



Luton Borough Council

Leisure Study

July 2015



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1.0 Introduction

1.1 Objectives of the Study

1.1.1 WYG Planning ('WYG') was commissioned by Luton Borough Council in December 2014 to undertake a Borough-wide Leisure Study ('the Study'). The Study is required as part of the Council's evidence base to assist in the formulation of future development plan policy. The Study also provides baseline information to assist in the determination of planning applications for leisure development.

1.1.2 The Study explores leisure need and capacity over the forthcoming plan period to 2031. It provides an up to date review of commercial leisure spending patterns and existing commercial leisure provision. The Study investigates the commercial leisure patterns for the following facility types:

- Cinema;
- Theatre/Concert Halls;
- Ten Pin Bowling;
- Bingo;
- Health & Fitness
- Swimming Pools;
- Restaurants/Cafes;
- Pubs/Clubs;
- Museum/ Galleries; and
- Casinos.

1.1.3 The approach to identify quantitative need in the leisure market is less well developed than in the retail sector, due to, inter alia, the fragmentation of the market and the limited availability of information. Notwithstanding this, the Study uses practical and effective methodologies to assess the sector, including empirical research provided by a telephone household survey¹. This is supplemented by a review of existing published sources of data, including the Council's Playing Pitch Strategy and Indoor Sports Facility Needs Assessment. WYG has carried out a qualitative survey of existing facilities within Luton Borough.

1.1.4 The Study considers key commercial leisure sectors where up to date information is available and, where appropriate, aims to identify theoretical capacity for additional leisure provision to 2031 as robustly as possible.

¹ 1,000 h/h survey undertaken by NEMS Market Research



1.2 Structure of the Report

1.2.1 The remainder of this report is structured as follows:

- Section 2 – Considers the relevant planning policy context;
- Section 3 – Details the empirical Household Survey;
- Section 4 - Considers population and expenditure growth in the commercial leisure sector;
- Section 5 – Considers the expenditure growth and leisure patterns in the Study Area;
- Section 6 – Provides an assessment of quantitative and qualitative need in the leisure sector;
and
- Section 7 – Provides a summary and recommendations.



2.0 Planning Policy Context

2.1 Introduction

2.1.1 This section of the report provides a summary of prevailing national policy guidance, along with the current and emerging planning policy context for the Study Area at regional, sub-regional, and local levels. In addition, the section provides a review of other relevant evidence base documents.

2.1.2 Given this study seeks to provide important evidence to assist in the production of the Luton Local Plan, it is important to review key policy advice and explore how national guidance and existing published sources of data may impact upon the delivery of the local plan.

2.2 National Planning Policy Framework (NPPF, 2012)

2.2.1 The National Planning Policy Framework (NPPF) outlines the Government's planning policies for England. It replaced all previously issued Planning Policy Statements (PPSs) and Planning Policy Guidance Notes (PPGs) with a single national planning policy document.

2.2.2 One of the key objectives of the NPPF is to engender a planning system committed to securing sustainable economic growth in order to create jobs and prosperity.

2.2.3 Paragraph 23 of the NPPF relates to the vitality of town centres. In drawing up Local Plans, Local Planning Authorities (LPAs) should:

- recognise town centres as the heart of their communities and pursue policies to support their viability and vitality;
- define a network and hierarchy of centres that is resilient to anticipated future economic changes;
- define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations;
- promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;



- retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive; and
- allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres. It is important that needs for retail, leisure, office and other main town centre uses are met in full and are not compromised by limited site availability.

2.2.4 Paragraph 24 states LPAs should apply a sequential test to planning applications for main town centre uses that are not in an existing centre and are not in accordance with an up to date Local Plan.

2.2.5 Paragraph 25 states when assessing applications for retail, leisure and office development outside of town centres, which are not in accordance with an up to date Local Plan, LPAs should require an impact assessment if the development is over a proportionate, locally set floorspace threshold (if there is not locally set threshold, the default threshold is 2,500sqm).

2.3 National Planning Practice Guidance (NPPG, 2014)

2.3.1 In 2014 the Government published the National Planning Practice Guidance (NPPG), in order to provide further guidance to policies contained within the NPPF. The PPG is a 'live' web-based resource intended to be actively managed and updated and subject to regular review by the Department for Communities and Local Government (DCLG).

2.3.2 In the section 'Ensuring the vitality of town centres' the DCLG advocate a positive vision or strategy for town centres, articulated through the Local Plan, is key to ensuring successful town centres which enable sustainable economic growth and provide a wider range of social and environmental benefits.

2.3.3 Any strategy should be based on evidence of the current state of town centres and opportunities to meet development needs and support their viability and vitality. Strategies should answer the following questions:

- What is the appropriate and realistic role, function and hierarchy of town centres in the area over the plan period?
- What is the vision for the future of each town centre? This should consider what the most appropriate mix of uses would be to enhance overall vitality and viability.



- Can the town centre accommodate the scale of assessed need for main town centre uses? This should include considering expanding centres, or development opportunities to enable new development or redevelop existing under-utilised space.
- What complementary strategies are necessary or appropriate to enhance the town centre and help deliver the vision for its future, and how can these be planned and delivered?
- How can parking provision be enhanced and both parking charges and enforcement be made proportionate, in order to encourage town centre vitality?
- Strategies should identify changes in the hierarchy of town centres, including where a town centre is in decline.

2.4 Local Development Plan

Luton Borough Local Plan 2001-2011

- 2.4.1 The “saved” policies of the Luton Local Plan adopted March 2006 remain part of the statutory development plan pending the adoption of the emerging Local Plan 2011-2031.
- 2.4.2 With respect to retail uses (particularly A1) Policy S1 stipulates the need for a sequential approach to site location and the appropriate scale of development in relation to relevant centres. Allocated centres (including the main town centre, district and local centres) will be followed by edge-of-centres sites and finally by out-of-centre locations.
- 2.4.3 Paragraph 7.47 notes the town centre’s primary shopping area should be identified for predominantly Class A1 retail uses, but there should be scope for more flexibility within the secondary shopping areas. In view of the function and status of the Arndale² Shopping Centre, and the need for it to be fully integrated with the rest of the town centre shopping area, it is identified as the premier shopping frontage, in which there is a more restrictive approach to the introduction of non-retail uses.
- 2.4.4 In addition to Luton Town Centre paragraph 7.49 identifies the area’s designated District Centres which comprise: Bury Park, High Town, Marsh Road, Stopsley, Sundon Park, and Wigmore. The Purley Centre in Marsh Farm is recognised as a Local Centre, but may be identified as a District

² now The Mall



Centre when redeveloped. A further 43 Local Centres are identified at paragraph 7.51 which presently make up the remainder of the local retail hierarchy.

2.5 Other Material considerations

Emerging Local Plan (2011-2031) (Draft June 2014)

2.5.1 The Draft Luton Local Plan 2011–2031 sets out a proposed set of policies, development allocations and actions to meet the environmental, social and economic challenges facing the Borough over the next 20 year plan period.

2.5.2 Draft Strategic Objectives include:

- Strategic Objective 4: To establish an effective network and hierarchy of town, district and neighbourhood centres to serve as the heart of local communities and improve health through improved access by train, bus, walking and cycling to a mix of uses including shopping, services and jobs.
- Strategic Objective 6: Reduce social, economic and environmental deprivation, particularly where it is spatially concentrated, by taking priority measures to reduce unemployment, improve skills and education and renew housing, community and environmental conditions.
- Strategic Objective 8: Improve accessibility, connectivity, sustainability and ease of movement to, from and within the borough.

2.5.3 Draft Policy LP21 sets out the local centre hierarchy. It states proposals for retail, leisure and other main town centre uses, as defined in the NPPF, will be subject to the sequential test.

2.5.4 Applications for retail, leisure and office development over 2,500sqm located outside of town centres, not in accordance with this Local Plan, are required to submit an impact assessment, as defined in the NPPF.

2.5.5 Draft Policy LP22 defines the premier, primary and secondary shopping frontages which are the prime focus for i) convenience retail; ii) comparison (non bulky) retail floor space; and iii) other town centre uses as defined in the NPPF, which promote jobs, leisure and the night time economy. Within the premier, primary and secondary frontages development of non A1 town centre uses will be strictly controlled.



2.5.6 Draft Policy LP23 states the Council will approve planning applications which help to deliver and reinforce a network of mixed use District and Neighbourhood centres (which promote linked trips to local shops and services via public transport, walking and cycling) according to the centre hierarchy.

2.6 Other evidence base documents

2.6.1 Luton Borough Council has commissioned a number of notable studies looking at physical activity in the Borough which provides a helpful context to this study. As part of the Study brief WYG has reviewed these and outline the main findings below.

Luton Town Centre Development Framework (Dec 2004)

2.6.2 The development framework was commissioned by Luton Borough Council and its partners and is intended to be used to guide the way in which change takes place in Luton. Specifically, the plan identifies focus areas for improvement within the town centre and ensures that growth and development takes place in a fully co-ordinated way. There are three main objectives that underpin the development framework. These aim to make Luton:

- A more accessible destination by foot, by bike, by public transport and by car;
- A place which people can enjoy and be proud of with public squares and tree lined streets that are lively and well used; and
- A focus for investment with realistic opportunities for new retail, leisure, residential and business development.

Luton Borough Council Playing Pitch Strategy (PPS) 2014-2021

2.6.3 The PPS, which is underpinned by an Assessment Report, aims to provide a strategic framework for the maintenance and improvement of existing outdoor sports facilities. It intends to, inter alia: inform planning policy with respect to the protection and enhancement of provision; provide guidance to assess development proposals affecting playing fields; and inform land use decisions in respect of future use of existing outdoor sports areas and playing fields across Luton in the eight years up to 2021.

2.6.4 The strategy finds that due to the restrictions of green space in Luton there is a need for parks and open space to be multifunctional and provide for the formal and informal recreational needs of the whole community. The PPS details four keys aims, with specific objectives identified for each:

**Table 1.0: PPS 2014 Aims and Objectives**

Aims	Objectives
To protect and enhance levels of outdoor sports facilities	Rectify quantitative shortfalls in the current pitch stock and outdoor sports facilities.
	Identify opportunities to add to the overall stock to accommodate both current and future demand.
	Protect sports facilities where there is a need to do so.
To address issues of quality and management with regard to facility provision	Seek to address overplay - investment should be prioritised to sites which fail to meet the proposed quality standard
	Adopt a tiered approach (hierarchy of provision) to the management and improvement of sites
To maximise access to all outdoor facilities and in particular educational facilities	Establish a more coherent, structured relationship with schools to maximise community use of educational facilities.
	Secure tenure and access to sites for high quality, development minded clubs, through a range of solutions and partnership agreements.
	Increase opportunities to support informal sporting activities.
	Work with NGBs to ensure that there is a link/pathway for those that want to move into formal sport.
To maximise investment into outdoor sports facilities	Establish an approach to securing developer contributions
	Work in partnership with stakeholders to secure funding

Source: Derived from PPS 2014

- 2.6.5 The Strategy provides a site by site prioritisation list which seeks to address surpluses and deficiencies, together with key issues identified in the accompanying Assessment Report. It provides recommendations for each site, based on current levels of usage, quality and future demand, as well as the potential of each site for enhancement.
- 2.6.6 The Strategy identifies four overarching Borough wide priorities: Wardown Park (Lower); Stopsley Common (Luton Regional and Lothair Road Recreation Grounds); Crawley Green; and Luton Sixth Form College.



2.6.7 The Strategy finds the success and the benefits realising the strategic objectives are dependent upon regular engagement between all partners involved and the adoption of a strategic approach. It is anticipated a wide range of organisations will have a role in implementing the delivery plan led by Luton Borough Council.

Luton Borough Strategic Vision for Sport and Physical Activity (2013)

2.6.8 The Luton Borough Strategic Vision for Sport and Physical Activity (2013) aims to provide the overarching vision and policy statement outlining the Council's ambitions, aims and objectives in relation to sport. Statistics taken from the LBC Strategic Vision for Sport and Physical Activity 2013 show that in the overall Luton population, nearly 60% of people are inactive:

Table 1.1: Levels of participation in physical activity over a 28 day period

	None	1-11 days	12-19 days	20-28 days
Luton	59.4%	25.5%	7.2%	7.9%

Source: LBC Strategic Vision for Sport and Physical Activity 2013

2.6.9 Furthermore, the participation levels for the lower age bracket in Luton compare poorly with the national average and comparative UK cities:

Table 1.2: Participation in sport and recreational activity

	Luton	Slough	Birmingham	National
16-34 years	18.7%	22.8%	24.2%	30.3%

Source: LBC Strategic Vision for Sport and Physical Activity 2013

2.6.10 The report looks at barriers to participation. Building on previous studies Sport England commissioned Sporting Equals to undertake research in the Biscot, Dallow and Saints wards to understand the participation issues associated with in particular black and ethnic minority (BME) communities.

2.6.11 The study reports that in Luton BME sports participation is considerably lower than white participation (35% compared to 25.6%) respectively. Regional trends suggest significant latent demand from both white and BME groups³.

³ Luton Developing our Understanding – Sporting Equals April 2015



2.6.12 Active People Participation data suggests that BME communities have a higher latent demand for sports compared to white counterparts which highlights a need for more targeted interventions to help grow sports⁴.

The Active People Survey (APS)

2.6.13 WYG understands the Active People Survey is the largest survey of sport and active recreation to be undertaken in Europe. The annual survey⁵ gathers data on the type, duration and intensity of people's participation in different types of sport, active recreation and cultural participation, as well as information about volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision.

2.6.14 The table below shows the Luton results of Key Performance Indicators (KPIs) of the APS surveys 3-7, in comparison to national and Sport England's regional figures. Data for Luton's nearest neighbours⁶ is also presented which aids local authorities in benchmarking.

⁴ Ibid

⁵ The first year of the survey, APS1, was conducted between October 2005 and October 2006.

⁶ Not geographic, but those closest to Luton in terms of socio-demographics

**Table 1.3: Active People Survey – Participation - Luton and nearest neighbours⁷**

Key Performance Indicator (KPI)		National %	East of England %	Luton %	Nearest neighbours		
					Oldham %	Bradford %	Coventry %
KPI 2 – At least 1 hour per week volunteering	2008/09	4.7	4.7	2.1	3.9	6.1	7.9
	2009/10	4.5	4.8	2.7	4.5	6.0	2.9
	2010/11	7.3	8.0	6.9	6.6	9.2	6.3
	2011/12	7.6	7.4	3.8	6.5	5.5	6.1
	2012/13	6.0	6.8	6.0	4.6	7.9	2.8
KPI 3 – Club membership in the last 4 weeks	2008/09	24.1	25.5	19.7	19.6	20.8	24.6
	2009/10	23.9	24.3	17.6	19.9	20.0	18.3
	2010/11	23.3	23.6	17.1	19.2	19.2	23.6
	2011/12	22.8	23.7	12.4	20.1	12.7	19.8
	2012/13	21.0	22.2	19.2	15.0	19.4	15.4
KPI 4 – Received tuition/coaching in last 12 months	2008/09	17.5	18.3	14.5	14.0	13.8	19.0
	2009/10	17.5	18.3	11.0	12.2	15.4	12.9
	2010/11	16.2	16.8	11.1	13.1	15.7	15.5
	2011/12	16.8	17.4	10.4	11.6	13.4	12.7
	2012/13	15.8	16.7	11.8	13.4	15.5	10.6
KPI 5 – Organised competitive sport in last 12 months	2008/09	14.4	14.7	12.2	13.3	11.7	17.8
	2009/10	14.4	15.3	11.4	10.3	14.3	12.1
	2010/11	14.3	14.5	9.1	10.5	11.5	13.8
	2011/12	14.4	15.1	9.8	11.7	12.8	13.5
	2012/13	11.2	13.6	8.1	6.8	13.8	7.7
Participation in 30min moderate intensity sport per week	2008/09	35.7	35.6	27.4	34.0	31.2	31.4
	2009/10	35.3	34.9	27.9	28.4	35.3	30.4
	2010/11	34.8	34.7	28.3	35.7	35.2	35.2
	2011/12	36.0	36.0	29.0	35.4	35.3	30.6
	2012/13	35.7	35.1	28.1	32.9	33.2	35.8

Source: Active People Survey – taken from Indoor Sports Facility Needs Assessment March 2014

2.6.15 The Survey highlights a general yearly trend that Luton has lower participation levels than the regional and national figures for the above stated KPIs. Whilst the percentage of adults doing at least 30 minutes exercise per week has increased marginally it is still over 6% lower than the

⁷ those which are the closest to Luton in terms of socio-demographics.



national and regional average and almost 5% lower than the closest nearest neighbour, Oldham (32.9%). Club membership is also lower than the national average of 21%⁸.

Luton Youth Insight Project Report (2014-15)

2.6.16 Research underpinning the Luton Youth Insight Project Report included face to face surveys of c.520 16-25 year old Luton residents, looking into participation rates and reasons for inactivity. Some of the key findings of the work included:

- 30% of respondents use the gym and exercise classes for physical activity (most popular);
- 26% of participants cited health as the main motivator for physical activity;
- 18% of respondents cited they would do more physical activity if there were facilities closer to them. 24% of inactive respondents said they would do more physical activity if they had more time;
- 11% of all respondents stated better facilities would encourage them to do more physical activity;
- Swimming, football and attending the gym were listed as some of the main activities respondents would like to try.

2.6.17 When asked what one thing would encourage residents to increase levels of participation in sport or physical activity "free or cheaper activities", "more local activities/more choice", and "no time" were the three highest recorded responses⁹.

The LBC Indoor Sports Facility Needs Assessment (March 2014)

2.6.18 The Indoor Sports Facility Needs Assessment aims to provide an audit of all sports facilities by type and an assessment of demand for indoor sports facilities across Luton through to 2031. The assessment, inter alia:

1. analyses supply and demand to determine potential surpluses and deficiencies of indoor sports facilities in terms of quantity, quality and accessibility;

⁸ Indoor Sports Facility Needs Assessment March 2014

⁹ Luton Residents Survey 2014



2. identifies the main challenges and recommendations on how shortfalls and future needs should be addressed; and if appropriate the general location of new facilities; and
3. provides recommendations for local standards of provision to be adopted by LBC for planning purposes, to include strategic recommendations relating to:

2.6.19 Over a quarter (25.9%) of Luton residents are in the worst national quartile of deprivation¹⁰. The assessment finds that in Luton the most deprived areas are around the town centre. There are also higher levels of deprivation in the south of the Borough. Areas in the Borough with lower population density have lower levels of deprivation. 7.4% of Luton's population live in areas deemed as being in the bottom 10% of 'Super Output Area's¹¹, nationally in 2010, i.e. in the most deprived areas of the country. In direct comparison, only 0.7% live in the top 10% of least deprived areas in the country.

2.6.20 The reports finds the location of facilities relative to the areas of deprivation is important in assessing the potential physical accessibility of facilities and the need of certain communities to have to travel greater distances. In terms of supply:

Sports Halls – the assessment identifies a total of 15 sports hall (3 court and above) sites providing 62 badminton courts. Analysis indicates unmet demand and increases in population will put further pressure on existing facilities. The report finds demand for indoor cricket with Luton Sixth Form College being identified as a strategic priority.

Swimming Pools – The assessment finds a modest over-supply of provision. The main facility, Inspire Sports Village, is under pressure at peak times. A population increase will generate additional demand. The coverage of all community pools in the Borough is found to be generally adequate with 62.1% of residents living within the 1 mile catchment of a swimming pool Denbigh High School Pool is found to be strategically important due it serving areas of higher deprivation.

Indoor Bowls - The English Indoor Bowls Association (EIBA) indicates the Luton Indoor Bowls Centre is strategically significant. Its membership is in the upper quartile when compared to similar facilities across the Country. The report finds the centre is in need of investment to ensure it remains fit for purpose. It has the potential to offer and support physical activity in older people. Support could be offered to the centre to help it attract new members from the wider Black and Multi-Ethnic (BME) community.

¹⁰ Ibid

¹¹ Based on the ODPM [DCLG] Indices of Multiple Deprivation (IMD)



Indoor Tennis - Venue 360 is a specialist facility located to the south of the borough. The geographic spread of the tennis membership suggests the centre does not draw significantly from outside Luton. Consultation indicates that Venue 360 is strategically important for students from the University of Bedford. The University does not own facilities and therefore hires a range of facilities from Venue 360. The report finds a need to enhance linkages to significantly improve student participation.

2.7 Summary

- 2.7.1 Under national guidance LPAs should recognise town centres as the heart of their communities and pursue policies to support their viability and vitality. LPAs should allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres. Any strategy should be based on evidence of the current state of town centres and opportunities.
- 2.7.2 Draft Policy LP22 of the emerging Local Plan defines the premier, primary and secondary shopping frontages which are the prime focus for i) convenience retail; ii) comparison (non bulky) retail floor space; and iii) other town centre uses as defined in the NPPF, which promote jobs, leisure and the night time economy. Within the premier, primary and secondary frontages development of non A1 town centre uses will be strictly controlled.
- 2.7.3 Luton Borough Council has commissioned a number of notable studies looking at physical activity and leisure facilities in the Borough. These studies contribute towards the Council's Local Plan evidence base. The findings of the existing evidence base have helped inform the following assessment of leisure needs.

3.0 Household Leisure Survey

3.1 Introduction

3.1.1 A key requirement of this study is the detailed understanding of leisure patterns in the Study Area. To this end WYG commissioned specialist market researchers NEMS Market Researchers Ltd to undertake a comprehensive household telephone survey to identify consumers' habits and preferences.

3.2 Telephone Survey

3.2.1 In January/February 2015 a survey of c.1,000 households was undertaken within a defined Study Area based on postcode geography. The Study Area is identical to that used for the Retail Study 2012 Refresh (WYG) and subsequent 2015 Retail Study Update (WYG). The Study Area has been specifically drawn to include Luton and adjacent local settlements (within adjoining authority areas) where local residents may naturally gravitate towards conveniently located facilities in Dunstable, Harpenden and Hitchin etc. A map of the catchment is provided at Figure 1.0 below and at a greater scale at **Appendix 1**.

3.2.2 The Study Area is made up of zones 1-6. Zone 1, broadly Luton's Borough area, comprises three 'sub' zones (1A-C). The questions and full tabulation of results from the Household Survey are provided at **Appendix 2**.

Figure 1.0: Study Area and Zones



Source: Study Area Plan

**Table 1.1: Postcodes by Survey Zone**

Survey Zone	Postcode Sectors	2015 Population	Surveys	
1	A	LU 1 1, LU 1 2, LU 1 3, LU 1 4, LU 1 5, LU 4 8	62,809	137
	B	LU 2 0, LU 2 7, LU 2 8, LU 2 9, LU 3 1	83,714	185
	C	LU 3 2, LU 3 3, LU 3 4, LU 4 0, LU 4 9	78,857	177
2	SG 4 0, SG 4 7, SG 4 8, SG 4 9, SG 5 1, SG 5 2, SG 5 3, SG 15 6, SG 16 6, SG 17 5	77,909	102	
3	AL 3 7, AL 3 8, AL 4 8, AL 5 1, AL 5 2, AL 5 3, AL 5 4, AL 5 5	47,593	101	
4	LU 5 4, LU 6 1, LU 6 2, LU 6 3	46,981	101	
5	LU 5 5, LU 5 6	26,114	102	
6	MK 45 1, MK 45 4, MK 45 5	26,634	101	

Source: Table 1A of Appendix 3

3.2.3 The results of the household survey have been used to identify participation rates and the market share¹² of existing leisure facilities in the Study Area.

3.2.4 This is considered further in the following sections of the report.

¹² Proportion of trips



4.0 Expenditure growth and Leisure patterns

4.1 Introduction

- 4.1.1 Commercial leisure facilities form an important part of the offer of Luton and surrounding town centres and can help ensure such centres are more than destinations for shopping.
- 4.1.2 This section of the report considers the current population and identifies the current and future levels of leisure expenditure within the defined Study Area. Based on the household survey the report then identifies the destinations/ facilities at which expenditure is being spent. The results of the household survey have been used to determine the participation rate and the market share achieved by the different categories of leisure activity.

4.2 Overview

- 4.2.1 The daytime and evening leisure sector has undergone a major shift in the last five years, with the reduction in the income levels of consumers having an impact on their ability to spend on these types of discretionary activities and items. Mintel calculated that the total UK leisure market was worth almost £70 billion in 2012, only 0.2% higher than in 2007¹³. A review of leisure activity participation and frequency levels indicates that eating and drinking out of the home still remain the most popular activities which people do on a monthly basis. Cinema is the next most popular of the non-food and drink-led activities. Other activities, including going to a theatre and tenpin bowling are, on average, undertaken less frequently and this reflects their greater average cost.
- 4.2.2 It is expected that the difficult trading conditions are expected to continue in the short term as consumers are increasingly happy to stay in more often these days because of in-home entertainment technology etc. Mintel's British Lifestyles report, which tracks the activity of all consumer sectors in the UK, shows that over the previous year (2014) consumers were more likely to have spent less in every area from holidays to home and garden products (apart from in-home food). The top three areas that UK consumers cut their spending in 2014 were eating out, with over a third (36%) saying they spent less over the past year, alcoholic drinks out of the home with 35% spending less and leisure and entertainment with 34% agreeing they cut their outgoings¹⁴.

¹³ Leisure Review, Mintel, December 2012

¹⁴ British Lifestyles, Mintel, April 2015



- 4.2.3 The number of leisure centres and swimming pools has increased in the past five years. Whilst there has been a demand on public finances due to budget constraints, with many Councils having to scale back services, Mintel notes that 38% of adults currently use a health centre or swimming pool¹⁵. In addition, the health and fitness private sector had a market value of approximately £3.9 billion¹⁶ in March 2012, an increase of 1.5% over the previous twelve month period. Mintel note that whilst only 15% of adults currently use a private health and fitness club, the potential for a further expansion of the market remains strong. The health and fitness sector is dominated by the David Lloyd Leisure and Virgin Active operators with these two health clubs having approximately 455,000 and 435,000 members¹⁷. There has also been a rapid growth in the number of the no-contract budget club operators, with Pure Gym (260,000 members) and The Gym (255,000 members) ranked fourth and fifth in the list of leading chains behind DW Sports Fitness which has 275,000 members. Mintel identifies that there has been a growth in the popularity of innovative exercise classes and technological features to attract additional people to these clubs, with many of the higher end clubs also adding spa facilities to their offer.
- 4.2.4 In terms of other leisure activities, the cinema sector is performing relatively well, despite the growth of home cinema entertainment, with the most recent data indicating that there were 173 million UK cinema admissions in 2012, an increase of 0.5% since 2011. Mintel records¹⁸ that 31% of respondents to their survey in September 2012 identified that they visited the cinema 'monthly or more often,' followed by 14% going to a nightclub, 12% visiting a museum, gallery or exhibition, 9% going to the theatre and 7% going tenpin bowling.
- 4.2.5 The eating out market has grown by around 8% over the 2008-13 period to an estimated £32.1 billion. Mintel recognises however that this has largely been driven by inflation, with consumer demand muted by low consumer confidence levels¹⁹.

4.3 Study Area Population

- 4.3.1 Detailed population and household projection outputs have been provided by Opinion Research Services for use in the Leisure Study. The projections are derived from investigation underpinning the Strategic Housing Market Assessment Update and based on 10-year migration trends taking account of Objectively Assessed Need (OAN) across Luton and Central Bedfordshire. The

¹⁵ 'Leisure Centres and Swimming Pools', Mintel, January 2013

¹⁶ 'State of the UK Fitness Industry', The Leisure Database Company, June 2013

¹⁷ 'Health and Fitness Clubs', Mintel, June 2013

¹⁸ 'Leisure Review', Mintel, December 2012

¹⁹ 'Eating Out Review', Mintel, June 2013



projections have been robustly disaggregated across the Study Area postcode sectors. The use of SHMA compliant projections ensures a consistency of approach across evidence base documents.

4.3.2 Population figures are provided for each of the 9 survey zones. For the purpose of this study, population and expenditure has been calculated at five-year intervals to 2031 in accordance with the NPPF (i.e. 2020, 2025, 2030 and 2031) to reflect the future development plan timeframe.

4.3.3 The table below provides a detailed breakdown of the forecast population change within each survey zone in the period through to 2031.

Table 2.0: Population by Survey Zone (2015 to 2031)

Zone	2012 ²⁰	2015	2020	2025	2030	2031
1A	60,435	62,809	66,182	69,322	71,893	72,371
1B	80,593	83,714	88,100	92,087	95,389	96,007
1C	75,916	78,857	82,972	86,709	89,820	90,396
2	75,502	77,909	82,183	86,393	89,842	90,474
3	46,560	47,593	49,608	51,744	53,400	53,705
4	45,266	46,981	49,842	52,601	54,789	55,177
5	25,220	26,114	27,623	29,098	30,265	30,474
6	27,515	28,634	30,486	32,291	33,711	33,973
Total	437,007	452,611	476,995	500,245	519,109	522,577

Source: Table 1A, Appendix 3

4.3.4 Zone 1 (1A-1C) broadly represents the Luton Borough Council administrative area. The population figures for Luton are set out in the table below.

Table 2.1: Zone 1 Luton Population (2015 to 2031)

Zone	2012 ²¹	2015	2020	2025	2030	2031
1A	60,435	62,809	66,182	69,322	71,893	72,371
1B	80,593	83,714	88,100	92,087	95,389	96,007
1C	75,916	78,857	82,972	86,709	89,820	90,396
Total	216,944	225,380	237,254	248,118	257,102	258,774

Source: Table 1A, Appendix 3

²⁰ 2012 shown as base year of pop projections

²¹ 2012 shown as base year of pop projections



4.4 Leisure expenditure

4.4.1 In order to calculate leisure expenditure, WYG has utilised Experian Micromarketer G3 data, which provides detailed information on local consumer expenditure that takes into account the socio-economic characteristics of the local population. Experian is a widely, industry-accepted source of expenditure and population data regularly used by WYG in studies of this type.

4.4.2 Per capita spending is provided for the following types of commercial leisure activity:

- Accommodation services (hotels);
- Cultural services (cinemas, theatres, concerts, etc);
- Games of chance (bingo);
- Hairdressing and personal grooming;
- Recreation and sporting activities; and
- Restaurants and cafes.

4.4.3 Per capita growth forecasts have been derived from Experian Retail Planner Briefing Note 12.1, published in October 2014²². Using the growth rates it is possible to produce expenditure estimates for each survey zone at the interval years from 2015 to 2031. The assessment takes into account both leisure expenditure growth and population change.

4.4.4 Of the leisure categories listed above spending on restaurants and cafes accounts for the highest proportion of leisure spending in the Study Area. In total, 57% of total spending will be spent on 'restaurants and cafes', ahead of 'cultural services' (16%), 'games of chance' (8%), 'accommodation' and 'recreation and sporting activities' (7%).

4.4.5 Table 1B of **Appendix 3** sets out the current total spending on the above listed categories and the rate of growth of this expenditure over the plan period. In summary, it shows between 2015 to 2031 leisure spending in the Study Area will increase as follows:

- Accommodation services: from £50.2m to £71.3m (£21.1m);
- Cultural services: from £123.4m to £175.2m (£51.8m);
- Games of chance: from £59.7m to £92.8m (£33.1m);

²² Figure 1a of ERPBN 12.1



- Hairdressing and personal grooming: from £37.2m to £52.9m (£15.7m);
- Recreation and sporting activities: from £46.2m to £64.7m (£18.5m);
- Restaurants and cafes: from £360.6m to £512.8m (£152.3m).

4.4.6 All categories of leisure display strong levels of personal expenditure growth over the plan period. This is particularly the case with games of chance - which nationally is becoming an increasingly popular online and mobile pastime, and restaurants and cafes; the recovery growth of which is anticipated as people commit more of their income to dining out.

4.4.7 As such local patterns can be considered in the context of relatively strong expenditure growth in leisure activities across the Study Area over the course of the plan period.

4.5 Leisure spending patterns

4.5.1 The household survey helps identify both the participation rate and the most popular destinations for the studied leisure categories. The full results of the Household Survey are provided in Appendix 2.

4.5.2 The statistical tables attached at Appendix 3 include a tabled summary of the results of the household survey. These identify broad market share patterns for each of the leisure categories. In addition Appendix 3 provides a summary of the anticipated expenditure growth for each leisure category over the plan period²³. Growth in expenditure and leisure spending patterns are considered for each of these categories below.

Cinema

4.5.3 Table 3 at Appendix 3 shows the growth in cinema expenditure across the study area throughout the plan period.

4.5.4 In terms of cinema participation rate, the household survey indicates that 53% of the study area population undertake cinemas visit. Nationally there has been a general reduction in cinema participation, as the recessionary years and improved technology/home media has led to a gradual increase in stay-at-home cinema entertainment.

²³ Expenditure info derived from Experian MicromarketerG3. Disaggregated expenditure data for ten pin bowling, bingo, swimming pools, pub/clubs and casinos not available.

**Table 2.2: Total Available Cinema Expenditure 2015-2031**

Zone	Total Expenditure (£m)					Exp Growth (£m)			
	2015	2020	2025	2030	2031	2015-20	2015-25	2015-30	2015-31
Zone 1A	0.7	0.8	0.9	1.0	1.0	0.1	0.2	0.3	0.3
Zone 1B	1.0	1.2	1.3	1.4	1.5	0.1	0.3	0.4	0.4
Zone 1C	0.9	1.0	1.1	1.2	1.3	0.1	0.2	0.3	0.4
Zone 2	1.3	1.5	1.6	1.8	1.9	0.2	0.3	0.5	0.6
Zone 3	1.1	1.2	1.3	1.5	1.5	0.1	0.3	0.4	0.4
Zone 4	0.7	0.8	0.9	1.0	1.1	0.1	0.2	0.3	0.3
Zone 5	0.4	0.4	0.4	0.5	0.5	0.0	0.1	0.1	0.2
Zone 6	0.5	0.6	0.6	0.7	0.7	0.1	0.1	0.2	0.2
Total	7	7	8	9	9	1	2	3	3

Source: Table 3, Appendix 3

4.5.5 The above table shows growth in cinema expenditure is anticipated to total up to £3m across all zones over the course of the plan period to 2031.

4.5.6 Table 4 of Appendix 3 sets out the cinema leisure patterns within the Study Area.

Table 2.3 Cinema leisure patterns

Destination	Total Cinema %	Zone 1A %	Zone 1B %	Zone 1C %	Zone 2 %	Zone 3 %	Zone 4 %	Zone 5 %	Zone 6 %
Luton									
Cineworld, The Galaxy	43	72	83	82	2	11	26	36	33
The Hat Factory, Bute	1	0	1	0	0	4	0	0	0
Luton sub Total	43	72	84	82	2	15	26	36	33
Dunstable									
Grove Theatre	4	3	0	0	0	0	28	12	0
Harpenden									
Harpenden Public Hall	0	0	0	0	0	1	0	0	0
Study Area Sub Total	47	75	84	82	2	16	54	48	33
Outside SA Sub Total	53	25	16	18	98	84	46	52	67
Total	100	100	100	100	100	100	100	100	100



Source: Table 4 Appendix 3

- 4.5.7 In terms of facility provision, Luton is primarily served by one main destination; the Cineworld at the Galaxy Centre in the town centre. The cinema is a modern purpose built 11 screen facility which acts as a key anchor tenant for the Galaxy centre. The centre offers a range of leisure facilities at the heart of the town centre and as such is at an accessible location for the whole Study Area. The facility draws high market share from across all zones, apart from zones 2 and 3 where facilities in Stevenage, Letchworth, Hemel Hempstead and Hatfield are popular, most likely due to their proximity/accessibility.
- 4.5.8 As would be expected this facility is the most popular destination in the Study Area, achieving a 43% market share.
- 4.5.9 Cineworld is supplemented by an additional cinema screen at the Hat Factory, Bute Street which is smaller and less popular but it understood to mostly cater for niche/independent films.
- 4.5.10 Beyond Luton, Dunstable is served by the Grove Theatre which as would be expected proves a viable destination particularly for zone 4 and 5 based visitors. There is a small, additional facility within the Study Area at Harpenden (Harpenden Public Hall).
- 4.5.11 The main competing facilities outside of the Study Area are the multi screen Cineworlds at Stevenage (15% market share) and Milton Keynes (11% market share), and to a lesser extent Broadway cinema in Letchworth (7%) and Cineworld in Bedford (5%). The survey highlights that London is not a popular destination for cinemas visits.
- 4.5.12 Principally owing to the Cineworld at the Galaxy centre Luton achieves a 43% market share of Study Area cinema visits overall, which is marginally lower than the 47% market share Study Area retention.

Theatre/Concert Halls

- 4.5.13 The table below shows that expenditure growth in Theatres/concerts is anticipated to grow from £13m to £19m during the plan period.

**Table 2.4: Total Available Theatre/Concert Expenditure 2015-2031**

Zone	Expenditure (£m)					Growth (£m)			
	2015	2020	2025	2030	2031	2015-20	2015-25	2015-30	2015-31
Zone 1A	1.2	1.4	1.6	1.7	1.8	0.2	0.3	0.5	0.5
Zone 1B	2.0	2.2	2.5	2.8	2.8	0.2	0.5	0.8	0.8
Zone 1C	1.7	1.9	2.2	2.4	2.4	0.2	0.4	0.7	0.7
Zone 2	2.7	3.0	3.4	3.7	3.8	0.3	0.7	1.1	1.1
Zone 3	2.4	2.6	2.9	3.2	3.3	0.3	0.6	0.9	0.9
Zone 4	1.4	1.6	1.8	2.0	2.0	0.2	0.4	0.6	0.6
Zone 5	0.7	0.7	0.8	0.9	0.9	0.1	0.2	0.3	0.3
Zone 6	1.1	1.3	1.5	1.6	1.6	0.2	0.3	0.5	0.5
Total	13	15	17	18	19	2	3	5	6

Source: Table 7, Appendix 3

4.5.14 Table 8 of Appendix 3 sets out the Theatre leisure patterns within the Study Area.

**Table 2.5: Theatre/Concert Leisure patterns**

Destination	Total Theatre/ Concert Halls (%)	Zone 1A (%)	Zone 1B (%)	Zone 1C (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)
Luton									
The Library Theatre,	2.0	4.3	10.4	1.5	0.0	0.0	0.0	0.0	0.0
The Hat Factory,	0.6	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0
Luton Sub Total	2.6	4.3	14.9	1.5	0.0	0.0	0.0	0.0	0.0
Dunstable									
Grove Theatre,	24.0	37.3	17.2	40.1	0.0	1.3	62.1	46.8	5.2
The Little Theatre,	0.8	0.0	0.0	0.0	0.0	1.3	3.7	0.0	0.0
The Square Drama Circle	0.5	2.1	0.0	0.0	0.0	0.0	1.1	1.8	0.0
Hitchin									
Market Theatre,	1.4	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0
The Queen Mother Theatre,	1.5	0.0	0.0	0.0	7.7	0.0	0.0	0.0	0.0
Study Area Sub Total	30.8	43.8	32.0	41.6	14.7	2.6	66.9	48.5	5.2
Outside SA Sub Total	69.2	56.2	68.0	58.4	85.3	97.4	33.1	51.5	94.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Table 8, Appendix 3

- 4.5.15 In terms of theatre/concert venue participation rate, the household survey indicates that less than half (44%) of the study area population undertake theatre visits. Of those participating, Study Area based facilities retain a 30.8% market share.
- 4.5.16 Luton is served by two main facilities, The Library Theatre at St George's Square, and the Hat Factory at Bute Street. While the library theatre appears reasonably popular with Luton based participants overall both facilities retain very modest market share (2.6% in total). The Grove theatre in Dunstable is the most popular study area based facility, particularly for Dunstable based participants (i.e. zone 4 - 62%) but also drawing a high market share of Luton based participants (zones 1A to C) and retaining a sizeable market share overall (24%).
- 4.5.17 The survey identifies significant 'leakage' of theatre/concert spend. Beyond the Study Area the most popular single destination is the Milton Keynes Theatre & Gallery. Besides Milton Keynes, the survey highlights, not unexpectedly, that a significant proportion of participants travel to central



London/West End for theatre/concert hall facilities, which combined achieve a 33.2% market share. London attracts a strong market share from participants across all zones, particularly zone 3 (i.e. most proximate).

- 4.5.18 The survey suggests that with respect to theatre shows/concerts distance is less of a hindrance to participation and that users are willing to venture further afield to access greater choice etc. Central London is sufficiently proximate/ accessible to ensure its viability for study area participants seeking to benefit from the exceptional choice it has to offer with respect to theatre/concert venues.

Ten Pin Bowling

- 4.5.19 The survey highlights just a just 22% participation rate in respect of ten pin bowling as a leisure activity for Study Area residents. Under the context of a low participation rate table 9 at Appendix 3 sets out the market share patterns.

Table 2.6: Ten Pin Bowling leisure patterns

Destination	Total Bowling (%)	Zone 1A (%)	Zone 1B (%)	Zone 1C (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)
Luton									
MFA Bowl	22.9	27.8	59.3	26.3	3.8	23.8	0.0	2.6	2.7
Dunstable									
Go Bowling	44.8	44.1	25.0	67.9	3.8	35.1	92.9	85.6	55.2
Study Area Sub Total	67.7	71.9	84.3	94.3	7.7	59.0	92.9	88.3	57.9
Outside SA Sub Total	32.3	28.1	15.7	5.7	92.3	41.1	7.1	11.7	42.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Table 9, Appendix 3

- 4.5.20 Overall, the survey indicates good retention of ten pin bowling participation within the Study Area (67% market share). The Study Area is dominated by two main facilities; MFA Bowl at the Galaxy Centre, Luton and Go Bowling, Dunstable. The MFA Bowl in Luton has a 23% market share. The most popular facility is Go Bowling in Dunstable which achieves 45% market share. The survey suggests Go Bowling in Dunstable is more popular for participants in the Luton based zones 1A and 1C than the closer facility of MFA Bowl at the Galaxy centre.

- 4.5.21 Beyond the Study Area the most popular single facility is Hollywood Bowl in Stevenage.



Bingo

4.5.22 In terms of participation rates for Bingo, the household survey indicates that just 3% of the study area sample population undertake Bingo visits. Such a low participation rate is perhaps reflective of the emergence of other games of chance nationally, e.g. online participation via mobile devices (computers, phones, tablets etc), at the expense of more traditional forms of participation.

Table 2.7: Bingo leisure patterns

Destination	Total Bingo (%)	Zone 1A (%)	Zone 1B (%)	Zone 1C (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)
Luton									
Gala, Bridge Street	8.3	33.5	0.0	0.0	51.6	0.0	0.0	0.0	0.0
Mecca, Skimpot Rd	64.9	33.0	100.0	49.9	48.4	0.0	66.0	100.0	38.2
Grosvenor G Casino,	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kent Athletic Club	2.4	33.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lewsey Park Social Club,	6.4	0.0	0.0	20.9	0.0	0.0	0.0	0.0	0.0
St. Joseph's	2.8	0.0	0.0	9.3	0.0	0.0	0.0	0.0	0.0
Stanley's Luton Int	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leagrave	2.8	0.0	0.0	9.3	0.0	0.0	0.0	0.0	0.0
Luton Sub Total	87.6	100.0	100.0	89.4	100.0	0.0	66.0	100.0	38.2
Dunstable									
United Services Club	6.2	0.0	0.0	0.0	0.0	0.0	34.0	0.0	0.0
Study Area Sub Total	93.8	100.0	100.0	89.4	100.0	0.0	100.0	100.0	38.2
Outside SA Sub Total	6.2	0.0	0.0	10.6	0.0	0.0	0.0	0.0	61.8
Total	100.0	100.0	100.0	100.0	100.0	0.0	100.0	100.0	100.0

Source: Table 11 Appendix 3

4.5.23 In terms of Bingo provision, the most popular destination is Mecca Bingo at Skimpot Road, Luton. Mecca Bingo is a modern facility also providing food and drink facilities and car parking. The facility's easily accessible location close to various transportation links helps explain its popularity. The facility therefore draws a high market share from across almost all zones achieving a very dominant 64.9% market share overall.



- 4.5.24 The nearest most popular facility is Gala Bingo on Bridge Street, Luton which achieves an 8.3% market share over the whole study area, with 51.6% and 33.5% market share across Zones 2 and 1A respectively. However, we understand this facility has recently closed due to falling attendances. The Lewsey Park Football & Social Club also provides Luton based Bingo facilities and attracts a 6.4% market share across the study area.
- 4.5.25 Beyond Luton, the only other bingo facility in the Study Area is the United Services Club at High Street South, Dunstable which achieves a 6.2% market share. The market share of this facility is 34% of Zone 4 based participants who take advantage of its proximate location.
- 4.5.26 Outside of the study area, facility usage is low for Study Area participants at 6.2% market share overall.

Health and Fitness

- 4.5.27 The table below shows that expenditure growth is anticipated to grow strongly from £48m to £68m in the Study Area during the plan period.

Table 2.8: Total Available Health and Fitness Expenditure 2015-2031

Zone	Expenditure (£m)					Growth (£m)			
	2015	2020	2025	2030	2031	2015-20	2015-25	2015-30	2015-31
Zone 1A	3.7	4.1	4.6	5.1	5.2	0.5	0.9	1.4	1.5
Zone 1B	7.0	7.8	8.7	9.6	9.8	0.9	1.8	2.7	2.9
Zone 1C	5.9	6.6	7.4	8.2	8.3	0.7	1.5	2.3	2.4
Zone 2	10.6	11.9	13.4	14.8	15.1	1.3	2.8	4.2	4.5
Zone 3	8.6	9.6	10.7	11.8	12.0	1.0	2.0	3.1	3.3
Zone 4	5.7	6.5	7.3	8.1	8.3	0.8	1.6	2.4	2.5
Zone 5	2.5	2.8	3.2	3.6	3.6	0.3	0.7	1.0	1.1
Zone 6	4.2	4.8	5.4	6.0	6.2	0.6	1.2	1.8	1.9
Total	48	54	61	67	68	6	12	19	20

Source: Table 14, Appendix 3

- 4.5.28 The survey indicates a study area participation rate of 35% taking part in health and fitness activities; that is, going to the gym and *playing* sports etc. (i.e. as opposed to spectating).

**Table 2.9: Health & Fitness leisure patterns**

Destination	Total Health & Fitness (%)	Zone 1A (%)	Zone 1B (%)	Zone 1C (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)
Luton									
Inspire Luton S.V	10.3	7.2	32.0	4.5	0.0	0.0	5.1	18.3	3.3
Bannatyne	6.0	15.1	3.2	25.7	2.9	2.1	0.0	0.0	0.0
Venue 360	4.3	8.4	9.4	0.0	0.0	8.0	0.0	2.6	0.0
David Lloyd	3.7	12.1	6.9	0.0	0.0	3.5	0.0	0.0	3.3
The Galaxy Centre	3.9	5.6	10.1	5.2	0.0	0.0	0.0	8.1	0.0
La Phyzz	0.3	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0
Lea Manor Rec Centre	2.6	1.7	4.9	11.3	0.0	0.0	0.0	0.0	1.8
Pure Gym	3.0	10.5	2.1	0.0	0.0	0.0	11.7	0.0	0.0
Storm Gym	0.4	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0
County Tennis Centre	1.5	13.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lewsey Park	1.2	1.7	0.0	9.7	0.0	0.0	0.0	0.0	0.0
Other in Luton	8.9	3.8	25.6	10.8	2.3	1.8	2.2	0.0	10.9
Luton Sub Total	46.1	79.0	96.2	69.7	5.1	15.4	18.9	29.0	19.3
Dunstable									
DW Sports Fitness	6.8	4.9	0.0	6.9	0.0	0.0	38.5	15.7	4.0
Dunstable Leisure Centre	4.6	1.7	0.0	8.0	0.0	0.0	19.1	23.1	0.0
Hitchin									
Exchange Fitness	2.9	0.0	0.0	0.0	15.2	0.0	0.0	0.0	4.0
Archers Health & Fitness	2.2	0.0	0.0	2.8	11.0	0.0	0.0	0.0	0.0
Harpenden									
Harpenden Rugby Club	2.0	0.0	0.0	0.0	0.0	14.0	0.0	0.0	0.0
Harpenden Sports Centre	2.1	0.0	0.0	0.0	0.0	14.9	0.0	0.0	0.0
Other in Harpenden	0.9	0.0	0.0	0.0	0.0	6.3	0.0	0.0	0.0
Study Area Sub Total	67.5	85.6	96.2	87.4	31.4	50.5	76.5	67.8	27.3
Outside SA Sub Total	32.5	14.4	3.8	12.6	68.6	49.5	23.5	32.3	72.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Table 15, Appendix 3

4.5.29 The Study Area based facilities retain a reasonably healthy market share at 67.5% overall. In total Luton based facilities retain 46% market share.

4.5.30 Twelve facilities were recorded as the main Luton based destinations. The results of the survey suggest that for health and fitness proximity to facilities is a particularly important factor in facility usage. The single most popular destination is Inspire Sport Village at Hitchin Road which retains



10.3% market share overall. In Zone 1B (i.e. east Luton where the facility is located) the sports village retains a 32% market share. Bannatyne Health Club at Regent Street, Luton is also popular (6%) with a 25.7% market share of Zone 1C participants. Usage of Luton facilities for Luton based participants is high with retention ranging from 69% in Zone 1C, 79% in Zone 1A and 96% in Zone 1B.

4.5.31 Beyond Luton the most popular destinations are DW Sports Fitness (6.8%) and Dunstable Leisure Centre (4.6%) in Dunstable; Exchange Fitness in Hitchin (2.9%); and Harpenden Sports Centre (2.1%).

Swimming Pools

4.5.32 The survey finds a study area participation rate of 37.5% of households using public swimming pools.

Table 3.0: Swimming Pools leisure patterns

Destination	Total Swimming Pools (%)	Zone 1A (%)	Zone 1B (%)	Zone 1C (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)
Luton									
Inspire Luton S.V	17.9	32.3	61.3	10.8	4.1	0.0	0.0	6.3	11.7
Lewsey Park	7.2	9.3	4.6	32.8	0.0	0.0	5.4	22.7	0.0
David Lloyd	1.5	12.7	0.0	0.0	0.0	3.6	0.0	0.0	0.0
Denbigh High School,	1.8	4.8	7.6	0.0	0.0	0.0	0.0	0.0	0.0
Lea Manor R.C	2.2	2.1	0.0	17.3	0.0	0.0	0.0	2.1	0.0
Bannatyne Health Club,	1.2	6.6	2.2	2.1	0.0	0.0	0.0	0.0	0.0
Luton Sub Total	31.9	67.6	75.6	62.9	4.1	3.6	5.4	31.1	11.7
Dunstable									
Dunstable Leisure Centre,	8.6	0.0	2.1	11.0	0.0	2.2	41.4	33.6	2.9
DW Sports Fitness	2.5	0.0	0.0	0.0	0.0	0.0	20.4	4.5	0.0
Hitchin									
Hitchin Swimming Centre,	12.6	2.4	5.7	4.2	38.3	1.9	3.6	0.0	5.1
Harpenden									
Harpenden Swimming Pool	9.5	11.3	0.0	0.0	1.5	71.3	0.0	0.0	0.0
Study Area Sub Total	65.2	81.3	83.4	78.2	44.0	78.9	70.8	69.2	19.7
Outside SA Sub Total	34.8	18.7	16.6	21.8	56.1	21.1	29.2	30.8	80.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



Source: Table 17, Appendix 3

4.5.33 Study area facilities retain a 65% participation market share. Luton based facilities retain a 31.9% market share. The most popular single destination in the Study Area is the Inspire: Luton Sports Village on Hitchin Road which maintains a 17.9% market share, followed by Hitchin Swimming Centre, Hitchin (12.6%), Harpenden pool, Harpenden (9.5%), and Dunstable leisure centre, Dunstable (8.6%).

4.5.34 The survey finds that, like health and fitness participation, proximity is an important determinant for facility usage. Participants generally utilise their most proximate facilities. Facilities beyond the Study Area are shown to be less popular destinations.

Restaurants/cafes

4.5.35 The table below shows that expenditure is anticipated to grow from £432m to £614m in the Study Area over the plan period.

Table 3.1: Total Available Restaurant/Cafe Expenditure 2015-2031

Zone	Expenditure (£m)					Growth (£m)			
	2015	2020	2025	2030	2031	2015-20	2015-25	2015-30	2015-31
Zone 1A	41.1	46.2	51.7	57.1	58.3	5.1	10.5	16.0	17.1
Zone 1B	69.8	78.3	87.3	96.5	98.4	8.6	17.6	26.7	28.6
Zone 1C	63.0	70.7	78.9	87.1	88.8	7.7	15.8	24.1	25.8
Zone 2	86.8	97.7	109.5	121.5	124.0	10.9	22.7	34.7	37.1
Zone 3	61.8	68.7	76.5	84.2	85.8	6.9	14.7	22.4	24.0
Zone 4	50.2	56.9	64.0	71.1	72.6	6.6	13.8	20.9	22.3
Zone 5	24.5	27.6	31.0	34.4	35.1	3.1	6.6	10.0	10.6
Zone 6	34.8	39.5	44.6	49.7	50.8	4.7	9.9	14.9	16.0
Total	432	486	544	602	614	54	111	170	182

Source: Table 19, Appendix 3



4.5.36 The household survey identifies a participation rate of 77% for restaurant/cafe. The below table provides a summary of restaurant/cafe leisure patterns. Specific destinations have not been listed as the list is exhaustive. However a full list is provided at Table 20 of Appendix 3.

Table 3.2: Restaurant/Cafe leisure patterns

Destination	Total Restaurants (%)	Zone 1A (%)	Zone 1B (%)	Zone 1C (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)
Luton Sub Total	31.5	65.8	69.2	56.0	1.1	2.1	5.6	19.1	16.0
Study Area Sub Total	53.5	72.1	77.5	71.0	28.8	51.4	48.5	29.6	23.4
Outside SA Sub Total	46.5	27.9	22.5	29.0	71.2	48.6	51.5	70.4	76.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Table 20, Appendix 3

4.5.37 Table 20 of Appendix 3 sets out the most popular recorded restaurant destinations in and outside the Study Area. Luton maintains a 31.5% market share of Study Area visits, with Nando's at the Galaxy Centre (4.7%) and Beefeater at Barton Road (3.2%) particularly popular. The Study area based restaurants maintain a 53.5% market share. The survey finds only 2.8% of respondents travelling to Central London for restaurant visits.

4.5.38 Restaurants in Luton draw a high market share from zones 1A, 1B and 1C, with a lower market share from zones 2, 5 and 6 where facilities outside of the study area are popular (most likely due to proximity/accessibility). Within zones 3 and 4, a low level of market share is observed for restaurants in Luton (2.1% and 5.6% respectively), with increased retention of market share for facilities provided within Dunstable, Hitchin and Harpenden (mainly due to proximity).

4.5.39 Beyond Luton, The Market Cross Carvery at Boscombe Road, Dunstable draws a 1.7% market share across the study area and a 10.7% market share within zone 4.

4.5.40 Further afield, 46.5% of visits are taken at destinations outside of the study area. In particular the survey finds particularly high levels of visits being lost beyond the study area in Zones 2 (71.2%), Zone 5 (70.4%) and Zone 6 (76.6%). The peripheral nature of these zones suggests participants are more likely to seek 'other' destinations further afield than utilise Luton based facilities.



Pubs/Clubs

4.5.41 In terms of participation rates, 42.1% of household survey respondents indicated that they visited pubs or other drinking establishments, with 35.63% of those participants stating they visit these facilities at least once a week (15.7% once a fortnight). The below table provides a summary of leisure patterns. Specific destinations have not been listed as the list is exhaustive. However a full list is provided at Table 22 of Appendix 3.

Table 3.3: Pub/Clubs leisure patterns

Destination	Total Pubs/Clubs (%)	Zone 1A (%)	Zone 1B (%)	Zone 1C (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)
Luton Sub Total	20.8	43.9	63.0	52.6	0.0	3.5	6.5	16.6	6.5
Study Area Sub Total	48.5	63.2	69.0	81.6	34.9	43.6	49.8	45.7	12.0
Outside SA Sub Total	51.5	36.8	31.0	18.4	65.1	56.4	50.2	54.3	88.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Table 22, Appendix 3

- 4.5.42 Luton maintains a 20% market share of pubs/clubs visits with no one destination predominant. In Luton the Warden Beefeater on Barton Road achieves the single highest market share (2.8%).
- 4.5.43 Looking more closely at Table 22 of Appendix 3, whilst market share for individual pubs and clubs is low when taken across the whole study area, locally and within each zone, higher market shares are achieved. The Warden Beefeater on Barton Road achieves 20.9% of market share within Zone 1C, the Jolly Toppers on Hitchin Road gains 14.5% within Zone 1B and The White House on Bridge Street has 12% of total market share within Zone 1A. The local nature of pub and club market share retention is reflected throughout, with locations in Luton retaining higher market shares in Zones 1A-C.
- 4.5.44 Beyond Luton, notable destinations include The Gary Cooper at Grove Park in Dunstable, which draws a 3.5% market share over the study area with 15.8% of market share within Zone 5 and 13.5% market share within Zone 1C (proximate zones). The George at High Street, Harpenden gains 2.9% market share over the study area and 18.1% market share within Zone 3.



4.5.45 Outside of the study area, notable pub and club facilities include The Star at Luton Road in Bedford, which gains an 8.7% market share within Zone 5, and The Crown on the High Street, Henlow which draws 7.4% market share in Zone 2.

4.5.46 The study indicates that 48.5% of market share is retained by pub and club facilities within the study area.

Museums/ Galleries

4.5.47 Table 22 at Appendix 3 shows anticipated expenditure growth on museum and gallery visits across the study area.

Table 3.4: Total Available Museum/Galleries Expenditure 2015-2031

Zone	Expenditure (£m)					Growth (£m)			
	2015	2020	2025	2030	2031	2015-20	2015-25	2015-30	2015-31
Zone 1A	0.6	0.7	0.7	0.8	0.8	0.1	0.2	0.2	0.2
Zone 1B	1.0	1.1	1.2	1.3	1.3	0.1	0.2	0.4	0.4
Zone 1C	0.8	0.9	1.0	1.1	1.2	0.1	0.2	0.3	0.3
Zone 2	1.2	1.4	1.5	1.7	1.7	0.2	0.3	0.5	0.5
Zone 3	0.9	1.0	1.1	1.2	1.2	0.1	0.2	0.3	0.3
Zone 4	0.7	0.8	0.9	1.0	1.0	0.1	0.2	0.3	0.3
Zone 5	0.3	0.4	0.4	0.5	0.5	0.0	0.1	0.1	0.1
Zone 6	0.5	0.6	0.6	0.7	0.7	0.1	0.1	0.2	0.2
Total	6	7	8	8	8	1	2	2	3

Source: Table 22, Appendix 3

4.5.48 Expenditure is anticipated to grow from £6 to £8m in the Study Area over the plan period.

**Table 3.5: Museums/Galleries leisure patterns**

Destination	Total Museum Galleries (%)	Zone 1A (%)	Zone 1B (%)	Zone 1C (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)
<i>Luton</i>									
Wardown Park Museum,	7.6	14.4	16.8	19.7	0.0	0.0	0.0	0.0	4.4
Stockwood Disc Centre	10.7	27.7	13.5	17.4	0.0	4.0	12.4	3.5	7.0
Luton Sub Total	18.4	42.1	30.2	37.1	0.0	4.0	12.4	3.5	11.4
<i>Hitchin</i>									
Museum & Art Gallery	1.0	0.0	0.0	0.0	4.9	0.0	0.0	0.0	0.0
Study Area Sub Total	19.4	42.1	30.2	37.1	4.9	4.0	12.4	3.5	11.4
<i>London</i>									
British Museum	5.4	2.9	7.4	2.1	3.9	7.2	2.3	18.1	8.7
Imperial War Museum	2.0	0.0	3.4	0.0	1.6	4.1	2.9	0.0	2.0
Natural History Museum	19.8	20.7	16.7	16.4	31.9	14.3	17.2	12.4	15.7
Science Museum	5.3	4.2	9.0	1.7	4.8	0.0	17.9	3.6	2.5
Tate Modern	4.6	4.8	2.3	0.0	7.8	6.2	7.2	6.3	0.0
The National Gallery	2.0	0.0	0.0	0.0	5.7	2.9	2.8	0.0	2.0
The National Portrait Gallery	3.6	1.2	1.0	0.0	2.1	12.9	4.6	2.9	2.0
Victoria and Albert Museum	4.6	1.2	5.4	0.0	3.5	9.1	2.3	6.3	13.2
Other - Central London	21.3	21.5	18.7	30.0	20.8	26.4	12.5	16.9	13.7
London Sub Total	68.5	56.4	63.9	50.2	81.9	83.0	69.8	66.6	59.9
Outside SA Sub Total	80.6	57.9	69.8	63.0	95.1	96.0	87.6	96.6	88.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Table 23, Appendix 3

4.5.49 The household survey indicates a participation rate of 39.3%. The two principal facilities recorded in Luton are the Wardown Park Museum on Old Bedford Road (7.6%) and the Stockwood Discovery Centre on London Road (10.7%), both of which cover a range of crafts, rural, local and regional histories. Stockwood Discovery Centre is the most popular facility in the Study Area.

4.5.50 Outside of Luton, there is a lack of choice of local museum/ gallery facilities, the only one stated as Hitchin museum/ gallery which draws just 1% of visits. Facilities retain only 19.4% market share.



4.5.51 The survey finds London is, somewhat predictably, the most popular destination for museum/gallery visits achieving a 68.5% market share of visits overall. The Natural History Museum is the most popular single destination with 19.8% share of visits followed but by British Museum (5.4%) and the Science Museum (5.3%).

4.5.52 The survey shows that unlike other assessed activities, for museum/gallery visits London is considered suitably proximate to be viable for these types of visits. London's facilities are of international standing in this sector, and its sheer choice and standard of facilities make it a more desirable destination.

Casinos

4.5.53 The survey finds a participation rate for casinos of just 6.9%. Notwithstanding the low participation the retention rate within the Study Area is high, at 78.1%.

Table 3.6: Casino leisure patterns

Destination	Total Casinos (%)	Zone 1A (%)	Zone 1B (%)	Zone 1C (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)
Luton									
Grosvenor G Casino	45.1	8.3	52.7	77.7	0.0	0.0	83.7	6.1	67.3
Gala, Bridge Street,	26.6	28.6	33.9	0.0	100.0	28.3	0.0	50.6	32.7
Stanley's Int Casino,	4.6	0.0	0.0	22.3	0.0	0.0	0.0	0.0	0.0
Mecca, Skimpot Rd	1.8	0.0	0.0	0.0	0.0	14.7	0.0	5.0	0.0
Study Area Sub Total	78.1	36.9	86.7	100.0	100.0	43.1	83.7	61.7	100.0
Milton Keynes									
Gala, Midsummer Blvd,	13.7	31.5	13.3	0.0	0.0	57.0	16.3	0.0	0.0
The Casino MK,	4.7	0.0	0.0	0.0	0.0	0.0	0.0	38.3	0.0
Outside SA Sub Total	21.9	63.1	13.3	0.0	0.0	57.0	16.3	38.3	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Table 24, Appendix 3

4.5.54 In terms of provision, three main casinos dominate the local market. The Grosvenor G Casino on Park Street West, Luton is the most popular destination in the study area which, alongside its main casino function, provides restaurant, bar, entertainment lounge and conference room facilities with



accessible parking. The casino is adjacent to Park Viaduct, a main thoroughfare through Luton. The casino overall draws a 45.1% market share of casino visits.

4.5.55 The second most popular facility is Gala on Bridge Street, Luton which draws 26.6% market share across the study area. Beyond the study area Gala casino in Milton Keynes is the third most popular drawing a significant proportion of casino visits (13.7%).

4.6 Summary

4.6.1 Leisure facilities form an important part of the offer of both Luton and other Study Area based centres. These facilities can help play an important role in ensuring such centres are more than just destinations for shopping. In terms of expenditure, the underlying context is one where, along with population, leisure spending is set to increase over the plan period.

4.6.2 In considering leisure expenditure available to households, typically food and drink accounts for over half of total leisure spending, compared to around 16% on 'cultural services', with under 10% on games of chance and recreation/sporting activities etc.

4.6.3 All categories of leisure display strong levels of expenditure growth over the plan period. This is particularly the case with games of chance, restaurants/cafes and recreation/sports. High spending is anticipated as people commit more of their discretionary income to leisure activities and confidence in the wider economy continues to improve.

4.6.4 With respect to leisure patterns for the respective facility types, we summarise below:

4.6.5 **Cinema** - Luton is primarily served by the Cineworld at the Galaxy Centre. This is the most popular destination in the Study Area. The main competing facilities are the multi screen Cineworlds at Stevenage and Milton Keynes.

4.6.6 **Theatre/Concert Halls** - Less than half (44%) of the study area population undertake theatre visits. Study Area based facilities retain a 30.8% market share. Luton is served by two main facilities, The Library Theatre at St George's Square, and the Hat Factory at Bute Street. However the Grove theatre in Dunstable is the most popular study area based facility. There is significant 'leakage' of theatre/concert visits to Milton Keynes and central London/West End.



- 4.6.7 **Ten Pin Bowling** - good retention of ten pin bowling participation within the Study Area (67% market share). The Study Area is dominated by two main facilities; MFA Bowl at the Galaxy Centre, Luton and Go Bowling, Dunstable. The most popular facility is Go Bowling in Dunstable.
- 4.6.8 **Bingo** – very low participation rate (3%). The most popular destination is Mecca Bingo at Skimpot Road, Luton. The facility achieves a dominant 64.9% market share overall.
- 4.6.9 **Health & Fitness** – Participation rate of 35%. Study Area based facilities retain 67.5% market share and Luton based facilities retain 46% market share. Proximity to facilities is an important determinant to usage. The most popular destination is Inspire Sport Village at Hitchin Road, Luton. Beyond Luton the most popular destinations are DW Sports Fitness (6.8%) and Dunstable Leisure Centre (4.6%) in Dunstable.
- 4.6.10 **Swimming Pools** - Participation rate of 37.5% using public swimming pools. Study area facilities retain a 65% market share. Luton based facilities retain a 31.9% market share. The most popular single destination is the Inspire: Luton Sports Village on Hitchin Road which maintains a 17.9% market share. Similarly to health and fitness participation, proximity is an important determinant for facility usage. Participants generally utilise their most proximate facilities.
- 4.6.11 **Restaurants/Cafes** - Participation rate of 77% for restaurant/cafes. Luton maintains a 31.5% market share of Study Area visits, with Nando's at the Galaxy Centre (4.7%) and Beefeater at Barton Road (3.2%) particularly popular. High levels of visits are lost beyond the study area in the more peripheral Study Area zones. In these areas participants are more likely to seek 'other' destinations further afield than utilise Luton based facilities.
- 4.6.12 Pubs/Clubs** - Luton maintains a 20% market share of pubs/clubs visits with no one destination predominant. Beyond Luton, notable destinations include The Gary Cooper at Grove Park in Dunstable and the George at High Street, Harpenden.
- 4.6.13 **Museum/ Galleries** - Participation rate of 39.3%. The two principal facilities recorded in Luton are the Wardown Park Museum on Old Bedford Road (7.6%) and the Stockwood Discovery Centre on London Road (10.7%). Stockwood Discovery Centre is the most popular facility in the Study Area.
- 4.6.14 London is the most popular destination, achieving a 68.5% market share. The Natural History Museum is the most popular single destination.
- 4.6.15 **Casinos** - a participation rate for casinos of just 6.9%. Notwithstanding this, market share retention of visits within the Study Area is high (78.1%). The Grosvenor G Casino on Park Street



West, Luton is the most popular destination. Further afield Gala casino in Milton draws a significant proportion of casino visits (13.7%).



5.0 Assessment of quantitative and qualitative need

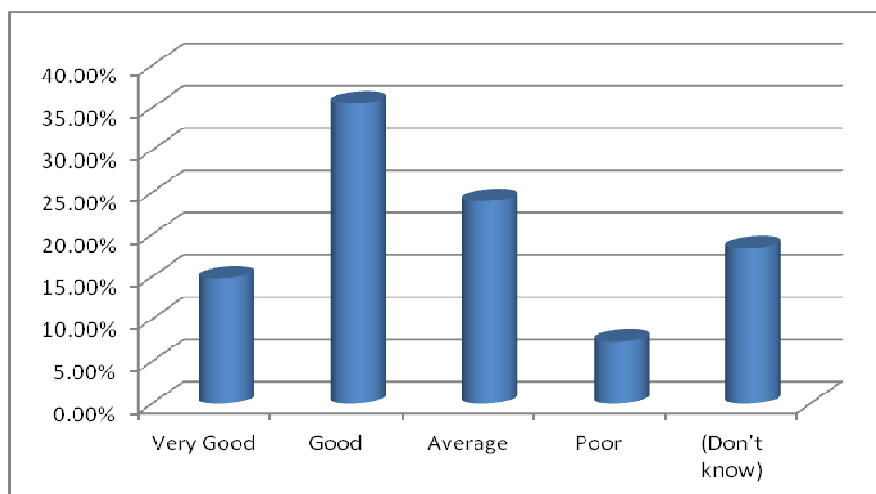
5.1 Introduction

5.1.1 The household survey which informs the Study asked respondents questions about their use of leisure facilities and, through reference to market share in the preceding section, we have broadly been able to ascertain how Luton and its surrounding settlements currently meet the needs of the Study Area population.

5.1.2 The approach to identify quantitative need in the leisure market is less well developed than in the retail sector, due to, inter alia, the fragmentation of the market and the limited availability of information. Notwithstanding this, national statistics in respect of the typical level of provision of specific types of facilities can assist our judgement on the likely future need for additional facilities. Based on the preceding analysis this section therefore considers the quantitative and qualitative need for additional leisure facilities.

5.2 Overview

Q: How do you rate the current facilities in Luton?

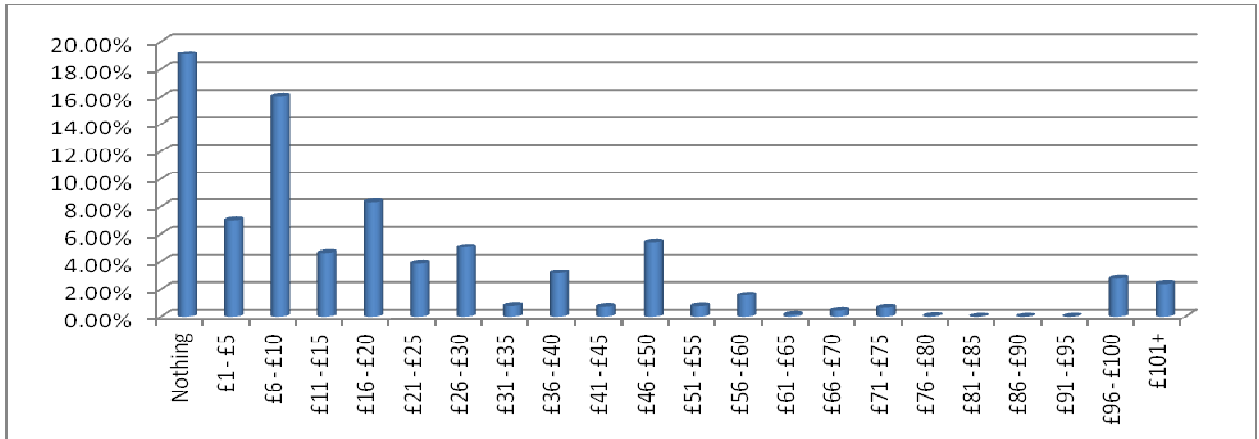


Source: NEMS Leisure Needs household survey Feb 2015

5.2.1 Generally the survey indicates a broadly positive response to the standard of facilities in Luton, with 'good' returning the highest response (35.5%) followed but 'average' (23.9%). 14.8% of respondents rated facilities as 'very good'. Only 7.35% of respondents rated facilities as 'poor'.



Q: How much do you or your household currently spend on leisure facilities in a typical week?²⁴

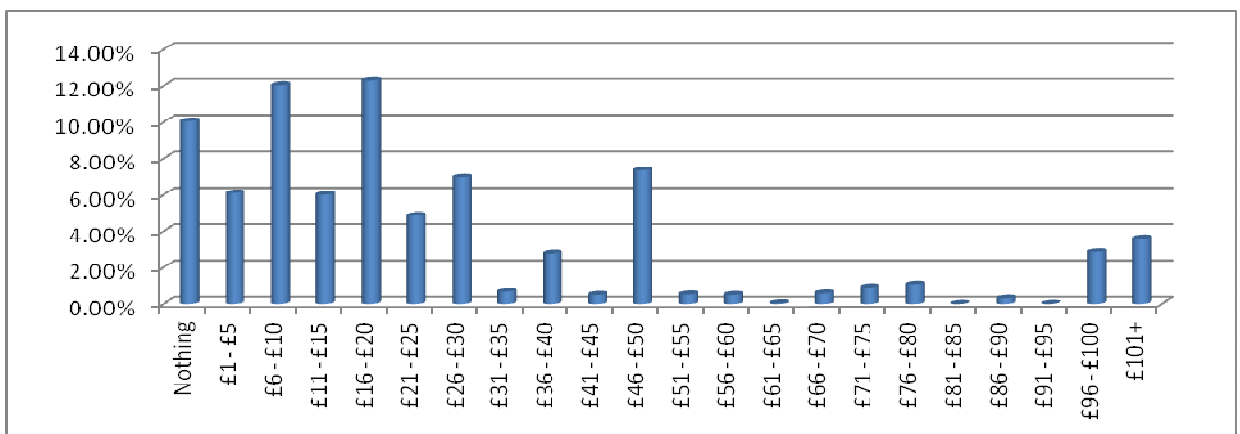


Source: NEMS Leisure Needs household survey Feb 2015

The above table shows that for most leisure participants the most common weekly household spend in the Study Area is between £6-£10 (16% of responses). Around 2% of respondents indicated a spend of £96 to £100 a week, with a similar proportion's spend exceeding this.

Q: How much would you or your household be prepared to spend on leisure facilities in a typical week?²⁵

5.2.2 The above table can be compared to how much respondents would be *prepared* to spend as shown by the table below.



Source: NEMS Leisure Needs household survey Feb 2015

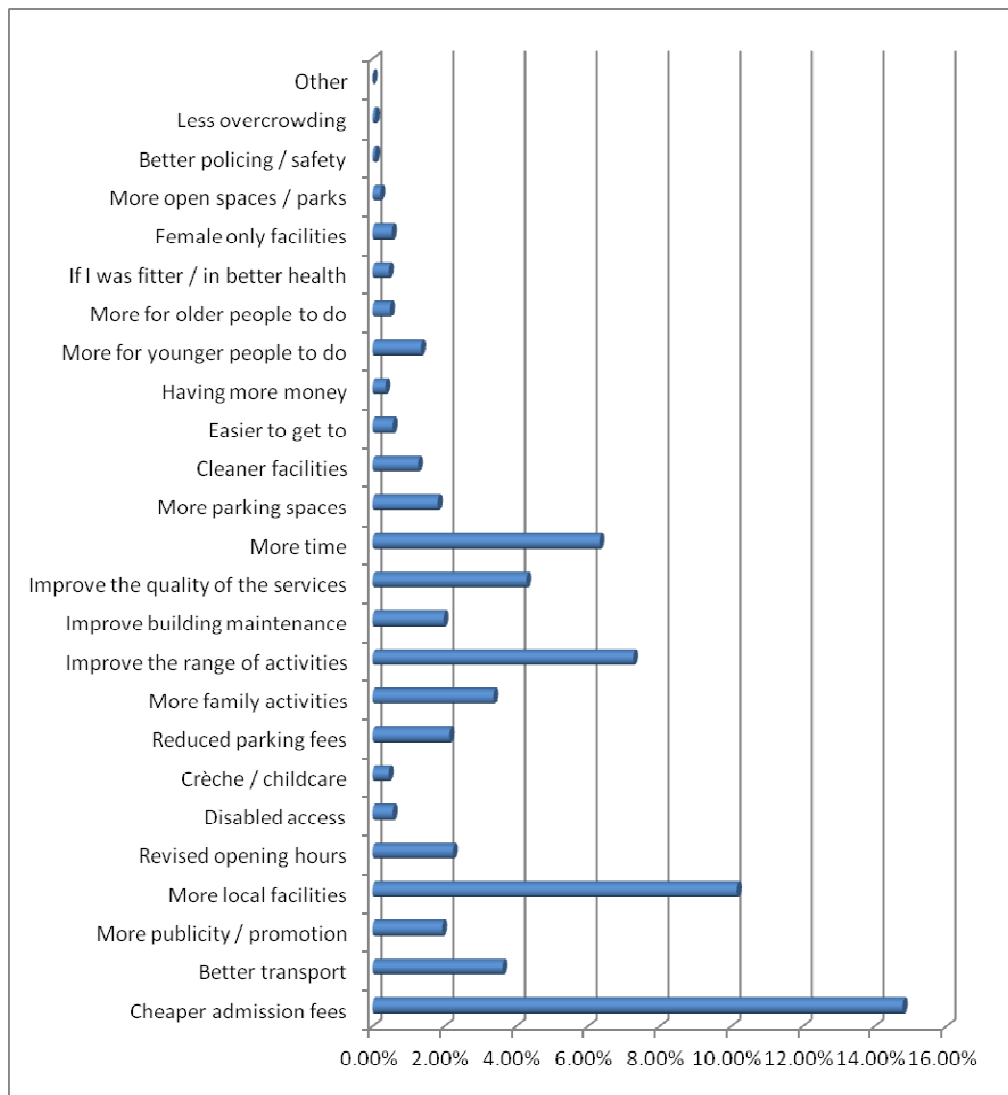
²⁴ Excludes 'Don't Know'

²⁵ Excludes 'Don't Know'



5.2.3 The responses to potential spend reflect current spending patterns closely. The survey indicates there is little appetite from local leisure participants to increase their weekly expenditure.

Q: What would make you or your household use leisure facilities more often?²⁶



Source: NEMS Leisure Needs household survey Feb 2015

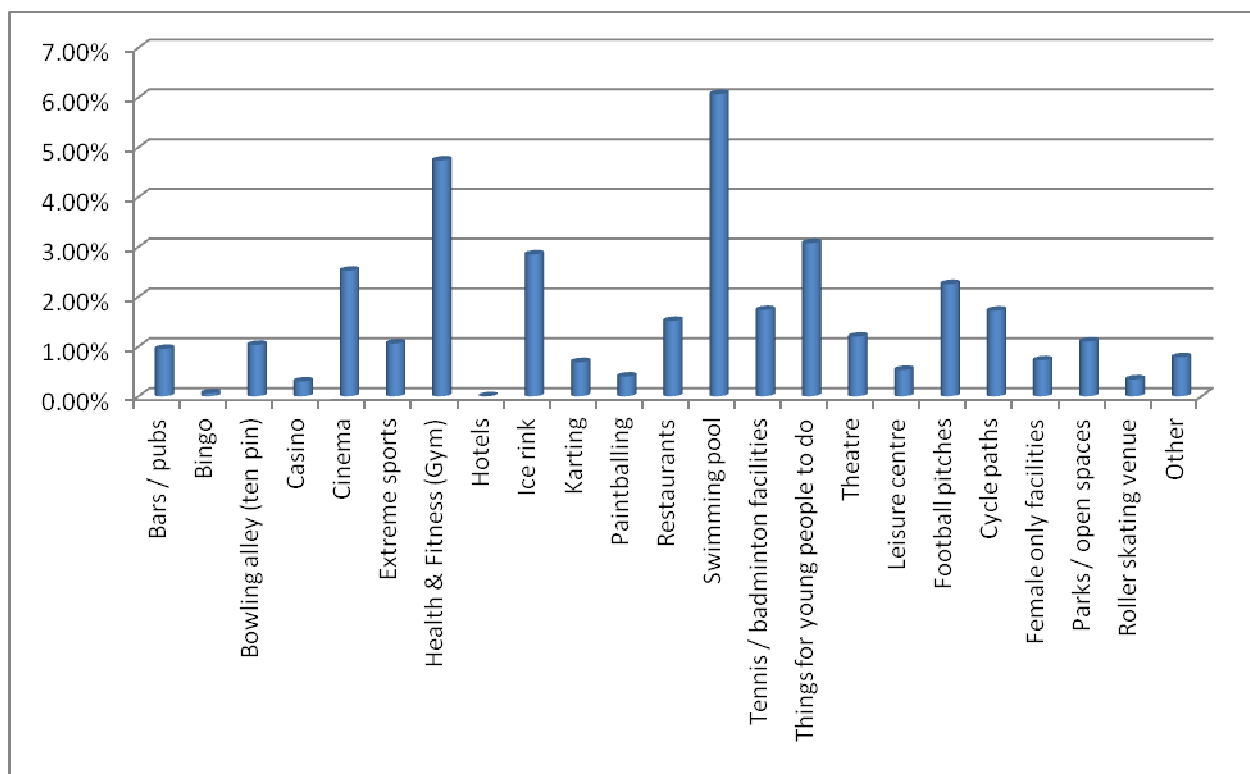
5.2.4 The above table highlights the disincentives for using leisure facilities more frequently. The highest response was 'cheaper admission fares' (14.8%) followed by 'more local facilities' (10.1%). This tallies with the expenditure patterns identified above and the analysis in previous sections - together, cost, convenience and relative proximity of facilities are very important determinants for facility choice. It confirms Study Area participants are, in particular, cost conscious. Notably, the

²⁶ Excludes 'Don't Know'



fourth highest stated reason was 'more time' (6.3%). Busy lifestyles remain a barrier to increased leisure activity, notwithstanding the wider factors relating to proximity, prices etc.

Which leisure facilities would you like to see more of in and around Luton?²⁷



Source: NEMS Leisure Needs household survey Feb 2015

5.2.5 As shown in the above graph respondents would you like to see more swimming pools (6.07%) and health and fitness (gyms) (4.74%) facilities in Luton; these were the highest recorded answers. Looking more closely at the household survey data, both swimming pools and health and fitness were the highest/ amongst the highest responses across all Study Area zones, in particular the 'Luton' zones (1A-1C).

5.2.6 We consider the quantitative and qualitative need for each facility type in turn below.

²⁷ Excludes 'Don't Know'

5.3 Cinemas



Cineworld at The Galaxy Centre, Bridge Street, Luton

- 5.3.1 As set out in Section 4.0, there are two main facilities in Luton and a further two facilities in the wider Study Area; in Dunstable and Harpenden. The Cineworld facility at the Galaxy Centre, Luton provides the primary destination for most Study Area cinema visits. This is supplemented by the smaller facilities which have the potential to cater for independent screenings.
- 5.3.2 Cinema operators make decisions on expansion and location based on screen density, having regard to levels of existing provision and population levels e.g. numbers of screens per 100,000 people. In addition, broadly speaking participants are understood to seek facilities within a 20 minute travel distance.



5.3.3 The table below aims to show an indicative theoretical 'capacity' for additional cinema provision in Luton, having regard to current usage patterns.

Table 3.7: Capacity to support Cinema facilities to 2031

Year	Cinema going Population	Luton market share (%)	Luton cinema going Population	Cinema visits per person (p/a)	Attendance (visits) existing Luton market share	Attendance (visits) Cinema going Pop	Visits required to support cinema	Screens supported Existing market share	Screens supported Theoretical Capacity
	[1]	[2]		[3]			[4]		
2015	264,687	43.4	114,795	2.7	309,946	714,655	47,250	7	15
2020	278,947	43.4	120,979	2.7	326,644	753,158	47,250	7	16
2025	292,543	43.4	126,876	2.7	342,565	789,867	47,250	7	17
2030	303,575	43.4	131,660	2.7	355,483	819,652	47,250	7	17
2031	305,603	43.4	132,540	2.7	357,858	825,128	47,250	8	17

Source: Table 5, Appendix 3

[1], [2] derived from h/h survey question 1

[3] derived from Mintel (2012)

[4] = Dodona Research

Cinema visits per person based on Mintel (2012)

Currently 12 cinema screens Cineworld, Bridge St and The Hat Factory, Bute Street, Luton

5.3.4 Table 5 of Appendix 3 sets out a capacity analysis for cinema provision based on the existing participation rate and Luton market share. The table shows that based on the current participation rate (58.48%) and current Luton market share (43.4%) Luton's existing provision of c.12 screens satisfies benchmark need (7-8 screens). The table identifies a theoretical capacity of c.15-17 screens which would meet total Study Area need based on current participation rates.

5.3.5 The capacity analysis is only intended as a guide and provided in the underlying context in which nationally cinema visits have steadily declined in recent years. Nevertheless, based on the above we consider cinema provision in Luton is currently sufficient to meet needs. Going forward, based on anticipated population growth and current participation levels, the analysis finds a theoretical capacity to support up to 17 screens to the plan period 2031.

5.4 Theatre/Concert Halls

5.4.1 As set out in the preceding section the survey indicates that less than half (44%) of the Study Area population attend theatre/ concert halls as a leisure activity. Study Area based facilities retain a 30.8% market share.



Library Theatre, St Georges Square, Luton

- 5.4.2 Luton is served by two main facilities, The Library Theatre at St George’s Square, and the Hat Factory at Bute Street. Luton’s most popular theatre venue is the Library Theatre, which opened in 1962 as a lecture theatre before gradually changing to a traditional entertainment venue with a current capacity of 238 seats²⁸. The theatre accommodates presentations and conferences. Also in Luton is the Hat Factory theatre which the survey indicates is less popular but provides a venue for variety of performing arts, music from professional and emerging artists and comedy nights and gallery exhibitions.
- 5.4.3 The survey finds Luton is being out-competed to some degree by the most popular theatre/concert hall in the Study Area which is located in Dunstable. The Grove Theatre is situated on the edge of Grove Park and provides a range of performances, film screenings, workshops, tours, classes, community events, functions and wedding parties. The theatre is larger than those available in Luton, constituting a 780 seat venue²⁹. The venue is more akin to the other most popular destination in Milton Keynes – the Milton Keynes Theatre. This venue accommodates a 1,400 seat auditorium and is significantly larger than those on offer in Luton, with function and meeting rooms, auditorium etc all available for hire.
- 5.4.4 Significantly, the preceding section considers the survey findings which show a significant proportion of participants utilise facilities in central London/West End. Combined these facilities a 33.2% market share attracting large numbers of participants across all zones.

²⁸ <http://www.lutonculture.com/luton-library-theatre/about/>

²⁹ <https://www.grovetheatre.co.uk/about-us/history/>



- 5.4.5 In qualitative terms it is a challenge for Luton, and other surrounding centres for that matter, to compete with the choice of facilities on offer in London, which is a viable destination for many participants. Notwithstanding this, we consider there is potentially qualitative need for improved theatre/concert facilities in Luton, given the relatively limited choice and range of facilities on offer, which is reflected in the leakage of expenditure to larger facilities further afield such as Dunstable and Milton Keynes. There is a reasonable choice of facilities in the Study Area overall however an improvement of Luton based theatre facilities represents a good opportunity for more expenditure to be retained in the town which should be a primary aim. This could be through the provision of facilities of a scale which is able to compete with those found in nearby towns.
- 5.4.6 Any improvement (be it through enhancement of existing or new provision) is likely to be most successful by being flexible to changing demand i.e. multi-purpose e.g. provide a venue for film screenings and live performance. The potential to screens films would complement existing cinema provision, but ultimately we would anticipate any screening facility to be complementary, rather than a dedicated location in its own right.

5.5 Ten Pin Bowling

- 5.5.1 As noted in the previous section, the participation rate for ten pin bowling is relatively low, at c.22%. Despite this there is a reasonably high retention rate with the Study Area's two facilities, which share 68% market share.
- 5.5.2 Go Bowling at Grove Park in Dunstable is the most popular facility. It is open from 12 noon until midnight during the week and 9.30am/10am until 11pm/midnight on weekends. The venue is available for hire/parties and is served by a bar showing live sports. MFA Bowl at the Galaxy Centre, Luton is less popular despite having similar opening time and providing private hire and bar facilities. Indeed, Hollywood Bowl in Stevenage is only slightly less popular than MFA Bowl, achieving c.19% share of visits. The greater popularity of Go Bowling over MFA Bowl in Luton is somewhat surprising given competitive pricing, similar characteristics and MFA Bowl's relative greater accessibility to a wider proportion of the Study Area population. Although it is noted both Go Bowling in Dunstable and Hollywood Bowl in Stevenage benefit from free, dedicated parking facilities and MFA Bowl may be disadvantaged in this respect as this type of activity often involves large groups/numbers.
- 5.5.3 The table below shows an indicative theoretical capacity for additional bowling provision in Luton, having regard to current market share.

**Table 3.8: Capacity to support Ten-Pin Bowling facilities to 2031**

Year	Study Area Population	Participation Rate (%)	Active Catchment Population	Luton Market Share	Luton Persons Active	Persons per Lane	Luton Current lanes	Study Area Lanes supported	Residual Capacity
2015	452,611	22	97,406	22.9	22,327	10,947	16	9	-7
2020	476,996	22	102,654	22.9	23,529	10,947	16	9	-7
2025	500,245	22	107,658	22.9	24,676	10,947	16	10	-6
2030	519,109	22	111,717	22.9	25,607	10,947	16	10	-6
2031	522,577	22	112,464	22.9	25,778	10,947	16	10	-6

Source: Table 10, Appendix 3

Persons per lane based on UK annual visits of 6.3 million people supporting 5,773 lanes (Mintel Bowling UK - November 2011). With a UK population of circa 63.2m at 2011 equates to 10,947 lanes per person
Number of current lanes equals 16 lanes at MPA Bowl, The Galaxy Centre, Luton

5.5.4 Table 10 of Appendix 3 sets out a capacity analysis for ten pin bowling facilities based on the existing participation rate and Luton market share.

5.5.5 The table shows that Luton's existing provision of lanes is more than sufficient to meet benchmark need. This is partly attributable to the low participation rate. Indeed, the capacity analysis indicates an over provision of lanes. This is in the context of general sector decline, local closures and falling participation.

5.5.6 The table shows that based on the current participation rate (22%) and current Luton market share (22.9%) Luton's existing provision of lanes (16) satisfies benchmark need (c.10 lanes). The table identifies a large theoretical surplus of lanes based on current participation rates.

5.5.7 The above table is only intended as a guide. Nevertheless, based on the above we consider current Study Area provision is sufficient to meet future needs.

5.6 Bingo



Mecca Bingo, Skimpot Road, Luton

- 5.6.1 As identified in the previous section the household survey identifies a very low participation rate for Bingo, at 2.8%. However this low rate is not likely to be able to attributable to a deficit of provision. On the contrary, table 11 of Appendix 2 highlights the Study Area seems already well provided for with nine separate facilities.
- 5.6.2 It should be noted that nationally Bingo clubs have been in sharp decline. It is estimated that the number of clubs has dropped from nearly 600 in 2005 to fewer than 400 in 2014 with 6,500 jobs lost in the past decade. Visits were down from 80 million in 2005, to 43 million in 2014³⁰, with clubs hit particularly hard by the smoking ban in 2007. This is somewhat in contrast to the growth on expenditure on games of chance, as outlined in the previous section. The vast proliferation and migration of 'games of chance' to online and mobile platforms has eaten into bingo clubs' share of this sector. This trend looks set to continue.
- 5.6.3 In Luton, Mecca Bingo at Skimpot Road is the most popular facility by far, attracting 65% market share. The facility benefits from dedicated parking and food/drinks facilities and is open from around 1pm to midnight 7 days a week. Prices range from £3, up to £18 for main event sessions³¹. As set out above, WYG note the Gala Bingo facility at Bridge Street Luton has recently closed due, we understand, to falling attendances.

³⁰ <http://www.independent.co.uk/news/uk/home-news/bingo-halls-struggle-to-get-a-full-house-industry-leaders-blame-unfair-tax-for-games-decline-9053738.html>

³¹ <https://www.bingotastic.com/halls/bedfordshire/mecca-luton/>

**Table 3.9: Capacity to support Bingo facilities to 2031**

Year	Study Area Pop over 18*	Active Catchment Population	Luton Market Share	No of Persons Active	Average visits per year	Total visits	Pop required to support club	Existing Clubs	Residual Capacity
	[1]	[2]			[3]		[4]		
2015	343,984	9,707	87.6	8,505	8	68,040	136,650	7	-4
2020	362,517	10,230	87.6	8,963	8	71,706	136,650	7	-4
2025	380,186	10,729	87.6	9,400	8	75,201	136,650	7	-4
2030	394,523	11,133	87.6	9,755	8	78,036	136,650	7	-4
2031	397,159	11,208	87.6	9,820	8	78,558	136,650	7	-4

Source: Table 12, Appendix 3

[1] Proportion of population over 18 estimated at 76.0% of total pop

[2] based on 3% participation rate

[3] Average 8 visits / participating person/year (Mintel June 2012)

[4] Information obtained from Casinos & Bingo (June 2012) by Mintel. Average visits per year:

5.6.4 Table 12 of Appendix 3 sets out a capacity analysis for bingo facilities based on the existing participation rate and Luton market share.

5.6.5 The analysis finds Luton currently has sufficient provision with no residual demand for additional provision over the plan period to 2031.

5.7 Health and Fitness

5.7.1 Health and Fitness as a sector has seen strong growth nationally in recent years, with a total market value now estimated to be £4.08billion³². The State of the UK Fitness Industry Report finds membership base to be a strong growth indicator. This shows UK health and fitness membership up from 4.5% from 2013-2014 to now stand at c.8.3 million. Nationally 177 new public and private fitness facilities opened in the 12 month period ending 31st March 2014, up from 167 in 2013. There were estimated to be 6,112 fitness facilities in the UK in 2014, up from 6,019 in 2013.

5.7.2 At 2014 3.2% of the UK population are now registered as members of a private health and fitness club or a publicly-owned fitness facility, up from 12.6% in 2013. The growth of health clubs, in particular at the budget end of the market which often provide 24 hour facilities, has continued to put pressure on more traditional Council owned leisure centres. Many of which are at the mercy of local spending cuts.

³² 2014 State of the UK Fitness Industry Report



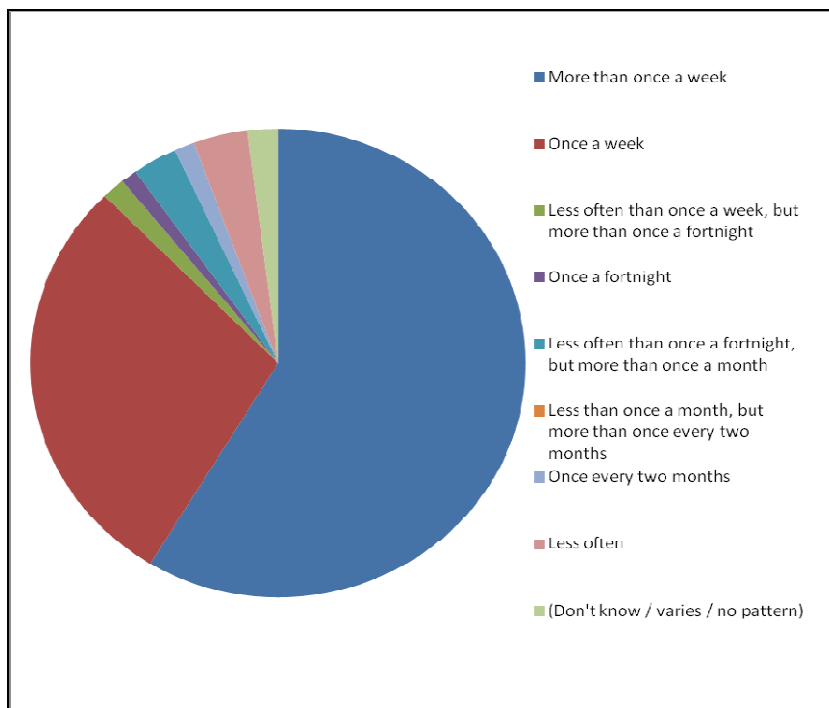
Inspire Sports Village, Hitchin Road, Luton

- 5.7.3 Turning to Luton, the NEMS household survey identified a participation rate for health and fitness of 34% in the Study Area. The survey finds Luton is ostensibly served by 12 distinct public and private membership facilities, with the most popular destination being the new facilities at the Inspire Sports Village on Hitchin Road. Opened in 2012, the Sports Village is a multi-purpose venue which provides a competition standard Olympic-size 50m swimming pool, a 20m community pool, diving centre, sports hall, cafe and 100-station gym³³. Single membership is c.£36 monthly with concessions for seniors, students etc.
- 5.7.4 The most popular private member facility is the Banantyne Health Club on Regent Street, Luton which also provides pool facilities as well as a sauna, sunbeds, spa and a shop. The Club runs numerous different classes and is open late on weekdays (10pm) and weekends (8pm).

³³ <http://www.bbc.co.uk/news/uk-england-beds-bucks-herts-19266446>



How often do you or your household visit health and fitness facilities?



5.7.5 As the chart above shows, those who are active tend to be highly frequent participants, with 58% visiting more than once a week, and a further 29% visiting at least once a week.

5.7.6 As set out above, when asked which leisure facilities would respondents like to see more of in Luton the most polled results were swimming pools and gyms.

5.7.7 In assessing the potential requirement for additional health and fitness facilities, we have considered only the need within Luton, rather than the wider Study Area. This is because we would anticipate the requirement for such facilities to be closer to home, often undertaken by single participants on a regular basis. This is different to say cinema or ten pin bowling activities, which are more often based on less regular linked family trips to leisure or town centre destinations, and whereby participants are prepared to travel further distances.

5.7.8 The table below considers whether there is an indicative theoretical 'capacity' for additional health and fitness facilities in Luton, having regard to benchmark UK membership rates and national facility provision.

**Table 4.0: Capacity to support Health and Fitness facilities to 2031**

Year	Luton (Zone 1A-1C) Population over 18	UK Membership (%)	Luton Membership (Zone 1A-1C)	No of Luton facilities	UK Benchmark Member per facility	Benchmark provision	Capacity
	[2]	[3]	[4]	[5]	[6]	[7]	[8]
2015	171,289	13.2	22,610	11	1,357	17	6
2020	180,313	13.2	23,801	11	1,357	18	7
2025	188,570	13.2	24,891	11	1,357	18	7
2030	195,398	13.2	25,792	11	1,357	19	8
2031	196,668	13.2	25,960	11	1,357	19	8

Source: Table 16 , Appendix 3

Over 18 estimated at 79% of total pop of Zone 1A-C

% UK membership taken from 2014 State of the UK fitness industry report

- 5.7.9 The above table estimates the proportion of the Luton active population who are members of a health and fitness facility (based on UK average) and compares the number of Luton facilities against a benchmark membership per facility to identify indicative capacity.
- 5.7.10 The above analysis provides some support to the household survey results suggesting there is a potential deficit of provision in Luton (i.e. Zones 1A-1C of the Study Area). The quantitative assessment, whilst indicative, also suggests there may be a current under provision of health and facilities in Luton. The relatively low number of facilities in Luton means the subscription rate of existing facilities is likely to be far higher than the national average, indeed, some facilities may be heavily oversubscribed (i.e. est. 2,034 members per facility in 2015, compared with the 1,357 UK benchmark).
- 5.7.11 Based on the above, and in the wider context of the growth in the health and facility sector, WYG recommends Luton Council considers planning for increased health and fitness facility provision over the plan period, namely at Luton town centre. Additional provision of, for example, 24 hour gym facilities in the town centre, would assist with its diversification from a purely retail led destination and encourage evening activity.



5.8 Swimming Pools



Inspire Centre Swimming Pool, Luton

- 5.8.1 The UK swimming industry has experienced a decline in recent years despite excellent exposure on the back of the London 2012 Olympics. Nationally swimming has seen a fall in participation of 245,000 between 2013-2014. A total of 2.69m people swam at least once a week for 30 minutes between October 2013 and October 2014, down from 2.93m over the same period in 2012-2013³⁴.
- 5.8.2 In the year 2013-2014 more pools reportedly closed than opened. Although this decline has been more marked in the private sector it has also been seen in the public sector. At 2014 there were 3,287 swimming sites in the UK, down from 3,296 in 2013. 20 new public and private swimming sites opened in the 12 month period ending 31st March 2014, down from 29 in 2013³⁵.
- 5.8.3 According to Sport England explanations for this decline are somewhat limited, however the 2014 State of the UK Swimming Industry Report found public pay and play swimming fees have increased by 3% in 2013-2014 and cost is likely to be a contributing factor. In addition, swimming pools face increasing competition from other sports/facilities. Football, cricket, netball rugby union and athletics all recorded increased participation over the same period³⁶ and the proliferation of health clubs/gyms may have had a bearing on swimming participation, despite many of these facilities being equipped with pools.

³⁴ Sport England Active People Survey

³⁵ 2014 State of the UK Swimming Industry Report

³⁶ 2014 State of the UK Swimming Industry Report



5.8.4 Notwithstanding the decline, in terms of participation, swimming still remains the UK's most popular sport.

Table 4.1: Swimming pools in Luton

Site	Type	Lanes	Condition
Bannatynes Health Club	Member	1	Not assessed
David Lloyd	Private member	3	Not assessed
Denbigh High School	Community	4	Good
Inspire, Luton Sports village	Member/Community	8	Good
Inspire, Luton Sports village	Member/Community	5	Good
Lea Manor Recreation Centre	Community	5	Below average
Lealands High School	Community	4	Above average
Lewsey Park	Community	5	Above average

Source: taken from Table 5.1 & 5.2 Indoor Sports Facility Needs Assessment

5.8.5 Turning to Luton, the above table sets out the main swimming pool facilities in the borough. As set out in the preceding section the household survey recorded the Inspire Sports Village as the most popular swimming pool destination in the Study Area. The Sports Village is a new high quality public facility; the best equipped in the Study Area and one of just eleven of this standard in the UK. The facility provides a competition standard 50m, 8 lane main pool with a 10m diving facility. The main pool is supplemented by a 20m, 5 lane community pool with moveable floor. Seating is available for up to 400 spectators. Despite its sophistication prices are kept relatively modest with pay as you go usage c.£3.70 peak time and c.£3.00 off peak³⁷.

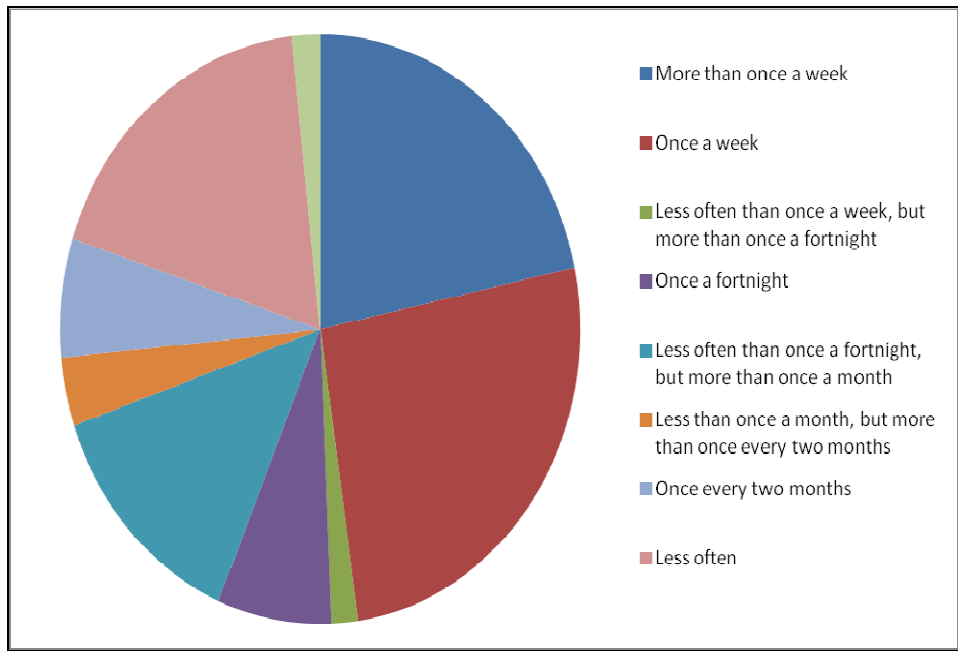
5.8.6 The provision of the Inspire Luton Sports Village is a genuine positive for Luton. However it means a high level of supply for the Borough is in one location and may not be particularly accessible to all residents.

5.8.7 The Inspire Centre is supplemented by five other mixed public/private facilities based in Luton and four other mixed public/private facilities in total in Dunstable, Hitchin and Harpenden, albeit these are smaller and less well equipped. Notwithstanding this, the Study Area based facilities draw a relatively healthy 65% of swimming pool visits.

³⁷ May 2015



How often do you or your household visit swimming pool facilities?



5.8.8 As the chart above shows, while the pattern is slightly less marked than with health and fitness, swimmers also tend to be highly frequent participants, with 22% visiting more than once a week, and a further 26% visiting once a week.

5.8.9 In terms of need, as set out in the above section, when asked which type of facility would they like to see more of in Luton 'swimming pools' was the highest recorded answer. This suggests that at the very least there is *perceived* to be a deficit of provision.

5.8.10 WYG consider a precautionary approach to planning for dedicated swimming facilities over the plan period. Whilst we acknowledge the perceived deficit the survey does indicate a relatively healthy retention of swimming pool visits in both Luton and the wider Study Area. This suggests the perception of a lack of provision/choice is not leading to an actual 'leakage' of visits to destinations further afield.

5.8.11 It should also be noted that in developing the Inspire Sports Village facility Luton Council closed three other swimming pool facilities which would have required substantial investment to retain and bring up to modern standards³⁸. A consolidation at newly developed facility was regarded as a

³⁸ Wardown Swimming and Leisure Centre, Luton Regional Sports Centre and Puttridge Recreation Centre



better use of public resources; one which meets the needs of local participants whilst being of a standard to host national competitions and attract swimmers from across the country.

- 5.8.12 Indeed, whilst swimming remains the UK's most popular sport, as touched upon above nationally the swimming pool sector is currently experiencing a decline. Increased competition from other sectors is a likely contributing factor, most notably multi-purpose health & fitness facilities, which, conversely, have experienced strong growth. With the proliferation and growth of the health and fitness sector, many new facilities are developed with swimming pool and other complimentary facilities making them particularly viable from both a business and convenience perspective. This proliferation has exacerbated the commercial pressures faced by dedicated swimming facilities. Dedicated swimming pools are relatively expensive to run.
- 5.8.13 As set out in the preceding sections, the LBC Sports Facility Needs Assessment finds a modest over-supply of provision. It is acknowledged the Inspire Sports Village is under pressure at peak times and additional population will generate additional demand. The coverage of all community pools in the Borough is found to be generally adequate with 62.1% of residents living within the 1 mile catchment of a swimming pool. In particular, Denbigh High School Pool is found to be strategically important due it serving areas of higher deprivation.
- 5.8.14 In light of the above, in planning for the health and fitness and swimming pool sectors over the plan period the most commercially prudent use of resources (including land) would likely be encouraging multi-purpose health club (gym) and pool facilities at highly accessible locations, namely Luton town centre. This would address both the identified theoretical capacity for increased gym representation (as discussed above) as well as going some way to meeting the call for additional swimming facilities in a coordinated way. Additional provision of such facilities within the town centre would assist with its diversification from a purely retail led destination.

5.9 Restaurants and Cafes

- 5.9.1 The above section identifies that £432m of restaurant and cafe expenditure is currently available to the Study Area, which is set to increase to £614m by 2031.
- 5.9.2 In qualitative terms, the town centre is considered to be relatively well served by restaurants and cafes. Indeed, the Retail Study Update finds that as a proportion of town centre units, the total number of restaurants and cafes broadly reflects the UK average. WYG has identified 12 cafes, 21



restaurants and 38 fast food takeaways in Luton Town Centre³⁹. The preceding section identifies the most popular eateries.

5.9.3 The survey derived retention rate for visits to Luton based facilities in effect represents the market share of Luton as a proportion of the total Study Area. Knowing this rate WYG has been able to calculate an indicative quantitative theoretical 'capacity' for additional Class A3 floorspace over the plan period, using the projected growth in Study Area expenditure.

Table 4.2: Indicative capacity to support Class A3 floorspace to 2031

		2015	2020	2025	2030	2031
Population and expenditure						
Total Population	[1]	452,611	476,996	500,245	519,109	522,577
Total expenditure (£m)	[2]	432.1	485.7	543.6	601.8	613.7
Retained expenditure						
Study Area %	[3]	31.5	31.5	31.5	31.5	31.5
£m	[4]	136.1	153.0	171.2	189.6	193.3
Available expenditure						
Inflow (£m)	[6]	6.8	7.7	8.6	9.5	9.7
Total available	[7]	302.8	340.4	380.9	421.7	430.1
Total turnover						
	[8]	136.1	160.7	179.8	199.0	203.0
Growth in retained expenditure						
	[9]		24.5	43.7	62.9	66.9
Benchmark sales density						
	[10]		6,500	6,500	6,500	6,500
Indicative floorspace capacity (sqm net)						
	[11]	0	3,776	6,720	9,682	10,287

Source: Table 21, Appendix 3

Capacity figures are cumulative

[1] Table 1 of App 3, [2] Derived from pop and exp per capita – table 19 of App 3

[3] taken from table 20 of App 3, [4] $=[2]*[3]\%$

[5] $=[2]-[4]$

[6] assumed 5% of non Study Area based expenditure $=[4]/100*5$

[7] $=[5]+[6]$

[8] $=[4]+[6]$

[9] 5 yearly growth in expenditure

[10] WYG estimate

[11] $=[9]*1000000/[10]$

³⁹ WYG town centre audit Feb 2015



- 5.9.4 The above table identifies indicative cumulative capacity for up to 10,287sqm net to 2031 based on current market share. As the highest order centre in the Study Area Luton town centre should be the focus for additional provision and we anticipate this could be satisfied through the development of complementary mixed-use, leisure development as part of retail-led schemes. The Retail Study Update 2015 carries forward the Council's identified opportunity sites within the town centre and we see no reasons why such sites could not accommodate a proportion of any additional restaurant/cafe provision. Indeed, we would advocate such an approach in order to deliver multi-faceted development(s).
- 5.9.5 Delivering additional restaurant/cafes should help avoid any over-reliance on retail and further diversify the town centre offer while promoting consumer choice. While there is not currently considered to be a quantitative deficiency, going forward, a healthy provision of non-retail uses should be delivered in tandem with retail development. With respect to lower order centres we consider the development of Class A3 floorspace should be considered on its merits in the context of the local hierarchy although similarly such provision is likely to help to diversify the offer in these centres.

5.10 Pubs/clubs

- 5.10.1 The pub industry has struggled in recent years. It is estimated that the UK has lost 21,000 pubs since 1980 with half of these closures having taken place since 2006⁴⁰. Taxation, regulation and the recent decline in disposable incomes are considered to be the leading causes of the decline in the pub industry. With the smoking ban also thought to have had a particularly detrimental effect. Changing public habits, such as the decline in alcohol consumption, may have also played a part.
- 5.10.2 The household survey identifies the most popular pubs/clubs destinations in the Study Area. In qualitative terms, the town centre is considered to be relatively well served by pub/clubs despite the industry difficulties. There are 15 pubs and 6 nightclubs⁴¹ in the town centre with many other restaurants etc holding alcohol licenses.
- 5.10.3 There is not considered to be a qualitative deficiency in pubs/clubs in Luton currently. Going forward, there is considered to be some potential to encourage these uses as part of a broader

⁴⁰ Closing Time: Who's killing the British pub? C. Snowdon 2014

⁴¹ WYG town centre audit Feb 2015



strategy to diversify and enhance the vitality and viability of the town centre, in particular the night-time economy.

5.10.4 WYG recommend such proposals should be considered on their merits having regard to ensuring sustainable economic growth in accordance with prevailing planning policy objectives.

5.11 Museums/ Galleries

5.11.1 The preceding section identifies a participation rate of around 40% for museums and galleries. The survey finds that of those participants, 77% visit these type of facilities less often than once every two months. As such the underlying context is one where demand for museums/galleries is considered to be relatively low.

5.11.2 Stockdown Discovery Centre (formerly known as Stockwood Craft Museum) is the most popular facility in Luton. It is one of two free admission museums, the other being Wardown Park Museum. Both museums in Luton are a part of a charitable trust, Luton Culture. The Discovery Centre displays collections of Local Social History, Archaeology, Geology and Rural Crafts. However overall Luton only achieves an 18.4% market share of visits.

5.11.3 As set out above, the relative lack of demand and infrequency of participation means London represents a very viable destination. London's relative proximity and sheer choice means it is the most popular destination (achieving a 68.5% market share of visits overall).

5.11.4 People are generally more willing to travel longer distances to undertake this type of leisure activity on a relatively irregular basis. It is difficult for commercial Luton based museum and galleries to compete with the facilities on offer in London given their standing in this sector and the seeming ability and willingness of Study Area residents to carry out 'day trips' to museums and galleries London.

5.11.5 Notwithstanding this, opportunities should be sought to encourage additional facilities in the town centre given the relative lack of choice available locally. Additional facilities may be able to be provided in existing, vacant units. As set out above, like other non-retail leisure uses, this may help diversify the town centre environment and encourage dwell time and linked trips.



5.12 Casinos

- 5.12.1 Similarly to bingo halls casinos have been impacted by the growth of online gambling. In Luton the preceding section identifies a participation rate of just 7%. Furthermore, the survey finds that of those participants, 25% recorded that they visit this type of facility once every two months and 52% less often than this. When asked which facilities would respondents like to see more of the response rate for casinos was particularly low. As such the underlying context is one where there is modest usage and little demand for casinos.
- 5.12.2 There are four main casinos in Luton which serve existing demand; Grosvenor on Park Street West is the most popular. At 78%, the total market share retention rate of casino visits in Luton is considered to be high and while some visits are lost to Gala in Milton Keynes this can be partly attributed to its relative accessibility and proximity to the more peripheral Study Area residents.
- 5.12.3 There is not considered to be an underlying need for additional casino provision. As such, WYG recommend such proposals should be considered on their merits having regard to ensuring sustainable economic growth in accordance with prevailing planning policy objectives.



6.0 Summary and Recommendations

- 6.1.1 Paragraph 21 of the NPPF requires local authorities to set out a clear economic vision and strategy for their area which positively and proactively encourages sustainable economic growth and to identify strategic sites for local and inward investment in line with that strategy.
- 6.1.2 Detailed research has been undertaken as part of the study to understand current leisure patterns within the Study Area. The study utilises this information to ascertain the market share of facilities and explores how the forecast growth in population and expenditure may shape future demand/requirements for additional floorspace across the borough. Where appropriate, the Study aims to identify theoretical capacity for additional leisure provision as robustly as possible.

6.2 General Comments

- 6.2.1 It is widely predicted that due to changes in the retail environment, as outlined in the Retail Study Update 2015 (WYG), commercial leisure uses, such as restaurants/cafes, cinemas, health and fitness facilities and pub/clubs, will constitute a growing proportion of town centre floorspace in the coming years. This is seen partly as a replacement activity for reduced demand for traditional retail space, and partly driven by a shift to leisure expenditure as discretionary expenditure increases.
- 6.2.2 There is considered to be scope for Luton to capitalise on this. Providing for this anticipated growth can help redefine the town centre (and lower order centres) to be seen not only as retail destinations, but leisure destinations in their own right. This, in turn, should have wider positive implications on the performance of these centres insofar as residents and visitors increase their dwell-time, and carry out 'linked trips' between retail, leisure and other uses. Furthermore, the development of the town centre leisure offer can help increase footfall beyond the traditional daytime hours typically associated with retail and contribute towards the local night time economy. The provision of improved leisure facilities in town centres will make them both more desirable and sustainable places for people to live.
- 6.2.3 Assessment of leisure needs is less evolved than those for retail. Whilst this Study has considered the likely growth in population and expenditure and quantitative 'capacity' arising from this, it is important to note that caution must be taken in relying on long-term projections owing to the potential for change with many of the data sets and assumptions used. WYG therefore recommend capacity assessments are not considered prescriptively but rather indicatively. Indeed, it is not



considered necessarily appropriate to plan to meet all needs now; identified capacity arising in the medium-long-term should be subject to review.

- 6.2.4 As highlighted in the Council's Retail Studies in 2009, 2012 and most recently in 2015, Luton town centre has restricted capacity to absorb new floorspace. This is influenced by factors such as the capacity of the local road network to accommodate additional traffic; physical infrastructure or natural barriers to movement such as the town centre ring road; the existence of high value uses abutting the retail areas; and conservation areas and listed buildings (reducing the scope for redevelopment) etc. Further constraints relate to the commercial attractiveness of the centre. Relevant factors include how a centre is perceived by operators and visitors relative to other investment opportunities. Thus, a centre could feasibly possess significant potential for redevelopment in physical terms, but have limitations on the quantum of development that can realistically be accommodated over time, due to lack of demand. This applies to retail and leisure alike.
- 6.2.5 Evidence from the household surveys indicates that people are generally more willing to travel longer distances to participate in discretionary leisure activity on a relatively irregular basis than for regular activity.

6.3 Future leisure provision

- 6.3.1 Our assessment has considered broad quantitative and qualitative need through existing offer and 'gap' analysis. We provide a summary of our key findings and recommendations below:
- 6.3.2 **Cinema** – Just over half of the study area population undertake cinemas visit. The national trend has seen a general reduction in cinema participation in favour of home cinema etc in recent years. Luton's existing provision of c.12 screens is considered to satisfy current benchmark need (7-8 screens). A theoretical capacity of c.15-18 screens is identified to meet total Study Area need to 2031, based on current participation rates.
- 6.3.3 **Theatre/Concert halls** – London is the primary regional destination and provides a significant challenge with respect to competing. Luton is also being out-competed to some degree by facilities in Dunstable, namely the Grove Theatre. This is larger than Luton based facilities, is multi-purpose and more akin to other popular destinations further afield e.g. Milton Keynes.
- 6.3.4 The commercial viability of additional Luton based provision is not known, but qualitative improvement of existing facilities may help more expenditure to be retained in the town which



should be a primary aim. The most successful venues are adaptable and multi-purpose. Luton Council could look to provide added screening facilities to increase attraction. This would supplement dedicated cinema facilities.

- 6.3.5 **Ten Pin bowling** – The study finds a participation rate of 22%. Go Bowling at Grove Park in Dunstable is the most popular Study Area facility. MFA Bowl at the Galaxy Centre is Luton’s main facility but is less popular. Go Bowling benefits from free, dedicated parking facilities and MFA Bowl may be disadvantaged in this respect. Qualitative improvements e.g. free parking initiatives through town centre partnerships etc may help increase popularity of town centre based facilities. A surplus of lanes is identified. The study finds no quantitative capacity for additional provision.
- 6.3.6 **Bingo** – The study finds very low participation overall. The most popular destination is Mecca Bingo at Skimpot Road, Luton which retains a dominant market share. Bingo clubs are in sharp decline nationally as games of chance increasingly move to online/mobile platforms. The Gala Bingo facility at Bridge Street, Luton has recently closed, it is understood due to falling attendances. Indicative quantitative analysis finds Luton currently has sufficient provision with no residual demand over the forthcoming plan period.
- 6.3.7 **Health and Fitness** – The health and fitness industry has seen strong growth nationally. Locally, expenditure is anticipated to grow from £48m to £68m in the Study Area during plan period. In terms of going to the gym and playing sports, finds those who are active tend to be highly frequent participants. Existing facilities retain a reasonably healthy market share. The single most popular destination is Inspire Sport Village at Hitchin Road. Proximity is a particularly important factor in choice of destination.
- 6.3.8 The survey suggests a high demand for increased facilities. The study finds a potential theoretical quantitative deficit of provision in Luton currently. Many existing facilities are anticipated to be over-subscribed and this trend is likely to continue.
- 6.3.9 The Council should consider planning for increased health and fitness facility provision, namely at Luton town centre. Additional provision of, for example, 24 hour gym facilities would assist with its diversification from a purely retail led destination and encourage evening activity.
- 6.3.10 **Swimming pools** - Study area facilities retain good participation market share. UK swimming has experienced a decline in recent years. Despite this it remains the UK’s most popular sport. Proximity is an important determinant for facility choice/usage. Inspire Sports Village is the most popular swimming pool destination but is not easily accessible to all residents. The coverage of



community pools in the Borough is found to be generally adequate. Denbigh High School Pool is strategically important due it serving areas of higher deprivation⁴².

- 6.3.11 In planning for the health and fitness/ swimming sectors over the plan period the most commercially prudent use of resources (including land) would likely be seeking dual-purpose health and swim facilities.
- 6.3.12 **Restaurants/cafes** – Luton town centre is considered to be relatively well served by restaurants and cafes. Quantitative analysis identifies indicative cumulative capacity for up to 10,287sqm net of Class A3 floorspace to 2031 based on current market share.
- 6.3.13 Luton town centre should be the focus for additional provision which could be met in part through complementary mixed-use, leisure development and/or as part of retail-led schemes. Delivering additional restaurant/cafes should help avoid over-reliance on retail uses and further diversify the town centre offer while promoting consumer choice.
- 6.3.14 **Pub/clubs** – The pub industry is struggling nationally. There is not considered to be a qualitative deficiency in pubs/clubs in Luton currently. Going forward, there may be an opportunity to deliver these uses as part of a broader strategy to diversify and enhance the vitality and viability of the town centre, in particular its night-time economy.
- 6.3.15 **Museum/galleries** - Participation rate of around 40% with frequency very low. Underlying context is one where demand for museums/galleries is considered to be relatively low. London is the most popular destination. People partaking in this activity are generally more willing to travel longer distances on a relatively irregular basis as part of 'day out' experience.
- 6.3.16 Opportunities should be explored to encourage additional facilities in Luton given the relative lack of choice available locally. This should aim to counteract high leakage of activity to destinations further afield such as Milton Keynes and London.
- 6.3.17 **Casinos** – Very low participation rate. Frequency of activity is also low. Casinos have been impacted by the growth of gambling via online/mobile platforms gambling which is the growth area of the industry. There are four main casinos in Luton with Grosvenor on Park Street West being the most popular. The retention rate of casino visits in Luton is high. There is considered to be no qualitative demand for additional casino provision.

⁴² LBC Indoor Sports Facility Needs Assessment (March 2014)



Appendices



Appendix 1 – Study Area Plan



Appendix 2 – Household Survey Results

Luton Leisure Needs Survey for WYG

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06									
Q01 Do you or your household ever visit the cinema?																		
Yes	58.5%	588	49.4%	68	61.4%	113	41.6%	71	73.0%	131	67.0%	72	62.4%	67	36.4%	21	72.2%	47
No	41.5%	418	50.6%	69	38.6%	71	58.4%	99	27.0%	49	33.0%	35	37.6%	40	63.6%	36	27.8%	18
Weighted base:		1006		137		183		170		180		107		107		57		65
Sample:		1006		137		185		177		102		101		101		102		101
Q02 Where did you or your household last go to the cinema? <i>Those who visit the cinema at Q01 AND Exl. Don't know</i>																		
Broadway Cinema, Eastcheap, Letchworth Garden City	6.6%	38	0.0%	0	1.4%	2	1.3%	1	27.7%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cineworld, Newnham Avenue, Bedford	5.5%	31	3.5%	2	0.0%	0	2.1%	1	13.1%	17	1.4%	1	0.0%	0	0.0%	0	22.3%	10
Cineworld, Stevenage Leisure Park, Kings Way, Stevenage	14.8%	85	0.0%	0	8.4%	10	1.4%	1	56.8%	73	1.1%	1	0.0%	0	0.0%	0	2.0%	1
Cineworld, The Galaxy, Bridge Street, Luton	42.7%	246	72.2%	48	83.3%	94	82.4%	55	2.3%	3	10.9%	8	25.9%	17	35.8%	7	32.9%	15
Cineworld, Xscape, Marlborough Gate, Milton Keynes	11.2%	64	8.5%	6	4.1%	5	4.4%	3	0.0%	0	0.0%	0	37.0%	24	47.5%	10	37.7%	17
Empire, Leisure World, Jarman Park, Hemel Hempstead	4.0%	23	7.0%	5	0.0%	0	1.3%	1	0.0%	0	19.0%	13	5.8%	4	0.0%	0	0.0%	0
Garden City Cinema, The Campus, Welwyn Garden City	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Grove Theatre, Court Drive, Dunstable	4.0%	23	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	27.7%	18	12.3%	3	0.0%	0
Odeon, The Galleria, Comet Way, Hatfield	5.8%	33	0.0%	0	0.0%	0	2.8%	2	0.0%	0	43.4%	31	1.1%	1	0.0%	0	0.0%	0
Odeon, The Point, Midsummer Blvd, Milton Keynes	1.3%	7	0.0%	0	0.0%	0	3.2%	2	0.0%	0	4.8%	3	0.0%	0	2.2%	0	3.0%	1
The Alban Arena, Civic Centre, St Albans	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0
The Hat Factory, Bute Street, Luton	0.6%	4	0.0%	0	0.5%	1	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
The Odyssey, London Road, St Albans	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	0.0%	0
Abroad	0.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Campus West Cinema, The Campus, Welwyn Garden City	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Empire Cinemas, Leisure World, Jarman Park, Hemel Hempstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
FACT, Wood Street, Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Harpenden Public Hall, Southdown Road, Harpenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Northampton	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Norwich City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Odeon, The Boardwalk, Port Way, Port Solent	0.4%	3	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Rex, High Street, Berkhamsted	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	2.2%	0	0.0%	0
Vue Cinemas, West 12 Shopping Centre, Shepherd's Bush Green, Westfield, London	0.4%	2	3.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Vue Cinemas, Woodside Leisure Park, North Orbital Road, Watford	0.5%	3	0.9%	1	0.0%	0	0.0%	0	0.0%	0	2.5%	2	1.1%	1	0.0%	0	0.0%	0
Weighted base:		576		66		113		66		128		71		66		21		45
Sample:		518		55		99		64		68		66		65		35		66

Column %ges.

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06									
Mean score [Number of times a year]: More than once a week = 104, Once a week = 52, Less often than once a week, but more than once a fortnight = 39, Once a fortnight = 26, Less often than once a fortnight, but more than once a month = 19, Less than once a month, but more than once every two months = 9, Once every two months = 6, Less often = 3																		
Q03 How often do you or your household visit... (CINEMA MENTIONED AT Q02) ?																		
<i>Those who visit the cinema at Q01</i>																		
More than once a week	0.6%	3	0.0%	0	0.0%	0	1.0%	1	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	1.6%	10	0.0%	0	2.4%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	20.2%	4	3.3%	2
Less often than once a week, but more than once a fortnight	0.8%	5	0.0%	0	3.5%	4	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0
Once a fortnight	6.8%	40	10.6%	7	9.5%	11	3.3%	2	3.2%	4	5.6%	4	8.2%	5	11.7%	2	7.7%	4
Less often than once a fortnight, but more than once a month	22.0%	130	18.1%	12	23.2%	26	24.8%	18	23.6%	31	21.9%	16	14.5%	10	14.7%	3	30.4%	14
Less than once a month, but more than once every two months	7.3%	43	10.1%	7	2.0%	2	7.5%	5	8.4%	11	11.9%	9	7.6%	5	6.2%	1	6.1%	3
Once every two months	22.3%	131	28.6%	19	25.4%	29	16.1%	11	22.4%	29	23.9%	17	17.5%	12	17.5%	4	22.1%	10
Less often	37.0%	218	32.6%	22	30.8%	35	43.1%	30	39.3%	52	36.7%	26	48.7%	33	27.6%	6	30.5%	14
(Don't know / varies / no pattern)	1.4%	8	0.0%	0	3.2%	4	4.2%	3	0.0%	0	0.0%	0	2.1%	1	2.2%	0	0.0%	0
<i>Mean:</i>		<i>11.00</i>		<i>9.80</i>		<i>12.50</i>		<i>10.01</i>		<i>11.26</i>		<i>9.23</i>		<i>8.77</i>		<i>19.19</i>		<i>12.26</i>
Weighted base:		588		68		113		71		131		72		67		21		47
Sample:		530		56		99		67		70		67		66		35		70

Q04 Do you or your household ever go to swimming pools?

Yes	37.5%	377	23.4%	32	37.8%	69	24.6%	42	54.0%	97	39.6%	42	38.6%	41	37.4%	21	48.9%	32
No	62.5%	629	76.6%	105	62.2%	114	75.4%	128	46.0%	83	60.4%	65	61.4%	66	62.6%	36	51.1%	33
Weighted base:		1006		137		183		170		180		107		107		57		65
Sample:		1006		137		185		177		102		101		101		102		101

Luton Leisure Needs Survey for WYG

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06
Q05 Where did you or your household last go to the swimming pool ?									
<i>Those who go to swimming pools at Q04 AND Exl. Don't know</i>									
Trinity Arts & Leisure, Bromham Road, Bedford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
The Swim Centre, Castle Road, Bedford	1.5%	5	0.0%	0	2.1%	1	2.1%	1	1.6%
Inspire Luton Sports Village, Hitchin Road, Luton	17.9%	64	32.3%	10	61.3%	42	10.8%	4	4.1%
Lewsey Park Swimming Pool, Pastures Way, Luton	7.2%	26	9.3%	3	4.6%	3	32.8%	13	0.0%
Hitchin Swimming Centre, Fishponds Road, Hitchin	12.6%	45	2.4%	1	5.7%	4	4.2%	2	38.3%
Tiddenfoot Pool, Mentmore Road, Leighton Buzzard	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
Letchworth Outdoor Pool, Icknield Way, Letchworth Garden City	3.4%	12	0.0%	0	1.1%	1	3.5%	1	10.9%
Stevenage Swimming Centre, St Georges Way, Stevenage	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Harpenden Swimming Pool, Leyton Green, Harpenden	9.5%	34	11.3%	3	0.0%	0	0.0%	0	1.5%
Middleton Swimming Pool, Tickford St, Newport Pagnell	0.4%	1	0.0%	0	2.1%	1	0.0%	0	0.0%
Westminster Lodge Leisure Centre, Holywell Hill, St Albans	1.7%	6	0.0%	0	3.4%	2	0.0%	0	0.0%
Bannatye Health Club, Regent Street, Luton	1.2%	4	6.6%	2	2.2%	1	2.1%	1	0.0%
David Lloyd, Capability Green, Luton	1.5%	5	12.7%	4	0.0%	0	0.0%	0	0.0%
Denbigh High School, Alexandra Avenue, Luton	1.8%	7	4.8%	1	7.6%	5	0.0%	0	0.0%
Dunstable Leisure Centre, Court Drive, Dunstable	8.6%	31	0.0%	0	2.1%	1	11.0%	4	0.0%
DW Sports Fitness, White Lion Retail Park, Dunstable	2.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%
Flitwick Leisure Centre, Steppingley Road, Flitwick	4.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%
Houghton Regis Leisure Centre, Parkside Drive, Houghton Regis	1.0%	4	0.0%	0	0.0%	0	2.1%	1	0.0%
Lea Manor Recreation Centre, Northwell Drive, Luton	2.2%	8	2.1%	1	0.0%	0	17.3%	7	0.0%
North Herts Leisure Centre, Baldock Road, Letchworth Garden City	3.1%	11	0.0%	0	0.0%	0	0.0%	0	12.2%
Nuffield Health Fitness & Wellbeing Centre, Letchworth Lane, Letchworth Garden City	1.1%	4	0.0%	0	0.0%	0	0.0%	0	4.2%
Oasis Beach Pool and Images Gym, Cardington Road, Bedford	3.0%	11	0.0%	0	1.1%	1	0.0%	0	7.6%
Saxon Pool & Leisure Centre, Saxon Drive, Biggleswade	3.0%	11	0.0%	0	0.0%	0	4.2%	2	9.8%
Other	10.7%	39	18.7%	6	6.9%	5	9.9%	4	9.7%
Weighted base:	360		29		69		40		92
Sample:	332		30		66		39		47

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	
Mean score [Number of times a year]: More than once a week = 104, Once a week = 52, Less often than once a week, but more than once a fortnight = 39, Once a fortnight = 26, Less often than once a fortnight, but more than once a month = 19, Less than once a month, but more than once every two months = 9, Once every two months = 6, Less often = 3										
Q06 How often do you or your household visit (SWIMMING POOL MENTIONED AT Q05) ?										
<i>Those who go to swimming pools at Q04</i>										
More than once a week	21.6%	82 19.0%	6 9.3%	6 16.9%	7 20.6%	20 51.5%	22 23.3%	10 21.9%	5 18.3%	6
Once a week	26.0%	98 29.2%	9 34.0%	24 29.9%	12 24.7%	24 18.9%	8 11.2%	5 30.9%	7 29.8%	9
Less often than once a week, but more than once a fortnight	1.7%	6 0.0%	0 1.0%	1 4.0%	2 0.0%	0 2.2%	1 6.1%	3 0.0%	0 1.4%	0
Once a fortnight	7.1%	27 15.3%	5 5.6%	4 7.2%	3 3.9%	4 4.1%	2 13.0%	5 1.9%	0 11.0%	3
Less often than once a fortnight, but more than once a month	13.3%	50 4.5%	1 12.1%	8 13.1%	5 19.3%	19 1.8%	1 17.2%	7 22.4%	5 11.1%	4
Less than once a month, but more than once every two months	3.8%	14 4.3%	1 2.0%	1 2.1%	1 9.1%	9 0.0%	0 1.8%	1 4.2%	1 0.0%	0
Once every two months	6.5%	25 11.0%	4 6.0%	4 3.8%	2 9.8%	10 0.0%	0 2.0%	1 8.2%	2 10.2%	3
Less often	18.3%	69 14.4%	5 29.9%	21 21.2%	9 11.0%	11 16.2%	7 25.4%	11 6.3%	1 16.7%	5
(Don't know / varies / no pattern)	1.7%	7 2.3%	1 0.0%	0 1.7%	1 1.4%	1 5.4%	2 0.0%	0 4.1%	1 1.6%	0
<i>Mean:</i>		43.08	42.27	32.99	40.82	41.35	69.83	40.08	46.58	41.77
Weighted base:		377	32	69	42	97	42	41	21	32
Sample:		350	33	66	41	51	40	38	34	47
Q07 Do you or your household ever participate in health and fitness activities ? By that I mean for example going to the gym, playing squash, football, rugby etc, i.e. participating in rather than just spectating.										
Yes	34.5%	347 32.7%	45 37.8%	69 21.5%	36 33.7%	61 42.1%	45 40.0%	43 34.5%	20 43.0%	28
No	65.5%	659 67.3%	92 62.2%	114 78.5%	133 66.3%	119 57.9%	62 60.0%	64 65.5%	37 57.0%	37
Weighted base:		1006	137	183	170	180	107	107	57	65
Sample:		1006	137	185	177	102	101	101	102	101

Luton Leisure Needs Survey for WYG

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06									
Q08 Where did you or your household last go for health and fitness facilities ?																		
<i>Those who use health & fitness facilities at Q07 AND Exl. Don't know</i>																		
Active Luton, Luton Sports Village, Butterfield Green Road, Luton	2.8%	8	0.0%	0	4.9%	3	0.0%	0	0.0%	0	0.0%	0	5.1%	2	18.3%	3	0.0%	0
Archers Health & Fitness Club, Fishponds Road, Hitchin	2.2%	7	0.0%	0	0.0%	0	2.8%	1	11.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bannatyne Health Club Milton Keynes, Midsummer Boulevard, Milton Keynes	0.9%	3	3.9%	1	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bannatyne Health Club, Regent Street, Luton	6.0%	18	15.1%	5	3.2%	2	25.7%	8	2.9%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0
David Lloyd, Capability Green, Luton	3.7%	11	12.1%	4	6.9%	5	0.0%	0	0.0%	0	3.5%	1	0.0%	0	0.0%	0	3.3%	1
Dunstable Leisure Centre, Court Drive, Dunstable	4.6%	14	1.7%	1	0.0%	0	8.0%	3	0.0%	0	0.0%	0	19.1%	6	23.1%	4	0.0%	0
DW Sports Fitness, White Lion Retail Park, Dunstable	6.8%	21	4.9%	2	0.0%	0	6.9%	2	0.0%	0	0.0%	0	38.5%	13	15.7%	3	4.0%	1
Exchange Fitness, Queen Street, Hitchin	2.9%	9	0.0%	0	0.0%	0	0.0%	0	15.2%	8	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Fearnhill Sports Centre, Icknield Way, Letchworth Garden City	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0
Flexibility Health & Fitness Club, Palace Chambers, Silver Street, Bedford	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	2	0.0%	0
Harlequin School of Fitness, Stanbridge Road, Leighton Buzzard	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.1%	2	0.0%	0	0.0%	0
Hatfield Leisure Centre, Southfield School, Travellers Lane, Hatfield	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0
Houghton Regis Leisure Centre, Parkside Drive, Houghton Regis	1.1%	3	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	9.6%	2	0.0%	0
LA fitness, Bedford Heights, Manton Lane, Bedford	0.5%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
La Phyz Health & Fitness Centre, Taylor Street, Luton	0.3%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lea Manor Recreation Centre, Northwell Drive, Luton	2.6%	8	1.7%	1	4.9%	3	11.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0
North Hertfordshire Leisure Centre, Baldock Road, Letchworth Garden City	2.9%	9	0.0%	0	0.0%	0	0.0%	0	17.0%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pure Gym, Skimpot Lane, Luton	3.0%	9	10.5%	4	2.1%	1	0.0%	0	0.0%	0	0.0%	0	11.7%	4	0.0%	0	0.0%	0
Pure Gym, Winterhill House, Snowdon Drive, Milton Keynes	0.6%	2	0.0%	0	0.0%	0	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shenley Leisure Centre, Burchard Crescent, Shenley Church End, Milton Keynes	0.9%	3	0.0%	0	0.0%	0	0.0%	0	5.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sportspace, Park Road, Hemel Hempstead	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	3	0.0%	0	0.0%	0	0.0%	0
Stevenage Leisure Centre, Lytton Way, Stevenage	0.9%	3	0.0%	0	1.8%	1	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	0
Storm Gym, Wigmore Lane, Luton	0.4%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The County Tennis Centre, Gipsy Lane, Luton	1.5%	5	13.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gym Luton, The Galaxy Centre, Bridge Street, Luton	3.9%	12	5.6%	2	10.1%	7	5.2%	2	0.0%	0	0.0%	0	0.0%	0	8.1%	2	0.0%	0
The Gym Milton Keynes, Elder Gate, Bradwell Common, Milton Keynes	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1
Virgin Active, North Fourth	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0

Column %ges.

Luton Leisure Needs Survey for WYG

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06									
Street, Milton Keynes																		
Fitness First, Christopher Place, St. Albans	1.1%	3	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.0%	0	0.0%	0	0.0%	0
Flitwick Leisure Centre, Steppingley Road, Flitwick	4.6%	14	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	2.4%	0	54.5%	12
Harpenden	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	3	0.0%	0	0.0%	0	0.0%	0
Harpenden Rugby Club, Redbourn Lane, Harpenden	2.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.0%	6	0.0%	0	0.0%	0	0.0%	0
Harpenden Sports Centre, Leyton Road, Harpenden	2.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.9%	6	0.0%	0	0.0%	0	0.0%	0
Inspire Luton Sports Village, Hitchin Road, Luton	7.5%	23	7.2%	3	27.1%	18	4.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	1
Lewsey Park, Pastures Way, Luton	1.2%	4	1.7%	1	0.0%	0	9.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Venue 360, Gipsy Lane, Luton	4.3%	13	8.4%	3	9.4%	6	0.0%	0	0.0%	0	8.0%	3	0.0%	0	2.6%	0	0.0%	0
Other, elsewhere in Luton	8.9%	27	3.8%	1	25.6%	17	10.8%	4	2.3%	1	1.8%	1	2.2%	1	0.0%	0	10.9%	2
Other	16.0%	49	8.8%	3	0.9%	1	2.2%	1	39.1%	20	31.9%	14	18.4%	6	7.0%	1	12.1%	3
Weighted base:		306		36		67		33		52		43		34		19		23
Sample:		263		34		56		28		26		34		30		23		32

Mean score [Number of times a year]: More than once a week = 104, Once a week = 52, Less often than once a week, but more than once a fortnight = 39, Once a fortnight = 26, Less often than once a fortnight, but more than once a month = 19, Less than once a month, but more than once every two months = 9, Once every two months = 6, Less often = 3

Q09 How often do you or your household visit (HEALTH & FITNESS FACILITY MENTIONED AT Q08) ?

Those who use health & fitness facilities at Q07

More than once a week	58.6%	203	63.4%	28	62.6%	43	62.5%	23	59.4%	36	41.5%	19	69.8%	30	47.4%	9	53.0%	15
Once a week	29.0%	100	31.2%	14	21.4%	15	22.7%	8	23.6%	14	47.7%	22	26.8%	11	28.7%	6	37.4%	10
Less often than once a week, but more than once a fortnight	1.5%	5	0.0%	0	0.0%	0	8.2%	3	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	1.1%	4	1.4%	1	3.1%	2	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once a fortnight, but more than once a month	2.9%	10	2.6%	1	0.0%	0	0.0%	0	8.5%	5	2.0%	1	0.0%	0	11.1%	2	2.7%	1
Less than once a month, but more than once every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	1.3%	5	0.0%	0	0.0%	0	0.0%	0	4.7%	3	0.0%	0	1.7%	1	0.0%	0	3.3%	1
Less often	3.6%	12	0.0%	0	9.2%	6	2.0%	1	0.0%	0	2.1%	1	1.7%	1	12.8%	3	3.5%	1
(Don't know / varies / no pattern)	2.0%	7	1.4%	1	3.7%	3	2.0%	1	0.0%	0	6.6%	3	0.0%	0	0.0%	0	0.0%	0
<i>Mean:</i>		79.25		84.21		80.28		82.44		77.40		73.28		86.63		66.71		75.43
Weighted base:		347		45		69		36		61		45		43		20		28
Sample:		301		42		59		33		30		37		37		25		38

Q10 Do you or your household ever visit restaurants?

Yes	76.8%	773	68.6%	94	72.7%	133	68.5%	116	79.5%	143	90.5%	97	87.3%	94	77.5%	44	79.7%	52
No	23.2%	233	31.4%	43	27.3%	50	31.5%	53	20.5%	37	9.5%	10	12.7%	14	22.5%	13	20.3%	13
Weighted base:		1006		137		183		170		180		107		107		57		65
Sample:		1006		137		185		177		102		101		101		102		101

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06									
Q11 Where did you or your household last visit a restaurant or to eat out?																		
<i>Those who visit restaurants at Q10 AND Exl. Don't know</i>																		
Abroad	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	2.2%	1
Alankar Restaurant, Dunstable Road, Luton	0.3%	2	0.7%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ampthill Town Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	4.9%	2
Bar Azita, Harding Parade, Station Road, Harpenden	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	3	0.0%	0	0.0%	0	0.0%	0
Barton-le-Clay	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
Bedford Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Buffalo Grill, Wigmore Park Centre, Wigmore Lane, Luton	1.0%	7	3.4%	3	1.8%	2	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Park, Luton	0.5%	4	2.8%	2	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	2.8%	19	8.4%	7	2.3%	3	1.4%	1	0.9%	1	5.0%	4	1.1%	1	2.3%	1	2.0%	1
Chez Jerome, Church Street, Dunstable	0.6%	4	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0
Chiquito, Fulton Close, Stevenage Leisure Park, Stevenage	0.8%	5	0.0%	0	2.0%	2	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Curry Garden, Katherine Drive, Dunstable	0.3%	2	0.9%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
Dunstable Town Centre	1.3%	9	0.0%	0	1.6%	2	2.2%	2	0.0%	0	0.9%	1	3.6%	3	2.1%	1	0.0%	0
Flitwick Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Frankie & Benny's, Xscape Sports Village, Avebury Boulevard, Marlborough Gate, Milton Keynes	0.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	3	0.0%	0	4.4%	2
Frog & Rhubarb, Church Road, Slip End, Luton	0.2%	1	0.7%	1	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Godfrey's Fish & Chips, High Street, Harpenden	0.5%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Halfway House, Luton Road, Dunstable	0.7%	5	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.6%	3	1.1%	0	0.0%	0
Harpenden Town Centre	1.4%	10	0.7%	1	0.5%	1	0.0%	0	0.0%	0	10.1%	8	0.0%	0	0.0%	0	0.0%	0
Harvester, Riverfield Drive, Bedford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2
Harvester, Watling Street, Hockliffe, Leighton Buzzard	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.3%	1	1.0%	0
Hermitage Bar & Restaurant, Hermitage Road, Hitchin	0.5%	4	0.0%	0	0.6%	1	0.0%	0	2.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Highwayman, London Road, Dunstable	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	5	0.0%	0	0.0%	0
Hitchin Town Centre	2.2%	15	0.0%	0	0.5%	1	0.0%	0	10.4%	14	0.0%	0	0.0%	0	0.0%	0	1.0%	0
Jayraj, Hitchin Road, Stopsley, Luton	0.3%	2	0.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Jimmy's Restaurants, The Mall, St. George's Square, Luton	1.6%	11	4.2%	3	3.1%	4	2.3%	2	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Leagrave	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
Lumpini Thai Restaurant, High Street South, Dunstable	0.9%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	5.7%	5	0.0%	0	0.0%	0
Lussmanns Fish & Grill, Leyton Road, Harpenden	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	5	1.0%	1	0.0%	0	0.0%	0
Luton - out of town	0.6%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	8.2%	3	0.0%	0
Luton outskirts	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	1.9%	13	3.1%	3	1.8%	2	5.4%	6	0.0%	0	1.2%	1	1.1%	1	1.1%	0	1.1%	0
Market Cross Carvery, Boscombe Road, Dunstable	1.7%	12	0.0%	0	1.1%	1	0.8%	1	0.0%	0	0.0%	0	10.7%	9	1.2%	0	0.0%	0
Milton Keynes Town Centre	0.8%	5	0.0%	0	1.8%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	0	4.1%	2
Nando's, The Galaxy Centre, Bridge Street, Luton	4.7%	32	13.2%	11	9.5%	11	6.5%	7	0.0%	0	0.0%	0	0.0%	0	4.3%	2	3.7%	2
North Luton	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Passage to India, Bedford Road, Barton-le-Clay	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.8%	3
Pizza Express, Church Street, Luton	1.6%	11	4.9%	4	2.3%	3	1.6%	2	1.1%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1
Pizza Express, Market Place, Hitchin	1.1%	7	0.0%	0	0.0%	0	0.0%	0	5.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Luton Leisure Needs Survey for WYG

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06									
Pizza Express, The Gatehouse, High Street, Harpenden	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	6	0.0%	0	0.0%	0	0.0%	0
Pizza Hut, Hattersway Retail Park, Luton	1.1%	7	3.2%	3	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prezzo, Arena Parade, Eastcheap, Letchworth Garden City	1.1%	8	0.0%	0	0.0%	0	0.0%	0	5.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Prezzo, Leyton Road, Harpenden	1.3%	9	0.8%	1	0.0%	0	0.0%	0	0.0%	0	7.9%	7	2.1%	2	0.0%	0	0.0%	0
Spice Lounge, West Street, Dunstable	0.7%	4	0.8%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	1.7%	1
St Albans Town Centre	0.4%	2	0.0%	0	0.0%	0	0.7%	1	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
Steakout, Wellington Street, Luton	0.3%	2	0.9%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stopsley	0.2%	2	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0
Strada, Amenbury Lane, Harpenden	0.5%	4	0.7%	1	0.0%	0	0.0%	0	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0
Strada, Sun Street, Hitchin	0.6%	4	0.0%	0	0.5%	1	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	1.7%	1
Sundown Park, Luton	0.3%	2	0.0%	0	0.0%	0	1.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Table Table - Halfway House, Luton Road, Dunstable	0.3%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
The Bell at Westoning, Greenfield Road, Flitton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	0	2.1%	1
The Black Horse, Ireland, Shefford, Bedford	0.9%	6	0.0%	0	0.5%	1	0.0%	0	4.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Brache Beefeater, Osborne Road, Luton	0.6%	4	2.5%	2	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Bull, High Street, Wheathampstead	0.1%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Chequers, East End Road, Houghton Regis	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0
The Chequers, Park Road, Westoning, Bedford	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.2%	2
The Cross Keys, High Street, Pulloxhill, Bedford	0.2%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0
The Crown, High Street, Henlow	0.6%	4	0.0%	0	0.0%	0	0.0%	0	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Elephant & Castle, Amwell Lane, Wheathampstead, St Albans	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
The Ewe & Lamb, Luton Road, Dunstable	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Farmer's Boy, Common Road, Kensworth, Dunstable	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
The Five Bells, High Street, Henlow	0.5%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Flamstead Harvester, London Road, Markyate, St Albans	1.8%	12	3.9%	3	1.2%	1	2.2%	2	0.0%	0	0.0%	0	3.0%	3	8.2%	3	0.0%	0
The Flying Horse, The Green, Clophill, Bedford	1.4%	10	0.7%	1	0.0%	0	1.6%	2	5.2%	7	0.0%	0	0.0%	0	1.1%	0	0.0%	0
The Fox, Luton Road, Harpenden	0.9%	6	0.7%	1	0.6%	1	2.9%	3	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0
The Gary Cooper, Grove Park, Dunstable	0.3%	2	0.7%	1	0.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Green Man, High Street, Offley, Great Offley, Hitchin	0.4%	3	0.7%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The London Hatter, Park Street, Luton	0.5%	3	0.0%	0	2.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Old Moat House, Moat Lane, Luton	0.6%	4	0.0%	0	1.6%	2	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
The Old Red Lion, Bedford Road, Houghton Regis	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	2.4%	1	0.0%	0
The Orange Tree, Stevenage Road, Hitchin	0.1%	1	0.0%	0	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Raven, Village Street, Hexton	0.4%	3	0.0%	0	1.1%	1	0.7%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0
The Red Chilli Restaurant, Market Square,	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0

Column %ges.

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06									
Toddington, Dunstable																		
The Red Chilli, Wellington Street, Luton	0.6%	4	1.7%	1	1.2%	1	0.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
The Skew Bridge, Southdown Road, Harpenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
The Slug and Lettuce, High Street, Harpenden	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1
The Star, Luton Road, Chalton, Bedford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0
The Travellers Rest, Tring Road, Edlesborough	0.7%	5	0.0%	0	0.6%	1	0.7%	1	0.0%	0	0.0%	0	3.0%	2	2.5%	1	0.0%	0
The White Hart Harvester, Watling Street, Hockcliffe, Leighton Buzzard	0.4%	3	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	1.0%	1	2.6%	1	0.0%	0
The White Horse, Redbourn Lane, Hatching Green, Harpenden	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	2	0.0%	0	0.0%	0	0.0%	0
The White Horse, Stoney Lane, Tea Green, Luton	0.4%	3	0.0%	0	0.5%	1	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	0
The White House, Bridge Street, Luton	0.4%	3	0.0%	0	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toby Carvery, St. Georges Square, George Street, Luton	1.1%	7	3.2%	3	2.3%	3	0.7%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0
Vantage, High Street South, Dunstable	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2	1.2%	0	0.0%	0
Warden Beefeater, Barton Road, Luton	3.2%	22	1.5%	1	5.3%	6	11.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.7%	3
Warden Hills, Luton	0.1%	1	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Welwyn Garden City	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Woburn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	1.1%	0
Zizzi, Sun Street, Hitchin	1.6%	11	0.0%	0	0.0%	0	0.0%	0	7.5%	10	0.0%	0	0.0%	0	1.1%	0	1.0%	0
Other, elsewhere in Luton	9.3%	63	18.9%	16	26.4%	31	13.6%	14	0.0%	0	0.0%	0	1.7%	1	2.4%	1	0.9%	0
Other	28.9%	198	14.1%	12	12.4%	15	19.4%	20	45.1%	60	37.6%	31	35.9%	30	38.5%	14	35.2%	16
Weighted base:	685		82		118		103		133		83		83		37		45	
Sample:	672		79		118		107		76		79		78		64		71	

Mean score [Number of times a year]: More than once a week = 104, Once a week = 52, Less often than once a week, but more than once a fortnight = 39, Once a fortnight = 26, Less often than once a fortnight, but more than once a month = 19, Less than once a month, but more than once every two months = 9, Once every two months = 6, Less often = 3

Q12 How often do you or your household visit... (RESTAURANT AT Q11) ?*Those who visit restaurants at Q10*

More than once a week	2.0%	15	1.4%	1	1.2%	2	3.3%	4	1.9%	3	2.8%	3	0.0%	0	3.9%	2	2.5%	1
Once a week	6.4%	49	7.3%	7	4.2%	6	8.1%	9	2.0%	3	5.1%	5	9.2%	9	13.8%	6	9.1%	5
Less often than once a week, but more than once a fortnight	2.7%	21	4.8%	4	2.5%	3	0.0%	0	1.8%	3	2.5%	2	6.9%	6	0.0%	0	3.1%	2
Once a fortnight	13.1%	101	16.2%	15	20.6%	28	12.2%	14	10.2%	15	11.0%	11	6.8%	6	14.2%	6	12.0%	6
Less often than once a fortnight, but more than once a month	23.1%	178	24.0%	22	21.1%	28	22.5%	26	18.1%	26	30.7%	30	21.2%	20	26.6%	12	27.7%	14
Less than once a month, but more than once every two months	5.4%	42	9.2%	9	2.6%	3	4.0%	5	7.4%	11	2.7%	3	8.4%	8	7.6%	3	1.6%	1
Once every two months	13.0%	101	9.6%	9	15.6%	21	13.9%	16	12.2%	17	9.8%	10	14.7%	14	7.4%	3	20.7%	11
Less often	29.4%	227	21.9%	21	28.0%	37	28.4%	33	41.7%	60	30.7%	30	27.5%	26	21.4%	10	22.3%	12
(Don't know / varies / no pattern)	5.0%	38	5.7%	5	4.2%	6	7.6%	9	4.6%	7	4.7%	5	5.2%	5	5.2%	2	0.8%	0
Mean:	17.19		18.99		16.43		18.56		13.08		17.78		16.61		22.96		19.22	
Weighted base:	773		94		133		116		143		97		94		44		52	
Sample:	761		89		132		123		82		89		88		75		83	

Q13 Do you or your household ever visit a public house or other drinking establishments?

Yes	42.1%	424	24.6%	34	38.5%	71	21.0%	36	59.1%	106	60.9%	65	48.8%	52	42.7%	24	54.6%	35
No	57.9%	583	75.4%	103	61.5%	113	79.0%	134	40.9%	74	39.1%	42	51.2%	55	57.3%	33	45.4%	29
Weighted base:	1006		137		183		170		180		107		107		57		65	
Sample:	1006		137		185		177		102		101		101		102		101	

Column %ges.

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06
Q14 Where did you or your household last visit a pubs / drinking establishment?									
<i>Those who go to pubs at Q13 AND Exl. Don't know</i>									
Amphill Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Barton-le-Clay	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%
Central London	3.5%	14	13.1%	4	3.9%	3	2.8%	1	2.8%
Dunstable Town Centre	1.4%	6	2.1%	1	0.9%	1	0.0%	0	0.0%
Engineers Arms, High Street, Henlow	1.3%	5	0.0%	0	0.0%	0	0.0%	0	5.1%
Flitwick Town Centre	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Frog & Rhubarb, Church Road, Slip End, Luton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Halfway House, Luton Road, Dunstable	0.4%	2	2.5%	1	0.0%	0	0.0%	0	0.0%
Harpenden Town Centre	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
Highwayman, London Road, Dunstable	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Hitchin Town Centre	1.7%	7	0.0%	0	0.0%	0	6.5%	7	0.0%
Houghton Regis	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Liverpool City Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Luton Town Centre	2.2%	9	12.9%	4	1.9%	1	10.4%	3	0.0%
Market Cross Carvery, Boscombe Road, Dunstable	0.6%	2	2.2%	1	0.0%	0	0.0%	0	0.0%
Markyate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.2%
Milton Keynes Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Old Hunters Lodge, The Cross Roads, Whipsnade	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Shefford	0.4%	2	0.0%	0	0.0%	0	1.5%	2	0.0%
St Albans Town Centre	0.5%	2	0.0%	0	1.8%	1	0.0%	0	1.2%
Sundown Park, Luton	0.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%
Table Table - Halfway House, Luton Road, Dunstable	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
The Bell at Westoning, Greenfield Road, Flitton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
The Black Horse, Ireland, Shefford, Bedford	0.2%	1	0.0%	0	0.9%	1	0.0%	0	0.0%
The Blackbirds, High Street, Flitwick	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%
The Brache Beefeater, Osborne Road, Luton	1.2%	5	0.0%	0	1.7%	1	4.5%	1	0.0%
The Brewery Tap, Northbridge Street, Shefford	1.3%	5	0.0%	0	0.0%	0	0.0%	0	5.1%
The Bull, Bedford Road, Barton-le-clay	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
The Bull, High Street, Wheathampstead	0.4%	2	0.0%	0	0.0%	0	0.0%	0	2.4%
The Chequers, East End Road, Houghton Regis	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
The Chequers, Park Road, Westoning, Bedford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
The Cross Keys, High Street, Harpenden	0.6%	3	0.0%	0	0.0%	0	0.0%	0	4.0%
The Cross Keys, High Street, Pulloxhill, Bedford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
The Crown, High Road, Shillington, Hitchin	1.9%	7	0.0%	0	0.0%	0	5.9%	2	5.1%
The Crown, High Street, Henlow	1.9%	8	0.0%	0	0.0%	0	0.0%	0	7.4%
The Elephant & Castle, Amwell Lane, Wheathampstead, St Albans	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%
The Ewe & Lamb, Luton Road, Dunstable	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
The Farmer's Boy, Common Road, Kensworth, Dunstable	0.5%	2	2.1%	1	0.0%	0	0.0%	0	0.0%
The Five Bells, High Street, Henlow	0.6%	2	0.0%	0	0.0%	0	0.0%	0	2.2%
The Flying Horse, The Green, Clophill, Bedford	0.5%	2	0.0%	0	1.1%	1	0.0%	0	0.0%

Column %ges.

Luton Leisure Needs Survey for WYG

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06									
The Fox, Luton Road, Harpenden	0.9%	4	8.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Galaxy, Bridge Street, Luton	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Gary Cooper, Grove Park, Dunstable	3.5%	14	0.0%	0	0.0%	0	13.5%	4	0.0%	0	0.0%	0	12.0%	6	15.8%	3	0.0%	0
The George, High Street, Harpenden	2.9%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.1%	12	0.0%	0	0.0%	0	0.0%	0
The Green Man, High Street, Offley, Great Offley, Hitchin	0.9%	3	0.0%	0	5.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Hansom Cab, Wigmore Lane, Luton	0.5%	2	0.0%	0	3.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Harpenden Arms, High Street, Harpenden	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0
The Jolly Toppers, Hitchin Road, Luton	2.7%	11	2.7%	1	14.5%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The London Hatter, Park Street, Luton	0.5%	2	2.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Oddfellows Arms, Market Square, Toddington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0
The Old Red Lion, Bedford Road, Houghton Regis	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.3%	0
The Old Sugar Loaf, High Street North, Dunstable	1.0%	4	0.0%	0	0.0%	0	9.6%	3	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0
The Orange Tree, Stevenage Road, Hitchin	1.8%	7	0.0%	0	0.0%	0	0.0%	0	7.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Raven, Village Street, Hexton	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	1
The Red Lion, Castle Street, Luton	1.9%	8	2.6%	1	7.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2	0.0%	0
The Royal Oak, Bedford Road, Barton-le-Clay	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	3
The Skew Bridge, Southdown Road, Harpenden	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
The Slug and Lettuce, High Street, Harpenden	0.6%	2	2.1%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0
The Star, Luton Road, Chalton, Bedford	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	2	0.0%	0
The Swan, Leighton Road, Northall, Dunstable	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	3	0.0%	0	0.0%	0
The Victoria, West Street, Dunstable	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	2	2.2%	0	0.0%	0
The White Horse, High Street, Arlesey, Bedford	1.0%	4	0.0%	0	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The White Horse, Redbourn Lane, Hatching Green, Harpenden	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
The White Horse, Stoney Lane, Tea Green, Luton	0.6%	2	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The White House, Bridge Street, Luton	1.6%	7	12.0%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	5.2%	2
Warden Beefeater, Barton Road, Luton	2.8%	11	0.0%	0	5.6%	4	20.9%	6	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0
Yates's, Park Street, Luton	0.6%	3	0.0%	0	3.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other, elsewhere in Luton	5.7%	23	11.7%	3	18.3%	13	12.2%	4	0.0%	0	3.5%	2	0.0%	0	2.2%	0	1.3%	0
Other	36.1%	144	23.7%	7	23.2%	16	13.2%	4	51.8%	53	44.3%	29	39.9%	21	33.2%	7	25.8%	8
Weighted base:	400		28	68	31	103		64	52		22	31						
Sample:	363		27	65	28	57		57	48		36	45						

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06
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Mean score [Number of times a year]: More than once a week = 104, Once a week = 52, Less often than once a week, but more than once a fortnight = 39, Once a fortnight = 26, Less often than once a fortnight, but more than once a month = 19, Less than once a month, but more than once every two months = 9, Once every two months = 6, Less often = 3

Q15 How often do you or your household visit (PUB / DRINKING ESTABLISHMENTS AT Q14) ?*Those who go to pubs at Q13*

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	
More than once a week	10.6%	45 18.4%	6 8.2%	6 12.3%	4 10.9%	12 5.4%	4 8.2%	4 21.0%	5 11.6%	4
Once a week	25.0%	106 23.4%	8 21.1%	15 29.4%	10 23.8%	25 32.1%	21 31.0%	16 20.1%	5 15.1%	5
Less often than once a week, but more than once a fortnight	3.4%	14 2.2%	1 1.0%	1 4.6%	2 2.5%	3 2.9%	2 5.6%	3 3.9%	1 7.8%	3
Once a fortnight	15.8%	67 18.7%	6 20.2%	14 11.4%	4 12.9%	14 19.0%	12 6.0%	3 11.9%	3 28.6%	10
Less often than once a fortnight, but more than once a month	20.0%	85 22.7%	8 21.1%	15 14.7%	5 28.2%	30 9.0%	6 26.6%	14 10.7%	3 13.0%	5
Less than once a month, but more than once every two months	3.2%	14 0.0%	0 2.1%	2 2.0%	1 4.8%	5 2.6%	2 2.8%	1 12.5%	3 0.0%	0
Once every two months	7.0%	30 3.9%	1 11.5%	8 7.2%	3 1.3%	1 8.3%	5 7.8%	4 8.7%	2 13.4%	5
Less often	13.1%	55 10.5%	4 14.8%	10 9.2%	3 13.0%	14 18.3%	12 12.0%	6 11.3%	3 9.0%	3
(Don't know / varies / no pattern)	1.9%	8 0.0%	0 0.0%	0 9.1%	3 2.6%	3 2.4%	2 0.0%	0 0.0%	0 1.4%	0
Mean:	35.04	41.94	30.44	40.23	35.20	32.10	34.51	40.88	34.42	
Weighted base:	424	34	71	36	106	65	52	24	35	
Sample:	388	31	67	34	59	58	49	39	51	

Q16 Do you or your household ever visit nightclubs?

Yes	8.4%	85 4.5%	6 8.0%	15 3.4%	6 10.5%	19 14.9%	16 12.6%	13 3.5%	2 12.3%	8
No	91.6%	921 95.5%	130 92.0%	169 96.6%	164 89.5%	161 85.1%	91 87.4%	94 96.5%	55 87.7%	57
Weighted base:	1006	137	183	170	180	107	107	57	65	
Sample:	1006	137	185	177	102	101	101	102	101	

Q17 Where did you or your household last go to a nightclub?*Those who go to nightclubs at Q16 AND Exl. Don't know*

Bedford Town Centre	5.8%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 21.3%	3 0.0%	0 0.0%	0 14.6%	1
Central London	2.9%	2 100.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 5.9%	1 0.0%	0 0.0%	0
Club Cookies, Grove Park, Court Drive, Dunstable	14.0%	10 0.0%	0 0.0%	0 51.5%	3 0.0%	0 0.0%	0 55.7%	7 0.0%	0 6.3%	0
Milton Keynes Town Centre	3.5%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 6.7%	1 0.0%	0 27.5%	2
The Old Sugar Loaf, High Street North, Dunstable	3.8%	3 0.0%	0 0.0%	0 48.5%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Yates's, Park Street, Luton	5.1%	4 0.0%	0 25.8%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Other	65.0%	48 0.0%	0 74.2%	11 0.0%	0 100.0%	16 78.7%	13 31.6%	4 100.0%	2 51.6%	3
Weighted base:	74	1	15	6	16	16	13	2	6	
Sample:	33	1	8	2	4	5	7	1	5	

Weighted:

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	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06									
Mean score [Number of times a year]: More than once a week = 104, Once a week = 52, Less often than once a week, but more than once a fortnight = 39, Once a fortnight = 26, Less often than once a fortnight, but more than once a month = 19, Less than once a month, but more than once every two months = 9, Once every two months = 6, Less often = 3																		
Q18 How often do you or your household visit...(NIGHTCLUB AT Q17) ?																		
<i>Those who go to nightclubs at Q16</i>																		
More than once a week	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	4.2%	4	0.0%	0	0.0%	0	0.0%	0	6.3%	1	0.0%	0	17.8%	2	0.0%	0	0.0%	0
Less often than once a week, but more than once a fortnight	5.0%	4	0.0%	0	0.0%	0	0.0%	0	14.6%	3	0.0%	0	0.0%	0	75.8%	2	0.0%	0
Once a fortnight	21.7%	18	65.6%	4	17.3%	3	0.0%	0	25.8%	5	0.0%	0	24.0%	3	0.0%	0	46.8%	4
Less often than once a fortnight, but more than once a month	40.0%	34	0.0%	0	25.8%	4	100.0%	6	53.3%	10	39.9%	6	46.4%	6	0.0%	0	21.6%	2
Less than once a month, but more than once every two months	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once every two months	14.7%	12	22.8%	1	16.3%	2	0.0%	0	0.0%	0	38.8%	6	11.8%	2	0.0%	0	11.5%	1
Less often	13.8%	12	11.6%	1	40.6%	6	0.0%	0	0.0%	0	21.3%	3	0.0%	0	0.0%	0	20.2%	2
(Don't know / varies / no pattern)	0.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	24.3%	0	0.0%	0
<i>Mean:</i>		18.81		18.77		11.59		19.00		25.80		10.55		25.04		39.00		17.55
Weighted base:		85		6		15		6		19		16		13		2		8
Sample:		40		4		8		2		5		5		8		2		6

Q19 Do you or your household ever participate in ten pin bowling?

Yes	21.5%	217	18.2%	25	24.9%	46	19.3%	33	21.7%	39	15.3%	16	22.6%	24	29.7%	17	25.6%	17
No	78.5%	790	81.8%	112	75.1%	138	80.7%	137	78.3%	141	84.7%	91	77.4%	83	70.3%	40	74.4%	48
Weighted base:		1006		137		183		170		180		107		107		57		65
Sample:		1006		137		185		177		102		101		101		102		101

Q20 Where did you or your household last go for ten pin bowling facilities?*Those who go ten pin bowling at Q19 AND Exl. Don't know*

Go Bowling Dunstable, Grove Park, Court Drive, Dunstable	44.8%	95	44.1%	11	25.0%	11	67.9%	22	3.8%	2	35.1%	5	92.9%	21	85.6%	15	55.2%	8
Hollywood Bowl, Stevenage Leisure Park, Stevenage	19.2%	41	0.0%	0	8.3%	4	5.7%	2	82.9%	32	16.5%	3	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Woodside Leisure Park, Watford	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Hollywood Bowl, Xscape Sports Village, Milton Keynes	7.8%	17	9.4%	2	7.5%	3	0.0%	0	3.6%	1	0.0%	0	7.1%	2	11.7%	2	39.5%	6
MFA Bowl, The Galaxy Centre, Bridge Street, Luton	22.9%	48	27.8%	7	59.3%	27	26.3%	8	3.8%	2	23.8%	4	0.0%	0	2.6%	0	2.7%	0
Abroad	1.1%	2	9.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.6%	2	0.0%	0	0.0%	0	0.0%	0
Leisure World, Jarman Park, Hemel Hempstead	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0
Megabowl, Aspects Leisure Park, Newnham Avenue, Bedford	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	0
Taunton, Devon	1.1%	2	9.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tenpin Northampton, Sixfields Leisure, Weedon Road, Northampton	1.1%	2	0.0%	0	0.0%	0	0.0%	0	5.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		212		25		46		32		39		16		23		17		15
Sample:		214		24		40		31		25		16		25		29		24

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06									
Mean score [Number of times a year]: More than once a week = 104, Once a week = 52, Less often than once a week, but more than once a fortnight = 39, Once a fortnight = 26, Less often than once a fortnight, but more than once a month = 19, Less than once a month, but more than once every two months = 9, Once every two months = 6, Less often = 3																		
Q21 How often do you or your household visit... (10 PIN BOWLING FACILITIES AT Q20) ?																		
<i>Those who go ten pin bowling at Q19</i>																		
More than once a week	0.4%	1	0.0%	0	0.0%	0	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a week	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	1	0.0%	0	2.4%	0
Less often than once a week, but more than once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	1.5%	3	0.0%	0	1.4%	1	0.0%	0	0.0%	0	6.0%	1	3.9%	1	2.3%	0	2.4%	0
Less often than once a fortnight, but more than once a month	6.5%	14	5.9%	1	8.7%	4	11.1%	4	7.4%	3	0.0%	0	6.6%	2	2.8%	0	0.0%	0
Less than once a month, but more than once every two months	4.5%	10	2.5%	1	0.0%	0	15.8%	5	3.1%	1	5.6%	1	3.6%	1	5.0%	1	0.0%	0
Once every two months	15.2%	33	10.0%	2	23.1%	11	17.7%	6	11.1%	4	0.0%	0	3.6%	1	39.7%	7	13.4%	2
Less often	69.2%	150	72.3%	18	65.2%	30	50.6%	17	78.4%	31	88.4%	14	78.9%	19	50.2%	9	76.3%	13
(Don't know / varies / no pattern)	2.2%	5	9.4%	2	1.6%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	1
Mean:		5.85		4.54		5.44		8.94		4.71		4.72		6.97		5.47		5.26
Weighted base:		217		25		46		33		39		16		24		17		17
Sample:		218		24		40		32		25		17		26		29		25

Q22 Do you or your household ever participate in visiting casinos

Yes	6.9%	70	5.4%	7	12.2%	22	7.9%	13	0.8%	2	5.8%	6	5.9%	6	13.9%	8	7.4%	5
No	93.1%	936	94.6%	129	87.8%	161	92.1%	156	99.2%	178	94.2%	101	94.1%	101	86.1%	49	92.6%	60
Weighted base:		1006		137		183		170		180		107		107		57		65
Sample:		1006		137		185		177		102		101		101		102		101

Q23 Where did you or your household last go for casino facilities?*Those who visit casinos at Q22 AND Exl. Don't know*

Gala, Bridge Street, Luton	26.6%	17	28.6%	2	33.9%	7	0.0%	0	100.0%	2	28.3%	1	0.0%	0	50.6%	4	32.7%	1
Gala, Midsummer Blvd, Milton Keynes	13.7%	9	31.5%	2	13.3%	3	0.0%	0	0.0%	0	57.0%	3	16.3%	1	0.0%	0	0.0%	0
Mecca, Skimpot Road, Luton	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.7%	1	0.0%	0	5.0%	0	0.0%	0
Grosvenor G Casino, Park Street West, Luton	45.1%	29	8.3%	1	52.7%	11	77.7%	10	0.0%	0	0.0%	0	83.7%	5	6.1%	0	67.3%	3
Southend	3.6%	2	31.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley's Luton International Casino, Park Street, Luton	4.6%	3	0.0%	0	0.0%	0	22.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Casino MK, Xscape, Marlborough Gate, Milton Keynes	4.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	38.3%	3	0.0%	0
Weighted base:		65		7		20		13		2		5		5		8		4
Sample:		56		5		19		10		1		3		5		8		5

Weighted:

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	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06
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Mean score [Number of times a year]: More than once a week = 104, Once a week = 52, Less often than once a week, but more than once a fortnight = 39, Once a fortnight = 26, Less often than once a fortnight, but more than once a month = 19, Less than once a month, but more than once every two months = 9, Once every two months = 6, Less often = 3

Q24 How often do you or your household visit... (CASINO FACILITIES AT Q23) ?*Those who visit casinos at Q22*

More than once a week	1.7%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.2%	0
Once a week	5.4%	4	8.3%	1	0.0%	0	23.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once a week, but more than once a fortnight	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	1.1%	1	0.0%	0	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less often than once a fortnight, but more than once a month	6.1%	4	0.0%	0	19.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less than once a month, but more than once every two months	7.4%	5	0.0%	0	3.4%	1	29.1%	4	0.0%	0	0.0%	0	0.0%	0	6.1%	0	0.0%	0
Once every two months	24.7%	17	50.5%	4	9.8%	2	18.1%	2	0.0%	0	24.1%	1	0.0%	0	81.6%	6	19.2%	1
Less often	52.3%	37	41.2%	3	61.1%	14	29.1%	4	100.0%	2	75.9%	5	85.5%	5	12.3%	1	70.6%	3
(Don't know / varies / no pattern)	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.5%	1	0.0%	0	0.0%	0
Mean:		9.92		8.57		10.64		16.92		3.00		3.72		3.00		5.82		13.88
Weighted base:		70		7		22		13		2		6		6		8		5
Sample:		62		5		22		10		1		4		6		8		6

Q25 Do you or your household ever participate in bingo?

Yes	2.8%	28	2.3%	3	0.3%	1	5.4%	9	1.6%	3	0.0%	0	4.3%	5	11.4%	7	1.9%	1
No	97.2%	978	97.7%	133	99.7%	183	94.6%	161	98.4%	177	100.0%	107	95.7%	103	88.6%	51	98.1%	64
Weighted base:		1006		137		183		170		180		107		107		57		65
Sample:		1006		137		185		177		102		101		101		102		101

Q26 Where did you or your household last go for bingo facilities?*Those who play bingo at Q25 AND Exl. Don't know*

Club 2000 Bingo, Aspects Leisure Park, Bedford	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	61.8%	1
Gala, Bridge Street, Luton	8.3%	2	33.5%	1	0.0%	0	0.0%	0	51.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mecca, Skimpot Road, Luton	64.9%	17	33.0%	1	100.0%	1	49.9%	4	48.4%	1	0.0%	0	66.0%	3	100.0%	7	38.2%	0
Kent Athletic Club, Tenby Drive, Luton	2.4%	1	33.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leagrave	2.8%	1	0.0%	0	0.0%	0	9.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewsey Park Football & Social Club, Pastures Way, Lewsey Park, Luton	6.4%	2	0.0%	0	0.0%	0	20.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandown Park	3.2%	1	0.0%	0	0.0%	0	10.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St. Joseph's Church, Gardenia Avenue, Luton	2.8%	1	0.0%	0	0.0%	0	9.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
United Services Club, High Street South, Dunstable	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.0%	2	0.0%	0	0.0%	0
Weighted base:		26		2		1		8		3		0		5		7		1
Sample:		33		3		1		9		2		0		6		10		2

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06
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Mean score [Number of times a year]: More than once a week = 104, Once a week = 52, Less often than once a week, but more than once a fortnight = 39, Once a fortnight = 26, Less often than once a fortnight, but more than once a month = 19, Less than once a month, but more than once every two months = 9, Once every two months = 6, Less often = 3

Q27 How often do you or your household visit... (BINGO FACILITIES AT Q26) ?*Those who play bingo at Q25*

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06
More than once a week	6.5%	2 0.0%	0 0.0%	0 7.8%	1 0.0%	0 0.0%	0 15.9%	1 6.0%	0 0.0%
Once a week	28.1%	8 59.7%	2 100.0%	1 40.4%	4 0.0%	0 0.0%	0 18.1%	1 13.5%	1 0.0%
Less often than once a week, but more than once a fortnight	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Once a fortnight	10.6%	3 0.0%	0 0.0%	0 18.3%	2 0.0%	0 0.0%	0 18.1%	1 0.0%	0 38.2%
Less often than once a fortnight, but more than once a month	15.4%	4 0.0%	0 0.0%	0 17.6%	2 51.6%	2 0.0%	0 0.0%	0 7.5%	0 61.8%
Less than once a month, but more than once every two months	9.1%	3 18.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 31.9%	1 7.5%	0 0.0%
Once every two months	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Less often	30.3%	9 21.5%	1 0.0%	0 15.9%	1 48.4%	1 0.0%	0 16.0%	1 65.6%	4 0.0%
(Don't know / varies / no pattern)	0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
<i>Mean:</i>	28.83	33.39	52.00	37.73	11.26	0.00	33.97	17.34	21.67
Weighted base:	28	3	1	9	3	0	5	7	1
Sample:	37	5	1	11	2	0	6	10	2

Q28 Do you or your household ever visit the theatre or other performing arts venues, including music venues?

Yes	44.0%	443 25.7%	35 34.5%	63 34.3%	58 48.7%	88 61.0%	65 62.0%	66 49.3%	28 59.3%	38
No	56.0%	563 74.3%	102 65.5%	120 65.7%	112 51.3%	92 39.0%	42 38.0%	41 50.7%	29 40.7%	26
Weighted base:	1006	137	183	170	180	107	107	57	65	
Sample:	1006	137	185	177	102	101	101	102	101	

Luton Leisure Needs Survey for WYG

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06
Q29 Where did you or your household last go for theatre / performing arts venues facilities?									
<i>Those who visit theatres / performing arts venues at Q28 AND Exl. Don't know</i>									
Abbey Theatre, Westminster Lodge, Holywell Hill, St. Albans	1.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%
Barn Theatre, Handside Lane, Welwyn Garden City	0.7%	3	0.0%	0	1.4%	1	0.0%	0	1.4%
Grove Theatre, Court Drive, Dunstable	24.0%	100	37.3%	12	17.2%	10	40.1%	22	0.0%
Leighton Buzzard Library Theatre, Leighton Buzzard	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Milton Keynes Theatre & Gallery Company, Theatre Walk, Milton Keynes	13.9%	58	1.8%	1	16.0%	9	21.9%	12	9.4%
Milton Keynes Theatre, Marlborough Gate, Buckinghamshire	4.3%	18	0.0%	0	1.3%	1	1.6%	1	7.6%
The Alban Arena, Civic Centre, St Albans	1.2%	5	0.0%	0	3.5%	2	0.0%	0	1.7%
The Chrysalis Theatre, Japonica Lane, Willen Park South, Milton Keynes	0.9%	4	2.2%	1	2.5%	1	0.0%	0	0.0%
The Gordon Craig Theatre, Stevenage Arts & Leisure Centre, Lytton Way, Stevenage	4.9%	20	0.0%	0	3.3%	2	0.0%	0	21.6%
The Hat Factory, Bute Street, Luton	0.6%	3	0.0%	0	4.5%	3	0.0%	0	0.0%
The Maltings Arts Theatre, The Maltings, St Albans	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%
The Place Bedford, Bradgate Road, Bedford	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
The Square Drama Circle, The Methodist Church, Ashton Square, Dunstable	0.5%	2	2.1%	1	0.0%	0	0.0%	0	0.0%
The Stables, Stockwell Lane, Wavendon	1.5%	6	4.5%	1	2.4%	1	0.0%	0	3.0%
Trestle, Russet Drive, St Albans	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%
Trinity Arts & Leisure, Bromham Road, Bedford	0.2%	1	0.0%	0	0.0%	0	1.3%	1	0.0%
Central London / West End Market Theatre, Sun Street, Hitchin	33.2%	138	43.7%	14	28.3%	16	25.4%	14	33.1%
The Library Theatre, Luton Central Library, St George's Square, Luton	1.4%	6	0.0%	0	0.0%	0	0.0%	0	7.0%
The Little Theatre, High Street South, Dunstable	2.0%	8	4.3%	1	10.4%	6	1.5%	1	0.0%
The Queen Mother Theatre, Walsworth Road, Hitchin	0.8%	3	0.0%	0	0.0%	0	0.0%	0	1.3%
Watford Palace Theatre, Clarendon Road, Watford	1.5%	6	0.0%	0	0.0%	0	0.0%	0	7.7%
Other	0.5%	2	2.2%	1	0.0%	0	0.0%	0	0.0%
Weighted base:	6.0%	25	1.9%	1	8.2%	5	8.1%	5	10.4%
Sample:		416		33		57		56	
		446		37		63		61	
								84	
								60	
								65	
								26	
								35	
								48	
								59	

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06									
Mean score [Number of times a year]: More than once a week = 104, Once a week = 52, Less often than once a week, but more than once a fortnight = 39, Once a fortnight = 26, Less often than once a fortnight, but more than once a month = 19, Less than once a month, but more than once every two months = 9, Once every two months = 6, Less often = 3																		
Q30 How often do you or your household visit (THEATRE / PERFORMING ARTS VENUES AT Q29) ?																		
<i>Those who visit theatres / performing arts venues at Q28</i>																		
More than once a week	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Once a week	0.3%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0
Less often than once a week, but more than once a fortnight	0.3%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	1.2%	6	1.7%	1	1.0%	1	0.0%	0	1.4%	1	2.7%	2	1.3%	1	0.0%	0	1.2%	0
Less often than once a fortnight, but more than once a month	5.5%	25	8.8%	3	1.2%	1	2.5%	1	4.7%	4	5.2%	3	13.2%	9	2.8%	1	5.5%	2
Less than once a month, but more than once every two months	4.0%	18	0.0%	0	4.5%	3	2.5%	1	6.0%	5	2.4%	2	8.4%	6	0.0%	0	2.5%	1
Once every two months	15.7%	69	22.6%	8	7.6%	5	17.3%	10	13.0%	11	22.0%	14	16.4%	11	22.7%	6	9.4%	4
Less often	71.4%	316	66.9%	23	83.6%	53	70.0%	41	75.0%	66	65.1%	43	59.4%	39	71.7%	20	80.4%	31
(Don't know / varies / no pattern)	1.4%	6	0.0%	0	1.0%	1	5.3%	3	0.0%	0	1.4%	1	1.3%	1	1.4%	0	1.0%	0
<i>Mean:</i>		5.33		5.49		4.50		5.05		4.81		6.52		6.45		4.85		4.61
Weighted base:		443		35		63		58		88		65		66		28		38
Sample:		476		40		70		64		55		64		68		52		63

Q31 Do you or your household ever visit museums / galleries ?

Yes	39.3%	395	38.4%	52	37.2%	68	27.0%	46	47.1%	85	58.4%	63	34.3%	37	31.5%	18	41.0%	27
No	60.7%	611	61.6%	84	62.8%	115	73.0%	124	52.9%	95	41.6%	45	65.7%	70	68.5%	39	59.0%	38
Weighted base:		1006		137		183		170		180		107		107		57		65
Sample:		1006		137		185		177		102		101		101		102		101

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06									
Q32 Where did you or your household last go to a museum / gallery ?																		
<i>Those who visit museums / galleries at Q31 AND Exl. Don't know</i>																		
Bedford Museum, Castle Lane, Bedford	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.7%	1		
Milton Keynes Museum, McConnell Drive, Wolverton, Milton Keynes	0.7%	2	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.3%	1	3.0%	0	2.4%	0
Museum of St Albans, Hatfield Road, St Albans	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Stockwood Discovery Centre, Stockwood Park, London Road, Luton	10.7%	38	27.7%	14	13.5%	8	17.4%	7	0.0%	0	4.0%	2	12.4%	4	3.5%	0	7.0%	1
The Higgins Bedford, Castle Lane, Bedford	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	4.1%	1
Verulamium Museum, Saint Michael's Street, St Albans	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Wardown Park Museum, Old Bedford Road, Luton	7.6%	27	14.4%	7	16.8%	10	19.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	1
Abroad	0.5%	2	1.5%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	0	0.0%	0
British Museum, Great Russell Street, Bloomsbury, West London	5.4%	19	2.9%	1	7.4%	5	2.1%	1	3.9%	3	7.2%	4	2.3%	1	18.1%	2	8.7%	2
Central London	21.3%	74	21.5%	11	18.7%	12	30.0%	13	20.8%	15	26.4%	15	12.5%	4	16.9%	2	13.7%	3
Hitchin Museum & Art Gallery, Paynes Park, Hitchin	1.0%	4	0.0%	0	0.0%	0	0.0%	0	4.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Imperial War Museum, Lambeth Road, Southwark, East London	2.0%	7	0.0%	0	3.4%	2	0.0%	0	1.6%	1	4.1%	2	2.9%	1	0.0%	0	2.0%	0
Natural History Museum at Tring, Walter Rothschild Building, Akeman Street, Tring	1.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	4.9%	2	9.2%	1	3.9%	1
Natural History Museum, Cromwell Road, South Kensington, London	19.8%	69	20.7%	10	16.7%	10	16.4%	7	31.9%	23	14.3%	8	17.2%	6	12.4%	2	15.7%	3
Natural History Museum, The Walter Rothschild Building, Akeman Street, Tring	0.6%	2	0.0%	0	1.2%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	0
Science Museum, Exhibition Road, South Kensington, London	5.3%	19	4.2%	2	9.0%	6	1.7%	1	4.8%	3	0.0%	0	17.9%	6	3.6%	0	2.5%	0
Tate Modern, Bankside, London	4.6%	16	4.8%	2	2.3%	1	0.0%	0	7.8%	6	6.2%	4	7.2%	2	6.3%	1	0.0%	0
The National Gallery, Trafalgar Square, London	2.0%	7	0.0%	0	0.0%	0	0.0%	0	5.7%	4	2.9%	2	2.8%	1	0.0%	0	2.0%	0
The National Portrait Gallery, St. Martin's Place, Central London	3.6%	13	1.2%	1	1.0%	1	0.0%	0	2.1%	2	12.9%	8	4.6%	1	2.9%	0	2.0%	0
Victoria and Albert Museum, Cromwell Road, Kensington	4.6%	16	1.2%	1	5.4%	3	0.0%	0	3.5%	3	9.1%	5	2.3%	1	6.3%	1	13.2%	3
Other	7.1%	25	0.0%	0	3.7%	2	8.8%	4	13.2%	10	2.9%	2	10.5%	3	14.2%	2	11.7%	2
Weighted base:		350		49		62		43		73		58		32		13		20
Sample:		358		47		64		45		44		58		37		29		34

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06
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Mean score [Number of times a year]: More than once a week = 104, Once a week = 52, Less often than once a week, but more than once a fortnight = 39, Once a fortnight = 26, Less often than once a fortnight, but more than once a month = 19, Less than once a month, but more than once every two months = 9, Once every two months = 6, Less often = 3

Q33 How often do you or your household visit... (MUSEUM / GALLERY AT Q32) ?*Those who visit museums / galleries at Q31*

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06
More than once a week	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Once a week	0.3%	1	0.0%	0	1.1%	1	0.0%	0	1.5%
Less often than once a week, but more than once a fortnight	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%
Once a fortnight	1.5%	6	7.6%	4	1.0%	1	0.0%	0	2.2%
Less often than once a fortnight, but more than once a month	4.8%	19	0.0%	0	9.4%	6	2.0%	1	13.5%
Less than once a month, but more than once every two months	3.1%	12	2.7%	1	0.0%	0	11.8%	5	2.8%
Once every two months	9.6%	38	8.1%	4	10.2%	7	4.8%	2	6.0%
Less often	77.1%	305	80.1%	42	71.7%	49	81.4%	37	83.3%
(Don't know / varies / no pattern)	3.1%	12	1.5%	1	6.6%	4	0.0%	0	3.2%
<i>Mean:</i>	<i>5.10</i>	<i>5.18</i>	<i>5.76</i>	<i>4.17</i>	<i>4.42</i>	<i>6.56</i>	<i>3.78</i>	<i>4.18</i>	<i>6.17</i>
Weighted base:	395	52	68	46	85	63	37	18	27
Sample:	406	52	71	49	50	63	41	37	43

Q34 Do you or your household ever go running / cycling or other outdoor activities?

Yes	39.2%	395	34.5%	47	34.3%	63	23.9%	41	49.5%	89	50.7%	54	47.4%	51	24.9%	14	55.3%	36
No	60.8%	611	65.5%	89	65.7%	120	76.1%	129	50.5%	91	49.3%	53	52.6%	56	75.1%	43	44.7%	29
Weighted base:	1006	137	183	170	180	107	107	57	65									
Sample:	1006	137	185	177	102	101	101	102	101									

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06							
Q35 Where did you or your household last go running / cycling or another outdoor activity?																
<i>Those who do outdoor activities at Q34 AND Exl. Don't know</i>																
Abroad	0.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	0	0.0%	0
Ampthill Town Centre	0.4%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	0
Ashridge	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	2	0.0%	0
Barton-le-Clay	2.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.3%	8
Bedford Town Centre	1.7%	6	1.6%	1	0.0%	0	0.0%	0	7.6%	5	0.0%	0	0.0%	0	0.0%	0
Bramingham, North Luton	0.5%	1	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bury Park, Luton	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bushmead, Luton	1.5%	5	3.1%	1	4.0%	2	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caddington	1.5%	5	6.0%	3	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable Downs, Dunstable Road, Whipsnade	1.9%	6	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	10.9%	5	0.0%	0
Dunstable Road, Luton	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dunstable Town Centre	10.5%	34	11.0%	5	2.9%	1	16.6%	6	0.0%	0	0.0%	0	43.7%	20	15.3%	2
Eaton Bray	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	3	0.0%	0
Flitwick Town Centre	2.7%	9	5.2%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.6%	6
Harlington Village	0.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	2
Harpenden Town Centre	8.2%	27	1.4%	1	0.0%	0	0.0%	0	0.0%	0	57.6%	26	0.0%	0	0.0%	0
Hemel Hempstead	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1
Henlow Village Centre	1.3%	4	0.0%	0	0.0%	0	0.0%	0	6.7%	4	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	6.5%	21	0.0%	0	0.0%	0	0.0%	0	33.0%	21	0.0%	0	0.0%	0	0.0%	0
Houghton Regis	1.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.2%	5
Leagrave	0.7%	2	0.0%	0	1.5%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lewsey Farm, Luton	0.5%	2	0.0%	0	0.0%	0	4.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lilley	0.7%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1
Luton outskirts	0.4%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	7.8%	25	28.4%	13	6.7%	3	21.2%	7	1.9%	1	0.0%	0	2.0%	1	0.0%	0
Markyate	1.7%	6	1.4%	1	0.0%	0	0.0%	0	0.0%	0	10.9%	5	0.0%	0	0.0%	0
Milton Keynes Town Centre	0.7%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	3.5%	0
North Luton	1.5%	5	2.6%	1	2.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	5.5%	2
Shefford	2.1%	7	0.0%	0	0.0%	0	0.0%	0	10.6%	7	0.0%	0	0.0%	0	0.0%	0
South Beds Golf Club, Warden Hill Road, Luton	0.6%	2	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0
South Luton	0.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Stockwood	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockwood Park, London Road, Luton	1.8%	6	3.0%	1	7.1%	4	0.0%	0	0.0%	0	0.0%	0	6.9%	1	0.0%	0
Stopsley	1.0%	3	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundown Park, Luton	1.9%	6	0.0%	0	5.1%	3	10.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Toddington	0.7%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0
Warden Hills, Luton	2.8%	9	3.1%	1	4.6%	2	15.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wardown Park, Luton	3.0%	10	6.6%	3	13.6%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wheathampstead	1.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.4%	3	0.0%	0	0.0%	0
Other	26.3%	86	17.0%	8	28.2%	14	10.1%	4	40.2%	26	21.9%	10	31.2%	14	10.0%	1
Weighted base:		325		45		49		35		64		45		46		13
Sample:		309		42		51		32		38		38		43		25

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06									
Mean score [Number of times a year]: More than once a week = 104, Once a week = 52, Less often than once a week, but more than once a fortnight = 39, Once a fortnight = 26, Less often than once a fortnight, but more than once a month = 19, Less than once a month, but more than once every two months = 9, Once every two months = 6, Less often = 3																		
Q36 How often do you or your household visit...(RUNNING / CYLCING / OUTDOOR ACTIVITY LOCATION MENTIONED AT Q35) ?																		
<i>Those who do outdoor activities at Q34</i>																		
More than once a week	44.2%	174	51.8%	24	43.9%	28	44.9%	18	39.0%	35	45.3%	25	45.2%	23	36.6%	5	46.4%	17
Once a week	22.7%	90	21.7%	10	22.6%	14	22.9%	9	26.1%	23	25.9%	14	8.2%	4	24.9%	4	31.0%	11
Less often than once a week, but more than once a fortnight	1.8%	7	0.0%	0	4.0%	3	5.7%	2	1.7%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0
Once a fortnight	9.1%	36	5.6%	3	4.4%	3	1.8%	1	14.5%	13	8.1%	4	13.7%	7	12.3%	2	10.3%	4
Less often than once a fortnight, but more than once a month	4.6%	18	1.6%	1	1.0%	1	1.8%	1	5.5%	5	7.5%	4	9.9%	5	6.6%	1	3.2%	1
Less than once a month, but more than once every two months	1.6%	6	7.1%	3	1.0%	1	0.0%	0	0.0%	0	2.9%	2	1.8%	1	0.0%	0	0.0%	0
Once every two months	3.0%	12	1.6%	1	6.0%	4	0.0%	0	1.7%	2	7.2%	4	1.5%	1	3.3%	0	1.4%	0
Less often	10.8%	43	10.7%	5	16.1%	10	22.9%	9	7.2%	6	1.6%	1	13.4%	7	13.1%	2	6.4%	2
(Don't know / varies / no pattern)	2.2%	9	0.0%	0	1.0%	1	0.0%	0	4.4%	4	0.0%	0	6.3%	3	3.2%	0	1.4%	0
Mean:		63.75	67.94	61.88	62.29	62.64	65.44	61.24	57.87	68.87								
Weighted base:		395	47	63	41	89	54	51	14	36								
Sample:		367	46	64	37	50	45	46	27	52								

Q37 Which leisure facilities would you like to see more of in and around Luton ? [MR]

Bars / pubs	1.0%	10	0.0%	0	1.4%	3	0.9%	1	0.0%	0	1.4%	1	2.3%	2	0.0%	0	2.5%	2
Bingo	0.1%	1	0.0%	0	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bowling alley (ten pin)	1.0%	10	1.0%	1	2.2%	4	1.7%	3	0.0%	0	0.9%	1	0.0%	0	0.7%	0	1.2%	1
Casino	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	3	0.0%	0	0.0%	0	0.0%	0
Cinema	2.5%	25	1.0%	1	0.4%	1	4.8%	8	0.0%	0	8.8%	9	4.0%	4	0.8%	0	1.4%	1
Extreme sports	1.1%	11	2.7%	4	0.4%	1	0.4%	1	2.1%	4	1.6%	2	0.0%	0	0.0%	0	0.0%	0
Health & Fitness (Gym)	4.7%	48	9.1%	12	6.6%	12	3.8%	6	1.5%	3	4.3%	5	3.7%	4	3.1%	2	5.5%	4
Hotels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ice rink	2.8%	29	2.3%	3	3.6%	7	2.4%	4	2.2%	4	4.7%	5	3.3%	4	2.3%	1	1.3%	1
Karting	0.7%	7	0.0%	0	0.8%	1	1.6%	3	0.0%	0	0.9%	1	0.0%	0	0.0%	0	2.7%	2
Paintballing	0.4%	4	0.0%	0	0.8%	1	1.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Restaurants	1.5%	15	1.7%	2	2.6%	5	0.9%	1	0.0%	0	0.0%	0	6.2%	7	0.0%	0	0.0%	0
Swimming pool	6.1%	61	10.7%	15	7.2%	13	7.7%	13	4.0%	7	4.0%	4	4.5%	5	1.5%	1	4.5%	3
Tennis / badminton facilities	1.7%	17	1.7%	2	4.0%	7	1.9%	3	0.0%	0	1.5%	2	0.0%	0	0.0%	0	4.9%	3
Things for your people to do	3.1%	31	4.2%	6	5.3%	10	5.1%	9	0.0%	0	0.8%	1	2.2%	2	1.7%	1	4.1%	3
Theatre	1.2%	12	1.2%	2	3.0%	5	0.0%	0	0.7%	1	0.7%	1	1.6%	2	1.5%	1	0.0%	0
Leisure centre	0.5%	5	1.0%	1	0.8%	1	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1
Football pitches	2.3%	23	2.8%	4	2.4%	4	0.4%	1	3.7%	7	0.9%	1	3.0%	3	0.0%	0	4.6%	3
Cycle paths	1.7%	17	1.0%	1	2.9%	5	1.5%	3	0.0%	0	2.3%	2	4.7%	5	0.0%	0	1.2%	1
Female only facilities	0.7%	7	2.0%	3	1.7%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	0
Parks / open spaces	1.1%	11	0.0%	0	2.4%	4	0.4%	1	2.0%	4	0.9%	1	0.0%	0	0.7%	0	1.5%	1
Roller skating venue	0.3%	3	0.0%	0	0.0%	0	0.5%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	1.4%	1
Other	0.8%	8	0.0%	0	1.2%	2	1.4%	2	1.4%	3	0.0%	0	0.0%	0	0.7%	0	0.8%	0
(None)	58.7%	590	52.1%	71	49.3%	90	56.1%	95	68.2%	123	62.3%	67	57.3%	61	83.6%	48	53.2%	34
(Don't know)	10.2%	103	11.5%	16	4.8%	9	11.2%	19	16.5%	30	5.4%	6	13.4%	14	3.4%	2	12.3%	8
Weighted base:		1006	137	183	170	180	107	107	57	65								
Sample:		1006	137	185	177	102	101	101	102	101								

Q38 If there were to be more bars / pubs, where would you like to see these located ?

<i>Those who said 'Pubs / bars' at Q37 AND Exl. Don't know</i>																		
Eaton Bray	9.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	30.4%	1	0.0%	0	0.0%	0
Harpenden Town Centre	18.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
Leagrave	9.2%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	53.4%	4	0.0%	0	100.0%	3	0.0%	0	0.0%	0	0.0%	0	69.6%	2	0.0%	0	0.0%	0
Sundown Park, Luton	9.2%	1	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		8	0	3	1	0	1	2	0	0								
Sample:		6	0	1	2	0	1	2	0	1								

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06
Q39 If there were to be more bingo facilities, where would you like to see these located ?									
<i>Those who said 'Bingo' at Q37 AND Exl. Don't know</i>									
Other	100.0%	1 0.0%	0 100.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Weighted base:	1	0	1	0	0	0	0	0	0
Sample:	1	0	1	0	0	0	0	0	0

Q40 If there were to be more bowling alleys, where would you like to see these located ?*Those who said 'Bowling' at Q37 AND Exl. Don't know*

Dunstable Town Centre	35.8%	3 0.0%	0 0.0%	0 100.0%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Flitwick Town Centre	9.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 100.0%	1 0.0%
Houghton Regis	5.1%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 100.1%	0 0.0%	0 0.0%
Luton Airport	11.7%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 100.0%	1 0.0%	0 0.0%	0 0.0%
Luton Town Centre	10.0%	1 0.0%	0 50.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Other	27.8%	2 100.0%	1 50.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Weighted base:	8	1	2	3	0	1	0	0	1
Sample:	7	1	2	1	0	1	0	1	1

Q42 If there were to be more cinemas, where would you like to see these located ?*Those who said 'Cinemas' at Q37 AND Exl. Don't know*

Dunstable Road, Luton	3.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 34.2%	1 0.0%	0 0.0%
Dunstable Town Centre	7.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 65.8%	1 0.0%	0 0.0%
Flitwick Town Centre	1.9%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 44.7%	0 0.0%
Harpenden Town Centre	30.1%	6 0.0%	0 0.0%	0 0.0%	0 0.0%	0 65.4%	6 0.0%	0 0.0%	0 0.0%
Luton - out of town	14.6%	3 0.0%	0 0.0%	0 45.8%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Luton Airport	4.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 9.8%	1 0.0%	0 0.0%	0 0.0%
Luton Town Centre	10.7%	2 0.0%	0 0.0%	0 26.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 55.3%
North Luton	12.4%	3 100.0%	1 0.0%	0 28.3%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
South Luton	3.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 8.3%	1 0.0%	0 0.0%	0 0.0%
The Galaxy, Bridge Street, Luton	7.6%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 16.5%	2 0.0%	0 0.0%	0 0.0%
Other	3.6%	1 0.0%	0 100.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Weighted base:	20	1	1	7	0	9	2	0	1
Sample:	21	1	1	4	0	11	2	0	2

Q43 If there were to be more extreme sports facilities, where would you like to see these located ?*Those who said 'Extreme sports' at Q37 AND Exl. Don't know*

Bedford Town Centre	10.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 46.0%	1 0.0%	0 0.0%	0 0.0%
Hemel Hempstead	12.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 54.0%	1 0.0%	0 0.0%	0 0.0%
Luton Town Centre	48.7%	4 100.0%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Shefford	19.6%	2 0.0%	0 0.0%	0 0.0%	0 100.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%
Sundown Park, Luton	9.6%	1 0.0%	0 0.0%	0 100.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Weighted base:	8	4	0	1	2	2	0	0	0
Sample:	6	2	0	1	1	2	0	0	0

Q44 If there were to be more health and fitness facilities (gyms), where would you like to see these located ?*Those who said 'Health & fitness' at Q37 AND Exl. Don't know*

Barton-le-Clay	1.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 11.2%	0 0.0%
Biscot Road, New Town, Luton	1.8%	1 0.0%	0 6.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Bramingham, North Luton	1.8%	1 0.0%	0 0.0%	0 13.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Dunstable Town Centre	9.0%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 100.0%	3 22.2%	0 0.0%
Flitwick Town Centre	6.6%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 25.3%	0 62.8%
Harpenden Town Centre	7.0%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 75.4%	3 0.0%	0 0.0%	0 0.0%
Henlow Village Centre	3.3%	1 0.0%	0 0.0%	0 0.0%	0 100.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Houghton Regis	2.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 52.6%	1 0.0%
Leagrave	8.3%	3 24.9%	3 0.0%	0 13.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Luton Airport	2.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 24.6%	1 0.0%	0 0.0%	0 0.0%
Luton Town Centre	42.2%	17 69.3%	7 61.3%	7 57.1%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Stopsley	1.8%	1 0.0%	0 6.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Warden Hills, Luton	2.3%	1 0.0%	0 0.0%	0 16.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Other	10.4%	4 5.8%	1 25.1%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 25.9%
Weighted base:	40	11	11	6	1	4	3	2	4
Sample:	36	9	7	6	1	4	1	4	4

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	
Q46 If there were to be more ice rinks, where would you like to see these located ?										
<i>Those who said 'Ice rinks' at Q37 AND Exl. Don't know</i>										
Hemel Hempstead	15.3%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hitchin Town Centre	5.2%	1	0.0%	0	0.0%	0	35.1%	1	0.0%	0
Luton - out of town	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton outskirts	7.7%	2	0.0%	0	0.0%	0	20.8%	1	29.8%	1
Luton Town Centre	48.9%	13	100.0%	3	67.6%	5	38.5%	2	0.0%	0
Marsh Farm, Luton	5.4%	1	0.0%	0	21.5%	1	0.0%	0	0.0%	0
Stockwood Park, London Road, Luton	2.7%	1	0.0%	0	11.0%	1	0.0%	0	0.0%	0
Wardown Park, Luton	6.3%	2	0.0%	0	0.0%	0	40.7%	2	0.0%	0
Other	5.2%	1	0.0%	0	0.0%	0	35.1%	1	0.0%	0
Weighted base:		27		3		7		4		4
Sample:		23		2		6		4		3

Q47 If there were to be more karting facilities, where would you like to see these located ?*Those who said 'Karting' at Q37 AND Exl. Don't know*

Flitwick Town Centre	37.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2
Luton Town Centre	31.5%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundown Park, Luton	30.7%	1	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		5		0		1		1		0		0		0		2
Sample:		3		0		1		1		0		0		0		1

Q48 If there were to be more paint balling facilities, where would you like to see these located ?*Those who said 'Paintballing' at Q37 AND Exl. Don't know*

Houghton Regis	36.0%	1	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wardown Park, Luton	42.4%	2	0.0%	0	0.0%	0	66.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	21.6%	1	0.0%	0	0.0%	0	33.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		4		0		1		3		0		0		0		0
Sample:		3		0		1		2		0		0		0		0

Q49 If there were to be more restaurants, where would you like to see these located ?*Those who said 'Restaurants' at Q37 AND Exl. Don't know*

Dunstable Town Centre	33.4%	5	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	61.6%	4	0.0%	0	0.0%	0
Lilley	4.3%	1	0.0%	0	15.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Airport	16.1%	2	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	46.2%	7	0.0%	0	84.5%	3	50.0%	1	0.0%	0	0.0%	0	38.4%	3	0.0%	0	0.0%	0
Weighted base:		14		2		4		1		0		0		7		0		0
Sample:		10		1		3		2		0		0		4		0		0

Weighted:

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	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06								
Q50 If there were to be more swimming pools, where would you like to see these located ?																	
<i>Those who said 'Swimming pools' at Q37 AND Exl. Don't know</i>																	
Amphill Town Centre	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.6%	1	
Barton-le-Clay	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	37.6%	1	
Bath Road, Luton	8.5%	4	18.2%	2	17.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Biscot Road, New Town, Luton	2.9%	1	0.0%	0	12.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Bury Park, Luton	2.7%	1	11.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Challney, Luton	4.8%	2	19.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dunstable Town Centre	9.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	5	0.0%	0	0.0%	0	
Harlington Village	1.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0	0.0%	0	
Harpenden Town Centre	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.6%	1	0.0%	0	0.0%	0	
Henlow Village Centre	2.6%	1	0.0%	0	0.0%	0	0.0%	0	23.1%	1	0.0%	0	0.0%	0	0.0%	0	
Luton - out of town	2.3%	1	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Luton near hospital	2.7%	1	0.0%	0	0.0%	0	13.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Luton Town Centre	24.4%	12	20.1%	3	47.4%	6	32.0%	3	0.0%	0	32.6%	1	0.0%	0	0.0%	0	
North Luton	1.4%	1	0.0%	0	0.0%	0	6.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Shefford	5.9%	3	0.0%	0	0.0%	0	0.0%	0	51.3%	3	0.0%	0	0.0%	0	0.0%	0	
South Luton	1.3%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stockwood Discovery Centre, Stockwood Park, London Road, Luton	1.5%	1	5.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stockwood Park, London Road, Luton	2.7%	1	0.0%	0	0.0%	0	13.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stopsley	2.9%	1	0.0%	0	12.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sundown Park, Luton	5.8%	3	0.0%	0	0.0%	0	27.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wardown Park, Luton	2.3%	1	0.0%	0	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Welwyn Garden City	2.9%	2	0.0%	0	0.0%	0	0.0%	0	25.6%	2	0.0%	0	0.0%	0	0.0%	0	
Wheatthampstead	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.8%	1	0.0%	0	0.0%	0	
Other	5.3%	3	11.0%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	24.7%	0	
Weighted base:		51		13		12		11		6		3		5		0	2
Sample:		50		12		14		10		4		3		3		1	3

Q51 If there were to be more (LEISURE FACILITY /ACTIVITY MENTIONED AT Q37), where would you like to see these located ?*Those who said 'Tennis / badminton facilities' at Q37 AND Exl. Don't know*

Flitwick Town Centre	3.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	34.3%	0	
Harpenden Town Centre	5.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	
Luton near hospital	11.7%	2	0.0%	0	0.0%	0	55.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Luton Town Centre	52.8%	8	100.0%	2	70.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.9%	0	
North Luton	9.4%	1	0.0%	0	0.0%	0	44.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stockwood Park, London Road, Luton	9.6%	1	0.0%	0	19.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	8.0%	1	0.0%	0	10.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.9%	0	
Weighted base:		15		2		7		3		0		1		0		0	1
Sample:		12		1		4		3		0		1		0		0	3

Q51 If there were to be more (LEISURE FACILITY /ACTIVITY MENTIONED AT Q37), where would you like to see these located ?*Those who said 'Things for your people to do' at Q37 AND Exl. Don't know*

Challney, Luton	3.4%	1	0.0%	0	0.0%	0	9.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dunstable Road, Luton	2.9%	1	16.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Dunstable Town Centre	5.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	
Flitwick Town Centre	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	43.3%	1	
Harpenden Town Centre	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.1%	1	0.0%	0	0.0%	0	
Lewsey Farm, Luton	5.5%	1	0.0%	0	0.0%	0	16.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Luton - out of town	2.5%	1	0.0%	0	8.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Luton Town Centre	35.6%	9	43.5%	2	45.7%	3	37.9%	3	0.0%	0	0.0%	0	0.0%	0	21.6%	0	
Marsh Farm, Luton	3.5%	1	0.0%	0	0.0%	0	10.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
South Luton	2.8%	1	15.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stockwood	4.6%	1	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Stopsley	2.5%	1	0.0%	0	8.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Sundown Park, Luton	8.4%	2	0.0%	0	10.3%	1	16.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Wardown Park, Luton	3.3%	1	0.0%	0	0.0%	0	9.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Other	12.3%	3	0.0%	0	26.5%	2	0.0%	0	0.0%	0	0.0%	0	100.1%	0	35.1%	1	
Weighted base:		25		5		7		9		0		1		1		0	2
Sample:		27		5		7		8		0		1		1		1	4

Weighted:

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	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06
Q51 If there were to be more (LEISURE FACILITY /ACTIVITY MENTIONED AT Q37), where would you like to see these located ? <i>Those who said 'Theatre' at Q37 AND Exl. Don't know</i>									
Dunstable Road, Luton	7.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 44.1%	1 0.0%	0 0.0%
Hitchin Town Centre	12.1%	1 0.0%	0 0.0%	0 0.0%	0 100.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%
Luton - out of town	4.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 46.0%	0 0.0%
Luton Town Centre	66.9%	7 100.0%	2 100.0%	4 0.0%	0 0.0%	0 0.0%	0 0.0%	0 54.1%	0 0.0%
Other	9.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 55.9%	1 0.0%	0 0.0%
Weighted base:	10	2	4	0	1	0	2	1	0
Sample:	13	3	5	0	1	0	2	2	0

Q51 If there were to be more (LEISURE FACILITY /ACTIVITY MENTIONED AT Q37), where would you like to see these located ?*Those who said 'Leisure centre' at Q37 AND Exl. Don't know*

Biscot Road, New Town, Luton	13.8%	1 0.0%	0 48.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Dunstable Town Centre	26.4%	1 100.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Flitwick Town Centre	17.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 100.0%
Shefford	28.2%	2 0.0%	0 0.0%	0 0.0%	0 100.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%
Other	14.4%	1 0.0%	0 51.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Weighted base:	5	1	1	0	2	0	0	0	1
Sample:	5	1	2	0	1	0	0	0	1

Q51 If there were to be more (LEISURE FACILITY /ACTIVITY MENTIONED AT Q37), where would you like to see these located ?*Those who said 'Football pitches' at Q37 AND Exl. Don't know*

Dunstable Town Centre	20.9%	4 0.0%	0 0.0%	0 99.9%	1 0.0%	0 0.0%	0 100.0%	3 0.0%	0 0.0%
Harpenden Town Centre	5.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 100.0%	1 0.0%	0 0.0%
Luton - out of town	12.6%	2 0.0%	0 100.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Luton Town Centre	7.8%	1 38.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
North Luton	4.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 60.8%
Shefford	7.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 21.3%	1 0.0%	0 0.0%	0 0.0%
Wardown Park, Luton	12.3%	2 61.2%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Other	29.9%	6 0.0%	0 0.0%	0 0.0%	0 0.0%	0 78.7%	5 0.0%	0 0.0%	0 39.1%
Weighted base:	19	4	2	1	7	1	3	0	1
Sample:	11	3	1	1	2	1	1	0	2

Q51 If there were to be more (LEISURE FACILITY /ACTIVITY MENTIONED AT Q37), where would you like to see these located ?*Those who said 'Cycle paths' at Q37 AND Exl. Don't know*

Bedford Town Centre	8.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 100.0%	1
Dunstable Town Centre	18.4%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 49.3%	2 0.0%	0 0.0%
Harpenden Town Centre	10.4%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 54.0%	1 0.0%	0 0.0%	0 0.0%
Markyate	8.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 46.0%	1 0.0%	0 0.0%	0 0.0%
South Luton	8.1%	1 99.9%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Stockwood Park, London Road, Luton	8.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 22.4%	1 0.0%	0 0.0%
Stopsley	17.1%	2 0.0%	0 100.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Sundown Park, Luton	9.7%	1 0.0%	0 0.0%	0 100.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Other	10.6%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 28.3%	1 0.0%	0 0.0%
Weighted base:	9	1	2	1	0	2	3	0	1
Sample:	11	1	2	1	0	2	4	0	1

Q51 If there were to be more (LEISURE FACILITY /ACTIVITY MENTIONED AT Q37), where would you like to see these located ?*Those who said 'Female only facilities' at Q37 AND Exl. Don't know*

Leagrave	28.6%	1 0.0%	0 0.0%	0 100.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Luton Town Centre	71.4%	2 100.0%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Weighted base:	3	2	0	1	0	0	0	0	0
Sample:	3	2	0	1	0	0	0	0	0

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06									
Q51 If there were to be more (LEISURE FACILITY /ACTIVITY MENTIONED AT Q37), where would you like to see these located ?																		
<i>Those who said 'Parks / open spaces' at Q37 AND Exl. Don't know</i>																		
Hitchin Town Centre	14.3%	1	0.0%	0	0.0%	0	0.0%	0	38.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Houghton Regis	4.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.1%	0	0.0%	0
Luton - out of town	6.4%	1	0.0%	0	14.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	31.7%	3	0.0%	0	71.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shefford	23.2%	2	0.0%	0	0.0%	0	0.0%	0	61.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans Town Centre	9.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0
Stopsley	6.3%	1	0.0%	0	14.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wardown Park, Luton	4.7%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0
Weighted base:		10		0		4		0		4		1		0		0		0
Sample:		9		0		4		0		2		1		0		1		1

Q51 If there were to be more (LEISURE FACILITY /ACTIVITY MENTIONED AT Q37), where would you like to see these located ?*Those who said 'Roller skating venue' at Q37 AND Exl. Don't know*

Dunstable Town Centre	22.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	46.0%	1	0.0%	0	0.0%	0
Luton Town Centre	52.3%	2	0.0%	0	0.0%	0	100.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1
Other	25.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	54.0%	1	0.0%	0	0.0%	0
Weighted base:		3		0		0		1		0		0		2		0		1
Sample:		4		0		0		1		0		0		2		0		1

Q51 If there were to be more (LEISURE FACILITY /ACTIVITY MENTIONED AT Q37), where would you like to see these located ?*Those who said 'Other' at Q37 AND Exl. Don't know*

Dunstable Town Centre	5.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.1%	0	0.0%	0
Hitchin Town Centre	16.6%	1	0.0%	0	0.0%	0	0.0%	0	46.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Luton Town Centre	7.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	0
Stockwood	12.1%	1	0.0%	0	0.0%	0	36.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stockwood Park, London Road, Luton	10.3%	1	0.0%	0	53.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sundown Park, Luton	20.7%	1	0.0%	0	0.0%	0	63.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	27.7%	2	0.0%	0	46.1%	1	0.0%	0	53.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		7		0		1		2		3		0		0		0		0
Sample:		9		0		2		3		2		0		0		1		1

Mean score: Very Good = 4, Good = 3, Average = 2, Poor = 1

Q52 How would you rate the current level of leisure facilities in and around Luton ? [PR]

Very Good	14.8%	149	15.9%	22	18.8%	34	12.1%	21	12.3%	22	17.0%	18	15.8%	17	14.7%	8	10.2%	7
Good	35.5%	357	30.3%	41	38.9%	71	39.4%	67	25.8%	46	34.0%	36	49.1%	53	32.6%	19	36.7%	24
Average	24.0%	241	27.0%	37	27.6%	51	28.4%	48	14.2%	25	23.1%	25	14.7%	16	30.2%	17	33.8%	22
Poor	7.3%	74	10.5%	14	7.9%	14	7.0%	12	6.4%	12	4.0%	4	9.1%	10	5.7%	3	6.8%	4
(Don't know)	18.4%	185	16.3%	22	6.9%	13	13.1%	22	41.4%	75	21.9%	23	11.3%	12	16.8%	10	12.6%	8
Mean:		2.71		2.62		2.74		2.65		2.75		2.82		2.81		2.68		2.58
Weighted base:		1006		137		183		170		180		107		107		57		65
Sample:		1006		137		185		177		102		101		101		102		101

Luton Leisure Needs Survey

for WYG

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06									
Mean score [£]:																		
Q53 How much do you or your household currently spend on leisure facilities in a typical week?																		
Nothing	19.0%	191	31.0%	42	19.1%	35	32.1%	54	10.1%	18	9.4%	10	8.4%	9	23.6%	14	13.7%	9
£1 - £5	7.0%	70	5.0%	7	10.9%	20	8.0%	14	5.8%	10	3.9%	4	8.7%	9	5.4%	3	4.6%	3
£6 - £10	16.0%	161	18.1%	25	14.7%	27	9.3%	16	22.8%	41	16.6%	18	17.6%	19	14.4%	8	11.8%	8
£11 - £15	4.6%	46	2.9%	4	4.2%	8	6.6%	11	1.5%	3	3.3%	4	5.8%	6	6.7%	4	10.9%	7
£16 - £20	8.3%	83	4.4%	6	9.2%	17	8.3%	14	9.2%	16	9.1%	10	6.8%	7	11.7%	7	9.5%	6
£21 - £25	3.8%	39	0.5%	1	7.4%	14	1.9%	3	5.1%	9	3.9%	4	1.6%	2	3.9%	2	5.4%	4
£26 - £30	5.0%	50	3.8%	5	4.5%	8	4.2%	7	5.2%	9	3.1%	3	3.8%	4	11.0%	6	10.4%	7
£31 - £35	0.8%	8	0.0%	0	1.3%	2	0.4%	1	0.8%	2	0.8%	1	0.0%	0	0.0%	0	3.3%	2
£36 - £40	3.1%	32	2.9%	4	4.1%	7	1.9%	3	3.9%	7	2.3%	2	5.1%	6	0.7%	0	2.3%	1
£41 - £45	0.7%	7	1.7%	2	1.3%	2	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
£46 - £50	5.4%	54	6.2%	9	3.0%	5	2.1%	4	8.0%	14	8.5%	9	8.3%	9	3.0%	2	3.9%	3
£51 - £55	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	1.5%	15	1.0%	1	0.4%	1	1.8%	3	1.9%	3	3.9%	4	1.3%	1	1.6%	1	0.0%	0
£61 - £65	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£66 - £70	0.4%	4	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.9%	1	1.3%	1	0.0%	0	0.0%	0
£71 - £75	0.6%	6	0.0%	0	0.0%	0	0.0%	0	1.3%	2	0.9%	1	2.4%	3	0.8%	0	0.0%	0
£76 - £80	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	2.7%	27	2.7%	4	2.6%	5	0.9%	1	4.3%	8	3.7%	4	2.2%	2	2.4%	1	3.1%	2
£101 - £120	0.2%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	1.2%	12	3.4%	5	0.4%	1	0.5%	1	0.0%	0	0.9%	1	4.6%	5	0.0%	0	0.0%	0
£161 - £180	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
£181 - £200	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	0
£201 - £250	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£250+	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0
(Don't know)	17.8%	179	16.2%	22	16.5%	30	20.9%	35	9.9%	18	28.2%	30	20.5%	22	14.3%	8	19.5%	13
Mean:	24.84		21.56		18.75		13.96		37.78		28.24		33.67		17.86		24.79	
Weighted base:	1006		137		183		170		180		107		107		57		65	
Sample:	1006		137		185		177		102		101		101		102		101	

Luton Leisure Needs Survey for WYG

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06									
Mean score [£]:																		
Q54 How much would you or your household be prepared to spend on leisure facilities in a typical week?																		
Nothing	10.0%	101	18.1%	25	8.9%	16	15.7%	27	7.1%	13	4.6%	5	3.1%	3	14.8%	8	5.9%	4
£1 - £5	6.1%	61	9.5%	13	5.6%	10	8.0%	14	2.9%	5	4.6%	5	8.9%	9	6.0%	3	2.0%	1
£6 - £10	12.0%	121	11.4%	16	11.7%	22	10.9%	18	12.8%	23	8.9%	10	15.3%	16	15.6%	9	11.7%	8
£11 - £15	6.0%	60	6.4%	9	7.2%	13	7.2%	12	0.8%	1	3.9%	4	9.0%	10	9.5%	5	8.6%	6
£16 - £20	12.3%	124	9.6%	13	16.5%	30	14.7%	25	12.1%	22	9.9%	11	10.4%	11	7.9%	4	11.1%	7
£21 - £25	4.9%	49	3.3%	5	4.8%	9	4.9%	8	3.0%	5	10.6%	11	1.6%	2	6.5%	4	7.6%	5
£26 - £30	7.0%	70	5.3%	7	6.7%	12	9.6%	16	6.7%	12	4.5%	5	5.1%	5	10.0%	6	9.5%	6
£31 - £35	0.6%	7	0.5%	1	0.7%	1	0.0%	0	0.8%	2	0.0%	0	0.0%	0	0.7%	0	4.1%	3
£36 - £40	2.8%	28	2.8%	4	2.5%	5	1.6%	3	3.5%	6	0.7%	1	5.1%	5	1.5%	1	5.2%	3
£41 - £45	0.5%	5	0.0%	0	1.5%	3	0.0%	0	0.8%	1	0.7%	1	0.0%	0	0.0%	0	0.0%	0
£46 - £50	7.3%	74	3.9%	5	7.1%	13	4.2%	7	11.2%	20	9.5%	10	9.8%	11	4.6%	3	7.3%	5
£51 - £55	0.5%	5	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£56 - £60	0.5%	5	0.5%	1	0.0%	0	0.9%	1	0.7%	1	0.9%	1	0.0%	0	0.9%	0	0.0%	0
£61 - £65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.6%	0
£66 - £70	0.6%	6	0.0%	0	0.6%	1	1.1%	2	0.0%	0	0.9%	1	1.3%	1	0.7%	0	0.0%	0
£71 - £75	0.9%	9	0.5%	1	0.0%	0	0.0%	0	1.3%	2	3.2%	3	2.4%	3	0.0%	0	0.0%	0
£76 - £80	1.1%	11	1.0%	1	2.2%	4	0.0%	0	0.8%	1	3.0%	3	0.0%	0	1.4%	1	0.0%	0
£81 - £85	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£86 - £90	0.3%	3	0.0%	0	0.0%	0	1.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£91 - £95	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£96 - £100	2.8%	29	4.3%	6	2.2%	4	0.4%	1	4.6%	8	5.4%	6	2.3%	2	0.7%	0	1.5%	1
£101 - £120	0.2%	2	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.9%	1	0.7%	1	0.0%	0	0.0%	0
£121 - £140	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£141 - £160	1.2%	12	4.0%	5	0.8%	2	1.0%	2	0.7%	1	0.0%	0	0.7%	1	0.0%	0	2.5%	2
£161 - £180	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£181 - £200	1.0%	11	1.7%	2	0.4%	1	0.0%	0	0.8%	1	0.9%	1	3.9%	4	0.9%	0	0.8%	0
£201 - £250	0.6%	6	0.0%	0	0.0%	0	0.0%	0	2.9%	5	0.0%	0	0.7%	1	0.0%	0	0.0%	0
£250+	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.7%	3	0.0%	0	1.3%	1	0.0%	0	0.7%	0
(Don't know)	20.2%	203	16.9%	23	20.1%	37	18.2%	31	22.0%	40	26.9%	29	18.3%	20	18.4%	11	21.1%	14
<i>Mean:</i>		32.85		30.49		26.72		20.82		47.73		36.84		43.90		20.95		33.34
Weighted base:		1006		137		183		170		180		107		107		57		65
Sample:		1006		137		185		177		102		101		101		102		101

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06									
Q55 What would make you or your household use leisure facilities more / more often ? [MR]																		
Cheaper admission fees	14.8%	149	11.3%	15	19.9%	36	11.8%	20	17.3%	31	12.9%	14	14.1%	15	14.5%	8	12.9%	8
Better transport	3.6%	36	3.3%	4	5.6%	10	3.7%	6	2.8%	5	2.3%	2	3.6%	4	2.9%	2	3.8%	2
More publicity / promotion	1.9%	20	5.0%	7	1.2%	2	0.9%	2	0.0%	0	1.7%	2	0.0%	0	3.4%	2	7.8%	5
More local facilities	10.2%	102	7.9%	11	11.8%	22	8.9%	15	15.4%	28	7.1%	8	4.6%	5	4.8%	3	18.0%	12
Revised opening hours	2.2%	23	0.5%	1	5.5%	10	2.9%	5	0.0%	0	1.6%	2	1.6%	2	0.8%	0	4.6%	3
Disabled access	0.6%	6	0.4%	1	1.0%	2	1.3%	2	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0
Crèche / childcare	0.4%	5	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.7%	0
Reduced parking fees	2.1%	22	0.9%	1	4.1%	7	1.7%	3	0.0%	0	0.0%	0	1.3%	1	10.1%	6	4.4%	3
More family activities	3.4%	34	7.1%	10	7.3%	13	3.8%	7	0.0%	0	0.0%	0	0.0%	0	0.8%	0	6.1%	4
Improve the range of activities	7.3%	73	17.8%	24	5.9%	11	6.7%	11	3.6%	7	3.1%	3	3.2%	3	7.9%	5	13.5%	9
Improve building maintenance	2.0%	20	0.0%	0	2.0%	4	0.8%	1	0.0%	0	2.6%	3	10.0%	11	0.0%	0	1.9%	1
Improve the quality of the services	4.3%	43	10.2%	14	2.9%	5	3.9%	7	3.7%	7	1.5%	2	3.2%	3	1.6%	1	7.3%	5
More time	6.3%	64	5.9%	8	6.3%	12	4.9%	8	7.6%	14	8.9%	10	10.3%	11	0.0%	0	2.2%	1
Other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces	1.8%	18	2.3%	3	0.0%	0	0.0%	0	3.2%	6	2.4%	3	1.6%	2	5.3%	3	3.1%	2
Cleaner facilities	1.3%	13	0.0%	0	0.0%	0	0.0%	0	4.2%	8	2.8%	3	1.6%	2	0.0%	0	0.8%	0
Easier to get to	0.6%	6	0.8%	1	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Having more money	0.4%	4	0.0%	0	0.7%	1	0.4%	1	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More for younger people to do	1.3%	14	0.5%	1	2.0%	4	2.4%	4	2.5%	5	0.0%	0	0.0%	0	0.8%	0	0.0%	0
More for older people to do	0.5%	5	1.3%	2	0.4%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.7%	0	0.8%	0
If I was fitter / in better health	0.5%	5	0.4%	1	0.0%	0	1.4%	2	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.6%	0
Female only facilities	0.5%	5	1.0%	1	1.7%	3	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More open spaces / parks	0.2%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.7%	1	0.0%	0	0.0%	0
Better policing / safety	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less overcrowding	0.1%	1	0.0%	0	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(None)	43.8%	441	35.9%	49	35.8%	66	52.8%	90	42.7%	77	52.3%	56	44.3%	47	59.5%	34	33.9%	22
(Don't know)	5.5%	55	8.4%	11	7.1%	13	4.0%	7	5.2%	9	4.5%	5	6.1%	7	0.7%	0	4.0%	3
Weighted base:		1006		137		183		170		180		107		107		57		65
Sample:		1006		137		185		177		102		101		101		102		101
GEN Gender of respondent:																		
Male	49.7%	500	53.8%	73	47.9%	88	46.0%	78	55.0%	99	43.0%	46	48.6%	52	51.3%	29	52.7%	34
Female	50.3%	506	46.2%	63	52.1%	95	54.0%	92	45.0%	81	57.0%	61	51.4%	55	48.7%	28	47.3%	31
Weighted base:		1006		137		183		170		180		107		107		57		65
Sample:		1006		137		185		177		102		101		101		102		101
AGE Age of respondent:																		
18 - 24 years	14.6%	147	15.0%	20	22.7%	42	5.4%	9	16.8%	30	12.1%	13	14.9%	16	5.8%	3	20.6%	13
25 - 34 years	17.1%	172	29.7%	41	18.2%	33	15.9%	27	10.7%	19	10.6%	11	14.4%	15	24.5%	14	16.0%	10
35 - 44 years	18.6%	187	15.3%	21	17.4%	32	17.1%	29	26.0%	47	18.1%	19	15.2%	16	9.5%	5	27.0%	17
45 - 54 years	17.1%	172	13.6%	19	12.3%	23	17.8%	30	23.7%	43	22.1%	24	13.6%	15	12.2%	7	19.2%	12
55 - 64 years	14.0%	141	12.2%	17	11.6%	21	13.6%	23	7.6%	14	19.6%	21	19.7%	21	33.4%	19	7.3%	5
65+	18.7%	188	14.2%	19	17.6%	32	30.1%	51	15.3%	28	17.5%	19	22.2%	24	14.6%	8	9.8%	6
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1006		137		183		170		180		107		107		57		65
Sample:		1006		137		185		177		102		101		101		102		101
ADU How many adults, including yourself, live in your household (16 years and above)?																		
One	13.4%	135	14.6%	20	13.8%	25	17.8%	30	11.2%	20	14.2%	15	10.5%	11	11.3%	6	10.2%	7
Two	48.4%	487	46.8%	64	38.8%	71	45.0%	76	56.4%	102	51.5%	55	48.5%	52	63.4%	36	47.2%	31
Three	21.2%	213	19.2%	26	23.6%	43	20.8%	35	20.1%	36	22.1%	24	21.8%	23	14.6%	8	25.4%	16
Four	10.4%	104	9.2%	13	14.3%	26	9.6%	16	8.6%	16	7.8%	8	12.9%	14	6.0%	3	12.6%	8
Five	3.0%	30	3.9%	5	5.1%	9	2.2%	4	1.6%	3	0.7%	1	4.7%	5	1.7%	1	4.0%	3
Six or more	0.6%	6	0.8%	1	2.1%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	0	0.0%	0
(Refused)	3.0%	30	5.6%	8	2.4%	4	4.6%	8	2.1%	4	3.6%	4	0.7%	1	2.2%	1	0.8%	0
Weighted base:		1006		137		183		170		180		107		107		57		65
Sample:		1006		137		185		177		102		101		101		102		101

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06									
CHI How many children live in your household, aged 15 years and under?																		
None	64.4%	648	62.6%	85	69.6%	128	64.5%	110	52.2%	94	70.6%	76	72.3%	78	67.3%	39	60.7%	39
One	13.3%	134	10.4%	14	10.2%	19	13.4%	23	20.7%	37	13.0%	14	11.4%	12	13.7%	8	10.9%	7
Two	13.4%	135	14.2%	19	11.3%	21	10.1%	17	17.1%	31	11.2%	12	14.3%	15	12.5%	7	19.1%	12
Three	4.5%	45	5.9%	8	4.5%	8	2.4%	4	7.8%	14	1.4%	1	1.3%	1	4.3%	2	8.5%	6
Four	1.3%	13	0.0%	0	3.7%	7	3.0%	5	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Five	0.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Six or more	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.8%	28	6.1%	8	0.8%	1	5.4%	9	2.1%	4	2.9%	3	0.7%	1	2.2%	1	0.8%	0
Weighted base:		1006		137		183		170		180		107		107		57		65
Sample:		1006		137		185		177		102		101		101		102		101

CAR How many cars does your household own or have the use of?

None	7.1%	71	14.2%	19	9.2%	17	8.3%	14	3.3%	6	3.8%	4	4.3%	5	6.9%	4	3.2%	2
One	34.3%	345	43.2%	59	41.0%	75	45.5%	77	28.6%	52	23.6%	25	26.3%	28	30.5%	17	17.9%	12
Two	37.7%	379	29.2%	40	33.0%	60	34.0%	58	44.0%	79	46.3%	50	35.3%	38	42.7%	24	45.9%	30
Three or more	16.8%	169	7.3%	10	15.6%	29	7.6%	13	19.4%	35	18.5%	20	33.4%	36	16.9%	10	26.7%	17
(Refused)	4.1%	41	6.1%	8	1.1%	2	4.6%	8	4.6%	8	7.8%	8	0.7%	1	3.0%	2	6.3%	4
Weighted base:		1006		137		183		170		180		107		107		57		65
Sample:		1006		137		185		177		102		101		101		102		101

ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be? [PR]

British	71.4%	719	45.4%	62	59.5%	109	54.8%	93	91.2%	164	87.4%	94	86.2%	92	76.7%	44	93.1%	60
Irish	1.3%	13	2.8%	4	2.2%	4	1.5%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Other white	1.4%	14	1.0%	1	3.6%	7	0.4%	1	0.0%	0	2.2%	2	0.7%	1	3.1%	2	0.6%	0
White & Black Caribbean	1.0%	10	0.9%	1	1.4%	3	1.9%	3	0.0%	0	0.0%	0	0.0%	0	4.5%	3	0.0%	0
White & Black African	0.5%	5	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.7%	1	0.8%	0	0.0%	0
White & Asian	1.6%	16	3.5%	5	1.1%	2	2.4%	4	2.5%	5	0.0%	0	0.0%	0	0.9%	0	0.0%	0
Other Mixed background	1.2%	12	3.7%	5	0.0%	0	1.7%	3	1.3%	2	1.5%	2	0.0%	0	0.8%	0	0.0%	0
Indian	4.1%	41	4.5%	6	7.8%	14	7.2%	12	2.1%	4	1.5%	2	2.9%	3	0.8%	0	0.0%	0
Pakistani	5.3%	54	17.4%	24	6.2%	11	8.9%	15	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
Bangladeshi	3.3%	33	9.5%	13	8.7%	16	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other Asian	2.9%	29	4.9%	7	3.7%	7	5.6%	10	0.0%	0	1.4%	2	3.2%	3	0.8%	0	0.6%	0
Caribbean	1.5%	15	1.9%	3	1.4%	3	4.0%	7	0.0%	0	0.0%	0	0.7%	1	3.4%	2	0.0%	0
African	0.9%	9	0.0%	0	1.2%	2	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Other Black Background	0.5%	6	0.6%	1	0.0%	0	0.5%	1	0.0%	0	0.7%	1	0.0%	0	5.3%	3	0.0%	0
Chinese	1.0%	10	0.0%	0	2.2%	4	1.9%	3	0.0%	0	0.0%	0	2.4%	3	0.8%	0	0.0%	0
Gypsy / traveller	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Any other	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	2.1%	21	3.3%	4	1.1%	2	3.6%	6	2.1%	4	2.2%	2	0.0%	0	2.2%	1	2.1%	1
Weighted base:		1006		137		183		170		180		107		107		57		65
Sample:		1006		137		185		177		102		101		101		102		101

QUOTA Zone:

Zone 1A	13.6%	137	100.0%	137	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 1B	18.2%	183	0.0%	0	100.0%	183	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 1C	16.9%	170	0.0%	0	0.0%	0	100.0%	170	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 02	17.9%	180	0.0%	0	0.0%	0	0.0%	0	100.0%	180	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone 03	10.7%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	107	0.0%	0	0.0%	0	0.0%	0
Zone 04	10.7%	107	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	107	0.0%	0	0.0%	0
Zone 05	5.7%	57	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	57	0.0%	0
Zone 06	6.4%	65	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	65
Weighted base:		1006		137		183		170		180		107		107		57		65
Sample:		1006		137		185		177		102		101		101		102		101

Luton Leisure Needs Survey for WYG

Weighted:

February 2015

	Total	Zone 1A	Zone 1B	Zone 1C	Zone 02	Zone 03	Zone 04	Zone 05	Zone 06	
PC Postcode sector:										
AL3 7	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL3 8	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL4 8	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL5 1	1.6%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL5 2	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL5 3	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL5 4	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
AL5 5	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
LU1 1	1.6%	16	12.0%	16	0.0%	0	0.0%	0	0.0%	0
LU1 3	2.1%	21	15.7%	21	0.0%	0	0.0%	0	0.0%	0
LU1 4	2.8%	29	20.9%	29	0.0%	0	0.0%	0	0.0%	0
LU1 5	1.9%	19	13.8%	19	0.0%	0	0.0%	0	0.0%	0
LU2 0	1.9%	19	0.0%	0	10.5%	19	0.0%	0	0.0%	0
LU2 7	4.9%	50	0.0%	0	27.1%	50	0.0%	0	0.0%	0
LU2 8	3.8%	38	0.0%	0	21.0%	38	0.0%	0	0.0%	0
LU2 9	2.9%	29	0.0%	0	15.9%	29	0.0%	0	0.0%	0
LU3 1	4.6%	47	0.0%	0	25.5%	47	0.0%	0	0.0%	0
LU3 2	3.4%	34	0.0%	0	0.0%	0	20.2%	34	0.0%	0
LU3 3	3.5%	35	0.0%	0	0.0%	0	20.5%	35	0.0%	0
LU3 4	1.2%	12	0.0%	0	0.0%	0	6.9%	12	0.0%	0
LU4 0	4.5%	46	0.0%	0	0.0%	0	26.9%	46	0.0%	0
LU4 8	5.1%	51	37.6%	51	0.0%	0	0.0%	0	0.0%	0
LU4 9	4.3%	43	0.0%	0	0.0%	0	25.6%	43	0.0%	0
LU5 4	2.5%	25	0.0%	0	0.0%	0	0.0%	0	23.3%	25
LU5 5	3.9%	39	0.0%	0	0.0%	0	0.0%	0	0.0%	68.9%
LU5 6	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	31.1%
LU6 1	2.0%	20	0.0%	0	0.0%	0	0.0%	0	19.0%	20
LU6 2	2.2%	22	0.0%	0	0.0%	0	0.0%	0	20.8%	22
LU6 3	3.9%	40	0.0%	0	0.0%	0	0.0%	0	37.0%	40
MK45 1	2.8%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	42.8%
MK45 4	2.7%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	42.3%
MK45 5	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	14.9%
SG15 6	3.0%	31	0.0%	0	0.0%	0	17.0%	31	0.0%	0
SG16 6	2.1%	21	0.0%	0	0.0%	0	11.9%	21	0.0%	0
SG17 5	4.7%	48	0.0%	0	0.0%	0	26.4%	48	0.0%	0
SG4 0	1.1%	11	0.0%	0	0.0%	0	6.1%	11	0.0%	0
SG4 7	1.2%	12	0.0%	0	0.0%	0	6.6%	12	0.0%	0
SG4 8	1.3%	13	0.0%	0	0.0%	0	7.1%	13	0.0%	0
SG4 9	1.4%	14	0.0%	0	0.0%	0	7.6%	14	0.0%	0
SG5 1	1.0%	10	0.0%	0	0.0%	0	5.7%	10	0.0%	0
SG5 2	1.1%	11	0.0%	0	0.0%	0	5.9%	11	0.0%	0
SG5 3	1.0%	10	0.0%	0	0.0%	0	5.7%	10	0.0%	0
Weighted base:	1006	137	183	170	180	107	107	57	65	
Sample:	1006	137	185	177	102	101	101	102	101	



Appendix 3 – Statistical Tables

Table 1A: Population

Zone	2015	2020	2025	2030	2031
Zone 1A	62,809	66,182	69,322	71,893	72,371
Zone 1B	83,714	88,100	92,087	95,389	96,007
Zone 1C	78,857	82,972	86,709	89,820	90,396
Zone 2	77,909	82,183	86,393	89,842	90,474
Zone 3	47,593	49,608	51,744	53,400	53,705
Zone 4	46,981	49,842	52,601	54,789	55,177
Zone 5	26,114	27,623	29,098	30,265	30,474
Zone 6	28,634	30,486	32,291	33,711	33,973
Total	452,611	476,996	500,245	519,109	522,577

Notes

Zone 1A: LU11, LU15, LU14, LU13

Zone 1B: LU29, LU20, LU28, LU27

Zone 1C: LU32, LU34, LU40, LU49, LU33

Zone 2: SG17 5, SG16 6, SG53, SG51, SG40, SG49, SG52, SG48

Zone 3: AL48, AL51, AL52, AL54, AL55, AL37, AL53, AL38

Zone 4: LU62, LU61, LU63

Zone 5: LU55, LU56

Zone 6: MK45 1, MK45 5, MK45 4

Population figures supplied by ORS based on 10 year migration trend accounting for OAN

Table 1B Leisure Expenditure

	Expenditure per capita (£)								Total Expenditure (£m)								Study Area Total
	Zones								Zones								
	1A	1B	1C	2	3	4	5	6	1A	1B	1C	2	3	4	5	6	
Accommodation services																	
2015	74.8	90.4	78.0	138.2	173.6	122.7	95.6	155.9	4.7	7.6	6.1	10.8	8.3	5.8	2.5	4.5	50.2
2020	79.8	96.5	83.2	147.5	185.2	130.8	102.0	166.3	5.3	8.5	6.9	12.1	9.2	6.5	2.8	5.1	56.4
2025	85.2	102.9	88.7	157.3	197.5	139.6	108.8	177.4	5.9	9.5	7.7	13.6	10.2	7.3	3.2	5.7	63.1
2030	90.8	109.8	94.6	167.8	210.7	148.9	116.1	189.2	6.5	10.5	8.5	15.1	11.3	8.2	3.5	6.4	69.9
2031	92.0	111.2	95.9	170.0	213.4	150.8	117.6	191.7	6.7	10.7	8.7	15.4	11.5	8.3	3.6	6.5	71.3
Growth 2015-2031																	21.1
Cultural services (cinemas, theatres, concerts etc.)																	
2015	184.0	239.1	242.2	313.9	355.5	304.6	276.5	342.0	11.6	20.0	19.1	24.5	16.9	14.3	7.2	9.8	123.4
2020	196.3	255.0	258.3	334.8	379.2	324.9	294.9	364.8	13.0	22.5	21.4	27.5	18.8	16.2	8.1	11.1	138.7
2025	209.3	269.3	275.6	357.2	404.5	346.5	314.6	389.1	14.5	23.9	23.9	30.9	20.9	18.2	9.2	12.6	149.4
2030	223.3	290.2	294.0	381.0	431.5	369.7	335.6	415.1	16.1	27.7	26.4	34.2	23.0	20.3	10.2	14.0	171.8
2031	226.2	294.0	297.8	386.0	437.1	374.5	340.0	420.5	16.4	28.2	26.9	34.9	23.5	20.7	10.4	14.3	175.2
Growth 2015-2031																	51.8
Games of chance (bingo etc)																	
2015	93.5	121.6	137.2	146.6	129.9	151.8	149.7	147.6	5.9	10.2	10.8	11.4	6.2	7.1	3.9	4.2	59.7
2020	99.8	129.7	146.4	156.3	138.6	161.9	159.7	157.4	6.6	11.4	12.1	12.8	6.9	8.1	4.4	4.8	67.2
2025	106.4	138.4	156.1	166.8	147.8	172.7	170.3	167.9	7.4	12.7	13.5	14.4	7.6	9.1	5.0	5.4	75.2
2030	123.3	147.6	166.5	177.9	157.7	184.2	181.7	179.2	16.1	14.1	15.0	15.4	8.4	10.1	5.5	6.0	90.5
2031	126.2	149.5	168.7	180.2	159.8	186.6	184.0	181.5	16.4	14.4	15.2	16.2	8.6	10.3	5.6	6.2	92.8
Growth 2015-2031																	33.1
Hairdressing and personal grooming																	
2015	47.8	47.8	66.5	107.1	133.0	99.8	83.2	120.6	3.0	4.0	5.2	8.3	6.3	4.7	2.2	3.5	37.2
2020	51.0	51.0	71.0	114.2	141.9	106.4	88.7	128.6	3.4	4.5	5.9	9.4	7.0	5.3	2.5	3.9	41.9
2025	54.4	54.4	75.7	121.8	151.4	113.5	94.6	137.2	3.8	5.0	6.6	10.5	7.8	6.0	2.8	4.4	46.9
2030	58.0	58.0	80.7	129.9	161.5	121.1	100.9	146.4	4.2	5.5	7.3	11.7	8.6	6.6	3.1	4.9	51.9
2031	58.8	58.8	81.8	131.6	163.6	122.7	102.2	148.3	4.3	5.6	7.4	11.9	8.8	6.8	3.1	5.0	52.9
Growth 2015-2031																	15.7
Recreation and sporting activities																	
2015	58.2	58.2	74.8	136.2	182.9	121.6	96.7	147.6	3.7	4.9	5.9	10.6	8.7	5.7	2.5	4.2	46.2
2020	62.1	62.1	79.8	145.2	195.1	129.7	103.1	157.4	4.1	5.5	6.6	11.9	9.7	6.5	2.8	4.8	51.9
2025	66.2	66.2	75.7	154.9	208.2	138.4	110.0	167.9	4.6	6.1	6.6	13.4	10.8	7.3	3.2	5.4	57.3
2030	70.7	70.7	80.7	165.3	222.0	147.6	117.3	179.2	5.1	6.7	7.3	14.8	11.9	8.1	3.6	6.0	63.5
2031	71.6	71.6	81.8	167.4	224.9	149.5	118.9	181.5	5.2	6.9	7.4	15.1	12.1	8.3	3.6	6.2	64.7
Growth 2015-2031																	18.5
Restaurants and cafes																	
2015	654.8	654.8	74.8	1114.3	1310.7	1069.6	937.6	1215.1	41.1	54.8	5.9	86.8	62.4	50.2	24.5	34.8	360.6
2020	698.5	698.5	79.8	1188.6	1398.2	1140.9	1000.1	1296.2	46.2	61.5	6.6	97.7	69.4	56.9	27.6	39.5	405.4
2025	745.1	745.1	85.2	1267.9	1491.4	1217.0	1066.8	1382.6	51.7	68.6	7.4	109.5	77.2	64.0	31.0	44.6	454.1
2030	794.8	794.8	90.8	1352.5	1590.9	1298.2	1138.0	1474.9	57.1	75.8	8.2	121.5	85.0	71.1	34.4	49.7	502.9
2031	805.2	805.2	92.0	1370.1	1611.6	1315.1	1152.8	1494.0	58.3	77.3	8.3	124.0	86.6	72.6	35.1	50.8	512.8
Growth 2015-2031																	152.3

Notes:

Per Capita expenditure taken from Experian G3 Micromarketer (2011 data), grown forward in accordance with growth rates set out at Figure 1a (leisure) of Retail Planner Briefing Note 12.1 (Oct 2014)
Total expenditure calculated using pop figures set out in Table 1

Table 2: Population and Expenditure - Cinema

Zone	Population					Per Capita Expenditure (£)				
	2015	2020	2025	2030	2031	2015	2020	2025	2030	2031
Zone 1A	62,809	66,182	69,322	71,893	72,371	11.4	12.2	13.0	13.9	14.1
Zone 1B	83,714	88,100	92,087	95,389	96,007	12.5	13.3	14.2	15.1	15.3
Zone 1C	78,857	82,972	86,709	89,820	90,396	11.4	12.2	13.0	13.9	14.1
Zone 2	77,909	82,183	86,393	89,842	90,474	16.6	17.7	18.9	20.2	20.4
Zone 3	47,593	49,608	51,744	53,400	53,705	22.7	24.2	25.8	27.5	27.9
Zone 4	46,981	49,842	52,601	54,789	55,177	15.6	16.6	17.7	18.9	19.2
Zone 5	26,114	27,623	29,098	30,265	30,474	13.5	14.4	15.4	16.4	16.6
Zone 6	28,634	30,486	32,291	33,711	33,973	17.7	18.8	20.1	21.4	21.7
Total	452,611	476,996	500,245	519,109	522,577					

Notes

Zone 1A: LU11, LU15, LU14, LU13

Zone 1B: LU29, LU20, LU28, LU27

Zone 1C: LU32, LU34, LU40, LU49, LU33

Zone 2: SG17 5, SG16 6, SG53, SG51, SG40, SG49, SG52, SG48

Zone 3: AL48, AL51, AL52, AL54, AL55, AL37, AL53, AL38

Zone 4: LU62, LU61, LU63

Zone 5: LU55, LU56

Zone 6: MK45 1, MK45 5, MK45 4

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2015 (base date), 2020, 2025 and 2030 and 2031 to cover future plan period

c. Per Capita for cinema (Within Cultural services) expenditure from Experian G3 Micromarketer (2011 data), grown forward in accordance with Figure 1a (leisure growth rates per capita) of Retail Planner Briefing Note 12.1 (Oct 2014)

2012 prices

Table 3: Total Available Expenditure - Cinema

Zone	Total Expenditure (£m)					Exp Growth (£m)			
	2015	2020	2025	2030	2031	2015-20	2015-25	2015-30	2015-31
Zone 1A	0.7	0.8	0.9	1.0	1.0	0.1	0.2	0.3	0.3
Zone 1B	1.0	1.2	1.3	1.4	1.5	0.1	0.3	0.4	0.4
Zone 1C	0.9	1.0	1.1	1.2	1.3	0.1	0.2	0.3	0.4
Zone 2	1.3	1.5	1.6	1.8	1.9	0.2	0.3	0.5	0.6
Zone 3	1.1	1.2	1.3	1.5	1.5	0.1	0.3	0.4	0.4
Zone 4	0.7	0.8	0.9	1.0	1.1	0.1	0.2	0.3	0.3
Zone 5	0.4	0.4	0.4	0.5	0.5	0.0	0.1	0.1	0.2
Zone 6	0.5	0.6	0.6	0.7	0.7	0.1	0.1	0.2	0.2
Total	7	7	8	9	9	1	2	3	3

Notes

Zone 1A: LU11, LU15, LU14, LU13

Zone 1B: LU29, LU20, LU28, LU27

Zone 1C: LU32, LU34, LU40, LU49, LU33

Zone 2: SG17 5, SG16 6, SG53, SG51, SG40, SG49, SG52, SG48

Zone 3: AL48, AL51, AL52, AL54, AL55, AL37, AL53, AL38

Zone 4: LU62, LU61, LU63

Zone 5: LU55, LU56

Zone 6: MK45 1, MK45 5, MK45 4

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2015 (base date), 2020, 2025 and 2030 and 2031 to cover future plan period

c. Per Capita for cinema (Within Cultural services) expenditure from Experian G3 Micromarketer (2011 data),

grown forward in accordance with Figure 1a (leisure growth rates per capita) of Retail Planner Briefing Note 12.1 (Oct 2014)

2012 prices

Table 4: Leisure Patterns - Cinema

Destination	Total Cinema %	Zone 1A %	Zone 1B %	Zone 1C %	Zone 2 %	Zone 3 %	Zone 4 %	Zone 5 %	Zone 6 %
Study Area									
Luton									
Cineworld, The Galaxy, Bridge Street, Luton	43	72	83	82	2	11	26	36	33
The Hat Factory, Bute Street, Luton	1	0	1	0	0	4	0	0	0
Luton sub Total	43	72	84	82	2	15	26	36	33
Dunstable									
Grove Theatre, Court Drive, Dunstable	4	3	0	0	0	0	28	12	0
Harpenden									
Harpenden Public Hall, Southdown Road, Harpenden	0	0	0	0	0	1	0	0	0
Study Area Sub Total	47	75	84	82	2	16	54	48	33
Outside Study Area									
Broadway Cinema, Eastcheap, Letchworth Garden City	7	0	1	1	28	0	0	0	0
Cineworld, Newnham Avenue, Bedford	5	4	0	2	13	1	0	0	22
Cineworld, Stevenage Leisure Park, Kings Way, Stevenage	15	0	8	1	57	1	0	0	2
Odeon, The Point, Midsummer Blvd, Milton Keynes	1	0	0	3	0	5	0	2	3
Cineworld, Xscape, Marlborough Gate, Milton Keynes	11	8	4	4	0	0	37	47	38
Empire, Jarman Park, Hemel Hempstead	4	7	0	1	0	20	6	0	0
Garden City Cinema, The Campus, Welwyn Garden City	0	0	0	0	0	1	0	0	0
Campus West Cinema, The Campus, Welwyn Garden City	0	0	0	0	0	1	0	0	0
Leighton Buzzard Library Theatre, Leighton Buzzard	0	0	0	0	0	0	0	0	0
Odeon, The Galleria, Comet Way, Hatfield	6	0	0	3	0	43	1	0	0
The Alban Arena, Civic Centre, St Albans	0	0	0	0	0	2	0	0	0
The Odyssey, London Road, St Albans	1	0	0	0	0	4	0	0	0
Northampton	0	0	0	1	0	0	0	0	0
Norwich City Centre	0	0	0	0	0	1	0	0	0
Odeon, The Boardwalk, Port Way, Port Solent	0	0	2	0	0	0	0	0	0
The Rex, High Street, Berkhamsted	0	0	0	0	0	0	1	2	0
Vue Cinemas, West 12 Shopping Centre, Shepherd's Bush Green, Westfield, London	0	4	0	0	0	0	0	0	0
Vue Cinemas, Woodside Leisure Park, North Orbital Road, Watford	1	1	0	0	0	3	1	0	0
FACT, Wood Street, Liverpool	0	0	0	0	0	0	0	0	2
Abroad	0	1	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0
Dont know	0	0	0	0	0	0	0	0	0
Outside Study Area Sub Total	53	25	16	18	98	84	46	52	67
Total	100	100	100	100	100	100	100	100	100

Notes:

Market shares ' derived directly from Luton Leisure (2015) for cinema (Question 2)

Excludes 'don't know/ can't remember'

Table 5: Capacity for Additional Cinemas

Year	Study Area Population	Participation Rate (%)	Cinema going Population	Luton market share (%)	Luton cinema Population	Cinema visits per person (p/a)	Attendance (visits) existing Luton market share	Attendance (visits) Cinema going Pop	Visits required to support cinema	Screens supported existing market share	Screens supported Theoretical Capacity
	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]
2015	452,611	58.48	264,687	43.4	114,795	2.7	309,946	714,655	47,426	7	15
2020	476,996	58.48	278,947	43.4	120,979	2.7	326,644	753,158	47,426	7	16
2025	500,245	58.48	292,543	43.4	126,876	2.7	342,565	789,867	47,426	7	17
2030	519,109	58.48	303,575	43.4	131,660	2.7	355,483	819,652	47,426	7	17
2031	522,577	58.48	305,603	43.4	132,540	2.7	357,858	825,128	47,426	8	17

Notes

[1] taken from table 1A

[2] derived from h/h survey question 1

[3] = [1]/[2]

[4] derived from table 4

[5] = [3]/[4]

[6] derived from Mintel (2012)

[7] = [5]x[6]

[8] = [3]x[6]

[9] = Dodona Research

[10] = [7]/[9]

[11] = [8]/[9]

Population supplied by ORS

Participation rates and markets shares derived from Luton Leisure Household Survey (Feb 2015)

Cinema market share taken from total within Study Area

Cinema visits per person based on the 2012 admissions (172m) identified by Mintel (2012) divided by UK population (63.7m) (ONS National Population Projections 2012-based Statistical Bulletin) at mid 2012

Number of visitors which support a cinema screen during 2010 (Mintel Cinema Market - June 2011) comparable to Dodona Research (2009) which estimates that 2.7 cinema trips per person at 2009

Currently 12 cinema screens Cineworld, Bridge St and The Hat Factory, Bute Street, Luton

Cinema Exhibitors Association found that 3,651 screens in UK (2,985 multiplex) shows that admission per screen at 2012 was 47,426 which steadily declined from 49,050 admissions per screen in 2005 (Dodona Research; Film Council RSU analysis)

Table 6: Theatre/Concert Hall

Zone	Population					Per Capita Expenditure (£m)				
	2015	2020	2025	2030	2031	2015	2020	2025	2030	2031
Zone 1A	62,809	66,182	69,322	71,893	72,371	19.7	21.1	22.5	24.0	24.3
Zone 1B	83,714	88,100	92,087	95,389	96,007	23.9	25.5	27.2	29.0	29.4
Zone 1C	78,857	82,972	86,709	89,820	90,396	21.8	23.3	24.8	26.5	26.8
Zone 2	77,909	82,183	86,393	89,842	90,474	34.3	36.6	39.0	41.6	42.2
Zone 3	47,593	49,608	51,744	53,400	53,705	49.4	52.7	56.3	60.0	60.8
Zone 4	46,981	49,842	52,601	54,789	55,177	30.1	32.2	34.3	36.6	37.1
Zone 5	26,114	27,623	29,098	30,265	30,474	24.9	26.6	28.4	30.3	30.7
Zone 6	28,634	30,486	32,291	33,711	33,973	39.5	42.1	44.9	47.9	48.6
Total	452,611	476,996	500,245	519,109	522,577					

Notes

Zone 1A: LU11, LU15, LU14, LU13

Zone 1B: LU29, LU20, LU28, LU27

Zone 1C: LU32, LU34, LU40, LU49, LU33

Zone 2: SG17 5, SG16 6, SG53, SG51, SG40, SG49, SG52, SG48

Zone 3: AL48, AL51, AL52, AL54, AL55, AL37, AL53, AL38

Zone 4: LU62, LU61, LU63

Zone 5: LU55, LU56

Zone 6: MK45 1, MK45 5, MK45 4

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2015 (base date), 2020, 2025 and 2030 and 2031 to cover future plan period

c. Per Capita expenditure for theatre/concert hall per person from Experian G3 Micromarketer (2011 data),

grown forward in accordance with Figure 1a (leisure growth rates per capita) of Retail Planner Briefing Note 12.1 (Oct 2014)

2012 prices

Table 7: Theatre/ Concert Hall

Zone	Expenditure (£m)					Growth (£m)			
	2015	2020	2025	2030	2031	2015-20	2015-25	2015-30	2015-31
Zone 1A	1.2	1.4	1.6	1.7	1.8	0.2	0.3	0.5	0.5
Zone 1B	2.0	2.2	2.5	2.8	2.8	0.2	0.5	0.8	0.8
Zone 1C	1.7	1.9	2.2	2.4	2.4	0.2	0.4	0.7	0.7
Zone 2	2.7	3.0	3.4	3.7	3.8	0.3	0.7	1.1	1.1
Zone 3	2.4	2.6	2.9	3.2	3.3	0.3	0.6	0.9	0.9
Zone 4	1.4	1.6	1.8	2.0	2.0	0.2	0.4	0.6	0.6
Zone 5	0.7	0.7	0.8	0.9	0.9	0.1	0.2	0.3	0.3
Zone 6	1.1	1.3	1.5	1.6	1.6	0.2	0.3	0.5	0.5
Total	13	15	17	18	19	2	3	5	6

Notes

Zone 1A: LU11, LU15, LU14, LU13

Zone 1B: LU29, LU20, LU28, LU27

Zone 1C: LU32, LU34, LU40, LU49, LU33

Zone 2: SG17 5, SG16 6, SG53, SG51, SG40, SG49, SG52, SG48

Zone 3: AL48, AL51, AL52, AL54, AL55, AL37, AL53, AL38

Zone 4: LU62, LU61, LU63

Zone 5: LU55, LU56

Zone 6: MK45 1, MK45 5, MK45 4

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2015 (base date), 2020, 2025 and 2030 and 2031 to cover future plan period

c. Per Capita for theatre/ concert halls from Experian G3 Micromarketer (2011 data),

grown forward in accordance with Figure 1a (leisure growth rates per capita) of Retail Planner Briefing Note 12.1 (Oct 2014)

2012 prices

Table 8: Leisure Patterns - Theatre/Concert Halls

Destination	Total Theatre/ Concert Halls (%)	Zone 1A (%)	Zone 1B (%)	Zone 1C (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)
Study Area									
Luton									
The Library Theatre, Luton Central Library, St George's Square, Luton	2.0	4.3	10.4	1.5	0.0	0.0	0.0	0.0	0.0
The Hat Factory, Bute Street, Luton	0.6	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0
Luton Sub Total	2.6	4.3	14.9	1.5	0.0	0.0	0.0	0.0	0.0
Dunstable									
Grove Theatre, Court Drive, Dunstable	24.0	37.3	17.2	40.1	0.0	1.3	62.1	46.8	5.2
The Little Theatre, High Street South, Dunstable	0.8	0.0	0.0	0.0	0.0	1.3	3.7	0.0	0.0
The Square Drama Circle, The Methodist Church, Ashton Square, Dunstable	0.5	2.1	0.0	0.0	0.0	0.0	1.1	1.8	0.0
Hitchin									
Market Theatre, Sun Street, Hitchin	1.4	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0
The Queen Mother Theatre, Walsworth Road, Hitchin	1.5	0.0	0.0	0.0	7.7	0.0	0.0	0.0	0.0
Study Area Sub Total	30.8	43.8	32.0	41.6	14.7	2.6	66.9	48.5	5.2
Outside Study Area									
Milton Keynes									
Milton Keynes Theatre & Gallery Company, Theatre Walk, Milton Keynes	13.9	1.8	16.0	21.9	9.4	6.0	10.2	18.0	37.6
The Chrysalis Theatre, Japonica Lane, Willen Park South, Milton Keynes	0.9	2.2	2.5	0.0	0.0	0.0	0.0	4.7	1.3
Milton Keynes Theatre, Marlborough Gate, Buckinghamshire	4.3	0.0	1.3	1.6	7.6	1.3	4.5	0.0	18.2
Wavendon									
The Stables, Stockwell Lane, Wavendon	1.5	4.5	2.4	0.0	0.0	3.0	1.3	0.0	2.5
St Albans									
Abbey Theatre, Westminster Lodge, Holywell Hill, St. Albans	1.1	0.0	0.0	0.0	0.0	6.8	0.0	1.7	0.0
The Alban Arena, Civic Centre, St Albans	1.2	0.0	3.5	0.0	1.7	1.6	0.0	1.8	0.0
The Maltings Arts Theatre, The Maltings, St Albans	0.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Trestle, Russet Drive, St Albans	0.2	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0
Welwyn Garden City									
Barn Theatre, Handside Lane, Welwyn Garden City	0.7	0.0	1.4	0.0	1.4	1.3	0.0	0.0	0.0
Garden City Cinema, The Campus, Welwyn Garden City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorne Theatre, The Campus, Welwyn Garden City	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bedford									
Bedford Corn Exchange, St Paul's Square, Bedford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bedford Theatre, Bedford School, De Parys Avenue, Bedford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trinity Arts & Leisure, Bromham Road, Bedford	0.2	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
The Place Bedford, Bradgate Road, Bedford	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Stevenage									
The Gordon Craig Theatre, Stevenage Arts & Leisure Centre, Lytton Way, Stevenage	4.9	0.0	3.3	0.0	21.6	0.0	0.0	0.0	1.3
Leighton Buzzard									
Leighton Buzzard Library Theatre, Leighton Buzzard	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Watford									
Watford Palace Theatre, Clarendon Road, Watford	0.5	2.2	0.0	0.0	0.0	2.6	0.0	0.0	0.0
London									
Central London / West End	33.2	43.7	28.3	25.4	33.1	68.6	14.9	21.8	26.1
Other	6.0	1.9	8.2	8.1	10.4	4.7	2.3	1.7	5.2
(Don't know)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area Sub Total	69.2	56.2	68.0	58.4	85.3	97.4	33.1	51.5	94.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

Market shares 'd' derived directly from Luton Leisure (2015) for cinema (Question 29)

Excludes 'don't know/ can't remember'

Table 9: Leisure Patterns - Bowling

Destination	Total Bowling (%)	Zone 1A (%)	Zone 1B (%)	Zone 1C (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)
Study Area									
Luton									
MFA Bowl, The Galaxy Centre, Bridge Street, Luton	22.9	27.8	59.3	26.3	3.8	23.8	0.0	2.6	2.7
Dunstable									
Go Bowling Dunstable, Grove Park, Court Drive, Dunstable	44.8	44.1	25.0	67.9	3.8	35.1	92.9	85.6	55.2
<i>Study Area Sub Total</i>	<i>67.7</i>	<i>71.9</i>	<i>84.3</i>	<i>94.3</i>	<i>7.7</i>	<i>59.0</i>	<i>92.9</i>	<i>88.3</i>	<i>57.9</i>
Outside Study Area									
Hollywood Bowl, Stevenage Leisure Park, Stevenage	19.2	0.0	8.3	5.7	82.9	16.5	0.0	0.0	0.0
Hollywood Bowl, Woodside Leisure Park, Watford	0.4	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.0
Hollywood Bowl, Xscape Sports Village, Milton Keynes	7.8	9.4	7.5	0.0	3.6	0.0	7.1	11.7	39.5
Leisure World, Jarman Park, Hemel Hempstead	0.4	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.0
Megabowl, Aspects Leisure Park, Newnham Avenue, Bedford	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
Tenpin Northampton, Sixfields Leisure, Weedon Road, Northampton	1.1	0.0	0.0	0.0	5.8	0.0	0.0	0.0	0.0
Taunton, Devon	1.1	9.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	1.1	0.0	0.0	0.0	0.0	14.6	0.0	0.0	0.0
Abroad	1.1	9.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<i>Outside Study Area Sub Total</i>	<i>32.3</i>	<i>28.1</i>	<i>15.7</i>	<i>5.7</i>	<i>92.3</i>	<i>41.1</i>	<i>7.1</i>	<i>11.7</i>	<i>42.1</i>
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes

Market shares derived from Luton leisure household survey (Feb 2015) (Q.20)

Excludes 'don't know/ can't remember'

Table 10: Capacity for additional Ten Pin Bowling facilities

Year	Study Area Population	Participation Rate (%)	Active Catchment Population	Luton Market Share	Luton Persons Active	Persons per Lane	Luton Existing lanes	Study Area Lanes supported	Residual Capacity
	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]
2015	452,611	22	97,406	22.9	22,327	10,947	16	9	-7
2020	476,996	22	102,654	22.9	23,529	10,947	16	9	-7
2025	500,245	22	107,658	22.9	24,676	10,947	16	10	-6
2030	519,109	22	111,717	22.9	25,607	10,947	16	10	-6
2031	522,577	22	112,464	22.9	25,778	10,947	16	10	-6

Notes

[1] table 1A

[2] taken from NEMS h/h survey

[3]=[2]x[3]/100

[4] table 9

[5] = [3]x[4]/100

[6] Persons per lane based on UK annual visits of 6.3 million people supporting 5,773 lanes

(Mintel Bowling UK - November 2011). With a UK population of circa 63.2m at 2011 equates to 10,947 lanes per person

[7] Number of current lanes equals 16 lanes at MPA Bowl, The Galaxy Centre, Luton

[8] = [3]/[6]

[9]= [8]-[7]

Table 11: Leisure Patterns - Bingo

Destination	Total Bingo (%)	Zone 1A (%)	Zone 1B (%)	Zone 1C (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)
Study Area									
Luton									
Gala, Bridge Street, Luton	8.3	33.5	0.0	0.0	51.6	0.0	0.0	0.0	0.0
Mecca, Skimpot Road, Luton	64.9	33.0	100.0	49.9	48.4	0.0	66.0	100.0	38.2
Grosvenor G Casino, Park Street West, Luton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kent Athletic Club, Tenby Drive, Luton	2.4	33.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lewsey Park Football & Social Club, Pastures Way, Lewsey Park, Luton	6.4	0.0	0.0	20.9	0.0	0.0	0.0	0.0	0.0
St. Joseph's Church, Gardenia Avenue, Luton	2.8	0.0	0.0	9.3	0.0	0.0	0.0	0.0	0.0
Stanley's Luton International Casino, Park Street, Luton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leagrave, Luton	2.8	0.0	0.0	9.3	0.0	0.0	0.0	0.0	0.0
Luton Sub Total	87.6	100.0	100.0	89.4	100.0	0.0	66.0	100.0	38.2
Dunstable									
United Services Club, High Street South, Dunstable	6.2	0.0	0.0	0.0	0.0	0.0	34.0	0.0	0.0
Study Area Sub Total	93.8	100.0	100.0	89.4	100.0	0.0	100.0	100.0	38.2
Outside Study Area									
The Casino MK, Xscape, Marlborough Gate, Milton Keynes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gala, Midsummer Blvd, Milton Keynes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mecca, Danestrete, Stevenage	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mecca, London Road, Bedford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Club 2000 Bingo, Aspects Leisure Park, Bedford	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	61.8
Sandown Park	3.2	0.0	0.0	10.6	0.0	0.0	0.0	0.0	0.0
Southend	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area Sub Total	6.2	0.0	0.0	10.6	0.0	0.0	0.0	0.0	61.8
Total	100.0	100.0	100.0	100.0	100.0	0.0	100.0	100.0	100.0

Notes

Market shares derived from Luton leisure household survey (Feb 2015) (Q.26)

Excludes 'don't know/ can't remember'

Table 12: Capacity for additional Bingo facilities

Year	Study Area Population	Study Area Pop over 18	Participation Rate (%)	Active Catchment Population	Luton Market Share	No of Persons Active	Average visits per year	Total visits	Pop required to support club	Existing Clubs	Residual Capacity
	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]
2015	452,611	343,984	3	9,707	87.6	8,505	8	68,040	136,650	7	-4
2020	476,996	362,517	3	10,230	87.6	8,963	8	71,706	136,650	7	-4
2025	500,245	380,186	3	10,729	87.6	9,400	8	75,201	136,650	7	-4
2030	519,109	394,523	3	11,133	87.6	9,755	8	78,036	136,650	7	-4
2031	522,577	397,159	3	11,208	87.6	9,820	8	78,558	136,650	7	-4

Notes

[1] table 1A

[2] Proportion of population over 18 estimated at 79.0% of total pop

[3] taken from h/h survey, question 25

[4] = [c]/[d]

[5] table 11

[6] = [4]/[5]

[7] Average 8 visits / participating person /year (Mintel June 2012)

[8] = [6]x[7]

[9] Information obtained from Casinos & Bingo (June 2012) by Mintel. Average visits per year:

- GB Admissions (2011 est) - 45.5m

- GB Participation - 5.7m (9%)

- 461 clubs in UK in 2011, = approximately 100,000 admissions per club

Assumes that a bingo facility requires a potential catchment population of 136,650 people to support an additional facility

based on UK population of 63.2m divide by 461 clubs. This is then applied to the total Study Area population

[10] Existing 8 clubs within Luton

[11] = [2]/[9]-[10]

Table 13: Population and Expenditure - Health & Fitness

Zone	Population					Per Capita Expenditure (£m)				
	2015	2020	2025	2030	2031	2015	2020	2025	2030	2031
Zone 1A	62,809	66,182	69,322	71,893	72,371	58.2	62.1	66.2	70.7	71.6
Zone 1B	83,714	88,100	92,087	95,389	96,007	83.2	88.7	94.6	100.9	102.2
Zone 1C	78,857	82,972	86,709	89,820	90,396	74.8	79.8	85.2	90.8	92.0
Zone 2	77,909	82,183	86,393	89,842	90,474	136.2	145.2	154.9	165.3	167.4
Zone 3	47,593	49,608	51,744	53,400	53,705	181.3	193.4	206.3	220.1	222.9
Zone 4	46,981	49,842	52,601	54,789	55,177	121.6	129.7	138.4	147.6	149.5
Zone 5	26,114	27,623	29,098	30,265	30,474	96.7	103.1	110.0	117.3	118.9
Zone 6	28,634	30,486	32,291	33,711	33,973	147.6	157.4	167.9	179.2	181.5
Total	452,611	476,996	500,245	519,109	522,577					

- Notes
- Zone 1A: LU11, LU15, LU14, LU13
 - Zone 1B: LU29, LU20, LU28, LU27
 - Zone 1C: LU32, LU34, LU40, LU49, LU33
 - Zone 2: SG17 5, SG16 6, SG53, SG51, SG40, SG49, SG52, SG48
 - Zone 3: AL48, AL51, AL52, AL54, AL55, AL37, AL53, AL38
 - Zone 4: LU62, LU61, LU63
 - Zone 5: LU55, LU56
 - Zone 6: MK45 1, MK45 5, MK45 4
- b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2015 (base date), 2020, 2025 and 2030 and 2031 to cover future plan period
 - c. Per Capita for Health & Fitness expenditure from Experian G3 Micromarketer (2011 data), grown forward in accordance with Figure 1a (leisure growth rates per capita) of Retail Planner Briefing Note 12.1 (Oct 2014)
 - d. Recreational and Sporting services - inc. Spectator sports, participant sports, subscriptions to sports/social clubs, leisure class fees, sport equipment hire (excludes subscriptions for leisure activities)

2012 prices

Table 14: Total Available Expenditure - Health & Fitness

Zone	Expenditure (£m)					Growth (£m)			
	2015	2020	2025	2030	2031	2015-20	2015-25	2015-30	2015-31
Zone 1A	3.7	4.1	4.6	5.1	5.2	0.5	0.9	1.4	1.5
Zone 1B	7.0	7.8	8.7	9.6	9.8	0.9	1.8	2.7	2.9
Zone 1C	5.9	6.6	7.4	8.2	8.3	0.7	1.5	2.3	2.4
Zone 2	10.6	11.9	13.4	14.8	15.1	1.3	2.8	4.2	4.5
Zone 3	8.6	9.6	10.7	11.8	12.0	1.0	2.0	3.1	3.3
Zone 4	5.7	6.5	7.3	8.1	8.3	0.8	1.6	2.4	2.5
Zone 5	2.5	2.8	3.2	3.6	3.6	0.3	0.7	1.0	1.1
Zone 6	4.2	4.8	5.4	6.0	6.2	0.6	1.2	1.8	1.9
Total	48	54	61	67	68	6	12	19	20

Notes

Zone 1A: LU11, LU15, LU14, LU13

Zone 1B: LU29, LU20, LU28, LU27

Zone 1C: LU32, LU34, LU40, LU49, LU33

Zone 2: SG17 5, SG16 6, SG53, SG51, SG40, SG49, SG52, SG48

Zone 3: AL48, AL51, AL52, AL54, AL55, AL37, AL53, AL38

Zone 4: LU62, LU61, LU63

Zone 5: LU55, LU56

Zone 6: MK45 1, MK45 5, MK45 4

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2015 (base date), 2020, 2025 and 2030 and 2031 to cover future plan period

c. Per Capita for health and fitness expenditure from Experian G3 Micromarketer (2011 data),

grown forward in accordance with Figure 1a (leisure growth rates per capita) of Retail Planner Briefing Note 12.1 (Oct 2014)

2012 prices

Table 15: Leisure Patterns - Health & Fitness

Destination	Total Health & Fitness (%)	Zone 1A (%)	Zone 1B (%)	Zone 1C (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)
Study Area									
Luton									
Inspire Luton Sports Village, Hitchin Road, Luton	7.5	7.2	27.1	4.5	0.0	0.0	0.0	0.0	3.3
Active Luton, Luton Sports Village, Butterfield Green Road, Luton	2.8	0.0	4.9	0.0	0.0	0.0	5.1	18.3	0.0
Inspire Luton Sports Village, Hitchin Road, Luton	10.3	7.2	32.0	4.5	0.0	0.0	5.1	18.3	3.3
Bannatyne Health Club, Regent Street, Luton	6.0	15.1	3.2	25.7	2.9	2.1	0.0	0.0	0.0
Venue 360, Gipsy Lane, Luton	4.3	8.4	9.4	0.0	0.0	8.0	0.0	2.6	0.0
David Lloyd, Capability Green, Luton	3.7	12.1	6.9	0.0	0.0	3.5	0.0	0.0	3.3
The Gym Luton, The Galaxy Centre, Bridge Street, Luton	3.9	5.6	10.1	5.2	0.0	0.0	0.0	8.1	0.0
La Phyz Health & Fitness Centre, Taylor Street, Luton	0.3	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0
Lea Manor Recreation Centre, Northwell Drive, Luton	2.6	1.7	4.9	11.3	0.0	0.0	0.0	0.0	1.8
Pure Gym, Skimpot Lane, Luton	3.0	10.5	2.1	0.0	0.0	0.0	11.7	0.0	0.0
Storm Gym, Wigmore Lane, Luton	0.4	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0
The County Tennis Centre, Gipsy Lane, Luton	1.5	13.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lewsey Park, Pastures Way, Luton	1.2	1.7	0.0	9.7	0.0	0.0	0.0	0.0	0.0
Other, elsewhere in Luton	8.9	3.8	25.6	10.8	2.3	1.8	2.2	0.0	10.9
Luton Sub Total	46.1	79.0	96.2	69.7	5.1	15.4	18.9	29.0	19.3
Dunstable									
DW Sports Fitness, White Lion Retail Park, Dunstable	6.8	4.9	0.0	6.9	0.0	0.0	38.5	15.7	4.0
Dunstable Leisure Centre, Court Drive, Dunstable	4.6	1.7	0.0	8.0	0.0	0.0	19.1	23.1	0.0
Hitchin									
Exchange Fitness, Queen Street, Hitchin	2.9	0.0	0.0	0.0	15.2	0.0	0.0	0.0	4.0
Archers Health & Fitness Club, Fishponds Road, Hitchin	2.2	0.0	0.0	2.8	11.0	0.0	0.0	0.0	0.0
Harpenden									
Harpenden Rugby Club, Redbourn Lane, Harpenden	2.0	0.0	0.0	0.0	0.0	14.0	0.0	0.0	0.0
Harpenden Sports Centre, Leyton Road, Harpenden	2.1	0.0	0.0	0.0	0.0	14.9	0.0	0.0	0.0
Other, elsewhere in Harpenden	0.9	0.0	0.0	0.0	0.0	6.3	0.0	0.0	0.0
Study Area Sub Total	67.5	85.6	96.2	87.4	31.4	50.5	76.5	67.8	27.3
Outside Study Area									
Milton Keynes									
Bannatyne Health Club Milton Keynes, Midsummer Boulevard, Milton Keynes	0.9	3.9	0.0	0.0	2.7	0.0	0.0	0.0	0.0
Pure Gym, Winterhill House, Snowdon Drive, Milton Keynes	0.6	0.0	0.0	5.2	0.0	0.0	0.0	0.0	0.0
Shenley Leisure Centre, Burchard Crescent, Shenley Church End, Milton Keynes	0.9	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0
The Gym Milton Keynes, Elder Gate, Bradwell Common, Milton Keynes	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0
Virgin Active, North Fourth Street, Milton Keynes	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0
Hemel Hempstead									
Sportspace, Park Road, Hemel Hempstead	1.0	0.0	0.0	0.0	0.0	7.0	0.0	0.0	0.0
Leighton Buzzard									
Curves, High Street, Leighton Buzzard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harlequin School of Fitness, Stanbridge Road, Leighton Buzzard	0.6	0.0	0.0	0.0	0.0	0.0	5.1	0.0	0.0
Letchworth Garden City									
Fearnhill Sports Centre, Icknield Way, Letchworth Garden City	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0
North Hertfordshire Leisure Centre, Baldock Road, Letchworth Garden City	2.9	0.0	0.0	0.0	17.0	0.0	0.0	0.0	0.0
Bedford									
Flexibility Health & Fitness Club, Palace Chambers, Silver Street, Bedford	0.6	0.0	0.0	0.0	0.0	0.0	0.0	9.1	0.0
LA fitness, Bedford Heights, Manton Lane, Bedford	0.5	0.0	1.1	0.0	0.0	1.8	0.0	0.0	0.0
Hatfield									
Hatfield Leisure Centre, Southfield School, Travellers Lane, Hatfield	0.3	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0
Houghton Regis									
Houghton Regis Leisure Centre, Parkside Drive, Houghton Regis	1.1	0.0	0.0	5.2	0.0	0.0	0.0	9.6	0.0
Iron Bodies Gym, Westbury Close, Houghton Regis, Townsend Industrial Estate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Albans									
Fitness First, Christopher Place, St. Albans	1.1	1.7	0.0	0.0	0.0	6.4	0.0	0.0	0.0
Stevenage									
Stevenage Leisure Centre, Lytton Way, Stevenage	0.9	0.0	1.8	0.0	2.3	0.0	0.0	0.0	2.1
Flitwick									
Flitwick Leisure Centre, Steppingley Road, Flitwick	4.6	0.0	0.0	0.0	2.3	0.0	0.0	2.4	54.5
Other	16.0	8.8	0.9	2.2	39.1	31.9	18.4	7.0	12.1
(Don't know)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area Sub Total	32.5	14.4	3.8	12.6	68.6	49.5	23.5	32.3	72.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes

Market shares derived from Luton leisure household survey (Feb 2015) (Q.8)
Excludes 'don't know/ can't remember'

Table 16: Health and Fitness Facilities - Capacity assessment

Year	Luton (Zone 1A-1C) Population	Luton (Zone 1A-1C) Population over 18	UK Membership (%)	Luton Membership (Zone 1A-1C)	No of Luton facilities	Member per facility	Benchmark provision	Capacity
	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]
2015	225,380	171,289	13.2	22,610	11	1,357	17	6
2020	237,254	180,313	13.2	23,801	11	1,357	18	7
2025	248,118	188,570	13.2	24,891	11	1,357	18	7
2030	257,102	195,398	13.2	25,792	11	1,357	19	8
2031	258,774	196,668	13.2	25,960	11	1,357	19	8

Notes

[1] taken from table 1

[2] over 18 estimated at 76% of total pop of Zone 1A-C

[3] taken from 2014 State of the UK fitness industry report

[4] = [2]/100*[3]

[5] taken from table 12

[6] based on 8.3m registered UK members and 6,112 UK private/public fitness facilities - 2014 State of the UK fitness industry report

[7] [4]/[6]

[8] [7]-[5]

Table 17: Leisure Patterns - Swimming Pools

Destination	Total Swimming Pools (%)	Zone 1A (%)	Zone 1B (%)	Zone 1C (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)
Study Area									
Luton									
Inspire Luton Sports Village, Hitchin Road, Luton	17.9	32.3	61.3	10.8	4.1	0.0	0.0	6.3	11.7
Lewsey Park Swimming Pool, Pastures Way, Luton	7.2	9.3	4.6	32.8	0.0	0.0	5.4	22.7	0.0
David Lloyd, Capability Green, Luton	1.5	12.7	0.0	0.0	0.0	3.6	0.0	0.0	0.0
Denbigh High School, Alexandra Avenue, Luton	1.8	4.8	7.6	0.0	0.0	0.0	0.0	0.0	0.0
Lea Manor Recreation Centre, Northwell Drive, Luton	2.2	2.1	0.0	17.3	0.0	0.0	0.0	2.1	0.0
Bannatyne Health Club, Regent Street, Luton	1.2	6.6	2.2	2.1	0.0	0.0	0.0	0.0	0.0
Luton Sub Total	31.9	67.6	75.6	62.9	4.1	3.6	5.4	31.1	11.7
Dunstable									
Dunstable Leisure Centre, Court Drive, Dunstable	8.6	0.0	2.1	11.0	0.0	2.2	41.4	33.6	2.9
DW Sports Fitness, White Lion Retail Park, Dunstable	2.5	0.0	0.0	0.0	0.0	0.0	20.4	4.5	0.0
Hitchin									
Hitchin Swimming Centre, Fishponds Road, Hitchin	12.6	2.4	5.7	4.2	38.3	1.9	3.6	0.0	5.1
Harpenden									
Harpenden Swimming Pool, Leyton Green, Harpenden	9.5	11.3	0.0	0.0	1.5	71.3	0.0	0.0	0.0
Study Area Sub Total	65.2	81.3	83.4	78.2	44.0	78.9	70.8	69.2	19.7
Outside Study Area									
Milton Keynes									
Stantonbury Arts & Leisure, Stantonbury, Milton Keynes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bedford									
Robinson Pool, Park Avenue, Bedford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trinity Arts & Leisure, Bromham Road, Bedford	0.2	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0
The Swim Centre, Castle Road, Bedford	1.5	0.0	2.1	2.1	1.6	0.0	0.0	0.0	6.3
Oasis Beach Pool and Images Gym, Cardington Road, Bedford	3.0	0.0	1.1	0.0	7.6	0.0	0.0	0.0	11.9
Leighton Buzzard									
Tiddenfoot Pool, Mentmore Road, Leighton Buzzard	0.8	0.0	0.0	0.0	0.0	0.0	7.6	0.0	0.0
Letchworth Garden City									
Letchworth Outdoor Pool, Icknield Way, Letchworth Garden City	3.4	0.0	1.1	3.5	10.9	0.0	0.0	0.0	0.0
North Herts Leisure Centre, Baldock Road, Letchworth Garden City	3.1	0.0	0.0	0.0	12.2	0.0	0.0	0.0	0.0
Nuffield Health Fitness & Wellbeing Centre, Letchworth Lane, Letchworth Garden City	1.1	0.0	0.0	0.0	4.2	0.0	0.0	0.0	0.0
Stevenage									
Stevenage Swimming Centre, St Georges Way, Stevenage	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0
Newport Pagnell									
Middleton Swimming Pool, Tickford St, Newport Pagnell	0.4	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0
St Albans									
Westminster Lodge Leisure Centre, Holywell Hill, St Albans	1.7	0.0	3.4	0.0	0.0	8.8	0.0	0.0	0.0
Flitwick									
Flitwick Leisure Centre, Steppingley Road, Flitwick	4.8	0.0	0.0	0.0	0.0	0.0	1.9	6.4	57.3
Houghton Regis									
Houghton Regis Leisure Centre, Parkside Drive, Houghton Regis	1.0	0.0	0.0	2.1	0.0	0.0	0.0	12.8	0.0
Biggleswade									
Saxon Pool & Leisure Centre, Saxon Drive, Biggleswade	3.0	0.0	0.0	4.2	9.8	0.0	0.0	0.0	0.0
Other (Don't know)	10.7	18.7	6.9	9.9	9.7	12.3	17.9	9.4	4.8
(Don't know)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area Sub Total	34.8	18.7	16.6	21.8	56.1	21.1	29.2	30.8	80.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes

Market shares derived from Luton leisure household survey (Feb 2015)
Excludes 'don't know/ can't remember'

Table 18: Population and Expenditure - Restaurants / Cafes

Zone	Population					Per Capita Expenditure (£m)				
	2015	2020	2025	2030	2031	2015	2020	2025	2030	2031
Zone 1A	62,809	66,182	69,322	71,893	72,371	654.8	698.5	745.1	794.8	805.2
Zone 1B	83,714	88,100	92,087	95,389	96,007	833.6	889.2	948.6	1,011.8	1,025.0
Zone 1C	78,857	82,972	86,709	89,820	90,396	799.3	852.6	909.5	970.2	982.8
Zone 2	77,909	82,183	86,393	89,842	90,474	1,114.3	1,188.6	1,267.9	1,352.5	1,370.1
Zone 3	47,593	49,608	51,744	53,400	53,705	1,299.0	1,385.7	1,478.1	1,576.7	1,597.2
Zone 4	46,981	49,842	52,601	54,789	55,177	1,069.6	1,140.9	1,217.0	1,298.2	1,315.1
Zone 5	26,114	27,623	29,098	30,265	30,474	937.6	1,000.1	1,066.8	1,138.0	1,152.8
Zone 6	28,634	30,486	32,291	33,711	33,973	1,215.1	1,296.2	1,382.6	1,474.9	1,494.0
Total	452,611	476,996	500,245	519,109	522,577					

Notes

Zone 1A: LU11, LU15, LU14, LU13

Zone 1B: LU29, LU20, LU28, LU27

Zone 1C: LU32, LU34, LU40, LU49, LU33

Zone 2: SG17 5, SG16 6, SG53, SG51, SG40, SG49, SG52, SG48

Zone 3: AL48, AL51, AL52, AL54, AL55, AL37, AL53, AL38

Zone 4: LU62, LU61, LU63

Zone 5: LU55, LU56

Zone 6: MK45 1, MK45 5, MK45 4

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2015 (base date), 2020, 2025 and 2030 and 2031 to cover future plan period

c. Per Capita expenditure for Restaurants/ cafes per person from Experian G3 Micromarketer (2011 data),

grown forward in accordance with Figure 1a (leisure growth rates per capita) of Retail Planner Briefing Note 12.1 (Oct 2014)

2012 prices

Table 19: Total Available Expenditure - Restaurants/Cafes

Zone	Expenditure (£m)					Growth (£m)			
	2015	2020	2025	2030	2031	2015-20	2015-25	2015-30	2015-31
Zone 1A	41.1	46.2	51.7	57.1	58.3	5.1	10.5	16.0	17.1
Zone 1B	69.8	78.3	87.3	96.5	98.4	8.6	17.6	26.7	28.6
Zone 1C	63.0	70.7	78.9	87.1	88.8	7.7	15.8	24.1	25.8
Zone 2	86.8	97.7	109.5	121.5	124.0	10.9	22.7	34.7	37.1
Zone 3	61.8	68.7	76.5	84.2	85.8	6.9	14.7	22.4	24.0
Zone 4	50.2	56.9	64.0	71.1	72.6	6.6	13.8	20.9	22.3
Zone 5	24.5	27.6	31.0	34.4	35.1	3.1	6.6	10.0	10.6
Zone 6	34.8	39.5	44.6	49.7	50.8	4.7	9.9	14.9	16.0
Total	432	486	544	602	614	54	111	170	182

Notes

Zone 1A: LU11, LU15, LU14, LU13

Zone 1B: LU29, LU20, LU28, LU27

Zone 1C: LU32, LU34, LU40, LU49, LU33

Zone 2: SG17 5, SG16 6, SG53, SG51, SG40, SG49, SG52, SG48

Zone 3: AL48, AL51, AL52, AL54, AL55, AL37, AL53, AL38

Zone 4: LU62, LU61, LU63

Zone 5: LU55, LU56

Zone 6: MK45 1, MK45 5, MK45 4

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2015 (base date), 2020, 2025 and 2030 and 2031 to cover future plan period

c. Per Capita for restaurants expenditure from Experian G3 Micromarketer (2011 data),

grown forward in accordance with Figure 1a (leisure growth rates per capita) of Retail Planner Briefing Note 12.1 (Oct 2014)

2012 prices

Table 20: Leisure Patterns - Restaurants/Cafes

Destination	Total Restaurants (%)	Zone 1A (%)	Zone 1B (%)	Zone 1C (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)
Study Area									
Luton									
Luton Town Centre	1.9	3.1	1.8	5.4	0.0	1.2	1.1	1.1	1.1
Nando's, The Galaxy Centre, Bridge Street, Luton	4.3	13.2	9.5	6.5	0.0	0.0	0.0	4.3	3.2
Warden Beefeater, Barton Road, Luton	3.2	1.5	5.3	11.2	0.0	0.0	0.0	0.0	6.7
Jimmy's Restaurants, The Mall, St. George's Square, Luton	1.6	4.2	3.1	2.3	0.0	0.0	0.0	3.1	0.0
Pizza Express, Church Street, Luton	1.6	4.0	2.3	1.6	1.1	0.0	0.0	0.0	1.9
Toby Carvery, St. Georges Square, George Street, Luton	1.1	3.2	2.3	0.7	0.0	0.0	0.0	1.7	0.0
Pizza Hut, Hattersway Retail Park, Luton	1.1	3.2	4.0	0.0	0.0	0.0	0.0	0.0	0.0
Alankar Restaurant, Dunstable Road, Luton	0.3	0.7	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Buffalo Grill, Wigmore Park Centre, Wigmore Lane, Luton	1.0	3.4	1.8	1.6	0.0	0.0	0.0	0.0	0.0
Frog & Rhubarb, Church Road, Slip End, Luton	0.2	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Jays, Hitchin Road, Slopsey, Luton	0.3	0.7	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Skauout, Wellington Street, Luton	0.3	0.9	1.2	0.0	0.0	0.0	0.0	0.0	0.0
The Brache Beefeater, Osborne Road, Luton	0.6	2.5	1.0	0.9	0.0	0.0	0.0	0.0	0.0
The London Hatter, Park Street, Luton	0.5	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0
The Old Meat House, Meat Lane, Luton	0.6	0.0	1.6	2.1	0.0	0.0	0.0	0.0	0.9
The Red Chili, Wellington Street, Luton	0.6	1.7	1.2	0.8	0.0	0.0	0.9	0.0	0.0
The White Horse, Stoney Lane, Tea Green, Luton	0.4	0.0	0.5	1.6	0.0	0.0	0.0	0.0	0.9
The White House, Bridge Street, Luton	0.4	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0
Sundown Park, Luton	0.3	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0
Warden Hills, Luton	0.1	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Bury Park, Luton	0.5	2.8	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Slopsey	0.2	0.0	0.5	0.0	0.0	0.0	1.1	0.0	0.0
North Luton	0.1	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Luton outskirts	0.1	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Luton - out of town	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, elsewhere in Luton	9.3	18.9	26.4	13.6	0.0	0.0	1.7	2.4	0.9
Luton Sub Total	31.5	65.8	69.2	56.0	1.1	2.1	5.6	19.1	16.0
Dunstable									
Dunstable Town Centre	1.3	0.0	1.6	2.2	0.0	0.0	3.6	2.1	0.0
The Gary Cooper, Grove Park, Dunstable	0.3	0.7	0.6	0.8	0.0	0.0	0.0	0.0	0.0
Table Table - Halfway House, Luton Road, Dunstable	0.3	0.0	0.0	0.9	0.0	0.0	1.7	0.0	0.0
Chez Jerome, Church Street, Dunstable	0.6	0.0	0.0	0.7	0.0	0.0	4.1	0.0	0.0
Club Cookies, Grove Park, Court Street, Dunstable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Curry Garden, Katherine Drive, Dunstable	0.3	0.9	0.0	0.8	0.0	0.0	0.9	0.0	0.0
Halfway House, Luton Road, Dunstable	0.7	0.0	0.0	1.4	0.0	0.0	3.6	1.1	0.0
Highwayman, London Road, Dunstable	0.2	0.0	0.0	0.0	0.0	0.0	5.8	0.0	0.0
Lumpini Thai Restaurant, High Street South, Dunstable	0.9	0.0	0.0	1.4	0.0	0.0	5.7	0.0	0.0
Market Cross Carvery, Boscombe Road, Dunstable	1.7	0.0	1.1	0.8	0.0	0.0	10.7	1.2	0.0
Spice Lounge, West Street, Dunstable	0.7	0.8	0.0	1.6	0.0	0.0	1.7	0.0	1.7
The Fox & Lamb, Luton Road, Dunstable	0.1	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
The Farmer's Boy, Common Road, Kersworth, Dunstable	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
The Red Chili Restaurant, Market Square, Toddington, Dunstable	0.2	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0
Vintage, High Street South, Dunstable	0.3	0.0	0.0	0.0	0.0	0.0	2.0	1.2	0.0
Hitchin									
Hitchin Town Centre	2.2	0.0	0.5	0.0	10.4	0.0	0.0	0.0	1.0
Pizza Express, Market Place, Hitchin	1.1	0.0	0.0	0.0	5.6	0.0	0.0	0.0	0.0
Strada, Sun Street, Hitchin	0.6	0.0	0.5	0.0	2.0	0.0	0.0	0.0	1.7
Hermitage Bar & Restaurant, Hermitage Road, Hitchin	0.5	0.0	0.6	0.0	2.2	0.0	0.0	0.0	0.0
The Crown, High Road, Shillington, Hitchin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Orange Tree, Stevenage Road, Hitchin	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
The Green Man, High Street, Offley, Great Offley, Hitchin	0.4	0.7	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Zizz, Sun Street, Hitchin	1.6	0.0	0.0	0.0	7.5	0.0	0.0	1.1	1.0
Harpenden									
Harpenden Town Centre	1.4	0.7	0.5	0.0	0.0	10.1	0.0	0.0	0.0
Bar Aziza, Harding Parade, Station Road, Harpenden	0.5	0.0	0.0	0.0	0.0	4.2	0.0	0.0	0.0
Lusmanns Fish & Grill, Leyton Road, Harpenden	0.8	0.0	0.0	0.0	0.0	6.0	1.0	0.0	0.0
Pizza Express, The Gatehouse, High Street, Harpenden	0.9	0.0	0.0	0.0	0.0	7.4	0.0	0.0	0.0
Godfrey's Fish & Chips, High Street, Harpenden	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0
Prezzo, Leyton Road, Harpenden	1.3	0.8	0.0	0.0	0.0	7.9	2.1	0.0	0.0
Strada, Ammenbury Lane, Harpenden	0.5	0.7	0.0	0.0	0.0	3.7	0.0	0.0	0.0
The Fox, Luton Road, Harpenden	0.8	0.7	0.6	2.8	0.0	2.3	0.0	0.0	0.0
The Skew Bridge, Southdown Road, Harpenden	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
The Slug and Lettuce, High Street, Harpenden	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
The White Horse, Redbourn Lane, Hatching Green, Harpenden	0.2	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0
Study Area Sub Total	53.5	72.1	77.5	71.0	28.8	51.4	48.5	29.6	23.4
Outside Study Area									
Milton Keynes									
Milton Keynes Town Centre	0.8	0.0	1.8	0.7	0.0	0.0	0.0	1.3	4.1
Frankie & Benny's, Xscape Sports Village, Marlborough Gate, Milton Keynes	0.8	0.0	0.0	0.0	0.0	0.0	3.9	0.0	4.4
Stevenage									
Chiquito, Fulton Close, Stevenage Leisure Park, Stevenage	0.8	0.0	2.0	0.0	2.1	0.0	0.0	0.0	0.0
St Albans									
St Albans Town Centre	0.4	0.0	0.0	0.7	0.0	2.1	0.0	0.0	0.0
The Elephant & Castle, Amwell Lane, Wheathampstead, St Albans	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
The Flamstead Harvester, London Road, Markyate, St Albans	1.8	3.9	1.2	2.2	0.0	0.0	3.0	8.2	0.0
Bedford									
Bedford Town Centre	0.2	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Harvester, Riverfield Drive, Bedford	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
The Flying Horse, The Green, Clophill, Bedford	1.4	0.7	0.0	1.6	5.2	0.0	0.0	1.1	0.0
The Chequers, Park Road, Westoning, Bedford	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2
The Cross Keys, High Street, Poultonhill, Bedford	0.2	0.0	0.0	0.7	0.0	0.0	0.0	0.0	1.0
The Black Horse, Ireland, Shefford, Bedford	0.8	0.0	0.0	0.0	4.2	0.0	0.0	0.0	0.0
The Star, Luton Road, Chalton, Bedford	0.2	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0
The White Horse, High Street, Arlesey, Bedford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London									
Central London	2.8	8.4	2.3	1.4	0.9	5.0	1.1	2.3	2.0
Henlow									
The Crown, High Street, Henlow	0.6	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0
The Five Bells, High Street, Henlow	0.5	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0
Filtwick									
Filtwick Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Filton									
The Bell at Westoning, Greenfield Road, Filton	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.2	2.1
Leighton Buzzard									
Harvester, Watling Street, Hockliffe, Leighton Buzzard	0.3	0.0	0.0	0.0	0.0	0.0	0.9	2.3	1.0
Houghton Regis									
The Chequers, East End Road, Houghton Regis	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
The Old Red Lion, Bedford Road, Houghton Regis	0.3	0.0	0.0	0.0	0.0	0.0	1.8	2.4	0.0
Barton-le-Clay									
Barton-le-Clay	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Passage to India, Bedford Road, Barton-le-Clay	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8
Letchworth Garden City									
Prezzo, Arena Parade, Eastcheap, Letchworth Garden City	1.1	0.0	0.0	0.0	5.7	0.0	0.0	0.0	0.0
Leagrave									
Leagrave	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Amptthill									
Amptthill Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.1	4.9
Liverpool									
Liverpool City Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Welwyn Garden City									
Welwyn Garden City	0.4	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0
Edlesborough									
The Travellers Rest, Tring Road, Edlesborough	0.7	0.0	0.6	0.7	0.0	0.0	3.0	2.5	0.0
Leighton Buzzard									
The White Hart Harvester, Watling Street, Hockliffe, Leighton Buzzard	0.4	0.0	0.0	0.7	0.0	0.0	1.0	2.6	0.0
Wheathampstead									
The Bull, High Street, Wheathampstead	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woburn									
Woburn	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.1	1.1
Hexton									
The Ravens, Village Street, Hexton	0.4	0.0	1.1	0.7	0.0	0.0	0.9	0.0	0.0
Abroad									
Abroad	0.4	0.0	0.0	0.0	1.1	0.0	0.0	0.0	2.2
Other (don't know)	28.0	14.1	12.4	19.4	45.1	37.6	35.9	38.5	35.2
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside SA Sub Total	46.5	27.9	22.5	29.0	71.2	48.6	51.5	70.4	76.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes
Market shares derived from Luton leisure household survey (Feb 2015)
Excludes: 'don't know' / 'can't remember'

Table 21. Restaurants/Cafes - Capacity Assessment

		2015	2020	2025	2030	2031
Population and expenditure						
Total Population	[1]	452,611	476,996	500,245	519,109	522,577
Total expenditure (£m)	[2]	432.1	485.7	543.6	601.8	613.7
Retained expenditure						
Luton market share %	[3]	31.5	31.5	31.5	31.5	31.5
£m	[4]	136.1	153.0	171.2	189.6	193.3
Available expenditure						
Inflow (£m)	[5]	296.0	332.7	372.4	412.2	420.4
Total available	[6]	6.8	7.7	8.6	9.5	9.7
	[7]	302.8	340.4	380.9	421.7	430.1
Total turnover						
growth in retained expenditure	[8]	136.1	160.7	179.8	199.0	203.0
	[9]		24.5	43.7	62.9	66.9
Benchmark sales density						
	[10]		6,500	6,500	6,500	6,500
Floorspace capacity (sqm gross)	[11]	0	3,776	6,720	9,682	10,287

Notes

[1] table 1A

[2] taken from table 19

[3] taken from table 20

[4]=[2]*[3]%

[5]=[2]-[4]

[6]assumed 5% of non SA expenditure =[4]/100*5

[7]=[5]+[6]

[8]=[4]+[6]

[9]5 yearly growth in exp

[10] WYG estimate

[11]=[9]*1000000/[10]

Table 22. Pubs/Clubs

Destination	Total Pubs/Clubs (%)	Zone 1A (%)	Zone 1B (%)	Zone 1C (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)
Study Area									
Luton									
Frog & Rhubarb, Church Road, Slip End, Luton	0.2	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0
Luton Town Centre	2.2	12.9	1.9	10.4	0.0	0.0	0.0	2.1	0.0
Sundown Park, Luton	0.2	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0
The Brache Beefeater, Osborne Road, Luton	1.2	0.0	1.7	4.5	0.0	0.0	3.3	1.8	0.0
The Galaxy, Bridge Street, Luton	0.2	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0
The Hansom Cab, Wignore Lane, Luton	0.5	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0
The Jolly Toppers, Hitchin Road, Luton	2.7	2.7	14.5	0.0	0.0	0.0	0.0	0.0	0.0
The London Hatter, Park Street, Luton	0.5	2.2	2.1	0.0	0.0	0.0	0.0	0.0	0.0
Warden Beefeater, Barton Road, Luton	2.8	0.0	5.6	20.9	0.0	0.0	1.4	0.0	0.0
The Red Lion, Castle Street, Luton	1.9	2.6	7.7	0.0	0.0	0.0	0.0	7.0	0.0
The White Horse, Stoney Lane, Tea Green, Luton	0.6	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0
The White House, Bridge Street, Luton	1.6	12.0	1.1	0.0	0.0	0.0	0.0	3.5	5.2
Yates's, Park Street, Luton	0.6	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0
Other, elsewhere in Luton	5.7	11.7	18.3	12.2	0.0	3.5	0.0	2.2	1.3
Luton Sub Total	20.8	43.9	63.0	52.6	0.0	3.5	6.5	16.6	6.5
Dunstable									
Dunstable Town Centre	1.4	2.1	0.9	0.0	0.0	0.0	7.9	0.0	1.3
The Farmer's Boy, Common Road, Kensworth, Dunstable	0.5	2.1	0.0	0.0	0.0	0.0	0.0	7.0	0.0
Highwayman, London Road, Dunstable	0.2	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Market Cross Carvery, Roscombe Road, Dunstable	0.6	2.2	0.0	0.0	0.0	0.0	1.6	4.1	0.0
Halfway House, Luton Road, Dunstable	0.4	2.5	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Table Table - Halfway House, Luton Road, Dunstable	0.2	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
The Ewe & Lamb, Luton Road, Dunstable	0.4	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0
The Gary Cooper, Grove Park, Dunstable	3.5	0.0	0.0	13.5	0.0	0.0	12.0	15.8	0.0
The Old Sugar Loaf, High Street North, Dunstable	1.0	0.0	0.0	9.6	0.0	0.0	1.8	0.0	0.0
The Swan, Leighton Road, Northall, Dunstable	0.8	0.0	0.0	0.0	0.0	0.0	6.4	0.0	0.0
The Victoria, West Street, Dunstable	0.7	0.0	0.0	0.0	0.0	0.0	4.6	2.2	0.0
Hitchin									
Hitchin Town Centre	1.7	0.0	0.0	0.0	6.5	0.0	0.0	0.0	0.0
The Crown, High Road, Shillington, Hitchin	1.9	0.0	0.0	5.9	5.1	0.0	0.0	0.0	1.3
The Green Man, High Street, Offley, Great Offley, Hitchin	0.9	0.0	5.1	0.0	0.0	0.0	0.0	0.0	0.0
The Grange Tree, Stevenage Road, Hitchin	1.8	0.0	0.0	0.0	7.2	0.0	0.0	0.0	0.0
Harpenden									
Harpenden Town Centre	0.9	0.0	0.0	0.0	0.0	3.0	3.3	0.0	0.0
The Harpenden Arms, High Street, Harpenden	0.9	0.0	0.0	0.0	0.0	5.4	0.0	0.0	0.0
The George, High Street, Harpenden	2.9	0.0	0.0	0.0	0.0	18.1	0.0	0.0	0.0
The Fox, Luton Road, Harpenden	0.9	8.2	0.0	0.0	1.4	0.0	0.0	0.0	0.0
The Skew Bridge, Southdown Road, Harpenden	0.6	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0
The Slug and Lettuce, High Street, Harpenden	0.6	2.1	0.0	0.0	0.0	2.6	0.0	0.0	0.0
The Cross Keys, High Street, Harpenden	0.6	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0
The White Horse, Redbourn Lane, Hatching Green, Harpenden	0.5	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0
Henlow									
Engineers Arms, High Street, Henlow	1.3	0.0	0.0	0.0	5.1	0.0	0.0	0.0	0.0
The Five Bells, High Street, Henlow	0.6	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0
The Crown, High Street, Henlow	1.9	0.0	0.0	0.0	7.4	0.0	0.0	0.0	0.0
Study Area Sub Total	48.5	63.2	69.0	81.6	34.9	43.6	49.8	45.7	12.0
Outside Study Area									
Milton Keynes									
Milton Keynes Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Bedford									
The Black Horse, Ireland, Shefford, Bedford	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
The Cross Keys, High Street, Pulloxhill, Bedford	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
The Chequers, Park Road, Westoning, Bedford	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
The Star, Luton Road, Chalton, Bedford	0.5	0.0	0.0	0.0	0.0	0.0	0.0	8.7	0.0
The Flying Horse, The Green, Clophill, Bedford	0.5	0.0	1.1	0.0	0.0	0.0	0.0	0.0	4.5
The White Horse, High Street, Arlesey, Bedford	1.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0
St Albans									
The Elephant & Castle, Amwell Lane, Wheathampstead, St Albans	0.8	0.0	0.0	0.0	0.0	4.9	0.0	0.0	0.0
The Flamstead Harvester, London Road, Markyate, St Albans	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Filtwick									
Filtwick Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Amptill									
Amptill Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Barton-le-Clay									
Barton-le-Clay	0.2	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0
The Bull, Bedford Road, Barton-le-clay	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.6
The Royal Oak, Bedford Road, Barton-le-Clay	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.8
Whipsnade									
Old Hunters Lodge, The Cross Roads, Whipsnade	0.6	0.0	0.0	0.0	0.0	0.0	4.3	0.0	0.0
Houghton Regis									
Houghton Regis	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0
The Chequers, East End Road, Houghton Regis	0.2	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0
The Old Red Lion, Bedford Road, Houghton Regis	0.3	0.0	0.0	0.0	0.0	0.0	1.4	0.0	1.3
Markyate									
Markyate	0.2	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0
Flitton									
The Bell at Westoning, Greenfield Road, Flitton	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2
Filtwick									
The Blackbirds, High Street, Filtwick	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.8
St Albans									
St Albans Town Centre	0.5	0.0	1.8	0.0	0.0	1.2	0.0	0.0	0.0
Liverpool									
Liverpool City Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
London									
Central London	3.5	13.1	3.9	2.8	2.8	2.3	1.7	0.0	4.0
Shefford									
The Brewery Tap, Northbridge Street, Shefford	1.3	0.0	0.0	0.0	5.1	0.0	0.0	0.0	0.0
Shefford	0.4	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0
Wheathampstead									
The Bull, High Street, Wheathampstead	0.4	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0
Toddington									
The Oddfellows Arms, Market Square, Toddington	0.3	0.0	0.0	0.0	0.0	0.0	0.0	6.3	0.0
Hexton									
The Raven, Village Street, Hexton	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
Other (Don't know)	36.1	23.7	23.2	13.2	51.8	44.3	39.9	33.2	25.8
Outside Study Area Sub Total	51.5	36.8	31.0	18.4	65.1	56.4	50.2	54.3	88.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Notes									
Market shares derived from Luton leisure household survey (Feb 2015)									
Excludes 'don't know' / can't remember'									

Table 23: Population and Expenditure - Museum/Gallery

Zone	Population					Per Capita Expenditure (£m)				
	2015	2020	2025	2030	2031	2015	2020	2025	2030	2031
Zone 1A	62,809	66,182	69,322	71,893	72,371	9.4	10.0	10.6	11.4	11.5
Zone 1B	83,714	88,100	92,087	95,389	96,007	11.4	12.2	13.0	13.9	14.1
Zone 1C	78,857	82,972	86,709	89,820	90,396	10.4	11.1	11.8	12.6	12.8
Zone 2	77,909	82,183	86,393	89,842	90,474	15.6	16.6	17.7	18.9	19.2
Zone 3	47,593	49,608	51,744	53,400	53,705	18.5	19.8	21.1	22.5	22.8
Zone 4	46,981	49,842	52,601	54,789	55,177	14.6	15.5	16.6	17.7	17.9
Zone 5	26,114	27,623	29,098	30,265	30,474	12.5	13.3	14.2	15.1	15.3
Zone 6	28,634	30,486	32,291	33,711	33,973	17.7	18.8	20.1	21.4	21.7
Total	452,611	476,996	500,245	519,109	522,577					

Notes

Zone 1A: LU11, LU15, LU14, LU13

Zone 1B: LU29, LU20, LU28, LU27

Zone 1C: LU32, LU34, LU40, LU49, LU33

Zone 2: SG17 5, SG16 6, SG53, SG51, SG40, SG49, SG52, SG48

Zone 3: AL48, AL51, AL52, AL54, AL55, AL37, AL53, AL38

Zone 4: LU62, LU61, LU63

Zone 5: LU55, LU56

Zone 6: MK45 1, MK45 5, MK45 4

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2015 (base date), 2020, 2025 and 2030 and 2031 to cover future plan period

c. Per Capita for museum expenditure from Experian G3 Micromarketer (2011 data),

grown forward in accordance with Figure 1a (leisure growth rates per capita) of Retail Planner Briefing Note 12.1 (Oct 2014)

2012 prices

Table 24: Total Available Expenditure - Museum/Galleries

Zone	Expenditure (£m)					Growth (£m)			
	2015	2020	2025	2030	2031	2015-20	2015-25	2015-30	2015-31
Zone 1A	0.6	0.7	0.7	0.8	0.8	0.1	0.2	0.2	0.2
Zone 1B	1.0	1.1	1.2	1.3	1.3	0.1	0.2	0.4	0.4
Zone 1C	0.8	0.9	1.0	1.1	1.2	0.1	0.2	0.3	0.3
Zone 2	1.2	1.4	1.5	1.7	1.7	0.2	0.3	0.5	0.5
Zone 3	0.9	1.0	1.1	1.2	1.2	0.1	0.2	0.3	0.3
Zone 4	0.7	0.8	0.9	1.0	1.0	0.1	0.2	0.3	0.3
Zone 5	0.3	0.4	0.4	0.5	0.5	0.0	0.1	0.1	0.1
Zone 6	0.5	0.6	0.6	0.7	0.7	0.1	0.1	0.2	0.2
Total	6	7	8	8	8	1	2	2	3

Notes

Zone 1A: LU11, LU15, LU14, LU13

Zone 1B: LU29, LU20, LU28, LU27

Zone 1C: LU32, LU34, LU40, LU49, LU33

Zone 2: SG17 5, SG16 6, SG53, SG51, SG40, SG49, SG52, SG48

Zone 3: AL48, AL51, AL52, AL54, AL55, AL37, AL53, AL38

Zone 4: LU62, LU61, LU63

Zone 5: LU55, LU56

Zone 6: MK45 1, MK45 5, MK45 4

b. Population figures taken from Experian G3 Micromarketer (2011 data) for 2015 (base date), 2020, 2025 and 2030 and 2031 to cover future plan period

c. Per Capita for museum expenditure from Experian G3 Micromarketer (2011 data),

grown forward in accordance with Figure 1a (leisure growth rates per capita) of Retail Planner Briefing Note 12.1 (Oct 2014)

2012 prices

Table 25: Leisure Patterns - Museum/Galleries

Destination	Total Museum Galleries (%)	Zone 1A (%)	Zone 1B (%)	Zone 1C (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)
Study Area									
Luton									
Wardown Park Museum, Old Bedford Road, Luton	7.6	14.4	16.8	19.7	0.0	0.0	0.0	0.0	4.4
Stockwood Discovery Centre, Stockwood Park, London Road, Luton	10.7	27.7	13.5	17.4	0.0	4.0	12.4	3.5	7.0
Luton Sub Total	18.4	42.1	30.2	37.1	0.0	4.0	12.4	3.5	11.4
Hitchin									
Hitchin Museum & Art Gallery, Paynes Park, Hitchin	1.0	0.0	0.0	0.0	4.9	0.0	0.0	0.0	0.0
Study Area Sub Total	19.4	42.1	30.2	37.1	4.9	4.0	12.4	3.5	11.4
Outside Study Area									
Milton Keynes									
Milton Keynes Museum, McConnell Drive, Wolverton, Milton Keynes	0.7	0.0	0.0	1.7	0.0	0.0	2.3	3.0	2.4
MK Gallery, Midsummer Blvd, Milton Keynes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bedford									
Bedford Museum, Castle Lane, Bedford	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7
Moot Hall Museum, Church End, Elstow, Bedford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Higgins Bedford, Castle Lane, Bedford	0.5	0.0	0.0	0.0	0.0	1.3	0.0	0.0	4.1
Berkhamstead									
Dacorum Museum & Art Gallery, Clarence Road, Berkhamsted	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Albans									
Museum of St Albans, Hatfield Road, St Albans	0.3	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0
Verulamium Museum, Saint Michael's Street, St Albans	0.7	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0
Stevenage									
Stevenage Museum, Stevenage Museum, Saint Georges Way, Stevenage	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bletchley									
The National Museum of Computing, Bletchley Park, Bletchley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tring									
Natural History Museum, The Walter Rothschild Building, Akeman Street, Tring	2.2	0.0	1.2	2.1	0.0	3.3	4.9	9.2	5.9
London									
British Museum, Great Russell Street, Bloomsbury, West London	5.4	2.9	7.4	2.1	3.9	7.2	2.3	18.1	8.7
Imperial War Museum, Lambeth Road, Southwark, East London	2.0	0.0	3.4	0.0	1.6	4.1	2.9	0.0	2.0
Natural History Museum, Cromwell Road, South Kensington, London	19.8	20.7	16.7	16.4	31.9	14.3	17.2	12.4	15.7
Science Museum, Exhibition Road, South Kensington, London	5.3	4.2	9.0	1.7	4.8	0.0	17.9	3.6	2.5
Tate Modern, Bankside, London	4.6	4.8	2.3	0.0	7.8	6.2	7.2	6.3	0.0
The National Gallery, Trafalgar Square, London	2.0	0.0	0.0	0.0	5.7	2.9	2.8	0.0	2.0
The National Portrait Gallery, St. Martin's Place, Central London	3.6	1.2	1.0	0.0	2.1	12.9	4.6	2.9	2.0
Victoria and Albert Museum, Cromwell Road, Kensington	4.6	1.2	5.4	0.0	3.5	9.1	2.3	6.3	13.2
Other - Central London	21.3	21.5	18.7	30.0	20.8	26.4	12.5	16.9	13.7
Abroad	0.5	1.5	1.0	0.0	0.0	0.0	0.0	3.6	0.0
Other	7.1	0.0	3.7	8.8	13.2	2.9	10.5	14.2	11.7
(Don't know)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area Sub Total	80.6	57.9	69.8	63.0	95.1	96.0	87.6	96.6	88.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes

Market shares derived from Luton leisure household survey (Feb 2015)
Excludes 'don't know/ can't remember'

Table 26: Leisure Patterns - Casinos

Destination	Total Casinos (%)	Zone 1A (%)	Zone 1B (%)	Zone 1C (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)
Study Area									
Luton									
Grosvenor G Casino, Park Street West, Luton	45.1	8.3	52.7	77.7	0.0	0.0	83.7	6.1	67.3
Gala, Bridge Street, Luton	26.6	28.6	33.9	0.0	100.0	28.3	0.0	50.6	32.7
Stanley's Luton International Casino, Park Street, Luton	4.6	0.0	0.0	22.3	0.0	0.0	0.0	0.0	0.0
Mecca, Skimpot Road, Luton	1.8	0.0	0.0	0.0	0.0	14.7	0.0	5.0	0.0
Study Area Sub Total	78.1	36.9	86.7	100.0	100.0	43.1	83.7	61.7	100.0
Outside Study Area									
Milton Keynes									
Gala, Midsummer Blvd, Milton Keynes	13.7	31.5	13.3	0.0	0.0	57.0	16.3	0.0	0.0
The Casino MK, Xscape, Marlborough Gate, Milton Keynes	4.7	0.0	0.0	0.0	0.0	0.0	0.0	38.3	0.0
Southend									
Southend	3.6	31.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0	0	0	0	0	0	0	0	0
(Don't know)	0	0	0	0	0	0	0	0	0
Outside Study Area Sub Total	21.9	63.1	13.3	0.0	0.0	57.0	16.3	38.3	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

Market shares ' derived directly from Luton Leisure (2015) for cinema (Question 23)

Excludes 'don't know/ can't remember'

