# **Public Document Pack**

Ask for Will Stevenson
Email William.Stevenson@lichfielddc.gov.uk



District Council House, Frog Lane Lichfield, Staffordshire WS136YU

Customer Services 01543 308000

Dear Sir/Madam

## **OVERVIEW & SCRUTINY COMMITTEE SUPPLEMENT**

Please find attached supplement papers for Overview & Scrutiny Committee on **WEDNESDAY, 3RD APRIL, 2024 at 6.00 PM** 

Yours faithfully

Kerry Dove

**Chief Operating Officer** 

## **SUPPLEMENT**

10. Padel Tennis Review

3 - 28



# **Briefing paper**

# An update on progress with the installation of Padel Tennis Courts in Beacon park.



For: Overview & Scrutiny Committee

Date: 3 April 2024

## **Key facts**

To provide Members of Overview and Scrutiny Committee with an update on progress with the installation of the Padel Tennis courts in Beacon Park.

The original decision to install padel tennis courts was considered by Overview and Scrutiny Committee on 8 February 2023 and Council agreed to proceed with the project on 28 February 2023.

As part of this progress update a Member of O&S Committee had asked several questions for which they were seeking assurance:

- 1. What are the projections for the future demand for the sport?
- 2. Is 3 the right number of courts?
- 3. What will be the ongoing maintenance costs, and will these be covered by users' fees?
- 4. Has the new leisure centre been considered as a location? There is the land there and there will be toilet and changing facilities already in place and so there will be no need to build an additional facility building.
- 5. Was there proper consultation e.g. I understand that Friends of Lichfield Historic Parks have not been consulted. This body's purpose is "To be the main forum for consultation between Lichfield District Council and park users, volunteers, friends and local residents, through which all these can be involved in decisions made about the parks."
- 6. Has alternative funding been explored e.g. Lawn Tennis Association (LTA) and other sports bodies?

# **Background**

The original application has been withdrawn. A new site has been identified and all drawings, surveys, reports
and assessments are due to take place in the coming fortnight. All of these documents will be uploaded to
the planning portal once finalised.

#### Tenders:

• The tender packs have been prepared and are ready to go live.

#### Timelines:

 Subject to planning, the contractor recommends allowing a 12-week period for construction, which is weather dependent.

### Answers to Member questions are as follows:

- 1. What are the projections for the future demand in sport?
  - Since 2019 the LTA (national governing body for both tennis and padel) have invested £5mil in to padel infrastructure and development.
  - In dec 2023, data recorded showed a 600% growth of padel courts in the UK.

- Over 200 national competitions took place in 2023. In 2024, world padel championships are due to take place.
- Since 2019, the number of UK padel companies registered each year has risen by 1771%.
- Sales of Padel equipment increased by 128% from 2022 to 2023.
- Global padel market was worth \$231 million USD in 2022 and will reach \$480 USD by 2028, Europe occupy circa 70% of that market.
- 'We are Padel' are currently the biggest operator locally at an 11-court venue in Derby. They say "the roadmap for 2023 2026 will see us doubling the expansion year on year". They are currently at 70 80% utilisation of their courts. To note, 60% utilisation of our facility would mean LDC receive an income of circa £70k annually.
- The LTA say "Our focus for 2024 2026 includes attracting, growing and diversifying the tennis and padel workforce to create more opportunities to play and compete.
- The LTA say "Our focus for 2024 2026 includes implementing the facilities strategy with a focus on parks, covered courts, community indoor tennis centres and Padel.
- 2. Is 3 the right number of courts?
  - Yes, any less doesn't allow for the hosting of anything other than social competitions. 3 courts allows us to host LTA graded tournaments, attracting visitors to our city from across the midlands.
  - There currently isn't a schools padel championship, included in our long term business plan is to host this championship, the first in the UK.
- 3. What will be the ongoing maintenance costs, and will these be covered by users' fees?
  - All maintenance costs will be covered by users' fees. The Council will gain additional income, above and beyond maintenance costs.
  - Maintenance costs for the facility will be circa £12k a year which covers the cleaning, energy usage, security and booking software.
- 4. Has the new leisure centre been considered as a location? There is land there and there will be toilet and changing facilities already in place and so there will be no need to build an additional facility building.
  - Town centres across the country are undeniably facing a period of decline and struggle. Introducing a new facility that will attract both visitors and local residents is a step in the right direction. This will mean a positive economic impact beyond the immediate vicinity of the new facility, as well as improved health across our district.
  - The park location was chosen so that the vast amounts of park users can access the facility, they don't have to overcome the initial barrier of going to a leisure centre for exercise. The visibility of this facility means we are much more likely to convert the 38% of inactive people in our district.
- 5. Was there proper consultation e.g. I understand that Friends of Lichfield Historic Parks have not been consulted. This body's purpose is "To be the main forum for consultation between Lichfield District Council and park users, volunteers, friends and local residents, through which all these can be involved in decisions made about the parks."
  - The Sport, Leisure and Culture Consultancy (SLC) we're commissioned by the Council in November 2022 to consider golf and tennis options for the council.
  - See attached appendix 'Survey Data'
- 6. Has alternative funding been explored e.g. LTA and other sports bodies
  - The LTA offer a guick access interest free loan scheme for amounts of up to £250k.
  - There is the option to finance the purchase of the courts with a padel court provider.
  - Partner with external padel operators outside of the LTA seeking opportunities throughout Great Britain All options require some form of security against a loan and/or paying interest on financial borrowing. LDC already have the funds available. Given that a significant proportion of the income is retained by LDC, it gives the opportunity/choice as to whether to expand padel and/or alternative leisure offerings in the future.

## **Future actions**

- Planning application & decision in place
- Liaison with the council & contractor on access/logistics/paperwork around the site with appropriate personnel, including H & S teams.
- · Contractors start on site.

## Risks

**Construction delays** – mitigated by building in the drier months of the year and using a contractor who builds courts across the country for the LTA. Risk is low.

**Quality control** – ensuring the quality of construction is vital to longevity. By using the chosen contractor, poor workmanship, the use of substandard materials, maintenance issues are eliminated. Contractor has all the correct licenses and accreditations to ensure quality. Risk is low.

**Competition** – the nearest facilities are in Derby (11 courts) and Sutton Coldfield (1 court). There are over 100,000 people within a 20-minute driving distance of the proposed location. Risk is low.

**Seasonal factors** – weather conditions. This has been accounted for in the business plan with 300 days of usage being estimated. This is based on 40+ years of experience in operating outdoor sports facilities locally. Risk is low.

# Key benefits and outcomes

The Beacon Park location was chosen so that the vast amounts of park users can access the facility, they don't have to overcome the initial barrier of going to a leisure centre for exercise. The visibility of this facility means we are much more likely to convert the 38% of inactive people in our district.

For more information contact:

Michael Hampson Director | Microsports

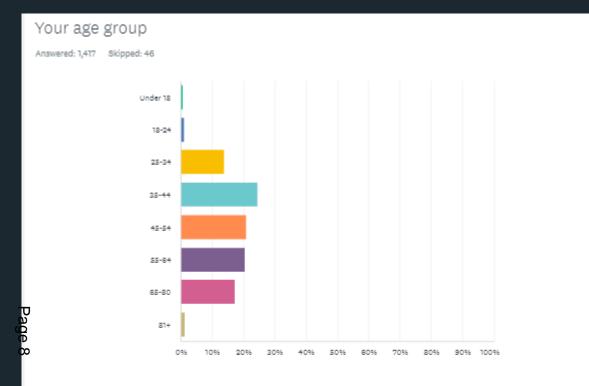
T: 07947657309

E: mike@micro-sports.co.uk

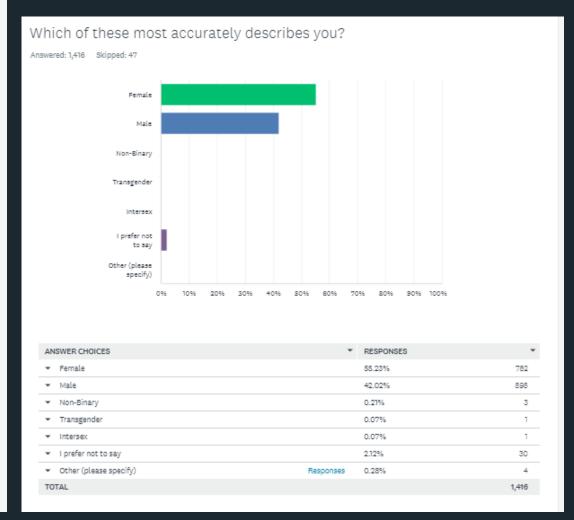
Appendix A – Survey data



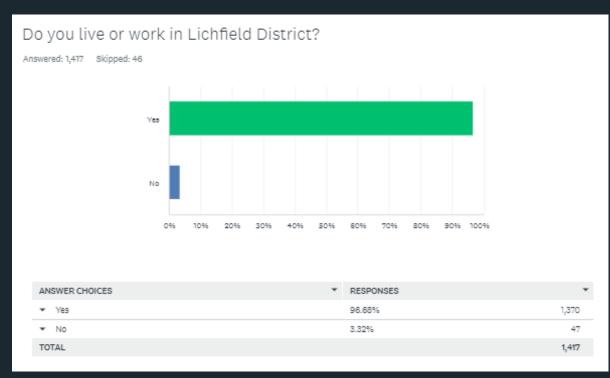


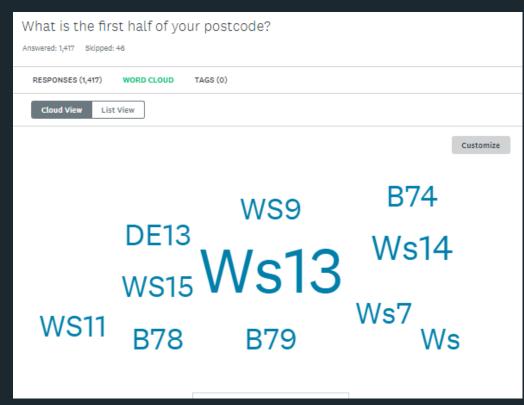


ANSWER CHOICES	▼ RESPONSES	*
▼ Under18	0.64%	9
▼ 18-24	1.13%	16
▼ 25-34	13.83%	196
<b>▼</b> 35-44	24.49%	347
▼ 45-54	20.96%	297
▼ 55-64	20.40%	289
<b>▼</b> 65-80	17.36%	246
₩ 81+	1.20%	17
TOTAL		1,417



1417 gave gender responses

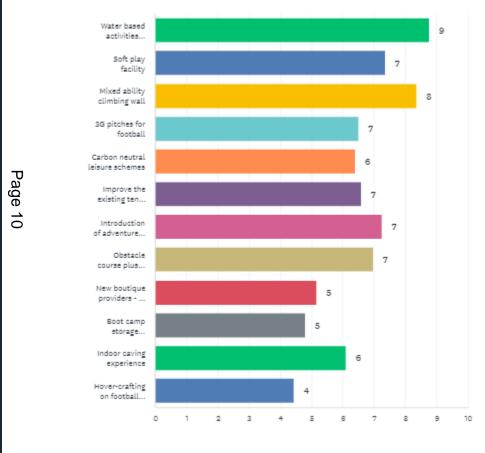




1370 live or work in Lichfield District

WS13 gave the most responses

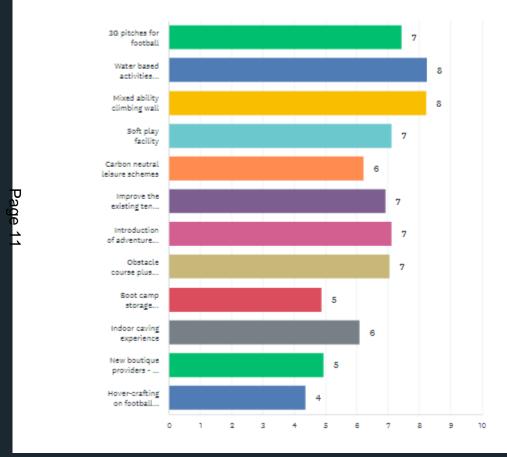




		*	1	*	2 *	3 *	4 *	5 *	6 *	7 *	8 *	9 *	10 *	
•	Water based activities including aqua scramble and paddle boarding		22.54% 309		16.27% 223	11.89% 163	10.80% 148	8.32% 114	6.42% 88	6.78% 93	5.11% 70	3.57% 49	3.65% 50	
*	Soft play facility		14.86% 202		10.15% 138	11.26% 153	7.80% 108	8.61% 117	6.92% 94	6.99% 95	7.65% 104	6.84% 93	6.11% 83	
*	Mixed ability climbing wall		13.88% 191		16.50% 227	13.74% 189	11.85% 163	9.81% 135	8.21% 113	7.92% 109	4.80% 68	4.36% 60	3.13% 43	
*	3G pitches for football		11.58% 157		7.74% 105	6.71% 91	8.11% 110	8.26% 112	6.27% 85	7.15% 97	8.11% 110	10.03% 136	8.92% 121	
•	Carbon neutral leisure schemes		10.60% 144		7.36% 100	5.59% 76	8.68% 118	6.62% 90	9.64% 131	8.76% 119	8.61% 117	8.02% 109	7.73% 105	
•	Improve the existing tennis infrastructure		8.43% 114		7.84% 108	8.65% 117	8.14% 110	7.99% 108	8.36% 113	8.88% 120	10.65% 144	8.95% 121	8.80% 119	
*	Introduction of adventure golf		8.35% 113		11.30% 153	10.41% 141	9.82% 133	10.04% 136	10.64% 144	7.83% 106	8.57% 116	7.98% 108	6.13% 83	
*	Obstacle course plus club and racing infrastructure		3.48% 47		7.55% 102	10.58% 143	11.40% 154	13.62% 184	12.44% 168	11.32% 153	7.62% 103	7.99% 108	6.07% 82	
•	New boutique providers - ie massage therapy, sports retail outlet		3.29% 44		5.23% 70	6.50% 87	6.27% 84	6.42% 86	6.35% 85	7.77% 104	9.34% 125	9.04% 121	10.53% 141	
*	Boot camp storage facility		3.06% 41		3.36% 45	4.26% 57	4.86% 65	5.08% 68	6.95% 93	8.30% 111	8.82% 118	11.96% 160	14.95% 200	
*	Indoor caving experience		2.46% 33		7.32% 98	8.14% 109	8.74% 117	10.38% 139	10.16% 138	8.81% 118	8.36% 112	9.26% 124	9.41% 126	
•	Hover- crafting on football pitches		1.19% 16		2.16% 29	4.03% 54	4.47% 60	5.07% 68	6.71% 90	8.50% 114	11.19% 150	10.51% 141	13.20% 177	

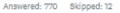
1463 responses and 1425 fully completed

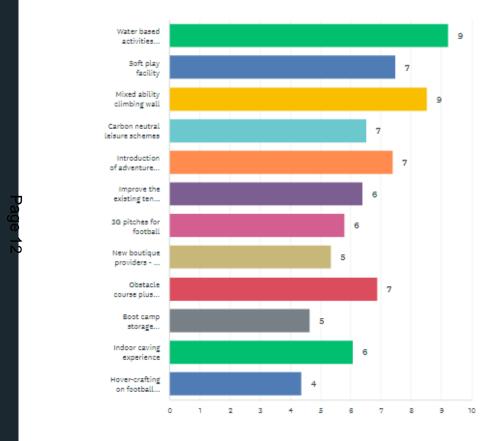




		1 ¥	2 *	3 🔻	4 ¥	5 🔻	6 🔻	7 *	8 🔻	9 🔻	10 🔻
	3G pitches	19.41%	10.99%	8.42%	8.06%	7.69%	4.40%	6.78%	5.86%	7.88%	7.33%
	for football	106	60	46	44	42	24	37	32	43	40
*	Water based activities including aqua scramble and paddle boarding	16.15% 88	15.60% 86	10.46% 87	13.76% 75	7.52% 41	8.07% 44	6.79% 37	6.24% 34	4.59% 25	5.32% 29
*	Mixed ability climbing wall	15.58% 86	13.04% 72	13.04% 72	10.14% 58	11.96% 68	8.51% 47	9.24% 51	5.80% 32	3.26% 18	1.81% 10
*	Soft play facility	10.91% 59	10.17% 55	11.46% 62	8.50% 46	8.87% 48	8.69% 47	7.76% 42	7.39% 40	6.47% 35	5.91% 32
*	Carbon neutral leisure schemes	10.66% 58	6.99% 38	5.15% 28	8.46% 46	6.25% 34	9.19% 50	7.35% 40	9.01% 49	8.27% 45	8.09% 44
*	Improve the existing tennis infrastructure	9.19% 50	9.38% 51	11.40% 62	8.09% 44	6.80% 37	8.82% 48	8.82% 48	8.82% 48	9.01% 49	8.09% 44
*	Introduction of adventure golf	8.35% 45	11.87% 64	8.91% 48	9.46% 51	10.39% 56	9.28% 50	7.61% 41	8.53% 46	8.72% 47	7.05% 38
•	Obstacle course plus club and racing infrastructure	3.33% 18	8.32% 45	9.98% 54	11.83% 64	14.05% 76	11.83% 64	11.65% 63	8.13% 44	7.95% 43	5.55% 30
*	Boot camp storage facility	3.36% 18	3.73% 20	3.54% 19	4.85% 26	5.97% 32	7.28% 39	8.58% 46	8.96% 48	11.01% 59	15.86% 85
*	Indoor caving experience	3.18% 17	7.10% 38	8.60% 46	7.66% 41	9.35% 80	10.09% 84	9.72% 52	8.97% 48	8.22% 44	10.47% 56
*	New boutique providers - ie massage therapy, sports retail outlet	2.63% 14	3.56% 19	6.57% 35	5.07% 27	6.75% 36	5.82% 31	7.50% 40	9.94% 53	12.20% 65	10.69% 57
•	Hover- crafting on football pitches	1.31% 7	2.43% 13	4.11% 22	5.05% 27	4.49% 24	6.73% 36	6.92% 37	10.65% 87	10.65% 57	12.34% 66

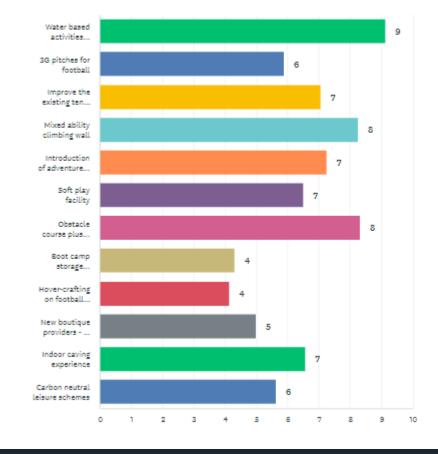
All male responses





	_		2 *	3 *	4 *	5 *	6 *	7 *	8 *	9 *	10 💌	
		1 *	-	-			•		-	-	10	
ľ	Water based activities including aqua scramble and paddle boarding	28.21% 211	17.51% 131	13.10% 98	8.56% 64	8.29% 62	4.81% 36	6.55% 49	4.41% 33	2.67% 20	2.27% 17	
*	Soft play facility	18.33% 138	10.11% 75	11.46% 85	5.93% 44	8.36% 62	5.66% 42	6.87% 51	7.14% 53	7.28% 54	6.20% 46	
*	Mixed ability climbing wall	12.99% 97	19.01% 142	14.46% 108	13.12% 98	8.43% 63	8.03% 60	6.96% 52	4.15% 31	5.22% 39	3.88% 29	
*	Carbon neutral leisure schemes	10.16% 75	7.72% 57	6.23% 46	8.67% 64	6.91% 51	9.89% 73	10.16% 75	8.54% 63	7.86% 58	7.32% 54	
*	Introduction of adventure golf	8.40% 62	11.52% 85	11.65% 86	10.03% 74	9.89% 73	11.38% 84	7.99% 59	8.27% 61	7.18% 53	5.96% 44	
Ť	Improve the existing tennis infrastructure	7.92% 58	6.97% 51	6.97% 81	8.47% 62	8.61% 63	8.20% 60	8.61% 63	12.02% 88	8.20% 60	9.43% 69	
*	3G pitches for football	5.59% 41	5.46% 40	5.18% 38	8.46% 62	8.73% 64	7.64% 56	7.37% 54	10.23% 75	11.46% 84	9.82% 72	
•	New boutique providers - ie massage therapy, sports retail outlet	4.11% 30	6.44% 47	5.89% 43	7.53% 55	6.85% 50	6.16% 45	7.67% 56	8.49% 62	7.40% 54	10.00% 73	
*	Obstacle course plus club and racing infrastructure	3.13% 23	6.40% 47	10.76% 79	11.58% 85	12.81% 94	13.76% 101	11.04% 81	7.36% 54	8.58% 63	6.54% 48	
*	Boot camp storage facility	2.62% 19	2.89% 21	4.27% 31	4.96% 38	4.68% 34	6.20% 45	8.13% 59	8.54% 62	12.67% 92	14.60% 108	
•	Indoor caving experience	1.37% 10	7.13% 52	7.96% 58	9.88% 72	11.11% 81	10.97% 80	8.23% 60	7.96% 58	9.47% 69	8.37% 61	
•	Hover- crafting on football pitches	0.27% 2	1.37% 10	3.98% 29	4.12% 30	5.63% 41	6.59% 48	9.62% 70	12.09% 88	10.71% 78	14.15% 103	



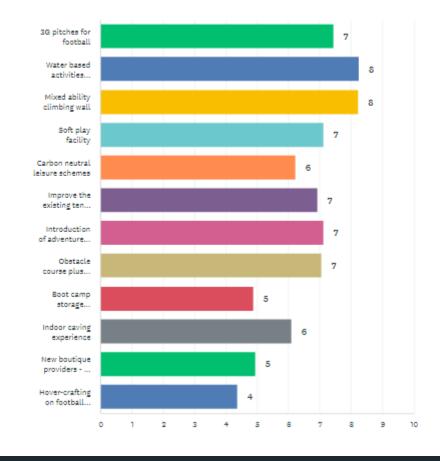


	•	1 *	2 *	3 ▼	4 *	5 🔻	6 *	7 *	8 *	9 🔻	10 🔻	,
•	Water based activities including aqua scramble and paddle boarding	31.25% 5	6.25%	18.75%	0.00%	12.50%	12.50%	6.25%	6.25%	6.25%	0.00%	
•	3G pitches for football	25.00% 4	0.00%	6.25% 1	6.25% 1	0.00%	6.25% 1	0.00%	6.25% 1	6.25% 1	6.25% 1	
•	Improve the existing tennis infrastructure	25.00% 4	6.25% 1	6.25% 1	6.25% 1	6.25% 1	0.00%	12.50% 2	0.00%	6.25% 1	12.50% 2	
•	Mixed ability climbing wall	18.75% 3	12.50% 2	12.50% 2	6.25% 1	6.25% 1	12.50% 2	6.25% 1	18.75% 3	0.00%	0.00% 0	
•	Introduction of adventure golf	0.00%	18.75% 3	6.25% 1	18.75% 3	6.25% 1	18.75% 3	6.25% 1	6.25% 1	6.25% 1	0.00%	
•	Soft play facility	0.00%	6.25% 1	18.75% 3	6.25% 1	12.50% 2	6.25% 1	18.75% 3	0.00%	0.00%	25.00% 4	
•	Obstacle course plus club and racing infrastructure	0.00% 0	18.75% 3	18.75% 3	12.50% 2	12.50% 2	18.75% 3	6.25% 1	6.25% 1	6.25% 1	0.00% 0	
•	Boot camp storage facility	0.00%	0.00%	0.00% 0	6.25% 1	6.25% 1	12.50% 2	12.50% 2	6.25% 1	12.50% 2	6.25% 1	
•	Hover- crafting on football pitches	0.00% 0	0.00%	6.25% 1	6.25% 1	0.00% 0	6.25% 1	6.25% 1	6.25%	12.50% 2	25.00% 4	
•	New boutique providers - ie massage therapy, sports retail outlet	0.00%	0.00% 0	0.00%	6.25% 1	31.25% 5	0.00% 0	0.00% O	18.75% 3	6.25% 1	12.50% 2	
•	Indoor caving experience	0.00%	12.50% 2	6.25% 1	18.75% 3	6.25% 1	6.25% 1	12.50% 2	6.25% 1	12.50% 2	6.25% 1	
•	Carbon neutral leisure schemes	0.00%	18.75% 3	0.00%	6.25% 1	0.00%	0.00%	12.50% 2	18.75% 3	25.00% 4	6.25% 1	

18 - 24 year old responses

Weighted preferences in descending order

Answered: 572 Skipped: 23

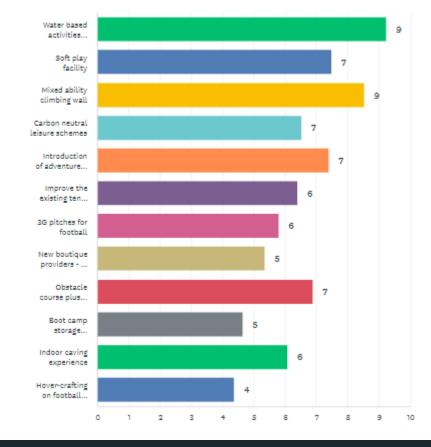


	*	1 *	2 •	3 🔻	4 ▼	5 ▼	6 *	7 *	8 🔻	9 🔻	10 💌
*	3G pitches for football	19.41% 106	10.99% 60	8.42% 46	8.06% 44	7.69% 42	4.40% 24	6.78% 37	5.86% 32	7.88% 43	7.33% 40
Ť	Water based activities including aqua scramble and paddle boarding	16.15% 88	15.60% 85	10.46% 57	13.76% 75	7.52% 41	8.07% 44	6.79% 37	6.24% 34	4.59% 25	5.32% 29
*	Mixed ability climbing wall	15.58% 86	13.04% 72	13.04% 72	10.14% 56	11.96% 68	8.51% 47	9.24% 51	5.80% 32	3.26% 18	1.81% 10
*	Soft play facility	10.91% 59	10.17% 55	11.46% 62	8.50% 46	8.87% 48	8.69% 47	7.76% 42	7.39% 40	6.47% 35	5.91% 32
Ť	Carbon neutral leisure schemes	10.66% 58	6.99% 38	5.15% 28	8.46% 46	6.25% 34	9.19% 50	7.35% 40	9.01% 49	8.27% 45	8.09% 44
Ť	Improve the existing tennis infrastructure	9.19% 50	9.38% 51	11.40% 62	8.09% 44	6.80% 37	8.82% 48	8.82% 48	8.82% 48	9.01% 49	8.09% 44
Ť	Introduction of adventure golf	8.35% 45	11.87% 64	8.91% 48	9.46% 51	10.39% 56	9.28% 50	7.61% 41	8.53% 46	8.72% 47	7.05% 38
Ť	Obstacle course plus club and racing infrastructure	3.33% 18	8.32% 45	9.98% 84	11.83% 64	14.05% 78	11.83% 64	11.65% 63	8.13% 44	7.95% 43	5.55% 30
*	Boot camp storage facility	3.36% 18	3.73% 20	3.54% 19	4.85% 26	5.97% 32	7.28% 39	8.58% 46	8.96% 48	11.01% 59	15.86% 85
*	Indoor caving experience	3.18% 17	7.10% 38	8.60% 46	7.66% 41	9.35% 50	10.09% 54	9.72% 52	8.97% 48	8.22% 44	10.47% 56
*	New boutique providers - ie massage therapy, sports retail outlet	2.63% 14	3.56% 19	6.57% 35	5.07% 27	6.75% 36	5.82% 31	7.50% 40	9.94% 63	12.20% 65	10.69% 87
*	Hover- crafting on football pitches	1.31% 7	2.43% 13	4.11% 22	5.05% 27	4.49% 24	6.73% 36	6.92% 37	10.65% 87	10.65% 87	12.34% 66

18 - 24 year old male responses

Weighted preferences in descending order

Answered: 770 Skipped: 12

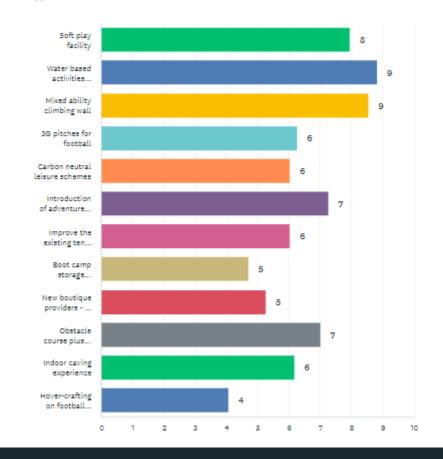


■ Water based activities         28,21%         17,51%         13,10%         8,56%         6,29%         4,81%         6,55%         4,41%         2,67%         2,27%           activities         211         131         98         64         62         38         49         33         20         17           activities         211         131         98         64         62         38         49         33         20         17           soramble and paddle boarding         18,33%         10,11%         11,46%         5,93%         8,36%         5,66%         6,87%         7,14%         7,28%         6,20% facility           Mixed ability         136         75         88         44         62         42         61         63         84         46           Carbon neutral leisure schemes         10,16%         7,27%         6,23%         6,23%         6,63%         9,89%         11,38%         7,99%         8,27%         7,18%         5,96%         7,32% news         63         8         64         64         61         73         75         8,24%         7,28%         8,27%         7,18%         5,96%         7,22% news         8,27%         7,28%         8,27%			1	•	2	<b>*</b> 3	•	4 *	5	6	•	7	<b>*</b> 8	,	9	•	10	•
## Mixed ability   136   75   85   44   62   42   51   53   54   48    ■ Mixed ability   12.99%   19.01%   14.46%   13.12%   8.43%   8.03%   6.96%   6.96%   6.15%   5.22%   3.88%   7.32%    ■ Carbon neutral laisure schemes   76   87   46   64   61   73   73   75   63   88   7.32%   8.63%   8.63%   6.96%   6.96%   7.28%   7.32%   6.84%   64   61   73   73   75   63   88   64   64   64   61   73   73   75   63   88   64   64   64   64   61   73   73   75   63   88   64   64   64   64   61   73   73   75   63   7.86%   7.32%   6.96%   6.40%   7.32%   6.96%   6.96%   6.20%   6.27%   7.18%   5.98%   6.96%   6.9	•	activities including aqua scramble and paddle								4.8					2.6			
Carbon   10,16%   7,72%   6,23%   8,67%   6,91%   9,89%   10,16%   8,54%   7,86%   7,32%   64   64   61   73   75   63   88   64   64   61   73   75   63   88   64   64   61   73   75   63   65   64   64   61   73   75   63   65   64   64   61   73   75   63   65   64   64   64   61   73   75   63   65   64   64   64   64   64   64   64	*									5.6					7.2			
neutral leisure schemes	*									8.0					5.2			
of adventure golf  Improve the existing 58 51 51 61 62 63 60 63 88 60 69 61 63 44 69 61 61 62 63 60 69 69 61 61 61 61 61 61 61 61 61 61 61 61 61	·	neutral leisure								9.8					7.8			
existing tennis infrastructure  3 G pitches for football 41 40 38 82 62 64 86 84 76 84 72  New 4.11% 6.44% 5.89% 7.53% 6.85% 6.16% 7.67% 8.49% 7.40% 10.00% boutique providers - ie massage therapy, sports retail outlet  4 Obstacle course plus 23 47 79 85 94 101 81 84 63 48 63 48 63 48 63 48 63 49 101 81 84 63 48 63 48 63 48 63 63 64 65 84 63 48 63 48 63 65 84 63 65 85 85 85 85 85 85 85 85 85 85 85 85 85	*	of adventure								11.3					7.1			
for football 41 40 38 62 64 56 84 75 84 72  ▼ New 4.11% 6.44% 5.89% 7.53% 6.85% 6.16% 7.67% 8.49% 7.40% 10.00% boutique 30 47 43 55 80 45 86 62 84 73 massage therapy, sports retail outlet  ▼ Obstacle course plus 23 47 79 85 94 101 81 84 63 48 63 48 63 61 61 61 61 61 61 61 61 61 61 61 61 61	Ť	existing tennis				6.90												
boutique providers - ie massage therapy, sports retail outlet  ■ Obstacle course plus 23 47 79 85 94 101 81 84 63 48 63 48 63 48 63 48 63 48 63 48 63 48 63 48 63 48 63 61 61 61 61 61 61 61 61 61 61 61 61 61	*									7.6								
course plus club and racing infrastructure         23         47         79         85         94         101         81         84         63         48           ■ Boot camp storage facility         2.62%         2.89%         4.27%         4.96%         4.68%         6.20%         8.13%         8.54%         12.67%         14.60%           ■ Boot camp storage facility         19         21         31         36         34         45         89         62         92         108           ■ Indoor caving experience         10         82         88         72         81         80         60         88         69         61           ■ Hover- crafting on 2         10         29         30         41         48         70         88         78         103	٠	boutique providers - ie massage therapy, sports retail								6.1					7.40			
storage facility         19         21         31         36         34         45         89         62         92         106           Indoor caving experience         1.37%         7.13%         7.96%         9.88%         11.11%         10.97%         8.23%         7.96%         9.47%         8.37%           Hover- crafting on         0.27%         1.37%         3.98%         4.12%         5.63%         6.59%         9.62%         12.09%         10.71%         14.15%           0.278         1.37         3.98%         4.12%         5.63%         6.59%         9.62%         12.09%         10.71%         14.15%           0.278         1.37         3.98%         4.12%         5.63%         6.59%         9.62%         12.09%         10.71%         14.15%           0.28         2         10         29         30         41         48         70         88         78         103	Ť	course plus club and racing													8.5			
experience 10 82 88 72 81 80 60 88 69 61  W Hover- 0.27% 1.37% 3.98% 4.12% 5.63% 6.59% 9.62% 12.09% 10.71% 14.15% crafting on 2 10 29 30 41 48 70 88 78 103	*	storage				4.21				6.2					12.6			
crafting on 2 10 29 30 41 48 70 88 78 103	•									10.9					9.4			
pitches	_	crafting on football	0.27							6.5					10.7			

18 - 24 year old female responses

Weighted preferences in descending order

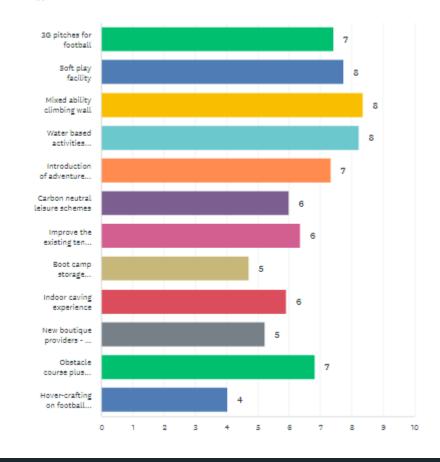
Answered: 541 Skipped: 2



	*	1 *	2 *	3 *	4 *	5 🔻	6 🔻	7 *	8 🔻	9 🔻	10 🔻
•	Soft play facility	24.35% 131	11.71% 63	9.48% 51	6.51% 35	6.88%	5.39%	6.13% 33	6.32% 34	6.51% 35	5.02% 27
•	Water based activities including aqua scramble and paddle boarding	20.86% 112	17.13% 92	13.59% 73	10.61% 87	9.12% 49	5.96% 32	7.82% 42	4.84% 26	2.79% 15	2.98% 16
*	Mixed ability climbing wall	14.53% 78	19.18% 103	13.59% 73	10.99% 59	9.12% 49	7.82% 42	7.26% 39	5.96% 32	4.66% 25	2.23% 12
•	3G pitches for football	11.44% 61	7.13% 38	4.32% 23	7.32% 39	9.19% 49	6.38% 34	6.57% 35	9.76% 52	9.57% 51	9.76% 52
•	Carbon neutral leisure schemes	6.74% 36	5.81% 31	5.06% 27	9.55% 51	7.30% 39	10.67% 87	8.43% 45	10.30% 55	9.18% 49	7.68% 41
*	Introduction of adventure golf	6.54% 35	12.71% 68	13.08% 70	10.28% 55	8.22% 44	8.97% 48	8.79% 47	7.85% 42	7.85% 42	6.54% 35
•	Improve the existing tennis infrastructure	4.69% 25	5.82% 31	8.07% 43	7.13% 38	7.50% 40	10.13% 54	9.38% 80	12.01% 64	8.26% 44	11.26% 60
•	Boot camp storage facility	3.37% 18	2.43% 13	3.56% 19	5.62% 30	6.74% 38	5.06% 27	7.68% 41	8.80% 47	11.80% 63	15.36% 82
•	New boutique providers - ie massage therapy, sports retail outlet	3.00% 16	4.49% 24	7.30% 39	7.49% 40	6.74% 36	7.12% 38	7.68% 41	8.24% 44	10.49% 56	10.30% 55
•	Obstacle course plus club and racing infrastructure	2.61% 14	6.15% 33	11.55% 62	11.92% 64	14.53% 78	13.04% 70	12.66% 68	8.01% 43	7.26% 39	5.21% 28
•	Indoor caving experience	2.05% 11	7.26% 39	8.01% 43	9.50% 51	11.36% 61	12.10% 65	7.82% 42	8.01% 43	7.82% 42	9.68% 52
•	Hover- crafting on football pitches	0.75% 4	0.94% 5	2.81% 15	3.18% 17	3.75% 20	6.93% 37	9.36% 50	9.74% 52	13.30% 71	14.04% 75

25 - 44 year old all responses

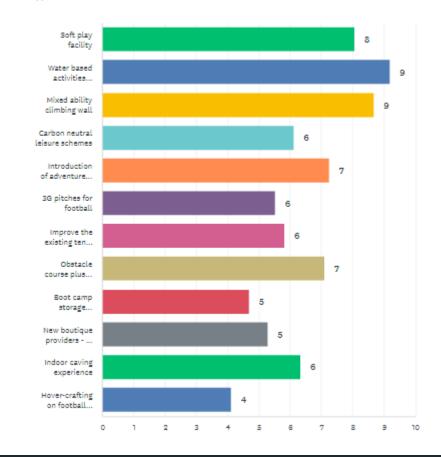
Answered: 203 Skipped: 2



	*	1 *	2 *	3 🔻	4 *	5 *	6 ▼	7 *	8 *	9 🔻	10 🔻
*	3G pitches for football	20.69% 42	9.85% 20	7.39% 15	5.91% 12	10.34% 21	4.93% 10	7.88% 16	5.91% 12	6.90% 14	6.40% 13
*	Soft play facility	17.82% 36	10.89% 22	12.38% 25	7.92% 16	7.43% 15	7.43% 15	7.43% 15	5.45% 11	7.92% 16	3.96% 8
•	Mixed ability climbing wall	15.84% 32	17.82% 36	12.38% 25	8.42% 17	9.90% 20	7.43% 15	8.91% 18	5.94% 12	4.95% 10	0.99%
•	Water based activities including aqua scramble and paddle boarding	15.35% 31	13.86% 28	10.40% 21	13.37% 27	10.40% 21	7.92% 16	10.40% 21	7.43% 15	1.49% 3	3.96% 8
*	Introduction of adventure golf	7.00% 14	15.00% 30	13.00% 26	8.50% 17	8.50% 17	6.50% 13	8.50% 17	9.00% 18	10.00%	5.00% 10
•	Carbon neutral leisure schemes	6.44% 13	5.45% 11	5.94% 12	8.91% 18	7.43% 15	9.41% 19	7.92% 16	11.88% 24	9.90% 20	6.44% 13
•	Improve the existing tennis infrastructure	4.98% 10	8.96% 18	8.96% 18	7.96% 16	4.98% 10	11.94% 24	7.96% 16	10.45% 21	9.45% 19	11.94% 24
•	Boot camp storage facility	3.48% 7	2.99% 6	3.48% 7	5.97% 12	6.97% 14	4.98% 10	6.97% 14	6.97% 14	9.45% 19	19.90% 40
•	Indoor caving experience	3.47% 7	4.46% 9	7.92% 16	7.92% 16	8.91% 18	14.36% 29	8.42% 17	7.43% 15	4.95% 10	12.87% 26
•	New boutique providers - ie massage therapy, sports retail outlet	2.99% 6	3.98% 8	6.97% 14	7.96% 16	5.97% 12	7.46% 15	5.47% 11	7.96% 16	15.42% 31	11.44% 23
•	Obstacle course plus club and racing infrastructure	1.48% 3	5.91% 12	9.85% 20	13.79% 28	15.76% 32	8.37% 17	13.30% 27	10.84% 22	5.91% 12	6.90% 14
•	Hover- crafting on football pitches	1.00%	1.49% 3	1.99% 4	3.48% 7	3.98% 8	8.46% 17	6.47% 13	10.45% 21	13.43% 27	10.45% 21

25 - 44 year old male responses

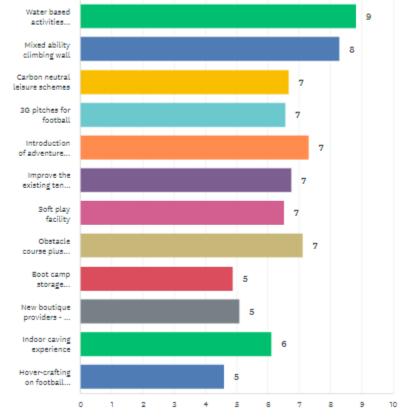




	•	1	¥ 2	<b>*</b> 3	3 *	4 *	5 🔻	6 *	7 •	8 *	9 •	10 🔻	
*	Soft play facility	28.889 98		5% 39	7.90% 26	4.86% 16	6.69% 22	4.26% 14	5.47% 18	6.99% 23	5.17% 17	5.78% 19	
•	Water based activities including aqua scramble and paddle boarding	23.789 78		1% 1 63	15.85% 52	9.15% 30	7.93% 26	4.88% 18	6.40% 21	3.35% 11	3.66% 12	2.13% 7	
*	Mixed ability climbing wall	13.729 48		2% 1 88	14.33% 47	12.50% 41	8.54% 28	8.23% 27	6.40% 21	6.10% 20	4.57% 15	2.74% 9	
*	Carbon neutral leisure schemes	7.089 23		5% 20	4.62% 15	9.85% 32	7.08% 23	11.38% 37	8.92% 29	9.54% 31	8.62% 28	8.62% 28	
*	Introduction of adventure golf	6.409		9% 38	13.11% 43	11.28% 37	8.23% 27	10.37% 34	8.84% 29	7.01% 23	6.40% 21	7.62% 25	
*	3G pitches for football	4.959 1		7% 18	2.48% 8	8.36% 27	8.36% 27	7.43% 24	5.88% 19	12.07% 39	11.46% 37	11.76% 38	
•	Improve the existing tennis infrastructure	4.629 18		9% 12	7.69% 25	6.77% 22	8.92% 29	9.23% 30	10.15% 33	12.92% 42	7.38% 24	10.77% 35	
•	Obstacle course plus club and racing infrastructure	3.369		296 20	11.93% 39	11.01% 38	14.07% 46	15.90% 52	12.23% 40	6.12% 20	8.26% 27	4.28% 14	
*	Boot camp storage facility	3.379		5% 7	3.37% 11	5.52% 18	6.44% 21	5.21% 17	7.67% 25	9.82% 32	13.50% 44	12.58% 41	
•	New boutique providers - ie massage therapy, sports retail outlet	3.079		1% 16	7.67% 25	7.06% 23	7.36% 24	6.44% 21	9.20% 30	7.98% 26	7.67% 26	9.51% 31	
*	Indoor caving experience	1.229		1% 29	7.93% 28	10.67% 35	13.11% 43	10.67% 35	7.01% 23	8.54% 28	9.76% 32	7.62% 25	
*	Hover- crafting on football pitches	0.619	6 0.6° 2	1%	3.37% 11	3.07% 10	3.68% 12	5.83% 19	11.35% 37	9.51% 31	12.88% 42	16.56% 54	
													1

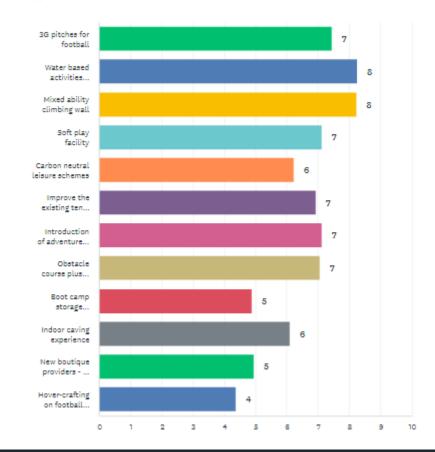
25 - 44 year old female responses

Answered: 572 Skipped: 14



		•	1 *	2 *	3 🔻	4 *	5 🔻	6 *	7 •	8 •	9 🔻	10 💌	
•	Water based activities including aqua scramble and paddle boarding		24.09% 133	16.85% 93	10.14% 56	10.69% 59	8.33% 46	6.88% 38	6.16% 34	5.07% 28	3.44% 19	4.35% 24	
•	Mixed ability climbing wall		13.43% 74	14.34% 79	13.97% 77	13.07% 72	11.07% 61	8.17% 45	8.71% 48	3.63% 20	3.99% 22	3.45% 19	
•	Carbon neutral leisure schemes		13.60% 74	8.09% 44	6.07% 33	7.72% 42	6.25% 34	9.74% 53	8.46% 46	7.72% 42	7.35% 40	8.46% 46	
•	3G pitches for football		11.38% 62	7.71% 42	8.26% 45	8.44% 46	7.52% 41	6.42% 35	7.71% 42	6.97% 38	10.46% 57	8.07% 44	
•	Introduction of adventure golf		10.81% 59	10.26% 56	8.06% 44	9.71% 53	11.54% 63	11.54% 63	6.59% 36	8.97% 49	7.33% 40	6.96% 38	
•	Improve the existing tennis infrastructure		9.98% 54	8.50% 46	8.87% 48	9.24% 50	7.95% 43	5.55% 30	8.69% 47	9.80% 53	10.17% 55	8.13% 44	
•	Soft play facility		7.56% 41	7.20% 39	11.25% 61	7.38% 40	9.78% 53	7.93% 43	7.20% 39	9.41% 51	8.49% 46	7.93% 43	
•	Obstacle course plus club and racing infrastructure		4.07% 22	9.24% 50	10.72% 58	11.09% 60	12.57% 68	14.23% 77	9.98% 54	7.21% 39	7.02% 38	6.65% 36	
•	Boot camp storage facility		3.17% 17	4.66% 25	5.40% 29	3.72% 20	4.28% 23	7.45% 40	8.01% 43	7.82% 42	12.66% 68	14.71% 79	
•	New boutique providers - ie massage therapy, sports retail outlet		3.18% 17	5.43% 29	5.24% 28	6.37% 34	5.81% 31	5.99% 32	9.18% 49	10.30% 55	8.05% 43	10.11% 54	
•	Indoor caving experience		2.06% 11	7.66% 41	9.53% 51	9.53% 51	8.79% 47	8.79% 47	9.72% 52	8.22% 44	10.28% 55	6.92% 37	
•	Hover- crafting on football pitches		0.75% 4	3.18% 17	4.49% 24	4.68% 25	5.81% 31	6.37% 34	8.80% 47	13.30% 71	8.99% 48	12.55% 67	

Answered: 572 Skipped: 23

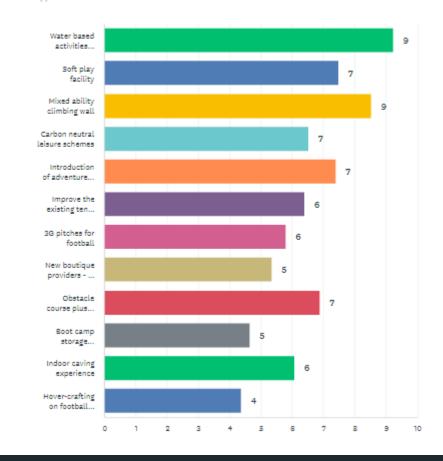


	*	1	2 *	3 *	4 *	5 🔻	6 *	7 *	8 *	9 🔻	10 💌	
*	3G pitches for football	19.41% 108	10.99% 60	8.42% 46	8.06% 44	7.69% 42	4.40% 24	6.78% 37	5.86% 32	7.88% 43	7.33% 40	
•	Water based activities including aqua scramble and paddle boarding	16.15% 88	15.60% 85	10.46% 57	13.76% 75	7.52% 41	8.07% 44	6.79% 37	6.24% 34	4.59% 25	5.32% 29	
•	Mixed ability climbing wall	15.58% 86	13.04% 72	13.04% 72	10.14% 56	11.96% 66	8.51% 47	9.24% 51	5.80% 32	3.26% 18	1.81% 10	
*	Soft play facility	10.91% 89	10.17% 55	11.46% 62	8.50% 46	8.87% 48	8.69% 47	7.76% 42	7.39% 40	6.47% 35	5.91% 32	
*	Carbon neutral leisure schemes	10.66% 58	6.99% 38	5.15% 28	8.46% 46	6.25% 34	9.19% 50	7.35% 40	9.01% 49	8.27% 45	8.09% 44	
*	Improve the existing tennis infrastructure	9.19% 50	9.38% <i>5</i> 1	11.40% 62	8.09% 44	6.80% 37	8.82% 48	8.82% 48	8.82% 48	9.01% 49	8.09% 44	
•	Introduction of adventure golf	8.35% 45	11.87% 64	8.91% 48	9.46% 51	10.39% 56	9.28% 50	7.61% 41	8.53% 46	8.72% 47	7.05% 38	
•	Obstacle course plus club and racing infrastructure	3.33% 18	8.32% 45	9.98% 54	11.83% 64	14.05% 78	11.83% 64	11.65% 63	8.13% 44	7.95% 43	5.55% 30	
•	Boot camp storage facility	3.36% 18	3.73% 20	3.54% 19	4.85% 26	5.97% 32	7.28% 39	8.58% 46	8.96% 48	11.01% 59	15.86% 85	
•	Indoor caving experience	3.18% 17	7.10% 38	8.60% 46	7.66% 41	9.35% 50	10.09% 54	9.72% 52	8.97% 48	8.22% 44	10.47% 56	
•	New boutique providers - ie massage therapy, sports retail outlet	2.63% 14	3.56% 19	6.57% 35	5.07% 27	6.75% 36	5.82% 31	7.50% 40	9.94% 53	12.20% 65	10.69% 87	
_	Hover- crafting on football pitches	1.31% 7	2.43% 13	4.11% 22	5.05% 27	4.49% 24	6.73% 36	6.92% 37	10.65% 87	10.65% 57	12.34% 66	

45 - 64 year old male responses

Weighted preferences in descending order

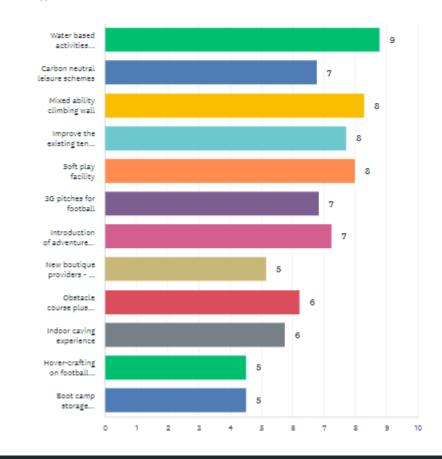




	*	1 3	2	<b>*</b> 3 <b>*</b>	4 ▼	5 *	6 *	7 💌	8 *	9 *	10
•	Water based activities including aqua scramble and paddle boarding	28.21% 211	17.51% 131	13.10% 98	8.56% 64	8.29% 62	4.81% 36	6.55% 49	4.41% 33	2.67% 20	2.27% 17
*	Soft play facility	18.33% 136	10.11% 75	11.46% 85	5.93% 44	8.36% 62	5.66% 42	6.87% 51	7.14% 53	7.28% 54	6.20% 46
•	Mixed ability climbing wall	12.99% 97	19.01% 142		13.12% 98	8.43% 63	8.03% 60	6.96% 52	4.15% 31	5.22% 39	3.88% 29
•	Carbon neutral leisure schemes	10.16% 75	<b>7.72</b> % 87	6.23% 46	8.67% 64	6.91% <i>8</i> 1	9.89% 73	10.16% 78	8.54% 63	7.86% 58	7.32% 54
•	Introduction of adventure golf	8.40% 62	11.52% 85		10.03% 74	9.89% 73	11.38% 84	7.99% 59	8.27% 61	7.18% 83	5.96% 44
•	Improve the existing tennis infrastructure	7.92% 58	6.97% 51	6.97% 51	8.47% 62	8.61% 63	8.20% 60	8.61% 63	12.02% 88	8.20% 60	9.43% 69
•	3G pitches for football	5.59% 41	5.46% 40	5.18% 38	8.46% 62	8.73% 64	7.64% 56	7.37% 54	10.23% 75	11.46% 84	9.82% 72
•	New boutique providers - ie massage therapy, sports retail outlet	4.11% 30	6.44% 47		7.53% 88	6.85% 50	6.16% 45	7.67% 86	8.49% 62	7.40% 54	10.00% 73
•	Obstacle course plus club and racing infrastructure	3.13% 23	6.40% 47		11.58% 88	12.81% 94	13.76% 101	11.04% 81	7.36% 54	8.58% 63	6.54% 48
•	Boot camp storage facility	2.62% 19	2.89% 21	4.27% 31	4.96% 36	4.68% 34	6.20% 45	8.13% 59	8.54% 62	12.67% 92	14.60% 108
•	Indoor caving experience	1.37% 10	7.13% 52	7.96% 58	9.88% 72	11.11% 81	10.97% 80	8.23% 60	7.96% 58	9.47% 69	8.37% 61
•	Hover- crafting on football pitches	0.27% 2	1.37% 10	3.98% 29	4.12% 30	5.63% 41	6.59% 48	9.62% 70	12.09% 88	10.71% 78	14.15% 103

45 - 64 year old female responses



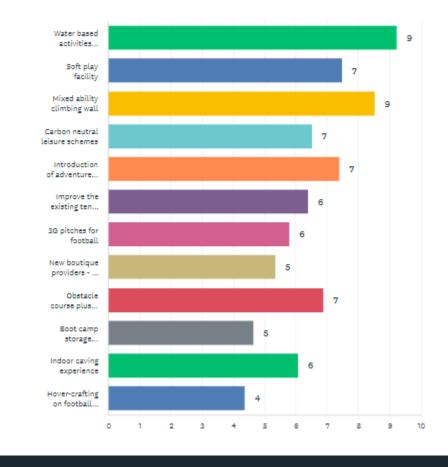


	•	1 *	2 🔻	3 🔻	4 ▼	5 🔻	6 *	7 *	8 🔻	9 🔻	10 🔻
•	Water based activities including aqua scramble and paddle boarding	26.76% 57	14.55% 31	10.33% 22	12.68% 27	5.63% 12	4.69% 10	5.63% 12	5.63% 12	5.63% 12	2.82% 6
•	Carbon neutral leisure schemes	14.49% 31	9.35% 20	7.01% 15	7.94% 17	6.54% 14	7.94% 17	8.88% 19	5.61% 12	6.07% 13	5.14% 11
•	Mixed ability climbing wall	13.64% 30	15.91% 35	14.09% 31	11.36% 25	10.00% 22	8.64% 19	8.18% 18	4.55% 10	4.09% 9	4.55% 10
•	Improve the existing tennis infrastructure	12.86% 27	12.38% 26	10.95% 23	8.10% 17	8.57% 18	13.33% 28	7.62% 18	8.57% 18	5.24% 11	5.24% 11
•	Soft play facility	11.37% 24	15.64% 33	15.17% 32	9.48% 20	9.00% 19	8.53% 18	8.53% 18	6.16% 13	4.74% 10	1.90% 4
•	3G pitches for football	10.48% 22	9.05% 19	8.10% 17	11.43% 24	7.62% 16	5.71% 12	7.62% 16	8.10% 17	9.52% 20	9.52% 20
•	Introduction of adventure golf	7.84% 16	10.29% 21	9.80% 20	8.33% 17	11.76% 24	12.25% 25	9.31% 19	10.29% 21	8.33% 17	4.41% 9
•	New boutique providers - ie massage therapy, sports retail outlet	5.42% 11	6.40% 13	7.88% 16	3.45% 7	6.40% 13	5.42% 11	3.94% 8	8.87% 18	9.36% 19	10.34% 21
•	Obstacle course plus club and racing infrastructure	2.93% 6	4.39% 9	7.32% 15	11.71% 24	13.17% 27	5.85% 12	11.71% 24	9.27% 19	14.15% 29	7.80% 16
•	Indoor caving experience	2.50% 5	6.00% 12	6.00% 12	5.50% 11	11.00% 22	10.50% 21	9.50% 19	9.50% 19	9.00% 18	14.50% 29
•	Hover- crafting on football pitches	1.48%	0.99%	5.91% 12	6.40% 13	7.39% 15	5.91% 12	4.93% 10	10.34% 21	8.37% 17	12.81% 26
•	Boot camp storage facility	1.01% 2	2.51% 5	2.01% 4	5.53% 11	3.52% 7	8.54% 17	11.06% 22	10.55% 21	12.06% 24	16.08% 32

Weighted preferences in descending order

65 - 81 year old responses

Answered: 770 Skipped: 12

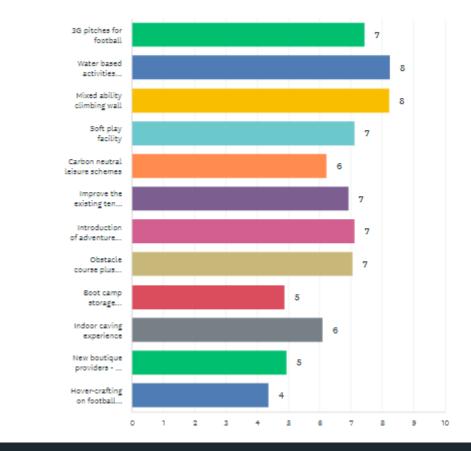


65 - 81+ year old female responses

	•	1 *	2 *	3 ▼	4 *	5 🔻	6 ▼	7 *	8 *	9 🔻	10 🔻	
•	Water based activities including aqua scramble and paddle boarding	28.21% 211	17.51% 131	13.10% 98	8.56% 64	8.29% 62	4.81% 36	6.55% 49	4.41% 33	2.67% 20	2.27% 17	
*	Soft play facility	18.33% 136	10.11% 75	11.46% 85	5.93% 44	8.36% 62	5.66% 42	6.87% 51	7.14% 83	7.28% 54	6.20% 46	
*	Mixed ability climbing wall	12.99% 97	19.01% 142	14.46% 108	13.12% 98	8.43% 63	8.03% 60	6.96% 52	4.15% 31	5.22% 39	3.88% 29	
•	Carbon neutral leisure schemes	10.16% 78	7.72% 87	6.23% 46	8.67% 64	6.91% 51	9.89% 73	10.16% 75	8.54% 63	7.86% 58	7.32% 54	
•	Introduction of adventure golf	8.40% 62	11.52% 85	11.65% 88	10.03% 74	9.89% 73	11.38% 84	7.99% 59	8.27% 61	7.18% 53	5.96% 44	
•	Improve the existing tennis infrastructure	7.92% 58	6.97% 51	6.97% 51	8.47% 62	8.61% 63	8.20% 60	8.61% 63	12.02% 88	8.20% 60	9.43% 69	
•	3G pitches for football	5.59% 41	5.46% 40	5.18% 38	8.46% 62	8.73% 64	7.64% 56	7.37% 54	10.23% 75	11.46% 84	9.82% 72	
•	New boutique providers - ie massage therapy, sports retail outlet	4.11% 30	6.44% 47	5.89% 43	7.53% 55	6.85% 50	6.16% 45	7.67% 86	8.49% 62	7.40% 84	10.00% 73	
•	Obstacle course plus club and racing infrastructure	3.13% 23	6.40% 47	10.76% 79	11.58% 85	12.81% 94	13.76% 101	11.04% 81	7.36% 54	8.58% 63	6.54% 48	
•	Boot camp storage facility	2.62% 19	2.89% 21	4.27% 31	4.96% 36	4.68% 34	6.20% 45	8.13% 59	8.54% 62	12.67% 92	14.60% 108	
•	Indoor caving experience	1.37% 10	7.13% 52	7.96% 58	9.88% 72	11.11% 81	10.97% 80	8.23% 60	7.96% 58	9.47% 69	8.37% 61	
•	Hover- crafting on football pitches	0.27%	1.37% 10	3.98% 29	4.12% 30	5.63% 41	6.59% 48	9.62% 70	12.09% 88	10.71% 78	14.15% 103	

Weighted preferences in descending order



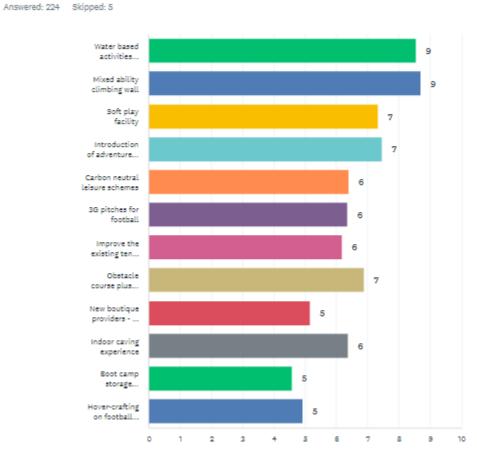


	•	1 *	2 *	3 *	4 ▼	5 🔻	6 *	7 *	8 *	9 🔻	10 💌
•	3G pitches for football	19.41% 106	10.99% 60	8.42% 48	8.06% 44	7.69% 42	4.40% 24	6.78% 37	5.86% 32	7.88% 43	7.33% 40
•	Water based activities including aqua scramble and paddle boarding	16.15% 88	15.60% 85	10.46% 57	13.76% 75	7.52% 41	8.07% 44	6.79% 37	6.24% 34	4.59% 25	5.32% 29
•	Mixed ability climbing wall	15.58% 86	13.04% 72	13.04% 72	10.14% 58	11.96% 66	8.51% 47	9.24% 51	5.80% 32	3.26% 18	1.81% 10
•	Soft play facility	10.91% 59	10.17% 55	11.46% 62	8.50% 46	8.87% 48	8.69% 47	7.76% 42	7.39% 40	6.47% 35	5.91% 32
•	Carbon neutral leisure schemes	10.66% 58	6.99% 38	5.15% 28	8.46% 46	6.25% 34	9.19% 50	7.35% 40	9.01% 49	8.27% 45	8.09% 44
•	Improve the existing tennis infrastructure	9.19% 80	9.38% 51	11.40% 62	8.09% 44	6.80% 37	8.82% 48	8.82% 48	8.82% 48	9.01% 49	8.09% 44
•	Introduction of adventure golf	8.35% 45	11.87% 64	8.91% 48	9.46% 51	10.39% 56	9.28% 50	7.61% 41	8.53% 46	8.72% 47	7.05% 38
•	Obstacle course plus club and racing infrastructure	3.33% 18	8.32% 45	9.98% 54	11.83% 64	14.05% 76	11.83% 64	11.65% 63	8.13% 44	7.95% 43	5.55% 30
•	Boot camp storage facility	3.36% 18	3.73% 20	3.54% 19	4.85% 26	5.97% 32	7.28% 39	8.58% 46	8.96% 48	11.01% 59	15.86% 85
•	Indoor caving experience	3.18% 17	7.10% 38	8.60% 46	7.66% 41	9.35% 50	10.09% 84	9.72% 52	8.97% 48	8.22% 44	10.47% 56
•	New boutique providers - ie massage therapy, sports retail outlet	2.63% 14	3.56% 19	6.57% 35	5.07% 27	6.75% 36	5.82% 31	7.50% 40	9.94% 53	12.20% 65	10.69% 87
•	Hover- crafting on football pitches	1.31% 7	2.43% 13	4.11% 22	5.05% 27	4.49% 24	6.73% 36	6.92% 37	10.65% 57	10.65% 57	12.34% 66

65 - 81+ year old male responses

Weighted preferences in descending order



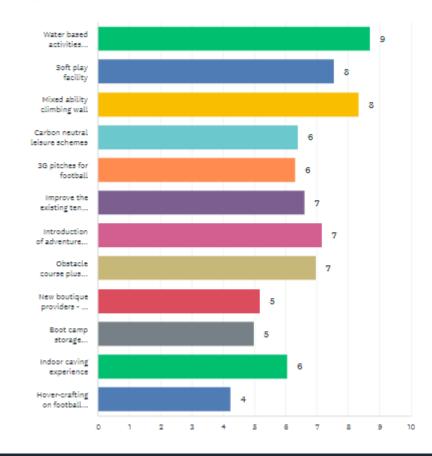


	*	1		2		3	*	4		5	*	6	¥	7	*	8	*	9	-	10	*
•	Water based activities including aqua scramble and paddle boarding	21	1.03% 45	17	7.76% 38	10.75% 23		9.8	1% 21	7.01	96 15	7.01	9% 15	6.549		5.149	6	3.74	% 8	6.07	% 13
•	Mixed ability climbing wall	17	7.67% 38	13	30 30	17.21% 31		12.09	9% 26	12.56	% 27	5.12	96 11	7.449 1		2.799	6 B	1.86	% 4	3.72	% 8
•	Soft play facility	1	5.17% 32	12	26 26	11.37% 24		6.64	4% 14	7.11	% 15	5.69	96 12	6.169 1	6 3	8.539 18		7.11	% 15	4.74	% 10
•	Introduction of adventure golf	T	1.32% 24	13	3.21% 28	7.55% 16		11.32	2% 24	10.38	% 22	11.32	96 24	5.199	6	7.559 16		7.55	96 16	4.72	% 10
•	Carbon neutral leisure schemes	1	11.71% 24	5	i.85% 12	6.34% 13	-	7.32	29% 15	5.37	% 11	10.73	% 22	9.769 2		9.769 20		9.76	% 20	4.39	% 9
•	3G pitches for football	9	9.05% 19	5	i.24% 11	8.10% 17		9.08	5% 19	7.14	% 15	8.57	% 18	9.529 2		8.579 18		11.43	96 24	6.67	% 14
•	Improve the existing tennis infrastructure	4	4.76% 10	9	).52% 20	7.14% 18		7.62	29% 16	7.14	% 15	8.10	96 17	10.95% 2		8.109		8.57	% 1B	12.86	% 27
•	Obstacle course plus club and racing infrastructure	4	4.74% 10	4	1.74% 10	8.06% 17		14.22	2% 30	10.90	% 23	18.96	% 40	9.009 1:		7.119 18		7.58	96 18	6.64	% 14
•	New boutique providers - ie massage therapy, sports retail outlet	4	1.39% 9	6	1.34% 13	5.37% 1		4.88	3% 10	5.37	96 11	4.88	9% 10	11.719 2		7.809 16		10.24	96 21	7.80	% 16
•	Indoor caving experience	2	2.44% 5	9	0.27% 19	9.76% 20		9.27	7% 19	12.20	% 25	6.34	% 13	8.789	6 8	7.329 18		9.27	% 19	11.71	% 24
•	Boot camp storage facility		1.46% 3	2	2.91%	4.37%	6 9	3.88	3% B	6.31	96 13	5.34	% 11	6.319	% 3	11.659 24		13.59	% 28	15.05	96 31
•	Hover- crafting on football pitches	C	).98% 2	1	1.95% 4	5.85% 19		5.88	5% 12	7.80	96 16	7.80	% 16	7.809 1		14.639 30		7.80	% 16	13.17	% 27

WS7 Burntwood All Responses

Weighted preferences in descending order

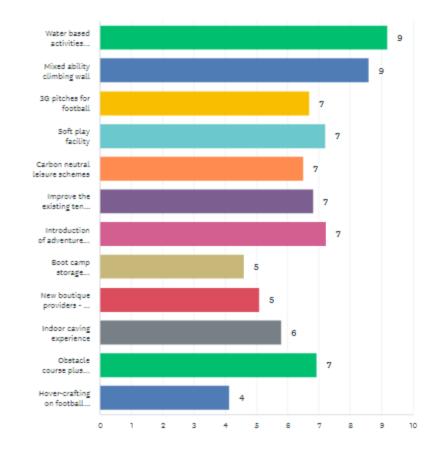




	_							7 *		Q ¥	40 %
	*	1 *	2 *	3 🔻	4 🔻	5 🔻	6 🔻	-	8 *	-	10 🔻
•	Water based activities including aqua scramble and paddle boarding	23.01% 136	14.55% 86	10.66% 63	12.69% 75	7.78% 46	6.94% 41	7.28% 43	5.58% 33	3.38% 20	2.71% 16
*	Soft play facility	17.84% 104	9.95% 58	12.69% 74	6.69% 39	8.06% 47	6.52% 38	6.00% 35	6.69% 39	5.66% 33	7.20% 42
•	Mixed ability climbing wall	12.48% 74	18.89% 112	11.64% 69	12.31% 73	9.11% 54	9.44% 56	7.25% 43	5.73% 34	5.23% 31	3.37% 20
•	Carbon neutral leisure schemes	10.07% 59	6.83% 40	5.63% 33	8.87% 52	7.17% 42	10.07% 59	8.87% 52	9.56% 56	8.36% 49	7.17% 42
•	3G pitches for football	9.98% 58	8.09% 47	6.71% 39	8.61% 50	8.09% 47	4.65% 27	6.88% 40	8.26% 48	9.81% 57	9.81% 87
•	Improve the existing tennis infrastructure	9.48% 55	6.55% 38	8.28% 48	7.59% 44	9.31% 54	8.97% 52	9.14% 83	10.34% 60	8.45% 49	8.79% 51
*	Introduction of adventure golf	7.20% 42	11.84% 69	10.98% 64	8.92% 52	9.26% 54	9.26% 54	9.09% 83	9.61% 56	8.92% 52	6.52% 38
•	Obstacle course plus club and racing infrastructure	4.30% 25	7.92% 46	10.33% 60	11.53% 67	13.94% 81	9.81% 57	10.84% 63	7.75% 45	8.26% 48	7.23% 42
•	New boutique providers - ie massage therapy, sports retail outlet	3.29% 19	4.67% 27	8.13% 47	6.75% 39	5.88% 34	6.75% 39	5.88% 34	9.00% 52	8.82% 51	12.11% 70
•	Boot camp storage facility	2.94% 17	4.15% 24	4.32% 25	5.53% 32	5.70% 33	7.94% 46	8.98% 52	7.94% 48	12.44% 72	13.13% 76
•	Indoor caving experience	1.73% 10	6.56% 38	8.64% 50	7.60% 44	10.88% 63	11.40% 66	10.19% 59	8.81% 51	8.81% 51	8.64% 50
•	Hover- crafting on football pitches	1.03% 6	2.24% 13	3.44% 20	3.61% 21	4.82% 28	6.71% 39	8.43% 49	9.47% 55	10.67% 62	12.74% 74

WS13 All Responses





						_	-				
	•	1 *	2 *	3 ▼	4 🔻	5 🔻	6 ▼	7 🔻	8 *	9 🔻	10 🔻
•	Water based activities including aqua scramble and paddle boarding	25.72% 89	19.65% 68	13.29% 46	7.80% 27	7.80% 27	4.91% 17	7.23% 25	4.05% 14	4.62% 16	2.02% 7
*	Mixed ability climbing wall	16.23% 56	17.10% 59	15.65% 54	10.43% 36	9.57% 33	6.67% 23	8.70% 30	4.64% 16	2.90% 10	2.03%
•	3G pitches for football	13.66% 47	6.40% 22	5.81% 20	8.43% 29	9.30% 32	8.14% 28	6.98% 24	8.72% 30	8.72% 30	9.30% 32
•	Soft play facility	12.17% 42	11.01% 38	8.41% 29	7.83% 27	10.14% 35	8.12% 28	8.70% 30	8.70% 30	8.70% 30	4.93% 17
•	Carbon neutral leisure schemes	10.03% 35	9.17% 32	5.16% 18	8.60% 30	7.74% 27	10.03% 35	7.74% 27	7.74% 27	8.31% 29	8.31% 29
•	Improve the existing tennis infrastructure	9.04% 31	7.87% 27	10.79% 37	9.33% 32	6.41% 22	8.45% 29	8.75% 30	12.83% 44	7.58% 26	6.41% 22
*	Introduction of adventure golf	8.19% 28	9.36% 32	12.28% 42	11.40% 39	9.36% 32	10.23% 35	7.02% 24	8.19% 28	7.31% 25	7.02% 24
*	Boot camp storage facility	2.68% 9	1.49% 5	4.46% 15	4.46% 15	4.17% 14	7.74% 26	8.04% 27	8.63% 29	12.50% 42	18.15% 61
•	New boutique providers - ie massage therapy, sports retail outlet	2.65% 9	5.29% 18	5.88% 20	7.65% 26	7.65% 26	5.29% 18	7.06% 24	8.53% 29	8.24% 28	10.59% 36
•	Indoor caving experience	2.05% 7	6.16% 21	6.74% 23	10.26% 35	8.50% 29	10.85% 37	7.04% 24	8.21% 28	9.97% 34	9.68% 33
•	Obstacle course plus club and racing infrastructure	1.17% 4	8.80% 30	9.68% 33	11.14% 38	15.25% 52	13.20% 45	12.02% 41	8.80% 30	6.74% 23	4.69% 16
•	Hover- crafting on football pitches	0.30%	0.89%	3.86% 13	3.86% 13	4.45% 15	5.93% 20	10.09% 34	9.20% 31	12.46% 42	15.13% 51

WS14 All Responses

Weighted preferences in descending order

This page is intentionally left blank