



Nathaniel Lichfield and Partners

Planning Design Economics

**RHONDDA CYNON TAF COUNTY
BOROUGH COUNCIL:**

**HOUSEHOLD LEISURE PATTERNS
REPORT**

Prepared on Behalf of Rhondda
Cynon Taf County Borough Council

June 2008

Nathaniel Lichfield & Partners Ltd
1st Floor, Westville House
Fitzalan Court
Cardiff CF24 0EL

T 029 2043 5880
F 029 2049 4081
E cardiff@nlppanning.com
www.nlppanning.com

Offices also in:
Manchester
London
Newcastle-upon-Tyne

CONTENTS

- 1.0 INTRODUCTION..... 2**
 - The Sample..... 2
- 2.0 LEISURE PATTERNS 4**
 - Cinema Usage 4
 - Theatre Usage 6
 - Nightclub Usage..... 7
 - Bingo Usage 10
 - Health & Fitness Club Usage 12
 - Tenpin Bowling Usage 14
 - Swimming Pool Usage 16
 - Dance Studio Usage 18
 - Live Music Venue Usage 18
 - Additional Leisure Activities Popular in the Borough..... 20
 - Community Centres 20
- 3.0 NEW LEISURE FACILITIES..... 22**
 - Provision of New Leisure Facilities 22
- 4.0 SUMMARY 24**
 - Theatres 24
 - Nightclubs 24
 - Bingo 24
 - Health & Fitness Clubs 25
 - Tenpin Bowling 25
 - Swimming Pools 26
 - Dance Studios..... 26
 - Live Music Venues 26
 - Community Centres 26
 - Youth Club 27

1.0 INTRODUCTION

1.1 NLP have been commissioned by Rhondda Cynon Taf County Borough Council to prepare an Indoor Leisure Needs Assessment for the Borough. As part of this study a household survey was conducted within which 500 local residents were questioned. This report examines the results of this survey with the key aim to provide an indication of the existing household leisure usage patterns within the Borough. The full survey results are attached in Appendix A and a plan of the study area is provided in Appendix B.

The Sample

1.2 The study area broadly corresponds with the unitary authority boundary and has been divided into four zones. Zone 1 is located in the north of the Borough and contains the main settlements of Aberdare and Hirwaun. Zone 2 is located to the West of the Borough and incorporates the settlements of Ferndale, Treorchy, Treherbert, Tonypany and Clydach Vale. Zone 3 is located to the east of the Borough and borders parts of Merthyr and Caerphilly. The main settlements in this zone are Pontypridd, Abercynon and Mountain Ash. Finally, Zone 4 covers the southern most part of the Borough which includes the settlements of Llantrisant, Pontyclun, Llanharan and Talbot Green.

1.3 Within the four zones 500 people were surveyed. The representation within each zone was determined based on the size of the resident population. The exact sample sizes for each zone are set out in the table below:

Zone	Sample Size
1	86
2	183
3	108
4	123
Total	500

1.4 In order to make sure the results were robust it was ensured that the sample was representative of the Borough by gender, age and socio-economic status.

1.5 The ratio of female to male respondents was approximately 56:44 although this varied marginally between the four zones.

- 1.6 The survey provided six different age categories for the respondents. The largest representation came from the 35-44 category (22%), followed by 45-54 (21%), 65+ (21%), 55-64 (15%), 25-34 (14%) and 18-24 (7%). The results per zone are relatively evenly split. Whilst there would appear to be fewer 18-44 year olds and more 45-64 year olds in Zone 4 compared to the other three zones, it is not expected that this would significantly impact on the results.
- 1.7 The survey used the standard definition of socio-economic grouping which splits employment into six categories. It can be confirmed that the survey was closely representative of the socio-economic grouping as per the 2001 census results for RCT and is therefore considered to provide a robust sample.

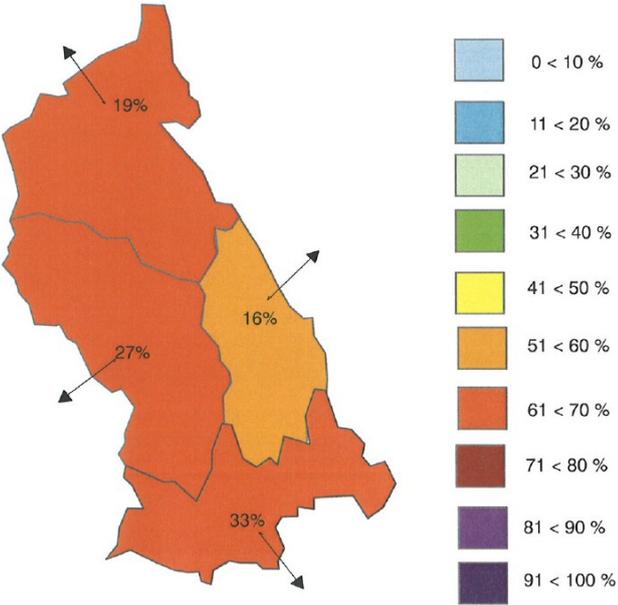
2.0 LEISURE PATTERNS

2.1 This section analyses the survey results regarding the destination and frequency of visits to various indoor leisure facilities. Colour plans of the Borough indicate the participation rate by zone and rates of outflow where the leisure activity takes place outside of the Borough.

Cinema Usage

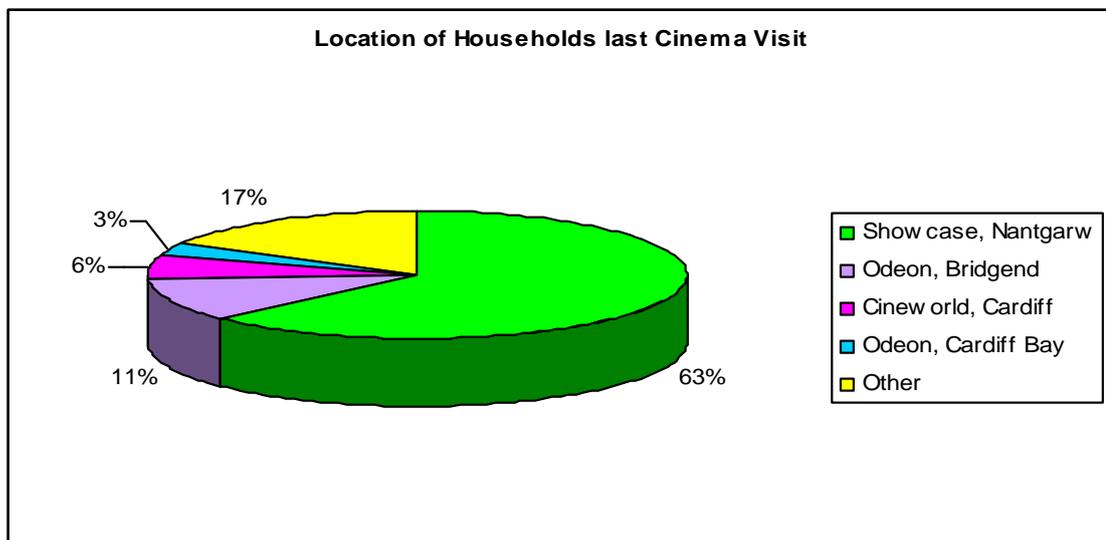
2.2 The survey indicated that approximately 64% of respondents or a member of their household visit cinemas with the remaining 34% of respondents stating that they never go to the cinema. The average visitation rate for those who do visit cinemas is approximately 10 visits per year.

2.3 Cinema visitation was relatively even throughout the four zones although Zone 3 had the lowest visitation rate at 58% and Zone 4 had the highest at 69%. The fact that Zone 4 had the highest visitation rate is probably largely due to the number of cinemas within the catchment area, with the multiplex cinemas in both Cardiff and Bridgend and also the Showcase cinema at Nantgarw.



2.4 The most popular cinema destination for the study area as a whole was the Showcase cinema at Nantgarw with 63% of respondents stating that this was the last

cinema they had visited. This was followed by the Odeon in Bridgend (11%) and Cineworld in Cardiff City Centre (6%).



2.5 For each zone the most popular cinemas were:

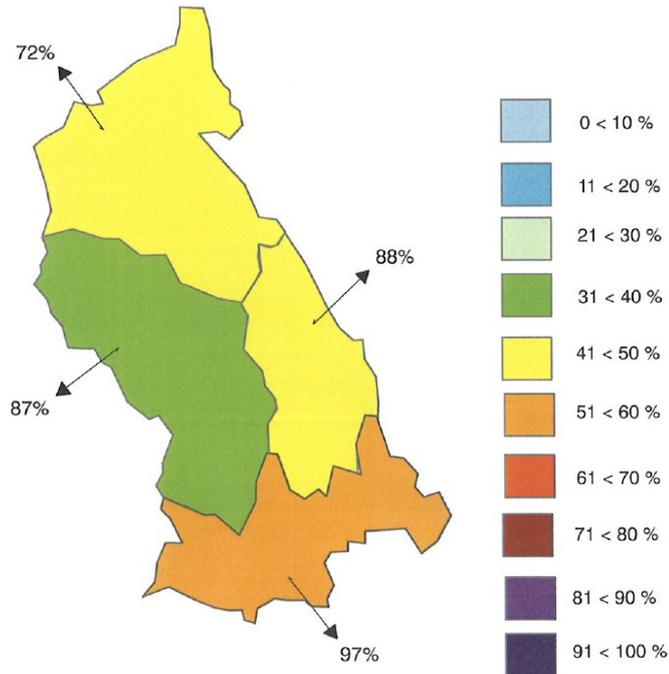
- **Zone 1:** Showcase Cinema, Nantgarw was the most popular at 55% followed by The Coliseum in Aberdare (10%), Cineworld in Cardiff City Centre (7%) and UCI in Swansea (7%).
- **Zone 2:** Again the most popular destination was Nantgarw (58%) followed by the Odeon in Bridgend (18%) and the Parc & Dare Theatre in Treorchy (8%).
- **Zone 3:** The most popular cinema for Zone 3 by a significant margin was the Showcase cinema in Treforest (81%) followed by Cineworld in Cardiff (8%).
- **Zone 4:** The Showcase cinema was also the most popular destination for Zone 4 with 61% of respondents visiting this cinema followed by the Odeon in Bridgend (14%) and Cineworld in Cardiff (7%).

2.6 From the above survey data it would appear that the most popular cinema destination is the Showcase cinema at Nantgarw. Overall, 71% of all cinema visits were retained within the Borough with only 26% of visits leaking to cinemas outside the boundary and 4% of people unable to recall where they last went to the cinema.

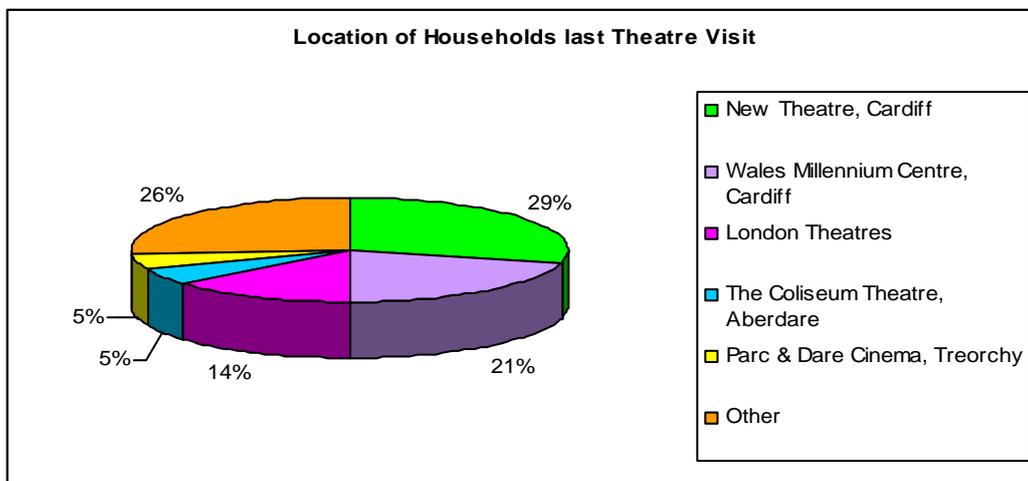
2.7 The most significant amount of trade leakage was from Zone 4 with 33% of respondents visiting a cinema outside the Borough followed by Zone 2 (27%), Zone 1 (19%) and Zone 3 (16%).

Theatre Usage

2.8 The number of respondents who stated that they or a member of their household went to the theatre was approximately 44% with the remaining 66% stating that they never visit the theatre. Of these 44%, each respondent went to the theatre an average of 5 times per annum. Zone 4 contained the highest amount of theatre goers at 52% with Zone 2 containing the least at 37%.



2.9 For the study area as a whole the most popular theatre destination was the New Theatre in Cardiff City Centre (29%) followed by The Wales Millennium Centre (21%) and London Theatres (14%). This could therefore be a contributing factor to the high visitation rate in Zone 4 which is the most accessible of the zones to Cardiff.



2.10 For each zone the most popular theatres were:

- **Zone 1:** The Coliseum in Aberdare was the most popular theatre destination (26%), followed by New Theatre in Cardiff (21%), Wales Millennium Centre in Cardiff Bay (18%) and London theatres (10%).
- **Zone 2:** The majority of Zone 2 respondents visited the New Theatre (32%), followed by London theatres (17%), Wales Millennium Centre (15%) and the Parc & Dare Theatre in Treorchy (13%).
- **Zone 3:** The most popular destination for theatre visits for Zone 3 respondents was the New Theatre in Cardiff (30%), followed by Wales Millennium Centre (18%), London theatres (10%) and the Muni Arts Centre in Pontypridd (8%).
- **Zone 4:** The Wales Millennium Centre was the most popular theatre destination with 33% of respondents last visiting this theatre. This was closely followed by the New Theatre (31%) and London theatres (14%).

2.11 From the above survey data Cardiff would appear to be the theatre destination of choice for the majority of respondents followed by London. Overall, only 12% of theatre visits were retained within the Borough with 5% of respondents visiting The Coliseum in Aberdare, 5% going to Parc & Dare in Treorchy and 2% visiting the Muni Arts Centre in Pontypridd.

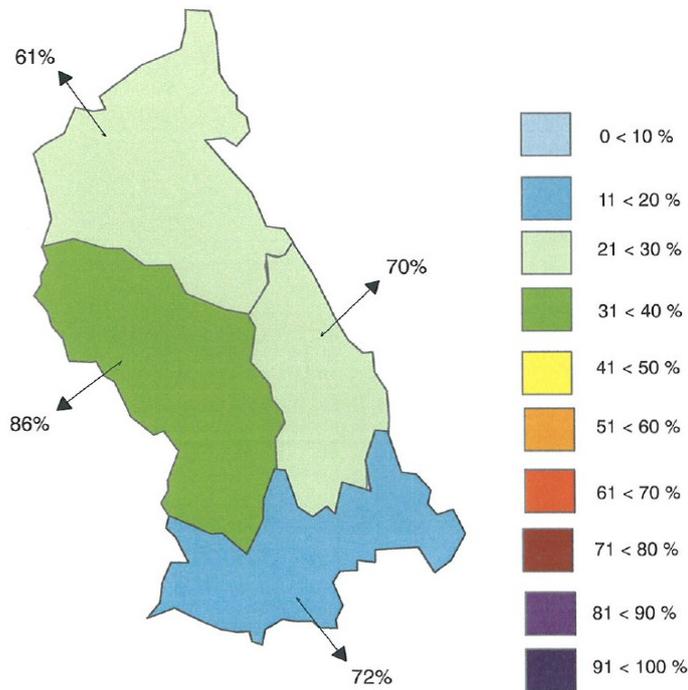
2.12 Therefore in total, 81% of visits are occurring in destinations outside the Borough such as Cardiff, London and Swansea. The remaining 7% of respondents could not recall where they last went to the theatre.

2.13 The biggest leakage of trade came from Zone 4 with 97% of theatre visits occurring outside the Borough. The biggest retention was Zone 1 although 72% were still visiting theatres elsewhere. This retention was largely due to the fact that The Coliseum theatre is located within Zone 1.

Nightclub Usage

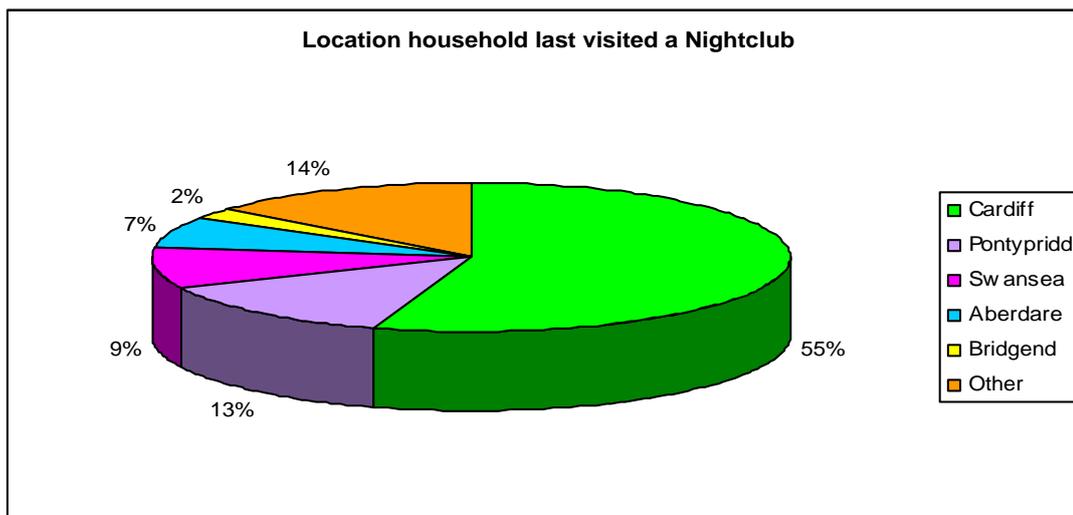
2.14 The household survey indicated that approximately 26% of respondents or a member of their household visit nightclubs with the majority indicating regular visits of more than once a month (15%). 74% of respondents stated that they never visit a nightclub.

Of the respondents who do go to nightclubs it is estimated that the average household visits 12 times per year or once a month.



2.15 Of the four zones, Zone 2 contained the most respondents who visit nightclubs at 31%. The least number of respondents came from Zone 4 (20%). There is no clear explanation for this although only 34% of Zone 4 respondents are aged between 18 and 44 whereas in Zone 2 this figure was higher at 47%. It is therefore considered that the age of the respondents could have some bearing on these results.

2.16 For the study area as a whole, the most popular destination for nightclub visits was Cardiff (55%) followed by Pontypridd (13%), Swansea (9%) and Aberdare (7%).



2.17 For each of the zones the popularity for each destination was as follows:

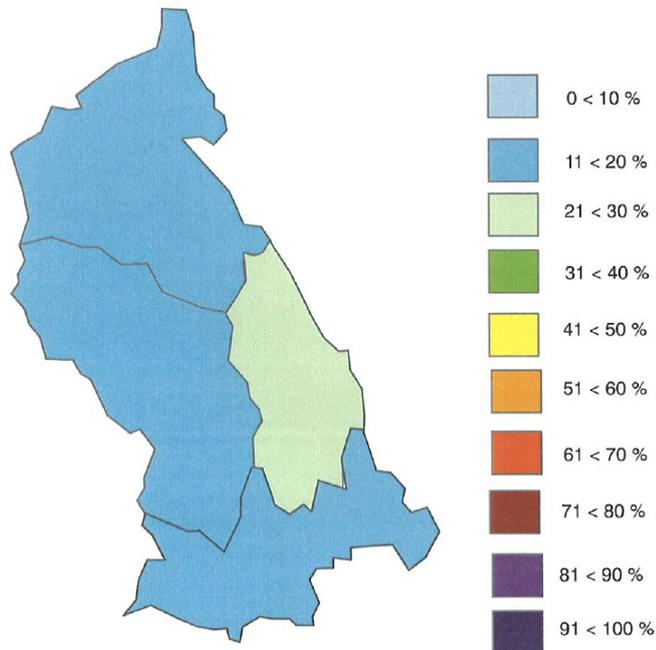
- **Zone 1:** Cardiff and Aberdare were the most popular destinations for nightclub visits for Zone 1 attracting 39% of respondents each. The only other stated destination was Swansea which attracted 22% of respondents.
- **Zone 2:** The majority of Zone 2 respondents last visited a nightclub in Cardiff (57%) followed by Pontypridd (9%), Swansea (7%) and Bridgend (5%).
- **Zone 3:** The most popular nightclub destination for Zone 3 respondents was Cardiff (56%) followed by Pontypridd (26%) and Swansea (11%).
- **Zone 4:** For Zone 4 respondents the nightclub destination of choice was Cardiff (60%) followed by Pontypridd (20%).

2.18 From the above survey data it is clear that the majority of respondents are travelling to Cardiff in order to visit nightclubs, which is most likely to be attributable to the choice of venues available within the city.

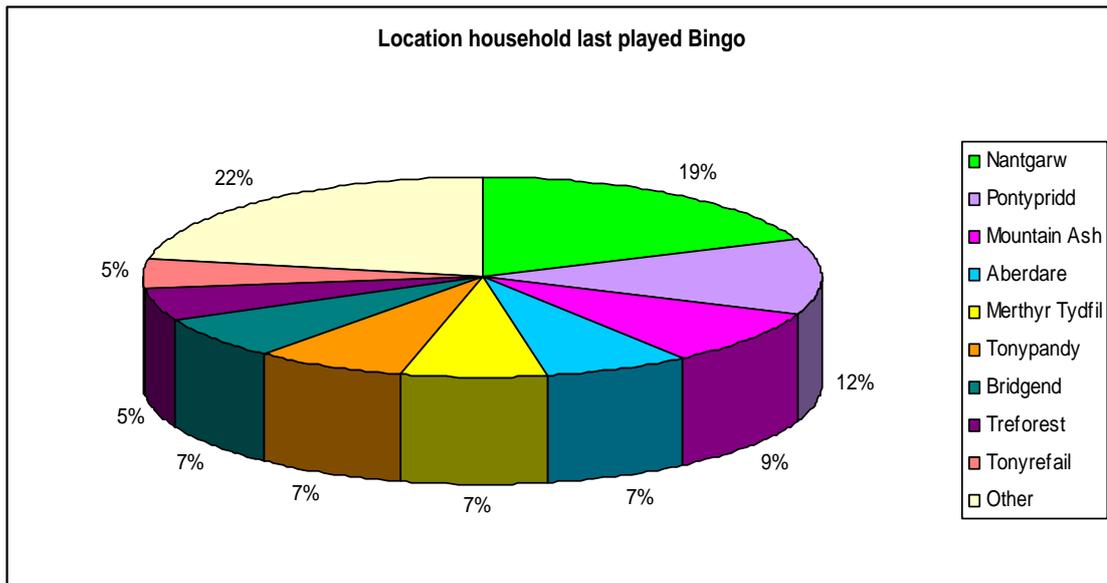
2.19 Overall, 25% of respondents visit nightclubs within the Borough. Pontypridd is the most popular destination followed by Aberdare and Porth. On this basis, 75% of people visit nightclubs outside the Borough. The biggest leakage of trade comes from Zone 2 (86% leakage/14% retention) and the Zone which retains the most is Zone 1 (39% retention/61% leakage).

Bingo Usage

- 2.20 The number of respondents who stated that they or a member of their household visited bingo halls was 15% (with 85% stating that they never visited). Of these respondents it has been calculated that the average household will visit 14 times per annum. Zone 3 had the highest number of respondents visiting bingo venues at 21% with Zones 1, 2 and 4 averaging 13-14%. Overall the participation rate is estimated to be 2.3 visits per annum per adult, compared with a national average of 1.75.
- 2.21 This higher number of visitors in Zone 3 is considered to be largely because there are bingo venues in both Mountain Ash and Pontypridd which are both located within this zone.



- 2.22 For the study area as a whole the most popular bingo destination was Nantgarw (19%) followed by Pontypridd (12%) and Mountain Ash (9%).



2.23 For each of the zones the most popular destinations were:

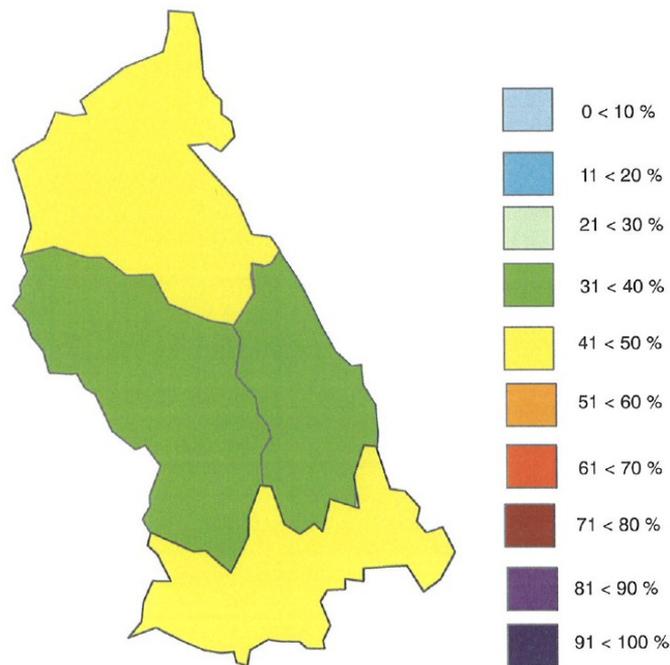
- **Zone 1:** The majority of Zone 1 respondents went to Aberdare (46%) to play bingo followed by Merthyr Tydfil (27%).
- **Zone 2:** The most popular destination for Zone 2 respondents was Tonypanyd (21%) followed by Tonyrefail (17%) and Nantgarw (8%).
- **Zone 3:** The destination of choice for Zone 3 respondents was Mountain Ash (30%) followed by Pontypridd (26%) and Nantgarw (22%).
- **Zone 4:** The majority of Zone 4 respondents went to Nantgarw to play bingo (41%) followed by Bridgend (24%) and Pontypridd (18%).

2.24 From the above data it does not appear that people are willing to travel large distances to visit a bingo venue and tend to use the facilities closest to where they live. Over 72% of all bingo visits occurred within the Borough.

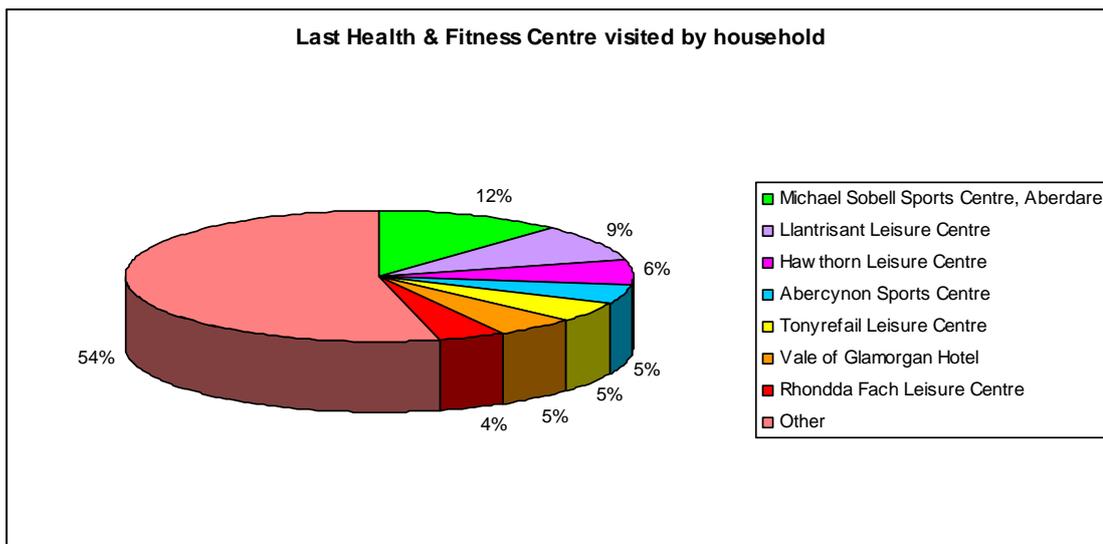
2.25 This retention rate does vary throughout the study area with Zone 3 retaining the highest amount of bingo visits at 83% whereas Zone 1 retains only 55% due to a large amount of its trade leaking to Merthyr Tydfil.

Health & Fitness Club Usage

2.26 The number of respondents who visit health and fitness clubs was 41% with the remaining 59% never visiting such clubs. Of the respondents who said they or a member of their household visit, the majority visit at least once a month. Within the study area the spread of the visitations within the four zones was fairly even with Zone 4 respondents visiting the most (44%) and Zone 3 respondents visiting the least (39%).



2.27 For the study area as a whole there was a large spread of venues with the most popular destination being the Michael Sobell Sports Centre in Aberdare which attracted 12% of the respondents followed by Llantrisant Leisure Centre (9%) and Hawthorn Leisure Centre (6%).



2.28 The most popular destinations by zone are as follows:

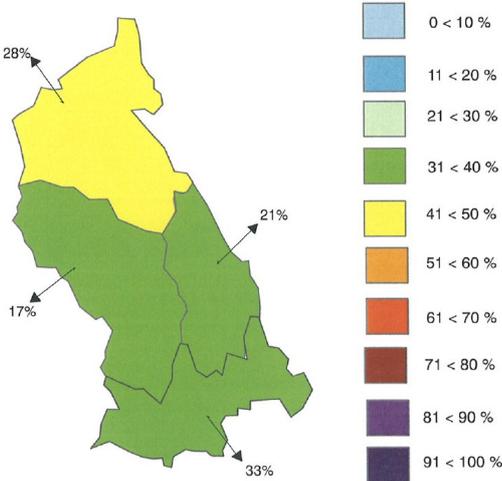
- Zone 1:** The most popular health and fitness venue for Zone 1 residents was the Michael Sobell Sports Centre in Aberdare at a significant 60%. This was followed by JJB Fitness Club in Merthyr at 14%.
- Zone 2:** The majority of Zone 2 respondents visit local leisure centres at Tonyrefail (15%), Tylorstown (12%), Ystrad Mynach (8%), Llantrisant (8%) and Rhondda (7%).
- Zone 3:** Zone 3 respondents also mainly visit their local leisure centres at Abercynon (24%) and Hawthorn (24%).
- Zone 4:** The majority of Zone 4 respondents visit Llantrisant leisure centre (20%) followed by the Vale of Glamorgan Hotel (13%), Llantwit Fardre leisure centre (7%) and Miskin Manor Hotel (6%).

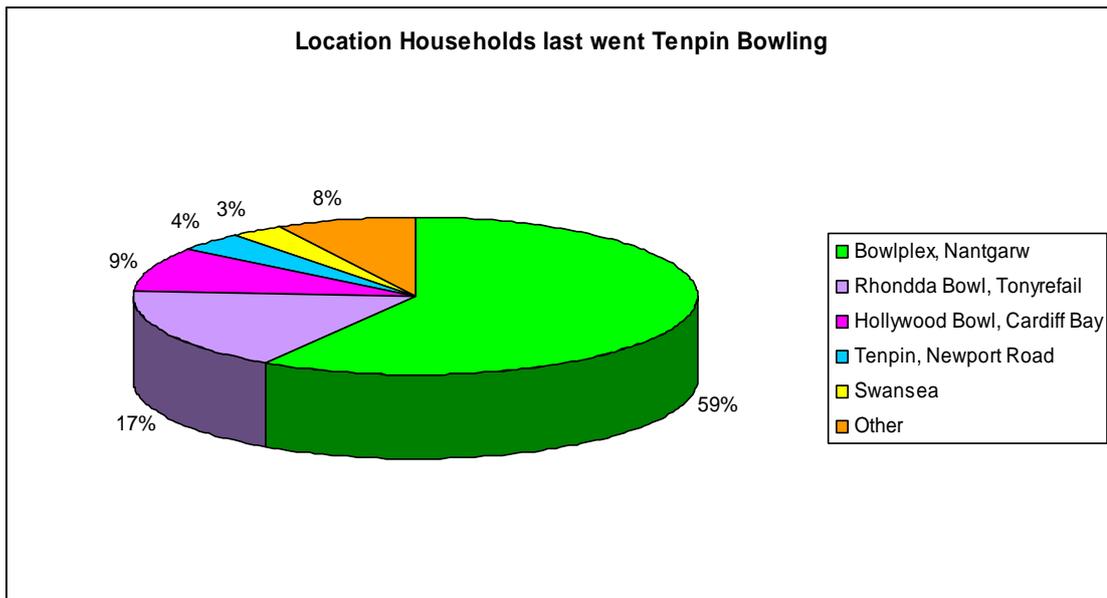
2.29 From the above data, although the Michael Sobell sports centre was named by a number of respondents this centre only really serves Zone 1. As with bingo it would appear that few people are willing to travel large distances in order to visit health and fitness clubs and as such each zone is predominantly served by a variety of different venues. Very few people appear to be travelling out of the Borough in order to visit these venues and therefore it is considered that retention within the Borough is high.

- 2.30 One significant trend from the survey is the use of Council run sport and leisure centres (62%) over private clubs (38%) across the Borough, although the general trend was reversed in the more affluent Zone 4. However, it is considered that this is partially attributable to the lack of private clubs such as Fitness First, David Lloyd, Esporta etc within the Borough.
- 2.31 In addition, respondents were asked to rate the Council run facilities on four categories: convenience of location, quality of facilities available, range of facilities available and value for money. All zones gave positive responses to each question with the most positive responses for convenience of location (especially Zone 4) followed by value for money. The least positive comments were for quality of facilities in Zone 4.
- 2.32 Overall, the quality and range of facilities received equally positive responses.

Tenpin Bowling Usage

- 2.33 The number of respondents who stated that they or a member of their household go tenpin bowling was 38% with the remaining 62% stating that they never go. Of the respondents who said that they visit it has been calculated that the average frequency of visits is 7 times per annum. Within the study area the participation rate was relatively even with the most visits in Zone 1 (46%) and the least in Zones 3 and 4 (35% each).
- 2.34 The household survey results indicate that for the study area as a whole the most popular tenpin bowling destination was Bowlplex at Nantgarw (59%) followed by Rhondda Bowl at Tonyrefail (17%) and Hollywood Bowl in Cardiff Bay (9%).





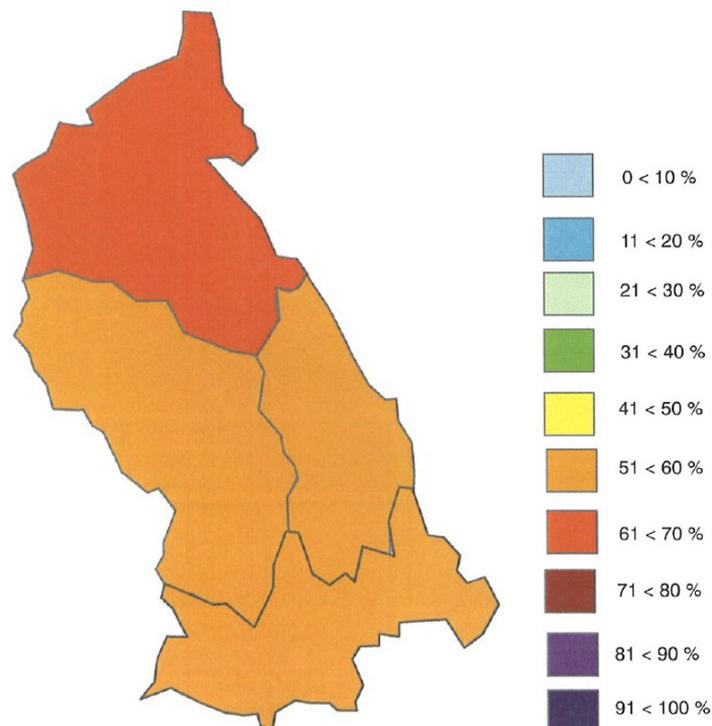
2.35 The most popular destinations by zone are as follows:

- **Zone 1:** The majority of Zone 1 respondents visited Bowlplex at Nantgarw (73%) followed by Swansea tenpin bowling centres (15%).
- **Zone 2:** The most popular destination for Zone 2 respondents was Nantgarw and Tonyrefail which both attract 41% of respondents each.
- **Zone 3:** Zone 3 respondents tend to visit Bowlplex in Nantgarw to undertake tenpin bowling followed by Hollywood Bowl in Cardiff Bay (8%) and Tenpin on Newport Road in Cardiff (8%).
- **Zone 4:** The majority of Zone 4 respondents visit Bowlplex at Nantgarw (58%) followed by Hollywood Bowl in Cardiff Bay (16%), Rhondda Bowl (7%) and Tenpin in Cardiff (7%).

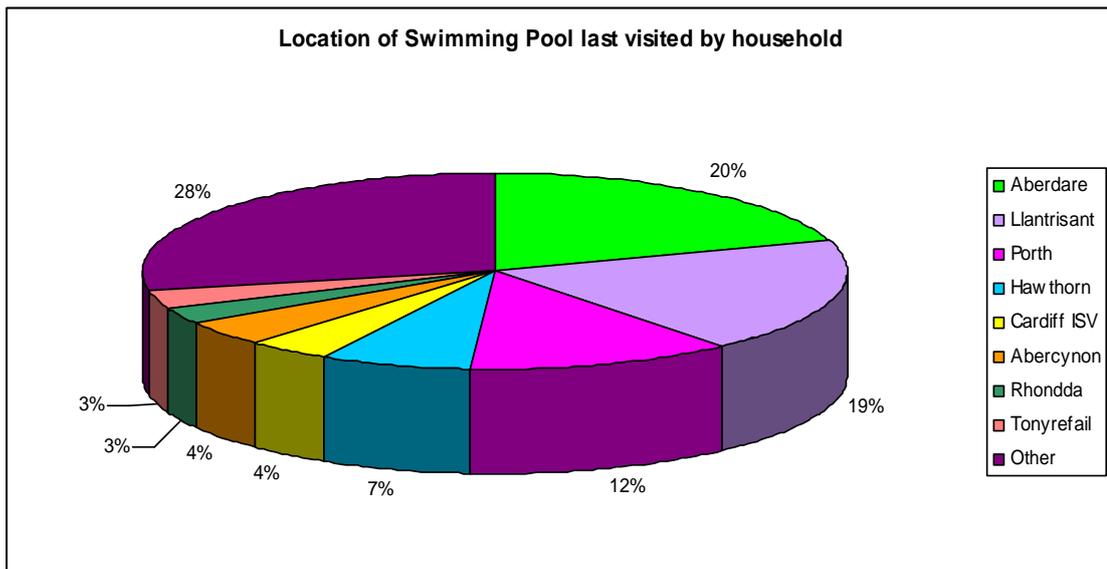
2.36 From the above data it would appear that the majority of respondents who go bowling tend to visit Bowlplex at Nantgarw and Rhondda Bowl at Tonyrefail, both of which are located within the Borough. As a whole the study area retains 77% of tenpin bowling visits with the highest retention from Zone 2 at 83% and the lowest retention from Zone 4 at 67%.

Swimming Pool Usage

2.37 Of those surveyed 56% stated that they or a member of their household use swimming pools, with the remaining 44% of respondents stating that they never use swimming pools. From the 56% who use such facilities the average visitation rate is 14 times per annum making it one of the most regularly undertaken indoor leisure activities. Within the study area the spread of visits is relatively even between the four zones, with the highest proportion of visits occurring in Zone 1 (64%) and the least in Zone 3 (52%).



2.38 For the study area as a whole the most popular swimming pool destinations were leisure centres/public pools in Aberdare (20%), Llantrisant (19%) and Porth (12%).



2.39 The most popular destinations by zone were as follows:

- **Zone 1:** The only swimming pool to pull in a significant amount of respondents from Zone 1 was Aberdare which attracted 80%.
- **Zone 2:** In Zone 2 the majority of respondents visited swimming pools at Porth (26%), Llantrisant (14%) and Rhondda (9%).
- **Zone 3:** The most popular swimming destination for Zone 3 respondents was Hawthorn (21%) followed by Aberdare (20%), Abercynon (16%) and Porth (13%).
- **Zone 4:** The majority of Zone 4 respondents stated that they last went swimming in Llantrisant (46%). The next most popular destinations were Hawthorn (11%) and Cardiff International Sports Village (10%).

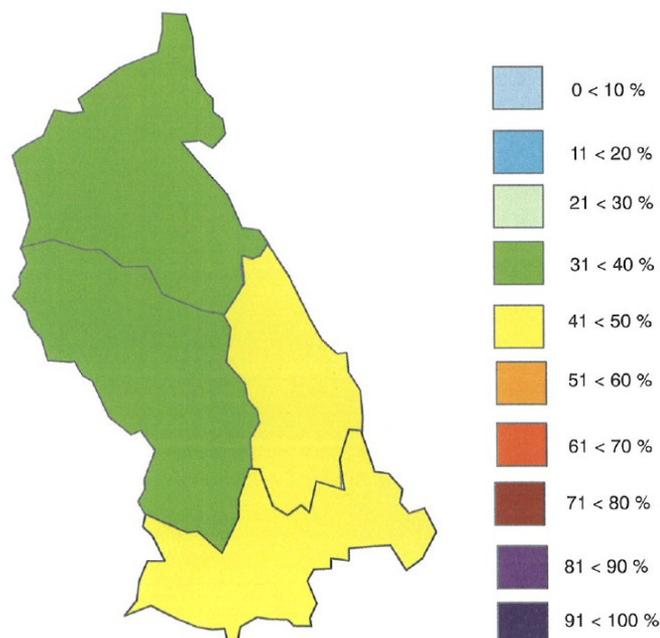
2.40 The above survey data indicates that the respondents are able to undertake swimming in several locations near to their homes and therefore do not appear to travel great distances. In Zone 4 several respondents visited the ISV in Cardiff although this is considered to be a 'fun pool' which will attract people from greater distances. However, it is considered that the majority of local people go swimming within the Borough.

Dance Studio Usage

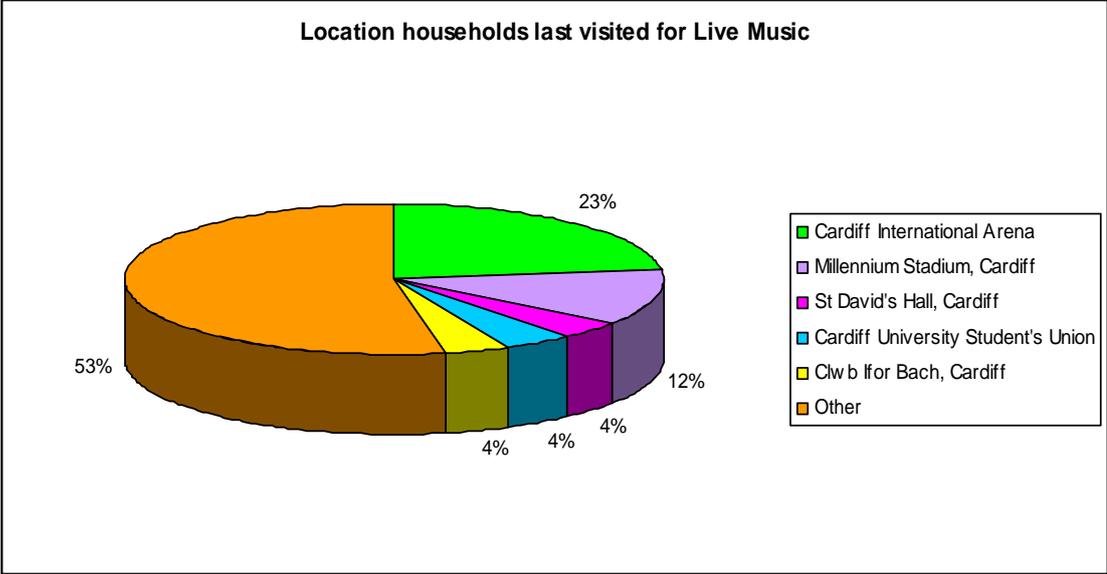
- 2.41 The survey results have indicated that only 8% of respondents or members of their household visit dance studios with the remaining 92% never visiting. The majority of this 8% visit at least once a month. Between the zones, visits from Zone 2 (3%) were lower than in Zones 1, 3 and 4 (10-11%) which could potentially reflect poor opportunities for local residents to dance within this zone.
- 2.42 There were four locations for dance studios deemed most popular within the study area, each achieving a visitation rate of 5%. These were: Michael Sobell Sport Centre in Aberdare, Mountain Ash, Muni Arts Centre in Pontypridd and Llantrisant Community Hall. No centre appears to be used significantly more than any other in any of the zones.
- 2.43 The survey results suggest that those who participate in dance tend to go to local venues within the Borough with few people travelling any significant distance to visit a particular dance studio.

Live Music Venue Usage

- 2.44 The survey results indicate that 40% of all respondents or members of their households visit live music venues. The average visitation rate for those who go to live music venues is 8 times per annum.



2.45 For the study area as a whole the most popular destination for live music was the CIA in Cardiff which attracted 23% of all respondents. This was followed by other Cardiff based venues such as the Millennium Stadium (12%), St David's Hall (4%) and Cardiff University's Student Union (4%).



2.46 For the four zones the most popular destinations can be broken down as follows:

- Zone 1:** The CIA (23%) was the most popular live music venue for Zone 1 residents followed by St David's Hall, Cardiff Students Union, Swansea and the Coliseum Theatre in Aberdare (all 7%).
- Zone 2:** The majority of Zone 2 respondents also stated that they last went to the CIA to see live music (23%) followed by the Millennium Stadium (6%) and Clwb Ifor Bach (6%).
- Zone 3:** The most popular live music venue for Zone 3 respondents was the CIA (28%) followed by the Millennium Stadium (14%) and The Point in Cardiff Bay (6%).
- Zone 4:** The Millennium Stadium was the most popular live music venue for Zone 4 respondents with 24% last visiting this venue. This was followed by the CIA (19%) and Cardiff University's Student's Union (6%).

2.47 From the above results it is clear that the majority of respondents travel to Cardiff for live music with only Zone 2 residents last visiting a local venue. It is considered that

the household names that these larger venues are able to attract is likely to be a significant factor in this trend.

Additional Leisure Activities Popular in the Borough

- 2.48 The survey asked respondents whether they or their family partake in any additional participatory arts activities. Of the 500 surveyed, 39% of respondents said that they did, with the most popular answers as follows: Arts & Crafts (16%), Dance (12%), Photography and Video Making (9%), Bands (8%), Choir (7%) and Music/drama groups (6%).

Community Centres

- 2.49 Respondents were asked to name the nearest local community centre to their home. The most significant finding from the answers provided was that across the study area as a whole, 32% could not answer the question. This 'don't know' answer was given most by Zone 1 respondents (56%) followed by Zone 2 (39%).
- 2.50 The other telling finding was the large range in centres mentioned, reflecting the high number of community centres in the Borough.
- 2.51 Respondents were then questioned on how often they use their local community centre. The majority of respondents stated that they never use their community centre which accounted for 67% study area wide and varied between 73% (Zone 1) and 62% (Zone 4) by zone. Only 13% claimed to visit a centre at least once a week with Zone 2 achieving the highest weekly visits at 16%.
- 2.52 With regards to use, the most popular reason given for visiting the community centre on a regular basis was for physical recreation (42%), non-physical recreation such as watching amateur dramatics (27%), Children's clubs such as Brownies and Scouts (17%) and vocational courses (12%).
- 2.53 From the study results it is considered that many respondents are unaware of the location of their nearest community centre with even fewer using it at all. This indicates that the centres are not being used to their full potential and either do not meet the needs of the majority of the local population or do not do enough to promote themselves to the local community.

2.54 On the basis of the above, respondents were asked whether anything could be done in order to improve their local community centre. While the majority of respondents stated that they didn't know (62%) the next most popular answer was 'do nothing' (11%). This response was most popular in Zone 1 (19%) and Zone 2 (12%). Other answers included 'more facilities' (in terms of improving on the range and number available) which was given by 11% of respondents in the four zones. In Zones 2 & 3 there was also call for better quality facilities and in Zone 4 it was considered that better advertisement of the available facilities was required.

3.0 NEW LEISURE FACILITIES

3.1 The survey asked respondents what new leisure facilities they would like to see in their local area. For the study area overall the most popular answer was swimming pool (17%) followed by Youth Club (12%), health & fitness club (10%) and cinema (5%). However, the new facilities desired varied by zone with the individual results by zone as follows:

- **Zone 1:** The majority of Zone 1 respondents would like to see cinema facilities (13%) followed by tenpin bowling (11%), youth club (11%) and a health and fitness club (6%).
- **Zone 2:** The two most popular leisure facilities which Zone 2 residents would like to see in their local area is a swimming pool (9%) and a health and fitness centre (9%). The next most frequent answers were Youth Club (8%), children's play area (7%) and cinema (6%).
- **Zone 3:** Zone 3 residents would most like a new swimming pool (41%) to be provided within the local area which was followed by a health and fitness club (21%) and a youth club (20%).
- **Zone 4:** A swimming pool (17%) was the most widely suggested new facility by Zone 4 respondents followed by a youth club (12%).

3.2 From the above data, it would appear that with the exception of Zone 1, a swimming pool is the most desired new leisure facility within the local area. A youth club was also suggested by every zone indicating that people feel that there is a lack of such facilities for the younger population.

Provision of New Leisure Facilities

3.3 In terms of the provision of the new leisure facilities respondents were asked whether they agreed or disagreed with four separate statements. There were five ratings with 1 being strongly disagree and 5 being strongly agree. The results were as follows:

Statement 1: I prefer to go to single use, purpose built leisure venues

- 3.4 The spread of results was very similar between the four zones and therefore looking at the study wide results 45% of respondents stated that they had no view on the above. However, 12% strongly agreed, 17% agreed, 13% disagreed and 13% strongly disagreed. Therefore, it is considered that there is no one strong view held by the local population regarding whether venues should be purpose built for a single use or not and is likely to be something they would have a stronger view upon on a case by case basis rather than in general terms.

Statement 2: I think it is a good idea to open up facilities in schools for the wider use of the community

- 3.5 Over the study area as a whole 52% of respondents strongly agreed with this statement and a further 34% agreed. Therefore, it is considered that there is a general consensus for existing school buildings to be better utilised by the local community as a whole which could include evenings, weekends and holiday periods.

Statement 3: It is better when developing new leisure facilities to provide a wide range of different types of facilities in a single location.

- 3.6 Overall, the respondents of the study replied in the positive to this statement with 54% strongly agreeing and 35% agreeing. Therefore, it is considered that the majority of the local population would like to see a variety of leisure facilities within a single location.

Statement 4: I think community centres should be better utilised for a wider range of leisure uses.

- 3.7 The survey wide results suggest that the respondents agreed with the above statement with 45% strongly agreeing and 36% agreeing. It is therefore considered that the majority of people believe that the existing community centres could be better utilised. This also corresponds with the previous 'community centres' section which revealed that few people currently visit their local centre which could be attributed to the range of uses currently on offer in these venues.

4.0 SUMMARY

- 4.1 The telephone survey results of 500 households in the Borough have been analysed to assess leisure usage patterns within the Borough.

Cinemas

- 4.2 Cinema usage within the study area was high and the retention of these visits within the Borough was also considered to be strong. It appears to be the most popular indoor leisure activity along with swimming. Zone 3 had the lowest visitation rate within the study area although only 5% of Zone 3 respondents would like to see a new cinema within their local area. However, 13% of Zone 1 respondents would like to see a cinema within their local area, potentially reflecting the fact that residents in the north of the Borough have to travel the furthest to reach a multiplex cinema.

Theatres

- 4.3 Theatre visitation within the Borough currently stands at less than 50% of which the majority of visits occur outside the Borough to venues within Cardiff and London. Only 5 respondents (1%) in the study area as a whole stated that they would like to see additional theatre facilities within the Borough. Therefore it would appear that there is no significant demand for further facilities at the present time.

Nightclubs

- 4.4 Nightclub usage amongst the respondents was relatively strong at 26% given that it is age restrictive to a certain extent. Those using nightclubs tended to visit Cardiff and Pontypridd. Only 0.6% of respondents within the study area stated that they would like to see additional nightclub facilities within the local area and therefore it is considered that demand does not currently exist to support additional facilities at the present time.

Bingo

- 4.5 Bingo usage was strong within the study area at 15% of respondents participating. There was no specific favoured venue, with people tending to use their nearest facility which meant the majority of visits stayed within the boundaries of the Borough. No

respondents stated that they would like to see additional bingo facilities within the Borough and therefore coupled with an already high participation rate it is considered that demand does not exist for further facilities at the present time.

Health & Fitness Clubs

- 4.6 There was a relatively high usage of health and fitness clubs within the Borough with the majority of respondents opting to use Council run facilities within their immediate local area. However, based on the popularity of the JJB facility within Merthyr for Zone 1 respondents, it is considered that this could be a reflection of the lack of private clubs within the Borough.
- 4.7 For the study area as a whole, 10% of respondents would like to see additional health and fitness facilities within the local area with the highest demand coming from Zone 3 (21%) and Zone 2 (9%). It is therefore considered that demand exists for additional health and fitness facilities within the Borough.
- 4.8 The respondents generally rated the existing Council run facilities as predominantly good.
- 4.9 It is considered that if new facilities are provided, private clubs could be accommodated such as Fitness First, JJB etc with the most appropriate locations, based on the survey results, being Zones 2 and 3.

Tenpin Bowling

- 4.10 Tenpin bowling usage within the Borough was reasonable at 38% with the majority using the Borough's existing bowling facilities in Nantgarw and Rhondda. Despite being located in a different zone, the highest visitation to these facilities came from Zone 1, whose respondents (10%) also indicated a desire for additional facilities to be provided within the local area.
- 4.11 Therefore, it is considered that demand exists for additional tenpin bowling facilities within the northern part of the Borough with the most appropriate location considered to be Aberdare.

Swimming Pools

- 4.12 Swimming pool usage within the study area was relatively high at 56% with the most visits occurring in Zone 1 and the least in Zone 3. The majority of people tended to use Council run facilities within their immediate local area. From the survey, there was a great desire for additional facilities within Zone 3 (40%) (which tallies with the existing low usage) and Zone 4 (17%).
- 4.13 It is considered that local residents would like to see additional swimming facilities with the Borough and therefore it is considered that the most appropriate locations would be within the Zone 3 area followed Zone 4.

Dance Studios

- 4.14 Dance studio usage was generally low within the Borough at only 8%. Those who use the facilities tend to use the amenities within the local area. From the survey results 2% of respondents stated that they would like additional dance facilities within the Borough with the majority coming from Zone 4. Therefore, it is not considered that there is a great demand for new dance facilities within the area.

Live Music Venues

- 4.15 A relatively large proportion of respondents visit live music venues although the majority of these venues are the very large facilities such as the CIA and the Millennium Stadium within Cardiff. No respondents stated that they would like additional live music venues within the Borough and it is considered that due to the local competition in Cardiff, Swansea and Bridgend it would be difficult to provide a competitive and viable venue within the Borough.

Community Centres

- 4.16 Within the study area 39% of respondents use their local community centre although 32% of the local population did not know where their nearest centre was. It is considered that currently these centres are underutilised by the resident population.
- 4.17 Residents did not have strong views on potential improvements to community centres, although there was a very positive response to the suggestion that

community centres should be better utilised for a wider range of leisure uses. The most common usage of existing community centres was for physical recreation.

Youth Club

- 4.18 Apart from a swimming pool the most desired leisure facility within all four of the zones was a youth club or similar facility for the younger population. It is therefore considered that this is a need which is not being met despite a high demand. Such a use could be accommodated within the existing community centres in some of the local areas.

Appendix A

Household Survey Results

Appendix B
Survey Area Plan

