lower levels of certainty about this objective are

probably reflected in the many comments detailed above discussing concerns around public transport and/or active travel access, increased traffic, and worries about there being enough parking at the centre.

It is also worth noting that those aspects of the proposals with the highest levels of uncertainty (reflected in neutral or “don’t know” answers in **Figure 30**) are around the financial sustainability and environmental efficiency of the proposals. These perhaps highlight aspects of the project where communication might be improved.



Respondents to the main survey were asked whether they have any other comments about how the proposals meet the objectives and 585 provided responses to this open-ended question. The responses were tagged for common themes and these themes are summarised in **Table 8**.

Table 8. Themes – Other Comments on Whether Proposals Meet Objectives	Count	%
Concerns about accessibility of transport/traffic/enough parking	215	27%
Happy with proposals overall	118	15%
Concerns about cost	95	12%
Concerns about closure of Quarry	92	12%
Certain facilities/sports missing or plans don't go far enough	71	9%
Investment in Shrewsbury and not elsewhere	44	6%
Happy with ease of access	39	5%

Happy with inclusion of competition pool/seating	37	5%
Not enough information provided/not enough research done	33	4%
Prefer single sex changing rooms	16	2%
Other	33	4%

All of the themes in **Table 8** have been touched upon elsewhere in this report. It is worth noting that the **most common theme raised in response to this question relates to concerns around travel and transport access issues with the site**. As noted in Section 6 in particular, but throughout the report, accessing the site is a big concern for many respondents, though this varies as to whether people are most concerned about public transport availability, active travel accessibility, or traffic and parking congestion. **Concerns about cost** of the facilities, as well as **concerns about the future of the Quarry** site were also expressed by sizeable numbers of respondents in this question. 15% of respondents also expressed **overall happiness with the proposals** and 5% specifically said they were **happy with the ease of access** to the Sundorne site and 5% were specifically **happy with the proposals for the competition-sized pool and seating**.

For the purposes of comparison at this stage, it is also worth bringing in the summary tables for the themes analysed in the final three open-ended questions of the survey. These questions asked, “what do you most like about the proposals,” “is there anything you dislike about the proposals,” and “please tell us anything else you would like to add.” Questions like these are designed to elicit responses that are not directed at particular aspects of the proposals, in order to find out what is truly top of the mind for respondents and to garner any unique, outside-the-box thoughts that might emerge that survey designers and project managers may not have thought to ask. The thematic summaries for these questions are displayed in **Tables 9-11**.

Table 9. Themes – What Respondents <u>Like</u> About Proposals	Count	%
New facilities/additional pool in the area/new activities/range of activities	254	37%
Competition pool / seating	122	18%
Negative comments/qualified comments	81	12%
Easy access to facilities/good parking availability/location	78	11%
Accessibility/inclusion considerations in new facilities	60	9%
Generally happy with proposals	43	6%
The proposed changing rooms	17	2%
Energy efficiency/climate impact considerations	14	2%
The café	10	1%
Other	2	0.29%

Table 10. Themes – What Respondents <u>Dislike</u> About Proposals	Count	%
Concerns about access to the Sports village (transport/traffic/safety/enough parking)	146	33%
Concerns about cost of the project	50	11%
Concerns about closure of Quarry	49	11%
Plans for pools not quite right (too small, no diving board, not deep enough, not enough seating, etc.)	48	11%
General expressions of dissatisfaction	44	10%
Not happy with changing rooms (too small, don't like unisex, etc.)	30	7%
Certain other sports facilities not included (e.g. squash, pickleball, etc.)	26	6%
Not enough investment outside of Shrewsbury	20	4%
Concerns about accessibility, inclusivity of facilities themselves	16	4%
Emphasis too heavy on one group and not others (e.g. children, competitors, people in only one area of Shrewsbury, etc.)	11	2%
Other	9	2%

Table 11. Themes – Anything Else to Add	Count	%
Suggestion to include a particular facility/activity	46	16%
Happy to see proposals implemented	44	15%
Comments on travel/location/access/transport/parking	42	14%
Keep the Quarry	39	13%
Cost of /spending on proposals unacceptable	32	11%
Criticism of consultation/the council	22	7%
Money should be spent outside Shrewsbury	21	7%
General dislike of proposals/proposals are insufficient	20	7%
Security/safety improvement suggestions	5	2%
Other	25	8%

Again, it should be noted that the largest concerns raised in **Table 10** once more focus on **worries about transport, travel and parking** around the Sundorne site, **concerns about project costs**, and **concerns about the future of the Quarry**. These themes also featured prominently in the very open-ended “anything else to add” question whose responses are summarised in **Table 11**.

In terms of what respondents like about the proposals, a large percentage of those commenting on this question are **happy to see a new swimming and facilities** being brought to the area, and 18% were specifically **happy to see competition swimming** being catered for.

The “anything else” question also elicited some unique comments, or comments that have been discussed in less detail elsewhere. For example, 46 respondents **suggested that particular facilities or activities be included in the proposals that are not currently planned**. These comments indicate that there may be some community interest that could be further met with these activities. These included:

- Breastfeeding facilities

- A plunge pool
- Diving boards
- Squash courts
- Flumes, wave pools, inflatables, or other children’s and teens’ swimming “fun” activities
- An outdoor park
- Electric vehicle charging points
- Basketball court
- Pickleball court
- 50m pool
- More use of the café such as cooking classes
- Upgrades to the dance studio/cycling track/sports hall

Five respondents also suggested security or safety measures be put in place that are not currently detailed in the proposals, such as better lighting and secure bicycle parking.

9 Summary and Conclusion

Summary

The report details the extensive consultation process undertaken to gather public opinion on the proposed transformation of the Shrewsbury Sports Village. The community's feedback was solicited through online and in-person methods, ensuring a broad demographic was represented. The proposed changes aim to enhance the range of fitness and leisure facilities, improve accessibility for disabled and elderly individuals, offer high-quality pool facilities, ensure financial viability, and increase carbon efficiency. The key findings can be summarised as follows:

Respondents

- The response rate to the main survey was high (with 1,287 responses), and the separate youth survey (with 80 responses) ensured that the voices of young people – which are typically underrepresented in public consultations – were included in good numbers.
- 27 local groups, organisations, and parish councils were represented in the feedback provided.
- In their comments on the Equalities Impact Assessment, respondents raised important points about how the proposals might better meet the needs of those with Autism or sensory impairments as well as those with complex disabilities, as well as safeguarding and equalities concerns about unisex changing rooms.

Current Use of Facilities

- More survey respondents currently use the Quarry Swimming and Fitness Centre than the Shrewsbury Sports Village. Most respondents (69% or 761 of the 1,105 answering this question) were users of one or both of the centres. However, 31% of respondents (344) do not currently use either centre.
- Most who report using the Sports Village currently seem to do so between daily and a few times a month (55% total). This is also the case for those who reported using the Quarry Swimming and Fitness Centre (52%). Among respondents to the youth survey, most used the facilities daily, a few times a week or weekly (68%).
- Among main survey and youth survey respondents, adult and children's swimming were the two most popular facilities. Facilities that stand out as more popular in the youth survey than the main survey are the cycle track, the tennis/netball courts, the skate park and the football pitches.
- Travel and parking access, as well as distance to travel to both sites were the top themes identified as key barriers for people who don't use either site.

Feedback on Pools and Seating Proposals

- The vast majority of respondents from both surveys (73% in the main survey and 89% of youth survey respondents) were "very satisfied" or "satisfied" with the proposals for inclusion of a swimming pool at the Sports Village.
- A majority of respondents from both surveys (56% in the main survey and 76% of youth survey respondents) reported feeling that the competition seating aspect of the proposals was "adequate".
- Common comments on the swimming aspects of the proposals included general happiness with the proposals and the competition provision.
- Concerns about the proposals focused largely on what is missing, including facilities such as a 50m pool, a deeper pool, and more pools. A number of respondents also raised concerns about the costs of the proposals, the ability for the public to easily access the pools if it is frequently being used for competitions, and about the future of the Quarry pools.

Feedback on Other Proposed Facilities

- The 130 station health and fitness suite, the 2 new gym and dance studios and the cycling studio were the facilities with the most interest from respondents of both the main survey and the youth survey. Both groups of respondents felt that overall there was an adequate mix of facilities in the proposals.
- Among main survey respondents specifically, the café and seating was extremely popular (89% saying they would most likely use it) with the wellness and toning centre and the children's splash party and new soft play area also proving fairly popular.
- The most common comments on the facilities were those requesting the addition of facilities they would be likely to use, such as a climbing wall, squash courts, pickleball courts, competition athletics track, etc.

Transport and Travel Access

- Most respondents from both surveys reported that they find the Sundorne site accessible, and a majority of respondents said that they were satisfied with the proposals for parking.
- Respondents to the main survey ranked increasing car parking spaces above public transportation and cycling and walking routes as the top transportation access priority.
- Despite the general satisfaction levels with access to the Sundorne site, travel and transportation access recurred throughout the report as an important barrier for many respondents to attending the site. Public transport access was identified as a problem for many, as was concerns about parking, traffic and the accessibility and safety of active travel routes to the site.

Inclusion and Accessibility

- Respondents to both the main survey and the youth survey overall felt that the proposals met the needs of most groups, though both types of respondents felt that people with sensory impairments and older people were the groups least likely to have their needs met by the proposals.
- Suggestions for opportunities to make the proposals more accessible for increased community use included offering social prescribing or other health features/activities, including more facilities for those with disabilities, providing classes or activities aimed at welcoming specific groups, ensuring feelings of safety and welcome in changing rooms, and offering more support for people on low incomes.

Key Objectives and Overall Views

- The majority of respondents in both surveys were either “very satisfied” or “satisfied” with the proposals overall (90% of youth survey respondents and 70% of respondents to the main survey).
- The majority of main survey respondents also felt that all of the key objectives for the proposals had been met.
- Analysis of feedback on key objectives points to the need for more work around travel and transport access to the site, as well as better communication around how the proposals meet their objectives around financial sustainability and energy efficiency.

Conclusion:

The commitment to a transparent and inclusive consultation process has been key throughout the project, with the aim of creating a facility that aligns with the Shrewsbury community's needs and aspirations. The feedback gathered has been instrumental in shaping the project's direction, with the community's voice playing a central role in the planning and development stages. Huge thanks are extended to

the many individuals and organisations that turned out to drop-in sessions and provided valuable feedback through their survey responses.

The proposed transformation of the Shrewsbury Sports Village is poised to meet the key objectives of accessibility, sustainability, and broad appeal, reflecting the community's desire for a modern, multi-feature centre that caters to diverse needs. The project's success will ultimately depend on its ability to integrate the community's feedback into the final design and operation of the new facilities.

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