

# **CULTURAL COMMUNITY SURVEY CONDUCTED FOR WIGAN LEISURE AND CULTURE TRUST, 2009**

## **Background**

Wigan Leisure and Culture Trust (WLCT) is a charitable trust which works on behalf of Wigan Council to manage and support Leisure and Cultural facilities, initiatives and events for over 300,000 residents across the Borough.

The Trust commissioned Ipsos MORI to undertake a new survey with residents of Wigan, called the Cultural Community Survey. The Cultural Community Survey set out to establish the impact of the services which the Trust provides has on people's lives, to identify the strengths and weaknesses of the service offering, pinpoint Townships which are under-provided for in terms of service provision, and suggest ways to improve this.

# Approach

The survey took the form of a postal self-completion questionnaire sent to a stratified randomly selected sample of households in the borough.

## Results

The research provided evidence the services provided by Wigan Leisure & Culture Trust are valued by residents, with nine in ten respondents stating that investment in sport, leisure and cultural provision makes Wigan a better place to live. Overall, around half of respondents are satisfied with leisure and cultural facilities in the borough, and it is these residents who are significantly more satisfied with Wigan as a place to live, who are more likely to feel that they belong to their local area, and more likely to believe in social cohesion.

The findings also demonstrated that the services and facilities provided by the Trust serve the community beyond the benefits of health and enjoyment traditionally associated with leisure and culture provision. For example, a significant majority of residents believe that leisure and cultural investment reduces crime and anti-social behaviours, increases job opportunities and improves skills for local people.

## Overview

The survey has been shared with key partners across the Local Strategic Partnership. The results provide data for critical elements of WLCT's Impact and Performance Management Frameworks. Findings have also been used to explore partnership work and increase participation in targeted areas of under-representation, supporting the Trust's vision of 'Getting Wigan Active and Improving People's Lives'.

The survey is also being utilised with other intelligence to inform a strategic needs and asset assessment to identify priority outcomes, shape the future development of the culture and leisure offer, and prioritise the commissioning and decommissioning of services.

## How to get in contact

If you would like help or advice:

**Tim Martin**

**T: +44 (0)161 240 2401**