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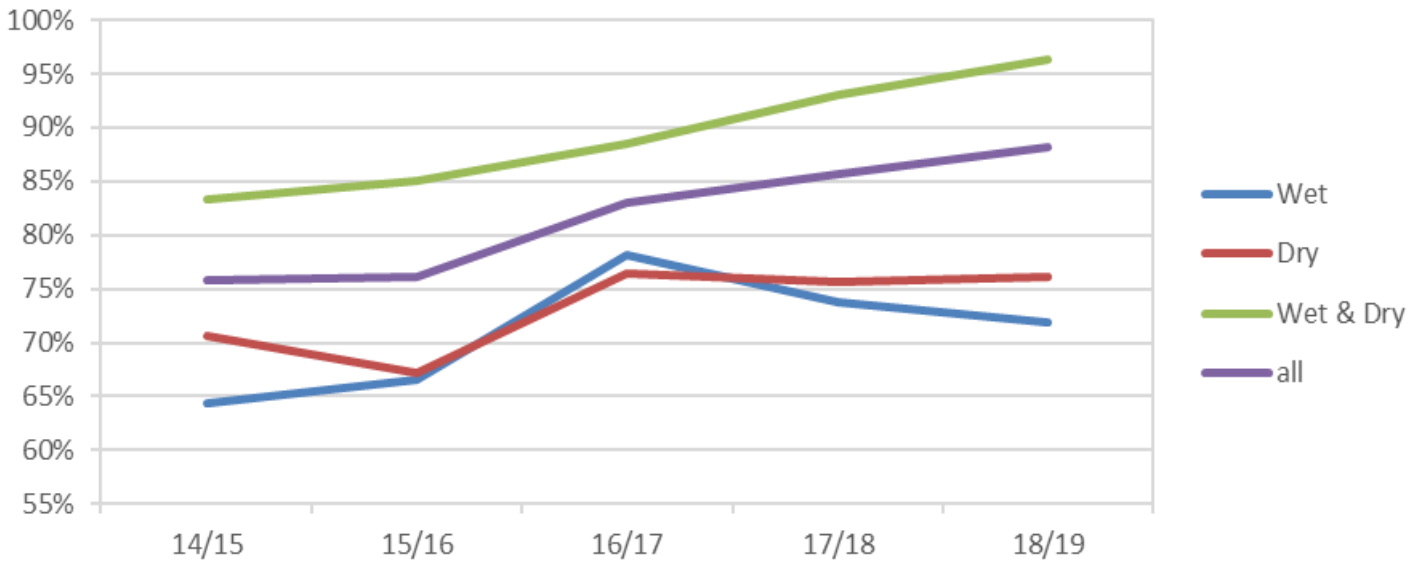
How are leisure services performing in the UK?

Tuesday 28 January 2020

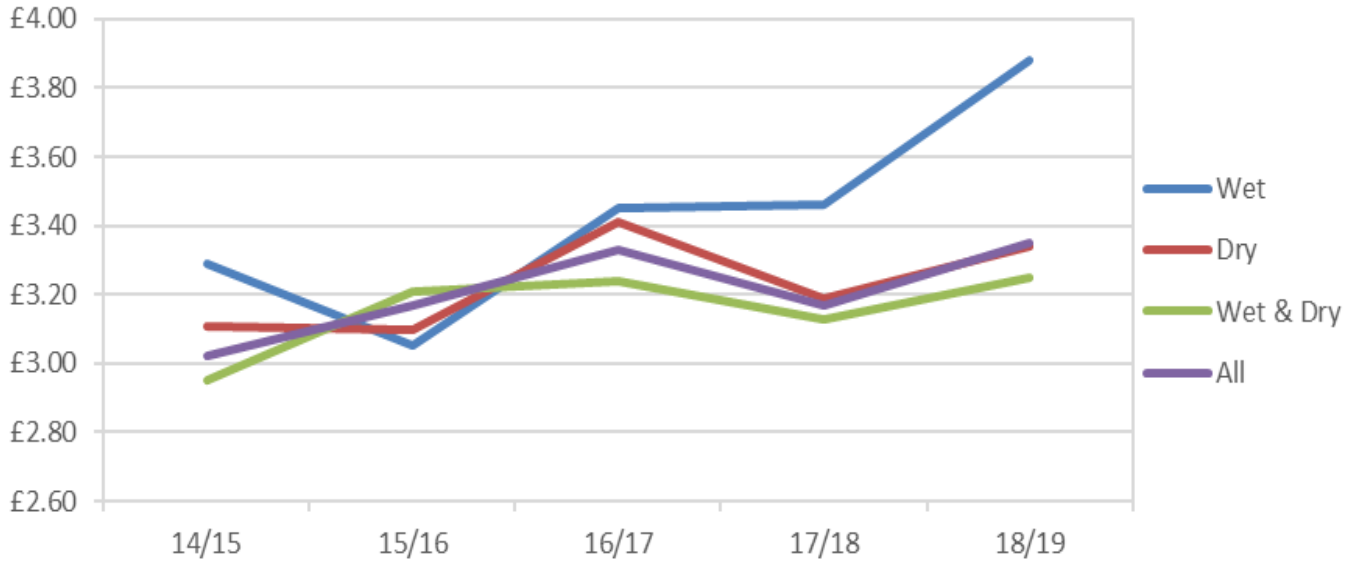
Debbie Johns, Head of Performance Networks, APSE

Trend analysis

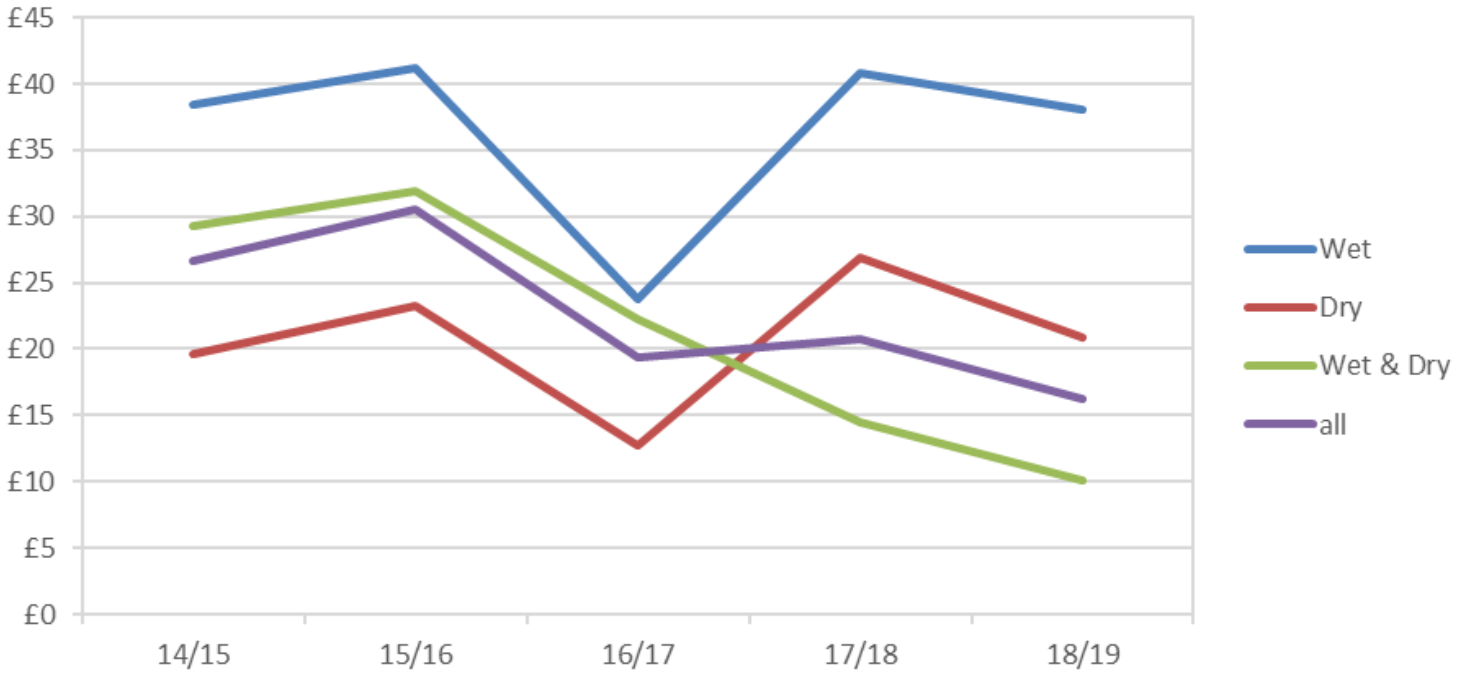
Operational recovery ratio (excluding CECs) (PI 03)



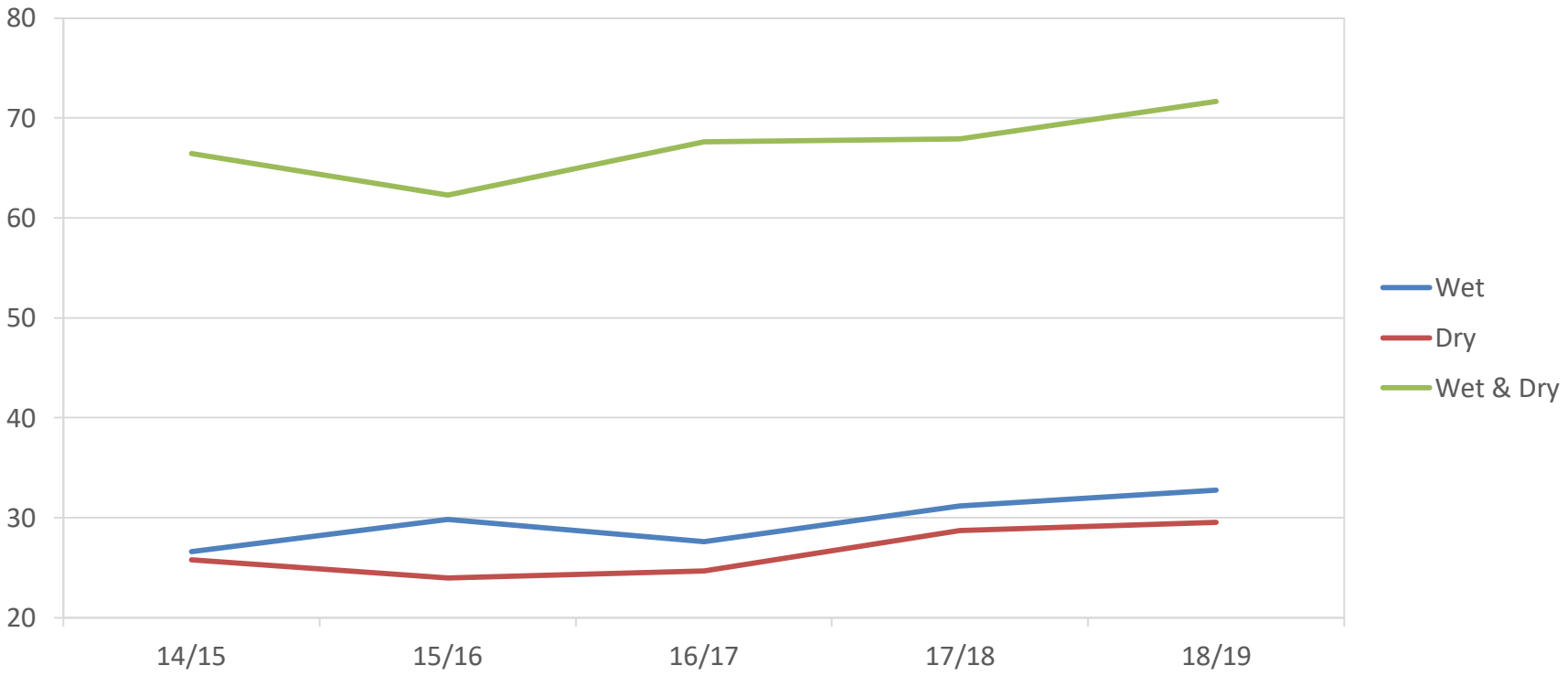
Customer Spend per head (PI 04)



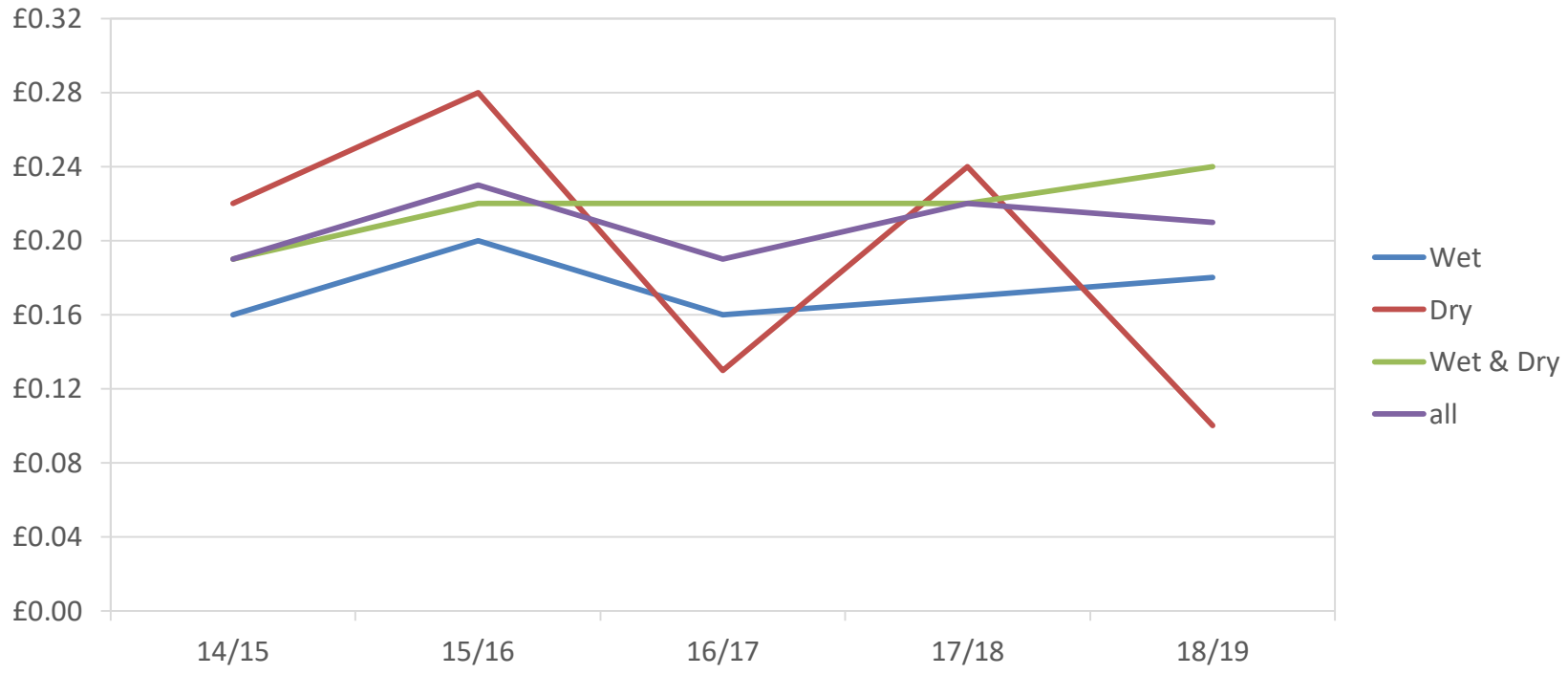
Average subsidy per opening hour (excluding central/corporate costs) (PI 06)



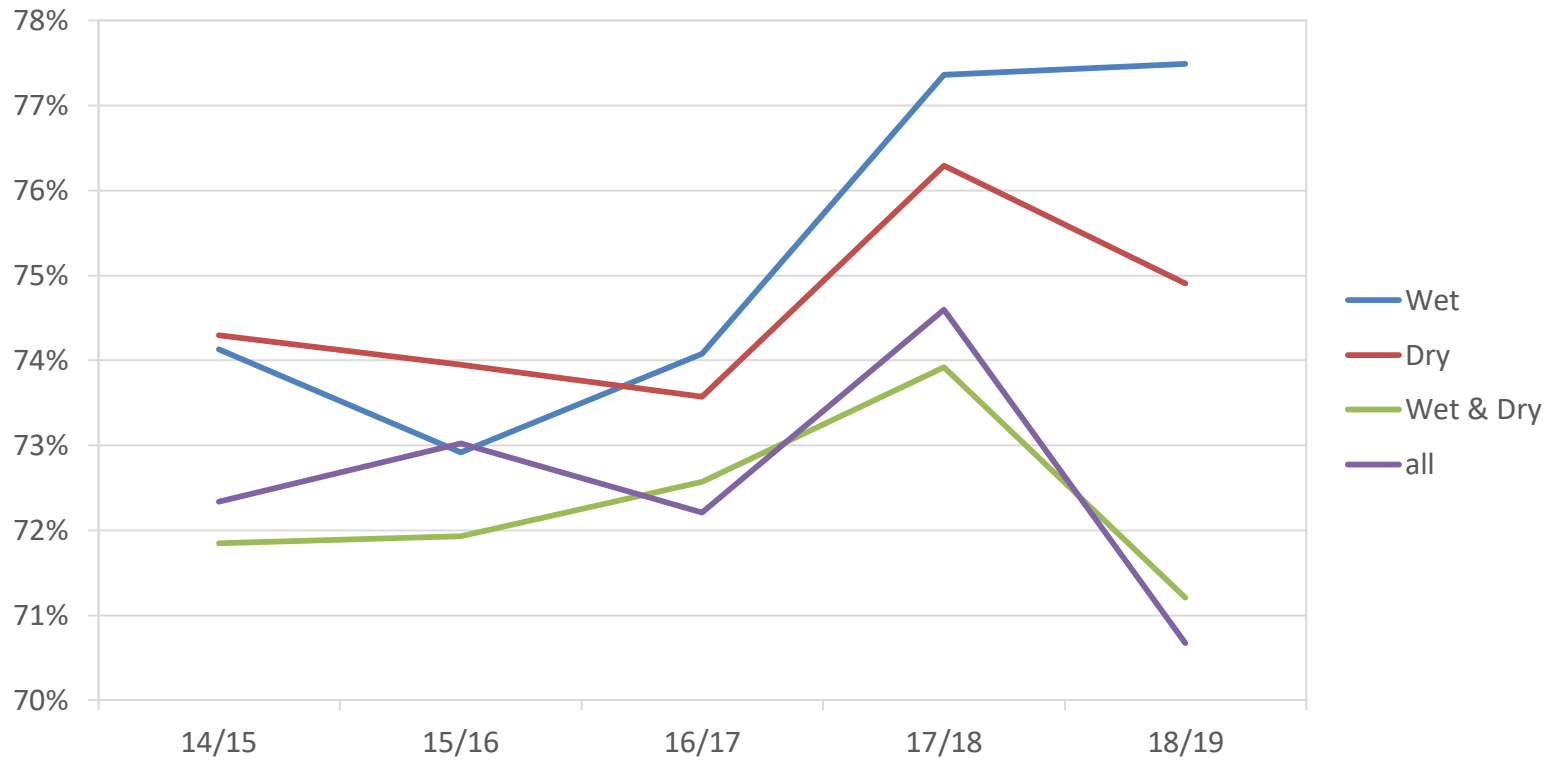
Average usage per opening hour (PI 31)



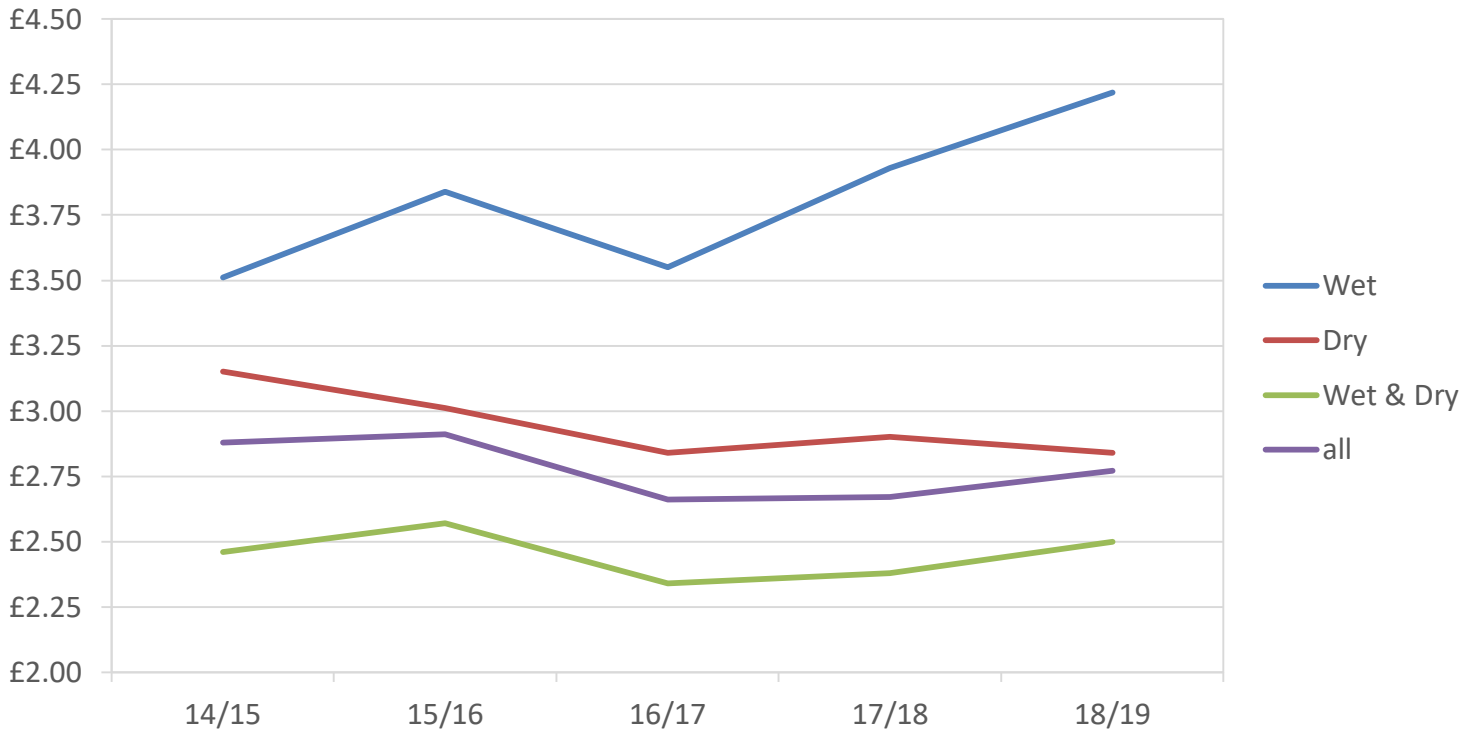
Secondary spend per user (PI 24)



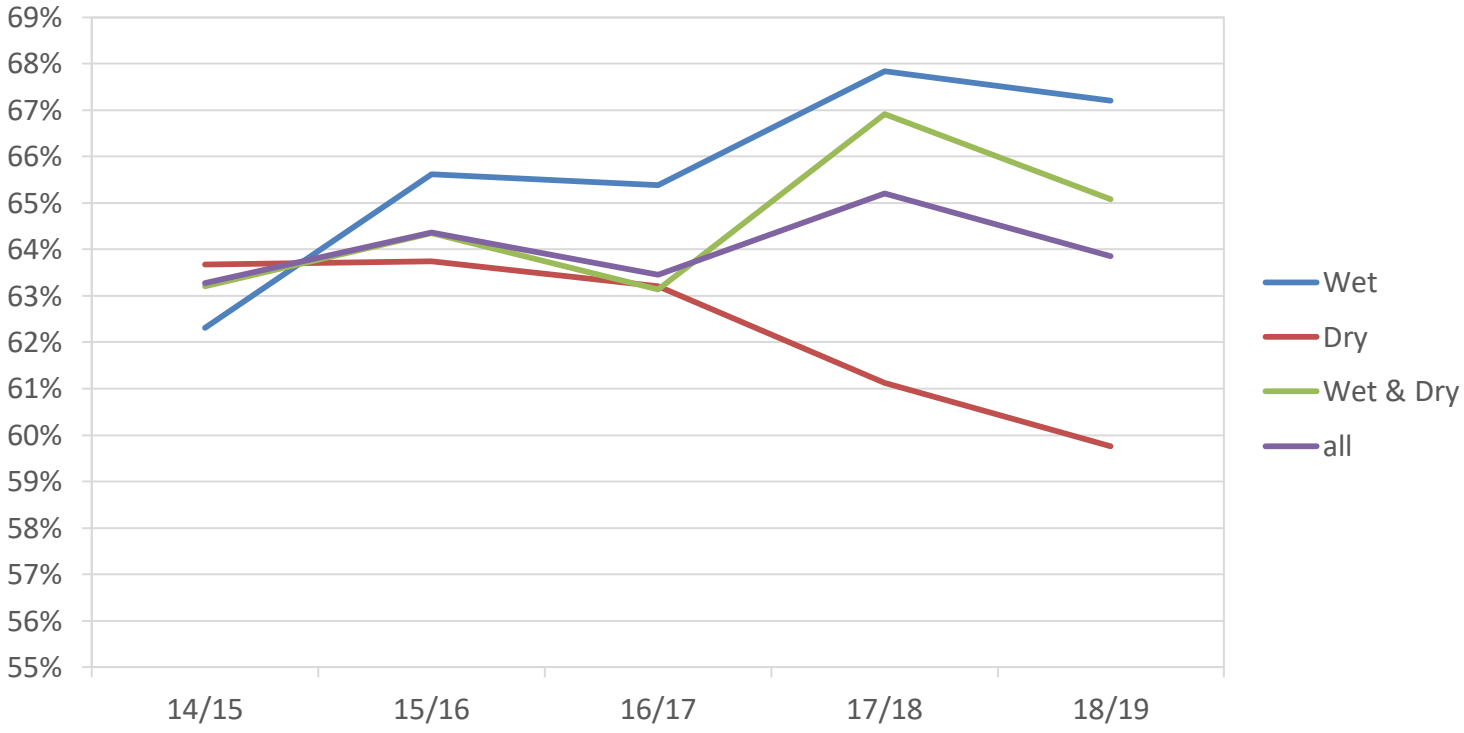
Customer satisfaction (PI 20)



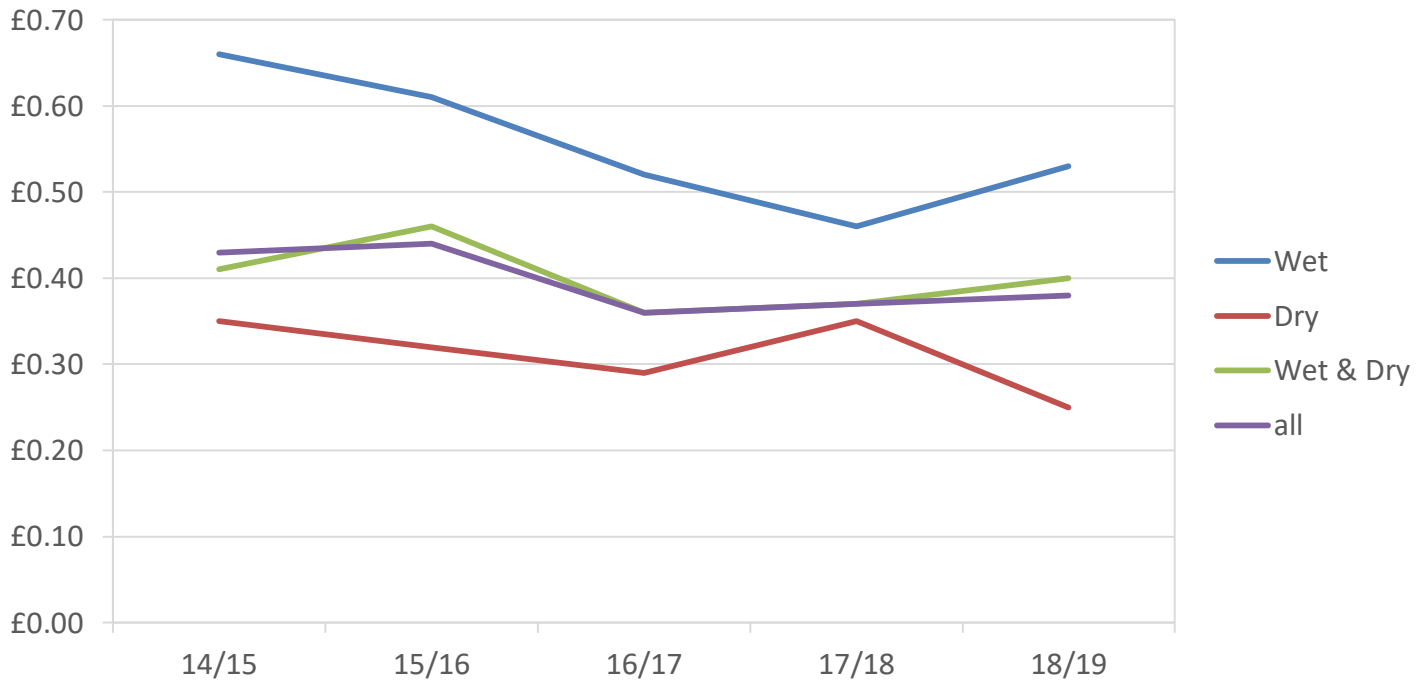
Staff cost per user (PI 07)



Staffing as a percentage of total expenditure (PI 09)

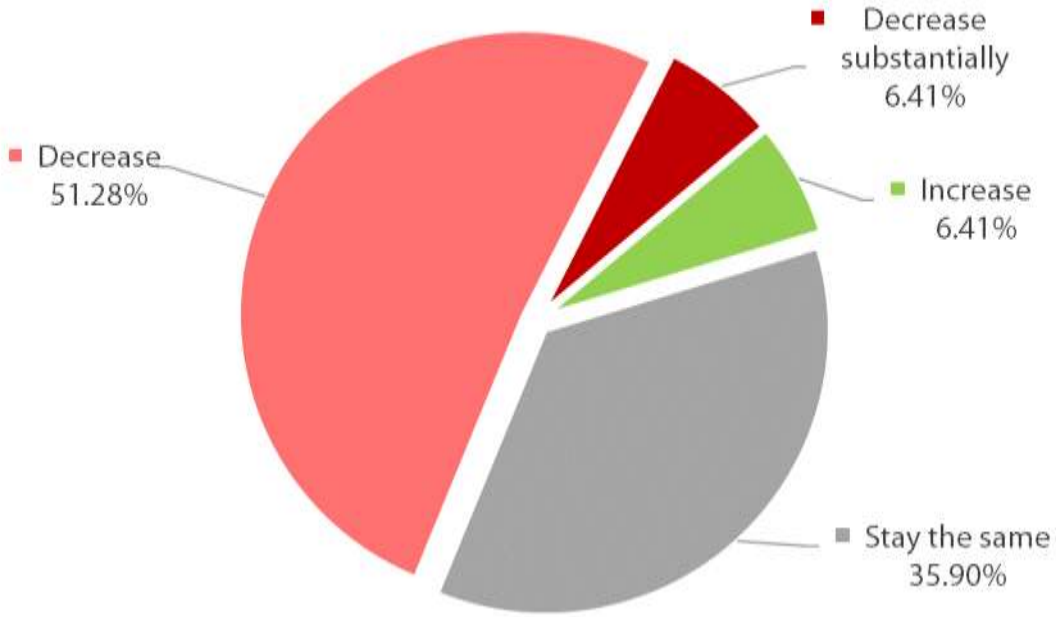


Energy cost per user (PI 42f)

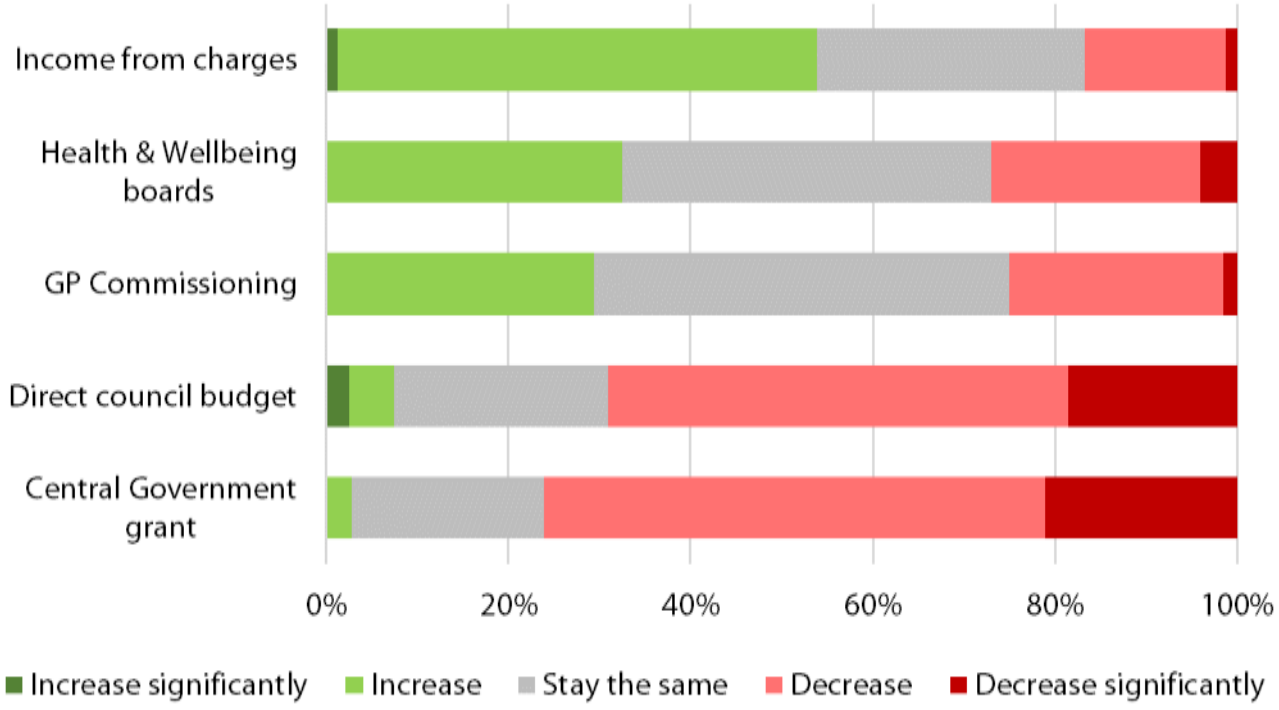


Now what do you expect?

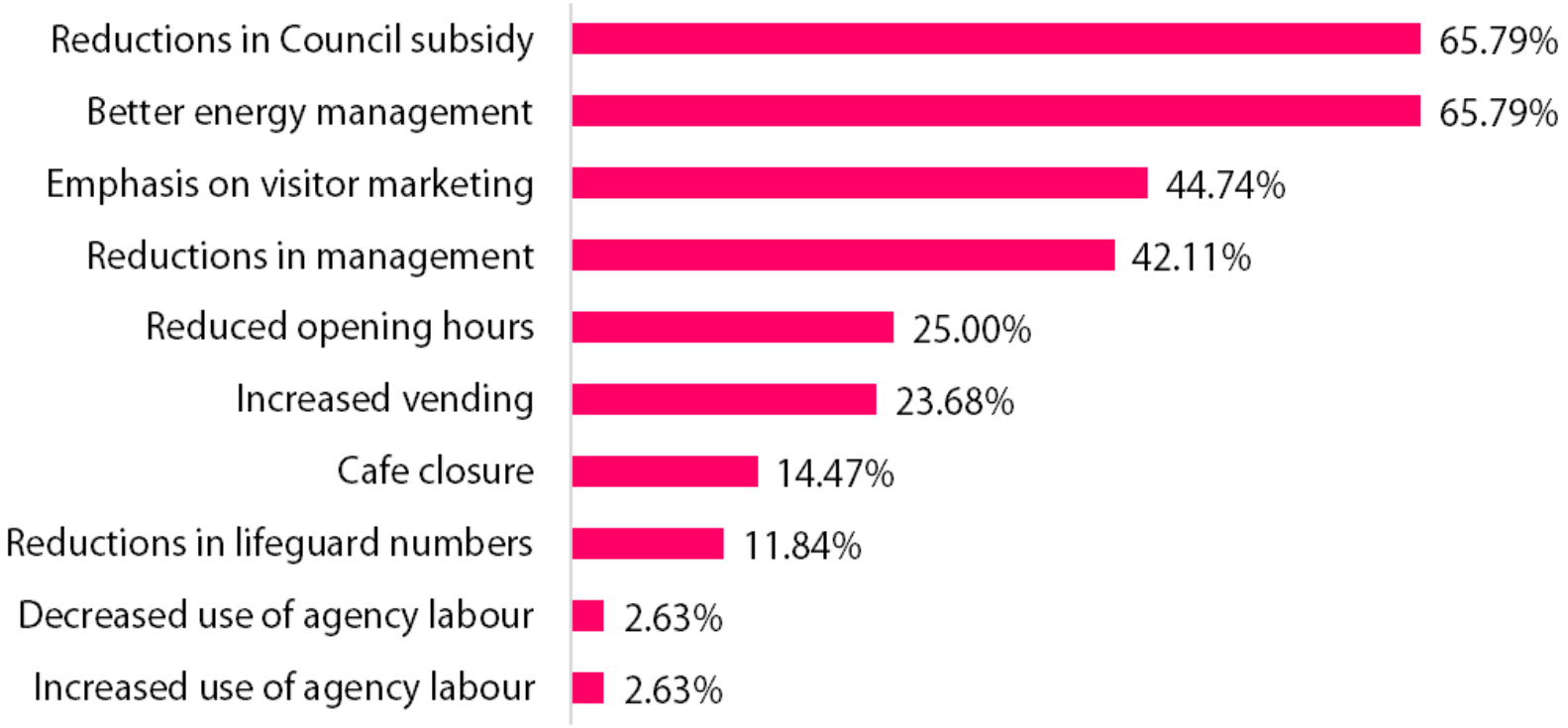
Overall – How do you expect the leisure budget to change next year?

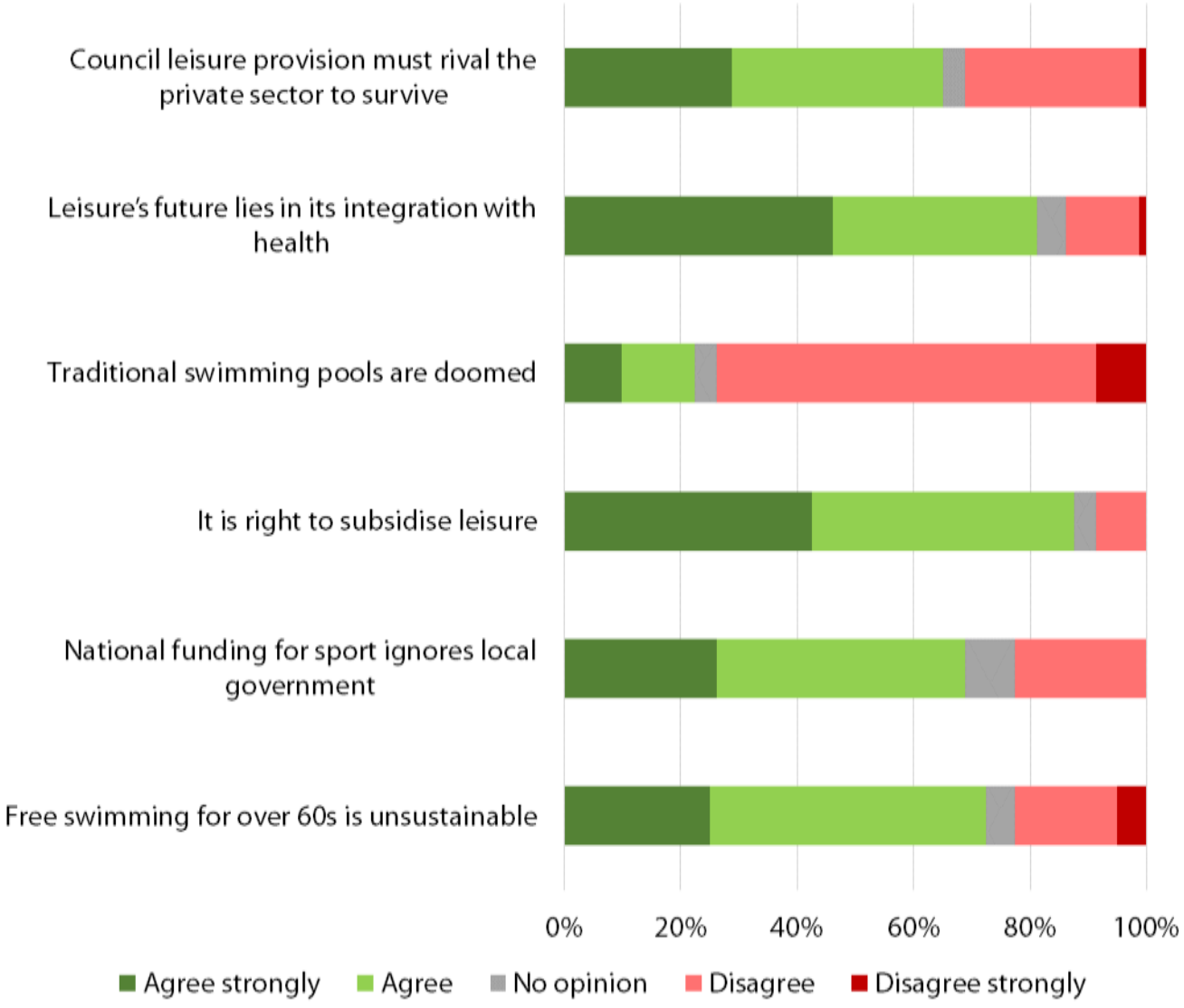


How do you expect leisure funding to change over the next 2 years?



With the continuing pressures on value for money and productivity, how do you expect the service to change over the next year?




Council leisure provision must rival the private sector to survive
Leisure's future lies in its integration with health
Traditional swimming pools are doomed
It is right to subsidise leisure
National funding for sport ignores local government
Free swimming for over 60s is unsustainable
0%
20%
40%
60%
80%
100%
Agree strongly
Agree
No opinion
Disagree
Disagree strongly

Where do you see growth for leisure services over the next 12 months?

- Community focussed programmes
- Growth in swimming lessons
- Gymnastics for young people
- Integration with health services
- Outdoor fitness
- People with long-term health conditions
- Increase in GP referrals
- Wellbeing classes
- Modernising classes with changing trends
- Children and families activities
- Building new leisure centres
- Young people
- Referrals from health
- Fitness testing
- Layout and equipment housed in gyms
- Group swimming lessons
- Outdoor play and adventure
- Engaging more with communities
- Child obesity programmes
- Online/virtual classes from home
- Modernising communication
- Investment into core gym products
- Building relationships with CCGs
- Off peak fees and charges
- New synthetic football pitches
- Bidding for grant aid
- Home market for leisure
- Soft play, climb, indoor skating
- Group fitness
- Community outreach
- Local population growth
- Activity class programme
- Development of 3G pitches
- Gymnastics
- Leisure centres as health hub locations
- Trampolining

Where do you see future decreases in work for the service?

- Gym attendances dropping
- Decline in adult football demand
- Less front of house (more online/self serve)
- Reduction in staff catering provision
- Reduction in fitness facilities
- Golf
- Cafes
- Creches
- Support for local clubs
- Traditional use of sports halls
- Less use of centres by schools
- Less fitness advisors in gyms
- Reduction in community centre service
- Pool operations and openings
- Athletics
- Closure of leisure centres
- Sports development programmes

Developments

- Measuring customer satisfaction
- Web portal

Measuring customer satisfaction

- Existing survey is being reviewed
- Paper-based, on-site electronic or web based
- Survey 100-150 leisure centre users
- Processing and analysis included
- Ability to benchmark questions

Section two : how do you think that we are doing?

Please tell us how you think we are performing with regard to each of the following aspects

Staff and information	Excellent	Good	Average	Poor	Very poor	Not applicable
Friendliness of staff	☐	☐	☐	☐	☐	☐
Helpfulness of staff	☐	☐	☐	☐	☐	☐
Knowledge of staff	☐	☐	☐	☐	☐	☐
Information provided	☐	☐	☐	☐	☐	☐
Prices clearly displayed	☐	☐	☐	☐	☐	☐
Facility presentation						
Cleanliness of changing rooms/toilets	☐	☐	☐	☐	☐	☐
Temperature / quality of pool water *	☐	☐	☐	☐	☐	☐
Disabled Access	☐	☐	☐	☐	☐	☐
Feeling of a safe environment	☐	☐	☐	☐	☐	☐
Quality of fitness/gym equipment *	☐	☐	☐	☐	☐	☐
Quality of other equipment used	☐	☐	☐	☐	☐	☐
Value for money						
Enjoyment of the activity	☐	☐	☐	☐	☐	☐
Value for money from the activity	☐	☐	☐	☐	☐	☐
Catering/vending value for money	☐	☐	☐	☐	☐	☐

Staff and information

Friendliness of staff Helpfulness of staff Knowledge of staff	Replace these three with 1 more general question about staff. But possibly add a question about coaching staff / session leaders.
Information provided	Propose something along the lines of accessibility of info relating to available activities
~~Prices clearly displayed~~	DELETE

Facility presentation

Cleanliness of changing rooms / toilets	Make into a more general question about cleanliness of the building. This is an important issue to users
Temperature / quality of pool water (if applicable)	Not sure people comment on quality but temperature is a major issue for pool users and may reflect energy policy
~~Disabled access~~	DELETE
~~Feeling of a safe environment~~	DELETE
Quality of fitness / gym equipment (if applicable) Quality of other equipment used	Propose we keep a question about the "state" of any equipment used

Maybe also a question about the "state" of building repair and decoration

Value for money

Enjoyment of the activity	DELETE
Value for money from the activity Catering / vending value for money	VFM is a very subjective assessment. The satisfaction with quality/standards of equipment, buildings, etc are probably a better measure. Nobody is going to voluntarily pay more than necessary.

Other suggestions from Sports and Leisure Advisory Group (14/8/19)

What would encourage you to visit more often?	Give choices
How could we improve your experience?	Give choices
Did you set yourself goals when you first joined or attended the centre? If so, have you achieved those goals?	Y/N/Partly
Does the facility meet your expectations?	
Why do you visit the centre?	Improve health Get fitter Socialise Lose weight Other

Accessibility

How did you travel to the site today?

Car
Walk
Public transport
Cycle
Taxi
Other

How easy did you find it to access the building today?

Very easy
Easy
Quite difficult
Very difficult

How easy was it to find out about activities?

Very easy
Easy
Quite difficult
Very difficult

How easy was it to book?	Very easy Easy Quite difficult Very difficult
Do you consider the web site effective?	Y/N
How would you improve information or accessibility?	Open

Other suggestions

Procedures
Facility queuing system/time
Speed and efficiency of booking system
Court / facility availability on time

Overall
Overall happiness with service received
Overall feeling that service is value for money

Quality
Advertising of the activities available
Advertising of the facilities available

Golf courses
Greens and tees on golf courses
Fairways and bunkers on golf courses
Rough and semi rough on golf courses

Staff and information
Range of information available
Standard of coaching / tuition

Facility presentation

Cleanliness of activity spaces

Customer service

Greeting upon arrival

Acknowledgement upon leaving

Responsiveness to your comments

Colleagues interaction during your visit

Other

Range of activities available

Quality of information available

Ease of activity booking

Availability of car parking

Net Promoter Score

Overall satisfaction score (out of 10)

How to… access the performance networks web portal

From January 1 2020 the old PN web portal will no longer be accessible so you need to make sure you are registered on the brand new portal

Already registered?

N

Complete the form with contact details and which service areas you need to access.

APSE will then email the service contact for authorisation to add you as a report or data contact.

Once authorisation is received, your account will be set up.

You will receive an email from **webportal@apse.org.uk** with instructions to set your account up

Y

If you have been registered but have not accessed the portal before, you may need to reset your password.

Login to the portal

pn.apse.org.uk and click on forgot your password. You will immediately be sent a reset link. If this does not arrive check your firewall settings as it may have been sent to your junk email folder.

Hurray! You can log on to the portal and access data templates and view your reports*

*if you have the correct level of access.

Report contact – can access the data templates AND view the reports

Data contact – can only access the data templates, they cannot view the reports

I don't know if I'm registered?

That's fine! Just check with the APSE staff at the registration desk today and they can tell you. Alternatively, you can email **webportal@apse.org.uk** and we can tell you.

Questions

Contact details

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