
EXTRACT FROM LEISURE CONTRACT ANNUAL SERVICES REPORT 2015/16

PROGRAMMES AND EVENTS

There has been a wealth of new activities over the last 12 months. The following activities are a good sample of the type of activities we have introduced to the community:

New activities:

- Sand Art Parties
- Bouncy Castle Parties
- Children's Activities Holiday Day Camps
- Striker 9 football courses
- Soccer Tots football courses
- Walking Football
- Sportivate Gymnastics
- Battle Badminton
- No Strings Badminton
- Free fitness sessions for 11-18 year old girls

Additional courses and bookings:

- Increase in GP Referral sessions
- Increase in Baby Sensory classes
- Additional sports hall block bookings with local clubs

Events:

- Free Family Fun Days
- Badminton tournament
- Tommy's Splashathon
- Lion's charity swim
- Annual Swimathon
- Pride Of Borough event
- Young at Heart
- Oadby & Wigston Sports Awards
- Mayor Barn Dance
- Mayor Making
- Elections
- Weddings
- Conferences
- Drowning prevention classes
- Charity cake sales

Free Activities and Community Contributions

The Services Specification requirement is to provide a minimum value of £500 per month in vouchers, free use, prizes etc for the community. In 2015-16 we provided a value in excess of £31,000 as we made huge strides in reaching out and engaging with the community. This included ongoing arrangements with local partners as well as donations to local organisations and members of the community. This was in the form of 873 free sessions and 109 memberships to targeted groups, talented athletes and Council employees. In addition to this we offered free swimming in the school holidays for local children.

Table: Type of community contributions and free activities

Organisation	Description	Quantity
Pride of Borough	10% card holder discount	1,800
Brocks Hill staff	20% café discount	720
Children in the community	Free Swimming for under 16's	862
Children in the community	Free Holiday Activities for community whilst Wigston Pool was being built	223
Disability Free Swim	Free swimming in a specified session, for those with a disability	652
Local community	Day Passes	650
	1 week membership	12
	1 month membership	1
	3 month membership	11
	12 month membership	3
OWBC staff	12 month membership	32
Supporting Leicestershire Families	12 month membership	41
Go Gold talented athletes	12 month membership	9

CUSTOMER ENGAGEMENT

Marketing

The marketing calendar outlines the campaigns we use throughout the year. These campaigns have a strong corporate message, but with local variations to suit the market in each area. This year the campaign schedule comprised of:

- 6 fitness related campaigns
- 4 swimming lesson campaigns
- 4 sports campaigns
- 4 retail campaigns

In addition to this there are numerous event related promotions throughout the year, for example:

- International and national sporting events like the Rugby World Cup,
- Event Days such as World Cancer Day and Drowning Prevention Week,
- National Days such as Valentine's Day and Father's Day,
- Local initiatives going on in the community such as Sport Relief events and Queens 90th Birthday celebrations.

All of these campaigns were held this year and were submitted to the Council as part of the Corporate Marketing Strategy and Marketing Calendar.

Community Engagement

If we are to effectively monitor participation habits then the number of Everyone Active Members is crucial to achieve this. The EA card is free to anyone and provides benefits to the card holder. Not only this but it enables us to communicate different messages with them dependant on how often they participate and in what activity. The table below shows the number of cardholders in the community.

Table: Everyone Active members in the community

EA card holders	Transfer	14-15	15-16	Total
Oadby Pool	36	3,355	2,738	6,129
Parklands	5,757	5,463	7,805	19,025
Wigston	2,422	57	3,974	6,453
Total	8,215	8,875	14,517	31,607
Local Authority population	55,928	55,928	55,928	55,928
% population with EA card	15%	16%	26%	57%

SERVICE

Customer Feedback

Customer feedback is sought through a variety of methods:

- Via the website
- Direct email to the General Manager
- Direct e-mail questionnaires
- Social media
- Written comment forms in centre
- Verbal comments in centre
- Customer complaints procedure
- Customer viewpoint machine in centre
- TRP (the intelligent customer interaction system)

The following mediums will be used as part of the Sports Development plan in 2016-17:

- User surveys / Customer forums
- Non-user surveys
- Club forums

Our customer charter is displayed in centre with a summary of customer feedback in a “You Say We Did” style. This details customer satisfaction ratings and the number of complaints and compliments.

Customer Satisfaction

As you can see from the table below customer satisfaction ratings have increased steadily as the year progressed indicating a successful continuous improvement strategy.

Table: Customer Satisfaction Ratings % - rated as Good, Very Good, Excellent

Customer Satisfaction Ratings													
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Average
Oadby	25%	30%	64%	67%	70%	84%	56%	100%	76%				64%
Parklands	65%	73%	70%	63%	65%	70%	71%	69%	75%	78%	72%	73%	70%
Wigston										64%	75%	75%	71%

The variations between sites are explained by the age of the facilities. There was only a finite amount we could affect at the old Oadby Pool. Despite it being clean and well maintained the building was clearly passed its 'sell by date' in design and construction.

Parklands has seen significant improvement alongside the building developments. The average rating before the building refurbishment was complete was 66%, increasing to 74% post refurb.

The Wigston rating shows that there were some specific teething problems in the first month of opening – namely the lack of easy access steps to the pool. After this issue was resolved ratings have increased to more expected levels.

Complaints

Customer complaints are recorded and analysed against participation levels. The actual number of complaints received for the whole year was 146 from over half a million visits. This is an average of 12 complaints per month across the whole service, with an average of 0.026% complaints received as a % of visits.

Table: Customer Complaints as a % of participation

Customer Complaints													
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Average
Oadby	0.05%	0.09%	0.03%	0.03%	0.02%	0.01%	0.04%	0.01%	0.02%				0.03%
Parklands	0.02%	0.02%	0.02%	0.03%	0.02%	0.03%	0.05%	0.04%	0.03%	0.02%	0.01%	0.01%	0.03%
Wigston										0.02%	0.01%	0.02%	0.02%

We analyse complaints for common themes and use these as areas for improvement as soon as possible. For example the most common complaint at Parklands was due to the heat in the function suite being uncomfortable for those taking part in group exercise classes, which led us to install new air con in the room. Other common complaints were related to issues experienced during the building works. For example sections of the car park were out of use for long periods of time. Despite this we managed the customer interface very well during the building developments and as a result received very few complaints during the whole 15 months. Indeed we were very proactive in moving activity sessions to temporary locations so there were very few we were unable to accommodate.

There were no common themes of complaint at Oadby Pool. The only issue experienced at Wigston was the easy access pool steps previously mentioned, which was resolved by us commissioning a bespoke solution.

There were a number of complaints in the first month of opening the new pool at Parklands as some people did not like the pool glazing design feature. However this was more than countered

by the number of compliments received regarding how much natural light the design allowed and how great it was to see activity going on.

HEALTH & SAFETY

There were no major incidents including no RIDDOR reportable events in the period.

Table: Number of accidents per site

	OAD	PKL	WIG	TOTAL
Site attendance	117,869	392,608	56,489	566,966
Total accidents	31	134	42	207
# of RIDDOR	0	0	0	0
Accidents per 10,000	2.63	3.41	7.44	3.65

The average accidents per 10,000 across the 50 sites in the SLM East Region is 4.95 per 10,000, so it is pleasing to see both Oadby and Parklands well under this benchmark.