

## Proposed Future Direction of Valued Services

### Survey Results October 2024

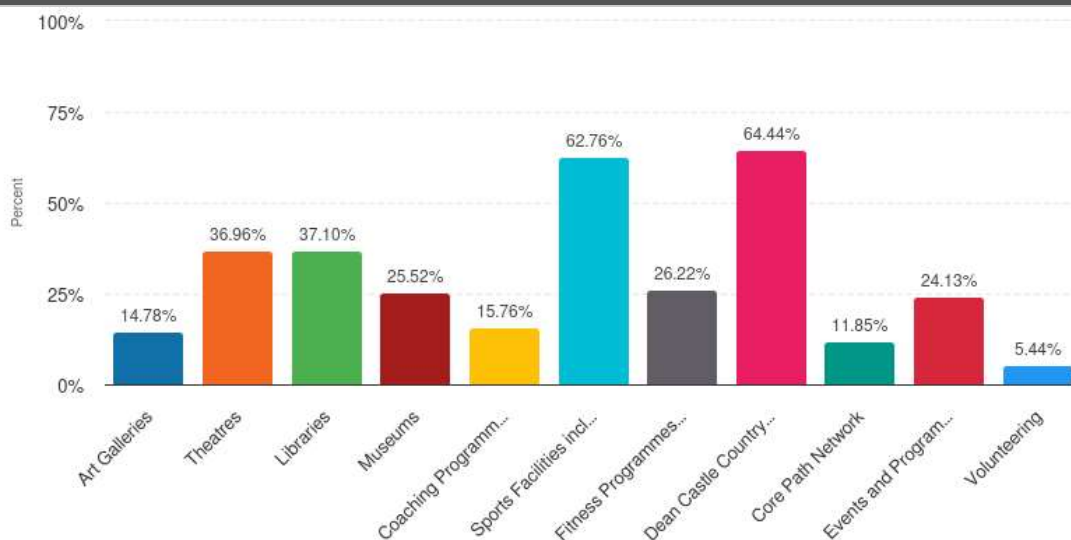
In June 2024, East Ayrshire Council and the Boards of Trustees of East Ayrshire Leisure and the Kilmarnock Leisure Centre Trust endorsed a proposal to transfer East Ayrshire Council's Vibrant Communities, Corporate and Community Catering, Instrumental Music Services and Creative Minds along with the Galleon Leisure Centre to East Ayrshire Leisure Trust.












As part of East Ayrshire Leisure Trust's commitment to being recognised as a provider that listens to our customers, local residents, visitors and partners and develops facilities and services that meet their needs, this survey was created to gather feedback and was promoted amongst all the partners to share with contacts and customers. It gathered 787 responses and was open from the 2<sup>nd</sup> Oct – 22<sup>nd</sup> Oct.

The report analyses the feedback including some keyword analysis and a full list of comments can be found in Appendix I.

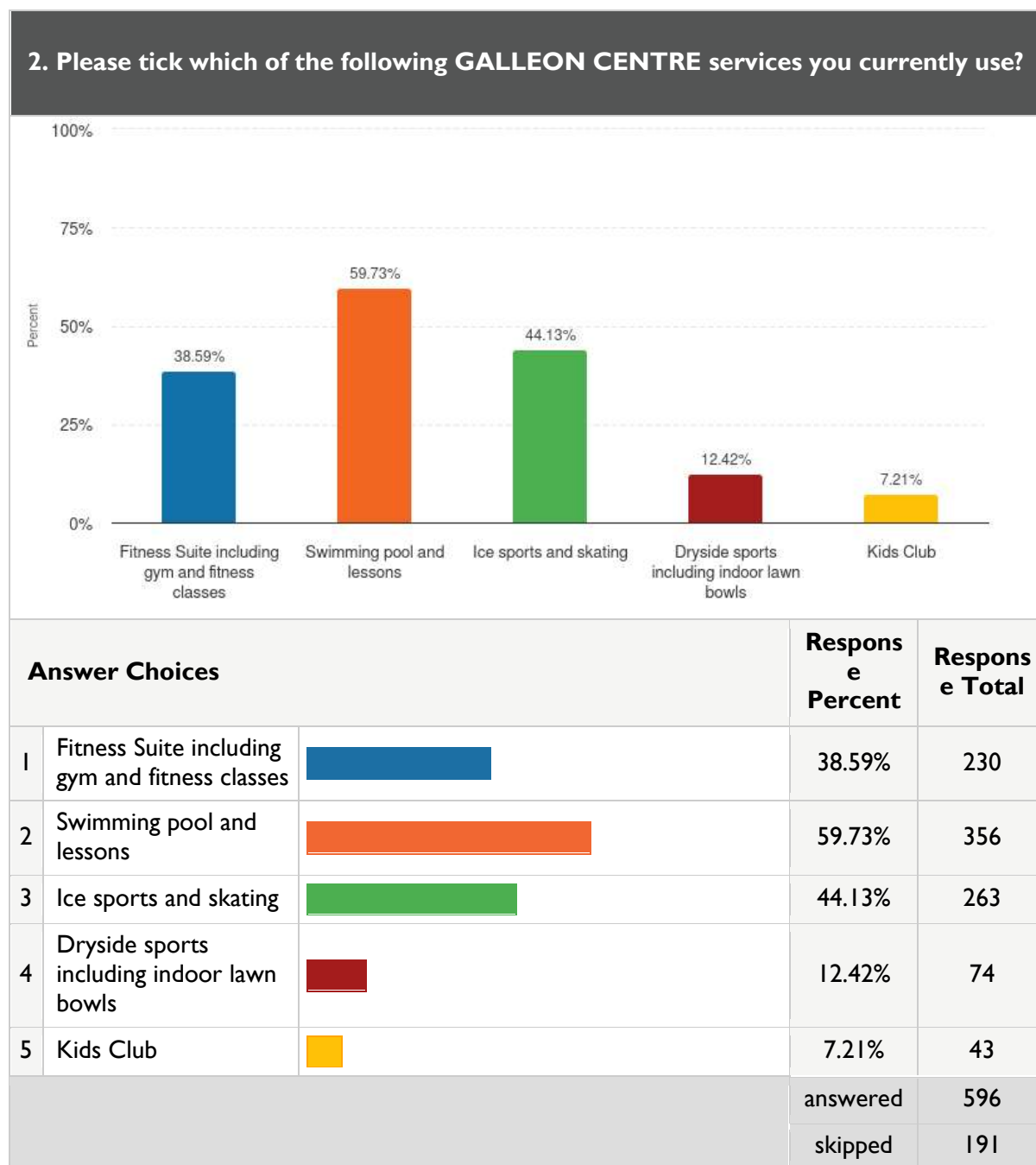


**1. Please tick which of the following EAST AYRSHIRE LEISURE TRUST services you currently use?**



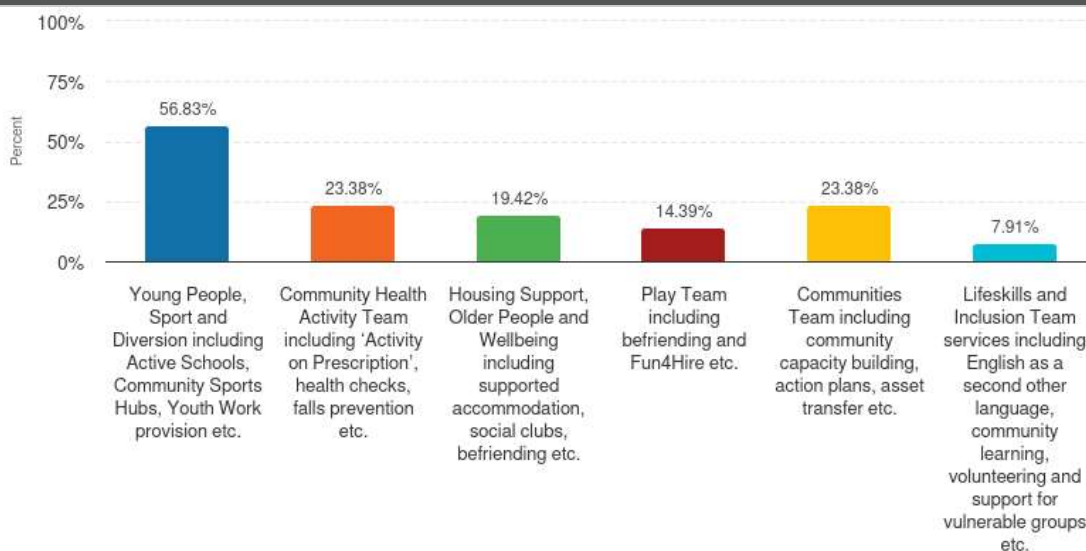
Answer Choices			Response Percent	Response Total
1	Art Galleries		14.78%	106
2	Theatres		36.96%	265
3	Libraries		37.10%	266
4	Museums		25.52%	183
5	Coaching Programme including swimming, gymnastics and run, jump and throw		15.76%	113
6	Sports Facilities including outdoor facilities, swimming pools and games halls		62.76%	450
7	Fitness Programmes and Gyms		26.22%	188
8	Dean Castle Country Park		64.44%	462
9	Core Path Network		11.85%	85
10	Events and Programmes		24.13%	173
11	Volunteering		5.44%	39
			answered	717
			skipped	70

Of the 787 responses, 717 people used East Ayrshire Leisure’s services with Dean Castle Country Park being the most popular response with 64.44% followed by sports facilities with 62.76%.



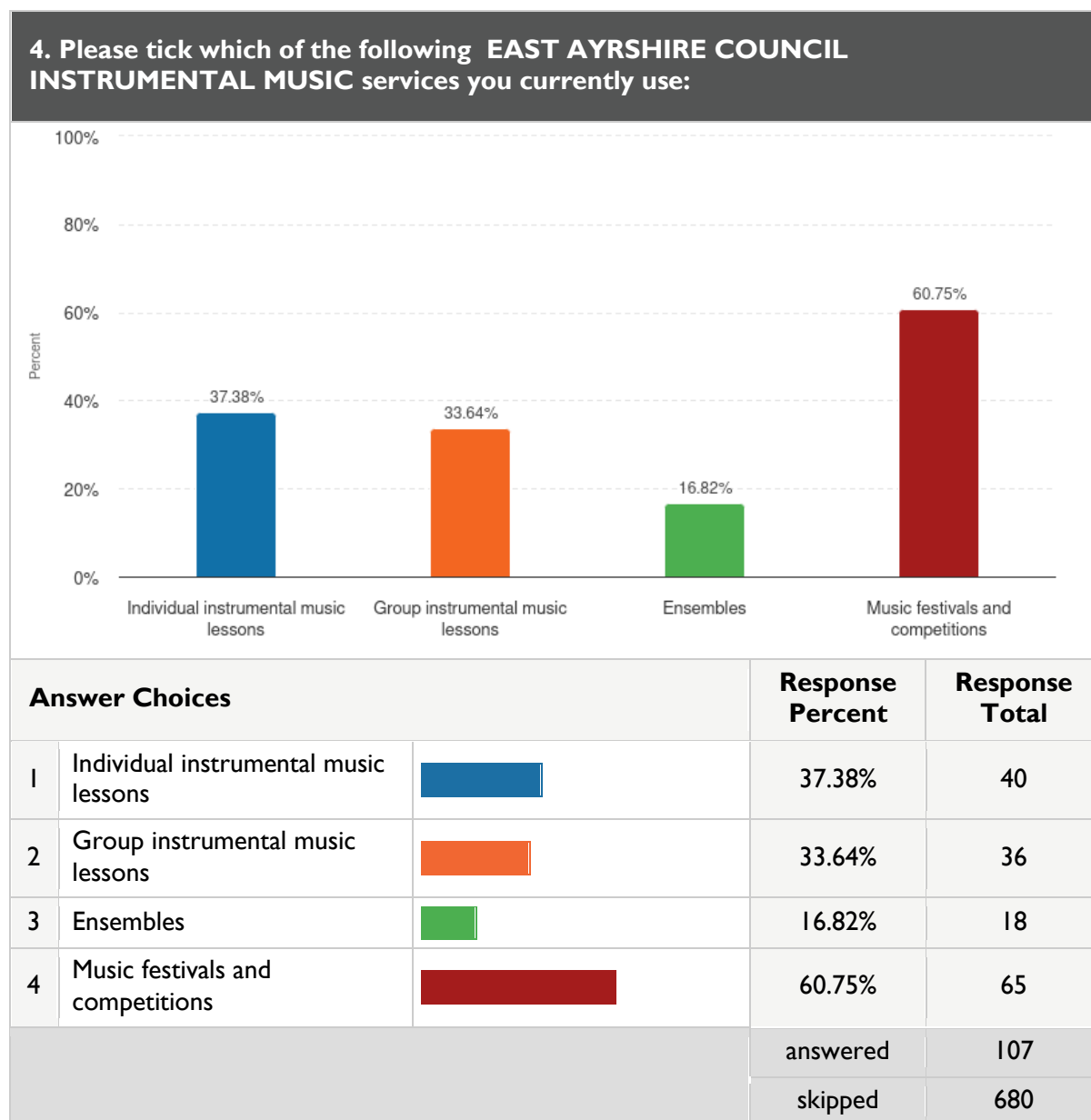
596 respondents stated that they used facilities at the Galleon Leisure Centre. The swimming pool (59.73%) and ice sports including skating (44.13%) were the most popular reasons for visiting

### 3. Please tick which of the following EAST AYRSHIRE COUNCIL VIBRANT COMMUNITIES services you currently use?



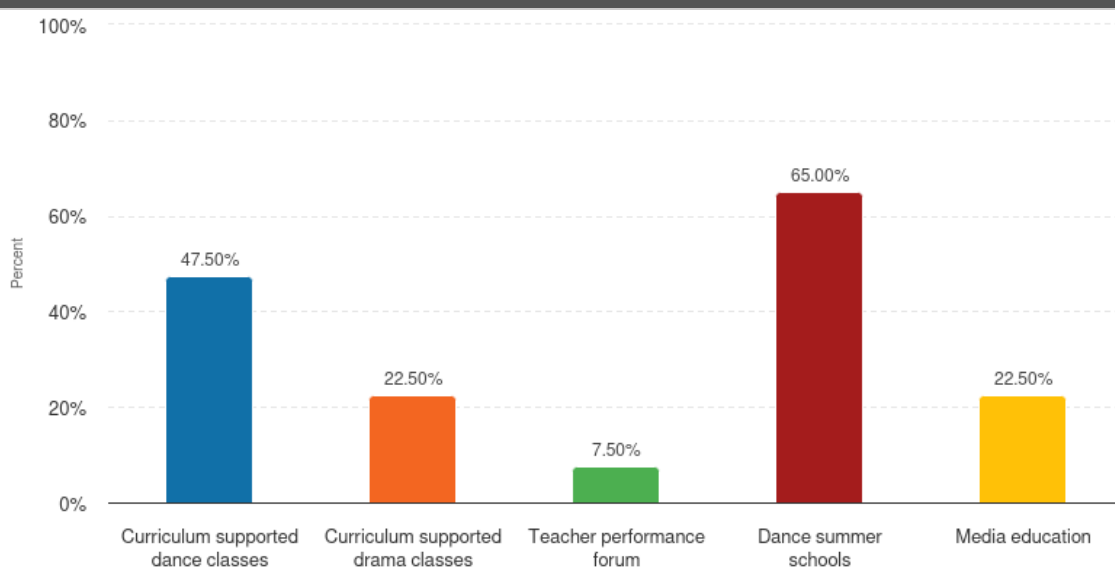
Answer Choices		Response Percent	Response Total
1	Young People, Sport and Diversion including Active Schools, Community Sports Hubs, Youth Work provision etc.	56.83%	158
2	Community Health Activity Team including 'Activity on Prescription', health checks, falls prevention etc.	23.38%	65
3	Housing Support, Older People and Wellbeing including supported accommodation, social clubs, befriending etc.	19.42%	54
4	Play Team including befriending and Fun4Hire etc.	14.39%	40
5	Communities Team including community capacity building, action plans, asset transfer etc.	23.38%	65
6	Lifeskills and Inclusion Team services including English as a second other language, community learning, volunteering and support for vulnerable groups etc.	7.91%	22
		answered	278
		skipped	509






278 respondents stated that they used the services of Vibrant Communities with the most popular being Young People, Sport and Diversion including Active Schools, Community Sports Hubs, Youth Work provision (56.83%) followed by Community Health Activity Team and Communities Team both with 23.38%.



107 respondents stated that they used Instrumental Music Services with 60.75% stating that they attend music festival and competitions, followed by 37.38% attending individual music lessons followed by 33.64% attending group music lessons.

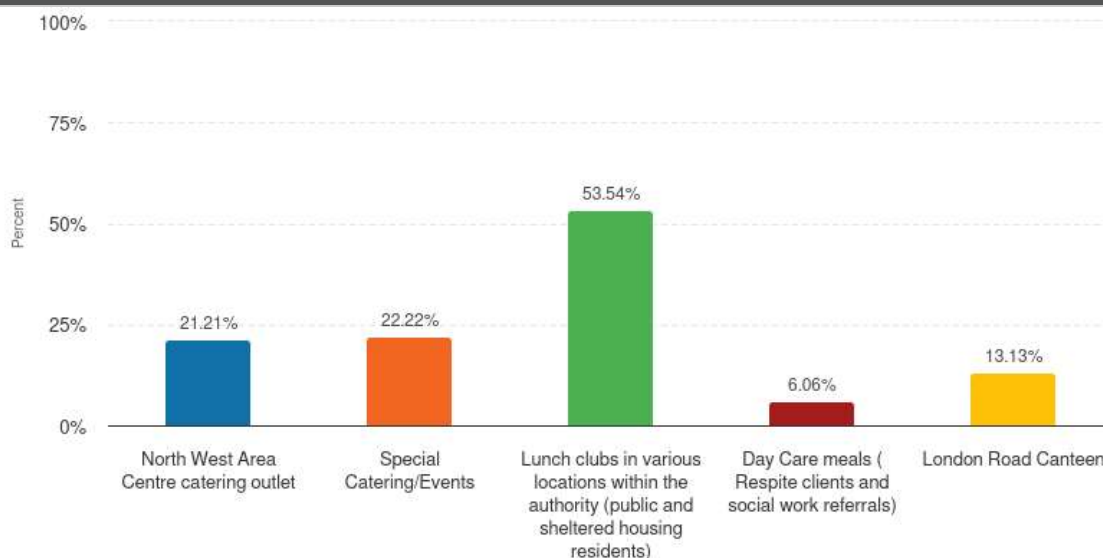
**5. Please tick which of the following EAST AYRSHIRE COUNCIL CREATIVE MINDS services you currently use:**








Answer Choices			Response Percent	Response Total
1	Curriculum supported dance classes		47.50%	19
2	Curriculum supported drama classes		22.50%	9
3	Teacher performance forum		7.50%	3
4	Dance summer schools		65.00%	26
5	Media education		22.50%	9
			answered	40
			skipped	747

40 respondents used Creative Minds services with the most popular being dance summer schools with 65%, followed by curriculum supported dance classes with 47.5%

## 6. Please tick which of the following EAST AYRSHIRE COUNCIL COMMUNITY CATERING services you currently use:



Answer Choices			Response Percent	Response Total
1	North West Area Centre catering outlet		21.21%	21
2	Special Catering/Events		22.22%	22
3	Lunch clubs in various locations within the authority (public and sheltered housing residents)		53.54%	53
4	Day Care meals ( Respite clients and social work referrals)		6.06%	6
5	London Road Canteen		13.13%	13
			answered	99
			skipped	688

99 respondents used Corporate Catering services with lunch clubs being the most popular response with 53.54%.





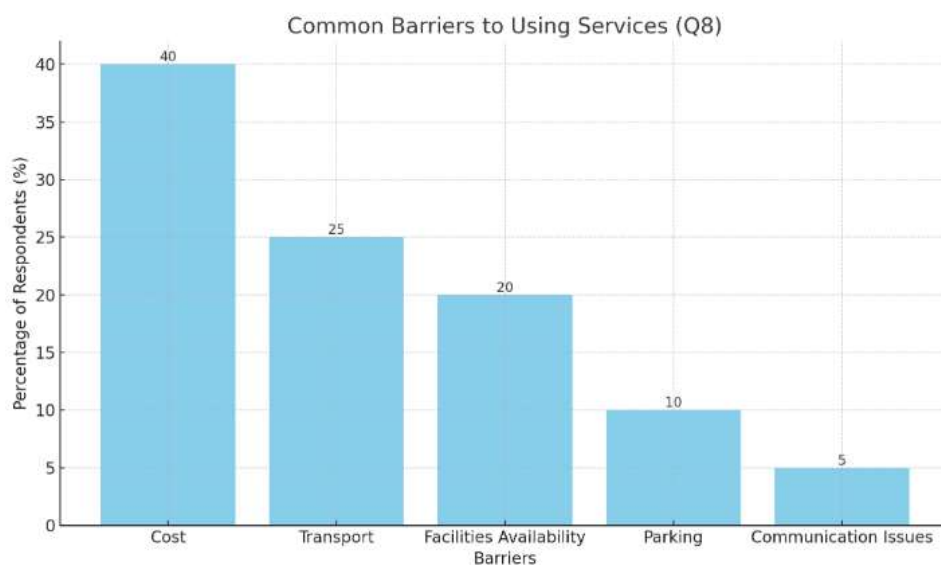
## QUESTION 8

Q8 asked – “Are there any barriers which prevent you from using any of the services?”

2711 people responded to this question and full responses can be found in Appendix I.

There were a few barriers highlighted in this question. These were as follows;

- **Cost (40%):** The high cost of services is the most frequently mentioned barrier, particularly for low income families and single –income households. Many respondents felt that pricing was a deterrent, especially for services like ice skating, swimming and fitness classes.
- **Transport (25%):** Limited public transport and travel costs are significant issues, especially for rural residents
- **Facilities Availability (20%):** Challenges like limited ice rink time, pool hours, and booking difficulties were frequently mentioned.
- **Parking (10%):** Lack of parking, especially at the Galleon restricts access. Several respondents also mentioned the inconvenience of having to pay for parking in addition to the service fees
- **Communication Issues (5%):** Several respondents felt that there was inadequate promotion or communication about available services



### Recurring themes include:

**Cost:** high service costs were a significant concern

**Transport:** issues with rural area transport and travel costs were frequently mentioned

**Service Awareness:** Respondents asked for better promotion and communication about available services

**Facility Upgrades:** There were frequent mentioned of outdated facilities especially the Galleon ice rink and pool

**Community Engagement:** there is a desire for more family activities, inclusive programmes and better staff training

