

**EXETER CITY COUNCIL**  
**SCRUTINY COMMITTEE - COMMUNITY**  
**6 MARCH 2012**

**REPORT ON PARKWOOD LEISURE MANAGEMENT CONTRACT**

**1 PURPOSE OF REPORT**

- 1.1 To advise Members on progress in improving the Customer Comments procedures and propose future initiatives to develop customer feedback channels.

**2 BACKGROUND**

- 2.1 The Scrutiny Committee has raised previous concerns to how customer comments are being dealt with and whether Parkwood Leisure is responding positively to issues raised by the users of the leisure facilities. Rather than just repeatedly hear and discuss individual complaints at Committee Meetings, it is more important to ensure that more comments are proactively encouraged and collected and that more important and recurring issues are dealt with appropriately and effectively.

**3 CUSTOMER FEEDBACK INITIATIVES**

- 3.1 Officers have met with Parkwood Leisure to agree positive actions that will enhance the Customer Comment process. One of the agreed actions is to initiate the installation of more prominent customer focused notice boards at all of their facilities. The notice boards will include the following information:

- A Customer Comment procedure, a copy is provided as Appendix A.
- Forthcoming Customer Forum dates and minutes of previous meetings, the full list of Forum dates for 2012 is provided as Appendix B.
- A leaflet dispenser for Parkwood Leisure customer comment forms and a dedicated, clearly identifiable Customer Comments post box for the safe return of completed forms.
- Statistical information on the nature and resulting actions taken relating to the previous months Customer Comment feedback.

- 3.2 As requested at the last Scrutiny Committee Meeting Officers are currently investigating various options and costs to undertake independent customer research on the facilities and services provided by Parkwood Leisure.

At the time of writing this report the specific proposals and their associated costs were not available but will be presented at the meeting.

- 3.3 It is very important to work with Parkwood Leisure to develop its service and enhance its facilities and achieve a level of service delivery well above the contractual baseline. Given these objectives it would be very beneficial to develop a working group to constructively agree and resolve actions and responsibility for their delivery with the following makeup:

- Portfolio Holder
- One representative Member from each political party

- Assistant Director Economy
- Leisure Facilities Manager
- Representatives from Parkwood Leisure

3.4 It is proposed that the meetings will initially be held monthly, reducing to quarterly when agreed. There will be formal minutes that will be provided for Scrutiny Committee. The meeting agenda would focus on contractual issues, monitoring customer comments and the relevant action taken and agreeing service improvement initiatives.

#### **4 RECOMMENDED that**

- 1) Members support the formation of a working group and each political party nominates a candidate for the group;
- 2) Members authorise officers in liaison with the Portfolio Holder to consider the most effective method to undertake a programme of customer surveys within budget constraints.

#### **ASSISTANT DIRECTOR ECONOMY**

S:PA/LP/Ctee/312SCC5  
23.2.12

#### **Local Government (Access to Information) Act 1972 (as amended)**

#### **Background papers used in compiling this report:-**

None