what do people think?

Brio Frodsham engagement findings

sept 2026

brio x Cheshire West and Chester

the brief.

In March 2026 we put the Brio Frodsham redevelopment plans out for the community to help shape.

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355 people responded.

Here's what they told us.

the points.

01

who we heard from

The audience and how they use Brio Frodsham today.

02

the headline

The general feeling to the proposals, plus likely usage of the new centre.

03

the aspirations

What the 217 open-ended responses tell us about what people want.

who we heard from.

355 responses in total.

Mostly people who already use the building in some form.

how did we get the info?

Alongside the online survey, we held three in-person engagement sessions to hear directly from residents and centre users.

Q1. How do you currently use the facilities in Frodsham?

45%

paid Brio members

160 respondents

39%

library users

139 respondents

26%

gym & class users

92 respondents

16%

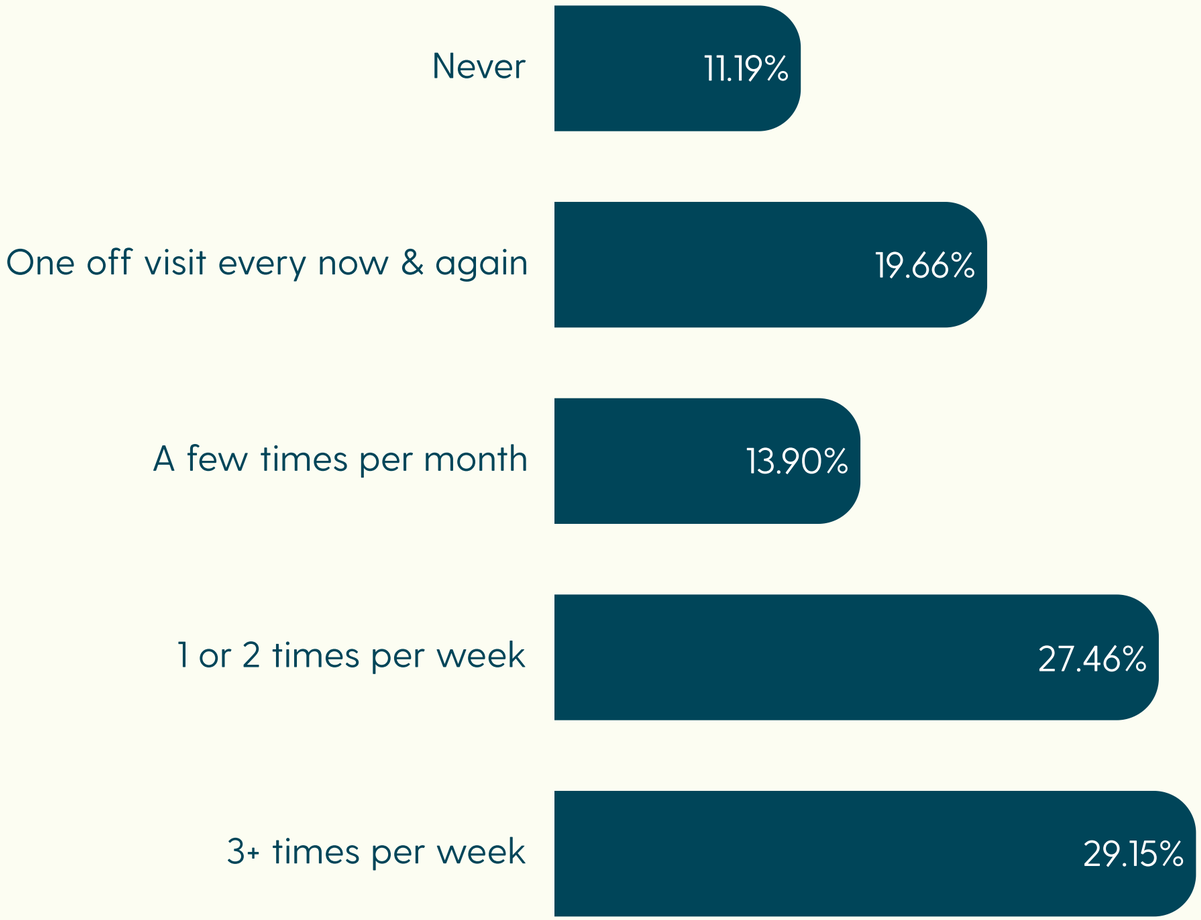
active card holders (PAYG)

58 respondents

they're already invested.

57% of respondents already use the facilities at least once a week.

why? It's a feedback base that are already engaged with the building and facilities. They know what works and what doesn't.



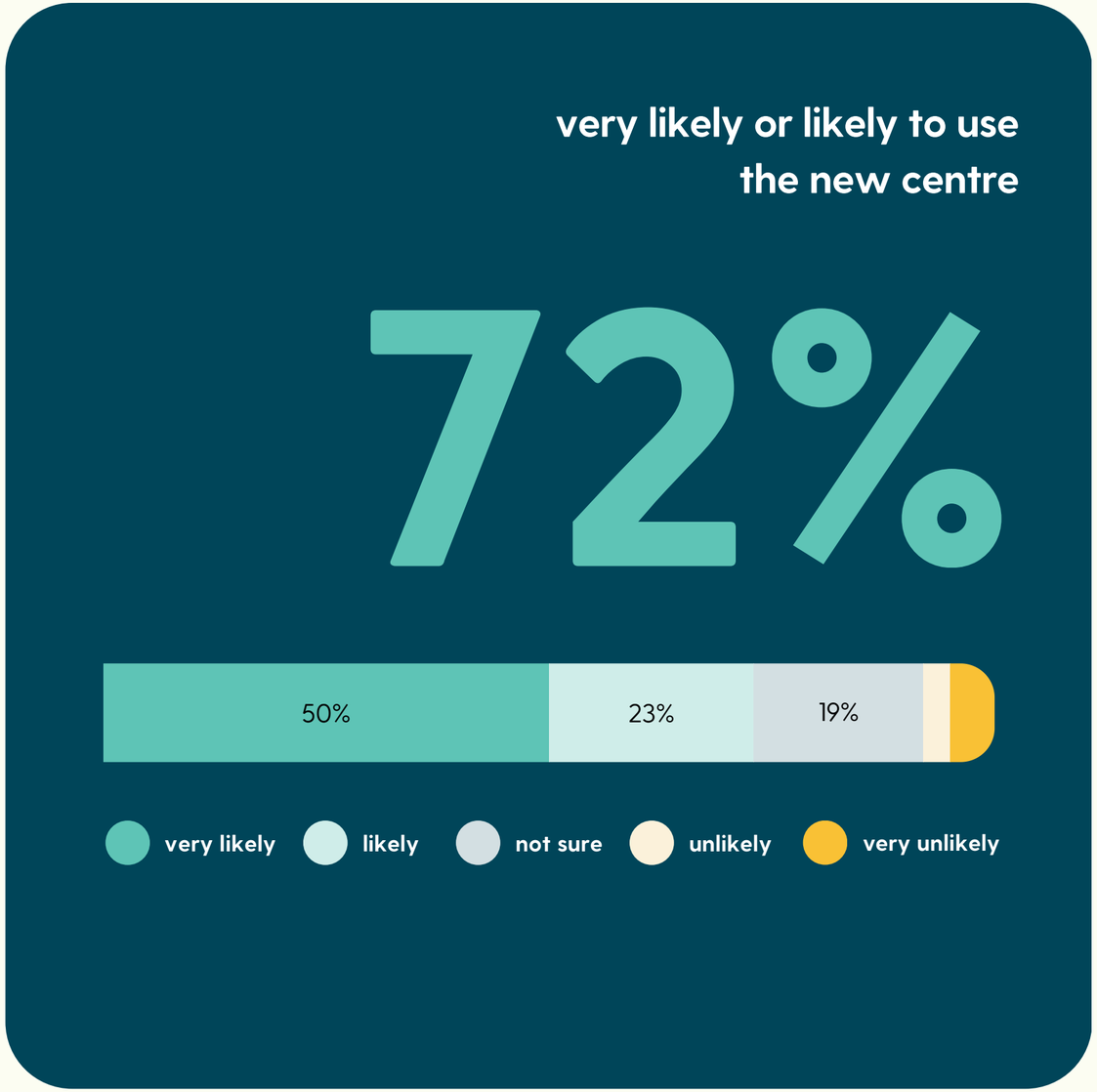
Q3. How often do you use or attend the current facilities?

response to proposals.

72% of respondents say they're likely or very likely to use the new faciltiies.

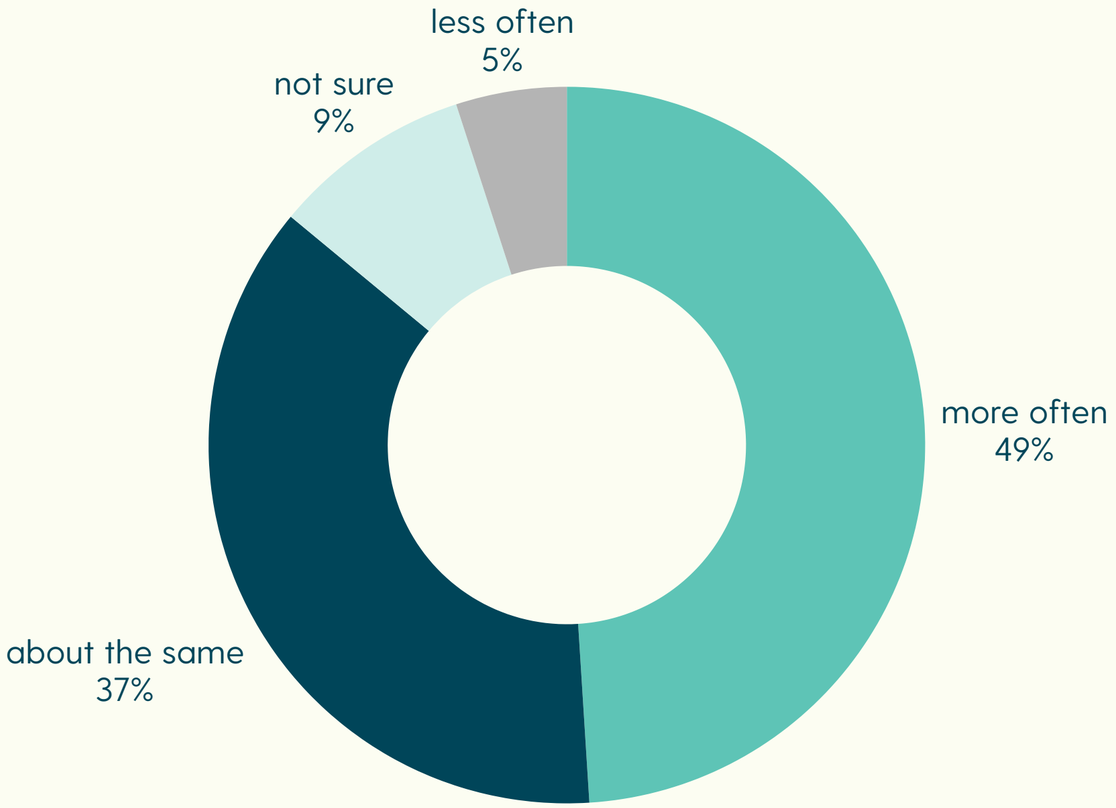
Only 8% said unlikely or very unlikely.
The proposals have clearly landed.

Q4. How likely are you or members of your household to use the new Brio Frodsham?



and they'll be coming more often.

49% expect to use the new centre more often than they do now. Only 5% expect to use it less.



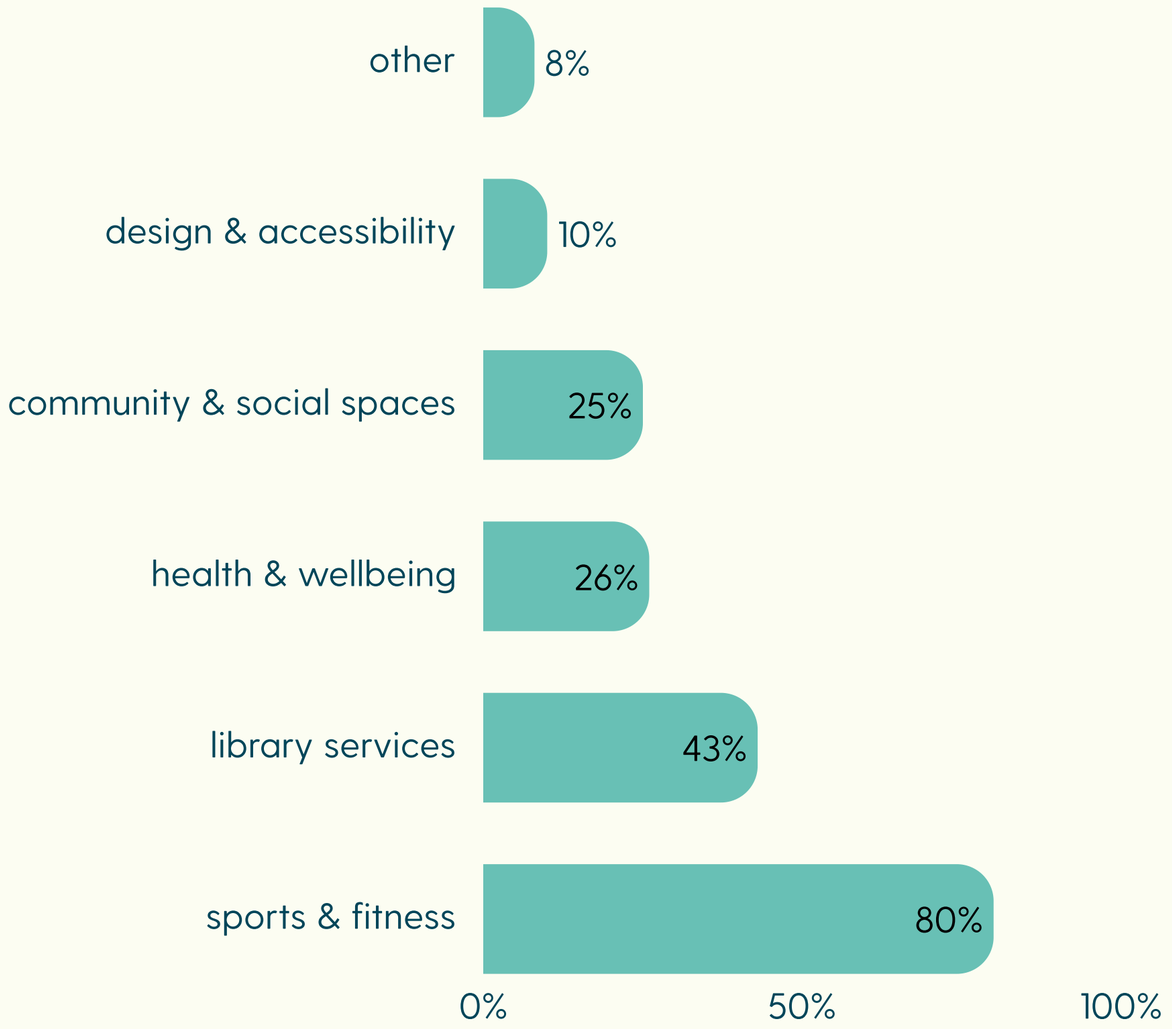
Q6. Once the new centre is open, how do you think you will use it compared with now?

sports and fitness leads the aspirations

Nearly 8 in 10 picked sports and fitness as the most useful part of the plans. The library remains a strong second.

Design and accessibility scored lower not because people don't value it, more likely because it's not seen as a primary reason to visit.

Q5. Which parts of the plans do you think will be most useful for you and your household?



part two.

the aspirations

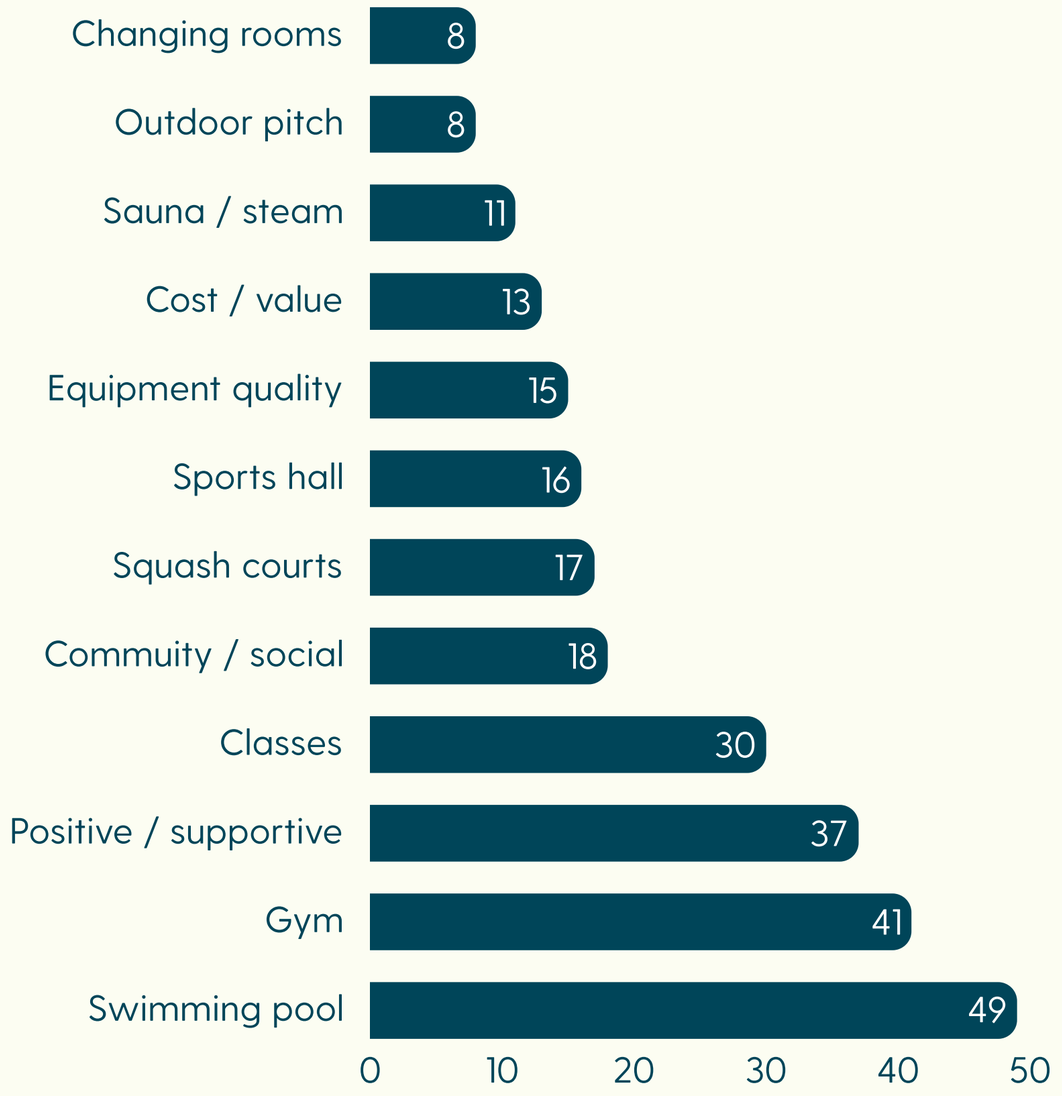
219 people left open-ended feedback

Here's what they said

the themes that surfaced.

The standout is the swimming pool, raised in just under a quarter of all open-ended responses, despite not being in the proposals.

Mentions of the gym were hugely positive. Most of it is positive anticipation with specific asks for more and better equipment, opening hours and female-only sessions.



Q7. Do you have any other general feedback you would like to share?

the elephant in the pool

with 49 mentions, a pool was the most raised theme during the open-ended feedback.

Important: While many respondents would like a swimming pool, the previous feasibility study found insufficient demand to justify one. The cost of building and operating a pool cannot be accommodated within the project budget and would prevent the new centre from being financially self-sufficient, placing the wider project at risk.

The Council is also considering opportunities to improve transport access to existing swimming pools in the surrounding area.

Q7. Do you have any other general feedback you would like to share?

> “Plans look good but a swimming pool would be so beneficial to a wide range of ages and abilities. Please consider.

> “I was hoping for a swimming pool. It's so needed in this area. I feel it doesn't offer much that other centres currently offer.

> “What improvements that are actually needed is a swimming pool. Then I would consider rejoining.

*verbatim responses to Q7

the runners-up.

01

class space

23 mentions. Concerns over class space quality, especially yoga: small rooms, no natural light or ventilation.

Response: The new studio will be bigger, accommodating 35 people, with air conditioning, windows and new equipment.

02

squash courts

17 mentions. Some disappointment that courts aren't preserved.

Response: Not included due to the reduced footprint and low usage numbers, but alternative provision is available locally.

03

sauna & steam

11 mentions. Repeatedly framed as a deal-breaker for joining. Strong link to the gym audience.

Response: Not feasible with the available space and budget.

04

outdoor pitch

8 mentions. Several specifically about the existing astroturf, with suggestions for 3G or padel.

Response: Not included in this redevelopment phase, but future options for the space are being explored separately.

Q7. Do you have any other general feedback you would like to share?

the runners-up.

in their own words

01

class space

Would help to have 2 studios so more than one fitness class can take place at once. Unless one can take place in the gym too.

02

squash courts

The removal of the squash courts is such a shame. There are so many other gyms nearby, the nearest squash court is in Chester!

03

sauna & steam

I would really encourage taking into consideration building a sauna in each changing room. This for me is a dealbreaker.

04

outdoor pitch

What is going to happen with the astroturf pitch? Could this be resurfaced with a 4G all weather surface?

Q7. Do you have any other general feedback you would like to share?

what else was said...

Plans look great. Excited for it to be finished and start using it.

supportive

I'd like to see the building contribute to net zero by being well insulated, energy efficient, solar panels etc.

sustainability

The gym would be a viable pre-work option if it opened at 6.30 like other Brio do. Please do this.

operational

Needs a much bigger gym facility.

facilities

Why can't 1 squash court still be included? Lazy planning rather than dual-use spaces.

facilities

*verbatim responses to Q7

what's coming...

01

larger, modern gym

More space, an improved layout, new equipment and air conditioning.

02

a better studio

A larger 35-person studio, dedicated spin studio and flexible community/studio space, designed to support a wider range of activities.

03

more accessible & inclusive

Improved accessibility throughout, including stoma-friendly toilets, a Changing Places facility and a choice of single-sex and unisex single-occupancy facilities.

04

community spaces

Better-quality community areas and a more welcoming, connected entrance linking the leisure and library spaces.

a huge thank you from us...

We're working very hard on the design of the building and will keep you updated on our progress. Operational details, including arrangements for the construction period, are still being developed but please be assured that we will provide details on this as soon as we can.

Follow Brio on Facebook, Instagram or TikTok or download our app to stay updated or keep an eye on **our project page here**.

brio x Cheshire West and Chester

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