

EXETER CITY COUNCIL
SCRUTINY COMMITTEE - COMMUNITY
17 JANUARY 2012

**REPORT ON PARKWOOD LEISURE MANAGEMENT CONTRACT FOR
OCTOBER AND NOVEMBER 2011**

1 PURPOSE OF REPORT

- 1.1 To report to Members on the performance for October and November 2011, the first two months of year two of the Leisure Management Contract with Parkwood Leisure.

2 BACKGROUND

- 2.1 The new Leisure Management Contract commenced on the 29 September 2010 and included the following sites:

- Clifton Hill Sports Centre
- Exeter Arena
- Northbrook Approach Golf Course
- Northbrook Swimming Pool
- Pyramids Swimming and Leisure Centre
- Riverside Leisure Centre
- Wonford Sports Centre

- 2.2 On 1 December 2010 the Isca Bowls and Bridge Centre was included within the Leisure Management Contract.

- 2.3 At a meeting of the Scrutiny Committee on Tuesday 8 November 2011, it was requested that members received a regular report on the performance of the Leisure Management Contract with Parkwood Leisure. In addition representatives of Parkwood Leisure were to be invited to attend a Members Briefing to report on the performance of the contract. Members will have had the opportunity to attend the Members Briefing on 9 January 2012.

3. CONTRACT PERFORMANCE REVIEW FOR OCTOBER AND NOVEMBER 2011

- 3.1 Key Performance Indicators (KPI's) are a contractual requirement of the Leisure Management Contract and are provided on a weekly, monthly and annual basis as determined by the Contract Specification.

KPI's Received during this period are:

- a) Weekly
(i) Pool Water Test Results *Results provided were satisfactory.*
- b) Monthly
(ii) Customer Comments *Further details are outlined within this report*

(iii)	Accidents/Incidents	<i>These are forwarded to the Council's Health & Safety Officer and reported to Members</i>
(iv)	Accounts	<i>Monthly unaudited accounts are provided</i>
(v)	Utility Consumption	<i>To monitor energy consumption</i>
(vi)	Biological Results	<i>Independent Pool Water Test Results</i>
(vii)	Legionella Results	<i>Independent Water Sample Results</i>

c) Annually

The contract requires the periodic provision of information and copies of licences; this is provided over the duration of the contract year.

- 3.2 Parkwood Leisure are very active in seeking customer feedback on their service and are contractually required to provide the Council with all customer comments made during the month.

Customer comments are collated through the following channels and where possible they are resolved at the earliest opportunity:

- (i) Emails to the centres or individual managers
- (ii) Emails made through the companies website
- (iii) Comment Cards that are available at the reception desk
- (iv) Letters received at the centres
- (v) Verbal comments received

- 3.3 In addition to these methods of collating comments Parkwood Leisure also host Customers Forums at each individual facility twice per annum to give customers an opportunity to meet the manager and comment directly on the service.

- 3.4 During the month of October 2011 the facilities received 12 comments and during the month of November 2011 the facilities received 8 comments. The customer comments are detailed in Appendix A.

- 3.5 As part of the Leisure Management Contract the Council are also obliged to undertake customer satisfaction surveys to seek independent feedback on the services provided.

In previous contracts independent market research companies have been engaged to seek the public's perception of the facilities and services but these are very limited and normally include a sample of around 400 residents, which include a proportion of non leisure users.

- 3.6 It is important that any method of assessing public opinion is open to anyone who wishes to make a complaint or express their satisfaction of the services. Seeking customer approval is just as important as providing a mechanism for complaints.

We are currently investigating various options to gather this information, all of which do incur a cost to the Council. The options are:

- (i) Engage a market research company to contact users.
- (ii) Provide a Council Comment Form on site for customers to complete indicating their satisfaction level and return direct to the Council.
- (iii) Develop a website page for customers to indicate their satisfaction levels.
- (iv) Undertake on site exit questionnaires on service provision.

- (vi) Provide a dedicated telephone line for customers to leave comments about the service.
- (vii) Consider the introduction of the Govmetric electronic customer satisfaction stations as used in the Council's Customer Service Centre.

Each of these options have their own advantages and disadvantages but would be very useful tools in collating an independent analysis of customer satisfaction.

- 3.7 As part of regular contract monitoring, during the months of October and November the Leisure Facilities Manager visited all of the sites and was satisfied that issues identified in the customer comments were being addressed. Formal monthly meetings were held with Parkwood Leisure during this period and no major issues were identified.

4 PROPOSAL

- 4.1 Members support the introduction of an ongoing independent customer satisfaction survey and ask the Assistant Director for Economy and his officers to investigate the various options and to implement the most effective method within the resources available with the agreement of the Portfolio Holder.

5 RECOMMENDED

That Scrutiny Committee note the content of the report and support the proposal to determine and implement a suitable mechanism to provide an ongoing independent view of customer satisfaction.

DIRECTOR ECONOMY & DEVELOPMENT

S:PA/LP/Cttee/112SCC7
4.1.12

ECONOMY & DEVELOPMENT DIRECTORATE

Local Government (Access to Information) Act 1985 (as amended)
Background papers used in compiling this report: