

QUEST ASSESSMENT – LARKFIELD LEISURE CENTRE

EXECUTIVE SUMMARY

Mystery Visit - Strengths

- The Centre had a nice friendly feel to it. This was definitely promoted and encouraged by the staff.
- Telephone answering, despite sometimes having to wait to get an answer, every time I called the Centre the member of staff gave a corporate answer, plus their name, sounded happy in their work and were willing to answer my questions.
- The posters displaying the cleaning standards and temperature parameters for each area were excellent. Similarly the green transport information was outstanding.
- Customer feedback information was really good. I definitely got the feeling that customer feedback was important to the management and staff.
- The environmental information displayed was excellent, again it made me believe that environmental management was an important part of the Centre's operation.
- All Lifeguards seen looked to be attentive, appropriately positioned and conducting changeovers in a quick and efficient manner.

Mystery Visit – Areas for Improvement

- The service in the Cafe could be improved i.e. having someone manning the counter at all times and service with a smile and a little bit of friendly conversation.
- When I enquired about swimming lessons instead of being directed to the form that I needed to complete, it would have been nice to have been given a little bit of general information about the lessons first i.e. cost, length of the courses, the likelihood of being able to get my daughter booked in etc.
- I was not sure that it was appropriate for swimmers to be eating chips whilst on the poolside and prior to returning to the pool to swim.
- The air temperature in the ladies Health Suite changing rooms seemed to be excessively hot, or it may have been because there were quite a few people in this area at the same time. The number of people using these changing rooms did not seem to reflect the number of users in the Health Suite.
- The Centre's leaflets could be printed on recycled paper and customers could be encouraged to download information from the Centre's website.
- Instead of the Lifeguards monitoring an empty pool, maybe they could be allocated another task i.e. cleaning that is in the same area so they can use their time proactively but still monitor any customers entering the pool.

Assessment – Strengths

- The service had been well defined with reference to the Council's overall objectives and sports and arts strategy.
- There were many detailed and helpful work instructions enhanced through the use of high quality photographs.
- The quality monitoring process was a valuable tool for reviewing and enhancing staff performance in all areas.
- The NOP had been completely reviewed and demonstrated a thorough approach to involving staff and the development of detailed procedures.
- There was detailed use of feedback systems to assist in informing future actions.
- The SIAP included considering how any actions would be reviewed and the intended impact on the business. This appeared to have resulted in positive consequences on the ownership and achievement of key actions.
- There was evidence that planned changes to programme and facilities had involved detailed customer consultation and as a result successful outcomes had been achieved.
- Membership policy had recognised the changes in school leaving age to 18 and had resulted in a large increase in membership in this age category.
- There was a systematic approach to membership retention and use of the Gymetrics research had identified what new equipment was required in the gym to meet customer demands.
- There was good evidence of many positive impacts on the service from the SIAP and business plan objectives.

Assessment – Areas for Improvement

- Greater use of socio economic profiling and use of membership postal code data may assist in defining the marketing strategy.
- Understanding the true latent demand for the service would assist in business planning.
- A review of the policy to CRB check maintenance staff may be undertaken.
- Consideration of the Financial Services Act in relation to the selling of direct debits may be undertaken to avoid any suggestion that a "cooling off period" is not being offered.
- Marking the PPMP to show at a glance that all tasks have been undertaken may be beneficial.
- The development of a plan to achieve the forecast 3% reduction in utility consumption may assist in achieving this objective.