

## **PARKWOOD LEISURE SERVICES WORKING GROUP**

Monday 7 January 2013

### Present:

Councillor Shiel, Morris, and Sheldon

### Also Present:

Darren Parrott, Assistant Regional Director South West  
Stephen Hughes, Exeter Contract Manager

### Also Present:

Assistant Director Economy, Leisure Facilities Manager and Assistant Member Services Officer

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### **APOLOGIES FOR ABSENCE**

Apologies were received from Councillor Mitchell and James Coulton.

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### **MINUTES OF MEETING HELD ON 20 NOVEMBER 2012**

The minutes of the meeting held on 20 November 2012 were agreed, subject to the amendment of 'James Coulter' to read 'James Coulton' under Minute. No. 25 - apologies for absence.

### **Matters Arising**

#### **Minute No. 27 – Customer Cards**

With regard to the production of new customer comment cards, it was confirmed that the City Council logo would also be included to show its involvement. The design and cost was yet to be agreed.

#### **Minute No. 29 – Findings of the Customer Questionnaire**

As the issue of cleaning had been raised in a number of centres, an enquiry was made as to whether this was being addressed.

Stephen Hughes advised that the more modern sites had fewer issues. Where sites were busier and the condition of the facility reflects their age, such as the Pyramids, the perception is that aging surfaces such as floor tiles are dirty, when actually it is just inground wear over many years. However, these issues are being addressed, and some may be a case of moving resources.

#### **Minute No. 30 – Update on Service Improvement Plans and Equipment Replacement**

With regard to the refurbishment of the changing rooms at Wonford Sports Centre being largely funded by the City Council, Steve Lyon advised that improvements were necessary as the facility was subject to an increasing number of complaints relating to the changing and shower areas. The costs were being shared, with Parkwood Leisure contributing £12,000 as per their original contract submission for

capital improvements, and in addition the Council had received an advanced rental payment for a redundant Sports Development office from the Phoenix Youth Club to the value of £15,000. This rental income was therefore re-invested in the Wonford facility. The Council funded the difference from the sports facilities capital budget. It was felt that a refurbishment was the best solution, as opposed to cosmetic enhancements only providing a short term solution.

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### **CUSTOMER FEEDBACK**

#### **Customer Forums for 2013**

Stephen Hughes reported that the customer forums were not really working, and this was supported by the poor attendances last year. The forums would now become subject based focus groups relating to the site, e.g. swimming, bowls, fitness, aerobics, children's activities. The current dates remain the same, but the way they are advertised will be enhanced.

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### **SERVICE IMPROVEMENTS PLANS AND EQUIPMENT REPLACEMENT - REPORT TO SCRUTINY COMMITTEE - COMMUNITY**

Richard Ball reported that the intention of the Improvement Plans were to identify and take forward qualitative improvements which relate to and enhance the customer experience beyond providing what is in the contract.

Certain actions within this document will happen in any case as they are required by the contract, but form the basis for further improvement, eg Quest. The industry recognised standard for quality in leisure centres, Quest sets out different levels of assessment for facilities and provides a useful basis for setting out further improvements to be received at each centre in order to gain accreditation for providing higher quality of service to customers. This document will be presented to the Council's Scrutiny Committee once finalised.

Stephen Hughes advised that the improvements identified are drawn from past Quest reports, customer satisfaction surveys and every day customer feedback. There are specific actions for each site, but are also some duplications regarding actions from site to site, but this was to be expected.

He made comments on the following as an example of the contents of the centre by centre draft improvement plan:

#### **Clifton Hill Sports Centre**

- CH3 (IM9) – Ensure that training needs are recognised and appropriate training arranged for staff.  
Plans had been issued today for all sites.
- CH4 – Reduce membership attrition levels.  
The corporate target for membership attrition rate was 6%.
- CH4 (IM13) – Replace as a minimum all cardio vascular equipment.  
The cardio vascular equipment at Clifton Hill would be replaced in July 2013.
- CH4 (IM15) – Host at least one customer focus group dedicated to fitness.  
The Focus Group should be held before the replacement of the equipment, so that customers' views could be sought.
- CH6 (IM19) – Strive to achieve an excellent status in Quest.  
More detail needed to be included as to how this would be achieved.

- CH6 (IM20) – Deliver all customer focussed aspects of the Quest Improvement Plan.  
The Module 1 Customer Experience aspect of Quest contains 10 points plus 30-40 bullet points each. To include those in this document would make it too large, and this could be added as an appendix, or to have a number of key areas to focus on. All centres will have a dedicated Quest improvement plan, which will include a maintenance visit and appraisal. Stephen would circulate the Quest Module 1 for feedback.
- CH7 (IM21) – Increase use of text blasts to communicate special offers. Email blasts should be used as well as text blasts. However, from feedback, people generally opt out of being contacted. It was suggested that this could be used for information, and not just marketing, eg when facilities close for special events such as swimming galas.
- CH7 (IM22) – Introduce Facebook.  
Facebook would be used to respond on a local basis, and a social media manager would be brought in.

### **Riverside Leisure Centre**

Councillor Morris raised the issue of wristbands and access from the health suite to the swimming pool. The electronic lock had failed. Stephen Hughes advised that this would be investigated and resolved.

- R19 (IM26) – In partnership with a promoter, Riverside would host at least two large events per annum.  
It was suggested that Stephen Hughes contact Dave Lewis (Facilities and Markets Manager) and Val Wilson (Festival & Events Manager). This could provide an opportunity for them to pass on details of Parkwood sites and facilities if events were turned away from other City Council sites for any reason. Stephen would set up a meeting with Dave Lewis.

### **General Comments**

Following a general discussion about the detailed proposed actions, it was agreed that further comments on its content should be collected and fed back through the Service Contracts Manager for a final version to be produced and agreed as the basis for action this year. Comments to be provided to Steve Lyon by 21 January 2013. It was intended that the Working Group agreement to the final draft would then follow.

It was queried whether any utilisation measures were in place to see how much the various facilities and rooms are used, to assist in identifying whether there were any other opportunities. Darren Parrott advised that they would be using a new Legend system which would provide details on occupancy levels.

The agreed document would run from January – December 2013, and would be used as part of managers' monthly meetings and appraisals.

The Group felt it would be useful if managers from each site could attend future meetings of this working group to talk through their Improvement Plan. It was agreed that the managers from the sites where the meeting was being held would be invited to attend future meetings.

This had already been discussed under the previous item.

**MEETING DIARY FOR 2013**

The dates of future meetings were noted.

(The meeting commenced at 2.55 pm and closed at 4.17 pm)

Chair