

# NEWCASTLE'S HEALTH AND WELLBEING CENTRE

## STAKEHOLDER ENGAGEMENT

### What we did

Throughout October, November and December 2009, the borough council was involved in a range of engagement activities with stakeholders involving the Health and Wellbeing Centre.

These activities included:-

- All 600 members of Newcastle-under-Lyme People's Panel were invited to share their views through a postal survey.
- An additional 3,000 residents were invited to share their views through a postal survey as part of a wider annual survey carried out every autumn.
- All students at Keele University were invited to participate in an online survey.
- The council also raised the profile of the Health and Wellbeing Centre in an event which took place in Newcastle town centre on Saturday 7 November. A display was set up in High Street and information distributed to shoppers and town centre visitors. They were also encouraged to complete surveys which gave their views.
- The council also staged public displays aimed at service users and these took place at Jubilee Pool on Tuesday 10 November between 5pm and 7pm as well as Knutton Recreation Centre on Thursday 12 November, also between 5-7pm.
- NHS North Staffordshire set up a public exhibition raising the profile of the proposed facility at the Midway Medical and Walk-in Centre, Newcastle.
- Staff from Newcastle-under-Lyme Borough Council and NHS North Staffordshire were sent information encouraging them to fill in an online survey.
- The survey has been available from the home page of the borough council's website with a link also included on the home page of NHS North Staffordshire's website.
- Articles were published in the council's newspaper the Reporter in October, November and December informing residents of developments and pointing them to the consultation process.
- A microsite devoted to the project has been established on the council's website [www.newcastle-staffs.gov.uk](http://www.newcastle-staffs.gov.uk)
- Articles have appeared in the council's staff magazine Voice to keep council employees informed. There have also been face-to-face meetings with leisure staff.

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In addition to raising awareness of the proposed Health and Wellbeing Centre, the engagement process was also designed to allow the public to have their say over how the building will function, the range and type of services to be provided and also give their views on facilities.

In particular, the council was keen to discover views on aqua activities, fitness equipment and a climbing wall as well as where the public would want to park and the types of refreshments they would like to see included in the development.

There were numerous opportunities for residents to share their views with us through an electronic and postal questionnaire as well as through face to face events and these are all outlined below.

## What people said

Up to and including 17 December 2009, the council received feedback from 930 residents.

91% of respondents are in favour of the development (with 68.9% fully supporting it and 22.1% supporting it to an extent).

A further 6.2% were unsure whether they would support the development whilst 2.9% were unsupportive of it.

## Importance of aqua activities

Respondents were asked to score the importance of a variety of aqua activities on a scale of 1-10, with 1 being unimportant and 10 being extremely important. On average, early morning swimming and learn to swim were the most important aqua activities whilst 'synchronised swimming' and 'water polo' were considered to be the least important.

- Early morning swimming (6.15)
- Learn to swim (5.59)
- Swimability (5.34)
- Aqua aerobics (4.74)
- Aqua Tots (4.71)
- Aqua splash (4.51)
- Swimming club including galas (4.47)
- Diving (3.95)
- Water Polo (3.35)
- Synchronised swimming (3.05)

(3)

### Importance of additional facilities

Respondents were also asked to rate the importance of a climbing wall, fitness equipment for children and fitness equipment for people who are recovering from poor health.

- Fitness equipment for people who are recovering from poor health (6.94)
- Fitness equipment for children (6.04)
- Climbing wall (5.47)

### Parking

Free parking a short walk from the centre was supported by most (81.0%) and nearly all respondents (82.8%) wanted to be able to park in School Street and commented that it was really important to be able to park right next to the new development.

A further 8.1% would prefer to park in Hassell Street car park. A further 5.3% preferred Windsor Street car park, 2.4% said Cherry Orchard and 1.4% chose King Street car park.

### Catering facilities

In terms of catering, a café was the most popular option for food, followed by quality food to eat in.

- Café (669 responses)
- Quality food to eat in (434 responses)
- Family catering (356 responses)
- Vending machines (275 responses)
- Bar serving the sauna and steam room (270)
- Youth café / juice bar (222 responses)
- Licensed bar (77 responses)

### Frequency of using the new centre

Residents were asked how often they would like to use the new centre In terms of how often people would want to use the new Health and Wellbeing Centre;

- 20.1% said every day
- 38.9% said once a week
- 16.5% said once a month
- 14.4% said less often
- 10.1% said never

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## Finding out about the Health and Wellbeing Centre

Respondents were asked how they had found out about the Health and Wellbeing centre and 33.5% said through the Reporter, 28.6% said through The Sentinel and 16.0% said through the borough council's website.

## Comments

### Additional facilities for the centre

Residents were also asked if they would like to see any additional facilities included in the development and 37% said there were and these are outlined below and in the health and wellbeing centre consultation document 2.

## Health suite

- **We need a plunge pool (144 responses)**

Great support for a plunge pool was shown and this support is shown through the comments below:

'The plunge pool is an essential part of the sauna/steam facility'.

'It's a unique feature of the Jubilee Baths'.

'The plunge pool...is essential to the proper use of hot to cold -to invigorate the skin and senses in the right manner'.

'It will be a great shame to lose this - I for one will not be renewing my membership in this instance as this was originally the reason I came to castle gym'.

- **We need a larger rest room (88 responses)**

'Please allow for up to 18 loungers in the rest room'.

- **We need a jacuzzi (63 responses)**

- **Include a clothes spin dryer in the new health suite (35 responses)**

- **We need hot rooms (28 responses)**

'The Turkish is a unique feature of the present pool, it's a viable alternative to the sauna for people who cannot take the heat of the sauna / steam room and it's a proven health feature'.

- **Please maintain same sex days in the health suite (5 responses)**

**Phil Jones**  
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