



Dovedale Sports Centre

Consultation on potential future refurbishment

Jan/Feb 2022

Dovedale Sports Centre is one of Chelmsford City Council's 4 leisure centres. It is shared with Chelmsford College and located within its Moulsham Street campus with an entrance on Vicarage Road. Its facilities include a five court multi-purpose sports hall, a small fitness room, an exercise studio and 3 squash courts. It is used by the college during the day, and it is managed by Chelmsford City Council for public access after 5pm on weekdays, with full use at weekends and college holidays.

Dovedale opened in 1974 and its facilities are quite dated by current standards. They have received minimal investment apart from essential maintenance to ensure they are clean and safe to use. Nevertheless, the centre serves a large residential area to the south of the city centre and it has remained popular, with around 70,000 customer visits a year.

The council is considering investing in and improving these facilities in partnership with Chelmsford College. In this challenging financial period, major structural changes would not be appropriate, however there is some potential to upgrade existing facilities within the footprint of the existing building.

The Council decided to run a consultation exercise to provide an opportunity for individuals, clubs and community groups to help us shape any future improvements for Dovedale Sports Centre

- Questions focused on building & programming to gather views on how the building might be best used to serve the community.

The survey ran from **11 January to 13 February 2022.**

Distribution and promotion of the survey included:

- Clubs (17) and public opt in list (15.2k)
- Organic posts and paid adverts on DSC Facebook and Instagram (0.3k organic and 16k paid reach)
- Organic posts on main Council Facebook (9.1k reach), Instagram (0.4k reach) & Twitter accounts (1.4k reach)
- Chelmsford City Sports app push notification (42k app users across 4 centre accounts)
- Web pages and articles including @chelmsfordcitylife (0.5k views)
- Article & QR code link in Moulsham Times (9k print distribution)

Sample size required for survey to achieve statistical significance = 384

Key Survey Results (1)

Survey Respondent Characteristics

- Largest age group 45-54yrs (31%), followed by 35-44yrs (20%) and 55-64yrs (20%)
- 55% female & 44% male
- 95% (504) identified as Chelmsford City resident
 - postcode analysis showed 93% (some errors/incorrect format unmapped)
- 94% not on Council Tax support – 30 were (6%)
- 83% have no health issues
- 21% non-users, 38% used before but not in last 12 months, and 41% were current users (in last 12 months)

Motivations

Top reasons for use:

1. Good location (nr to home/work) = 289;
2. To keep fit & healthy = 189;
3. Can just pay & play (no commitment) = 153;
4. Car park facilities = 131;
5. Good value for money = 101

Marketing - Top ways of finding out:

1. Website www.chelmsford.gov.uk/sports = 198
2. Chelmsford City Sports app = 104
3. Ask friends and family = 66
4. Information at the centre = 57

Key Survey Results (2)

Usage of DSC

- 26% come on their own, 41% with another person, 21% as part of a group and 12% (49) as part of a club
- Top facilities used: Gym & exercise classes = 180; Badminton = 162; Squash = 97

Participation (either at the centre or in general if not been before)

- 56% mix of weekdays & weekends; 33% only weekdays (Mon-Fri) and 11% only on weekends (Sat & Sun)
- 56% in evening (after 5pm); 23% late morning (9am-12noon); 13% afternoon (12-5pm) & 8% early (before 9am)

Barriers – Top 5

- Outdated facilities = 184; no issues = 145; session/opening times not convenient = 133; lack of time/too busy = 58; and cost of entry/activities = 52

In open question (Q15) – anything else preventing use/using more often:

- 51 (27%) answered 'classes' e.g lack of
- Additional document with full/verbatim comments

Request for activities/sessions for future

- Open Q16 - 87 (31%) answered 'classes' (HIIT, spinning, pump, pilates, dance; as well as [more] morning & evening classes)
- Additional document with full/verbatim comments

Key Survey Results (3)

Future use/facilities for DSC

- Access during midweek daytimes – 40% (214) for 12 noon-5pm; 32% (173) for 9am-12 noon; 27% (146) for 6am-9am

Importance ratings

Rating	Car park area for sports centre customers	Improved gym / fitness room	More studio space	Better changing facilities and/or toilets	Improved entrance and reception area	Green & energy efficient building
Very important	272 51%	178 33%	154 29%	165 31%	51 10%	158 30%
Quite important	85 16%	138 26%	155 29%	169 32%	147 28%	262 49%
Total Very + Quite	67%	59%	58%	63%	38%	79%
Not very important	60 11%	120 22%	130 24%	145 27%	251 47%	86 16%
Not at all important	117 22%	97 18%	94 18%	54 10%	84 16%	27 5%

Future use/facilities for DSC (continued)

- Document with verbatim responses for Q24 (any other thoughts on what is important to see at DSC in future)

Future engagement

- 60% (323) would like to be kept up to date

Postcode analysis

Survey respondents

Count	%	Council Authority Area
7	1.36%	Basildon Borough
4	0.78%	Braintree District
5	0.97%	Brentwood Borough
		Castlepoint Borough
477	92.80%	Chelmsford City
2	0.39%	Colchester Borough
		Epping Forest District
		Harlow
3	0.58%	Maldon District
		Rochford District Council
		Tendring District
		Thurrock Council
4	0.78%	Uttlesford District Council

- 58 postcodes removed before mapping as incorrect format
- **502 postcodes mapped (98%)** with remaining 12 unmapped (either from outside Essex or errors)
- **93% of respondents from within Chelmsford City boundaries** (based on postcodes supplied)

29% (151) of these were from Moulsham & Central Ward (where Dovedale Sports Centre is located)

Postcode analysis

Survey respondents

2022 DSC Survey Respondent Postcode Data	Count	%
0	12	2.33%
0	12	2.33%
Basildon Borough Council	7	1.36%
Billericay East	2	0.39%
Wickford North	3	0.58%
Wickford Park	1	0.19%
Crouch	1	0.19%
Braintree District Council	4	0.78%
Silver End and Cressing	1	0.19%
Witham Central	1	0.19%
Witham North	1	0.19%
Hatfield Peverel and Terling	1	0.19%
Brentwood Borough Council	5	0.97%
Ingatestone, Fryerning & Mountnessing	3	0.58%
Brentwood North	1	0.19%
Hutton South	1	0.19%
Colchester Borough Council	2	0.39%
Shrub End	1	0.19%
Stanway	1	0.19%
Maldon District Council	3	0.58%
Maldon South	1	0.19%
Burnham-on-Crouch North	1	0.19%
Maldon North	1	0.19%
Uttlesford District Council	4	0.78%
Great Dunmow South & Barnston	2	0.39%
Great Dunmow North	1	0.19%
Hatfield Heath	1	0.19%

Chelmsford City Council	477	92.80%
Bicknacre and East and West Hanningfield	3	0.58%
Boreham and The Leighs	5	0.97%
Broomfield and The Walthams	13	2.53%
Chelmer Village and Beaulieu Park	24	4.67%
Chelmsford Rural West	6	1.17%
Galleywood	16	3.11%
Goat Hall	52	10.12%
Great Baddow East	18	3.50%
Great Baddow West	13	2.53%
Little Baddow, Danbury and Sandon	8	1.56%
Marconi	20	3.89%
Moulsham and Central	151	29.38%
Moulsham Lodge	36	7.00%
Patching Hall	18	3.50%
South Woodham - Chetwood and Collingwood	3	0.58%
Springfield North	16	3.11%
St Andrews	15	2.92%
The Lawns	13	2.53%
Trinity	19	3.70%
Waterhouse Farm	15	2.92%
Writtle	7	1.36%
South Hanningfield, Stock and Margaretting	2	0.39%
South Woodham - Elmwood and Woodville	1	0.19%
Rettendon and Runwell	3	0.58%

DSC = CM2 9BP in Moulsham & Central ward

Postcodes in Moulsham & Central ward = CM1 1, CM2 0, CM2 6, CM2 7 & CM2 9