

# **Everyone Active Chichester – Customer Satisfaction Survey** **December 2017/January 2018**

## **Full Report**

### **Introduction**

The Chichester contract conducted a consultation project during December 2017 and January 2018. The project aimed to find out about levels of customer satisfaction with the services and facilities provided by Everyone Active in the Chichester District. The survey includes questions about Westgate Leisure Centre in Chichester, Bourne Leisure Centre in Southbourne and Grange Community and Leisure Centre in Midhurst.

### **Methodology**

The survey was issued both with paper copies available at all three centres as well as on tablets. The survey was promoted on the Everyone Active Chichester Contract web pages, through social media accounts (Facebook and Twitter) and through front of house promotion.

This report presents and analyses the results of each survey question. Where percentages do not add up to 100%, this is because respondents could select more than one answer. Agreement and disagreement figures quoted include all those who indicated they 'strongly agreed/disagreed' or 'agreed/disagreed' with a particular proposal. Where quotes are given, these are answers to questions where respondents could provide open answers. Invalid comments that are not reported could include 'No', 'Nothing' etc. or could be a repeated comment from an earlier question e.g. 'as above'.

Where relevant this report will draw comparisons with the last Westgate Leisure customer satisfaction survey, which was conducted in December 2016.

### **Executive Summary**

The 2017/18 survey received 251 responses in total; 146 responses were from Westgate Leisure Centre users, 61 were from Bourne Leisure Centre users and 44 were from The Grange. Male respondents outnumbered females for this survey and, responses came from a good range of ages, the over 65's were the largest represented group followed by the 35-40 age range.

The results have a strong bias towards Westgate Leisure Centre, 58% of respondents saying they used this centre most often. The remaining respondents were split between Bourne Leisure Centre 24% and The Grange, Midhurst 18%.

The majority of the respondents were direct debit membership holders making up 61% of the respondents. Centre memberships represented 16% of the users surveyed. The length of membership held by respondents was very evenly split with 34% between 1-5 years, 12% more than 10 years, 15% less than 6 months, 26% 5-9 years and 12% 6 months to 1 year.

The majority of the respondents who completed the survey attend the centre three or more times per week (38%) with the next highest grouping being twice a week (36%).

80% of respondents would be likely to recommend Everyone Active Chichester sites to a friend or colleague. On a scale of 0-10, with 0 being very unlikely and 10 being very likely, 80% of respondents ticked 7 or higher. This has dropped from 88% on the 2016 survey. (78% 2014)

Level of satisfaction is high for contact in person, with 92% of respondents either very satisfied or satisfied with this method of communication. This is an increase on the 89% from the previous survey.

Dissatisfaction with communication over the telephone has dropped again, with only (7%) saying they were either dissatisfied or very dissatisfied.

87% of respondents are very satisfied or satisfied with the general level of cleanliness throughout the centres which constitutes a slight drop from 91% in the last survey. (75% 2014)

## Centre Usage

The majority of respondents (61%) are direct debit members. Since the last customer satisfaction survey, direct debit membership has decreased (1%) among survey respondents.

39%, up from 21%, of respondents had been using the centre(s) for 5 years or more; 27% of respondents had been using the centre(s) for one year or less which is an decrease from the 33% from the 2016 survey.

Respondents were asked in an open question, *what would be the one change you would make to the one centre you use most often*. Responses have been grouped into key themes. Please see the below table which highlights the most popular changes identified:

| What one change would you make to the centre? | Westgate | Bourne | Grange |
|---|----------|--------|--------|
| Upgrade changing room / showers               | 9        | 6      | 0      |
| Cleaner Changing areas                        | 5        | 0      | 0      |
| More variety of classes                       | 5        | 4      | 6      |
| Car parking machines and refund system        | 8        | N/A    | 0      |
| Update Lockers                                | 3        | 0      | 0      |
| Bigger Gym                                    | 0        | 5      | 0      |
| Swimming Pool                                 | N/A      | N/A    | *5     |

\*Please note these were requests for a swimming pool.

Car parking and the refund scheme continues to be an issue for Westgate Leisure Centre customers.

Updated lockers were requested at Westgate but interestingly not Bourne or The Grange. Updated locks have now been introduced to the Health Suite and dryside lockers.

## Customer Satisfaction

Users were asked how satisfied or dissatisfied they were with the current methods of contacting the centre(s)

### Overall

| Overall            | Very satisfied | Satisfied | Dissatisfied | Very Dissatisfied | I don't use this method |
|--------------------|----------------|-----------|--------------|-------------------|-------------------------|
| In person          | 48%            | 44%       | 5%           | 3%                | 0%                      |
| Over the telephone | 29%            | 39%       | 4%           | 3%                | 19%                     |
| By email           | 28%            | 32%       | 5%           | 2%                | 33%                     |

### By Site

| Westgate           | Very satisfied | Satisfied | Dissatisfied | Very Dissatisfied | I don't use this method |
|--------------------|----------------|-----------|--------------|-------------------|-------------------------|
| In person          | 39%            | 49%       | 3%           | 1%                | 5%                      |
| Over the telephone | 8%             | 41%       | 7%           | 1%                | 42%                     |
| By email           | 10%            | 19%       | 1%           | 1%                | 68%                     |

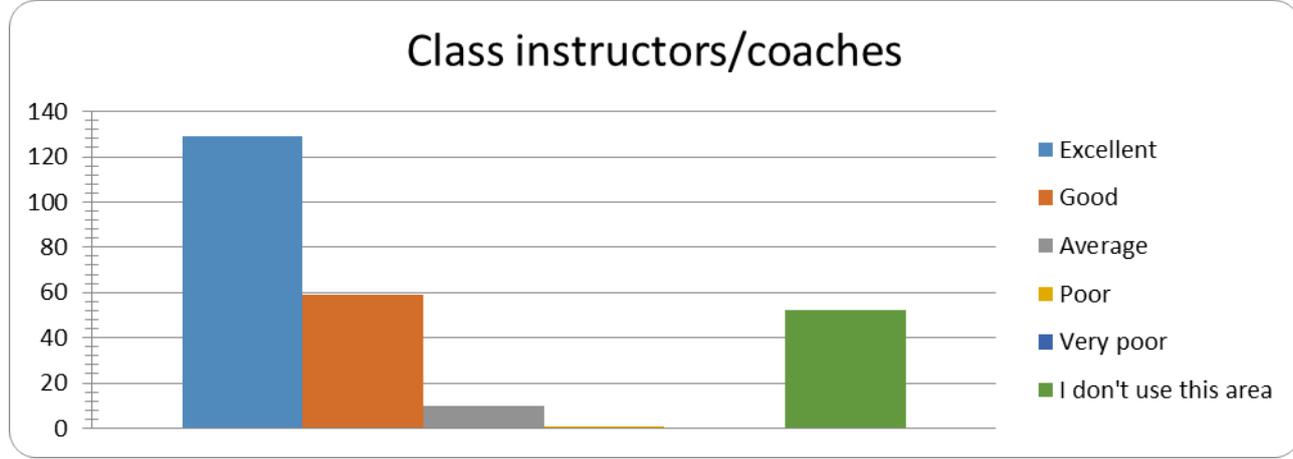
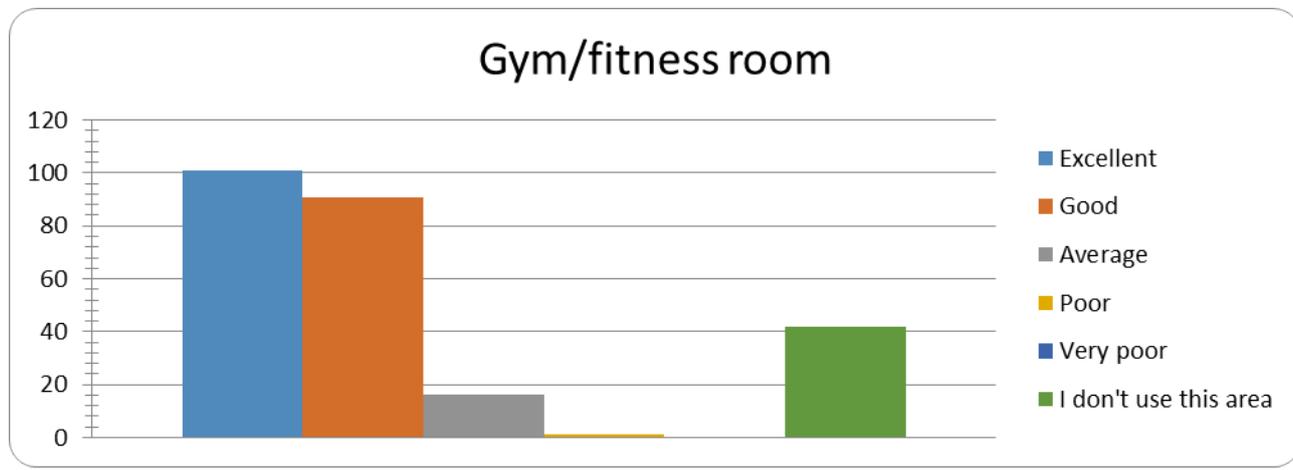
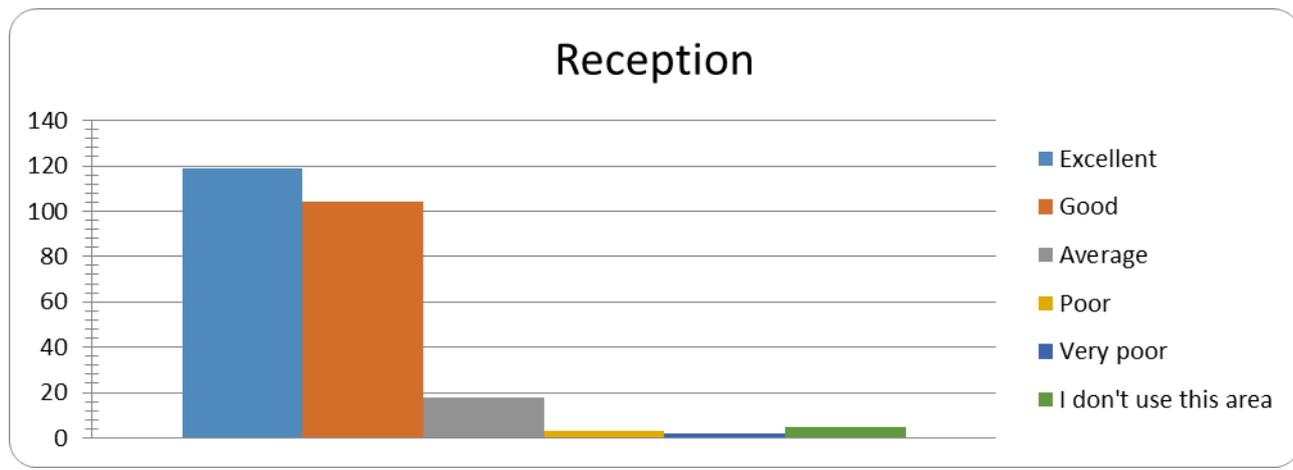
| Bourne             | Very Satisfied | Satisfied | Dissatisfied | Very Dissatisfied | I don't use this method |
|--------------------|----------------|-----------|--------------|-------------------|-------------------------|
| In Person          | 56%            | 34%       | 2%           | 2%                | 6%                      |
| Over the telephone | 35%            | 55%       | 1%           | 1%                | 8%                      |
| by E-Mail          | 29%            | 23%       | 3%           | 1%                | 44%                     |

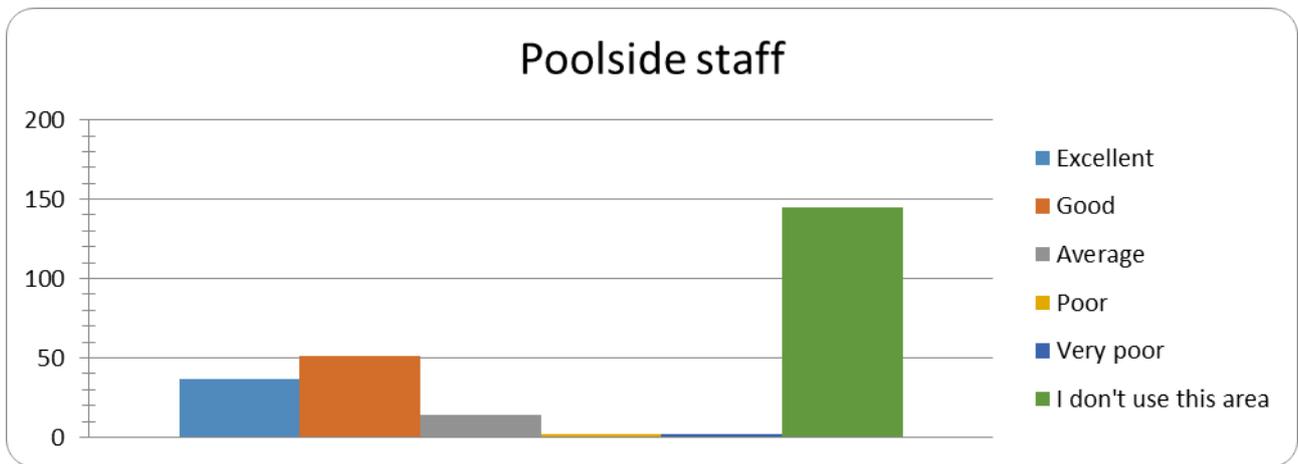
| The Grange | Very Satisfied | Satisfied | Dissatisfied | Very Dissatisfied | I don't use this method |
|------------|----------------|-----------|--------------|-------------------|-------------------------|
| In person  | 65%            | 25%       | 2%           | 2%                | 6%                      |
| Telephone  | 42%            | 45%       | 2%           | 0                 | 11%                     |
| E-Mail     | 47%            | 40%       | 8%           | 0                 | 5%                      |

92% of respondents are either very satisfied (48%) or satisfied, (44%) with contacting the centres in person an improvement from the 89% 2016 survey.

The higher dissatisfaction levels with communication vary across the sites with Westgate being highest on the telephone 8%. This is however a slight improvement on the 2016 survey 10%.

Respondents were asked in general how they rated the customer service they receive at the centres by area. The findings are displayed in the graphs below:





|                              | Reception  | Gym        | Instructors | Pool staff | Café Staff |
|------------------------------|------------|------------|-------------|------------|------------|
| <b>Excellent</b>             | <b>47%</b> | <b>40%</b> | <b>51%</b>  | <b>15%</b> | <b>24%</b> |
| <b>Good</b>                  | <b>41%</b> | <b>36%</b> | <b>24%</b>  | <b>20%</b> | <b>30%</b> |
| <b>Average</b>               | <b>7%</b>  | <b>6%</b>  | <b>4%</b>   | <b>6%</b>  | <b>8%</b>  |
| <b>Poor</b>                  | <b>1%</b>  | <b>0%</b>  | <b>0%</b>   | <b>1%</b>  | <b>1%</b>  |
| <b>Very poor</b>             | <b>1%</b>  | <b>0%</b>  | <b>0%</b>   | <b>1%</b>  | <b>0%</b>  |
| <b>I don't use this area</b> | <b>2%</b>  | <b>17%</b> | <b>21%</b>  | <b>58%</b> | <b>36%</b> |

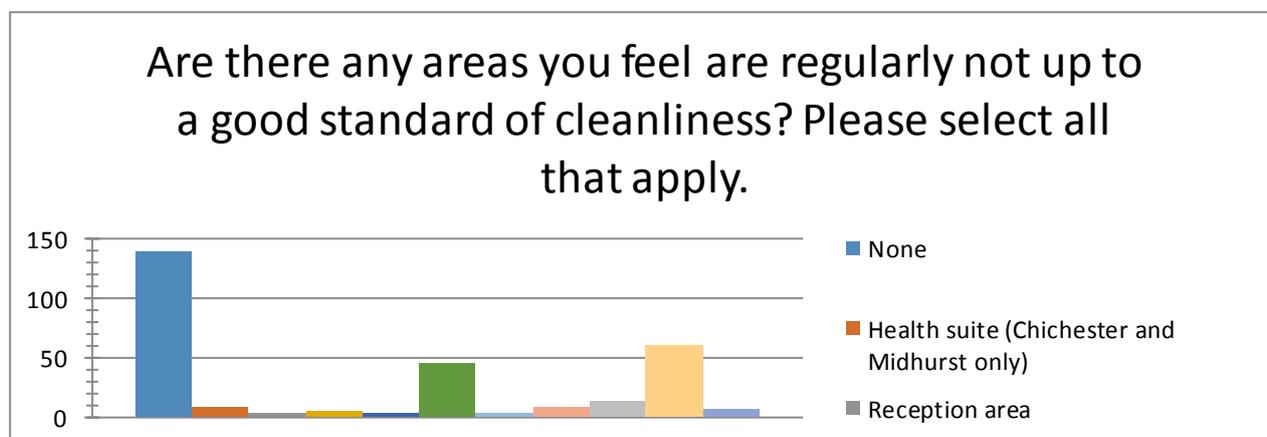
**All the results above show the colleagues continue to deliver excellent customer service. This is further demonstrated in the comments section of this report.**

## **Section 2 – Cleanliness of the Centres**

87% of respondents are very satisfied or satisfied with the general level of cleanliness throughout the centres which constitutes a decrease from the 91% score received on the previous survey (75% 2014). When the 87% score is broken down by site The Grange had 98%, Bourne Leisure Centre was 81% and Westgate Leisure Centre was 87%.

|                   | Bourne | The Grange | Westgate |
|-------------------|--------|------------|----------|
| Very satisfied    | 43%    | 59%        | 25%      |
| Satisfied         | 38%    | 39%        | 62%      |
| Dissatisfied      | 15%    | 2%         | 11%      |
| Very dissatisfied | 4%     | 0%         | 2%       |

Customer's also thought the following areas were not always up to a high standard:



|   |     |
|---|-----|
| None  | 46% |
| Health suite (Chichester and Midhurst only) | 3%  |
| Reception area                              | 1%  |
| Swimming pools (Westgate only)              | 2%  |
| Squash/tennis courts                        | 1%  |
| Toilets                                     | 15% |
| Sports hall                                 | 1%  |
| Cafe (Westgate and The Grange only)         | 3%  |
| Gym/fitness room                            | 5%  |
| Changing rooms                              | 20% |
| Other :                                     | 2%  |

Respondents had the option to provide an open comment on the cleanliness of the centre, here are a selection of quotes and areas where cleanliness was raised as being an issue.

### **Changing rooms & Toilets 15 mentions**

*Changing rooms feel too small and grubby.  
Please check changing rooms regularly X 2.  
Changing rooms look old and worn X2.  
Toilets need updating X 2 (Bourne)  
Shower curtains need to be changed (The Grange)  
Showers need cleaning more often X 2.  
Dirt builds up in health suite over the course of the day.  
Toilet roll sometimes runs out X2.  
Not always tidy and soap has sometime run out X2.*

### **Café**

*Tables need clearing more regularly.  
Milk station need to be cleaner more regularly.  
High chairs need cleaning.*

### **General**

*Good clean centre.  
Always clean and if not cleaned straight away.  
The centre can be grubby at times but that's the same for any large public building that gets so much use.  
Gym can be messy around busy periods.  
Always to a good standard when I've been in.  
Good compared with other leisure centres.*

### **General**

Customers were asked whether they have any general comments about the centres and a selection of these are below:

*The staff are lovely.  
Westgate is a great centre in the way it does cater for everyone.  
Works very well.  
All staff do a fantastic job.  
Would like some more low impact classes to be available in the evening.  
Friendly atmosphere with staff that genuinely care.  
Generally very happy.  
Good discounts for NHS staff.  
Overall a great facility!  
New system for lockers.  
Good price for the size gym!!  
Lovely centre.  
No, generally very good.  
Staff are really good.  
Could improve customer service in some areas.  
Great set up for our cycling meeting, thank you.  
Westgate has friendly staff and a great gym.  
Nice airy centre.*

*I'm surprised that there aren't squash courts at the Westgate Centre. It would be great if EA could look at providing this, or maybe paddle tennis.*

*Staff are very friendly.*

*Reception staff are always very polite and helpful especially Anne and Pam and Sam.*

*Larger Gym is a good addition.*

*Generally very good.*

*Really nice staff at Bourne.*

*All good.*

*Westgate centre changing rooms not kept clean, Bourne is ok.*

*Nothing more than already stated.*

*Classes very full at the moment, can struggle for space on yoga etc.*

*Excellent and friendly people.*

*Karen's meals are always perfectly cooked!*

*Seems some space wasted in main area.*

*More male-oriented classes, too much zumba & yoga.*

*Swimming changing rooms.*

*Size of changing rooms.*

*Better now updated since recent refit.*

*It is good because of the staff.*

*Staff are always helpful.*

*Friendly and welcoming staff .*

*The lockers are annoying, coin mechanism often jams.*

*Friendly.*

*Could do with an update but very nice easy centre overall.*

*Excellent staff.*

*Nice reception staff who have difficult job..*

*Well-equipped and people with disabilities are treated equally.*

*The meals in the café are always perfectly cooked thank you.*

*Nice friendly centre.*

*Parking can be busy.*

*More equipment in the gym.*

*Good.*

*Friendly and welcoming.*

*Great.*

*Lots on offer at Westgate, good team in gym.*

*Lovely community feel.*

*Excellent.*

*Everyone is friendly and has great all round facilities.*

*Friendly and classes made fun.*

*Mainly happy.*

*Compares favourably to other leisure centres.*

*Very satisfied.*

*Keep hold of your good instructors!*

*Nice friendly.*

*Meet good people Social aspect makes it worthwhile for over 50.*

*Very good staff.*

*Staff are friendly and happy to help.*

*I think you need to make the gym bigger as when I go in the evenings there is hardly any equipment to go on.*

*Just one lane open around 9-10 to swim after school drop off.*

*Good staff and facilities.*

*Fix the Lockers!!*

## **Conclusions and recommendations for the future**

- Although 87% of respondents are satisfied overall with the general cleanliness of the centres, there are areas that can still be improved upon, mainly changing rooms and toilets. Westgate Leisure Centre village change will be deep cleaned and some refurbishment work done whilst the pool is closed when the new pool windows are fitted. A new sign off procedure has been put in place for changing rooms and toilets to make sure cleanliness is checked and dispensers are filled.
- The car park voucher refund scheme is still an issue and an alternative solution would greatly enhance the customers' visits. Sarah Peyman is talking to Tania Murphy regarding this.
- Comments were particularly good regarding the colleagues at the sites and this will be feedback to the teams.
- Lockers were a reoccurring comment by customers in this survey so locker mechanisms at Westgate are in the process of being replaced.