

## **Portfolio Holder's Introduction**

I am delighted to introduce the District Council's Leisure Services 'Community Engagement & Consultation' End of Year Review for 2006.

The work plan was introduced in 2006 to monitor and evaluate the effectiveness of the different methods of consultation employed by the section.

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 and aspirations.

**Cllr Chris Williams**  
**Portfolio Holder for Community Services**



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## **Community Engagement & Consultation Work Plan End of Year Review 2006**

### **Introduction**

The work plan was introduced in 2006 to monitor and evaluate the effectiveness of the different methods of consultation employed by the section.

The Leisure Services Team has been committed to finding out what residents think about issues affecting the service. The results from the consultation have helped to develop, shape and improve the services that the team and partners have delivered across the District.

The District Council believes that effective and regular communication with users and non-users is a key role for the team. Consultation and communication has ensured that the services we provide and you pay for, continue to meet user's needs and aspirations.

### **Work Plan Aims**

1. To enable the team to have a clear understanding about whether the services we provide meets the needs and expectations of the general 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 activities and events.
5. To provide information and feedback to improve service development within the District Council.
6. To gather data set during 2006 to establish a benchmark for 2007.

### **What Leisure Services Team did with the results of consultation?**

1. The team have feedback the results of consultation to those involved (End of year Review) and informed them of actions they have initiated.
2. The team have summarised all consultation results, placed them on the Council's web site, and reported issues of significance to the Head of Community Services.
3. The team have maintained a rolling programme of consultation projects with users and non-users of the service.

## Headline Results

- 32 individual consultation tasks were planned for 2006. 25 were completed, 5 were not completed and 2 were not applicable, giving a 78% success rate.
- 92 young people attended a series of Young Panels that helped to shape the summer holiday activity programme i.e. climbing wall, dance workshops and circus skills.
- Leisure Centres satisfaction rating increased by 3.7% to 75.9%. (Customer Satisfaction Index, CSI).
- Play Areas satisfaction rating increased by 0.9% to 73.2%. (CSI).
- 42.7% of respondents rated the paddling pool at the recreation ground as very or fairly important. (Spring Citizens Panel).
- 18 representatives from 11 sports clubs attended the first Sports Club Forum in April at Stratford Sports Club.
- 120 sports clubs returned completed questionnaire that helped develop the new look Leisure Directory and inform the education programme of the district's Sports Club Forum.
- 22 different parish representatives attended the Parish Council forum – topics covered play area design and Health & Safety issues.
- The National Benchmarking Service (NBS) 630 exit surveys were conducted at Studley and Stratford Leisure & Visitor Centres during September and October. **Swimming** was the most frequently stated activity in the survey for both sites. **Cleanliness of the facilities, Water quality and Car parking provision** scored high in customer importance but scored low in actual customer satisfaction.
- Hi 5 summer holiday activities - How satisfied were parents/children with the summer scheme in terms of the following?

Subject Area	Very Good	Excellent
Safety	35.1%	44.6%
Location/Venue	28.4%	59.5%
Value for Money	20.3%	64.9%
Staff	32.4%	55.4%
Activity subject	33.8%	45.1%

- The 2006 Best Value General Satisfaction survey

Subject Area	2000	2003	2006
Satisfaction with sports / leisure facilities	51.4	51.9	63.9
Satisfaction with parks and open spaces	61.5	75.4	81.8

## **Key Actions Resulting from Consultation**

- The 2007 work plan has been produced and changes have been made to the format and structure following its introduction in 2006.
- Leisure centre wet side changing rooms cleaning and monitoring has been increased during peak periods in response to customer feedback - Customer Satisfaction Index (CSI) & National Benchmark Service (NBS) results.
- Quest feedback report – The Council should strive to capture verbal comments and case studies to support Council outcomes during the Hi 5 summer scheme programme.
- Introduction of incentives for Hi 5's customers to increase and capture customer feedback with activities.
- Hi 5's summer staff training programme for 2007 to be reviewed with greater emphasis on arts, drama and customer care skills/development.
- Review effectiveness of youth panels and school groups (2006) to help influence and shape the Hi 5's summer scheme activities for young people.
- Continued Council support to maintain and operate the paddling pool open at the recreation ground in Stratford town.
- £50,000 upgrade of lobby toilets at Stratford Visitor and Leisure Centre.
- Leisure & Culture web pages have been reviewed and updated.
- Extend print run of In 2 Sport Newsletter to 3,000 copies per edition distributed to Parish Council, sports clubs and partners.
- Leisure Centre Forums to be promoted on Council web site and facilities to encourage greater attendance for customers and user groups.
- Results of the physical activity questions in the Citizen Panel helped to create the Active Communities Officer post – physical activity programme for older residents living in the District, these include 50 + Replay sessions and a Health Walks programme.

### Results Table: January – December 2006

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions
<b>January</b>	Leisure & Culture web pages	Quick Poll	<p>9 votes were registered. 4 votes felt the site was good. 5 votes felt the site was poor or very poor.</p> <p>Web site poll limited to tick boxes – no other information provided or captured.</p>	<p>Rewrite of web site sports development pages.</p> <p>Rerun poll after changes to web site have been complete, consider changing the poll format with the IT dept.</p> <p>2<sup>nd</sup> Quick poll planned for September.</p>	<b>Achieved January</b>
	Leisure Directory update	Questionnaire	<p>120 clubs returned the completed questionnaires.</p> <p>99 sports clubs entered in Leisure Directory.</p> <p>Feedback highlighted that Criminal Records Bureau (CRB), Child Protection and first Aid training were requested by clubs who attended the forum.</p> <p>Questions asked included: club contact details, awareness of support offered by Sports Development team, training needs, demographics of club, Number of qualified coaches and child protection issues i.e. policies and designated welfare officers at clubs.</p>	<p>Paper based and online directory went live and distributed to clubs and partners.</p> <p>Link training issues identified to sports club forums meetings, coach education and club development programme</p>	<b>Achieved July</b>

### Results Table: January – December 2006

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions
<b>February</b>	Citizens Panel – Spring 2006	Questionnaire	<p><b>Play Areas and Paddling Pool</b></p> <p>1,141 questionnaires sent out 589 returned. 52.5% response rate. 50.3% male, 49.7% female. 76.3% of respondents were aged 45+.</p> <p>1 in 3 residents surveyed had visited a Council play area, with 80% rating them as very or fairly good. 1 in 10 residents visited them at least 2 or 3 times a week.</p> <p>47.5% of respondents visited the recreation ground in Stratford town most frequently.</p> <p>The importance of the recreation ground and paddling pool was questioned. 47.5% rated the facility as very or fairly important to them.</p> <p>Physical activity in District green spaces: (16 option multiple choice).</p> <p>84.5% Walking 16.2% Cycling 24.3% Walking the Dog</p>	<p>Continued Council support for operating the paddling pool.</p> <p>Findings will inform capital replacement budget for play areas and the emerging Green Spaces Strategy.</p> <p>Results of the physical activity questions helped to create the Active Communities Officer post – physical activity programme for older residents living in the District, these include 50 + Replay sessions and Health Walks.</p> <p>Questions to be repeated in 2007 to establish a benchmark for the recreation ground and paddling pool.</p>	<b>Achieved February</b>

### Results Table: January – December 2006

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions
<b>February</b>	Hi 5's & High School - Half Term programme	Questionnaire	Hi 5's - 57 contacts over 5 days and two venues.	Explore ways to capture verbal feedback, as the traditional satisfaction questionnaire is not providing sufficient returns to gauge quality of service delivery.	<b>Achieved February</b>
	Leisure Centre Forums	Forum	Topics covered: new Sports Development work plan, centre usage, up coming promotions and maintenance issues.	Promote forums on the SDC web site, dates and times of meetings to encourage greater attendance.	<b>Achieved February</b>
<b>March</b>	Youth Panel – Holiday programme	Focus group	<p>92 young people were asked to attend a series of meeting across the district to influence the deployment of activities during the summer holidays.</p> <p><b>Who attended:</b>  Stratford 12  Shipston 34 x Yr 7;  38 x Yr 9.  Studley 8</p>	<p>Climbing Wall, dance and circus skills workshops were programme across the District during the school holidays.</p> <p>Venues for activity sessions in 2007 will include Quinton and other major settlements including Bidford, Studley, Stratford, and Shipston in the District.</p>	<b>Achieved March</b>
	In 2 Sport – Newsletter	Newsletter	Newsletter covered the following topics: Sports Awards and Passport to Excellence winners, Sports Club Forum, Funding and Club Focus – Stratford Tae Kwon Do Club	<p>Upload newsletter onto SDC web site. Update distribution list.</p> <p>Extend print run of In 2 Sport Newsletter to 3,000 copies per edition distributed to Parish Council, sports clubs and partners.</p>	<b>Achieved March</b>

### Results Table: January – December 2006

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions
<b>April</b>	Hi 5's & High School - Easter programme	Questionnaire	<p>PAYP schemes. Basketball 150 contacts, muliti sport and swim 25 per day (130 contacts), dance and movement: Studley 13 and 7 Wellesbourne (Youth Centres. Circus Skills at Stratford High school – 2 days 27 in total over 2 days.</p> <p>Hi 5 at Ilmington over 2 days 16 young people attended the scheme.</p>	Explore ways to capture verbal feedback, as the traditional satisfaction questionnaire is not providing sufficient returns to gauge quality of service delivery.	<b>Achieved April</b>
	Sports Club Forum	Forum	<p>26<sup>th</sup> April at Stratford Sports Club. 18 representatives from 11 clubs and schools attended.</p> <p>Topics covered: Work Plan, Grants, CRB checks, County Sports Partnership (CSP) – Disability Sports.</p>	<p>Promote forums events to all parish councils, and clubs on sports database.</p> <p>Update QUEST Marketing plan re: Sports Forum, coach education and club development programme.</p>	<b>Achieved April</b>
	Coach Volunteer Network	Forum	8 volunteers attended a meeting on the 26 <sup>th</sup> April. A number of issues were raised these included; coach education sessions, potential future paid work and timing of coaching sessions.	Use feedback as Case Studies for future recruitment of volunteers next year.	<b>Achieved April</b>

### Results Table: January – December 2006

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions
May	Customer Satisfaction Index (CSI)	Questionnaire	<p><b>Leisure Centres</b>            2002 – 72.7%,            2004 – 72.2%  <b>2006 – 75.9% 3.7% increase</b></p> <p><b>Best Aspects</b> – information provided on SDC facilities and events.</p> <p><b>Worst Aspects</b> – cleanliness of leisure facilities.</p> <p><b>Play Areas</b>            2002 – 72.1%,            2004 – 72.3%  <b>2006 – 73.2% 0.9% increased</b></p> <p><b>Best Aspects</b> – variety of equipment in play areas.</p> <p><b>Worst Aspects</b> – free of dogs and dog mess.</p> <p>(Sample 5000 distributed. 897 questionnaires returned an 18% response)</p>	<p>Results have been discussed with team members and key partners.</p> <p>Cleanliness of changing room and play areas was a key issue for respondents.</p>	<b>Achieved October</b>

### Results Table: January – December 2006

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions
May	Opinion Meter Stratford	Questionnaire	366 people completed the 'How clean is the centre report' questionnaire.	Specific areas for improvement have been identified: these include conditions of the wet side toilets, changing rooms and reception areas.  Results discussed at Council and Sports Leisure Management (SLM) contract meeting.	<b>Achieved May</b>
June	Parish Council Forum	Forum	Parish forum was held in October. Representatives from 22 different Parish councils attended the meeting.  A number of best practice guidance notes from ROSPA were given out regarding the issue of play areas and Health & Safety.	All Parish Councils are sent copies of the In 2 Sport Newsletter 3 times a year.	<b>Achieved October</b>
	Council Web Site	Quick Poll	Web site updated during June/July Quick Poll activated September/October for 4-6 weeks.  <b>20 votes in total:</b> 2 Very Good, 4 Good, 2 Fair, 5 Poor, 7 Very Poor	New graphics and pictures have been added. The content has been reduced and extra specific pages added.  Development of Council web site is restricted due to limitations of the design template and software.	<b>Achieved September – October</b>
	After School Sports Club	Survey	Only 15 questionnaires were returned – these were added to the 60 Your Views questionnaires collected during the Summer holidays and analysed together. View August Hi 5's for results.	Explore ways to capture verbal feedback, as the traditional satisfaction questionnaire is not providing sufficient returns to gauge quality of service delivery.	<b>Achieved December</b>

### Results Table: January – December 2006

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions
July	In 2 Sport – Newsletter	Newsletter	2,500 Newsletters distributed to sports clubs and partners in October  Topics covered: On-Line data base, Leisure Director, Current funding opportunities, club focus - ILEAP (Disability Sports)	July edition of In 2 Sport Newsletter due to Local Plan. November edition of carry 8 pages combining the two editions.	<b>Achieved July</b>
	Greater Warwickshire 'Day of Sport'	Questionnaire	The Council's input into sports festival was reduced during 2006 from the pervious Youth Games.  Original Youth Games were established to encourage young people to take part in organised competition for the first time. Participants at the new sports festival are existing sports club members.	No feedback is available from the event.  Stratford pupils/young people from Alcester Grammar, Alcester High, Henley and the Girls Grammar school took part in the games.	<b>N/A</b>
	Leisure Centre Forums	Forum	Topics covered: Council restructure, centre usage, up coming promotions and maintenance issues.	Promote forums on the Council web site, dates and times of meetings to encourage greater attendance.	<b>Achieved July</b>
	Opinion Meter - Shipston	Questionnaire	Equipment not working - surveys unable to be undertaken.	Council client officers to monitors customer feedback forms at facility to ensure that users are happy with quality and level of service.	<b>Not Achieved</b>

### Results Table: January – December 2006

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions
<b>August</b>	Hi 5's & High School Holiday programme	Questionnaire	<p>75 questionnaires have been analysed covering Hi 5 and other activities.</p> <p>1,046 contacts in 13 different venues across the District in the 5 weeks of 2006.</p> <p>40% of respondents were made aware of the Hi 5 scheme through the school.</p> <p>79.7% rated the scheme on safety as Very Good or Excellent.</p> <p>85.2% rated the scheme on value for money as Very Good or Excellent.</p> <p>94.1% of children were classified as White, 1.5 Black Caribbean, 4.4% Mixed.</p> <p>42.7% of respondents had not taken part in the Hi 5 scheme before.</p> <p>53.3 % Female 46.7% Male</p>	Explore ways to capture verbal feedback, as the traditional satisfaction questionnaire is not providing sufficient returns to gauge quality of service delivery.	<b>Achieved December</b>
	Recreation Play Area & Paddling Pool	Questionnaire	<p>The importance of the recreation ground and paddling pool was questioned.</p> <p>47.5% rated the facility as very or fairly important</p>	Continued Council support for paddling pool.	<b>Achieved March</b>

### Results Table: January – December 2006

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<b>August</b>	ILEAP – Disability Sport programme	Verbal feedback	125 ILEAP members took part in organised activities during the summer holidays.  ILEAP captured a mixture of positive and negative feedback from parents and clients which was discussed at the Annual General Meeting (AGM).	Ensure that ILEAP continues to comply with the grant conditions set by the District Council.  Feedback from users will influence next year's activity programme.	<b>Achieved September</b>
<b>September</b>	Sports Club Forum	Forum	The forum meeting was cancelled due to lack of attendees	Host forum in April 2007 at Stratford venue covering Child Protection, Time Bank Grant Scheme and Coach Education programme.	<b>Not Achieved</b>
	Citizens Panel	Questionnaire	No questions were placed – panel is not scheduled until next year. Open spaces, play areas and physical activity have already been asked during the current cycle.	Leisure services questions have been placed in the Citizen Panels planned for 2007 to capture trends.	<b>N/A</b>
	Youth Panel – Holiday programme	Forum	No youth panel was held.	A youth panel has been planned for March 2007 to help inform the summer activities for young people (12 years plus)	<b>Not Achieved</b>

### Results Table: January – December 2006

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions
<b>October</b>	National Benching Marking (NBS)	Questionnaire	<p>258 questionnaires completed at Studley.</p> <p>372 questionnaires completed at SLVC.</p> <p>Swimming was the most frequently stated activity in the survey for both sites.</p> <ul style="list-style-type: none"> <li>• Cleanliness of the facilities</li> <li>• Water quality</li> <li>• Car parking provision</li> </ul> <p>The above categories scored high in customer importance but scored low in actual customer satisfaction.</p> <p>(Minimum questionnaire needed 350 per site. NBS allowed less than for Studley as it is a smaller facility).</p>	<p>Pool water quality, cleanliness of wet side changing rooms and pool floor have been discussed with SLM and greater emphasis will be placed upon these areas.</p> <p>Southam and Shipston leisure centres will participate in the National Benchmarking Survey during 07.</p> <p>The use of customer incentives (free membership etc.) and targeting of certain sections of the leisure centre will help provide a balanced view of centre usage.</p> <p>Both sites had difficulties in capturing 350 questionnaires in the 9-day time frame set by the NBS.</p> <p>Greater emphasis to be placed on sampling across sections of customers using the facility not just swimmers.</p>	<b>Achieved December</b>

### Results Table: January – December 2006

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions												
October	Hi 5's – Half term programme	Questionnaire	39 young people attended sessions over 5 days in 2 venues across the district.  No questionnaires were returned by parents.	Explore ways to capture verbal feedback, as the traditional satisfaction questionnaire is not providing sufficient returns to gauge quality of service delivery.	<b>Not Achieved</b>												
	Opinion Meter - Studley	Questionnaire	The 258 exits surveys were captured as part of the National Benchmarking Survey (NBS).	View NBS results October	<b>Achieved October</b>												
November	In 2 Sport – Newsletter	Newsletter	2,500 Newsletters distributed in October  Topics covered: On-Line data base, Leisure Directory, Current funding opportunities, club focus - ILEAP (Disability Sports)	July edition of In 2 Sport Newsletter due to Local Plan.  November edition newsletter carried 8 pages combining the two editions.	<b>Achieved November</b>												
	General Satisfaction Survey	Questionnaire	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Area</th> <th>2000</th> <th>2003</th> <th>2006</th> </tr> </thead> <tbody> <tr> <td>Sports &amp; Leisure</td> <td>51.4%</td> <td>51.9%</td> <td>63.9%</td> </tr> <tr> <td>Parks &amp; Open Spaces</td> <td>61.5%</td> <td>75.4</td> <td>81.8%</td> </tr> </tbody> </table> <p><b>Sports &amp; Leisure 12% increase</b></p> <p><b>Parks &amp; Open Spaces 6.4% increase</b></p>	Area	2000	2003	2006	Sports & Leisure	51.4%	51.9%	63.9%	Parks & Open Spaces	61.5%	75.4	81.8%		<b>Achieved December</b>
Area	2000	2003	2006														
Sports & Leisure	51.4%	51.9%	63.9%														
Parks & Open Spaces	61.5%	75.4	81.8%														

### Results Table: January – December 2006

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions
<b>November</b>	Leisure Centre Forum	Forum	Topics covered: Pipe work report at Stratford Leisure and Visitor Centre (SLVC), price review, centre usage, up coming promotions and maintenance issues.	Promote forums on the Council web site, dates and times of meetings to encourage greater attendance.  Leisure centre forums to be reduced to 2 per year, in June & November.	<b>Achieved November</b>
<b>December</b>	Opinion Meter - Southam	Questionnaire	Equipment not working - surveys unable to be undertaken.	SDC officers to monitor customer feedback forms at facility to ensure that users are happy with quality and level of service.	<b>Not Achieved</b>