

ANNEX B – USER RESEARCH

CIRENCESTER LEISURE CENTRE

Executive Summary

Leisure Focus has carried out use research at Cirencester Leisure Centre over the past 6 years and CDC approached Leisure Focus to carry this out again in conjunction with contract wide user research.

The research targeted a range of users within the Centre during one week in June 2019. A sample of 400 was agreed and achieved.

Slightly more females than men agreed to participate in the survey and all age groups from 18 to 65 or older were represented within the sample. The majority of respondents state that they are “white” and three quarters are in some form of employment and live in a range of local postcodes. It appears that the Centre user profile is reasonably reflective of the local demographic profile of the area as reported in the 2011 Census.

Gym and swimming were stated as the most used activities and although fitness classes appeared lower they do remain popular with a loyal customer base, being often attended by the same members. Most users are using the Centre for a range of reasons but mainly to get fit for one or two hours, two or three times per week.

All key satisfaction drivers are rated highly, with the lowest satisfaction levels attributed to the cleanliness, changing areas and parking of the Centre by the users which is reflective of the high volume use of the changing areas and Centre in general during peak times and the pay for parking. Comments were also made to increase classes and improve the speed of repairs of equipment throughout the Centre. Several staff were also praised by users during the research.

Overall nearly all the sample were satisfied with their visit, feeling it was value for money and are likely to recommend the Centre to others. This is reflected in a high NPS score of +42, with most users being promoters.

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BOURTON LEISURE CENTRE

Executive Summary

CDC approached Leisure Focus to carry out research at Bourton Leisure Centre following a previous research project in 2017. The objective was to establish customer satisfaction levels of users at the Centre.

The research targeted a range of users within the Centre during a week and weekdays in July 2019. A sample of 150 was agreed and 160 achieved.

More females than men took part in the survey, with most aged 36-48. Most respondent's state that they are "white" and most are in some form of employment and do not have a disability. It appears that the Centre user profile is reasonably reflective of the local demographic profile of the area as reported in the 2011 Census. Most users are being attracted from GL54 postcodes.

All activities are well used at the Centre, with swimming, gym and keep fit classes stated the most used. Most users are visiting the Centre to get fit or for their children's activity and are staying for up to an hour once a week.

There are high levels of satisfaction for cleanliness, the level of service, range of activities and parking of the Centre. The quality of facilities/equipment and changing facilities at the Centre, whilst still rated as satisfactory by most respondents were slightly lower.

Nearly 90% of the sample were satisfied with their visit and most felt the Centre offered value for money. Most respondents said they are likely to recommend the Centre to others, reflected in a high NPS score of +25.

Overall the users at Bourton Leisure Centre are satisfied with what the Centre offers and how it operates. The main comments related to cleanliness improvements, refurbishing the changing areas and managing parking during school events.

In all cases there appears to be similar satisfaction levels from the 2017 insight research. Although the Centre does have a slightly lower NPS score, which was +29 in 2017.

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CHIPPING CAMPDEN LEISURE CENTRE

Executive Summary

CDC approached Leisure Focus to carry out research at Chipping Campden Leisure Centre following a previous research project in 2017. The objective was to establish customer satisfaction levels of users at the Centre.

The research targeted a range of users within the Centre during a week and weekdays in June and the beginning of July 2019. A sample of 50 was agreed and achieved.

More females than men agreed to participate in the survey and the sample included respondents from all age groups from 18 to 65 or older, with most aged 36-48. The majority of respondent's state that they are "white" and most are in some form of employment and do not have a disability. It appears that the Centre user profile is reasonably reflective of the local demographic profile of the area as reported in the 2011 Census. As there are a limited number of competitors within the area, users are being attracted from a range of postcodes.

Whilst all activities offered are represented within the research, swimming and swimming lessons are the highest which relates to the evening and weekend programme. Fitness classes and the gym are also well attended but often by the same members.

Most users are visiting the Centre once a week for an hour or two to "get fit" or to watch their child's activity.

In terms of the key satisfaction drivers, a large percentage of users are very satisfied with the level of service and parking offered. Most also accept the range of facilities and quality of facilities/equipment being offered. Although cleanliness and changing facilities were rated lower than the other satisfaction indicators, most users understood this was due to the dual use status of the Centre with the school and the age of some of facilities. Overall nearly all the sample were satisfied with their visit and felt the Centre offered value for money. As such, they are likely to recommend the Centre to others, reflected in a high NPS score of +28.

Overall the users at Chipping Campden Leisure Centre are satisfied with what the Centre offers and how it operates.

In all cases there appears to be an improvement of satisfaction levels from the 2017 insight research and less negative comments. Although the Centre does have a slightly lower NPS score, which was +38 in 2017, reflected in a higher number of passives [rating 7 or 8] this year.

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CORINIUM MUSEUM

Executive Summary

CDC approached Leisure Focus to carry out customer insight research to establish customer satisfaction levels of visitors to the Corinium Museum in Cirencester, in conjunction with contract wide user research.

The research targeted a range of visitors to the museum during one week in June 2019. A sample of 50 was agreed and achieved.

Slightly more men than females agreed to participate in the survey and respondents from all age groups from 18 to 65 or older were represented in the sample. The majority of respondents state that they are “white” and most were retired, reflective of many of the coach trips that visit the museum. As the museum attracts visitors from a wide range, including international tourists, a range of postcodes have been captured.

Most respondents were mainly visiting the museum with some also stating that they were using the shop and tourist information centre during their visit.

In terms of the key satisfaction drivers, a large percentage of visitors are satisfied with cleanliness, the level of service offered, range of activities offered, quality of exhibits and accessibility, all scoring 92% or higher. From the verbal comments the museum and staff were highly praised and visitors regarded their visit as value for money.

Overall, nearly all the sample were satisfied with their visit, stating that the museum offered value for money and that they are likely to recommend the museum to others. This is reflected in a high NPS score of +46, with most users being promoters. Visitors to the Corinium Museum are satisfied with what the museum offers and how it operates.