



NATIONAL BENCHMARKING SERVICE FOR SPORTS AND LEISURE CENTRES

FACILITY REPORT FOR TIPTON SPORTS ACADEMY

Prepared by the
Sport Industry Research Centre, Sheffield Hallam University



December 2009



NATIONAL BENCHMARKING SERVICE FOR SPORTS AND LEISURE CENTRES

CONTENTS

	Page
1. INTRODUCTION	1
2. THE USER SURVEY SAMPLE	2
3. SUMMARY OF PERFORMANCE FOR TIPTON SPORTS ACADEMY	4
4. MAP OF CATCHMENT AREA AND POPULATION STATISTICS	10
5. RESULTS: CURRENT PERFORMANCE SCORES FOR TIPTON SPORTS ACADEMY	12
• KEY INDICATORS	
• OTHER IMPORTANT INDICATORS	
• SATISFACTION AND IMPORTANCE TABLES	
APPENDIX 1: USER SURVEY FREQUENCY DISTRIBUTIONS	32

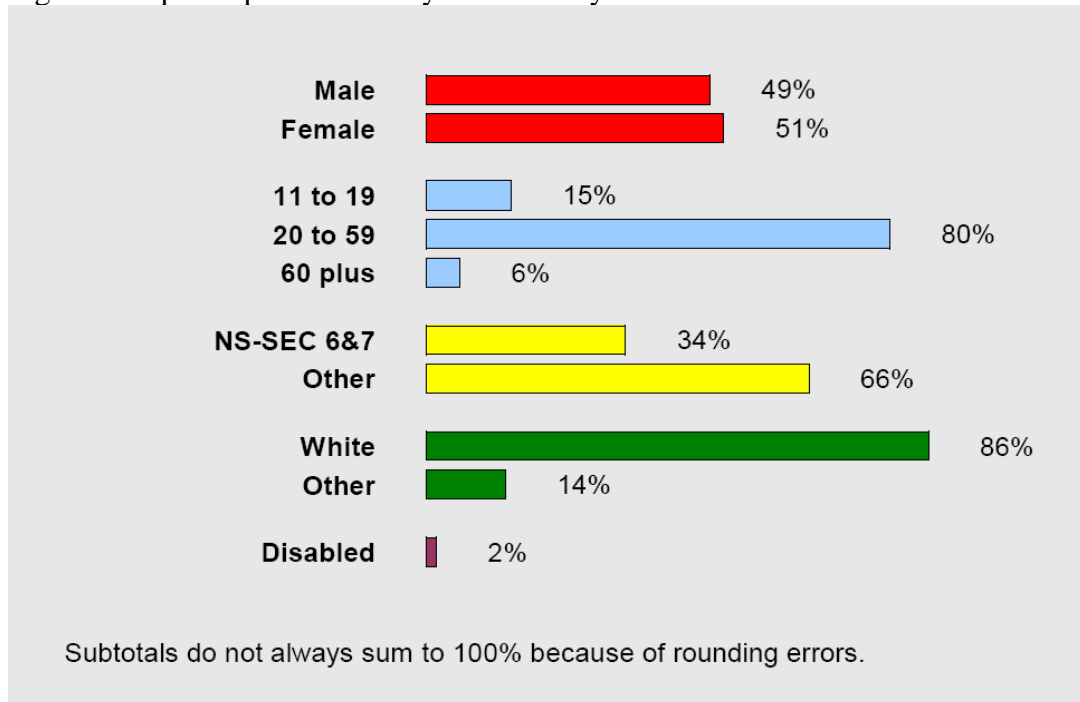
NBS REPORT FOR TIPTON SPORTS ACADEMY

1 INTRODUCTION

- 1.1 This report has been produced by Sport England's *National Benchmarking Service for Sports and Leisure Centres* (hereafter referred to as 'NBS') for Tipton Sports Academy, which is run by Sandwell Leisure Trust on behalf of Sandwell MBC. The report has been compiled by staff from the Sport Industry Research Centre (SIRC) at Sheffield Hallam University.
- 1.2 Before investigating the details of performance for Tipton Sports Academy in this report, **please read the accompanying *Guidance document to accompany facility reports*.**
- 1.3 The data in this report are based upon a survey of 350 users of the centre between 12th and 19th September 2009, conducted by Result Market Research; and a financial return based on the year 1st April 2008 to 31st March 2009. The user survey and financial return are supplemented by catchment area data provided by the University of Edinburgh. A catchment area map is provided in section 4 of this report.
- 1.4 Tipton Sports Academy is classified as being a 'dry with outdoor' centre which means that an indoor sports hall which could accommodate at least 4 badminton courts and outdoor provision, but no swimming pool. The actual floor space of the centre is 5,933m² which means that it is benchmarked against comparable centres with a total floor space of at least 3,000m² (that is large sized centres) and it has 5,270m² of usable space. The catchment area has a relatively high proportion (32.96%) of residents from NS-SEC 6&7, representing the most disadvantaged people in society. The centre is managed by a trust. In brief the benchmarking 'families' used for Tipton Sports Academy are:
- dry with outdoor (benchmark family of 11 centres)
 - 20%+ of catchment population in NS-SEC 6 & 7 (benchmark family of 21 centres)
 - 3000+ sq.m. (benchmark family of 42 centres)
 - Trust (benchmark family of 42 centres)

2. THE USER SURVEY SAMPLE

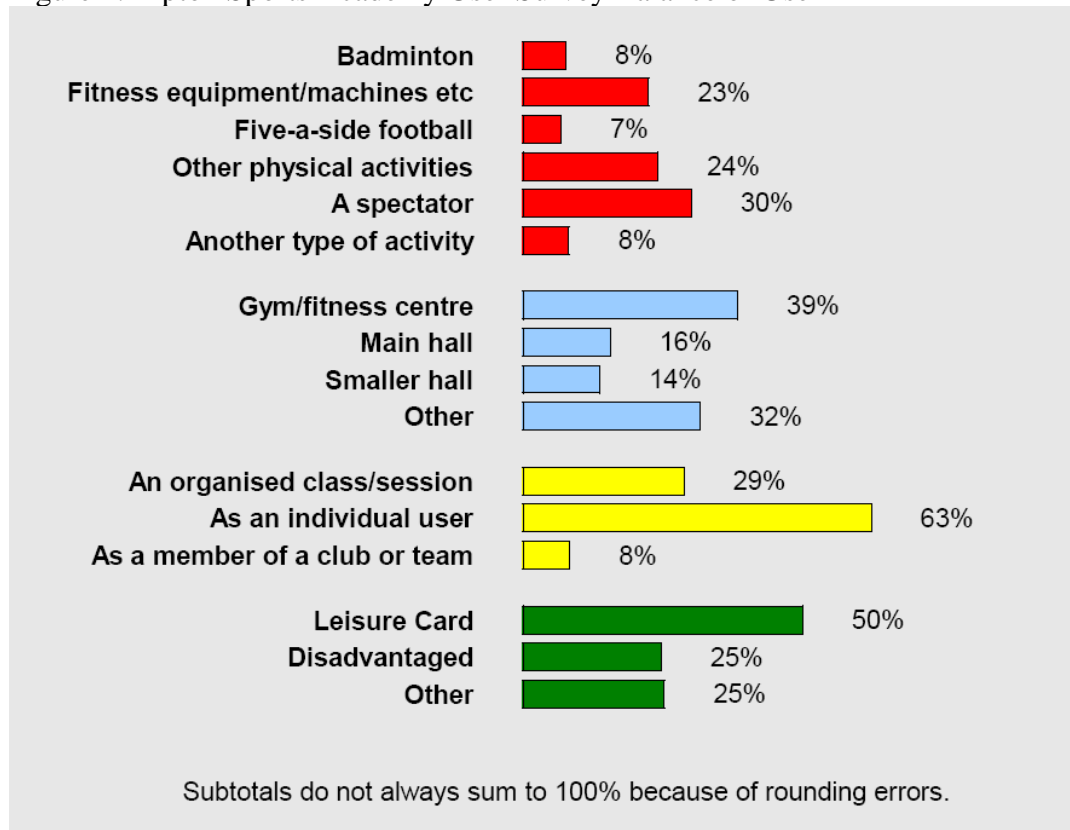
Figure 1: Tipton Sports Academy User Survey Characteristics



Note: The survey instrument groups respondents according to the NS-SEC classification, as used in the 2001 Census and now used as standard in all government surveys.

- 2.1 The broad nature of the 350 people who took part in the survey is shown in Figure 1. The primary purpose of the data in Figure 1 is for calculating performance indicator scores for comparison against benchmarks, whilst a secondary purpose is to provide important stakeholders with an overview of the user survey sample. Venue managers should reflect on the data and qualify the extent to which they are truly representative of the customer base (243,407 visits in 2008/09). It should be emphasised that any performance indicator scores dependent on the user survey findings are governed by the accuracy of the sampling in this survey.
- 2.2 A further test of representativeness is 'internal representativeness', that is the extent to which the respondents to the user survey truly reflect the balance of the programme and usage of the venue. Some key indicators in this regard are shown in Figure 2.

Figure 2: Tipton Sports Academy User Survey Balance of Use



2.3 62% of respondents took part in a physical activity during the NBS survey period, whilst the rest participated as a spectator or in a non-physical activity. Using fitness equipment was the most frequently stated main single activity, accounting for nearly a quarter of the main activities undertaken during the survey period. Given the distribution of activities undertaken, it is not surprising that the gym/fitness centre was the most utilised area of the facility. It is important that managers are able to confirm that the distribution of the users is broadly in line with the centre's overall usage patterns. The majority of activities undertaken were casual (63%) rather than instructor led or club usage. Half of the respondents had some form of leisure card which gave them reduced price admission to the centre. One in two discounted admissions made via leisure cards were by people with some form of disadvantage.

2.4 Assuming that the surveys were conducted randomly and that the user profile accurately reflects the centre's customer base, we now consider the centre's performance against a series of performance indicators and family specific benchmarks.

3. SUMMARY OF PERFORMANCE FOR TIPTON SPORTS ACADEMY

3.1 The centre's performance is reported in two main parts. First, for key indicators and other access, finance and utilisation indicators, the centre's performance is reported relative to their 2009 national benchmarks. Second, for satisfaction and importance scores from customers, the centre's performance is analysed by gap analysis and grid analysis. We conclude the summary with our perception of the main strengths, weaknesses and factors to watch out for at this centre.

Performance relative to national benchmarks

3.2 The reference points for the performance for each indicator are the four quartiles and three benchmarks identified in the General Guidance Document (page 8) which accompanies this report. This positioning has been judged by the NBS analysts by examining 'average' performance across the four family comparisons. The four comparisons for each indicator are in the detailed performance results in Section 5 of this centre report.

3.3 The seven facility performance indicators which were proposed for the CPA in 2007 have been retained as key indicators for NBS reporting. This is because they are a good indication of national government priorities for sports facilities.

Key indicators

<i>Key indicators</i>	<i>Bottom quartile</i>	<i>25%</i>	<i>2nd quartile</i>	<i>50%</i>	<i>3rd quartile</i>	<i>75%</i>	<i>Top quartile</i>
11-19 years							
NS-SEC 6&7							
Ethnic minorities							
60+ years							
Disabled <60 years							
Subsidy per visit							
Visits per m ²							

3.4 One of these key indicators, visits per square metre, is calculated differently to its equivalent in the utilisation indicators below. For the key indicator, the square metres of indoor space used in the calculation excludes corridors and offices. In the utilisation indicators part of Section 5 of this report, and in the utilisation summary below, the visits per square metre indicator includes corridors and offices in the square metres. Furthermore, the centre had actual central establishment charges which were zero and in the financial return you estimated what they would have been if they had been charged - the key indicator subsidy per visit calculation includes these estimated central establishment charges in the total costs. In the

financial indicators part of Section 5 of this report, and in the financial summary below, the subsidy per visit indicator is measured by using actual costs, including zero central establishment charges for your centre.

- 3.5 One of the key indicator scores, an access indicator, is in the top quartile. Two access indicators and both efficiency indicators, however, are at or below their 25% benchmark levels. The relatively weak access performances are the results of under-representation of visits to the centre by the 60+ year olds (6%) and disabled under 60 years (1%), when comparing with their proportions (24% and 11% respectively) in the catchment area - which is possibly not unexpected given that it is a sport academy.

Access

<i>Access indicators</i>	<i>Bottom quartile</i>	<i>25%</i>	<i>2nd quartile</i>	<i>50%</i>	<i>3rd quartile</i>	<i>75%</i>	<i>Top quartile</i>
Females							
11-19 years							
20-59 years							
60+ years							
NS-SEC 6&7							
Ethnic minorities							
Disabled <60 years							
Disabled 60+							
Unemployed							
Discount card holders							
Disadvantaged card holders							
First visits							

- 3.6 When considering the wider set of access indicators, rather than just the five in the key indicators, the picture is of more mixed access performance. It is important to stress that not all the access groups identified are likely to be important to a social inclusion agenda. Four of the groups which might be seen as important to social inclusion are located above the 50% benchmark level (11-19 years, NS-SEC 6&7, the unemployed, and disadvantaged card holders), of which three are at or above the 75% benchmark level. However, four which are relevant to social inclusion are below their 50% benchmark performance levels (60+ years, disabled under 60, disabled 60+, and ethnic minorities). Three other indicators are at the 75% benchmark or above, but these groups are not normally considered relevant to social inclusion, because people in these groups are not necessarily disadvantaged (20-59 years, discount card holders and first visits).

Financial

<i>Financial indicators</i>	<i>Bottom quartile</i>	<i>25%</i>	<i>2nd quartile</i>	<i>50%</i>	<i>3rd quartile</i>	<i>75%</i>	<i>Top quartile</i>
Subsidy per visit			Yellow				
Cost recovery	Red						
Subsidy per m ²			Yellow				
Subsidy per resident	Red						
Operating cost per visit					Yellow		
Operating cost per m ²							Green
Maintenance & repair cost per m ²							Green
Energy cost per m ²							Green
Income per visit	Red						
Income per m ²	Red						
Direct income per visit	Red						
Secondary income per visit					Yellow		

3.7 Financial performance is quite weak relative to the benchmarks, with all subsidy indicators below median (50%) benchmark level and cost recovery in its bottom quartile. All the subsidy scores in this summary table and in the other indicators figures in Section 5 are calculated using the actual costs, rather than including any estimated central establishment costs. The main factors which constrain this financial performance are low income and low visits - see below. It is relevant to note that satisfaction with entrance charges and value for money of activities are fourth and ninth in the satisfaction rankings, with average customer scores of 4.49 and 4.44 out of 5 respectively. Together these considerations suggest that the activity prices are not near to the limit of acceptability for customers. Two specific components of cost perform particularly well (i.e. low costs) - maintenance and repair costs per square metre and energy costs per square metre - although the first of these opens up the possibility of deterioration in service quality and lack of preventative maintenance.

Utilisation

<i>Utilisation indicators</i>	<i>Bottom quartile</i>	<i>25%</i>	<i>2nd quartile</i>	<i>50%</i>	<i>3rd quartile</i>	<i>75%</i>	<i>Top quartile</i>
Visits per m ²		Red					
% of visits that are casual			Yellow				
Weekly number of people visiting						Green	

3.8 The main throughput indicator, visits per square metre, is measured in the utilisation summary table and in the other indicators' figures in Section 5 by using the total floor space of the centre. This indicator performs at the 25% benchmark level, the simple product of a relatively low number of annual visits for a centre of

this size. However, the weekly number of people visiting performs at the 75% benchmark level, suggesting fairly strong market penetration in the local catchment population. The percentage of visits which are casual (63%) is fairly low by industry standards but whether or not this level of casual use is appropriate depends on the targeting and programming policies of the centre.

Satisfaction with and importance of attributes

Gap analysis

- 3.9 The tables below identify five attributes with the largest gaps between importance and satisfaction, by mean scores or by ranks. These gaps signal the attributes with the most potential to represent problems, although it should be emphasised that no attribute has a satisfaction score of less than three, the neutral score (neither satisfied nor dissatisfied), so there are no absolute problems among the attributes scored in the user survey. In fact only one attribute has a score below four, quality of food and drink - less than 4% of respondents were dissatisfied this attribute.

Mean score gaps

<i>Attribute</i>	<i>Importance</i>	<i>Satisfaction</i>	<i>Gap</i>
Cleanliness of activity spaces	4.57	4.30	0.27
Value for money of activities	4.69	4.44	0.25
Cleanliness of changing areas	4.52	4.27	0.25
The activity charge/fee	4.68	4.49	0.19
Standard of coaching/instruction	4.68	4.50	0.18

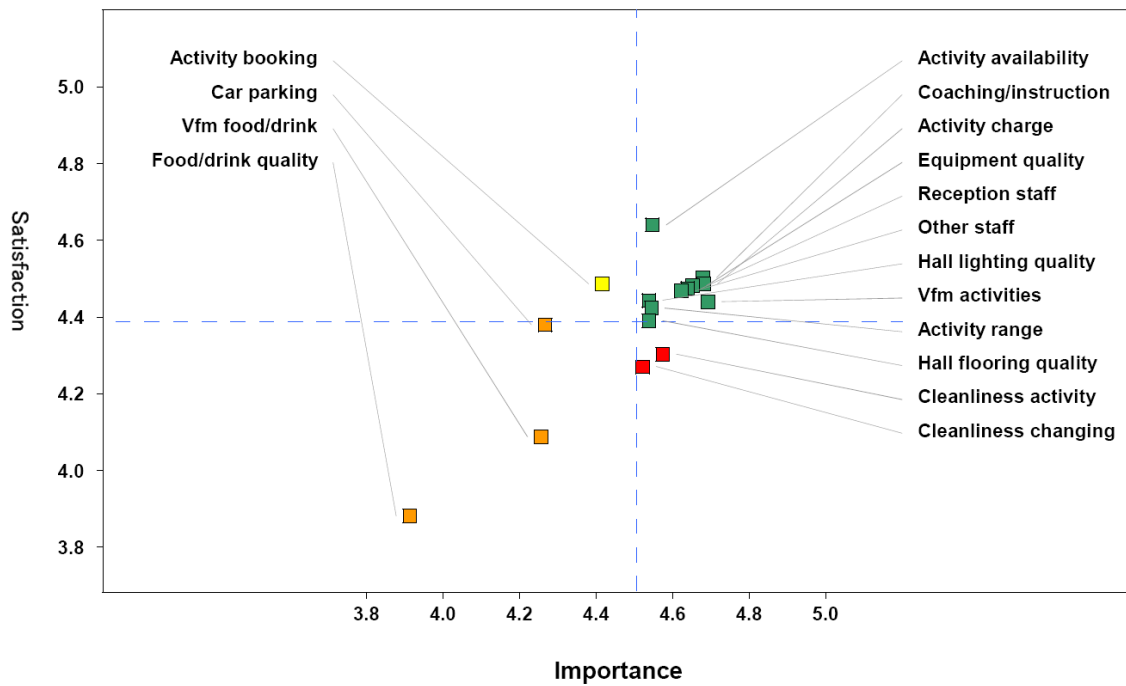
Rank gaps

<i>Attribute</i>	<i>Importance</i>	<i>Satisfaction</i>	<i>Gap</i>
Value for money of activities	1	9	-8
Cleanliness of activity spaces	7	13	-6
The activity charge/fee	2	4	-2
Cleanliness of changing areas	12	14	-2
Quality of equipment	4	5	-1

- 3.10 Four attributes feature in both the tables above. The second table demonstrates that three of the attributes are among the most important to customers. It is relevant to note that the mean score gaps and the bottom three rank gaps featured are very small by industry standards, and four of the above attributes are among the centre's strengths - see grid analysis. Value for money of activities shows the largest gap measured by rankings, but only 3% of respondents expressed dissatisfaction with it (Q12r). From the frequency distributions in the appendix, it is apparent that less than 3% of respondents were dissatisfied with any one of the attributes featured (Q12n, c, q and g). This reinforces the fact that there is not a widespread, absolute problem with such attributes. So any problems are not absolute, but relative - the

satisfaction scores falling short of the importance scores - and minorities of customers are dissatisfied.

Grid analysis



3.11 The grid analysis reveals two attributes which are in the quadrant for high importance and low satisfaction: the two cleanliness attributes - these are normally the attributes most deserving of managerial attention. Low satisfaction relative to other attributes is also evident for the food and drink attributes, but these are relatively low in importance too. They may, however, have commercial implications - i.e. constraining income to a greater or lesser extent.

3.12 Comparison of the centre's satisfaction scores with industry averages, provided by the final satisfaction table in Section 5 of this report, shows that the centre is well above the industry average overall satisfaction for dry centres, at 4.45 out of 5, and exceeds industry average scores for all of the individual attributes. However, it should be noted that different satisfaction scores in different locations will be caused not only by real differences in satisfaction but also by differences between locations in their generosity of scoring.

Weaknesses in service attributes, as perceived by customers

3.13 Putting together the results of the gap analysis and grid analysis, the weakest attributes are shown in the following table.

	<i>Relatively weak attributes</i>	<i>Evidence</i>
<i>Primary weaknesses</i>	Cleanliness of changing areas Cleanliness of activity spaces	Relatively large gaps and relatively high in importance
<i>Secondary weaknesses</i>	Quality of food & drink Value for money of food & drink	Relatively low satisfaction but relatively low in importance

Strengths in service attributes, as perceived by customers

3.14 Combining the results of the grid analysis and the satisfaction scores, the table below summarises the strongest attributes. A mixture of attributes are in the top five satisfaction rankings and three are also in the top four for importance rankings - a desirable correlation. The appearance of availability of activities and ease of booking in the centre strengths may reflect the relatively low number of visits to this centre.

	<i>Relatively strong attributes</i>	<i>Evidence</i>
<i>Primary strengths</i>	Activity available at convenient times Standard of coaching/instruction The activity charge/fee Quality of equipment	In top five satisfaction scores; relatively high in importance
<i>Secondary strengths</i>	Ease of booking	In top five satisfaction scores but not high in importance

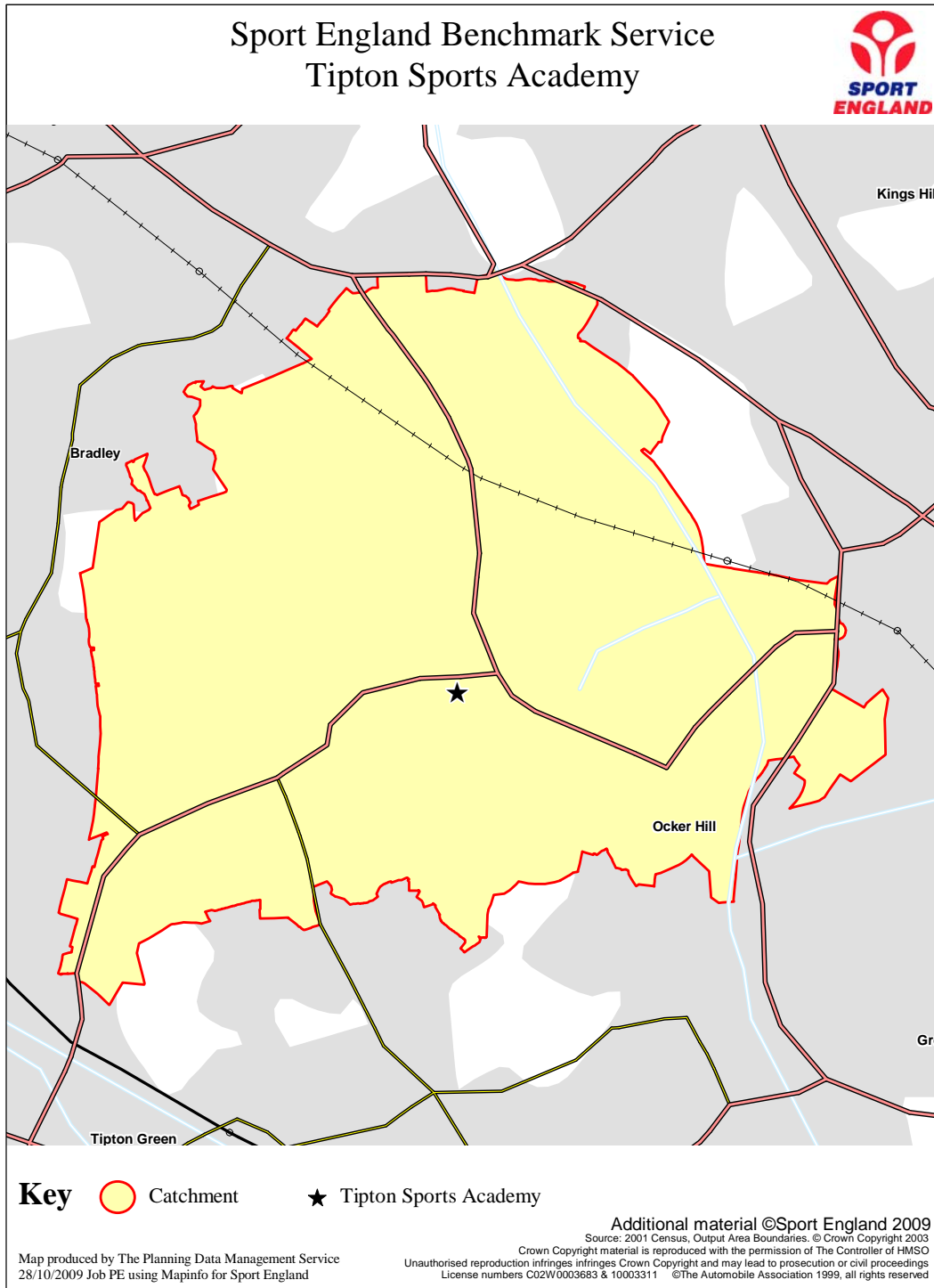
Main strengths and weaknesses

3.15 As a result of the analysis above, we conclude that the main strengths, weaknesses and factors to watch for at this centre are as shown in the following table.

Strengths	Three access indicators; weekly number of people visiting; staff; three accessibility attributes; equipment quality
Ones to watch	Cleanliness
Weaknesses	Finance; visit per sq.m.

4. MAP OF CATCHMENT AREA AND POPULATION STATISTICS

4.1 The catchment area shown in this map is defined as the area within which Tipton Sports Academy attracts more visitors than any other centre, i.e. the area within which Tipton Sports Academy is the dominant supplier. On the next page are key population statistics for the catchment area.




Tipton Sports Academy

confirmation of catchment data used

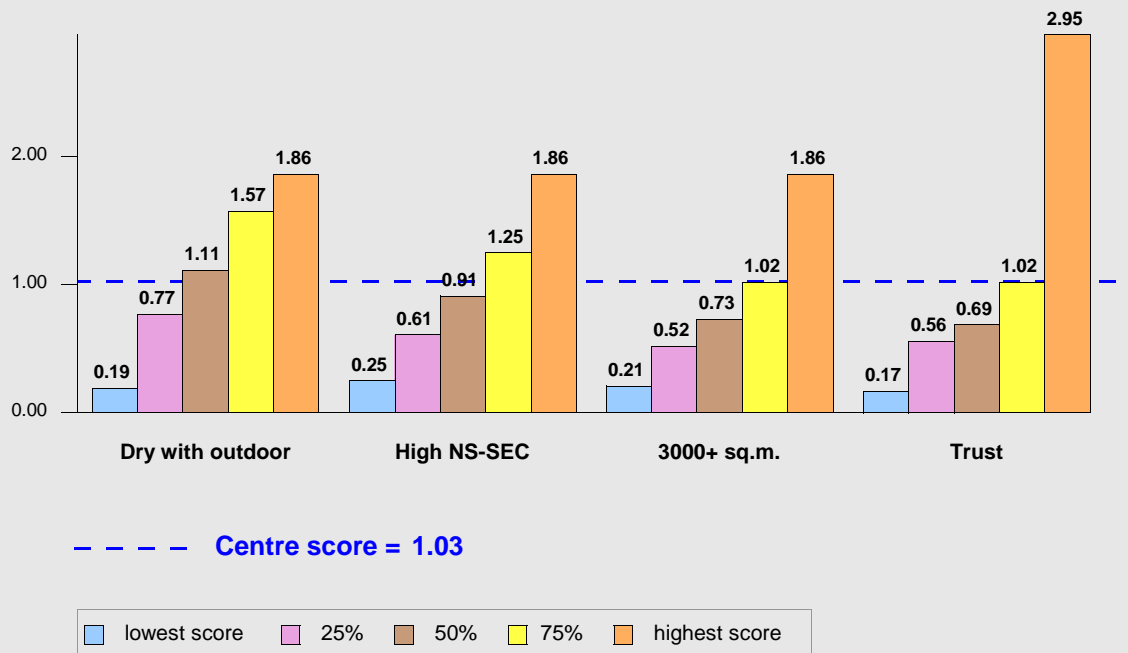
% population 11 - 19	14.2
% population 20 - 59	61.76
% population 60+	24.04
% population non-white	9.44
% population groups NS-SEC 67	32.96
% population <60 disabled	11.26
% population 60+ disabled	12.48
total residents competing	16455
total residents non-competing	21886
difference	5431

5. RESULTS: CURRENT PERFORMANCE SCORES FOR TIPTON SPORTS ACADEMY

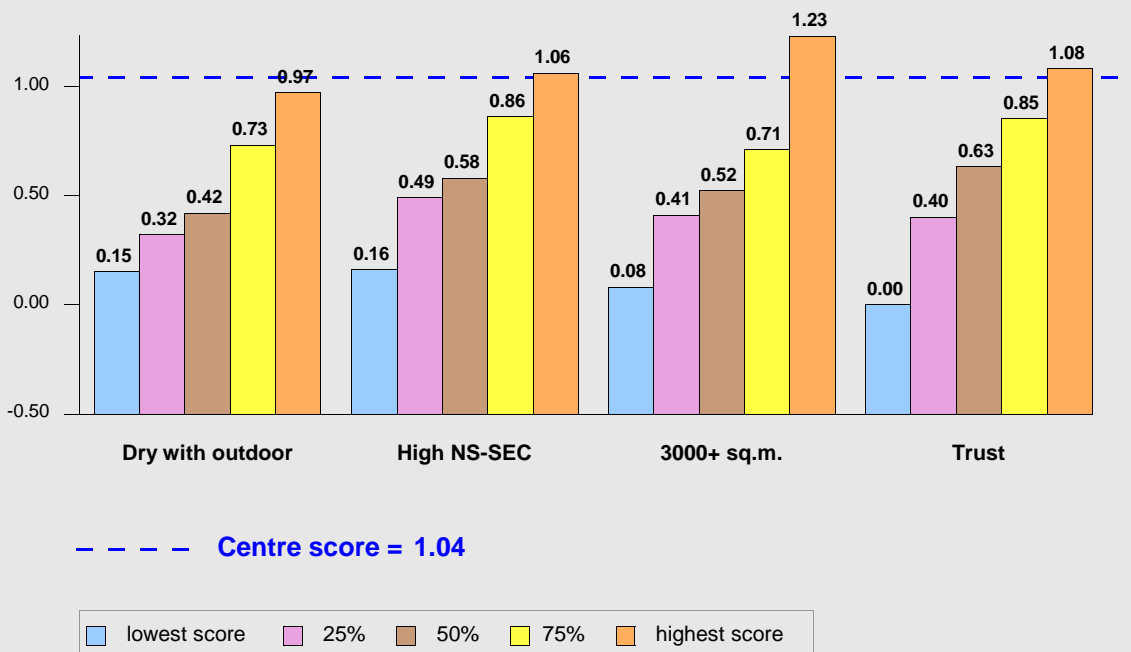
- 5.1 The results in this section are structured in the following order:
- first, for the seven key performance indicators;
 - second, for 22 other important performance indicators for access, finance and utilisation;
 - third, satisfaction and importance scores for 16 service attributes;
- 5.2 In each of the figures for the access, finance and utilisation indicators, the centre score is compared with the national benchmarks and lowest and highest scores for each of the four family categories to which Tipton Sports Academy belongs. The scores and benchmarks are presented to the most appropriate number of decimal places.
- 5.3 For all the performance indicators compared with national benchmarks, it is the 75% national benchmarks which represent 'better' performance. For performance indicators involving visits and income, these will be higher scores. For performance indicators involving subsidy and costs, they will be the lower scores.
- 5.4 For the satisfaction and importance service attributes, four tables are presented:
- first with all the mean scores and ranks for both satisfaction and importance;
 - second in rank order according to the gaps between the importance and satisfaction mean scores;
 - third, in rank order according to the gaps between the importance and satisfaction ranks.
 - fourth, a comparison of the centre's satisfaction scores with industry averages.
- The two 'gap' tables have the highest gap between importance and satisfaction first, because these are the attributes which may require management consideration and action. For some attributes there may be only an importance score (e.g. 'overall satisfaction with the visit' does not have an importance score). Such attributes are not included in the rankings and therefore they are not in the 'gap' tables.
- 5.5 Please remember to read the accompanying *Guidance document to accompany facility reports* to help you understand your results. As you become more familiar with the data you should find it increasingly valuable as a tool in your management decision making.
- 

Key Indicators

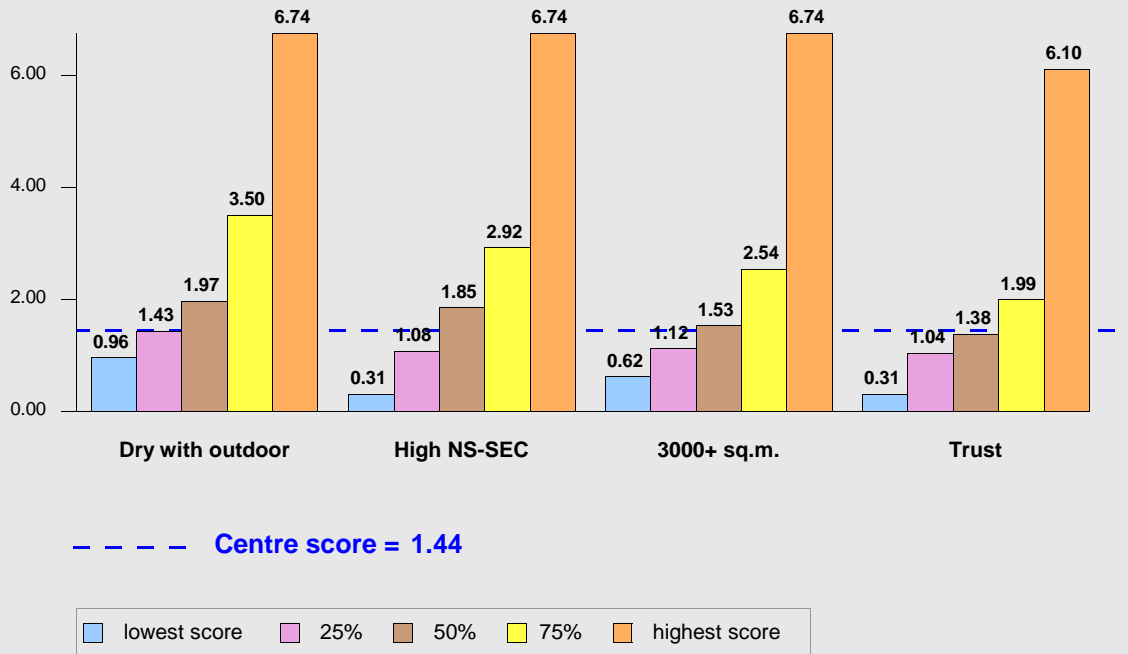
% visits 11-19 years ÷ % catchment population 11-19 years



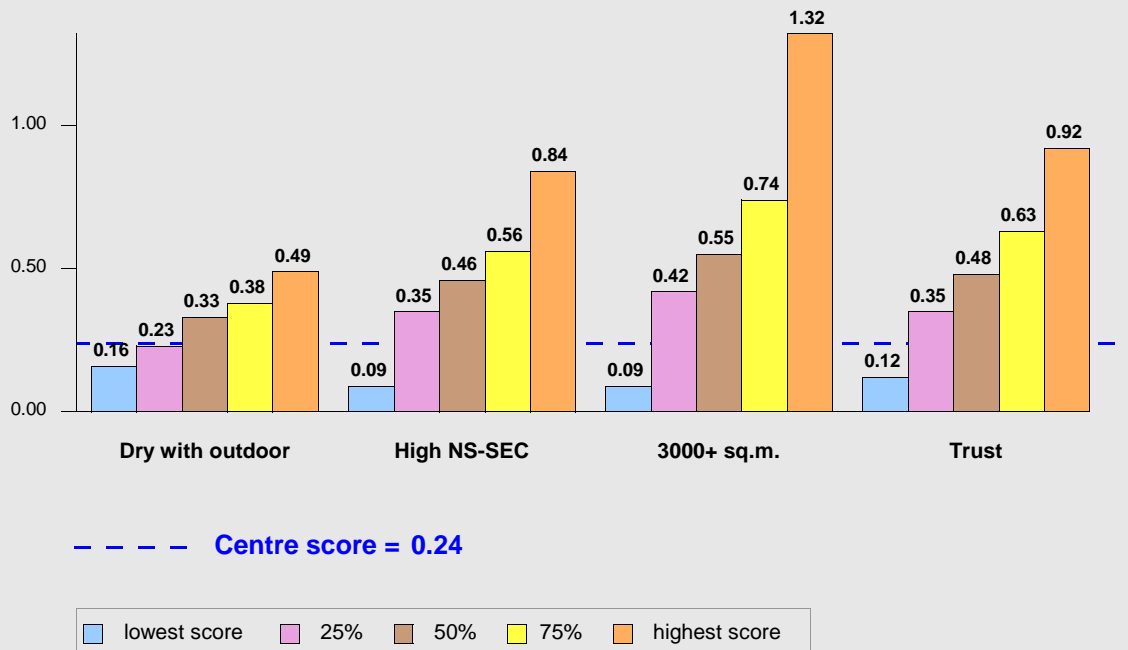
% visits from social classes 6 & 7 ÷ % catchment population in social classes 6 & 7



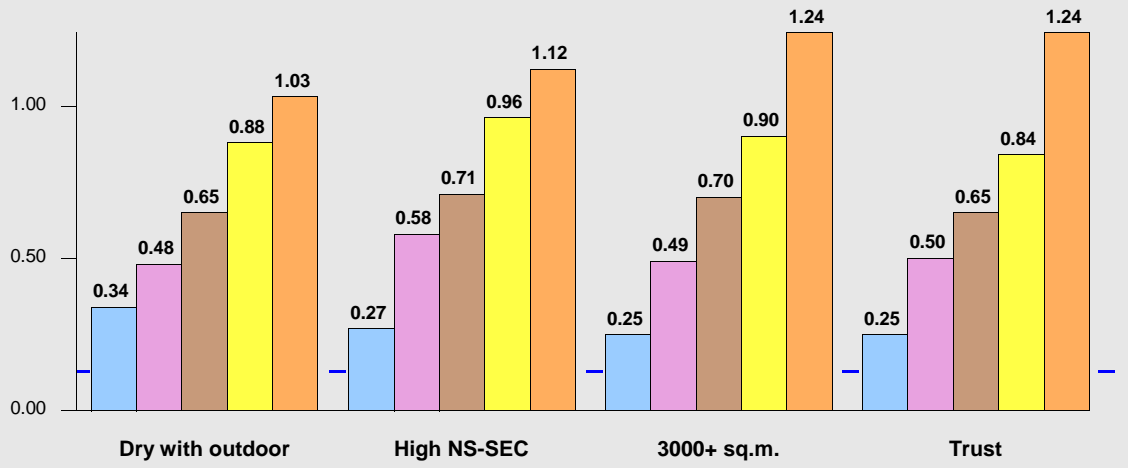
% visits from black, Asian & other ethnic groups ÷ % catchment population in same ethnic groups



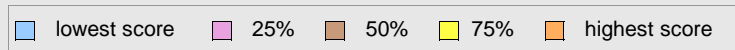
% visits 60+ years ÷ % catchment population 60+ years



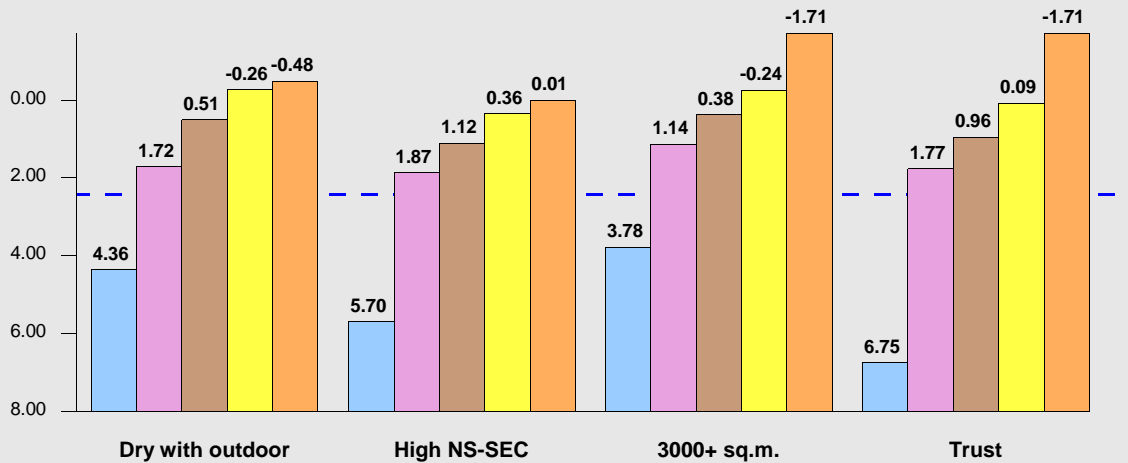
% visits <60 years disabled ÷ % catchment population <60 years disabled



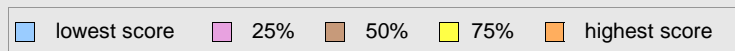
--- Centre score = 0.13



Subsidy per visit (£) - 1



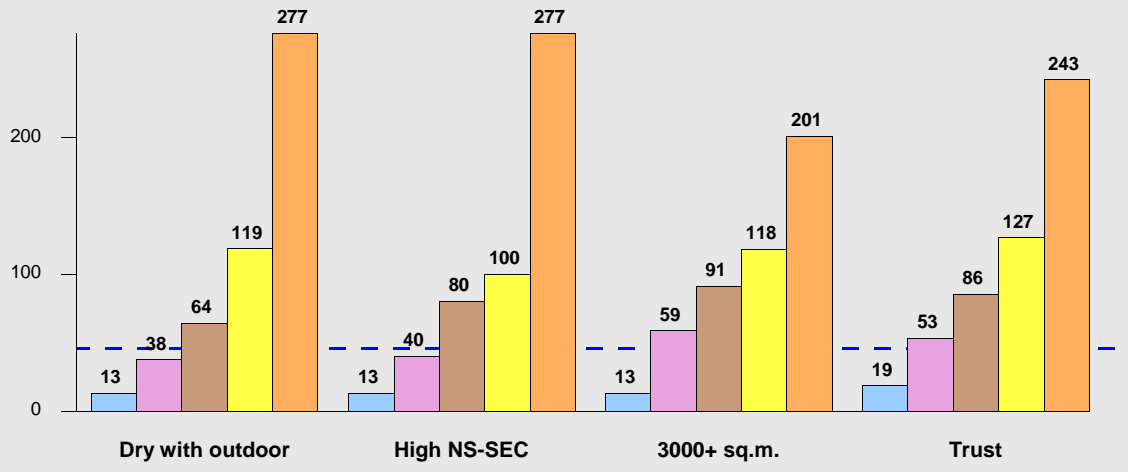
--- Centre score = 2.43



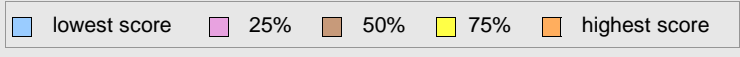
(a) To be consistent with the other diagrams, the worst score (= highest subsidy) is on the left of each cluster, and the best score (= lowest subsidy) is on the right of each cluster. Also, note that the best scores/lowest subsidy and some of the 75% benchmarks are 'negative subsidies' - i.e. surpluses.

(b) Subsidy for this proposed CPA indicator includes consideration of estimated central establishment charges where the actual charges are zero

Annual visits per sq. m. (excluding offices)



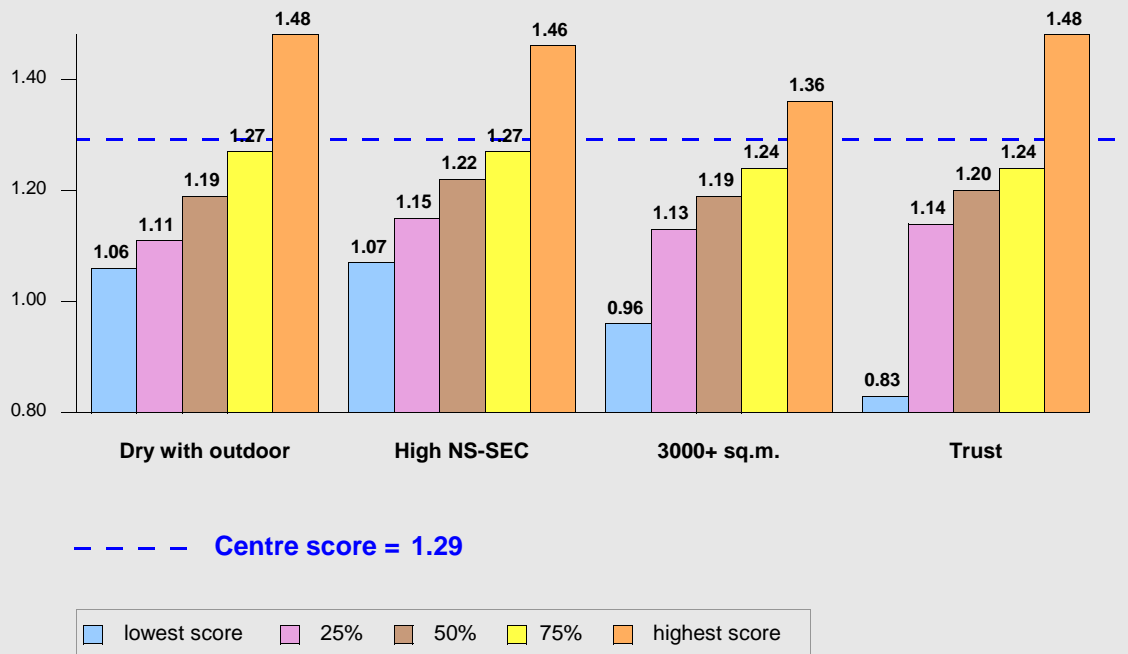
--- Centre score = 46



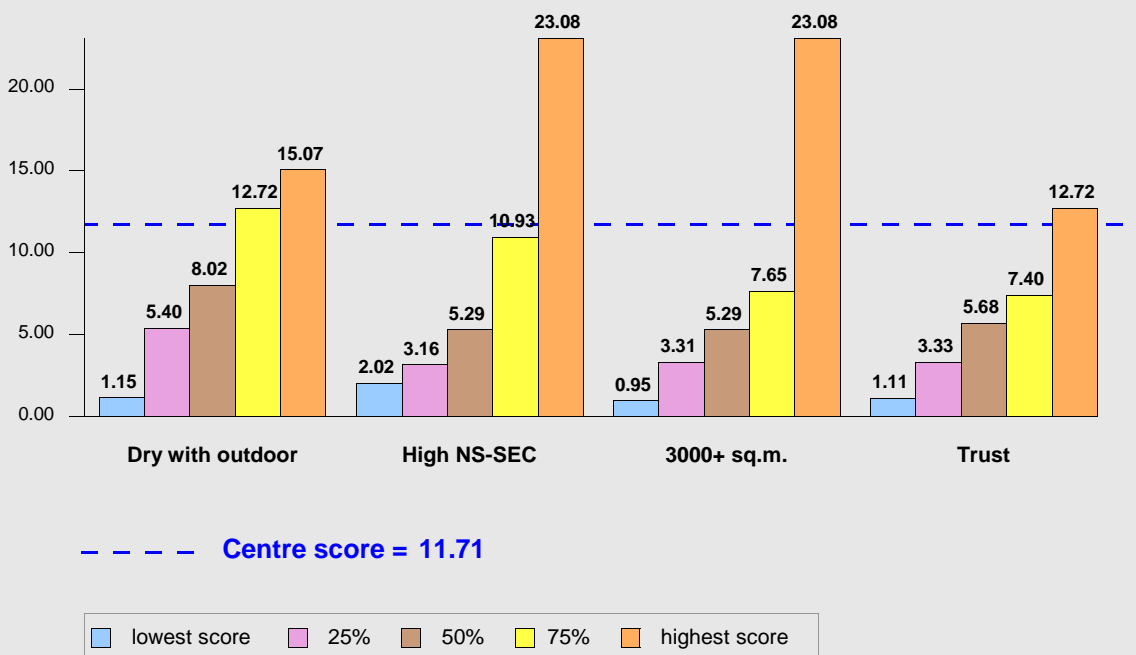
For this performance indicator, square metres of indoor space excludes offices and corridors

Other important Indicators

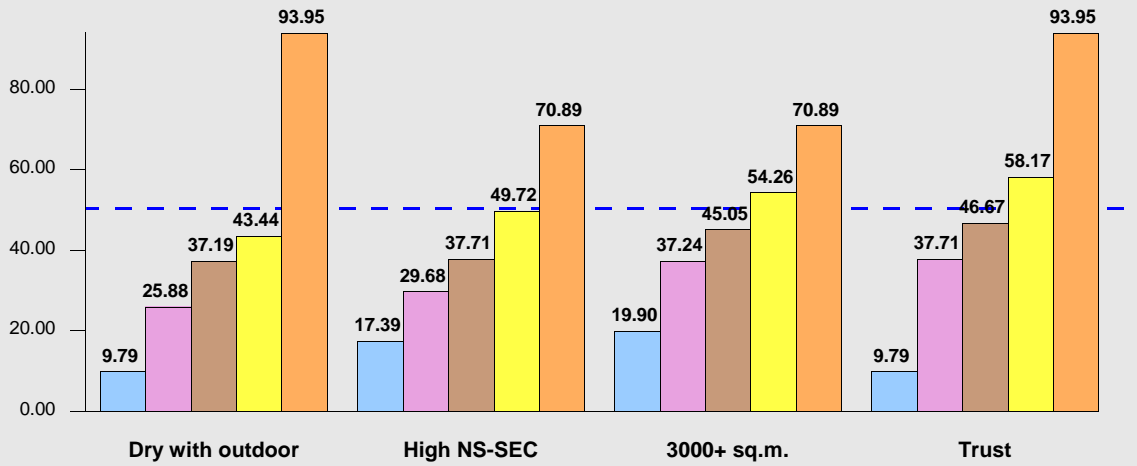
% visits 20-59 years ÷ % catchment population 20-59 years



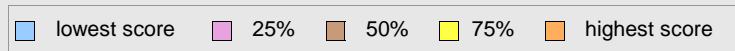
% visits which were first visits



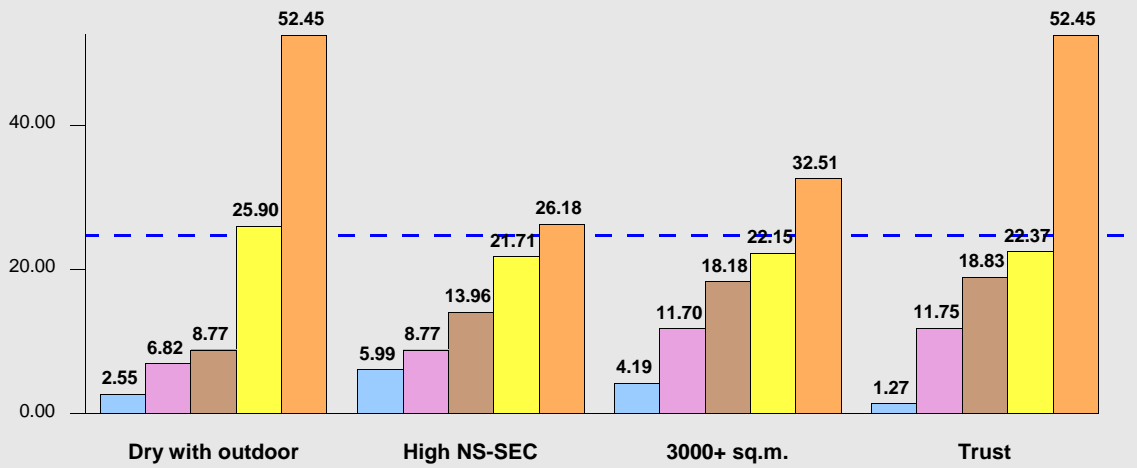
% visits with discount card



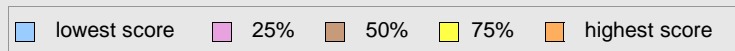
--- Centre score = 50.29



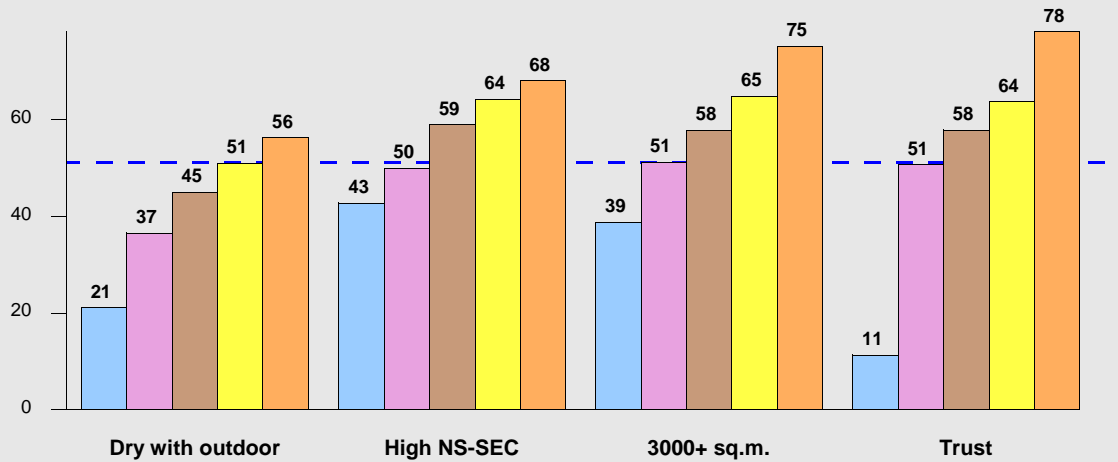
% visits with discount card for 'disadvantage'



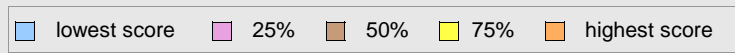
--- Centre score = 24.57



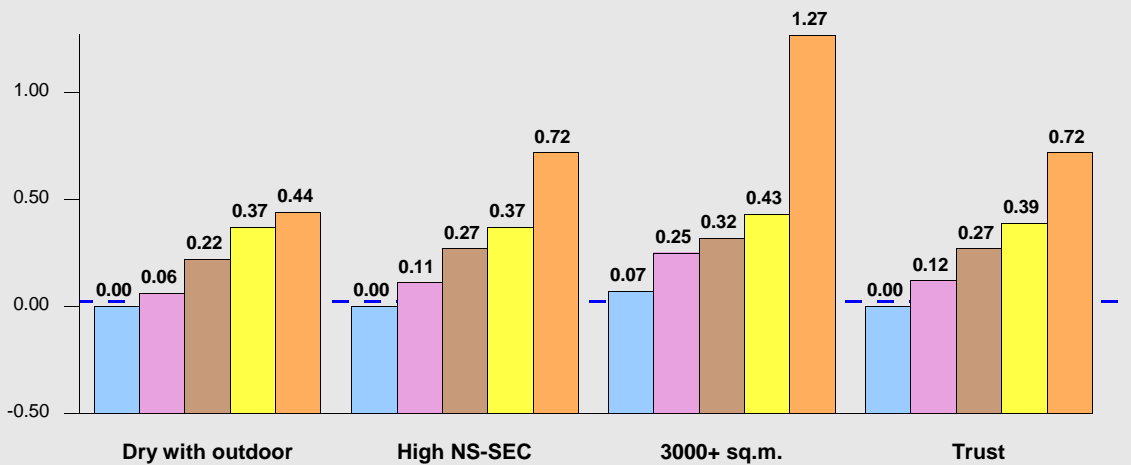
% visits female



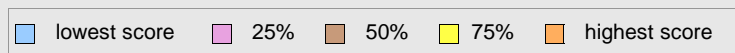
--- Centre score = 51



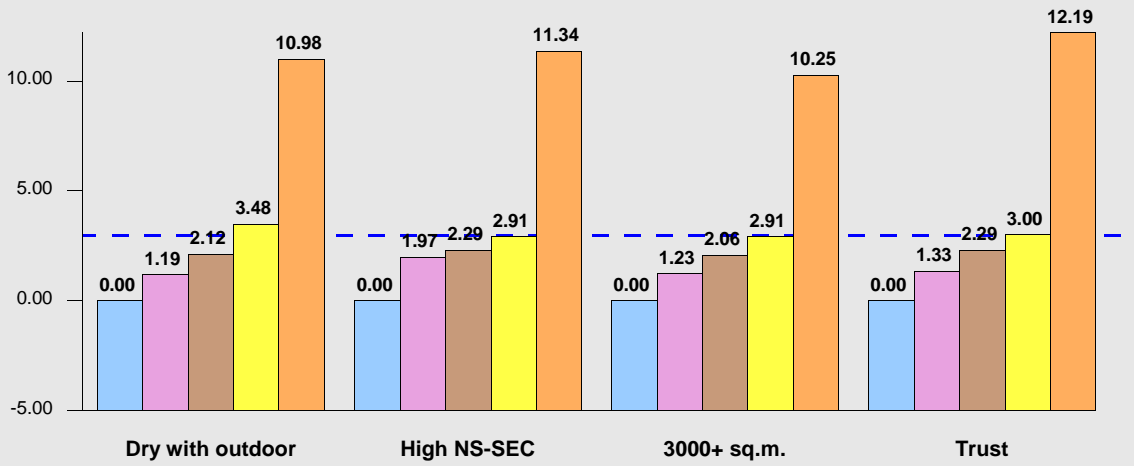
% visits 60+ years disabled ÷ % catchment population 60+ years disabled



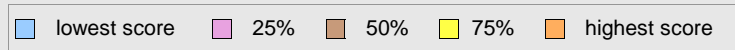
--- Centre score = 0.02



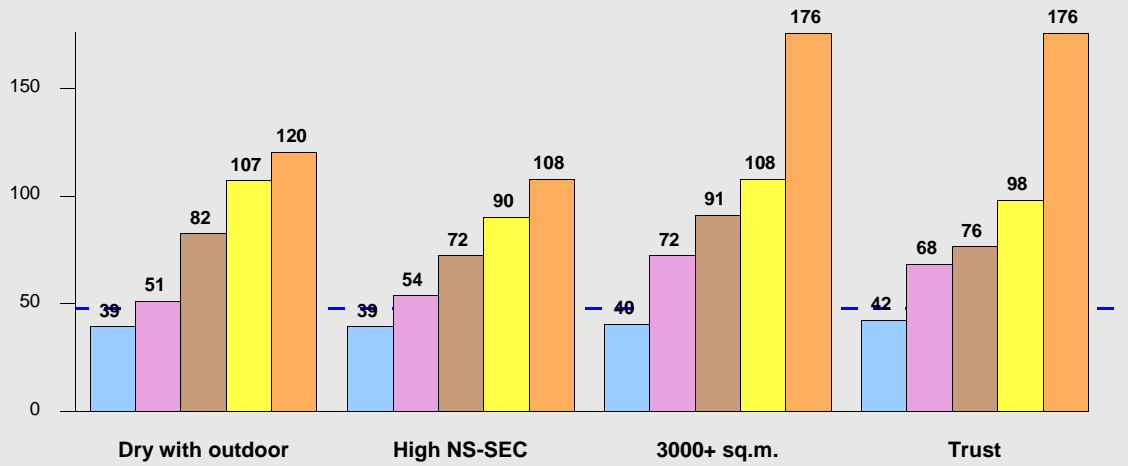
% visits unemployed



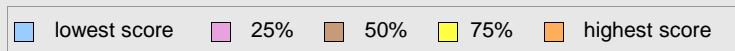
--- Centre score = 2.97



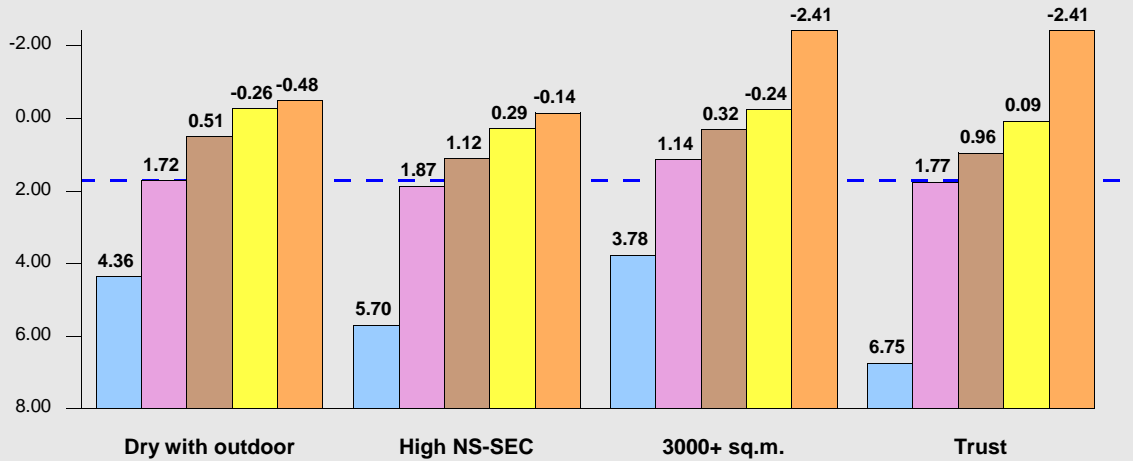
% cost recovery



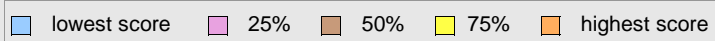
--- Centre score = 48



Subsidy per visit (£) - 2

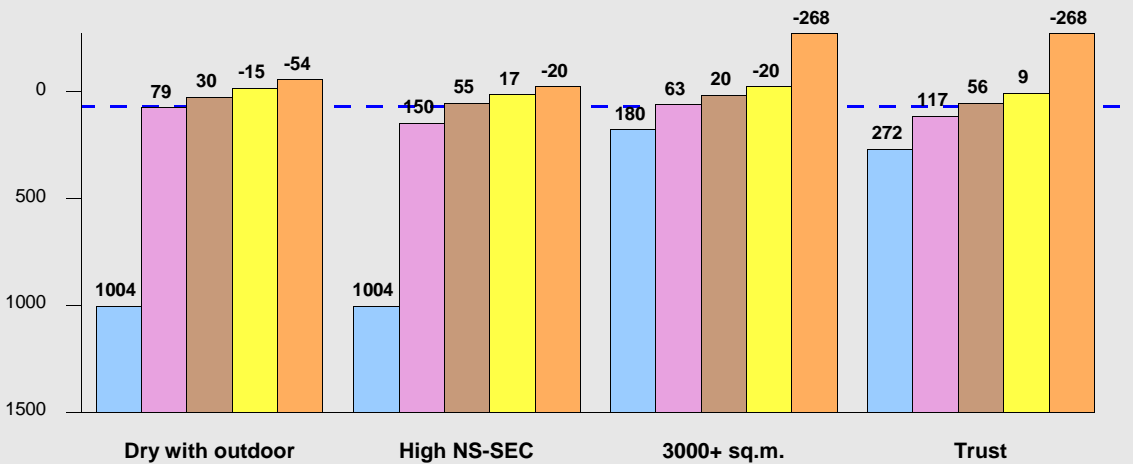


--- Centre score = 1.71

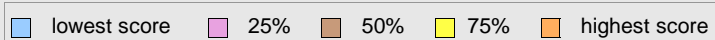


(a) To be consistent with the other diagrams, the worst score (= highest subsidy) is on the left of each cluster, and the best score (= lowest subsidy) is on the right of each cluster. Also, note that the best scores/lowest subsidy and some of the 75% benchmarks are 'negative subsidies' - i.e. surpluses.
 (b) Subsidy for this indicator includes consideration of actual central establishment charges whether they are zero or positive

Subsidy per sq. m. (£)

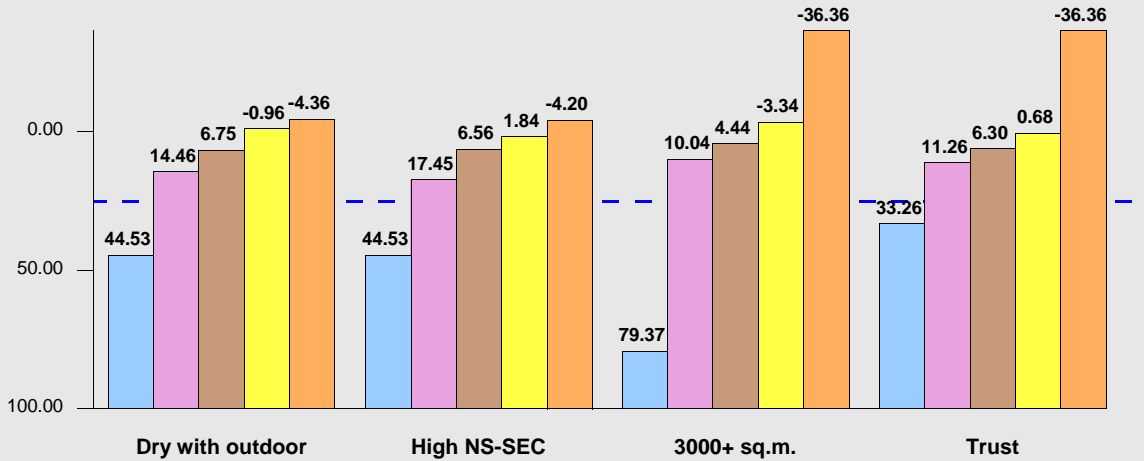


--- Centre score = 70



To be consistent with the other diagrams, the worst score (= highest subsidy) is on the left of each cluster, and the best score (= lowest subsidy) is on the right of each cluster. Also, note that the best scores/lowest subsidy and some of the 75% benchmarks are 'negative subsidies' - i.e. surpluses.

Subsidy per resident (£)

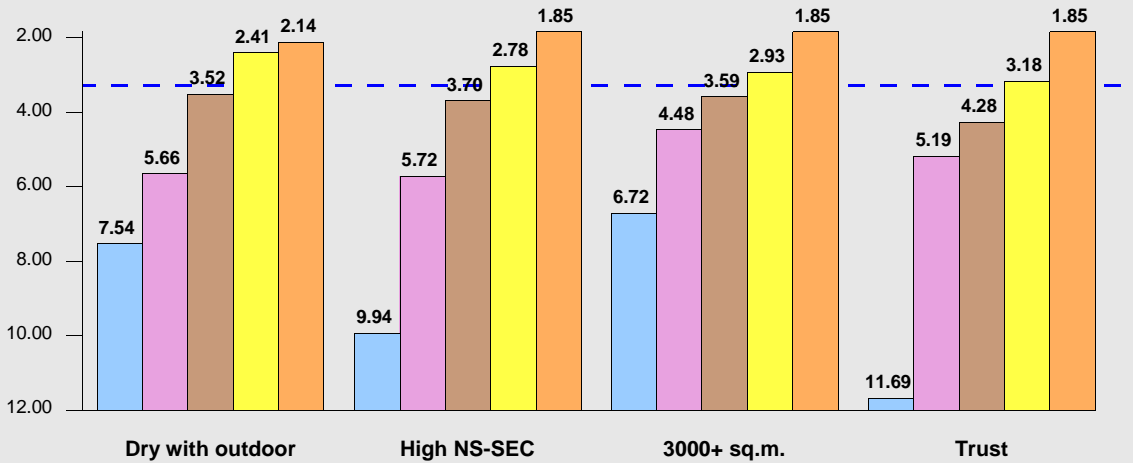


--- Centre score = 25.36

lowest score 25% 50% 75% highest score

The catchment population used for this indicator allows for competing facilities nearby. This is different from previous NBS reports.

Total operating cost per visit (£)

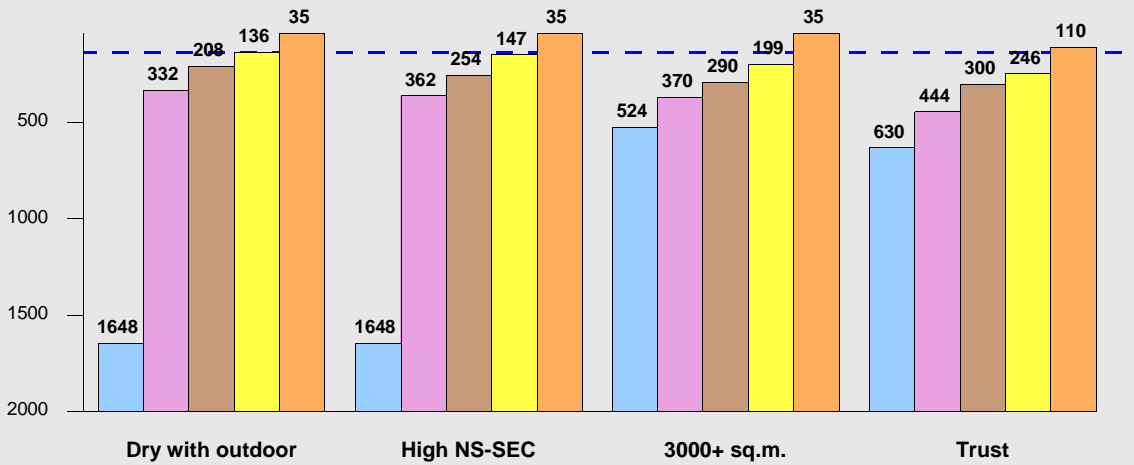


--- Centre score = 3.29

lowest score 25% 50% 75% highest score

To be consistent with the other diagrams, the worst score (= highest cost) is on the left of each cluster, and the best score (= lowest cost) is on the right.

Total operating cost per sq. m. (£)

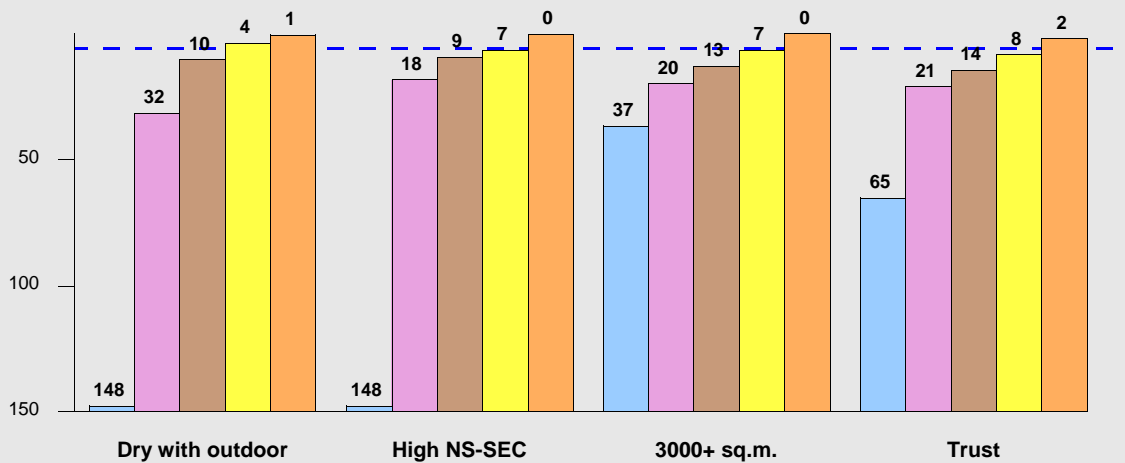


--- Centre score = 135



To be consistent with the other diagrams, the worst score (= highest cost) is on the left of each cluster, and the best score (= lowest cost) is on the right.

Maintenance and repair costs per sq. m. (£)

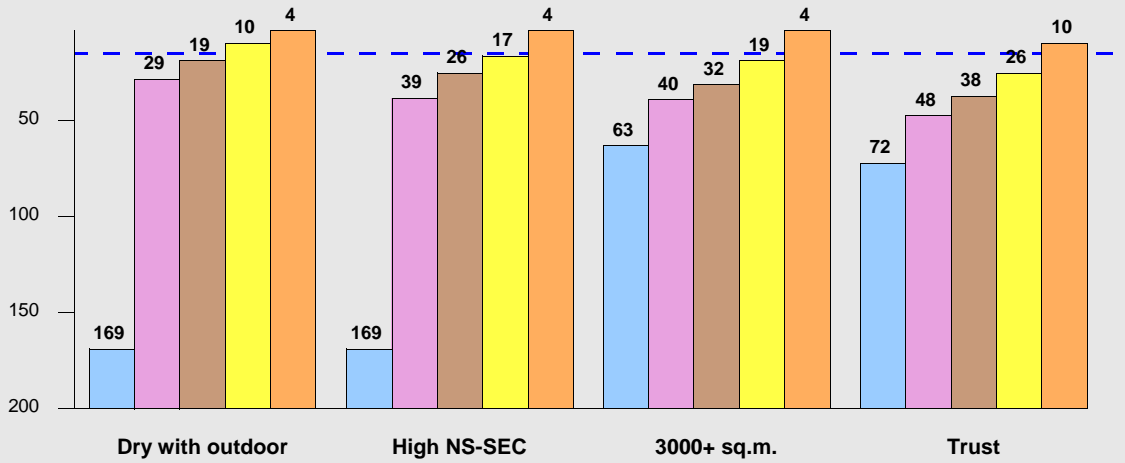


--- Centre score = 6



To be consistent with the other diagrams, the worst score (= highest cost) is on the left of each cluster, and the best score (= lowest cost) is on the right.

Energy costs per sq. m. (£)

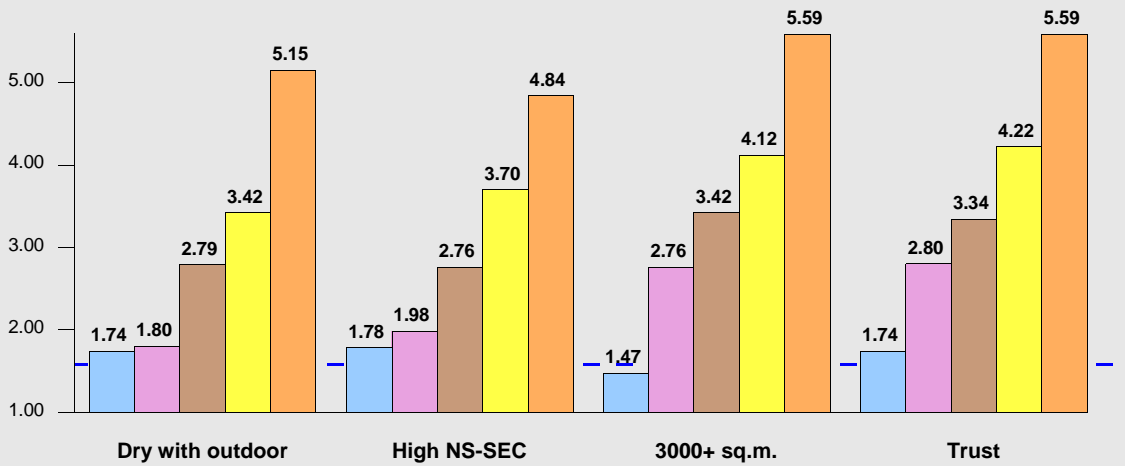


--- Centre score = 15

■ lowest score
 ■ 25%
 ■ 50%
 ■ 75%
 ■ highest score

To be consistent with the other diagrams, the worst score (= highest cost) is on the left of each cluster, and the best score (= lowest cost) is on the right.

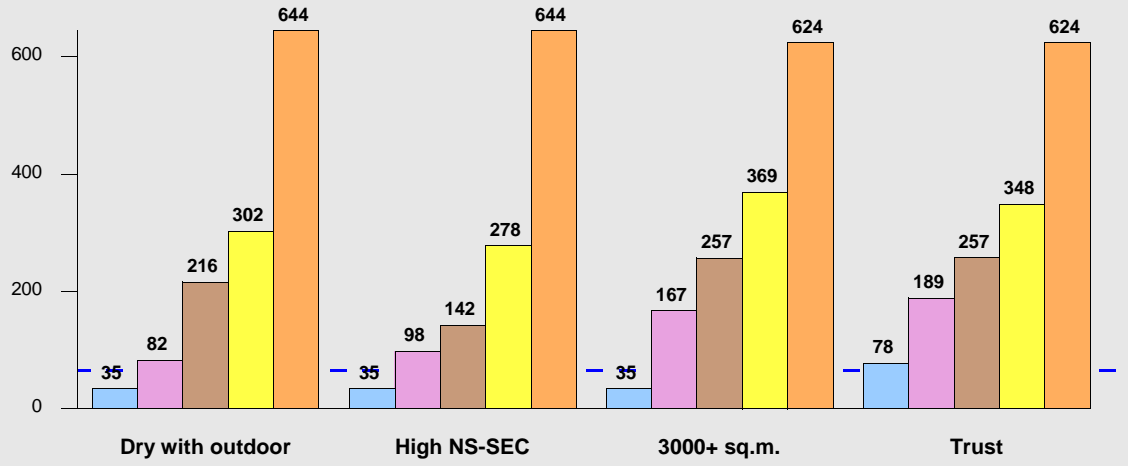
Total income per visit (£)



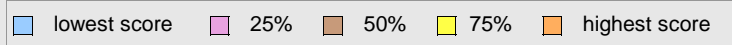
--- Centre score = 1.57

■ lowest score
 ■ 25%
 ■ 50%
 ■ 75%
 ■ highest score

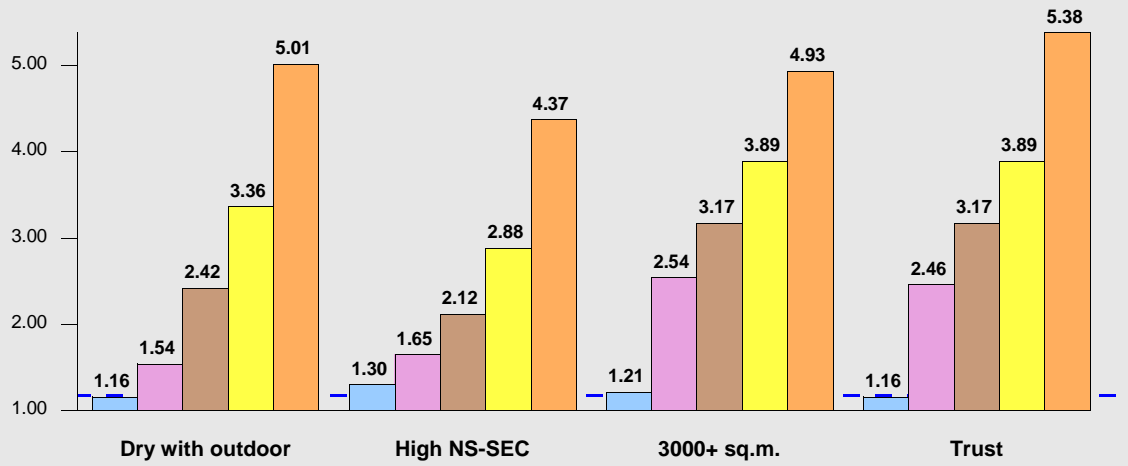
Total income per sq. m. (£)



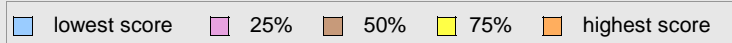
--- Centre score = 65



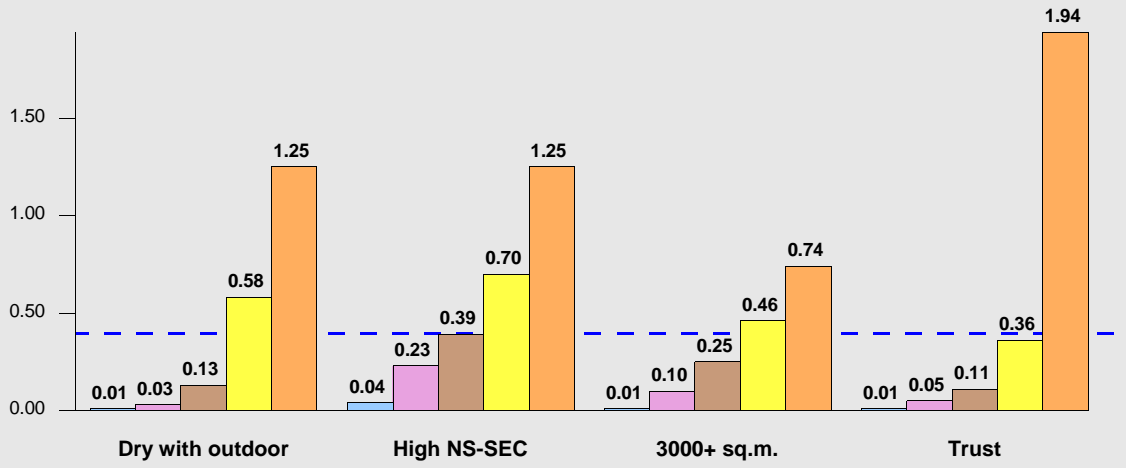
Direct income per visit (£)



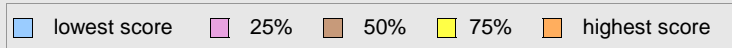
--- Centre score = 1.18



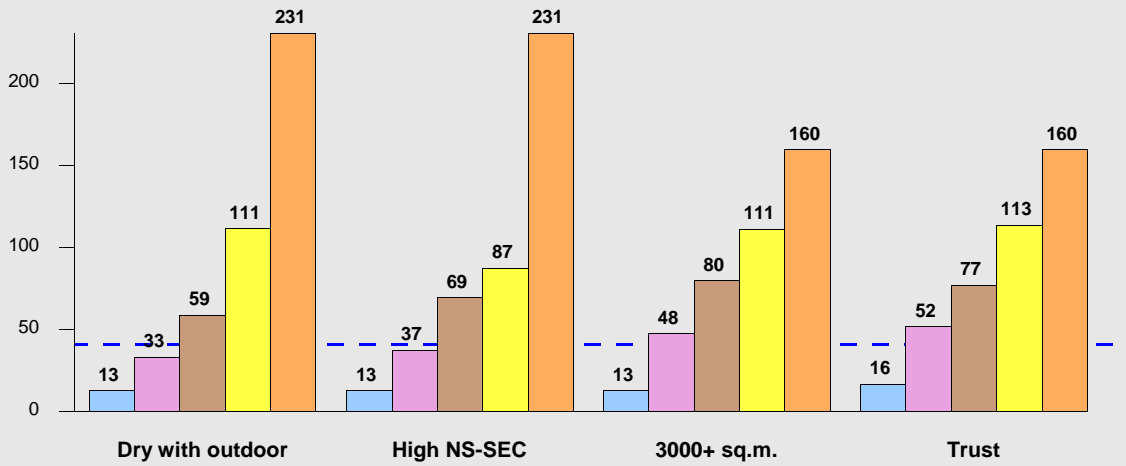
Secondary income per visit (£)



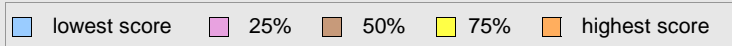
--- Centre score = 0.40



Annual visits per sq. m. (including offices)

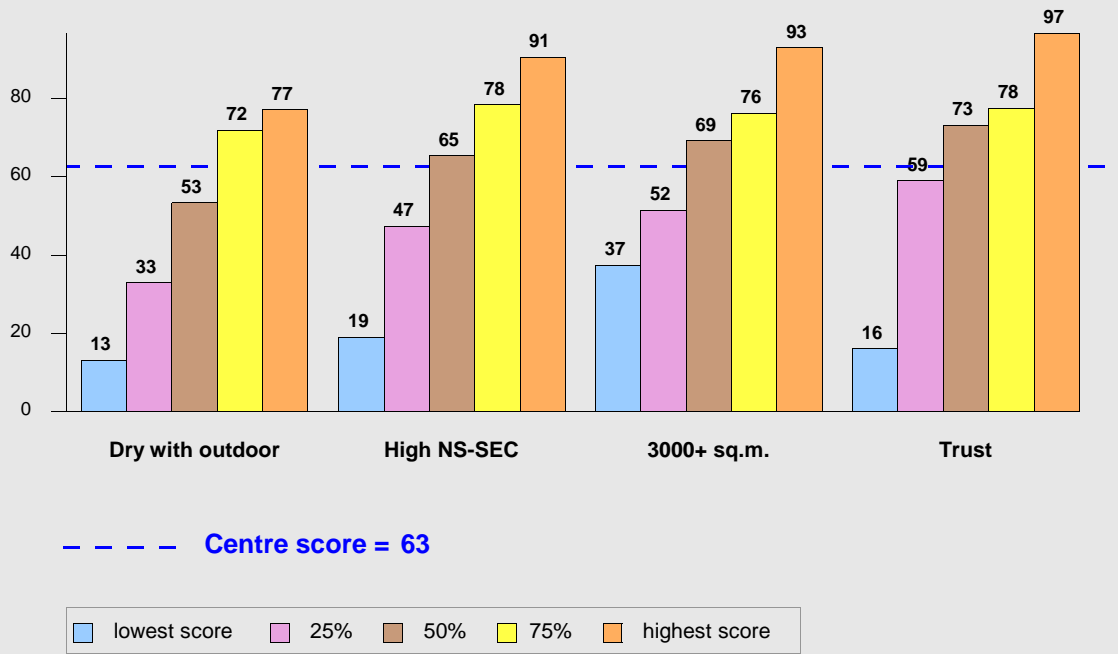


--- Centre score = 41

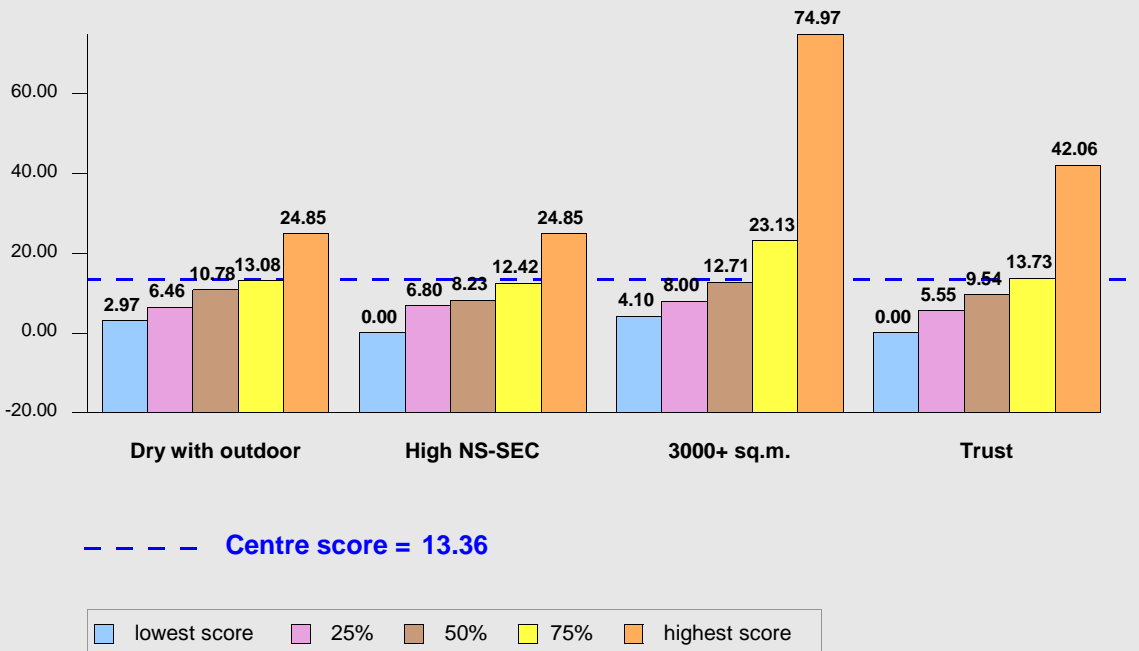


For this indicator, total indoor floor space is used

% visits casual, instead of organised



Weekly number of people visiting the facility, as % of catchment population 11+



Satisfaction and importance scores: by attribute

	IMPORTANCE			SATISFACTION			GAPS (Importance minus Satisfaction)	
	Rank	Mean	no	Rank	Mean	no	Rank	Mean
Accessibility								
a.	Activity available at convenient times	8	4.55	347	1	4.64	347	7 -0.09
b.	Ease of booking	13	4.42	334	3	4.49	317	10 -0.07
c.	The activity charge/fee	2	4.68	345	4	4.49	344	-2 0.19
d.	The range of activities available	9	4.54	345	10	4.42	343	-1 0.12
Quality of facilities/services								
e.	Quality of flooring in the sports hall	10	4.54	301	11	4.39	59	-1 0.15
f.	Quality of lighting in the sports hall	10	4.54	301	8	4.44	61	2 0.10
g.	Quality of equipment	4	4.65	308	5	4.48	295	-1 0.17
k.	Quality of car parking on site	14	4.27	326	12	4.38	229	2 -0.11
l.	Quality of food and drink	16	3.91	323	16	3.88	312	0 0.03
Cleanliness								
m.	Cleanliness of changing areas	12	4.52	305	14	4.27	296	-2 0.25
n.	Cleanliness of activity spaces	7	4.57	341	13	4.30	334	-6 0.27
Staff								
o.	Helpfulness of reception staff	5	4.64	347	6	4.47	342	-1 0.17
p.	Helpfulness of other staff	6	4.62	345	7	4.47	338	-1 0.15
q.	Standard of coaching/instruction	3	4.68	324	2	4.50	191	1 0.18
Value for money								
r.	Value for money of activities	1	4.69	348	9	4.44	346	-8 0.25
s.	Value for money of food/drink	15	4.26	332	15	4.09	310	0 0.17
Other attributes *								
h.	Water quality in the swimming pool	N/A			N/A			
i.	Water temperature in the swimming pool	N/A			N/A			
j.	Number of people in the pool	N/A			N/A			
t.	Overall satisfaction with visit	N/A			4.45 350			

* The other attribute(s) listed at the end of the table have either the satisfaction or importance scores but not both. This is for logical reasons - e.g. Overall satisfaction with visit does not have an importance score; no satisfaction score for pool attributes if there is no pool at the centre. Therefore such attributes do not appear in the subsequent tables of 'gaps'.

Satisfaction and importance scores: by mean gaps

	IMPORTANCE			SATISFACTION			GAPS (Importance minus Satisfaction)	
	Rank	Mean	no	Rank	Mean	no	Rank	Mean
n. Cleanliness of activity spaces	7	4.57	341	13	4.30	334	-6	0.27
r. Value for money of activities	1	4.69	348	9	4.44	346	-8	0.25
m. Cleanliness of changing areas	12	4.52	305	14	4.27	296	-2	0.25
c. The activity charge/fee	2	4.68	345	4	4.49	344	-2	0.19
q. Standard of coaching/instruction	3	4.68	324	2	4.50	191	1	0.18
g. Quality of equipment	4	4.65	308	5	4.48	295	-1	0.17
o. Helpfulness of reception staff	5	4.64	347	6	4.47	342	-1	0.17
s. Value for money of food/drink	15	4.26	332	15	4.09	310	0	0.17
p. Helpfulness of other staff	6	4.62	345	7	4.47	338	-1	0.15
e. Quality of flooring in the sports hall	10	4.54	301	11	4.39	59	-1	0.15
d. The range of activities available	9	4.54	345	10	4.42	343	-1	0.12
f. Quality of lighting in the sports hall	10	4.54	301	8	4.44	61	2	0.10
l. Quality of food and drink	16	3.91	323	16	3.88	312	0	0.03
b. Ease of booking	13	4.42	334	3	4.49	317	10	-0.07
a. Activity available at convenient times	8	4.55	347	1	4.64	347	7	-0.09
k. Quality of car parking on site	14	4.27	326	12	4.38	229	2	-0.11

Satisfaction and importance scores: by rank gaps

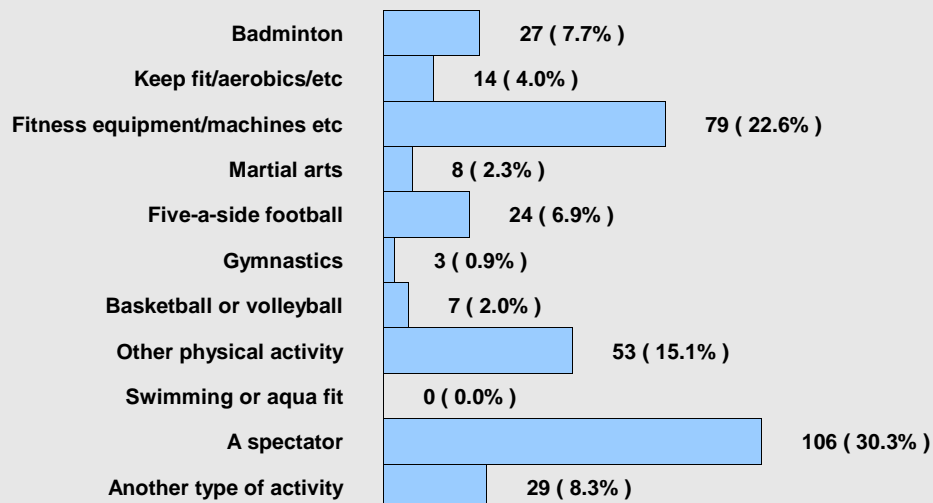
		IMPORTANCE		SATISFACTION		GAPS (Importance minus Satisfaction)			
		Rank	Mean	no	Rank	Mean	no	Rank	Mean
r.	Value for money of activities	1	4.69	348	9	4.44	346	-8	0.25
n.	Cleanliness of activity spaces	7	4.57	341	13	4.30	334	-6	0.27
c.	The activity charge/fee	2	4.68	345	4	4.49	344	-2	0.19
m.	Cleanliness of changing areas	12	4.52	305	14	4.27	296	-2	0.25
g.	Quality of equipment	4	4.65	308	5	4.48	295	-1	0.17
p.	Helpfulness of other staff	6	4.62	345	7	4.47	338	-1	0.15
o.	Helpfulness of reception staff	5	4.64	347	6	4.47	342	-1	0.17
d.	The range of activities available	9	4.54	345	10	4.42	343	-1	0.12
e.	Quality of flooring in the sports hall	10	4.54	301	11	4.39	59	-1	0.15
l.	Quality of food and drink	16	3.91	323	16	3.88	312	0	0.03
s.	Value for money of food/drink	15	4.26	332	15	4.09	310	0	0.17
q.	Standard of coaching/instruction	3	4.68	324	2	4.50	191	1	0.18
f.	Quality of lighting in the sports hall	10	4.54	301	8	4.44	61	2	0.10
k.	Quality of car parking on site	14	4.27	326	12	4.38	229	2	-0.11
a.	Activity available at convenient times	8	4.55	347	1	4.64	347	7	-0.09
b.	Ease of booking	13	4.42	334	3	4.49	317	10	-0.07

Centre satisfaction scores compared with industry average scores

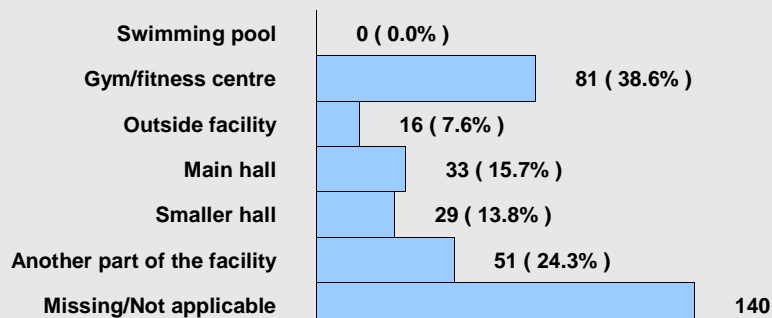
	centre score	centre rank	industry mean	industry rank
Activity available at convenient times	4.64	1	4.42	2
Ease of booking	4.49	3	4.35	5
The activity charge/fee	4.49	4	4.14	8
The range of activities available	4.42	10	4.18	6
Quality of flooring in the sports hall	4.39	11	4.11	9
Quality of lighting in the sports hall	4.44	8	4.10	10
Quality of equipment	4.48	5	4.08	11
Quality of car parking on site	4.38	12	3.93	13
Quality of food and drink	3.88	16	3.58	16
Cleanliness of changing areas	4.27	14	3.88	14
Cleanliness of activity spaces	4.30	13	4.05	12
Helpfulness of reception staff	4.47	6	4.41	3
Helpfulness of other staff	4.47	7	4.36	4
Standard of coaching/instruction	4.50	2	4.43	1
Value for money of activities	4.44	9	4.17	7
Value for money of food/drink	4.09	15	3.68	15
Overall satisfaction with visit	4.45		4.25	

APPENDIX 1:
USER SURVEY FREQUENCY DISTRIBUTIONS

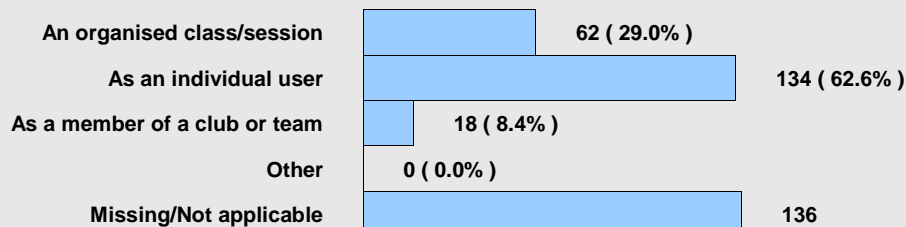
Q1 Main activity today?



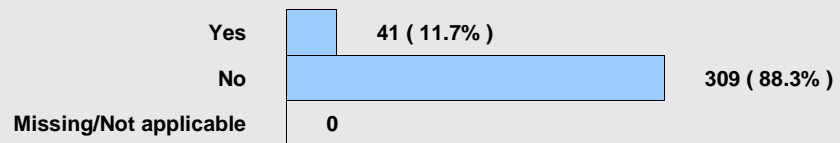
Q2 Where did you do your main activity today?



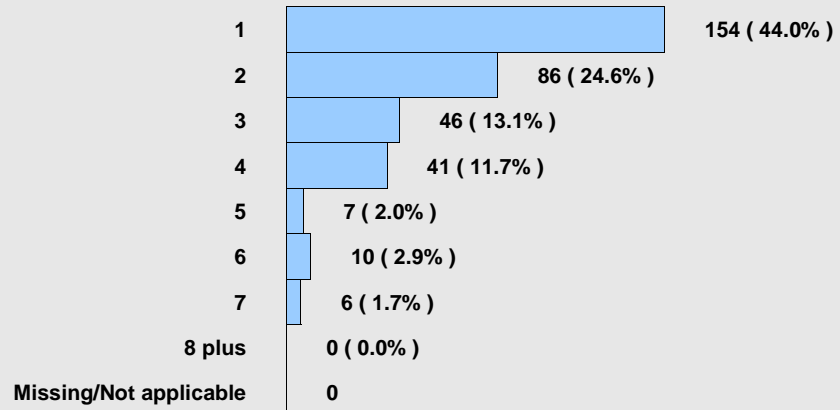
Q3 How you are taking part in your main activity today?



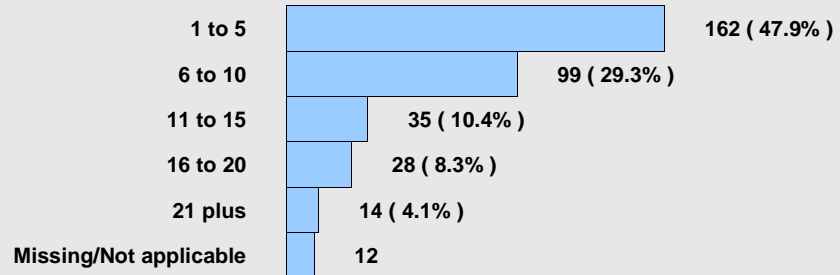
Q4 Is today your first ever visit to this facility?



Q5a Number of times visited in past 7 days.



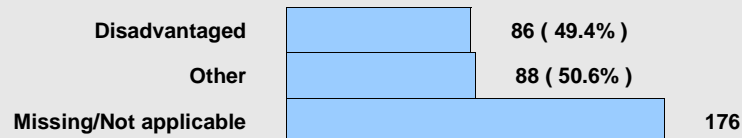
Q5b Number of times visited in past 4 weeks.



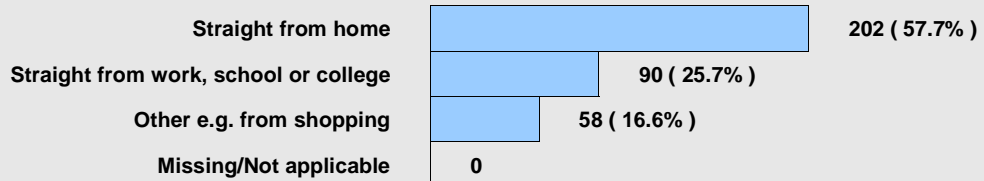
Q7 Do you have a leisure card?



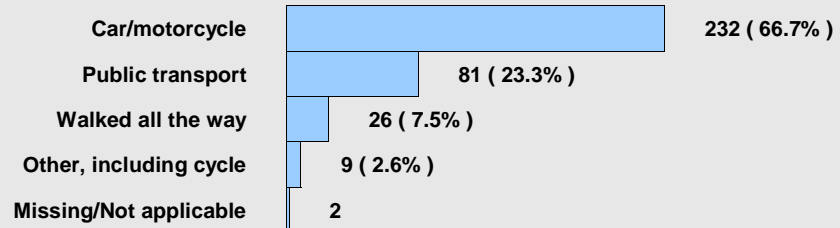
Q8 Basis of eligibility for card/scheme.



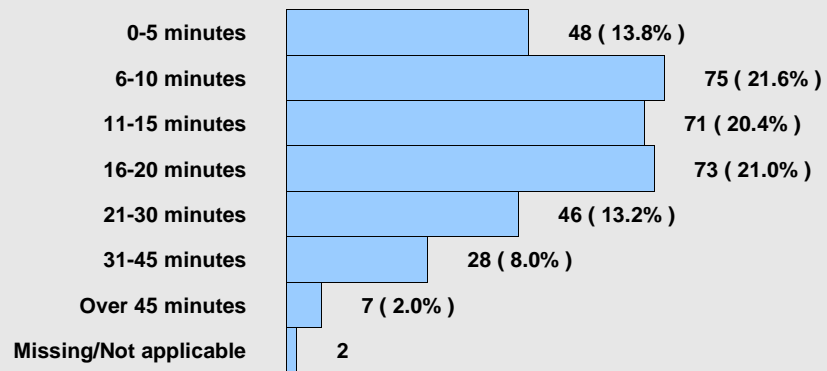
Q9 From where did you come here today?



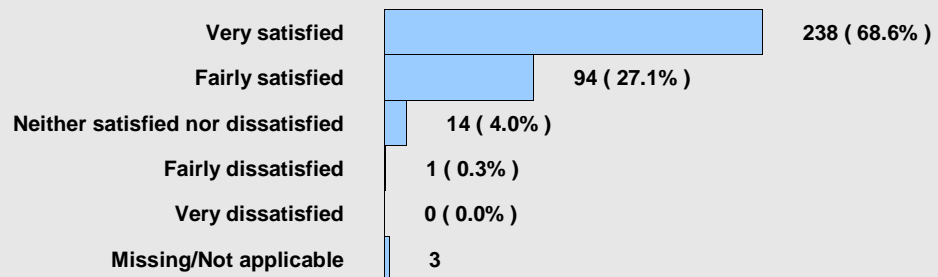
Q10 Main method of transport.



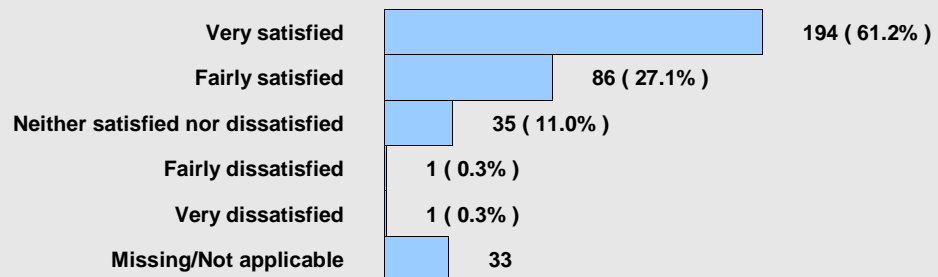
Q11 Journey time.



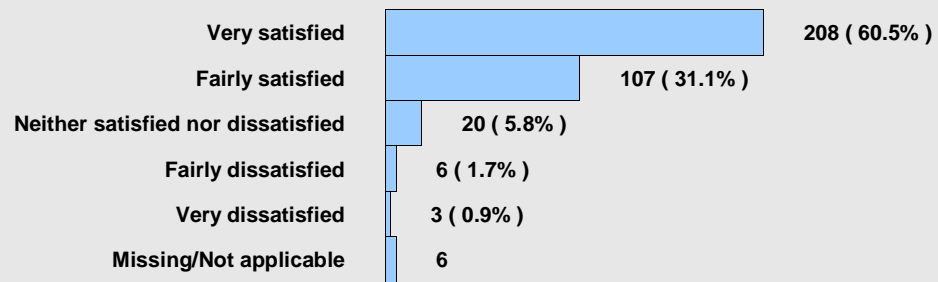
Q12a Satisfaction - availability of activities at convenient times.



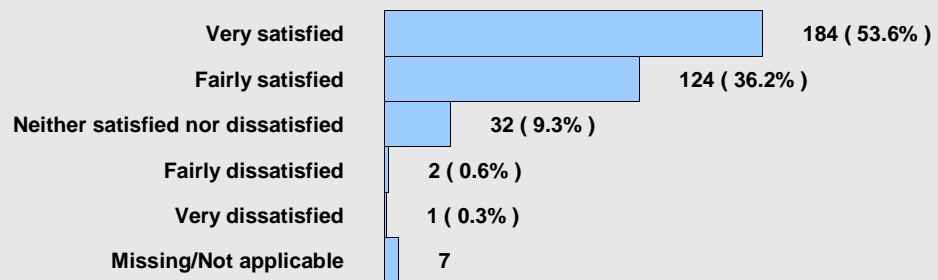
Q12b Satisfaction - ease of booking.



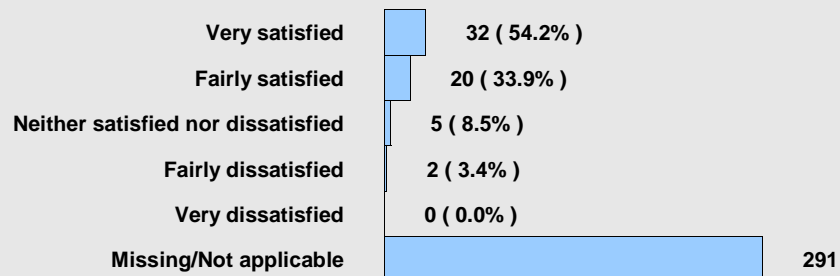
Q12c Satisfaction - activity charges/fees.



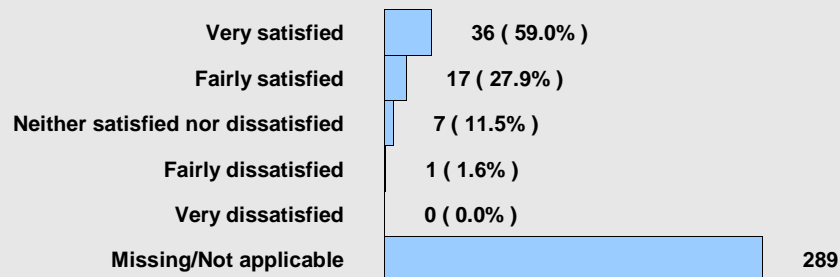
Q12d Satisfaction - range of activities available.



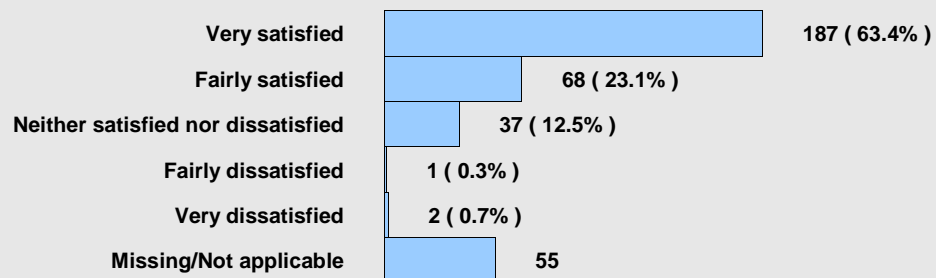
Q12e Satisfaction - quality of flooring in sports hall.



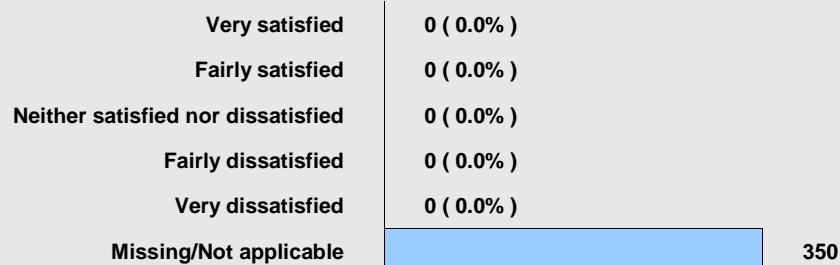
Q12f Satisfaction - quality of lighting in sports hall.



Q12g Satisfaction - quality of equipment.



Q12h Satisfaction - water quality in pool.



Q12i Satisfaction - water temperature in pool.

Very satisfied	0 (0.0%)	
Fairly satisfied	0 (0.0%)	
Neither satisfied nor dissatisfied	0 (0.0%)	
Fairly dissatisfied	0 (0.0%)	
Very dissatisfied	0 (0.0%)	
Missing/Not applicable		350

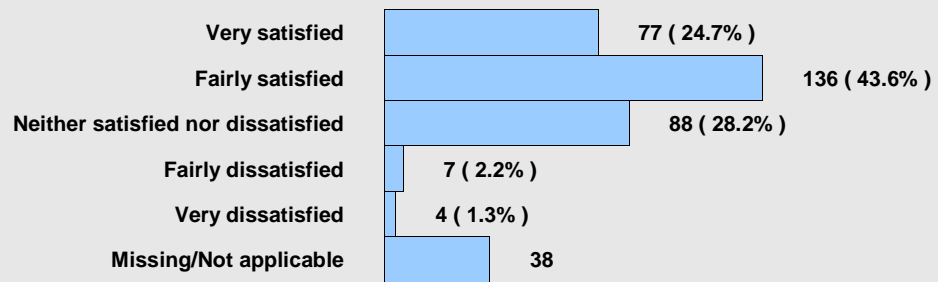
Q12j Satisfaction - number of people in pool.

Very satisfied	0 (0.0%)	
Fairly satisfied	0 (0.0%)	
Neither satisfied nor dissatisfied	0 (0.0%)	
Fairly dissatisfied	0 (0.0%)	
Very dissatisfied	0 (0.0%)	
Missing/Not applicable		350

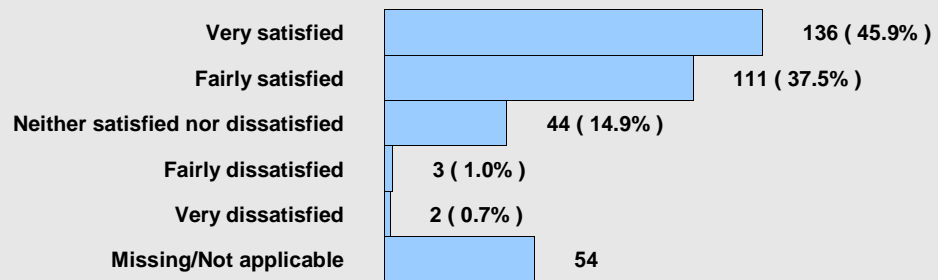
Q12k Satisfaction - quality of car parking on site.

Very satisfied	114 (49.8%)
Fairly satisfied	91 (39.7%)
Neither satisfied nor dissatisfied	22 (9.6%)
Fairly dissatisfied	1 (0.4%)
Very dissatisfied	1 (0.4%)
Missing/Not applicable	121

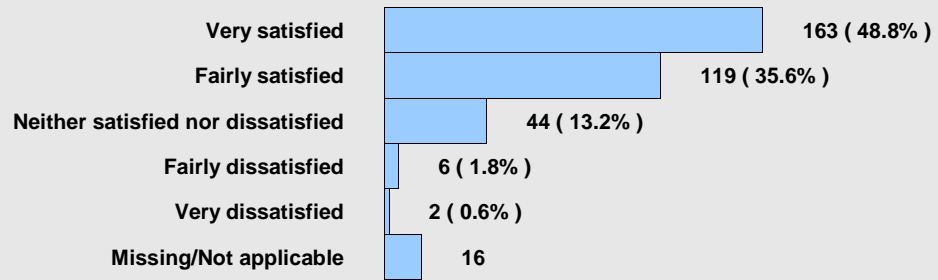
Q12l Satisfaction - quality of food/drink.



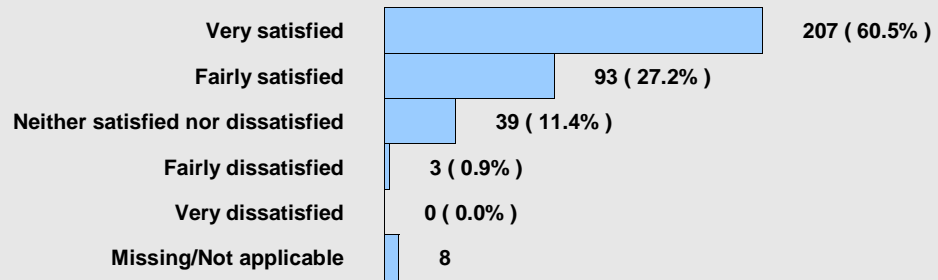
Q12m Satisfaction - cleanliness of changing area.



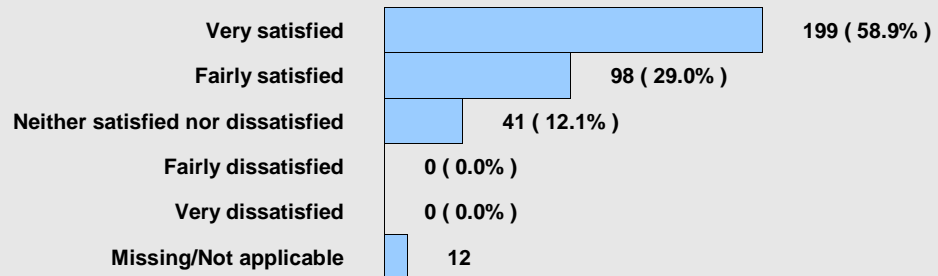
Q12n Satisfaction - cleanliness of activity spaces.



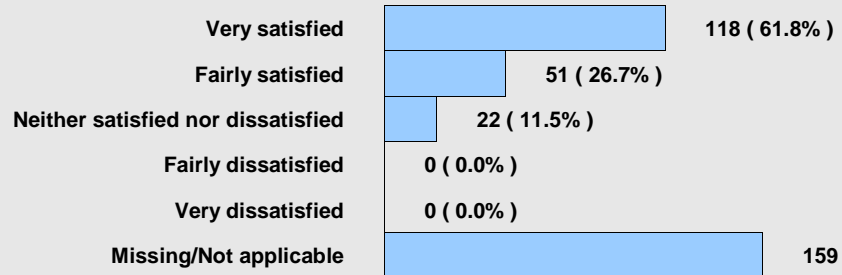
Q12o Satisfaction - helpfulness of reception staff.



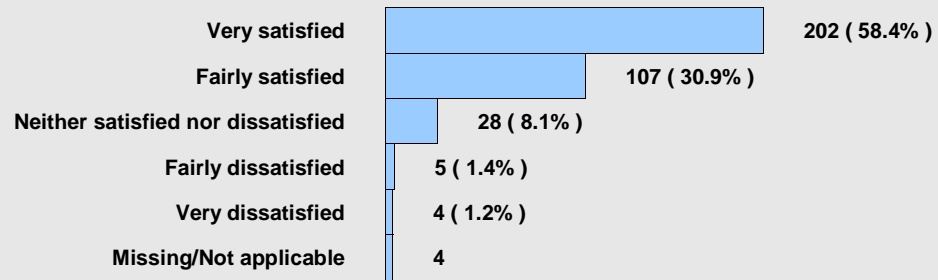
Q12p Satisfaction - helpfulness of other staff.



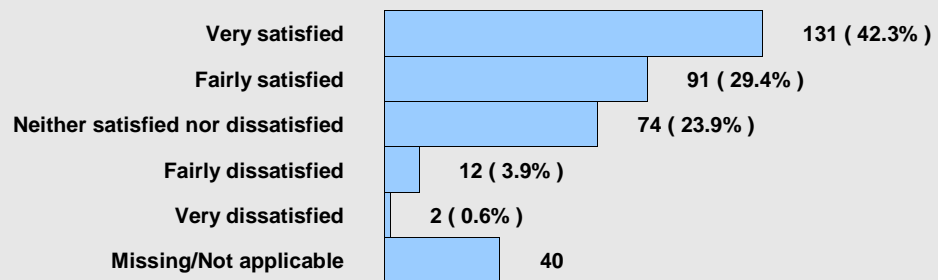
Q12q Satisfaction - standard of coaching/instruction.



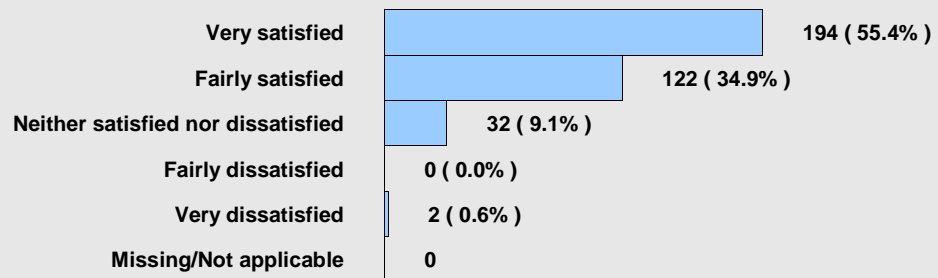
Q12r Satisfaction - value for money of activities.



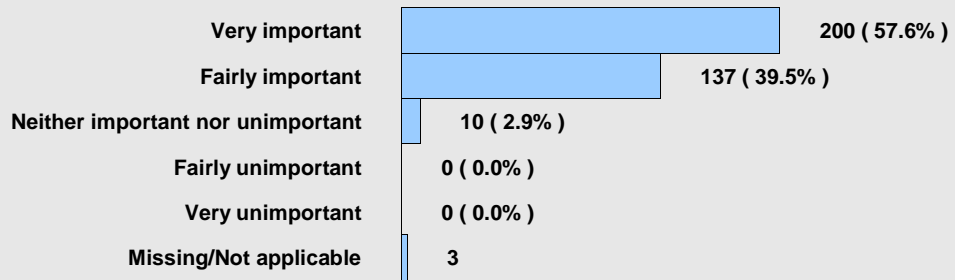
Q12s Satisfaction - value for money of food/drink.



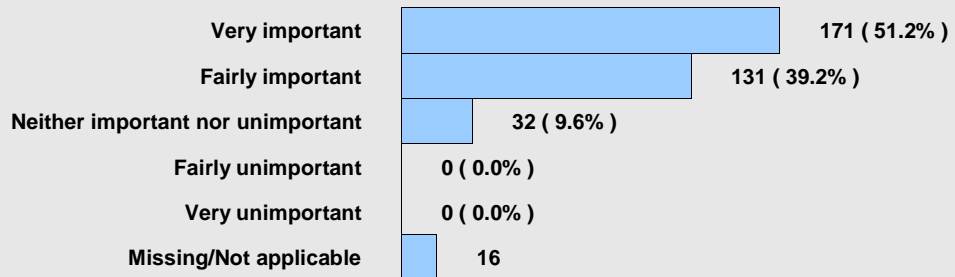
Q12t Satisfaction - overall satisfaction of visit.



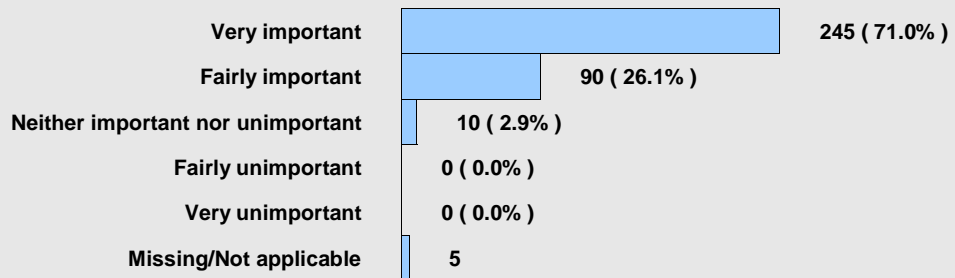
Q13a Importance - availability of activities at convenient times.



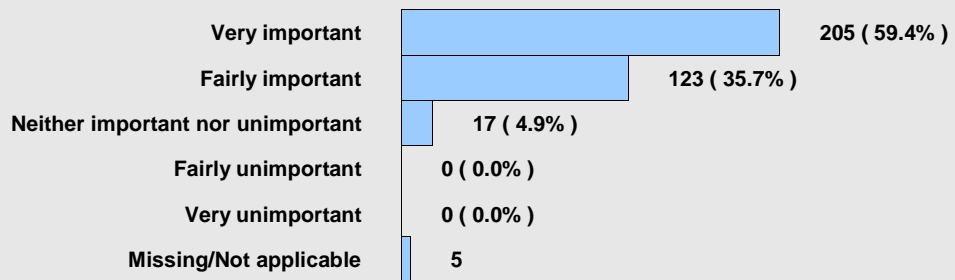
Q13b Importance - ease of booking.



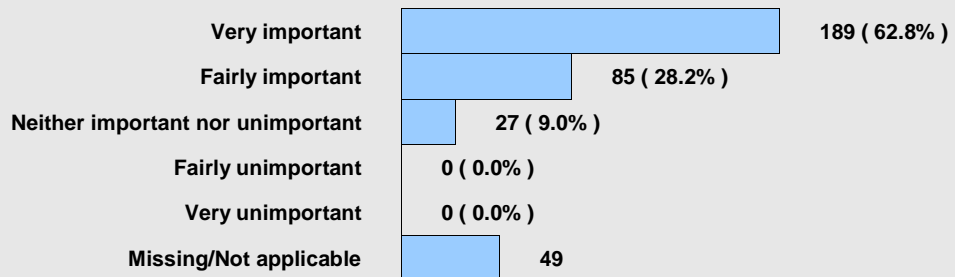
Q13c Importance - activity charges/fees.



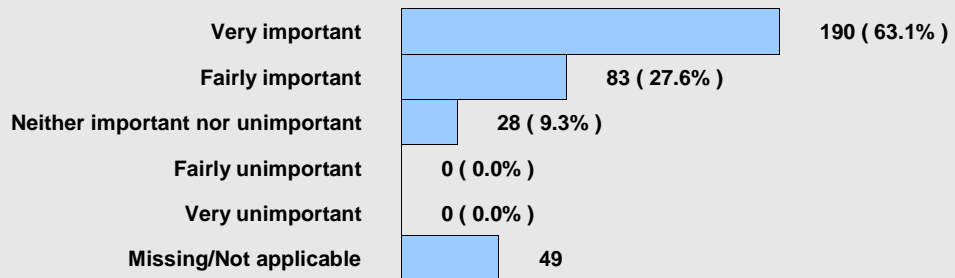
Q13d Importance - the range of activities available.



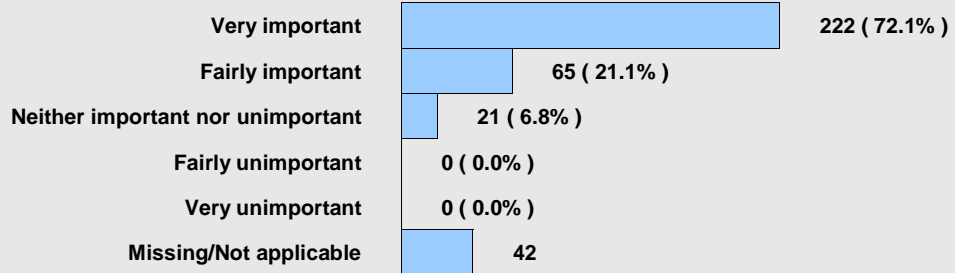
Q13e Importance - quality of flooring in sports hall.



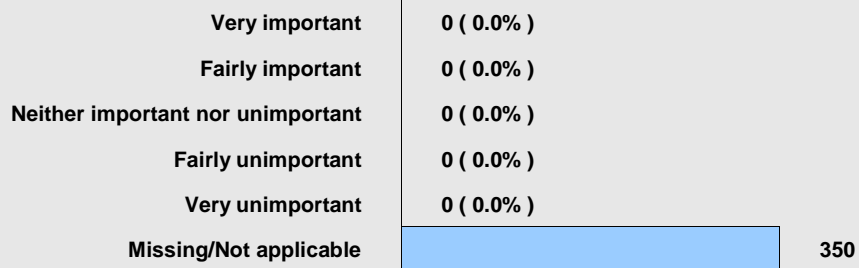
Q13f Importance - quality of lighting in sports hall.



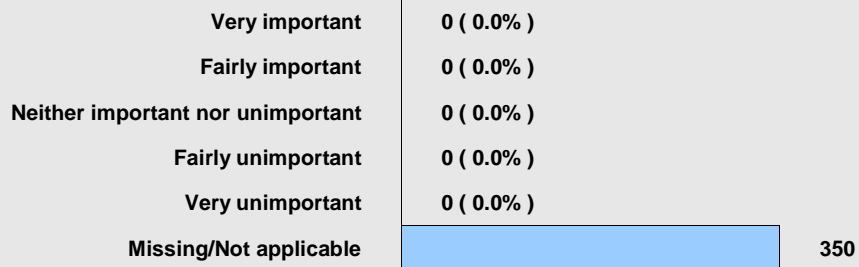
Q13g Importance - quality of equipment.



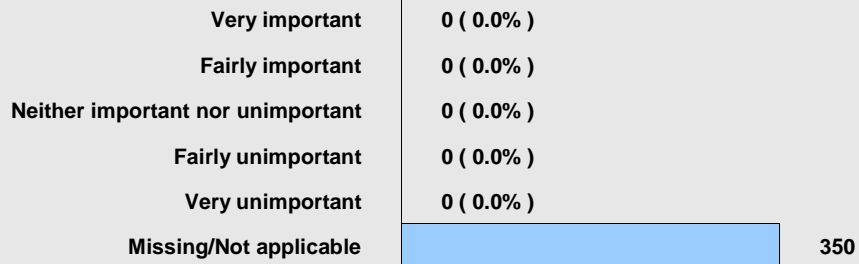
Q13h Importance - water quality in pool.



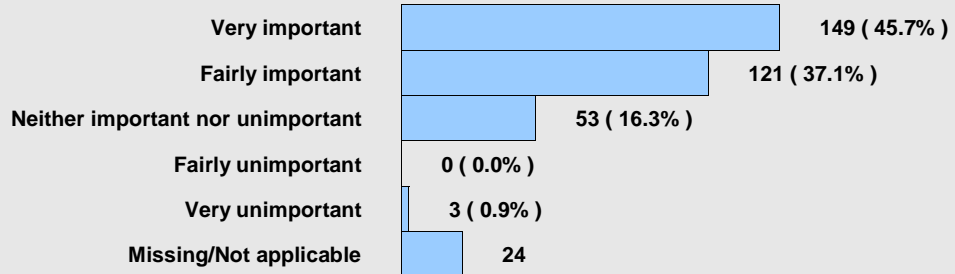
Q13i Importance - water temperature in pool.



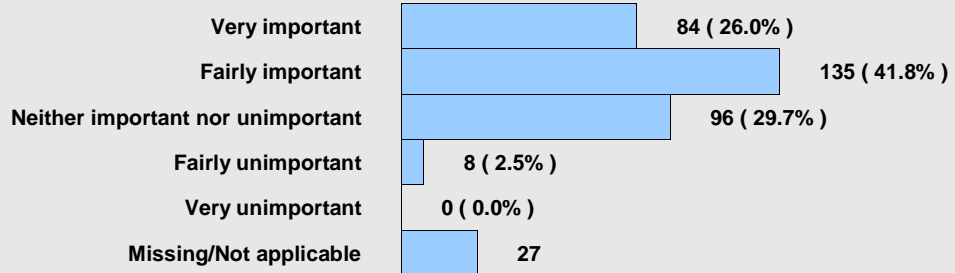
Q13j Importance - number of people in pool.



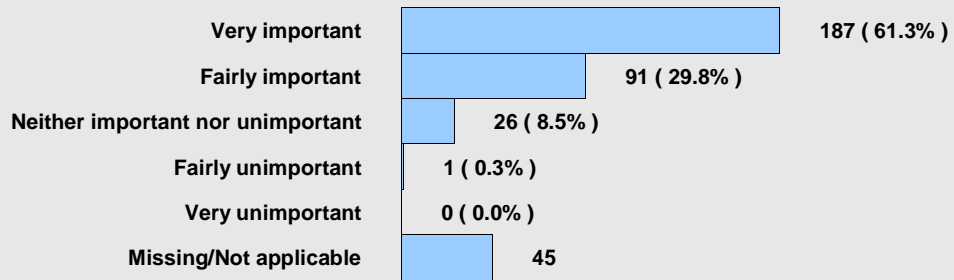
Q13k Importance - quality of car parking on site.



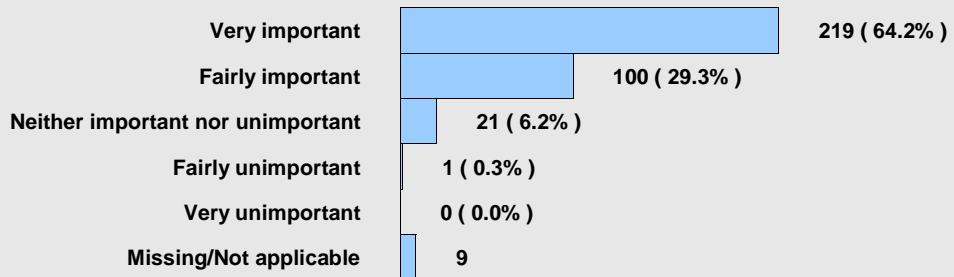
Q13l Importance - quality of food/drink.



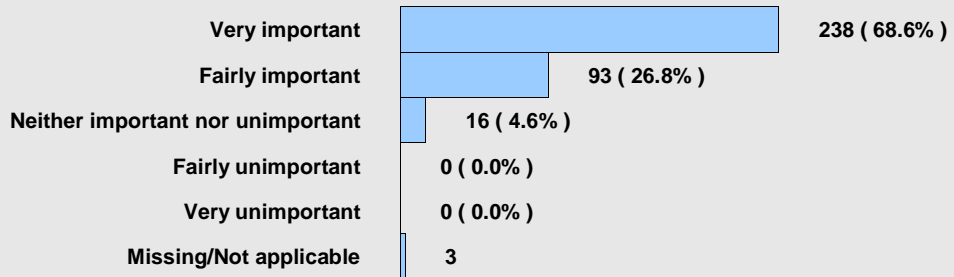
Q13m Importance - cleanliness of changing area.



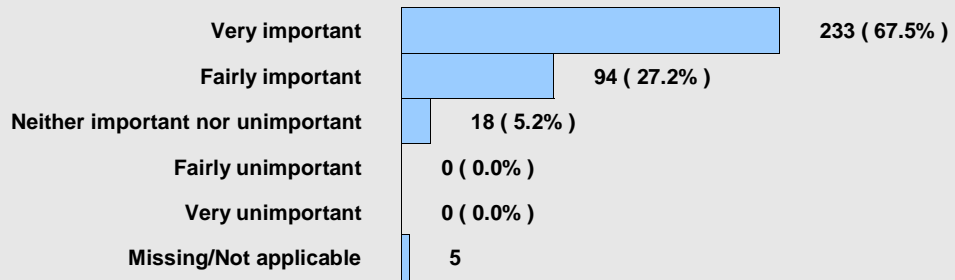
Q13n Importance - cleanliness of activity spaces.



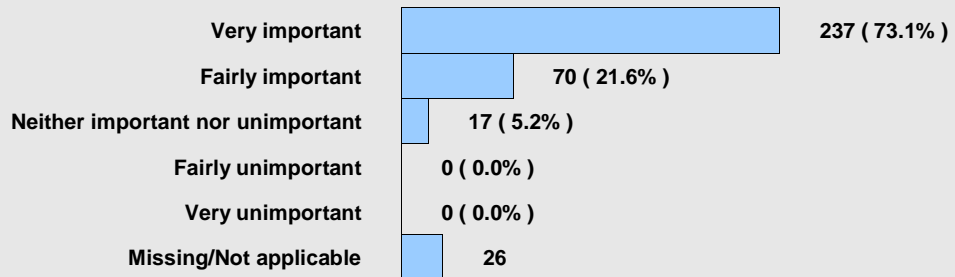
Q13o Importance - helpfulness of reception staff.



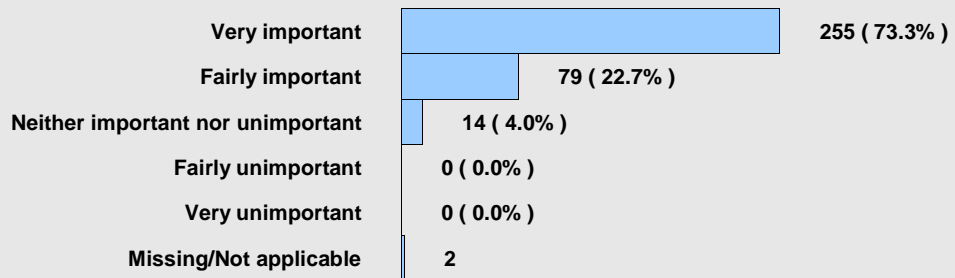
Q13p Importance - helpfulness of other staff.



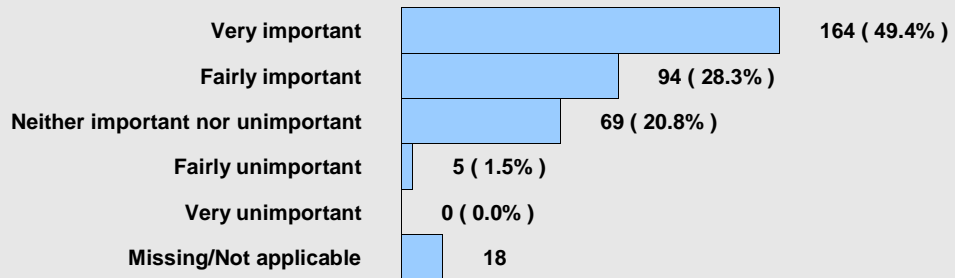
Q13q Importance - standard of coaching/instruction



Q13r Importance - value for money of activities.



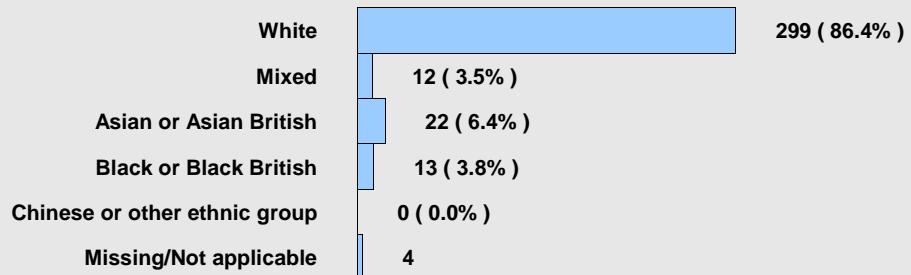
Q13s Importance - value for money of food/drink.



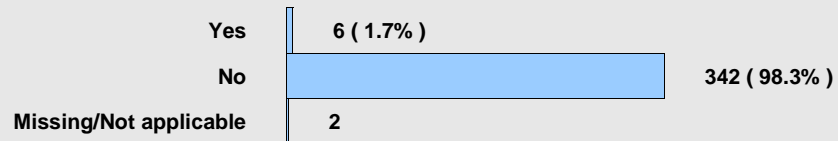
Q14 Gender.



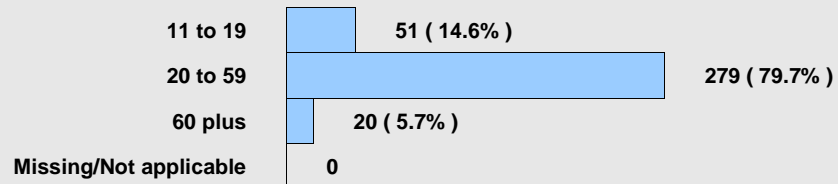
Q15 Ethnic origin of respondent.



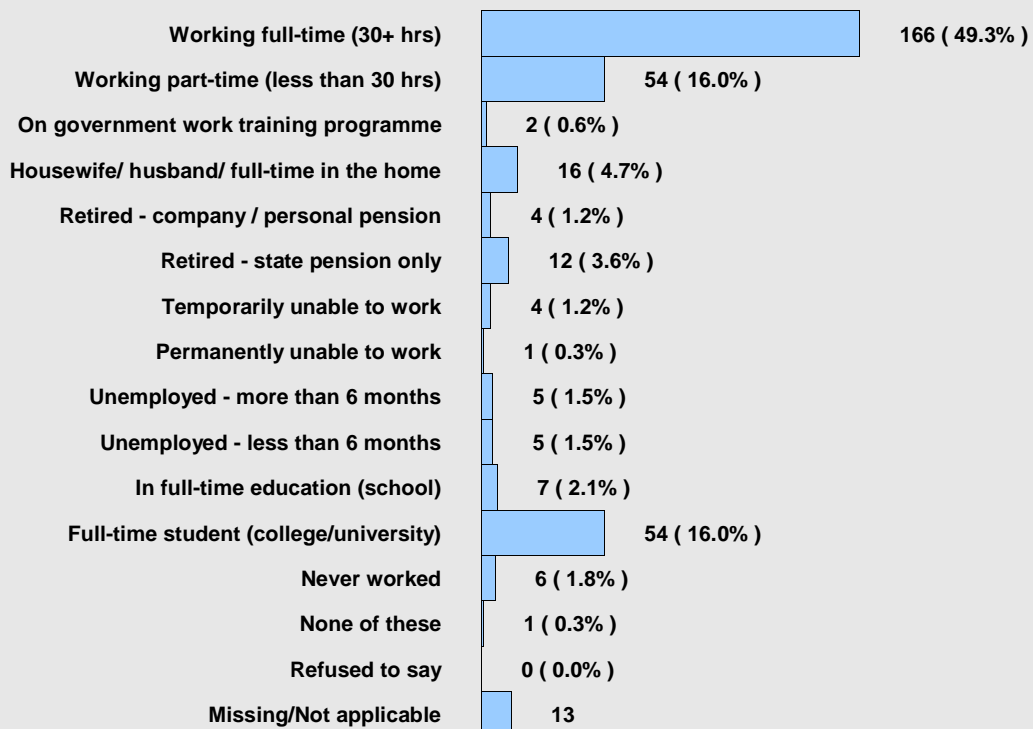
Q16 Long term illness, health problem or disability.



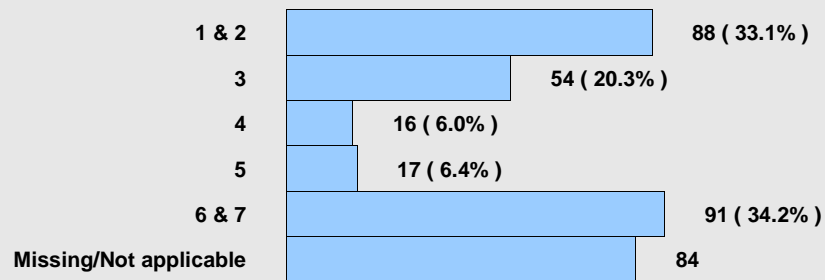
Q17 Age.



Q18 Current employment status.



Socio-economic group.



Q23 Postcode.

first part of postcode	number of questionnaires		cumulative percent
DY4	205	(59.2%)	59.2
WS10	15	(4.3%)	63.6
DY3	12	(3.5%)	67.1
B69	9	(2.6%)	69.7
WV14	9	(2.6%)	72.3
B71	8	(2.3%)	74.6
DY1	8	(2.3%)	76.9
DY2	6	(1.7%)	78.6
DY6	5	(1.4%)	80.1
B62	4	(1.2%)	81.2
B70	4	(1.2%)	82.4
WS2	4	(1.2%)	83.5
B63	3	(0.9%)	84.4
B67	3	(0.9%)	85.3
B68	3	(0.9%)	86.1
WS11	3	(0.9%)	87.0
BY1	2	(0.6%)	87.6
D44	2	(0.6%)	88.2
WV10	2	(0.6%)	88.7
WV12	2	(0.6%)	89.3
WV3	2	(0.6%)	89.9
WV4	2	(0.6%)	90.5
WV6	2	(0.6%)	91.0
B30	1	(0.3%)	91.3
B43	1	(0.3%)	91.6
B64	1	(0.3%)	91.9

B65	1	(0.3%)	92.2
B66	1	(0.3%)	92.5
B74	1	(0.3%)	92.8
B8	1	(0.3%)	93.1
B90	1	(0.3%)	93.4
CU32	1	(0.3%)	93.6
CV37	1	(0.3%)	93.9
CV8	1	(0.3%)	94.2
D91	1	(0.3%)	94.5
D94	1	(0.3%)	94.8
DX4	1	(0.3%)	95.1
DY8	1	(0.3%)	95.4
DY9	1	(0.3%)	95.7
PE9	1	(0.3%)	96.0
R71	1	(0.3%)	96.2
ST16	1	(0.3%)	96.5
SY14	1	(0.3%)	96.8
WS14	1	(0.3%)	97.1
WS3	1	(0.3%)	97.4
WS4	1	(0.3%)	97.7
WS5	1	(0.3%)	98.0
WU12	1	(0.3%)	98.3
WV1	1	(0.3%)	98.6
WV11	1	(0.3%)	98.8
WV13	1	(0.3%)	99.1
WV16	1	(0.3%)	99.4
WV5	1	(0.3%)	99.7
WY3	1	(0.3%)	100.0
Missing/Not applicable	4		