

Sport England's National Benchmarking Service Survey

2006/2007 comparison

Sandiacre Friesland Sports Centre

Overall satisfaction with the centre in 2007 indicates a mean score of 4.92 out 5 (4.95 in 2006) which is one of the highest satisfaction scores.

Access

For two year's running it has been highlighted that "a clear CPA strength of the centre is access".

Utilisation

In both years it has been noted that there is "excellent market penetration in the local catchment population".

Although the survey suggests that the percentage of casual visits is low, there is still a 7% increase from 2006 to 2007.

Financial

Areas for improvement include financial performance, although "it is relevant to note that value for money of activities and entrance charges are among the strengths of the centre".

Satisfaction

In both years there were exceptionally low importance-satisfaction gaps and low levels of dissatisfaction and indeed, in 2006 the centre won the Sport England award for excellence in customer satisfaction.

Strengths

The main strengths of the centre according to customers are:

2006	2007
Helpfulness of reception staff	Ease of booking
Standard of Coaching/instruction	Availability of activities
Value for money	Standard of Coaching/instruction
Helpfulness of other staff	Value for money
Cleanliness	Fees and charges for activities

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2006/2007 comparison

Albion Leisure Centre

Overall satisfaction with the centre indicates a mean score of 4.70 out 5 (4.87 in 2006) which is one of the highest satisfaction scores.

Access

Visits from NS-SEC 6 & 7 (the lowest two socio-economic groups) in both years have been in the top quartile. Visits from people over 60 years old have improved in 2007.

In 2006 visits from 11 – 19 year olds were in the top quartile and although this has dropped to the 3rd quartile in 2007, it is still relatively high.

In both years visits from ethnic minority groups were in the bottom quartile, it should be noted however, that the centre's catchment population of this group is 1.7%.

Financial

Financial performance is an area for improvement, moving from moderate to weak in the two years, although it should be noted that the loss of the gym memberships at the centre have had a significant impact. On a more positive note, income from females, 60 years + and NS-SEC 6&7 are now in the top quartile which reflects the centre's new social objectives.

Satisfaction

Satisfaction with value for money and entrance charges are high and scores suggest that "activity prices are not near to the limit of acceptability for customers". This is an improvement on 2006.

According to the customers surveyed in 2007 the standard of coaching was not only the top in importance rankings but also the top in satisfaction rankings.

Strengths

The main strengths of the centre according to customers are:

2006	2007
Availability of activities	Standard of Coaching/instruction
Helpfulness of reception staff	Helpfulness of other staff
Helpfulness of other staff	Helpfulness of reception staff
Standard of Coaching/instruction	Availability of activities
Value for money	Ease of booking

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2006/2007 comparison

West Park Leisure Centre

Overall satisfaction with the centre indicates a mean score of 4.65 out of 5 which is an increase of .6 from the previous year (4.59 in 2006). This is one of the higher satisfaction scores.

Access

According to the CPA key performance indicators, the centre has improved visits for NS-SEC 6 & 7 (the lowest two socio-economic groups) and people over 60 years of age, from average to upper quartile over the two years. In 2006 the centre won the Sport England award for excellence in access.

Utilisation

In both years it has been noted that there is "good market penetration in the local catchment population". The centre performs high in both years for utilisation and has "a high number of annual visits for a centre of this size". Although casual visits have dropped by 6% in 2007, this could be due to a 6% increase in memberships during the same period.

Financial

The centre has, over both years, had a "relatively strong income performance and a high level of throughput". Again, over both years there is high satisfaction with entrance fees and charges.

An area for improvement is operating cost performance.

Satisfaction

In 2006 29% of respondents highlighted 'cleanliness of the changing areas' as an area of dissatisfaction. Although still a minority area of dissatisfaction, this year that figure has been reduced by 10% (to 19%).

Strengths

The main strengths of the centre according to customers are:

2006	2007
Standard of Coaching/instruction	Availability of activities
Helpfulness of reception staff	The activity/charge fee
Availability of activities	Standard of Coaching/instruction
Helpfulness of other staff	Value for money
Value for money	Ease of booking

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Rutland Sports Park

Overall satisfaction with the centre indicates a mean score of 4.54 out of 5 (4.87 in 2006). This is one of the highest satisfaction scores.

Access

The centre has gone from 'reasonable' to 'very good' according to the CPA key performance indicators for visits from ethnic minorities, NS-SEC 6 & 7 (the lowest two socio-economic groups) and young people 11 – 19 years of age.

Utilisation

In both years the percentage of casual visits to the centre is "very high" (89% in 2006 and 90% in 2007).

Financial

"Direct income performs rather well" at the centre over both years. However an area for improvement is cost recovery.

Satisfaction

In both years there is "a very high level of customer satisfaction".

Strengths

The main strengths of the centre according to customers are:

2006	2007
Value for money	Helpfulness of reception staff
Helpfulness of reception staff	Ease of booking
Cleanliness of activity areas	Quality of equipment
Quality of car parking	Availability of activities
Quality of equipment	Standard of coaching/instruction