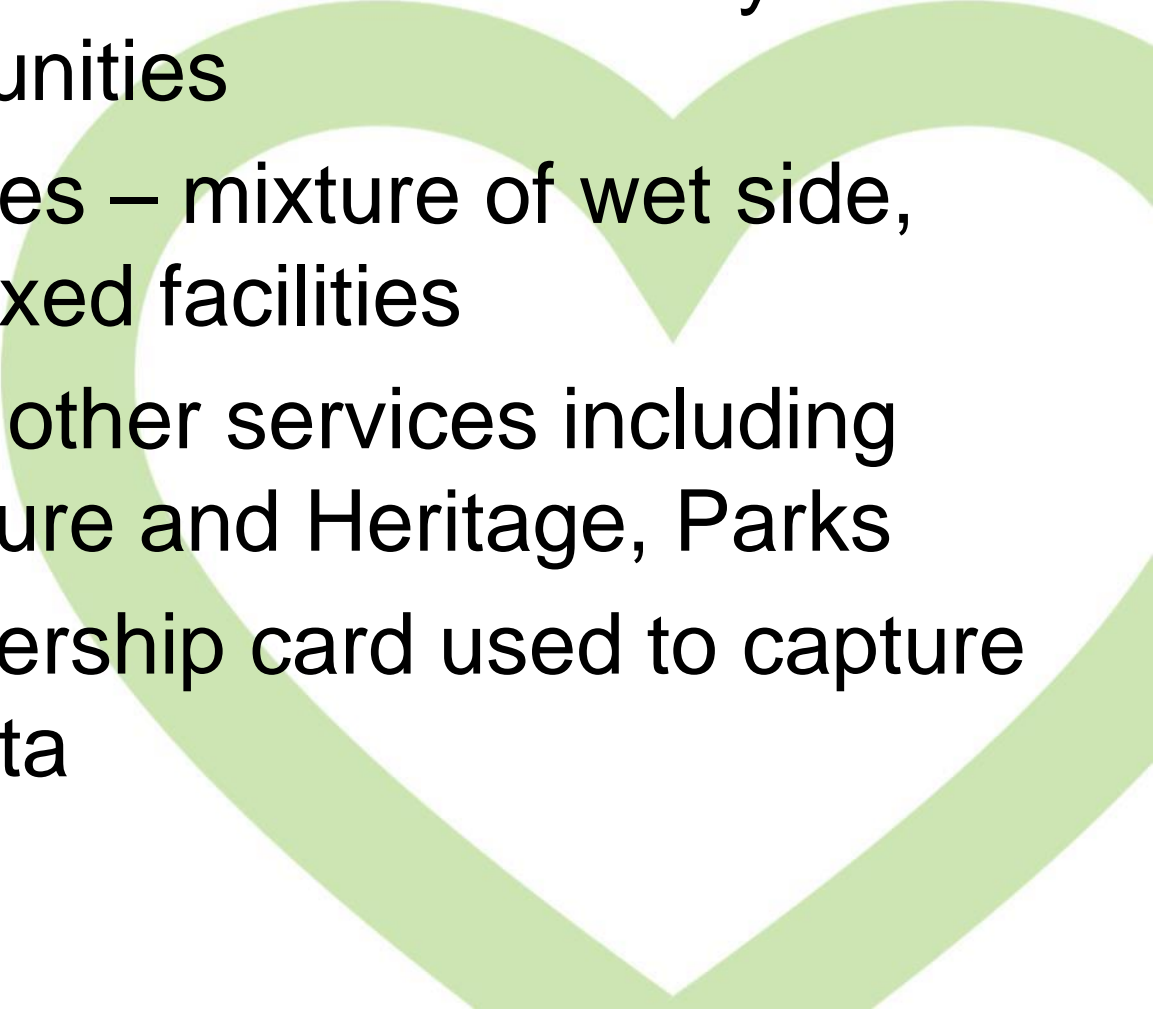


Who Are Our Customers?

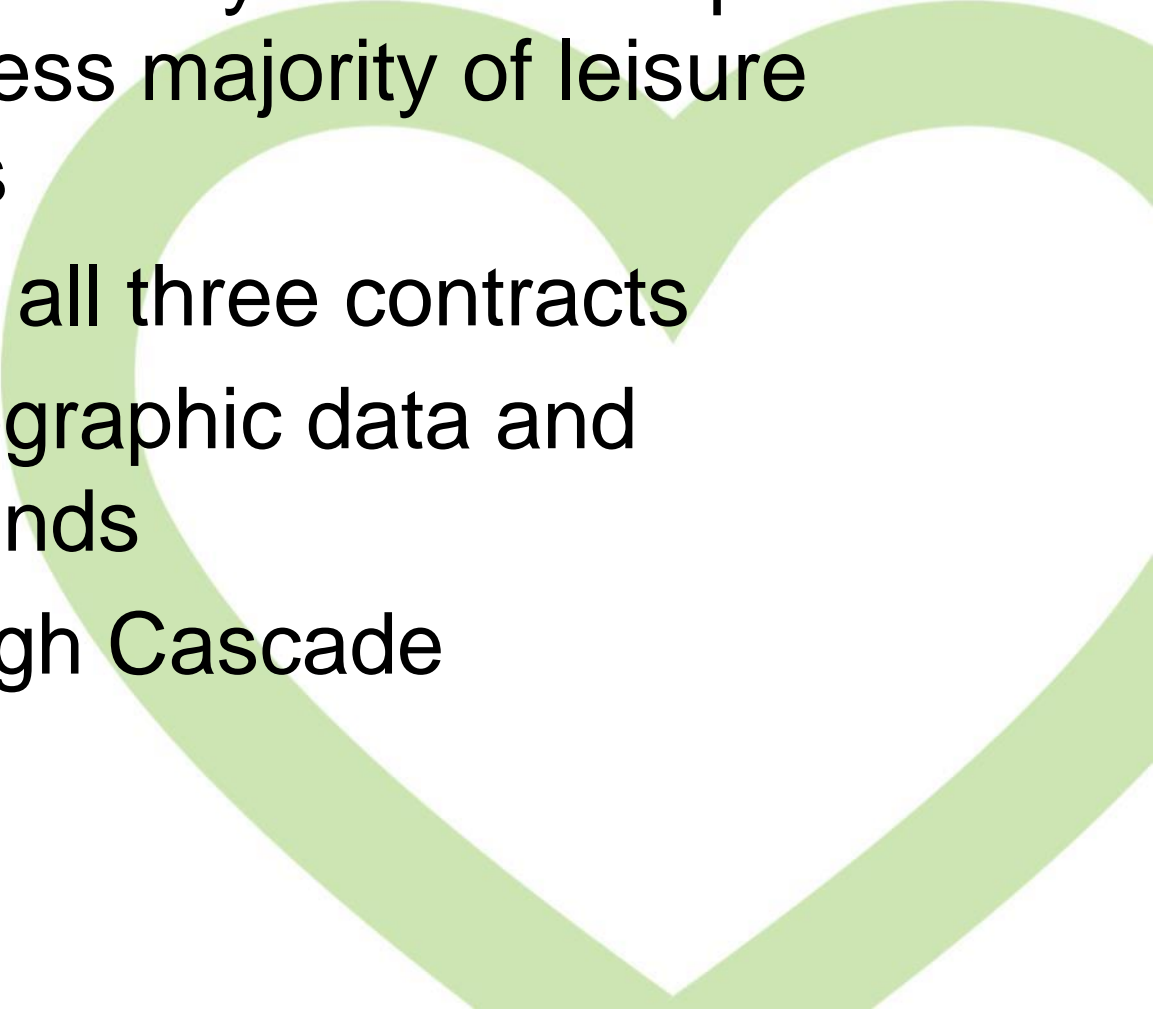
Identifying and understanding changing habits in leisure centre participation

Jeff Gorse – Performance Management Officer, Inspiring healthy lifestyles

The Context

- Three leisure contracts in three very different communities
 - 11 leisure centres – mixture of wet side, dry side and mixed facilities
 - Broad range of other services including Wellbeing, Culture and Heritage, Parks
 - Lifestyle membership card used to capture participation data
- 


Lifestyle Card

- Free or concessionary membership required to access majority of leisure centre activities
 - In place across all three contracts
 - Captures demographic data and participation trends
 - Analysed through Cascade
- 

The Customer Journey

- Support sustainable behaviour change (increased participation, healthier lifestyles)
 - Understand how and why our customers engage with our services
 - Establish a pathway to progress from tentative new starters to regular participants
- 

Participation Habits

- Correlate our data to Active People / Active Lives activity indicators
 - Limitations of 'like for like' comparisons
 - *Challenge One – Are we helping inactive people to become more active?*
- 

Who Are Our Customers?

Segmentation Mosaic Public Sector

Understanding your segments - Groups


Learn about a Group by clicking a tile or enter a postcode in the right column.

A Country Living	B Prestige Positions	C City Prosperity	D Domestic Success	E Suburban Stability	F Senior Security
G Rural Reality	H Aspiring Homemakers	I Urban Cohesion	J Rental Hubs	K Modest Traditions	L Transient Renters
M Family Basics	N Vintage Value	O Municipal Challenge			

Experian Mosaic Market Segmentation

M • M53 • M54 • M55 • M56

M **Family Basics** Sandwell
 Families with limited resources who have to budget to make ends meet 7.22% | 8.74%



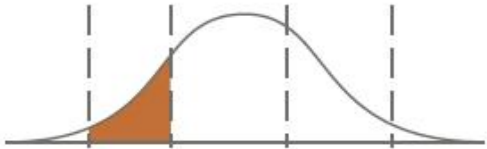
Who We Are

Age 31-35 14.8% 165	Household Income <£15k 29.3% 143
Household composition Family + other adults 33.9% 171	Number of children 3 children 14.2% 332
Tenure Council / HA 55.5% 302	Property type Terraced 51.8% 191

Channel Preference

110	102	95
86	103	118







Technology Adoption



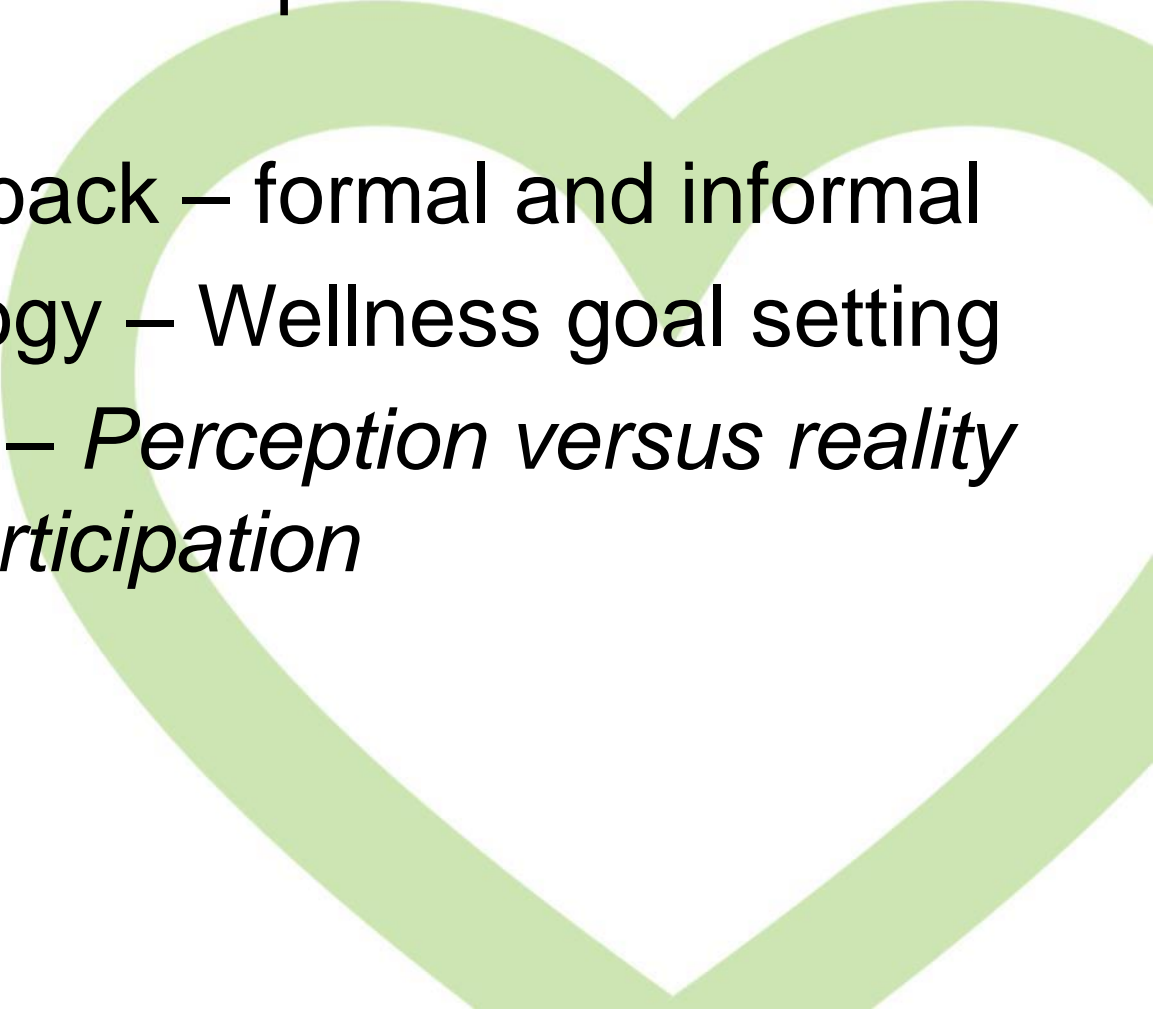
Early Adopters

Key Features

- Families with children
- Aged 25 to 40
- Limited resources
- Some own low cost homes
- Some rent from social landlords
- Squeezed budgets

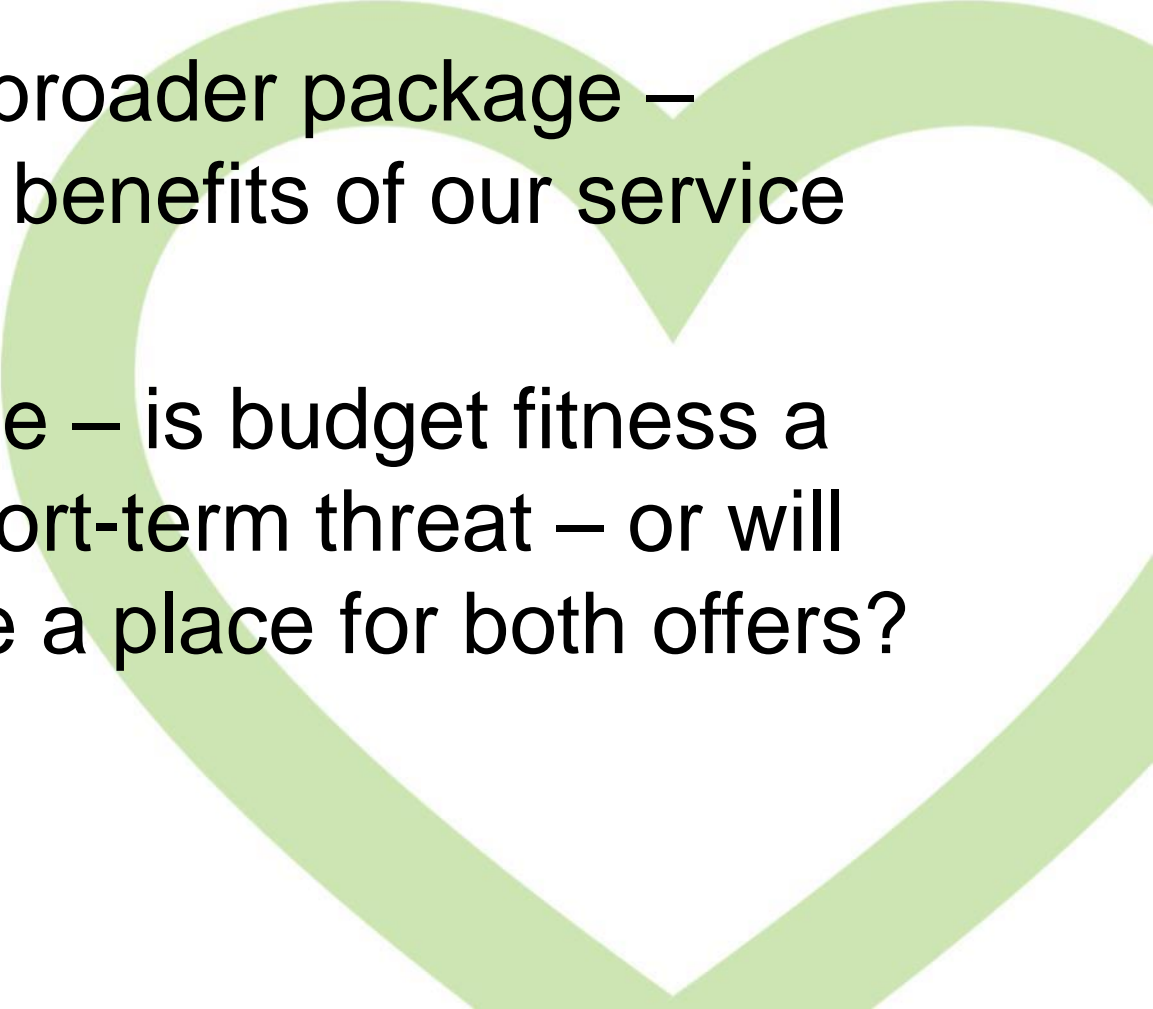
What Do Our Customers Want?

- Many different referral points and reasons for joining
 - Customer feedback – formal and informal
 - Use of technology – Wellness goal setting
 - *Challenge Two – Perception versus reality – barriers to participation*
- 

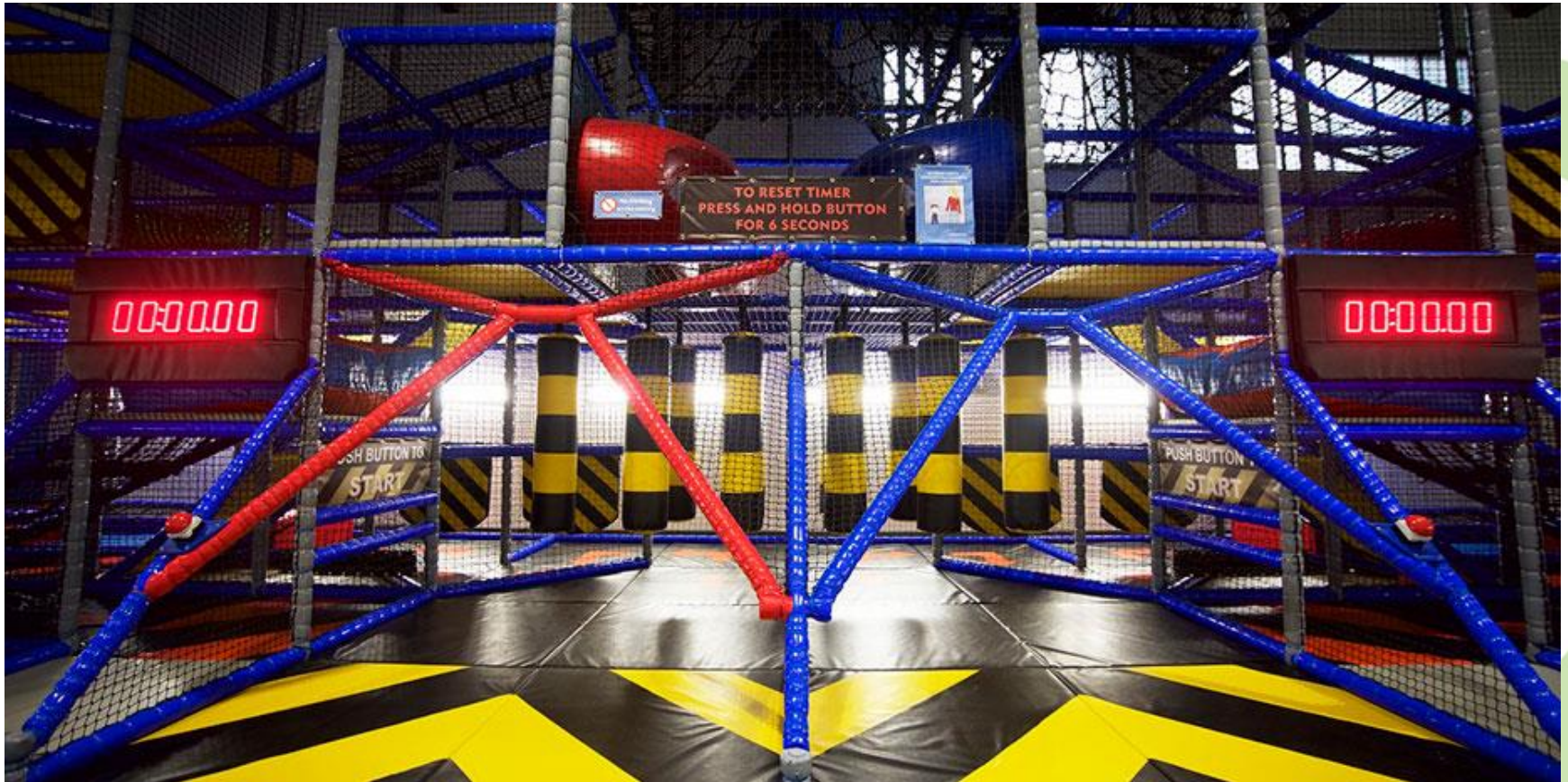
Changing Trends – Budget Gyms




Changing Trends – Budget Gyms

- Different audiences?
 - The value of a broader package – maximising the benefits of our service delivery
 - Challenge Three – is budget fitness a long-term or short-term threat – or will there always be a place for both offers?
- 

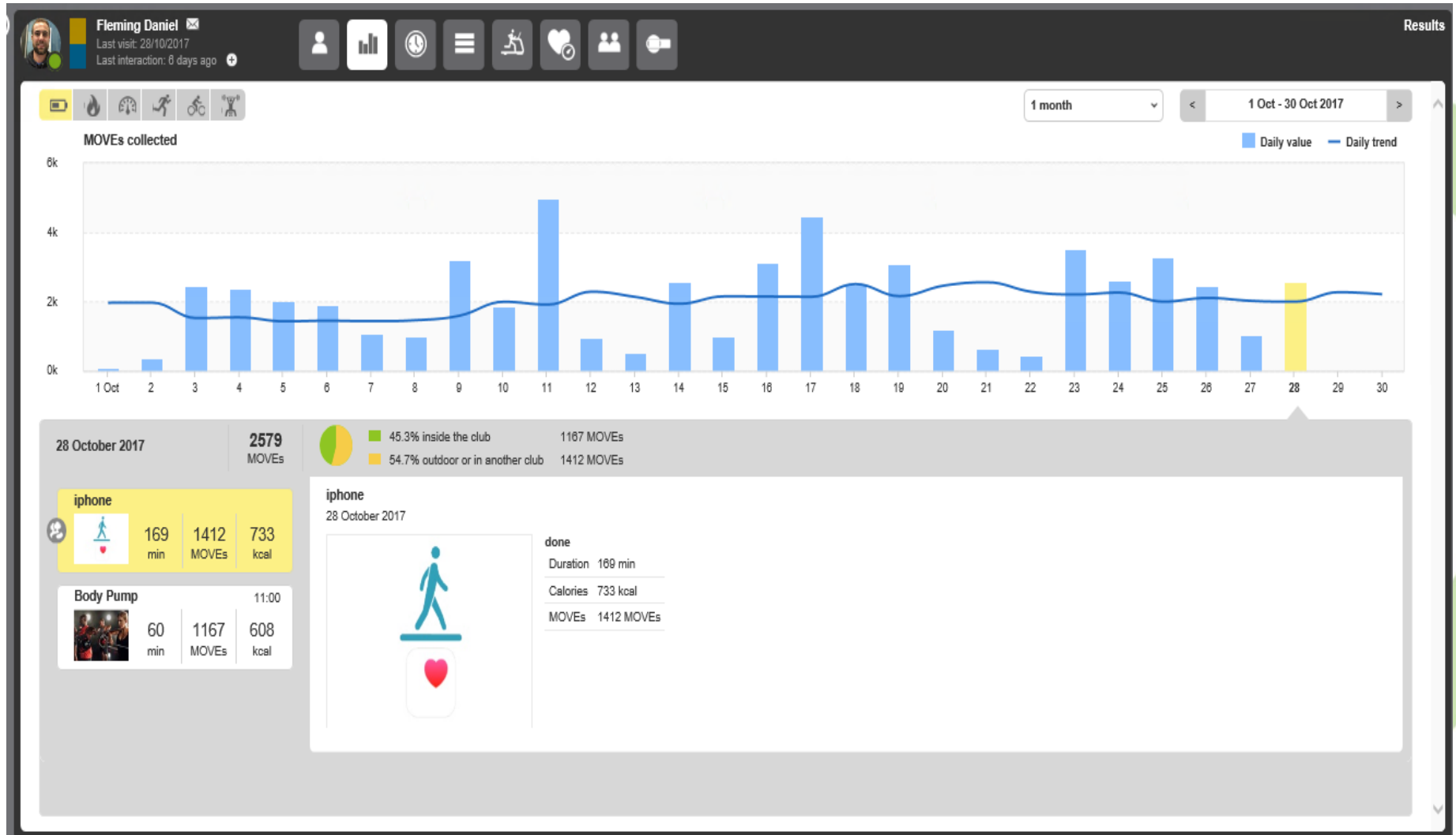
Changing Trends – Non-traditional activities



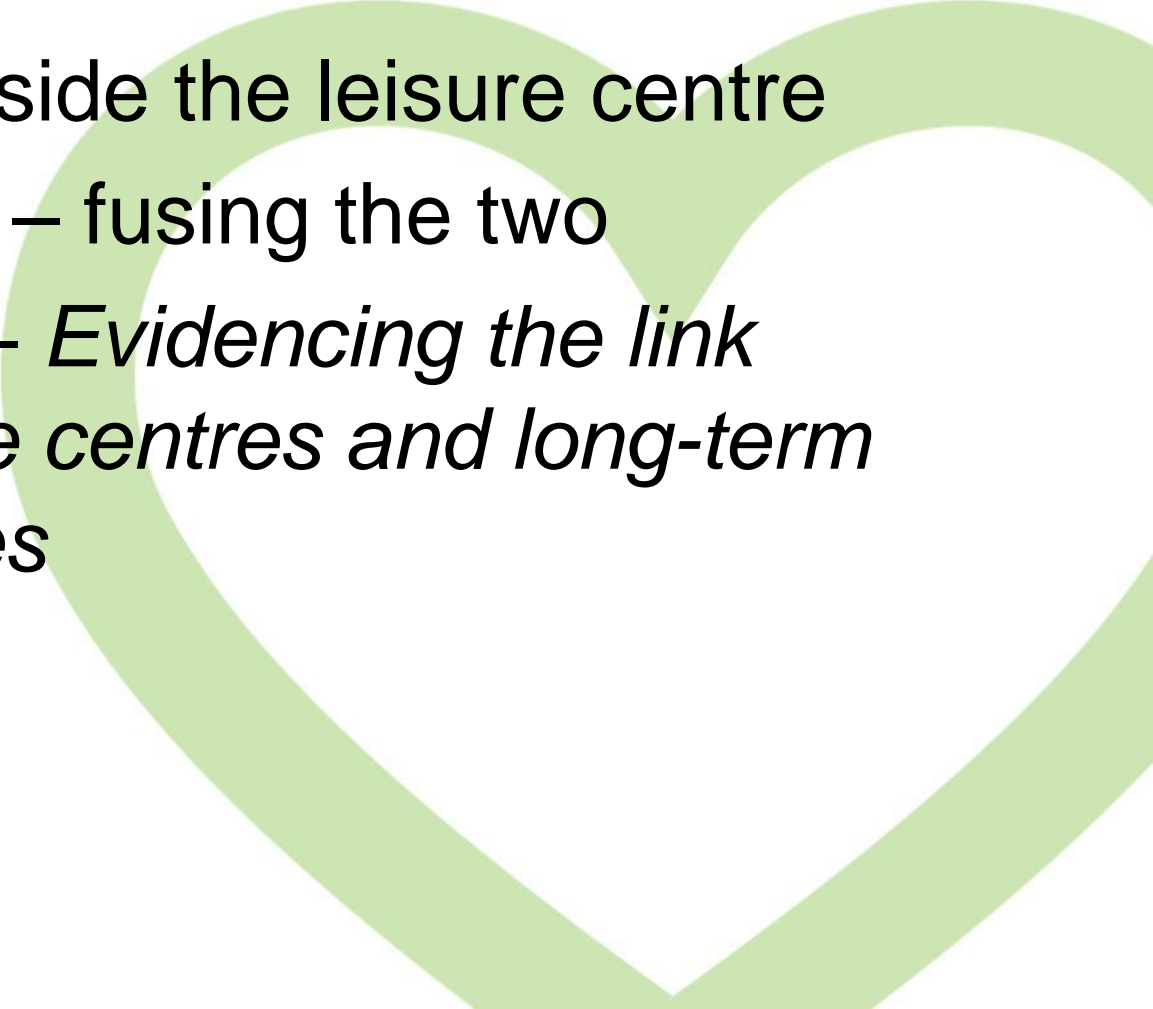
Changing Trends – Non-traditional activities

- Increasing expectations and new audiences
 - Squash versus Skateboarding
 - *Challenge Four – How to keep all service users happy?*
 - *Challenge Five – Keeping with the trends – passing crazes or here to stay?*
- 

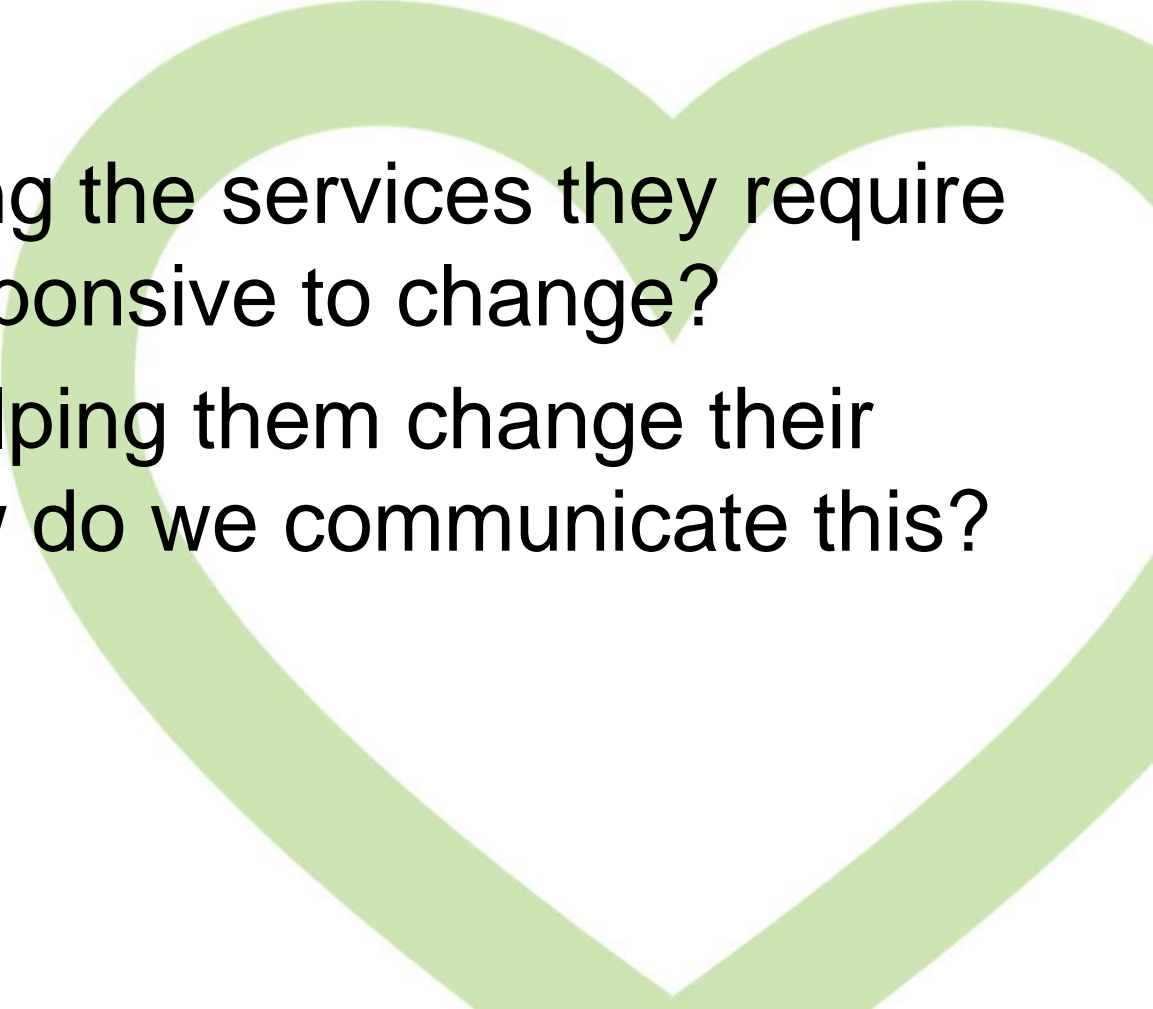
Changing Trends –Technology



Changing Trends –Technology

- Technology in the leisure centre
 - Technology outside the leisure centre
 - The clever part – fusing the two
 - *Challenge Six – Evidencing the link between leisure centres and long-term health outcomes*
- 

Summary

- Do we know our customers as well as we should?
 - Are we providing the services they require and are we responsive to change?
 - How are we helping them change their lives – and how do we communicate this?
- 

Questions / Further Discussion



Further Information

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