

Brighton Recreational Centre



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Overview

The purpose of this paper is to report on the findings from the Brighton Recreational Centre (BRC) community research. The results will assist Council in determining the appropriate mix of spaces and functions that could ultimately be provided within an upgraded facility.

A community survey was the primary research tool used to gain insight into the community's use of BRC and to understand future needs and aspirations for the facility. The survey was designed to recognise why particular community members use or may not use the centre. The survey was distributed to the public through three listening posts and on Bayside's *Have Your Say* page.

In total, 219 people responded to the survey the results of which are presented in this report. The main findings of the engagement was that, for current users of the centre:

- BRC is a well-loved and utilised facility that offers valuable wellbeing outcomes.
- The centre is currently used by a broad cross section of the population.
- The communities' favourite aspects of BRC include pottery, gymnastics and yoga classes. Customer service and staff friendliness were also frequently mentioned.
- The community also identified some aspects of BRC they would like improved, including parking, wider variety of programs and facilities and upgraded and modernised facilities.

Non-users of the BRC said they would be attracted to use the Centre if:

- There were a more diverse mix of classes and targeted classes for specific age groups.
- There was more effective advertising and marketing and more relevant 'programs, courses and sporting activities.

Overall, the survey found that BRC plays an important part in promoting health and wellbeing outcomes, however, the building is getting older and requires upgrading to meet the changing needs of the community.

Next steps

Based on community feedback, stakeholder engagement and infrastructure assessments Council will develop a set of recommendations that will be used to inform a draft masterplan for the facility.

1 Background

BRC is a multi-purpose community facility located on Outer Crescent, Brighton. The centre is currently operated by a not-for-profit community based organisation, leasing the Council owned building. The centre currently provides a range of services and spaces, catering to the needs of a range of different user groups of varying ages and abilities.

The Centre is located on a 2,415m² allotment, with a 40m frontage to Outer Crescent. Access is gained via a driveway along the southern boundary of the site to Outer Crescent; however, aside from bicycle parking, no on-site car spaces are provided.

The facility operates seven days a week (9am–7pm Monday to Friday and 9am–4:30pm on weekends) and is part of the Bayside Cluster of Community Centres. The centre provides:

- Occasional Care, three-year old kindergarten and a school holiday program;
- Courses (e.g. languages, crafts and hobbies);
- Sport and fitness (e.g. yoga, ballet, gymnastics);
- Community meeting rooms available for hire (e.g. basketball court, squash court and traditional meeting spaces).

BRC is comprised of several rooms which are utilised for a range of activities. There is a total of six activity rooms, three squash courts and a gym. Additionally, there are staff offices, storage rooms, kitchen facilities, amenities and change rooms which are available for all users of the facility.

2 Research and consultation process

2.1 Research and consultation purpose

The consultation was designed to gain insight into how the community use BRC, what they like about the centre and to understand future needs and aspirations for the facility. The survey was also designed to understand why community members may not use centre.

The engagement was conducted in order to inform the development of a draft master plan. Once the draft master plan has been designed it will go back out to the community for further discussion and input.



2.2 Research and consultation methodology

The community research was conducted by Ethos Urban. Three listening posts were used to distribute the surveys to people directly. The survey was also completed by visitors to Council's *Have Your Say* page. The community engagement was promoted on the *Have Your Say* page, postcard letterbox drops in the local area, social media, Let's Talk Bayside magazine, BRC staff, emails and drop-in sessions on and off-site.

There was a solid response rate for the survey with a total of 219 users and non-users participating.

Engagement Methodology

The following activities were undertaken:

- On-line engagement platform *Have Your Say*
- Three intercept surveys/listening posts – Middle Brighton Train Station and Bright Recreational Centre x 2.

2.3 Consultation phase

The following activities were undertaken to consult with the community:

Details	Activity
12 February 2018 – 09 March 2018	Have Your Say The community were invited to lodge their comments via Council's <i>Have Your Say</i> page (https://www.yoursay.bayside.vic.gov.au/Brighton-Recreational-Centre) from February 12 th 2018 to 9th March 2018. This page included information about the project, listening post dates, contact details and access to an online survey. The Brighton Rec <i>Have Your Say</i> page was visited 415 times.
Tuesday 20 February, 7.30-9am: Middle Brighton Train Station	Drop-In Sessions Three drop in sessions were held to meet the project team and to distribute the survey.
Tuesday 20 February 9-11am: Brighton Recreation Centre	
Thursday 3-6.30pm: Brighton Recreation Centre.	
Online Survey	The online survey was distributed through the <i>Have Your Say</i> page or in-person at the listening posts. The surveys were also provided on-site during the consultation period. 219 people responded to the survey.

2.4 Analysis phase

The following activities were undertaken to analyse community feedback.

Details	Activity
Thematic Analysis of online survey	A thematic approach was used to analyse the survey results. The advantage of this approach is that it provides a useful means of identifying significant themes and priorities within highly variable and detailed responses.

The following sections provide an overview of who participated in the survey and how they responded.

3 Participant profile

The majority people surveyed identified themselves as Bayside City Council residents, with 76.85% of respondents (166 of 216 people) stating they lived within the municipality. Most people surveyed live in the suburbs of Brighton and Brighton East (54%), while 11.5% live in Hampton. Approximately one third of respondents (34.2%) live in other suburbs within and outside the City of Bayside including Black Rock (4.1%), Carnegie (3.7%), McKinnon (3.7%) and Elwood (3.2%).

3.1 Where do people live who use the Centre?

When asked how far do household members usually travel to visit the Brighton Recreational Centre, the majority of respondents (33.7%) indicated that they travel between 3-6km or 1-3km (31.4%) to access the Centre. Similar proportions of survey participants travelled less than 1km (17.8%) and 6km or more (17.2%). It is noted that 29.6% skipped the question.

These findings suggests that the centre is more likely to service residents within the local and district catchment areas, with less people travelling to the centre from further afar (e.g. areas more than 6km away).

3.2 Who Uses the Centre?

Of the 219 survey respondents, 80% of people (or people living in the respondent's household), had attended a class or event at the Brighton Recreational Centre within the previous twelve months. Respondents were asked to indicate the number and age of people within their households (including themselves). The majority of people who answered this question identified that their households chiefly comprised of people under 18 years of age (112 or 51.4% of people in households). Other common age groups within the households of people surveyed included people aged 35-44 years (84 or 38.6%), 45-54 years (67 or 30.6%) and 55-64 years (52 or 23.7%).

4 Consultation findings

The following section summarises the key themes which arose in community feedback on Brighton Recreational Centre. In the interest of stakeholder and community privacy, individual quotes have not been included within this public document. Where there was more

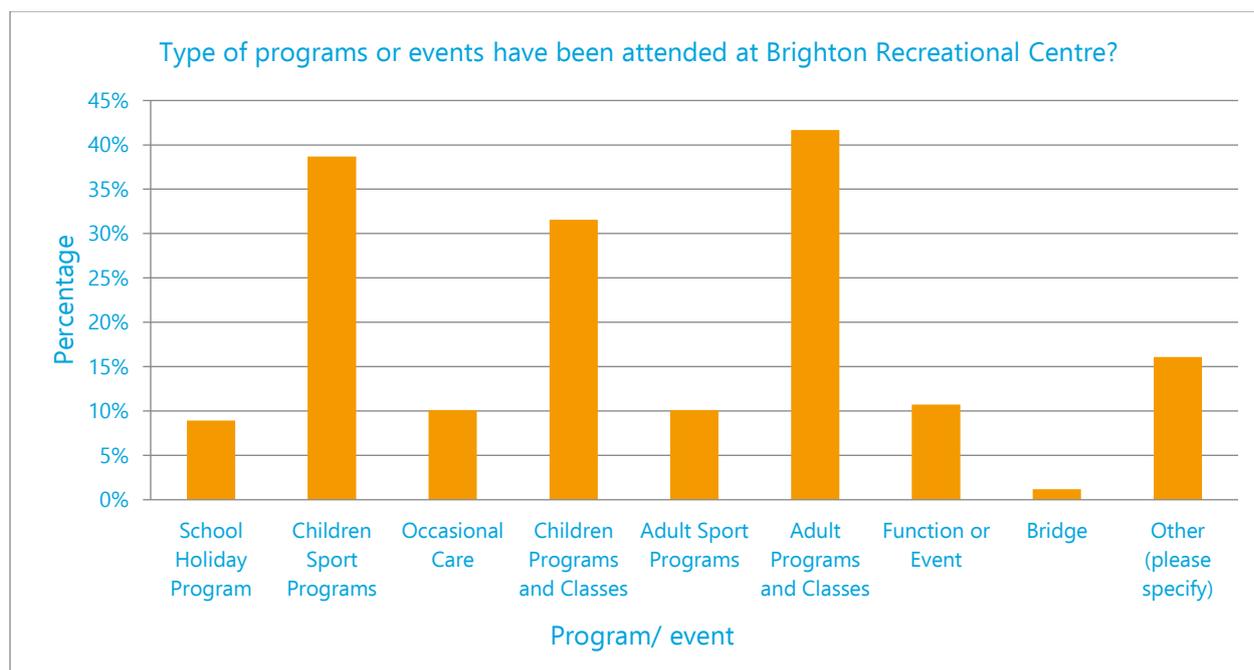
than one mention of a topic or item, the number of mentions has been specified in brackets and italics.

4.1 What are the Most Popular Activities?

Of the 168 people who responded to the question, the most common program/event attended by households were adult programs and classes (41.7%). Other common programs/ events attended by households included Children Sport Programs (38.9%) and Children Programs and Classes comprised 31.6%.

It is noted that participants were invited to identify all programs/events attended by people within their households. As such, the responses do not tally to 100%.

Figure 1



147 respondents provided commentary on their favourite aspects of the Brighton Recreational Centre. The most common aspect noted within these responses was in relation to specific activities (49% of people stated an activity was their favourite aspect of the centre). Most notably the pottery, gymnastics and yoga classes were mentioned 20, 10 and 5 times respectively. Customer service and staff friendliness were also frequently mentioned within the responses (cited by 35.4% of respondents).

Other favourite aspects of the centre which were frequently mentioned were;

- Location (14.3%)
- Cost of service (11.6%)
- Facility quality (10.8%)
- Class variety (10.2%)
- Community feel (10.2%)

The figures above demonstrate that certain aspects of the centre appeal to different respondents and influence people's decision to access the centre. Figure 2 shows that the activities provided and the friendliness of staff were key factors that people liked about the centre. The similarity among figures indicates that other aspects were somewhat equally

favoured by respondents. It is important to note that location and cost of service were also favourite aspects of the Centre.

Figure 2



4.2 How often do people use the centre and what time do they visit?

Of the 169 responses, the majority of respondents indicated that on average, people in their households visit Brighton Recreational Centre weekly (58.6%) or a few times a week (33.7%). No respondents said that they only visit the centre during school holidays and few said they visit rarely (4.7%).

The most popular time for survey respondents to visit the Brighton Recreational Centre is between 3-6pm. This is closely followed by midday – 3pm and after 6pm. Very few respondents (1.2%) stated that they visit the centre before 9am and 16.2% said their visiting times varied.

High visitation rates between 3-6pm may be attributed to the high numbers of children and youth attending the centre after school with Children Sport Programs and Children Programs and Classes being key reasons respondents cited for visiting the centre (38.9% and 31.6% respectively). Similarly, high visitation rates after 6pm may be due to the scheduling of adult programs and classes which was the most common program/event attended by households (41.7%).

4.3 How could the centre be improved?

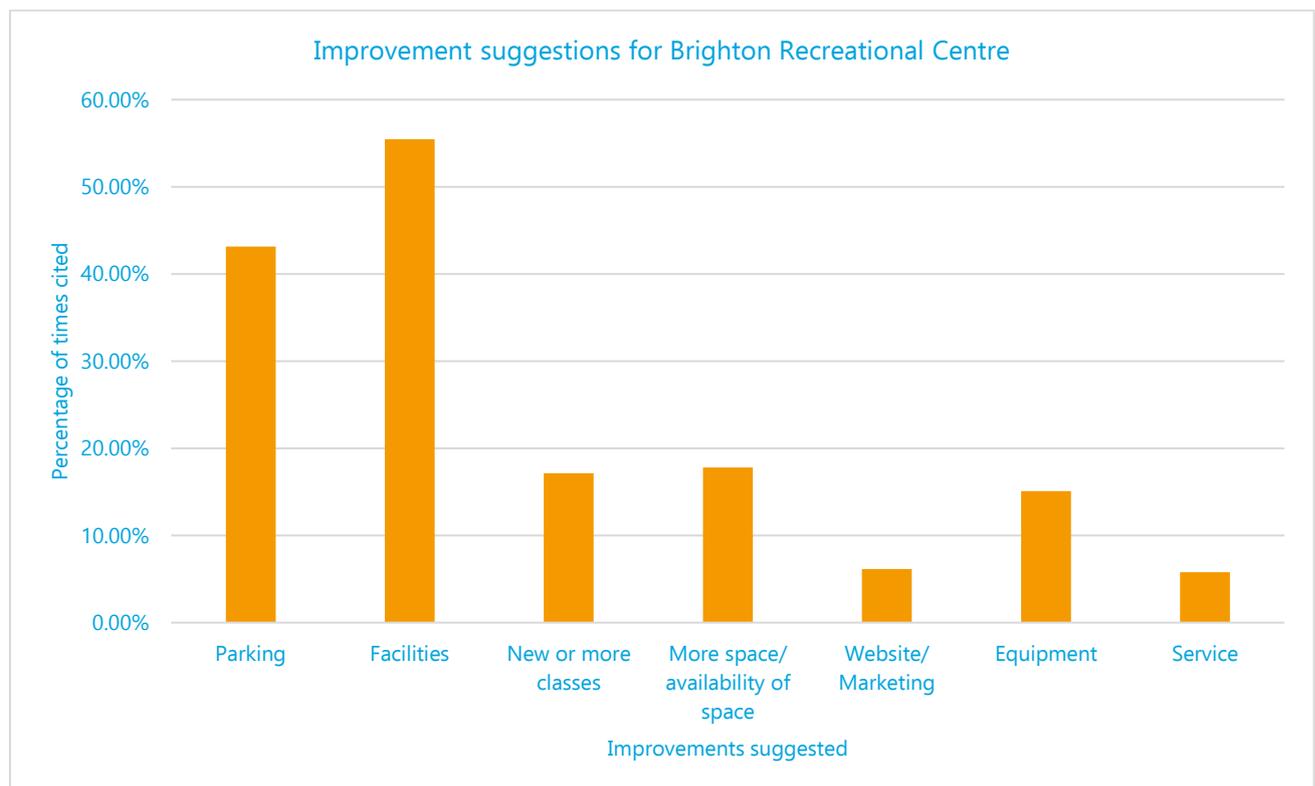
146 respondents commented on what they would like to see improved at the Brighton Recreational Centre. In the written responses, a strong theme emerged for better car parking, with 43.2% of respondents suggesting more car parking spaces, car parking monitoring and a removal car parking limits were required to reduce congestion, enhance public safety and improve access to the centre.

Another key theme identified in this discussion was the need to upgrade and modernise outdated facilities. Suggestions for facility upgrades included:

- Providing a greater variety of sporting facilities including swimming pool, indoor soccer, gymnastics and basketball court and upgrading the gym hall i.e. a larger sprung floor and the addition of a foam pit;
- Updating bathroom facilities and providing child friendly toilets;
- Improving facilities for occasional care by expanding and improving the outdoor area for kindergarten use;
- Increasing space available for pottery classes;
- Upgrading air-conditioning and ventilation systems; and
- Refurbishing the centre – installing new curtains and furnishings and repainting the internal and external walls.

17.8% of respondents suggested more space and greater availability of existing spaces as improvements for the centre. 17.2% of survey respondents identified a need for an increased number and greater variety of classes including a broader range of after school activities for children, young adult classes, adult gymnastics classes, language courses and woodwork courses.

Figure 3



4.4 What would attract people to the Centre?

32 people provided suggestions as to what would attract people to the Brighton Recreational Centre. The most common theme mentioned by respondents related to a more diverse mix of classes and more targeted classes for specific age groups (53.1%). People also cited more effective advertising and marketing as key mechanism to increase awareness of the facilities and services the centre currently offers.