

Everyone Active Chichester – Customer Satisfaction Survey **December 2018/January 2019**

Full Report

Introduction

The Chichester contract conducted a consultation project during December 2018 and January 2019. 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 2018/19 survey received 302 responses in total; 151 responses were from Westgate Leisure Centre users, 49 were from Bourne Leisure Centre users and 102 were from The Grange. Female respondents outnumbered males for this survey and, responses came from a good range of ages, the over 65's were the largest represented group followed by the 45-54 age range.

The results have a strong bias towards Westgate Leisure Centre, 49% of respondents saying they used this centre most often. The remaining respondents were split between Bourne Leisure Centre 16% and The Grange, Midhurst 34%.

The majority of the respondents were direct debit membership holders making up 57% of the respondents. Centre memberships represented 17% of the users surveyed. The length of membership held by respondents was very evenly split with 35% between 1-5 years, 21% more than 10 years, 11% less than 6 months, 20% 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 (28%).

89% 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, 89% of respondents ticked 7 or higher. This has increased from 80% on the 2017/18 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 the same as the last survey in 2017/18.

Dissatisfaction with communication over the telephone has increased, with 12% saying they were either dissatisfied or very dissatisfied.

92% of respondents are very satisfied or satisfied with the general level of cleanliness throughout the centres which constitutes a slight increase from 87% in the last survey. (75% 2014)

Centre Usage

The majority of respondents (57%) are direct debit members. Since the last customer satisfaction survey, direct debit membership has increased (1%) among survey respondents.

42%, up from 39%, of respondents had been using the centre(s) for 5 years or more; 23% of respondents had been using the centre(s) for one year or less which is an increase from the 27% from the 2017/18 survey.

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	55%	37%	1%	2%	5%
Over the telephone	38%	39%	7%	5%	11%
By email	35%	32%	2%	2%	29%

By Site

Westgate	Very satisfied	Satisfied	Dissatisfied	Very Dissatisfied	I don't use this method
In person	40%	49%	2%	3%	7%
Over the telephone	25%	46%	9%	7%	13%
By email	30%	36%	3%	3%	28%

Bourne	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	I don't use this method
In Person	69%	29%	0%	2%	0%
Over the telephone	58%	38%	2%	2%	0%
by E-Mail	57%	30%	2%	2%	9%

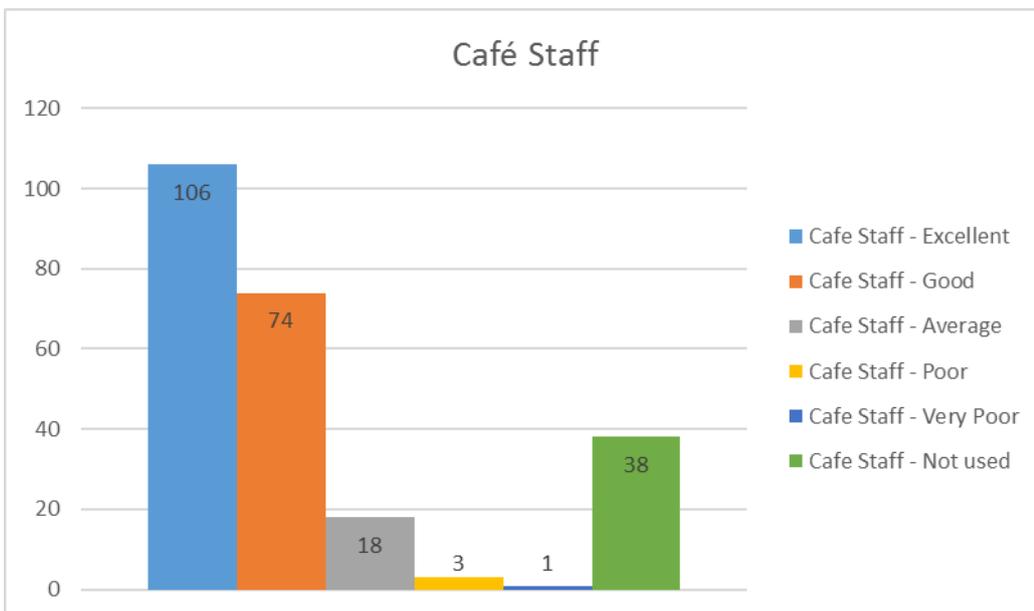
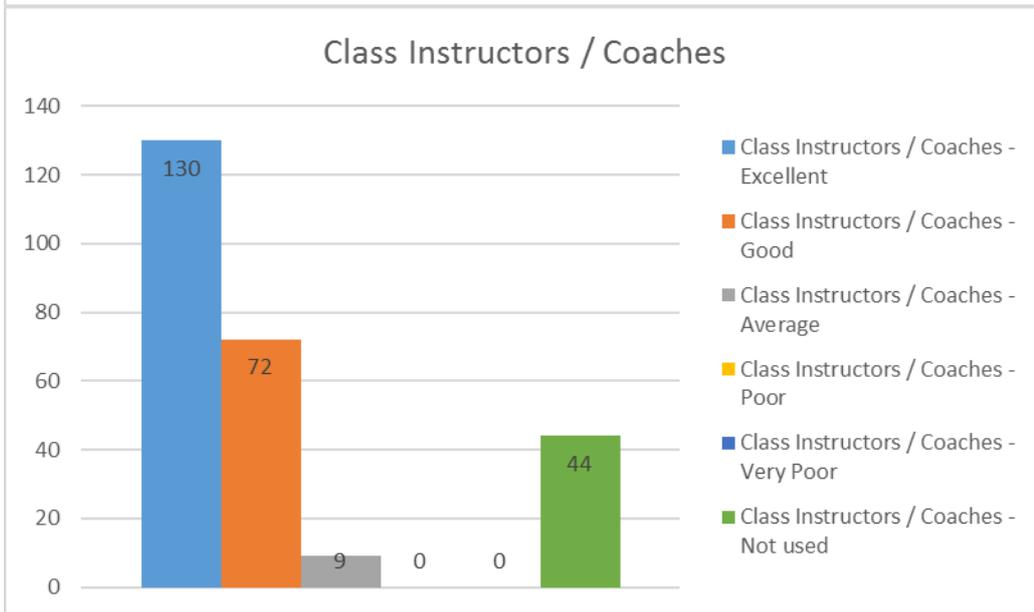
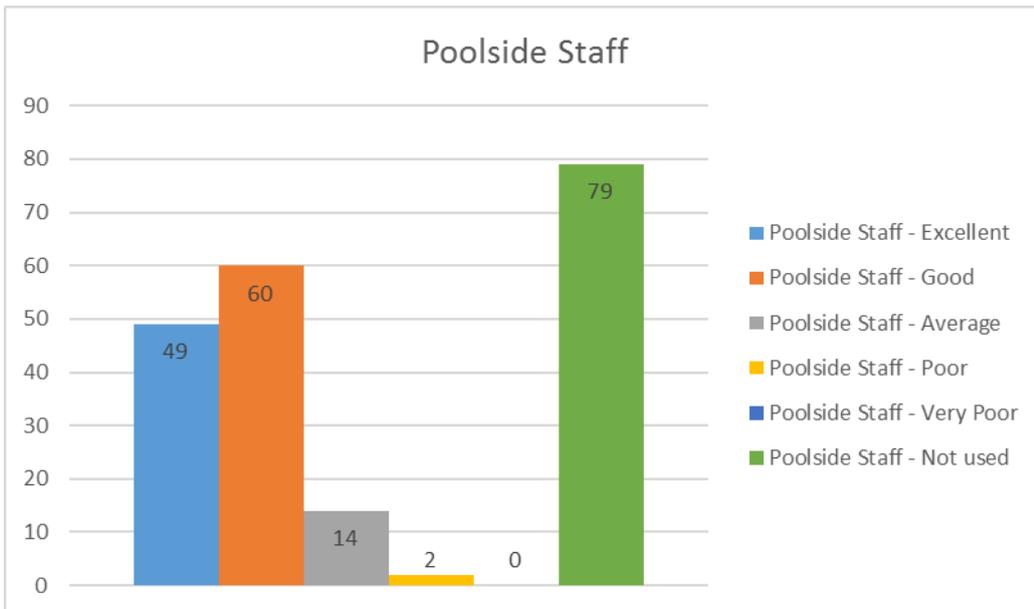
The Grange	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	I don't use this method
In person	67%	26%	2%	0%	5%
Telephone	45%	32%	6%	3%	14%
E-Mail	30%	36%	2%	2%	9%

92% of respondents are either very satisfied (55%) or satisfied, (37%) with contacting the centres in person, this is the same as 2017/18 survey although the percentages are different and more people are very satisfied.

The higher dissatisfaction levels with communication vary across the sites with Westgate being highest on the telephone 9%. This is a 1% increase on 2017/18. 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
Excellent	55%	41%	51%	24%	44%
Good	37%	32%	28%	29%	31%
Average	7%	4%	4%	7%	8%
Poor	0%	1%	0%	1%	1%
Very poor	0%	0%	0%	0%	0%
I don't use this area	1%	22%	17%	39%	16%

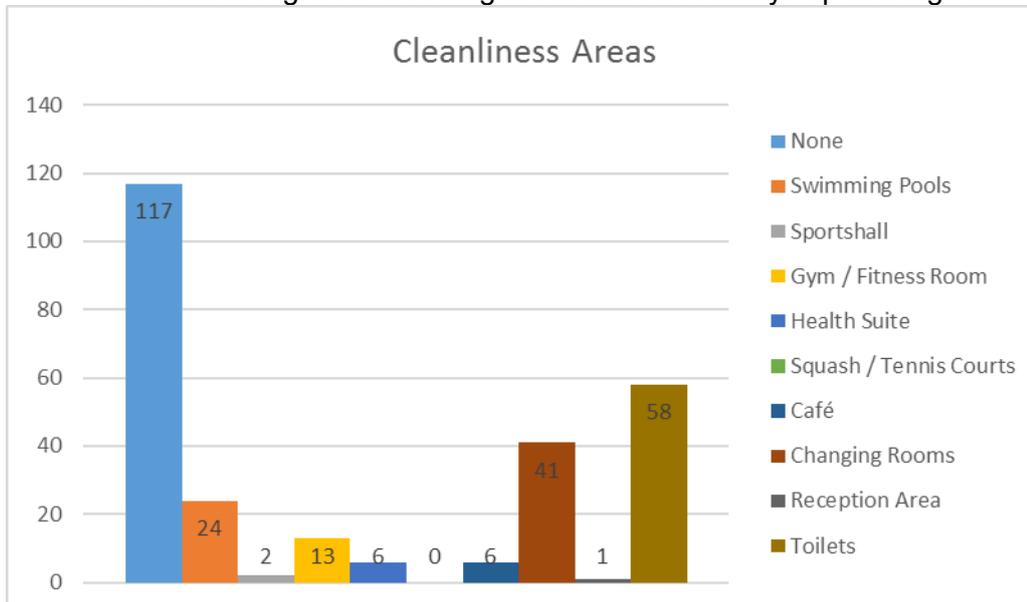
All the results above show the colleagues continue to deliver excellent customer service. This is further demonstrated in the comments section of this report.

Section 2 – Cleanliness of the Centres

93% of respondents are very satisfied or satisfied with the general level of cleanliness throughout the centres which constitutes an increase from the 87% score received on the previous survey (75% 2014). When the 93% score is broken down by site The Grange had 96%, Bourne Leisure Centre was 93% and Westgate Leisure Centre was 82%.

	Bourne	The Grange	Westgate
Very satisfied	82%	51%	25%
Satisfied	11%	45%	57%
Dissatisfied	7%	3%	15%
Very dissatisfied	0%	1%	6%

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



None	44%
Health suite (Chichester and Midhurst only)	2%
Reception area	0%
Swimming pools (Westgate only)	9%
Squash/tennis courts	0%
Toilets	22%
Sports hall	1%
Cafe (Westgate and The Grange only)	2%
Gym/fitness room	5%
Changing rooms	15%

Conclusions and recommendations for the future

- Continued effort is required on the cleanliness of the Westgate Leisure Centre village change. Some deep cleaning has been done but the planned closure to replace the pool hall window has delayed any more major close down of this facility.
- The car park voucher refund scheme continues to be an issue and an alternative solution would greatly enhance the customers' visits. Sarah Peyman is talking to Tania Murphy regarding this.
- Feedback was excellent regarding the colleagues at the sites.
- Very positive feedback regarding the range of activities and facilities on offer across the contract.