

Sports & leisure facility management CPA user profile and satisfaction surveys report

Authority:

Facility:

Sandiacre Friesland Sports

PIN:

9399

Year:

2009/10

Interview dates:

09/09/2009

to:

11/10/2009

Total survey respondents

360

Interviewers

Staff	360	100.00%
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Interview locations

Not applicable

Gender

Female	186	51.67%
Male	154	42.78%
Not stated	20	5.56%

Membership cardholders

Cardholders	88	24.44%
Non members	262	72.78%
Not stated	10	2.78%

Frequency of visits

Less than once per month	56	15.56%
More than once per month / less than once per week	8	2.22%
Once per week	169	46.94%
Twice per week	61	16.94%
Three or more times per week	52	14.44%
Not stated	14	3.89%
At least once per week	282	78.33%
Less than once per week	64	17.78%

Length of visits

Longest time of visit (hours)	07:30
Shortest time of visit (hours)	00:05
Average time of visit (hours)	01:39

CPA equity indicators

These performance indicators are measured by calculating:

percentage of visits ÷ percentage of the catchment population

The percentage of visits data is derived from the users numbers surveyed at each of the nominated leisure centres. The percentage of the catchment population is automatically calculated from census data contained in a Geographical Information System (GIS). The percentage of visits is divided by the percentage of population to produce the performance indicator. The results for the survey and catchment data are shown below:

Age bands (survey data)

60 and over	23	6.39%
20 - 59	307	85.28%
11 - 19	12	3.33%
Not stated	9	2.50%

Age bands (catchment data)

60 and over	26.24%
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CPA performance indicator output

Representative facility use by people aged over 60 years	24.35%
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Age bands (catchment data)

11 - 19	12.34%
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CPA performance indicator output

Representative facility use by young people aged between 11 and 19 years	26.99%
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People of all ages with disabilities (survey data)

Yes	14	3.89%
No	335	93.06%
Not stated	11	3.06%

People under 60 with disabilities (survey data)

Yes	10	2.78%
No	309	85.83%
Not applicable (eg aged 60 or over)	23	6.39%
Not stated	18	5.00%

People under 60 with disabilities (catchment data)

Yes	11.4%
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CPA performance indicator output

Representative facility use by disabled people aged under 60 years	24.41%
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CPA equity indicators (continued)

Ethnic group (survey data)

White : British	328	91.11%
White : Irish	3	0.83%
Other white background	3	0.83%
Mixed : white & black Caribbean	2	0.56%
Mixed : white & black African	0	0.00%
Mixed : white & Asian	0	0.00%
Mixed : other mixed background	0	0.00%
Asian / Asian British : Indian	4	1.11%
Asian / Asian British : Pakistani	1	0.28%
Asian / Asian British : Bangladeshi	0	0.00%
Asian / Asian British : other Asian background	0	0.00%
Black or Black British : African	1	0.28%
Black or Black British : Caribbean	0	0.00%
Black or Black British : other black background	0	0.00%
Chinese	0	0.00%
Other ethnic group	2	0.56%
Not stated	16	4.44%

Ethnic group (CPA target groups - survey data)

British, Irish & other white	334	92.78%
Black & ethnic minorities	10	2.78%
Not stated	16	4.44%

Ethnic group (CPA target groups - catchment data)

Black & ethnic minorities	2.29%
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CPA performance indicator output

Representative facility use by people from black & minority ethnic groups	121.40%
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Social class (survey data)

Social class 6 and 7	1	0.28%
Not stated	0	0.00%

Social class (catchment data)

Social class 6 and 7	23.58%
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CPA performance indicator output

Representative facility use by people from the most deprived socio-economic groups	1.19%
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Catchment area and travel

Post code analysis

Start of post code		
NG10	136	37.78%
NG9	54	15.00%
DE7	39	10.83%
DE72	28	7.78%
DE21	11	3.06%
Other (less than 5 respondents from post code area)	78	21.67%
Not stated	14	3.89%

Travel arrangement

From home	276	76.67%
From work or school	46	12.78%
Other	17	4.72%
Not stated	21	5.83%

Method of travel

Car / motorcycle	306	85.00%
Walked	24	6.67%
Public transport	6	1.67%
Other (including cycling)	4	1.11%
Not stated	20	5.56%

Travel time (in minutes)

0 - 5	41	11.39%
6 - 10	78	21.67%
11 - 15	107	29.72%
16 - 20	38	10.56%
21 - 30	26	7.22%
31 - 45	18	5.00%
Over 45	34	9.44%
Not stated	18	5.00%

Calculated average travel time 17.7 minutes

Activity

Main activities

Badminton	25	6.94%
Fitness equipment	66	18.33%
Keep fit / aerobics / etc	4	1.11%
Five-a-side football	43	11.94%
Martial arts	6	1.67%
Squash	20	5.56%
Another physical activity	52	14.44%
Swimming / aqua fit	0	0.00%
Spectator	81	22.50%
Any other type of activity	48	13.33%

Main activity areas

Swimming pool	1	0.28%
Gym / fitness centre	71	19.72%
Squash courts	24	6.67%
Main hall	63	17.50%
Small hall	19	5.28%
Outdoor facility	29	8.06%
Another part of the facility	140	38.89%
Not stated	13	3.61%

Type of activity

Organised class / session / course	49	13.61%
Individual / casual	98	27.22%
Club or team	77	21.39%
Other / not stated	136	37.78%

Sports & leisure customer satisfaction surveys

PIN

9399

	Importance rating			Performance rating		
	No of responses	Average score	Importance weighting	No of responses	Average score	Weighted score (of 5)
Staff and information						
Friendliness of staff	338	4.46	89.17%	328	4.71	4.20
Helpfulness of staff	338	4.48	89.59%	312	4.71	4.22
Knowledge of staff	332	4.46	89.16%	277	4.61	4.11
Information provided	320	4.06	81.19%	276	4.20	3.41
Prices clearly displayed	306	3.90	78.04%	255	3.95	3.08
Facility presentation						
Cleanliness of changing rooms / toilets	334	4.72	94.31%	316	4.50	4.24
Temperature / quality of pool water (if applicable)						
Disabled access	300	4.45	89.00%	123	4.34	3.86
Feeling of a safe environment	334	4.61	92.22%	328	4.60	4.25
Quality of fitness / gym equipment (if applicable)	226	4.61	92.21%	158	4.56	4.21
Quality of other equipment used	284	4.59	91.83%	256	4.51	4.14
Value for money						
Enjoyment of the activity	334	4.66	93.23%	329	4.74	4.42
Value for money from the activity	330	4.53	90.61%	317	4.49	4.07
Catering / vending value for money	265	4.13	82.64%	185	3.99	3.30

For 'Sectional' and 'Overall' customer satisfaction survey scores please see graphical report

Responses exclude "Don't know / not applicable"

Facility type: 5 - dual use dry centres

Year: 2009/10

**Average weighted scores (out of 5) for all leisure facilities within same facility type
(question by question)**

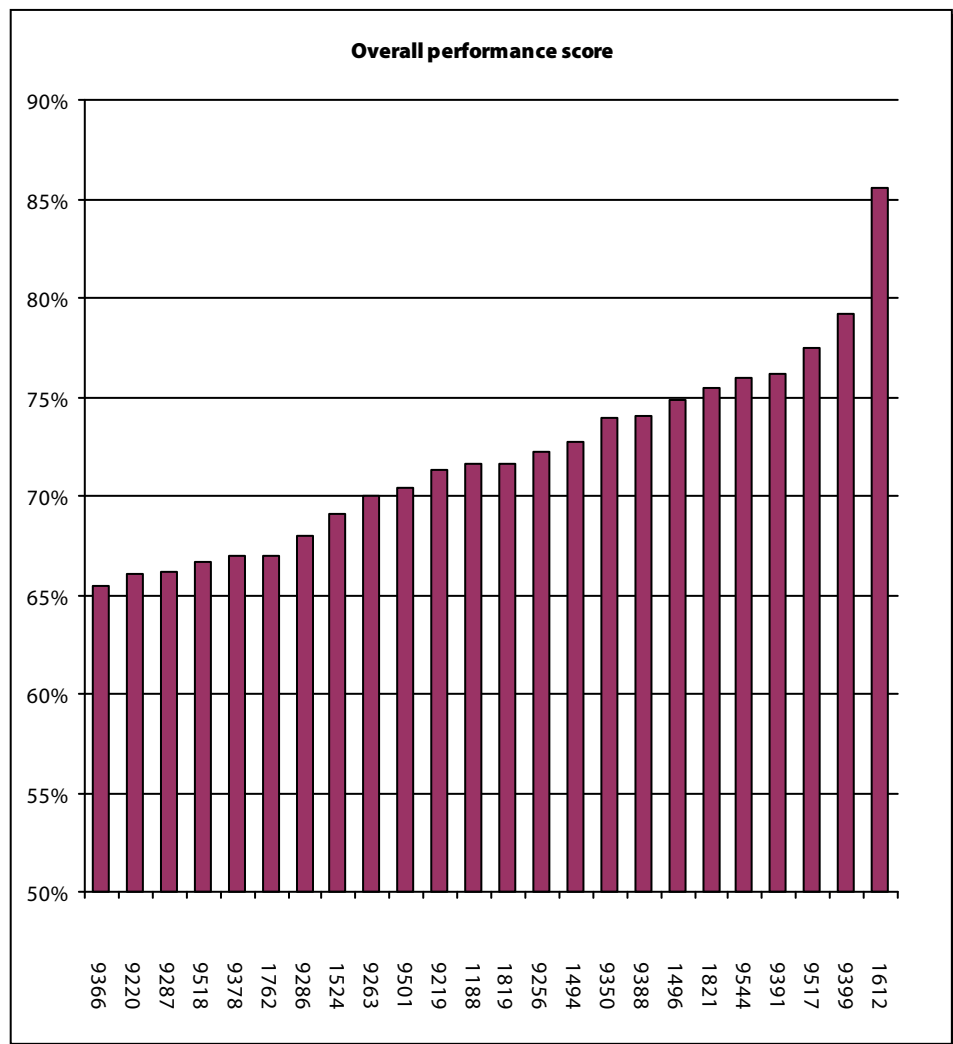
	Highest weighted score for type	Average weighted score for type	Lowest weighted score for type
Friendliness of staff	4.48	4.00	3.43
Helpfulness of staff	4.49	4.01	3.47
Knowledge of staff	4.40	3.84	3.49
Information provided	4.14	3.55	3.06
Prices clearly displayed	4.08	3.18	2.38
Staff and information sectional score	86.33%	74.33%	65.56%
Cleanliness of changing rooms / toilets	4.24	3.74	3.12
Temperature / quality of pool water (if applicable)	0.00	0.00	0.00
Disabled access	4.16	3.21	0.90
Feeling of a safe environment	4.60	3.74	3.15
Quality of fitness / gym equipment (if applicable)	4.21	3.15	0.00
Quality of other equipment used	4.17	3.51	2.69
Facility presentation sectional score	83.63%	71.17%	61.42%
Enjoyment of the activity	4.76	4.02	3.43
Value for money from the activity	4.66	3.76	3.13
Catering / vending value for money	3.73	2.66	1.53
Value for money sectional	87.61%	69.59%	62.62%
Overall total performance score	85.59%	72.00%	65.48%

PI 20 Customer satisfaction performance indicator

Family group

Type 5 facilities: Dual use dry

PIN	Staff and information	Facility characteristics	Value for money	Performance score
9399	76.06%	82.79%	78.58%	79.23%
Average	74.33%	71.17%	69.59%	72.00%
Lowest	65.56%	61.42%	62.62%	65.48%
Highest	86.33%	83.63%	87.61%	85.59%



Source data

See attached explanatory note

Acceptable parameters: no parameters

Customer satisfaction surveys

Performance indicator methodology and scoring

Results for the customer satisfaction survey performance indicator reports are calculated in the following way. Questions are divided into three sections as follows:

Staff & information

- a. Friendliness of staff
- b. Helpfulness of staff
- c. Knowledge of staff
- d. Information provided
- e. Prices clearly displayed

Facility presentation

- f. Cleanliness of changing rooms/toilets
- g. Temperature/quality of pool water
- h. Disabled access
- i. Feeling of a safe environment
- j. Quality of fitness/gym equipment
- k. Quality of other equipment used

Value for money

- l. Enjoyment of the activity
- m. Value for money from the activity
- n. Catering/vending value for money.

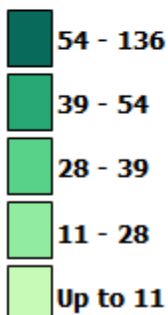
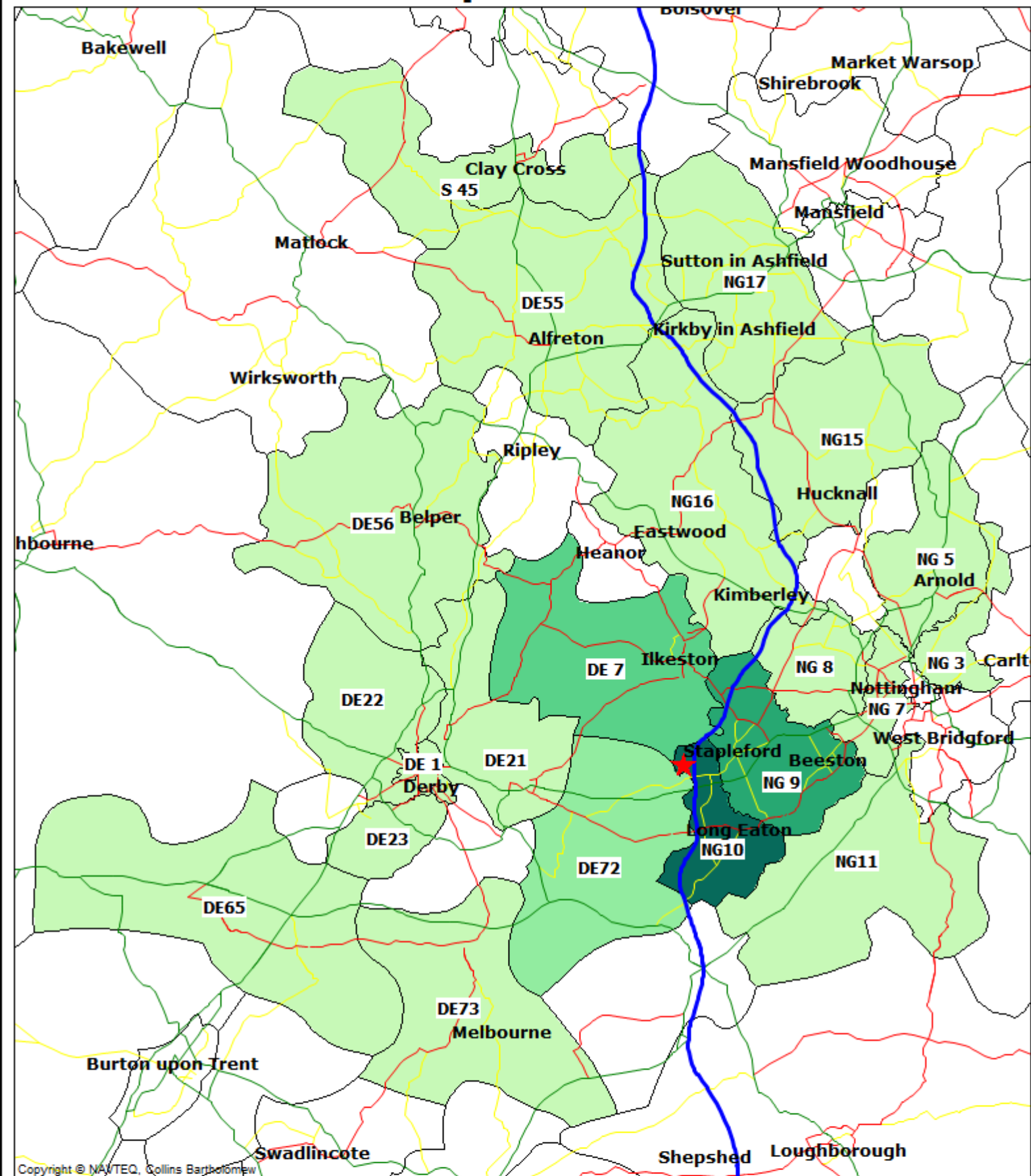
The 'average' score (between 0 and 5) for "importance" for each question is calculated and converted to a percentage to give an importance weighting for each question. The 'average' score (between 0 and 5) for "performance" for each question is calculated and then multiplied by the importance weighting to give a weighted performance score, e.g.


Average importance score for a. Friendliness of staff	=	4.40
Importance weighting for a	=	88.00%
Average performance score for a	=	4.15
Weighted performance score for a. (4.15 x 88.00%)	=	3.652

The weighted performance scores for all questions in each of the three sections are added together and divided by the number of questions in that section to produce an average weighted performance score for the whole section. This is then converted into a percentage for presentation in the performance indicator report.

To obtain the overall customer satisfaction indicator (CSI) score the weighted performance scores for all questions are added together and divided by the total number of questions to produce an overall average weighted performance score. This is also converted into a percentage for presentation in the performance indicator report.

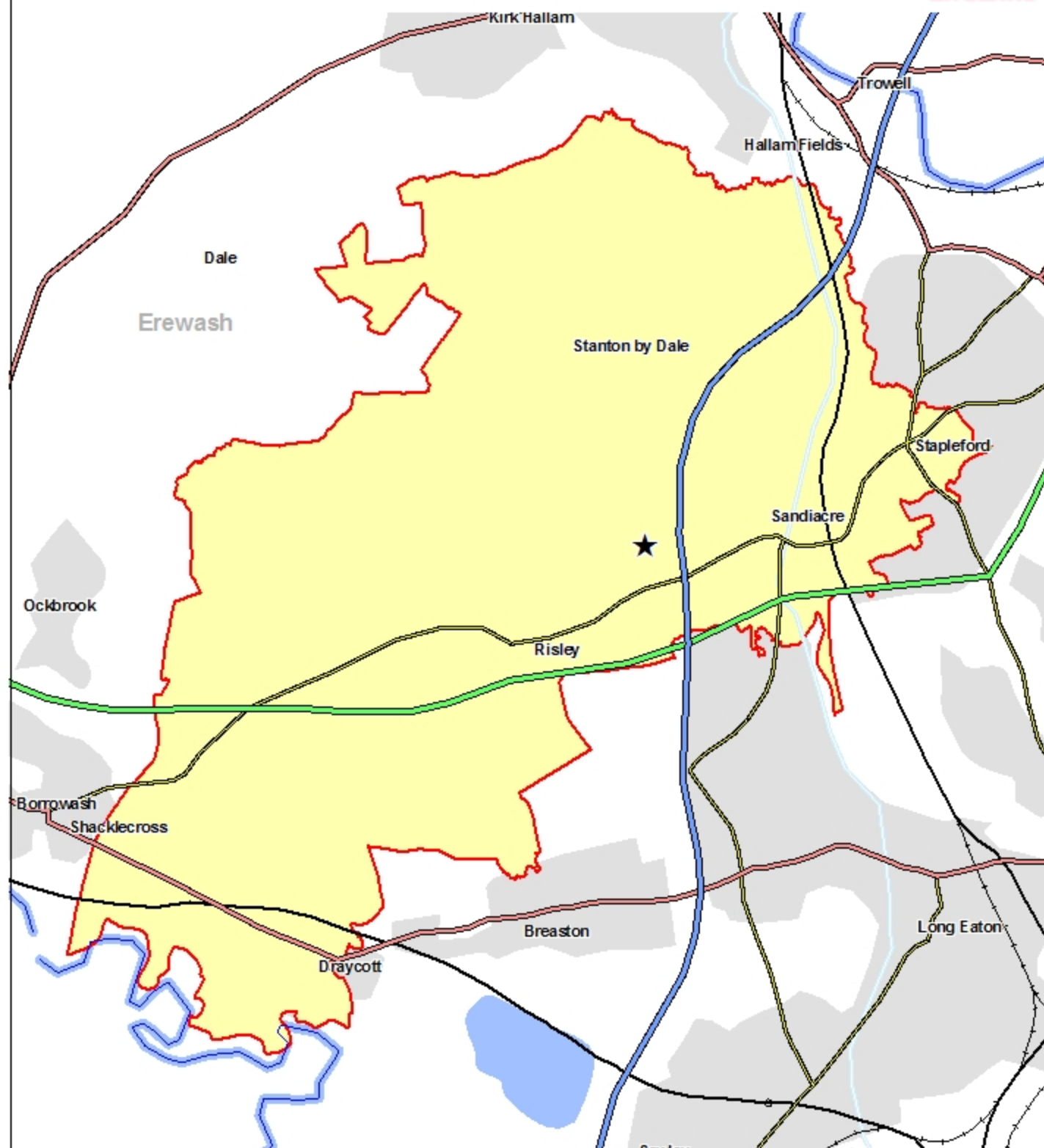
Sandiacre Friesland Sports Centre - Catchment




 Sandiacre Friesland Sports Centre

2km

Performance Networks Sandiacre Friesland Sports



Key  Catchment  Sandiacre Friesland Sports

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