



Report of Key Results: In Your Spare Time

Poole Opinion Panel Survey Spring 2008

Spring 2008 Poole Opinion Panel



- The Poole Opinion Panel is the Council's citizens panel
- Survey fieldwork managed by the Corporate Research Team during May-June 2008
- Reminder letter sent to boost response rates
- 847 out of 1431 questionnaires returned (59%)
- The data has been weighted by mosaic groups to make them representative of Poole

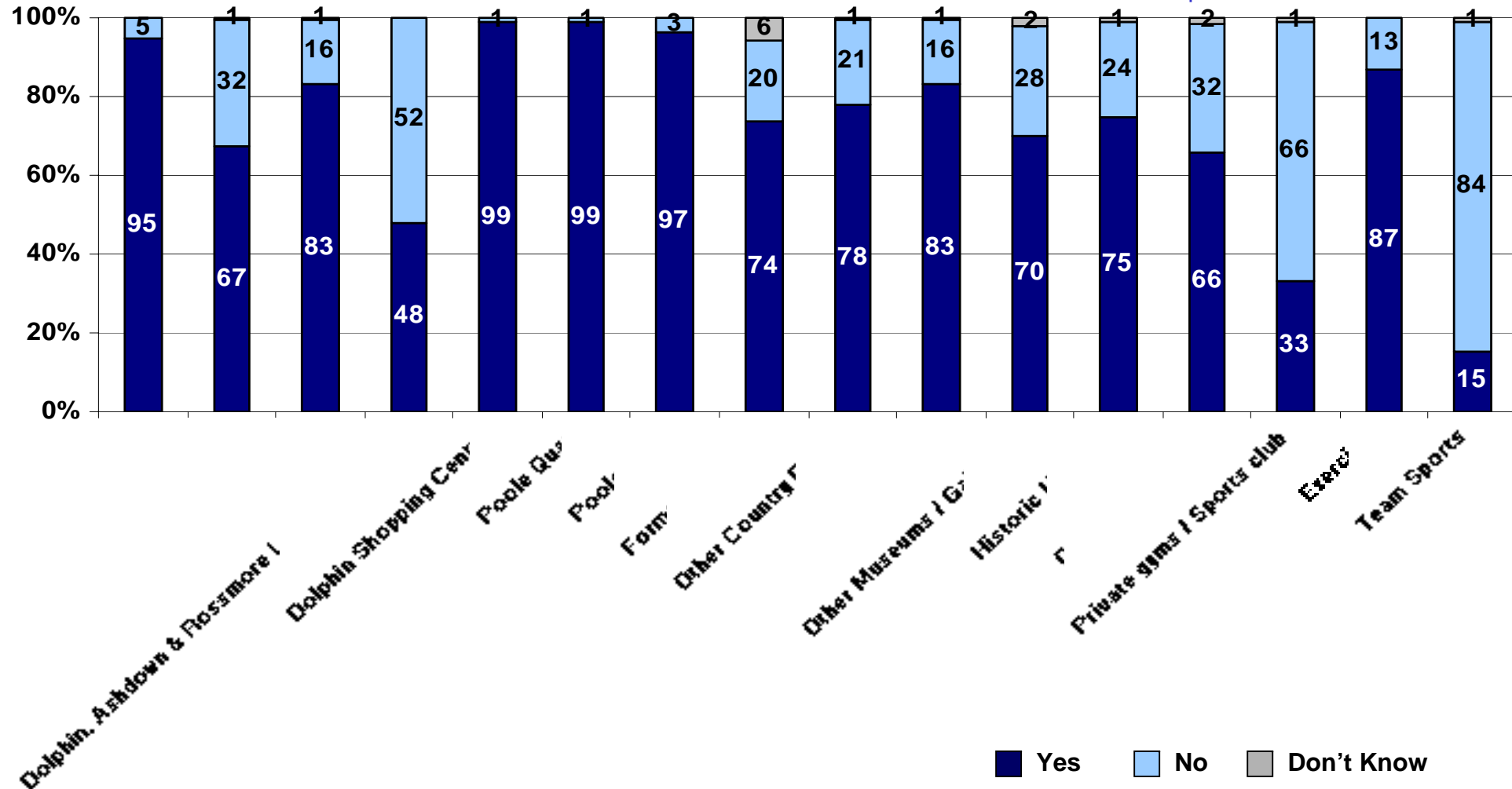
Mosaic Groups	Group Description	Group Number	Group Letter	% of people in Poole	Weight (rounded figure)
Symbols of Success	Career professionals living in sought-after locations	1	A	11.4	0.67
Happy Families	Younger families living in newer homes	2	B	16.4	1.21
Suburban Comfort	Older families living in suburbia	3	C	17.46	0.84
Ties of Community	Close-knit, inner city and manufacturing communities	4	D	14.61	1.3
Urban Intelligence	Educated, young, single people living in areas of transient populations	5	E	2.02	1.55
Welfare Borderline	People living in social housing with uncertain employment in deprived areas	6	F	1.1	0.85
Municipal Dependency	Low income families living in estate-based social housing	7	G	0.72	1.03
Blue Collar Enterprise	Upwardly mobile families living in homes bought from social landlords	8	H	9.48	1.32
Twilight Subsistence	Older people living in social housing with high care needs	9	I	3.22	1.29
Grey Perspectives	Independent older people with relatively active lifestyles	10	J	23.24	0.98
Rural Isolation	People living in rural areas far from urbanisation	11	K	0.34	0.49

Facilities and attractions in Poole and surrounding areas



Do you visit or make use of the following?

Base = All respondents that provided an answer



Facilities and attractions in Poole and surrounding areas



- The 4 places visited or facilities used most by respondents are: The Dolphin Shopping Centre and Poole Quay – 99%, Poole Park – 97%, and Poole Beaches – 95%.
- Activities that respondents show least interest in are team sports – 15% and attending private gyms / sports clubs – 33%.
- 87% of respondents indicated that they undertake some form of exercise, however only 48% of respondents suggested that they make use of facilities at the Dolphin Swimming Pool, Ashdown and Rossmore Leisure Centres.
- 83% of respondents indicated that they visit or make use of Upton Country Park. 78% have visited Other Country Parks and 74% Formal Gardens.
- 75% of respondents have visited Historic Houses, 70% have visited Other Museums and Galleries, whereas 67% of the respondents have visited Poole Museum.
- 32% of respondents indicated that they do not visit or make use of Other Attractions (e.g. farms theme parks).

Facilities and attractions in Poole and surrounding areas



How often do you visit or make use of the following?

	About every day %	At least once a week %	About once a month %	About 6-12 times a year %	About 2-5 times a year %	Less than once a year %	Never %	Don't know %
Beaches	3	22	20	22	19	10	5	0.1
Poole Museum	0	0.1	1	3	15	47	32	1
Upton Country Park	1	4	12	14	28	24	16	1
Dolphin, Ashdown & Rossmore Leisure Centres	2	8	3	6	9	21	52	0.3
Dolphin Shopping Centre	5	40	31	10	10	3	1	0
Poole Quay	5	21	33	18	17	6	1	0
Poole Park	4	19	25	17	19	12	3	0.1
Formal Gardens	0.3	3	13	10	21	27	20	6
Other Country Parks	0.4	1	7	8	27	34	21	1
Jurassic Coast	0.1	1	9	17	30	25	16	1
Other Museums / Galleries	0	1	2	5	21	41	28	2
Historic Houses	0	0.1	3	9	25	38	24	1
Other attractions	0	1	2	7	19	37	32	2
Private gyms / Sports club	3	16	2	1	4	8	66	1
Exercise	35	37	7	4	3	2	13	0.2
Team Sports	1	5	1	1	2	5	84	1

Facilities and attractions in Poole and surrounding areas



- The most popular facilities visited and activities undertaken by respondents on a regular basis i.e. 'at least once a week' are:

Dolphin Shopping Centre (40%), exercise (37%), go to the beach (22%), attend private gyms / sports clubs (16%), and take part in team sports (5%).
- Attractions such as Poole Quay (33%) and Poole Park (25%) are visited predominantly 'once a month'.
- Upton Park is visited by 28% of respondents '2-5 times a year'. Whereas Poole Museum and the Dolphin Swimming Pool, Ashdown and Rossmore Leisure Centres are mostly visited 'less than once a year'.
- 1 out of 3 respondents have 'Never' visited Poole Museum and over half of respondents (52%) have 'Never' visited the Dolphin Swimming Pool, Ashdown and Rossmore Leisure Centres.
- Attractions outside of Poole are predominantly visited 'less than once a year'.



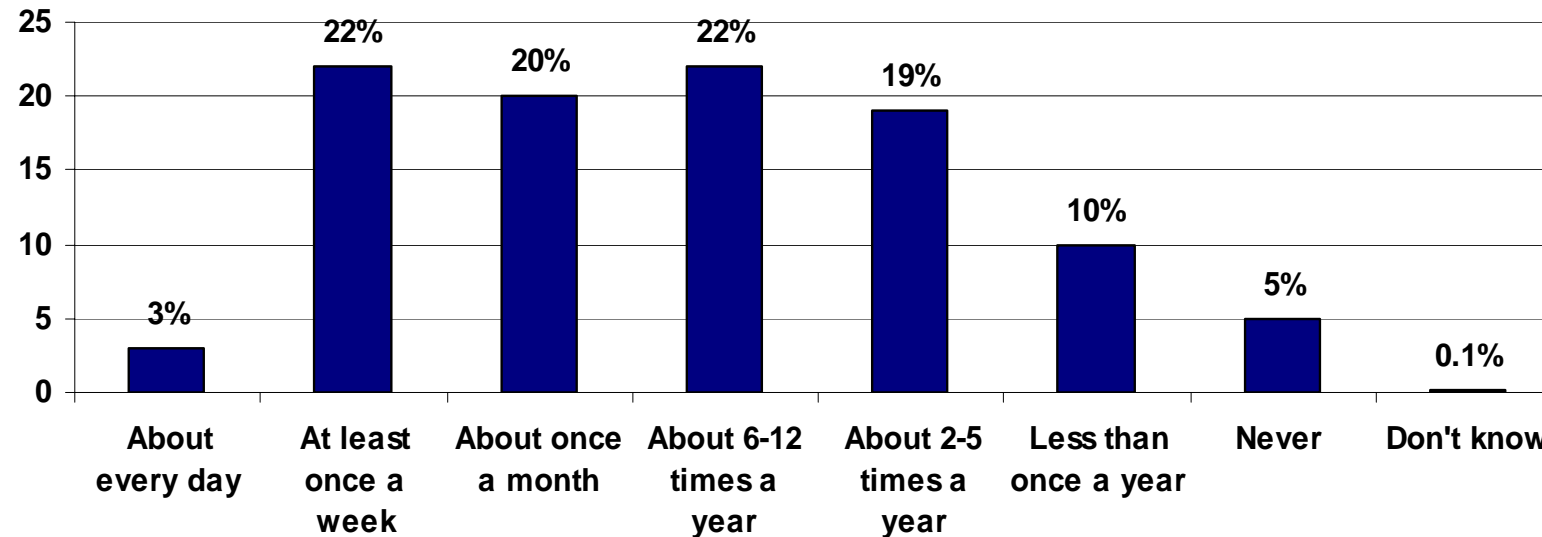
Beaches

Frequency of visits to Beaches in Poole



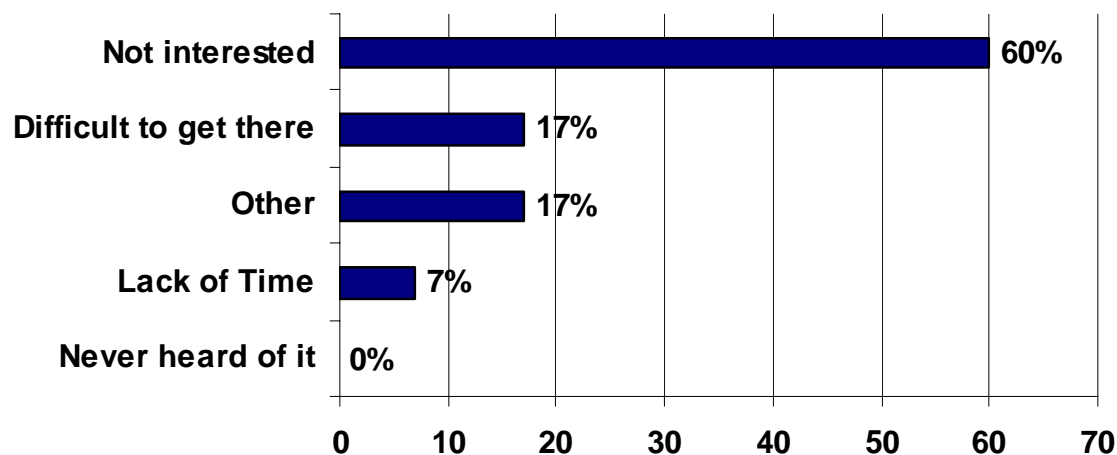
How often do you visit or make use of the Beaches?

Base = 811 respondents



- 95% of respondents use or visit the beaches in Poole. Only 5% do not.
- Respondents indicated that visits are made mostly 'at least once a week' or 'about 6-12 times a year' – 22%.
- Only 3% of respondents visit the beaches 'about every day'.

Reasons for 'Never' visiting or making use of the Beaches in Poole



Base = 41 respondents

- 3 out of 5 (60%) respondents 'Never' visit or make use of beaches due to them not being interested.
- 76% of respondents that indicated they 'never' go to the beach are aged 60 years and over.

- 17% of respondents find it difficult to get to the beaches and 7% do not have enough time.
- 17% of respondents indicated that they have 'Other' reasons for 'never' visiting or making use of the beaches, such as:

'Disabled'

'Too old – 90+ years'

'Work nights'

'Parking charges'

'No time'

Frequency of visits to Beaches in Poole



The results highlight that visits/usage varies according to:

Gender: Women are more likely to visit or make use of the beaches than men. 54% of women visit or make use in comparison to 46% of men. Women mostly visit the beaches 'once a week' or '6-12 times a year' and men mostly '6-12' or '2-5' times year.

Age: People aged 60 years and over (39%) are most likely to visit beaches, predominantly between 'once a week' and '2-5 times a year'. Those aged between 18-29 years are less likely to make frequent visits.

One factor that may enable older people to visit beaches more regularly than their younger counterparts is that they have more leisure time available.

Mosaic Group: Respondents in Group 10 (Grey Perspectives) are most likely to visit or make use of the beaches (23%). This is followed closely by Group 3 (Suburban Comfort) -18% and Group 2 (Happy Families) - 17%.

Frequency of visits to Beaches in Poole



Committee Area	Wards
1	Alderney, Branksome East and West
2	Broadstone, Merley and Bearwood
3	Canford Cliffs and Penn Hill
4	Canford Heath East & West, Creekmoor and Oakdale
5	Hamworthy East & West and Poole Town
6	Newtown and Parkstone

Area: Respondents residing in Area 2 (21%) are most likely to visit the beaches in comparison to those residing in Areas 3 and 5 (14%).

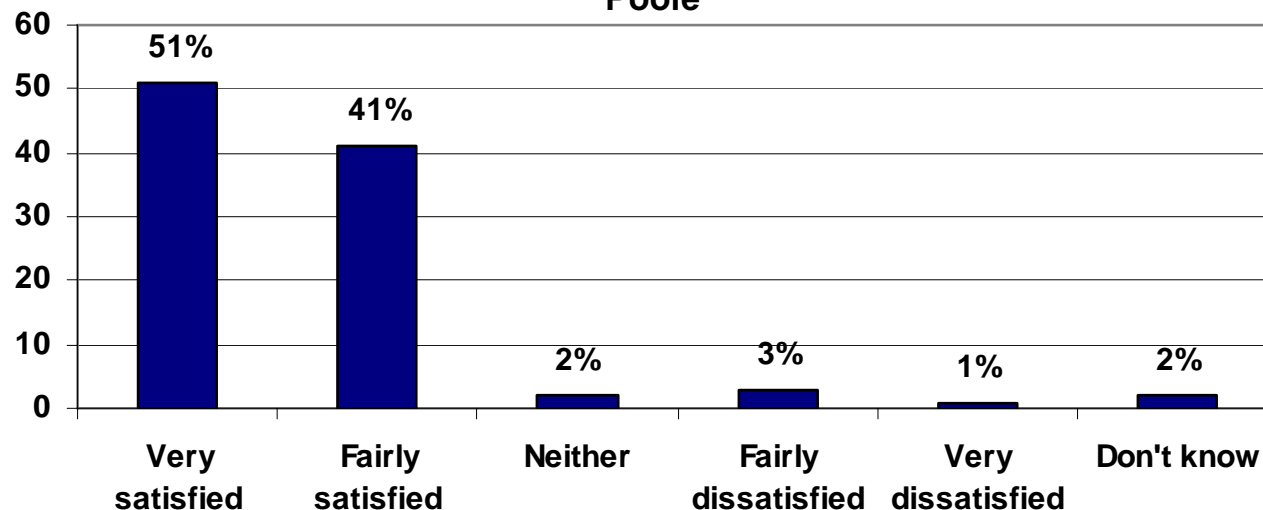
28% of respondents residing in Area 2 visit or make use of the beaches at least 'once a month'.

Disability: 238 respondents indicated that they have a disability, out of which 89% visit or make use of the beaches in Poole. Beaches are frequented mostly '6-12 times' (28%) and '2-5 times' a year (28%).

Satisfaction / Dissatisfaction levels with the state of the Beaches



Levels of satisfaction with the overall state of Beaches in Poole



Base = 764 respondents (those that visit or make use of beaches)

- 92% of respondents are satisfied with the state of the beaches.
- A total of 4% are neither satisfied or dissatisfied and don't know.

- Only 4% of respondents are dissatisfied with the beaches, the top 4 reasons include:

'Dog mess and overflowing dog litter bins'

'Overflowing litter bins and too much litter and mess'

'Excess sand on promenade'

'Dogs should be banned from beaches'

Additional facilities or improvements on Poole's Beaches



Ban dogs or keep dogs on leads
Cheaper parking / improve parking facilities
Dedicated cycle lanes
Free car parking for residents
Improve safety of Promenade
Increase catering facilities and longer opening times
Increase catering facilities and longer opening times
increased / affordable sporting activities
Keep beaches free of litter, more frequent emptying of litter and dog litter bins
Keep promenade free of sand
More play areas for toddlers and children
More toilet facilities and cleaner toilets
No cyclists allowed
Showers required on beach
Other e.g. more seating, drinks fountains

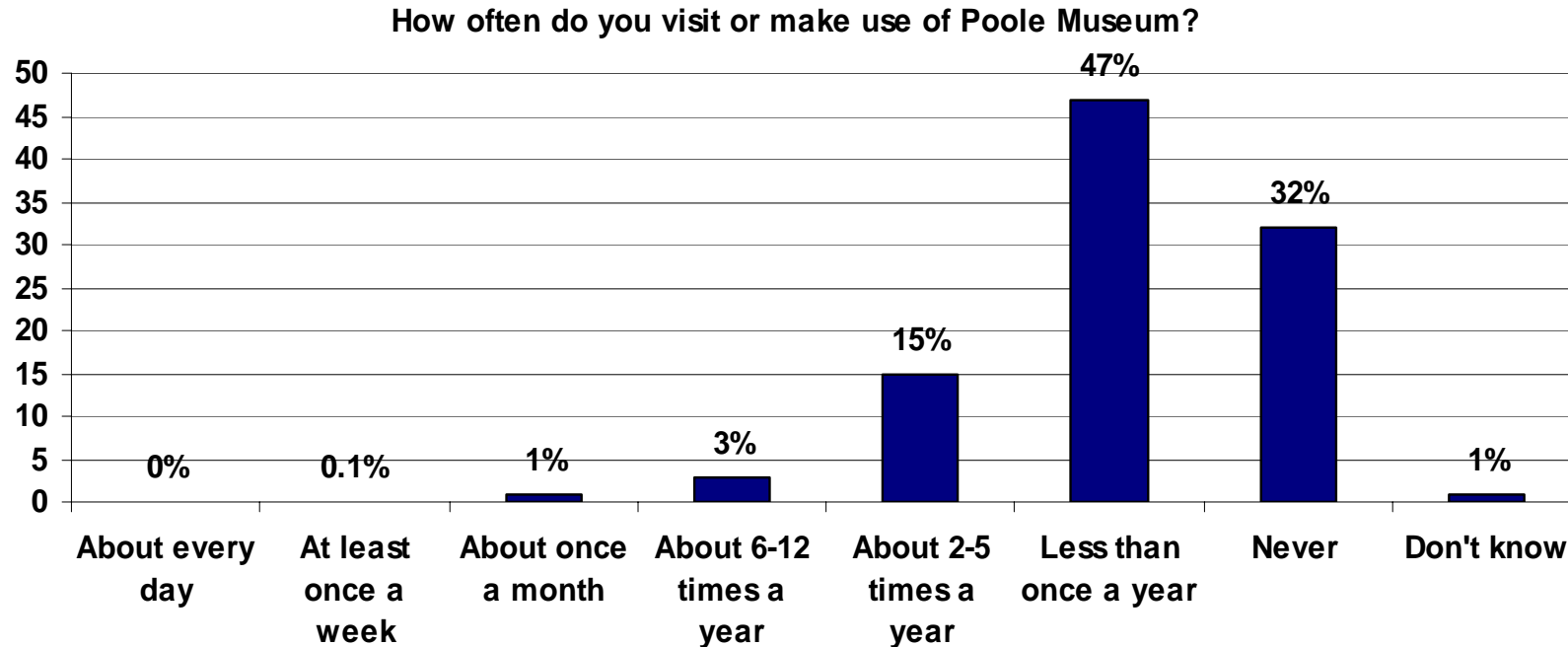


Poole Museum

Frequency of visits to Poole Museum

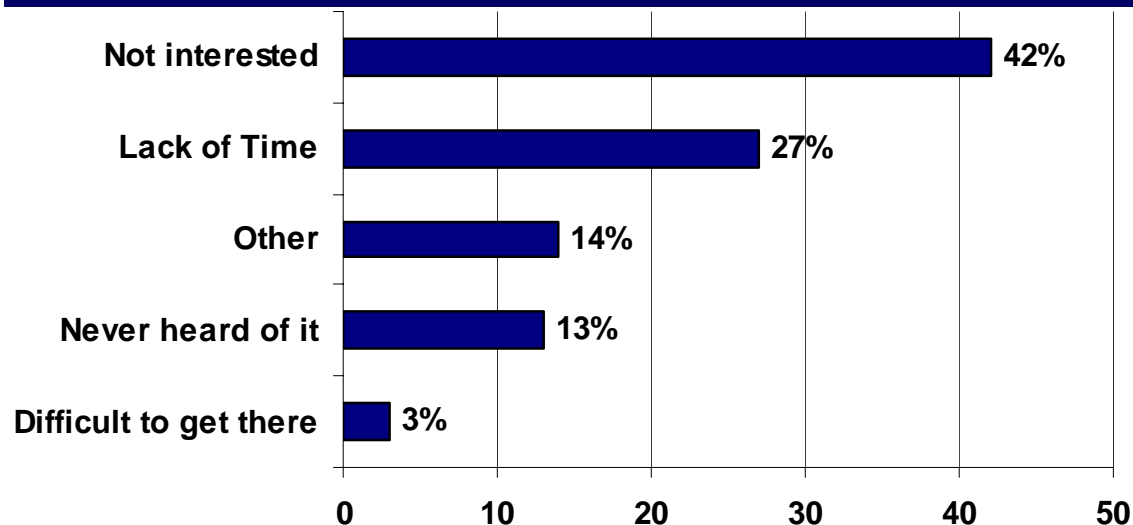


Base = 789 respondents



- 2 out of 3 (67%) respondents visit or make use of Poole Museum. 32% do not.
- Respondents indicated that visits are made mostly 'less than once a year' – 47%

Reasons for 'Never' visiting or making use of Poole Museum



Base = 254 respondents

- 2 out of 5 (42%) respondents 'Never' visit or make use of Poole Museum due to them not being interested.
- 36% of respondents that indicated that they 'never' go to Poole Museum are aged 45-59 years. 54% of 18-29 year olds have 'never' visited.
- 27% of respondents do not have enough time and 13% have never heard of it.
- 14% of respondents indicated that they have 'Other' reasons for 'never' visiting or making use of Poole Museum, such as:

'Not got round to it'

'Car parking too expensive'

'Have been before'

'Never think of it / forgotten about it'

'Not enough information'

'Where is it?'

'No reason to visit'

Frequency of visits to Poole Museum



The results highlight that visits/usage varies according to:

Gender: Women are more likely to visit Poole Museum than men. 53% of women visit or make use in comparison to 47% of men.

Age: People aged 60 years and over (42%) are more likely to visit the Poole Museum in comparison to their younger counterparts – 3% of respondents aged 18-29 have visited Poole Museum.

A large proportion of the respondents aged 60+ years visit Poole Museum 'less than once a year', however, from the 15% of respondents that visit the Museum '2-5 times a year', 48% are aged 60 years and over.

Mosaic Group: Respondents in Group 10 (Grey Perspectives) are most likely to visit Poole Museum (23%). This is followed closely by Group 3 (Suburban Comfort) -19%.

Frequency of visits to Poole Museum

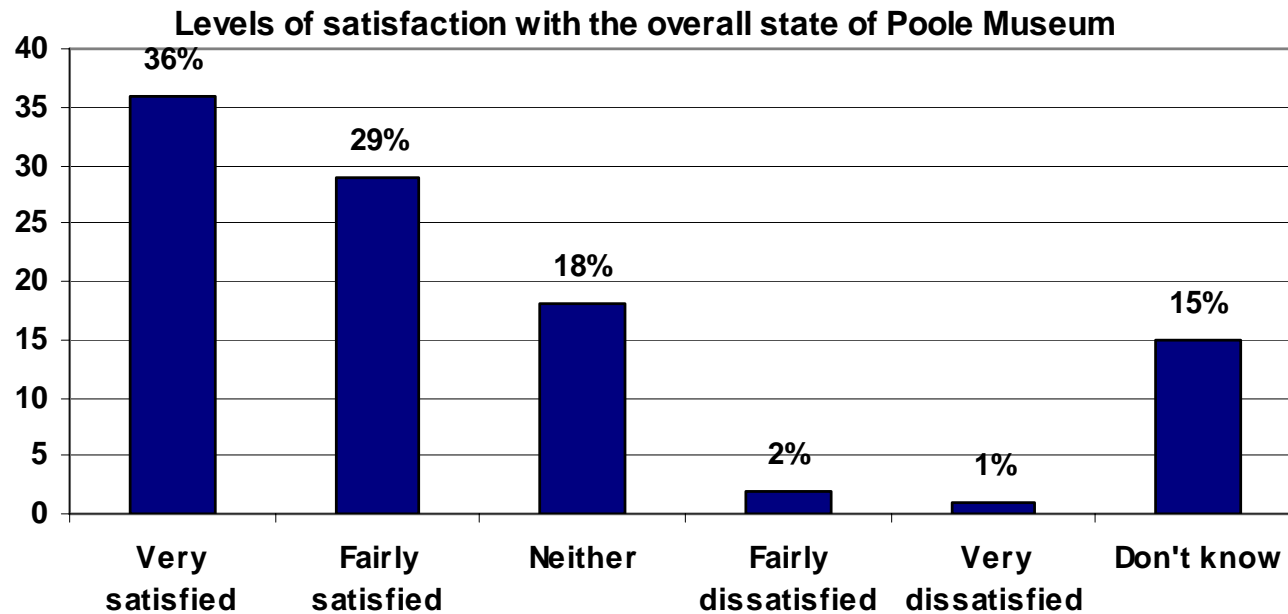


Committee Area	Wards
1	Alderney, Branksome East and West
2	Broadstone, Merley and Bearwood
3	Canford Cliffs and Penn Hill
4	Canford Heath East & West, Creekmoor and Oakdale
5	Hamworthy East & West and Poole Town
6	Newtown and Parkstone

Area: Respondents residing in Area 2 (22%) are most likely to visit Poole Museum in comparison to those residing in Area 4 and Area 5 (13%).

Disability: 238 respondents indicated that they have a disability, out of which 67% visit or make use of Poole Museum.

Satisfaction / Dissatisfaction levels with the state of Poole Museum



- 2 out of 3 (65%) respondents are satisfied with the overall state of Poole Museum.
- 18% are neither satisfied or dissatisfied and 15% don't know.

Base = 520 respondents (those that visit or make use of Poole Museum)

- Only 3% of respondents are dissatisfied with Poole Museum, reasons include:

'Too sparse and minimalistic. Rather 'arty' than interesting. Preferred previous layout'

'Poole Museum refurbishment has resulted in it losing it's character. Dislike it'

'Museum is now far less interesting for children and the modern art on old building looks out of place'

Additional facilities or improvements at Poole Museum



Activities for children
Advertise events / change exhibitions frequently
Better information on Poole's history
Catering facilities required / to be improved
Improved car parking
In need of modernisation
Increase publicity of museum
Information for visitors in other languages
Interactive displays required
Longer opening times
Other e.g open top floor to public and not just schools



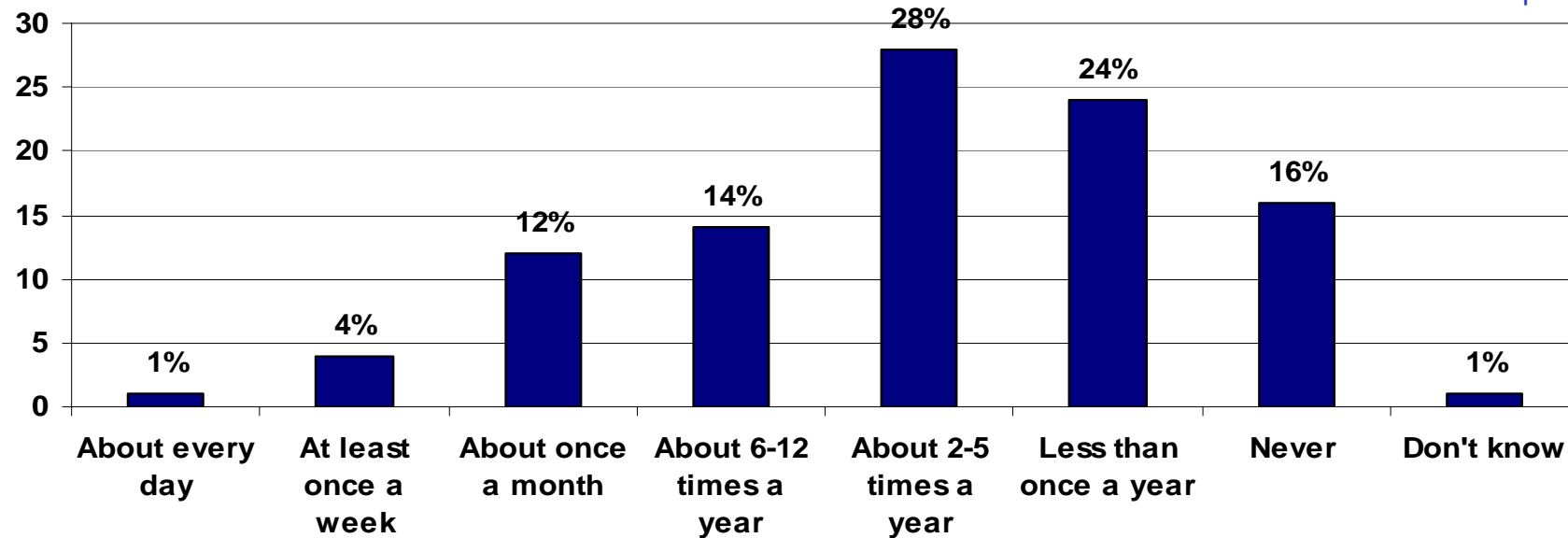
Upton Country Park

Frequency of visits to Upton Country Park



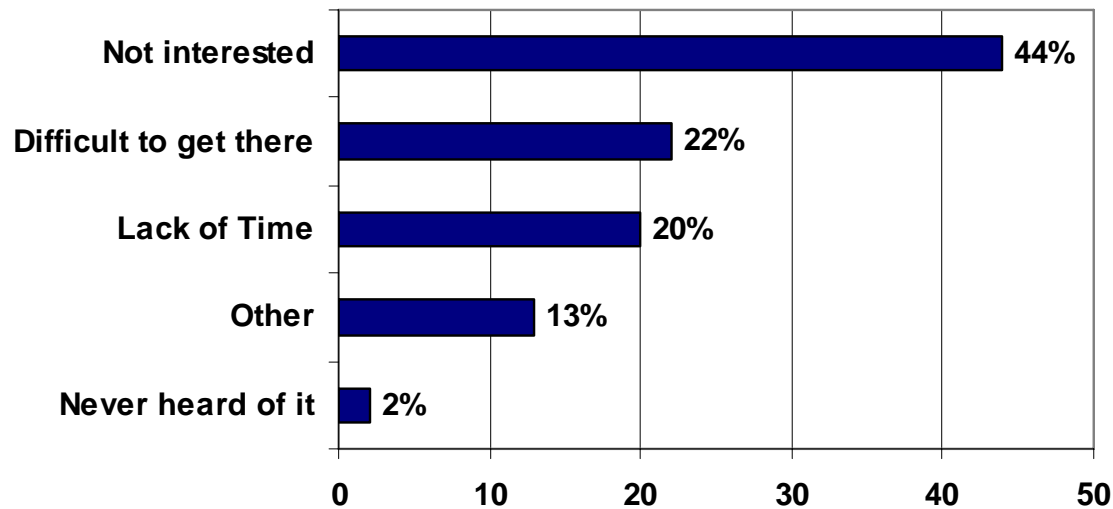
How often do you visit or make use of Upton Country Park?

Base = 800 respondents



- 83% of respondents indicated that they visit or make use of Upton Country Park. 16% do not.
- 28% of respondents that visit the park do so '2-5 times a year'. This is followed closely by 24% visiting 'less than once a year'.
- Only 1% of respondents indicated that they visited the park on a daily basis.

Reasons for 'Never' visiting or making use of Upton Country Park



Base = 131 respondents

- 2 out of 5 (44%) respondents 'Never' visit or make use of Upton Country Park due to them not being interested.
- 55% of respondents that indicated that they 'never' go to Upton Country Park are aged 60 years and over.

- 22% of respondents find it difficult to get there and 20% do not have enough time.
- 13% of respondents indicated that they have 'Other' reasons for 'never' visiting or making use of Upton Country Park, such as:

'Age'

'Not got round to it'

'Nothing of interest / do other activities'

'No transport'

'Don't know about it'

'Unable to walk far'

Frequency of visits to Upton Country Park



The results highlight that visits/usage varies according to:

Gender: Women are more likely to visit or make use of Upton Country Park than men. 55% of women visit or make use in comparison to 45% of men.

Age: People aged 60 years and over (38%) and between 45-59 years (36%) are most likely to visit Upton Country Park. Those aged 60 years and over are more likely to visit '2-5 times a year', whereas respondents aged 30-44 years are more likely to visit 'less than once a year'.

Only 5% of respondents aged between 18-29 years indicated that they had visited the park.

Mosaic Group: Respondents in Group 10 (Grey Perspectives) are most likely to visit or make use of Upton Country Park (21%). This is followed closely by Group 3 (Suburban Comfort) -19% and Group 2 (Happy Families) - 18%.

Frequency of visits to Upton Country Park



Committee Area	Wards
1	Alderney, Branksome East and West
2	Broadstone, Merley and Bearwood
3	Canford Cliffs and Penn Hill
4	Canford Heath East & West, Creekmoor and Oakdale
5	Hamworthy East & West and Poole Town
6	Newtown and Parkstone

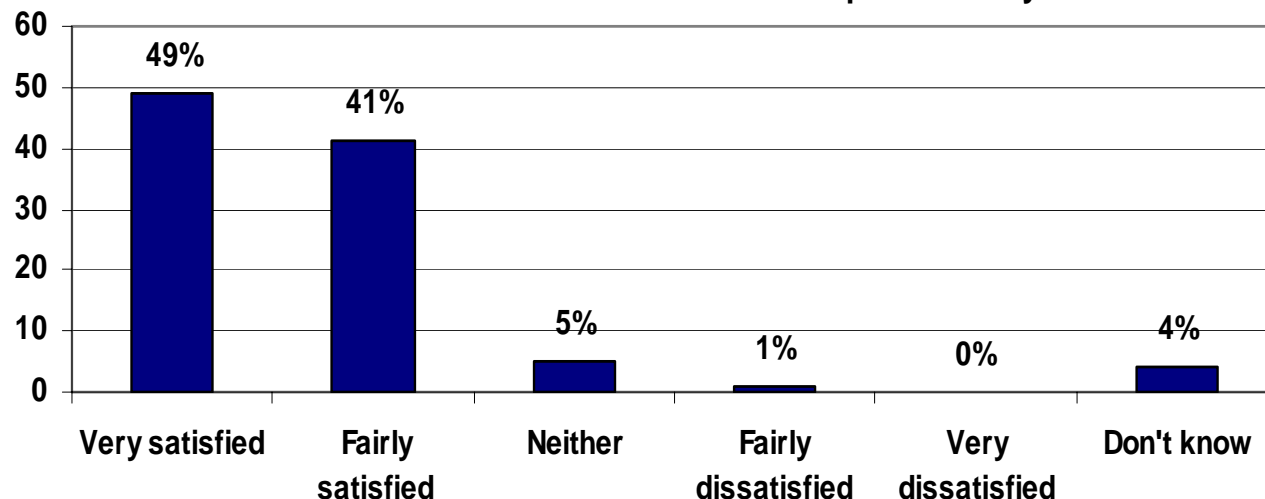
Area: Respondents residing in Area 2 (23%) and Area 6 (21%) are more likely to visit Upton Country Park in comparison to those residing in Area 4 and Area 3 (13%).

Disability: 238 respondents indicated that they have a disability, out of which 71% visit or make use of Upton Country Park.

Satisfaction / Dissatisfaction levels with the state of Upton Country Park



Levels of satisfaction with the overall state of Upton Country Park



Base = 654 respondents (those that visit or make use of Upton Country Park)

- 9 out of 10 (90%) respondents are satisfied with the overall state of Upton Country Park.
- A total of 9% of respondents don't know or are neither satisfied or dissatisfied.

- Only 1% of respondents are dissatisfied. 4 comments were made:

'Lack of dog walking off the lead opportunities'

'Some swings and slides for children at Upton Country Park would be a welcome addition'

'Not being maintained properly - additional clutter is impacting on character'

'Too much litter/rubbish and fishing should not be allowed'

Additional facilities or improvements at Upton Country Park



Better bus routes required to and from Upton Country Park
Bike racks required
Children's adventure playground required
Disabled scooter hire
Free access to Upton House and more information to be available about its history
Improve bird avaries
Improve catering facilities - longer opening time, more choices and better service
Improve maintenance of Upton House
Improve toilet facilities
Increase car parking spaces
Increase guided walks
Increase seating areas
Increase the number of events (especially for weekends)
Increase the walking trails
More picnic benches / areas
More signs required
Wider variety of activities for all ages
Other e.g. more trees, trees to labelled



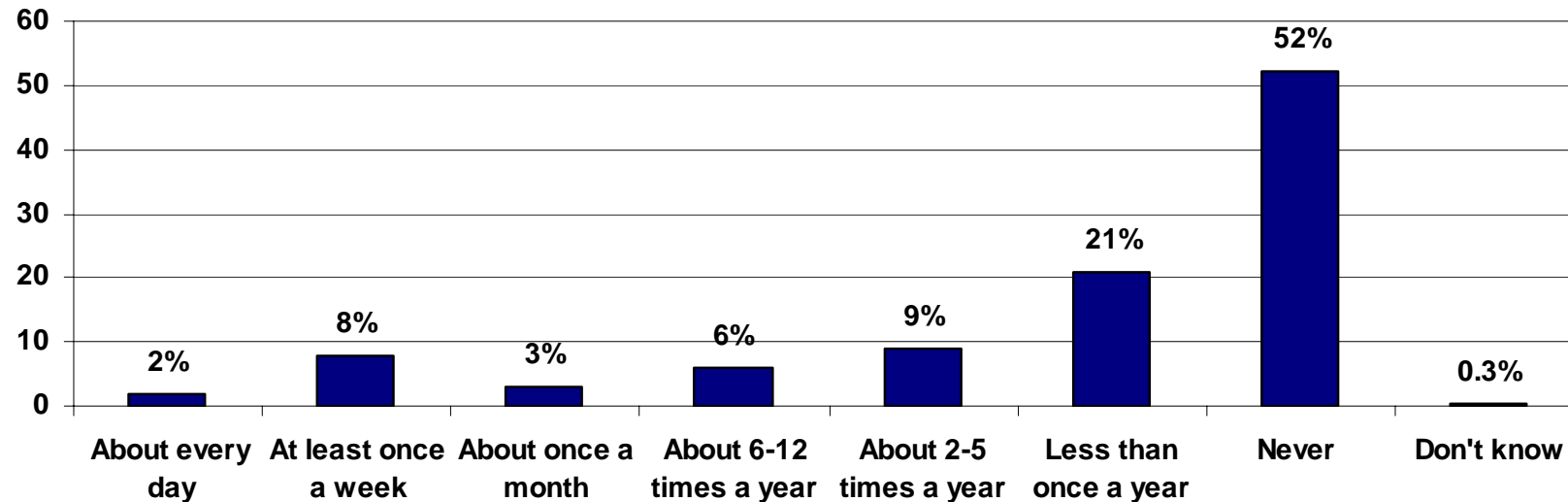
Dolphin Swimming Pool, Ashdown and Rossmore Leisure Centres

Frequency of visits to the Dolphin Swimming Pool, Ashdown and Rossmore Leisure Centres



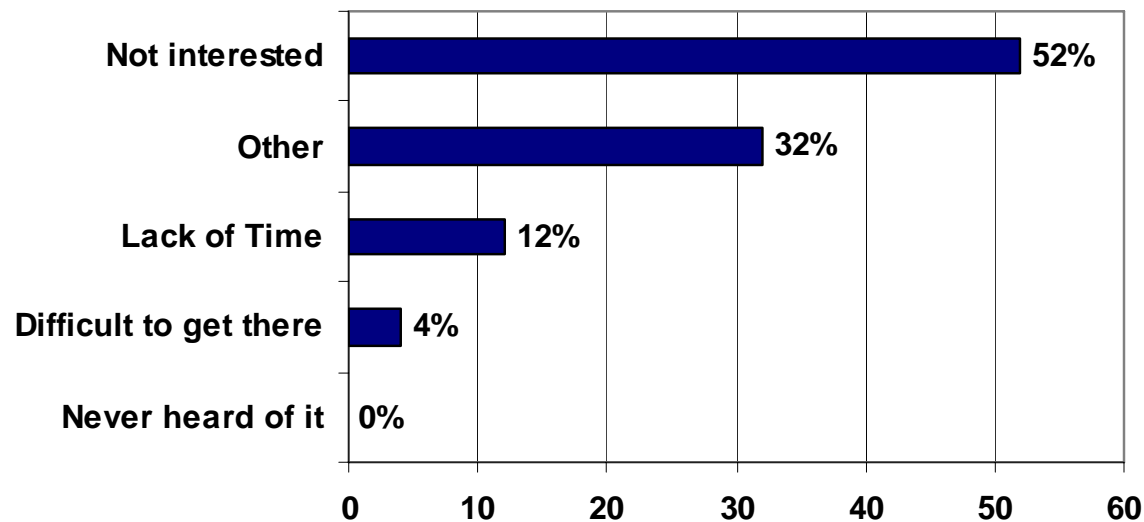
How often do you visit or make use of the Dolphin Swimming Pool, Ashdown and Rossmore Leisure Centres?

Base = 786 respondents



- 48% of respondents indicated that they visit or make use of either the Dolphin Swimming Pool, Ashdown and Rossmore Leisure Centres (leisure facilities). 52% do not.
- From those respondents that visit or make use of the leisure facilities 21% do some 'less than once a year' and only 2% do so on a daily basis.

Reasons for 'Never' visiting or making use of the Dolphin Swimming Pool, Ashdown and Rossmore Leisure Centres



Base = 408 respondents

- Just over half (52%) of respondents 'Never' visit or make use of the leisure facilities due to them not being interested.
- 51% of respondents that indicated they 'never' go to the leisure facilities are aged 60 years and over.

- 12% do not have enough time and 4% of respondents find it difficult to get there.
- 32% of respondents indicated that they have 'Other' reasons for 'never' visiting or making use of the leisure facilities, such as:

'Use other gyms/sports clubs/leisure centres' 'Age – too old' 'Too expensive'

'Hygiene and cleanliness issues' – particularly at Dolphin Swimming Pool

Frequency of visits to the Dolphin Swimming Pool, Ashdown and Rossmore Leisure Centres



The results highlight that visits/usage varies according to:

Gender: Women are more likely to visit or make use of the leisure facilities than men. 58% of women visit or make use in comparison to 42% of men. Both genders mostly visit 'less than once a year'.

Age: People aged 45-59 years (35%) and 30-44 years (31%) are most likely to visit the leisure facilities. 42% of the 45-59 year olds will visit '2-5 times a year' and 41% of the 30-44 year olds will visit 'once a week'.

Only 2% of respondents indicated that they visited the leisure facilities on a daily basis. Majority of these (54%) were aged 30-44 years.

Mosaic Group: Respondents in Group 2 (Happy Families) are most likely to visit or make use of the leisure facilities - 23%, out of which 26% do so 'once a week' or 'once a month' and 35% do so on a daily basis.

25% of respondents in Group 10 (Grey Perspectives) indicated that they do not visit or make use of the leisure facilities)

Frequency of visits to the Dolphin Swimming Pool, Ashdown and Rossmore Leisure Centres



Committee Area	Wards
1	Alderney, Branksome East and West
2	Broadstone, Merley and Bearwood
3	Canford Cliffs and Penn Hill
4	Canford Heath East & West, Creekmoor and Oakdale
5	Hamworthy East & West and Poole Town
6	Newtown and Parkstone

Area: Respondents residing in Area 2 (23%) and Area 1 (20%) are most likely to visit the leisure facilities in comparison to those residing in Area 6 (11%).

45% of respondents residing in Area 2 visit or make use of the leisure facilities on a daily basis and 29% at least 'once a month'. 23% of respondents in Area 1 do so 'once a week'.

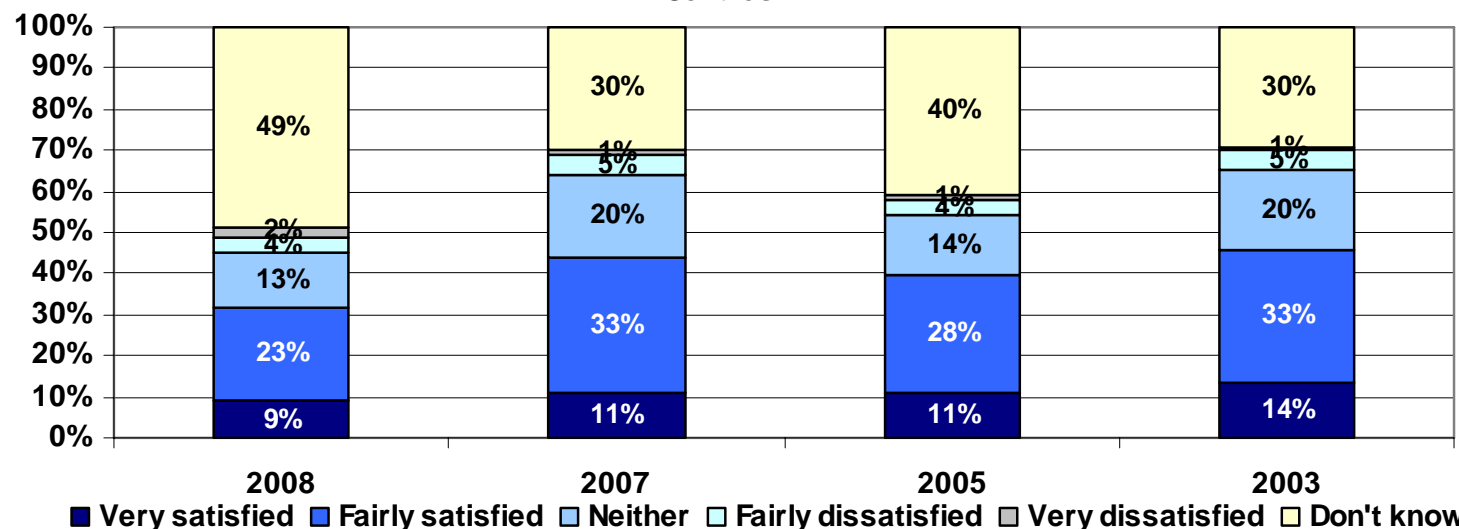
Disability: 238 respondents indicated that they have a disability, out of which 38% visit or make use of the leisure facilities. 32% of these respondents do so 'less than once a year' and 21% about 'once a month'.

Satisfaction levels with the state of Dolphin Swimming Pool, Ashdown and Rossmore Leisure Centres



Levels of satisfaction with Dolphin Swimming Pool, Ashdown and Rossmore Leisure Centres

Base = 776 respondents (those that use the Leisure Centres)



- 32% of respondents are satisfied with the overall state of the Leisure Centres in Poole – a significant decrease of 12% since the 2007 survey (44%).
- 13% respondents are neither satisfied or dissatisfied with the state of the leisure centres – a decrease of 7% since 2007.
- 49% of respondents didn't know or have no opinion about the state of the leisure centres. This figure has significantly increased since 2007 (by 19%) and 2005 (9%).

Satisfaction / Dissatisfaction levels with the state of Dolphin Swimming Pool, Ashdown and Rossmore Leisure Centres



- There has been no change in dissatisfaction levels from since 2007 – remains constant at 6%
- Out of the 6% that are dissatisfied, 64% are dissatisfied with levels of cleanliness at the Dolphin Swimming Pool:

‘Maintenance and cleanliness not up to standard (Dolphin Swimming Pool)’

‘Dolphin Swimming Pool changing rooms stink of urine’

‘Dolphin Pool very dirty - sand and slime in abundance ‘

‘Dolphin swimming very dirty changing rooms, staff unhelpful and rude, needs attention’

- Other reasons for dissatisfaction include:
 - Expensive charges: sports activities and car parking
 - Cleanliness issues at Rossmore Leisure Centre
 - Closure of Poole Sports Centre

Additional facilities or improvements at Dolphin Swimming Pool, Ashdown and Rossmore Leisure Centres

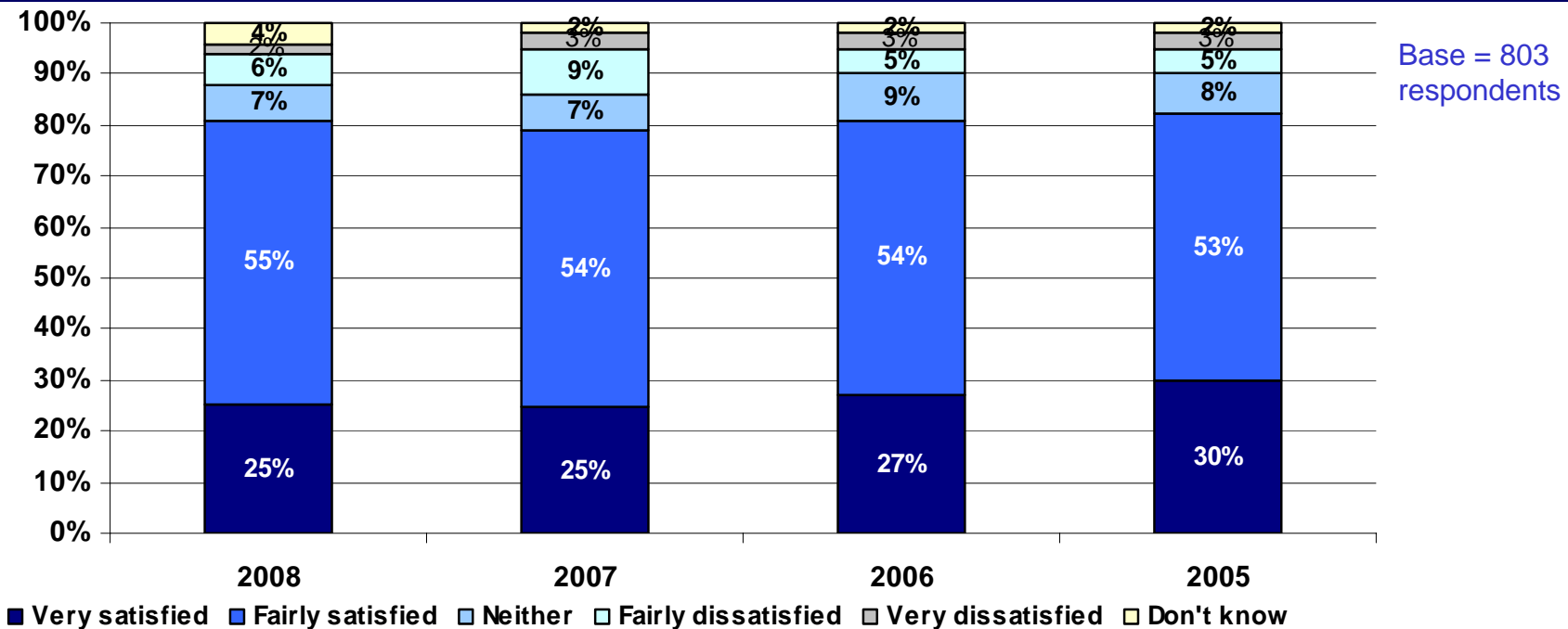


Ashdown Leisure Centre - swimming pool required
Ashdown Leisure Centre improve facilities
Better cycle parking
Better disabled car parking
Dolphin Swimming Pool - improvements to changing facilities
Dolphin Swimming Pool - improvements to facilities (general)
Dolphin Swimming Pool - warmer water
Free or reduced car parking charges
higher standards of cleanliness
Improve changing facilities at all Leisure Centres - single sex changing, disabled changing rooms, changing rooms with doors, better showers
Improve swimming pool water quality - warmer and less chlorine
Increase swimming times for serious/adult swimmers, baby and toddler sessions, aqua classes
Increase variety of sessions - older people, families, adults, children, disabled persons
Information on what is available
Longer opening times
More efficient, well-informed and polite staff
More family friendly / toddler changing facilities at all Leisure Centres
Offers to encourage usage
Reduce cost of sessions
Rossmore Leisure Centre - improve paying system
Rossmore Leisure Centre - increase staff numbers
Rossmore Leisure Centre - outdoor play area for children
Rossmore Leisure Centre - steam room / sauna facilities
Other



Maintenance of Open Green Spaces

Satisfaction and Dissatisfaction levels with the Maintenance of Open Green Spaces



- 4 out of 5 (80%) respondents are satisfied with the Councils maintenance of open green spaces - no significant change in opinion levels since 2005.
- In 2008, 25% of respondents indicated that they are 'very satisfied' and 55% 'fairly satisfied'.
- Since 2007 the proportion of respondents that indicated they were 'very / fairly dissatisfied' has decreased from 12% to 8% in 2008.

Satisfaction and Dissatisfaction levels with the Maintenance of Open Green Spaces



Respondents were asked to explain if they were dissatisfied with the Council's maintenance of open green spaces and why they were so. Two main reasons were found:

1. Lack of maintenance:

'I feel some of our green open spaces could be maintained more regularly i.e. litter picking more frequently especially in high season.'

'verges/trees/local park overgrown broken glass.'

'maintenance and upkeep of green spaces has deteriorated over the past 2 years.'

'too much litter on open spaces and roads.'

2. Issues around grass cutting

'.... glass in children's areas, metal cans that have been shredded when cutting grass.'

'grass uncut, wild shrubs, paths over grown, rubbish, general untidiness of some areas.'

'Green Open Spaces are scruffy and badly mowed. Grass growth and shrubs and trees obstruct footpaths.'



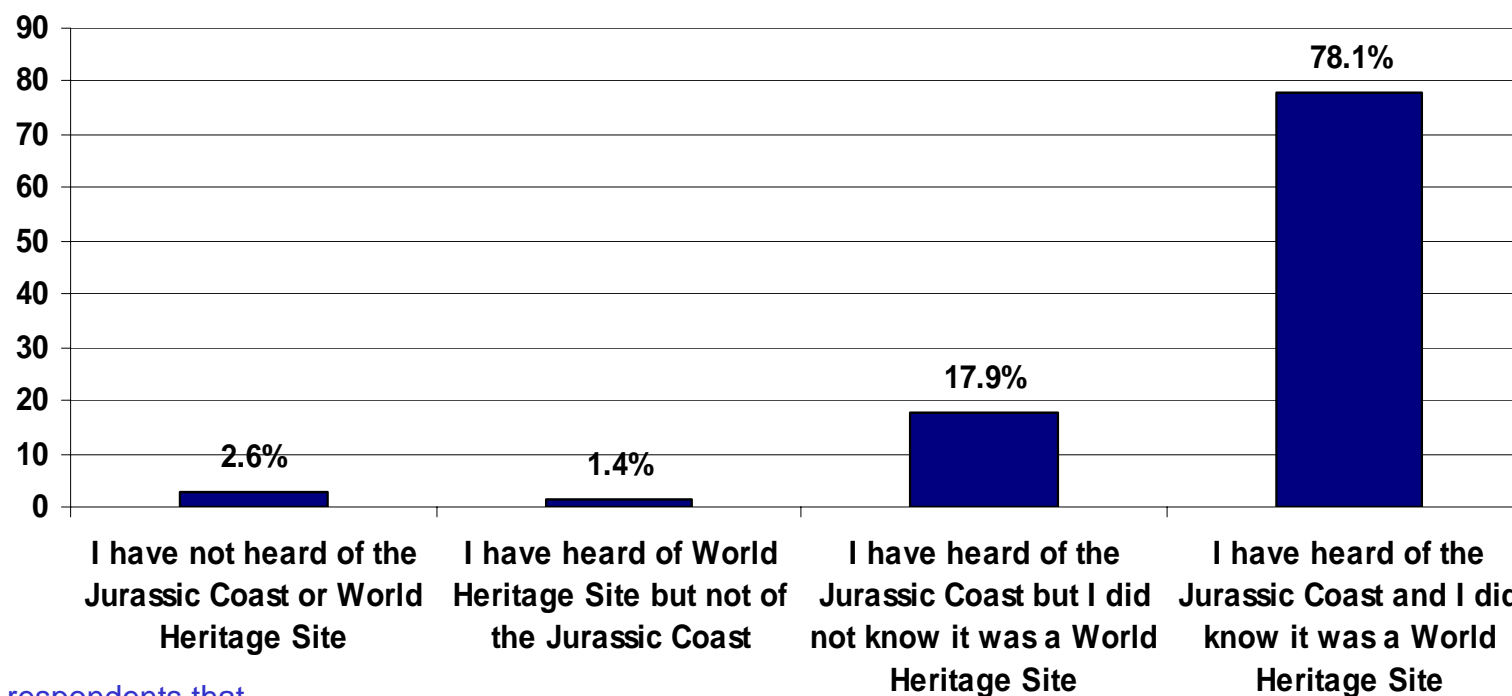
Jurassic Coast

Your knowledge of the Jurassic Coast



4 out of 5 respondents have heard of the Jurassic Coast and know it is a World Heritage Site.

In 2001, most of the Dorset and East Devon coastline was made a world Heritage Site, now popularly known as the Jurassic Coast. Which of the options below best describes your knowledge of the terms 'Jurassic Coast' and 'World Heritage Site'?



Base = All respondents that provided an answer



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Consultation results can be found on
the Consultation Portal on the *Loop*.