

## **Consultation Strategy – Sports and Leisure**

### **Section 1:**

#### **Introduction**

Effective and regular communication with users and non-users in the District is a key role for the Leisure Services Team. Consultation and communication ensures that the services we provide and you pay for, continue to meet your needs.

As a service the Leisure Team are committed to finding out what you think about issues, affecting you. This is to help develop and improve the services that we provide and other issues which influence provision and quality of sports, leisure and physical activity, in the District.

This document sets out the methods of consultation and communication. Section 2 is the detailed work plan of community engagement and consultation activities, which are proposed to take place during 2006.

#### **Objectives**

1. To enable the Leisure Services Team to have a clear understanding about whether the services it provides meets the needs and expectations of the public and service users.
2. To enable people to have a say in the decisions that affect them at district and local levels
3. To ensure that consultation is undertaken cost effectively and in a way that avoids unnecessary consultation or duplication.
4. To ensure that consultation results are shared and used effectively to improve leisure services.
5. To provide information and feedback to improve service development within the District Council.

#### **What Leisure Services will do?**

- The department will always feedback the results of consultation to those involved and tell them what it plans to do.
- The department will summarise all consultation results, place them on the internet, and report issues of significance to the Head of Service.
- The department will maintain a rolling programme of consultation projects.

#### **Leisure Services Areas**

- Sports Development
- Leisure Centres
- Play Areas & Skate Park
- Sports Pitches
- Community Sports Coach Programme

## Consultation & Communication Methods

The Leisure Services Team has many methods for communicating and consulting with the local residents. Using a combination of methods we can provide targeted and more comprehensive consultation to Users and Non-User of leisure services.

The table below details the list of consultation and communication methods to be employed to engage Users and Non-User of the Leisure Services within the District.

<b>Non users of the service</b>	<b>Users of the service</b>
SDC Review Newsletter	SDC Review Newsletter
SDC Press Release	SDC Press Release
Citizens Panel	Citizens Panel
Youth Panel	Youth Panel
SDC Web Site	SDC Web Site
School Pupils (Colleges, Secondary & Primary)	School Pupils (Colleges, Secondary & Primary)
Customer Satisfaction Index (CSI)	Customer Satisfaction Index (CSI)
General Satisfaction Survey	General Satisfaction Survey
Parish Council Forum	Parish Council Forum
Specific Focus Groups	Specific Focus Groups
SDC Sports Festivals	SDC Sports Festivals
	Opinion meters (SLM)
	Sports Forum
	Pool Users Forums
	National Bench Marking Service at Leisure Centres
	Sports Club - Leisure Directory Questionnaire
	After School Club Questionnaire
	Recreation Ground Questionnaire
	Hi 5's Activity Programme
	Coach Volunteer Network Forum
	Community Sports Coach - Holiday Scheme
	ILEAP - Disability Sports
	'In 2 Sport' Newsletter
	PACE Scheme - (Exercise Referral)

## **Users & Non users of Leisure Services**

A number of groups appear in both the Users and Non-Users columns, it is important that the District Council provide all residents with the opportunity to contribute to the development of the Leisure Services Team's activity programme.

Through consultation and communication with Non-Users of our service the Leisure Services Team will be able to research and illicit the reasons why some residents elect to remain Non-Users. i.e. time, cost of activity and transport issues.

Analysis of the consultation results will enable the Leisure Services Team to understand the many reasons behind the current level of non-usage by residents. Increased knowledge supported by research will help influence targeted promotional campaigns, to help raise the awareness of existing sporting and recreational opportunities and develop activities to encourage increased participation.

The table below details the wide and varied list of Users and Non-User of the Leisure Services within the District.

<b>Non users of the service</b>	<b>Users of the service</b>
General Public	General Public
Parish Councils	Parish Councils
Citizens Panel	Citizens Panel
Youth Panel	Youth Panel
Primary Care Trust (PCT)	Primary Care Trust (PCT)
Disability Groups	Disability Groups
	Primary & Secondary Schools
	Colleges (FE & HE)
	Community Centres & Village Halls
	Sports Leisure Management (SLM)
	Sports Clubs & Voluntary Organisations

## Frequency and Consultation Method

The table below identifies the users and non-users groups, states the consultation and communication methods to be employed and their frequency to engage local residents regarding the performance of the Leisure Services Team within the District.

<b>Consultation Methods</b>	<b>Frequency of Publication or Meeting</b>
Parish Council Forum	1 x a year
Citizens Panel Questionnaire	2 x a year (Feb/March –Sept/Oct)
Customer Satisfaction Index (CSI)	1 x every 2 years
Specific Focus Groups	As and when required
SDC Youth Panel	2 x a year
General Satisfaction Survey (BV)	1 x every 2 years
Hi 5's Questionnaire	5 x a year (school holidays)
SDC - Sports Festival Questionnaire	1 x a year
Leisure Centre Forums	3 x a year (at each site)
PACE Scheme Questionnaire (Exercise Referral Scheme)	1 x a year
Sport & Leisure Directory Questionnaire	1 x a year
Opinion Meter - Leisure centres	4 x a year (1x each site)
In 2 Sport Newsletter	3 x a year
Sports Club Forums	2 x a year
SDC Web Site - Quick Poll	2 x a year
National Benchmarking Service (Year 1 Stratford & Studley)	2 sites x a year
Coach Volunteer Network Forum	1 x a year
After School Sports Club Questionnaire	1 x a year
Recreation Ground – Play Areas	1 x a year
ILEAP – Disability Sports	1 x a year
Community Sports Coach – Holiday programme Easter & Summer	1 x a year

## Section 2: Community Engagement & Consultation Annual Work Plan 2006

The activities planned for the coming year are set out in the following table:

Month	Consultation activity	Format	Lead Dept	Objective of Consultation
January	SDC Leisure & Culture Web Pages Leisure Directory Update	Quick Poll Questionnaire	LS LS	Level of Satisfaction, Service Improvement, Information Outlet Mapping & Audit, Service Improvement
February	Citizens Panel Hi 5's - Half Term Programme Leisure Centre Forums Holiday Activities - High School	Questionnaire Questionnaire Forum Questionnaire	C&P SD LS CSC	Level of Satisfaction, Service Improvement, Information Outlet Level Satisfaction, Service Improvement Level of Satisfaction, Service Improvement, Information Outlet Level Satisfaction, Service Improvement
March	Youth Panel - Holiday programme In 2 Sport - Newsletter	Focus group Newsletter	H&R LS	Service Improvement, Information Outlet Information Outlet
April	Hi 5's - Easter programme Sports Club Forum Coach Volunteer Network Community Sports Coach - Holiday Programme	Questionnaire Forum Forum Questionnaire	SD LS CSC CSC	Level of Satisfaction, Service Improvement Mapping & Audit, Service Improvement, Information Outlet Level Satisfaction, Service Improvement Level Satisfaction, Service Improvement
May	Hi 5's - Half Term Programme Customer Satisfaction Index (CSI) Opinion Meter - Stratford	Questionnaire Questionnaire Questionnaire	SD C&P SLM	Level Satisfaction, Service Improvement Level Satisfaction Level Satisfaction
June	Parish Council Forum SDC Web Site After School Sports Club	Forum Quick Poll Survey	C&P LS CSC	Service Improvement, Information Outlet Level of Satisfaction, Level of Satisfaction, Service Improvement, Information Outlet Level Satisfaction, Service Improvement

July	In 2 Sport – Newsletter SDC - Sports Festival Leisure Centre Forums Opinion Meter - Shipston	Newsletter Questionnaire Forum Questionnaire	LS SD LS SLM	Information Outlet Level Satisfaction Level of Satisfaction, Service Improvement, Information Outlet Level of Satisfaction
August	Hi 5's – Holiday Programme Recreation Play Area ILEAP – Disability Sport Community Sports Coach – Holiday Programme	Questionnaire Questionnaire Questionnaire Questionnaire	SD LS ILEAP CSC	Level of Satisfaction, Service Improvement Level of Satisfaction, Service Improvement Level of Satisfaction, Service Improvement, Information Outlet Level of Satisfaction, Service Improvement
September	Sports Club Forum Citizens Panel Youth Panel – Holiday programme National Benching Marking	Forum Questionnaire Forum Questionnaire	LS C&P H&R LS	Mapping & Audit, Service Improvement, Information Outlet Level of Satisfaction, Service Improvement, Information Outlet Level of Satisfaction, Service Improvement Level of Satisfaction, Service Improvement
October	Hi 5's – half term programme Opinion Meter - Studley	Questionnaire Questionnaire	SD SLM	Level Satisfaction, Service Improvement Level of Satisfaction
November	In 2 Sport – Newsletter General Satisfaction Survey Leisure Centre Forum	Newsletter Questionnaire Forum	LS C&P LS	Information Outlet Level Satisfaction Level of Satisfaction, Service Improvement, Information Outlet
December	Opinion Meter - Southam	Questionnaire	SLM	Level of Satisfaction

**Key:**

LS: Leisure Service, SD: Sports Development, C&P: Change & Performance, H&R: Housing & Revenue, CSC: Community Sports Coach