

## **Portfolio Holder's Introduction**

I am pleased to introduce the Leisure Services 'Community Engagement & Consultation' End of Year Review for 2007.

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 is a key role for the Leisure Services Team. I believe that it is not enough simply to do the consultation; the findings must also be put to use. Without feedback the Council cannot be confident that the services the team delivers are the right ones.

This document clearly demonstrates how residents views have helped to inform and shape the services, activities and projects we deliver.



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

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## **Community Engagement & Consultation Work Plan End of Year Review 2007**

### **Introduction**

The Leisure Services Team is 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 during 2007.

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 residents 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 and 2007 to establish a benchmark for 2008 results.

### **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

- 25 individual consultation tasks were planned for 2007. 17 were completed, 6 were not completed and 2 were not applicable, giving a 68% success rate.
- 105 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.
- 65.5% of respondents rate the range of sports and leisure provision as Very Good or Fairly Good. (Customer Satisfaction Index, CSI).
- 68.4% of respondents had used the Council web site to find information on leisure centres, 25.3% for fitness classes or gyms. (Customer Satisfaction Index, CSI).
- 92.7% of respondents believe it is Very Important or Quite Important that the District Council provides opportunities for Sport & Active Recreation for residents.
- 16 representatives from 14 sports clubs or schools attended the Sports Club Forum in April at Stratford Sports Club.
- 3 editions of the 'In 2 sports' Newsletter produced. 9,000 copies distributed to sports clubs, elected members and Parish Councils.
- 124 sports and leisure clubs entered into the new Leisure Directory 2008 - 2010.
- Easter holiday schemes - actual number contacts 1,050 over the 2 weeks of activities. 569 different children took part from across the district.
- Summer holiday scheme 3,335 contacts across the district in the 5 weeks of 2007.
- The National Benchmarking Service (NBS) 528 exit surveys were conducted at Southam and Shipston Leisure Centres during November. **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 113 questionnaires returned in 2007. *How satisfied were parents/children with the summer scheme in terms of the following?*

Subject Area	Very Good 2006	Excellent 2006	Very Good 2007	Excellent 2007
Safety	35.1%	44.6%	38.1%	56.7%
Location/Venue	28.4%	59.5%	27.8%	72.2%
Value for Money	20.3%	64.9%	16.3%	78.6%
Staff	32.4%	55.4%	28.4%	70.5%
Activity subject	33.8%	45.1%	28.45	68.45

## **Key Actions Resulting from Consultation**

- The 2008 work plan has been produced and changes have been made to the format and structure following its introduction in 2006 and further development in 2007.
- 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 maintenance report September 2007 – The Council should strive to improve its overall marketing of the service. The team should introduce a system 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 from holiday scheme activities.
- Hi 5's summer staff training programme for 2007 was reviewed with greater emphasis placed upon arts, drama and customer care skills.
- Review effectiveness of youth panels and school groups to help influence and shape the Hi 5's summer scheme activities for young people.
- £70,000 refurbishment of the pool circulation system at Stratford Visitor and Leisure Centre.
- Leisure & Culture web pages have been reviewed and updated.
- Updated database of contacts for the In 2 Sport Newsletter. Three editions produced each year with 3,000 copies distributed to Parish Council, elected members, sports clubs and partners across the district.
- Leisure Centre Forums to be promoted on Council web site and facilities to encourage greater attendance for customers and user groups.

### Results Table: January – December 2007

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions
<b>January</b>	Leisure & Culture web pages	Quick Poll	15 votes were registered. 4 votes felt the web site was Good or Fair. 11 votes felt the web site was Poor or Very Poor.  Web site poll limited to tick boxes – no other information provided or captured.	Rewrite of web site sports development pages.  Member of the team to attend web master training.  Rerun poll after changes to web site have been complete, consider changing the poll format with the IT dept.  2 <sup>nd</sup> Quick poll planned for December.	<b>Achieved January</b>
<b>February</b>	High School - Half Term programme	Questionnaire	No officer in post to deliver the holiday programme.		<b>N/A</b>
<b>March</b>	Youth Panel – Holiday programme	Focus Group	105 young people attended a series of meeting across the district to influence the deployment of activities during the summer holidays.	Climbing Wall, Street Dance and Circus Skills workshops were programme across the district during the school holidays.  Venues for activity sessions in 2007 included Quinton and other major settlements including Bidford, Studley, Stratford, and Shipston in the district.	<b>Achieved March</b>
	In 2 Sport – Newsletter	Newsletter	Newsletter covered the following topics: Sports Awards and Passport to Excellence winners, Sports Club Forum topics, New Community Sports Coaches and What's On Guide.	4 page edition.  Extend print run of 'In 2 Sport' Newsletter to 3,000 copies per edition distributed to Parish Councils, sports clubs and partners.	<b>Achieved March</b>

### Results Table: January – December 2007

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions
April	Hi 5's & High School - Easter programme	Questionnaire	<p><b>Multi Sport and Swim:</b> 2 venues with 70 contacts.</p> <p><b>Street Dance:</b> 8 venues with 166 contacts.</p> <p><b>TUFFS:</b> 16 venues with 692</p> <p><b>Hi 5</b> at Stratford and Shipston 92 young people attended the schemes.</p> <p>Actual number contacts 1.050. 569 different children.</p>	<p>Explore ways to increase verbal feedback and case studies, as the traditional satisfaction questionnaire is not providing sufficient returns to gauge quality of service delivery.</p> <p>Offer incentives to staff and customers to complete the feedback questionnaires.</p>	<b>Achieved April</b>
	Sports Club Forum	Forum	<p>16 representatives from 14 clubs and schools attended the forum at Stratford Sports Club.</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>
	Health Walks & Replay 50+	Verbal Comments	<p>Feedbacks from the walking groups have help to expand the number of walks delivered across the district.</p>	<p>Continue to raise the profile of the walks across the district.</p>	<b>Achieved April</b>
	Coach Volunteer Network	Forum	<p>This network is now administered by the School Sports Partnership.</p>		<b>N/A</b>

### Results Table: January – December 2007

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions
May	Opinion Meter Stratford	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>
	Leisure Centre Forums	Forum	Topics covered: Council projects, centre usage across the contract, up coming promotions and maintenance issues.	Promote forums on the Council web site, dates and times of meetings to encourage greater attendance.	<b>Achieved May</b>
	Sports Clubs – Pavilion Users		Questionnaires were sent to all football clubs who use the pavilion. Verbal	Feedback from users indicates that they are happy with the changing facility and the condition of the sports pitches.	<b>Achieved May</b>
June	After School Sports Club	Survey	No questionnaires were returned by customers.	Offer incentives to staff and customers to complete the feedback questionnaires.	<b>Not Achieved</b>
July	In 2 Sport – Newsletter	Newsletter	4 page edition. 3,000 Newsletters distributed to sports clubs, elected members Parish Councils and partners in July.  Topics covered: Summer scheme details, Prams in the Park, Club Focus Southam Utd – Ladies team and What's On Guide.		<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 2007

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions
<b>August</b>	Hi 5's & High School Holiday programme	Questionnaire	<p>113 questionnaires have been analysed covering Hi 5 and other activities.</p> <p>3,335 contacts across the District in the 5 weeks of 2007.</p> <p>37.3% of respondents were made aware of the Hi 5 scheme through the school 53.9% through the booklet.</p> <p>94.8 % rated the scheme on safety as Very Good or Excellent.</p> <p>94.9 % rated the scheme on value for money as Very Good or Excellent.</p> <p>Children were classified as:            92.8 % White            2.1% Black Caribbean            2.1 % Black Other            1 % Indian            1 % Pakistani</p> <p>49% of respondents had not taken part in the Hi 5 scheme before.</p> <p>54.6 % Female            45.4 % Male</p>	<p>Explore ways to increase verbal feedback and case studies, as the traditional satisfaction questionnaire is not providing sufficient returns to gauge quality of service delivery.</p> <p>Offer incentives to staff and customers to complete the feedback questionnaires.</p>	<b>Achieved September</b>

### Results Table: January – December 2007

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions
<b>August</b>	ILEAP – Disability Sport programme	Verbal feedback	<p>130 ILEAP members took part in organised activities during the summer holidays.</p> <p>ILEAP captured a mixture of positive and negative feedback from parents and clients which was discussed at the Annual General Meeting (AGM).</p>	<p>Ensure that ILEAP continues to comply with the grant conditions set by the District Council.</p> <p>Feedback from users will influence next year's activity programme.</p>	<b>Achieved September</b>
<b>September</b>	Citizens Panel	Questionnaire	<p>65.5% of respondents rate the range of sports and leisure provision as very Good or Fairly Good.</p> <p>68.4% of respondents had used the Council web site to find information on leisure centres, 25.3% for fitness classes or gyms.</p> <p>92.7% of respondents believe it is Very Important or Quite Important that the District Council provides opportunities for Sport &amp; Active Recreation for residents.</p> <p>What type of sport or active recreation do you regularly participate in?          65% Walking          54.3% Gardening          28.7% Swimming          21.9% Cycling          28.5% Fitness &amp; Gyms</p>	Use the consultation results to support the sporting and non-sporting outcomes of the service.	<b>Achieved September</b>

### Results Table: January – December 2007

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions
<b>October</b>	Hi 5's – Half term programme	Questionnaire	71 different young people attended sessions over 5 days in 3 venues across the district.  114 contacts in total during the scheme. No questionnaires were returned by parents.	Explore ways to increase verbal feedback and case studies, as the traditional satisfaction questionnaire is not providing sufficient returns to gauge quality of service delivery.  Offer incentives to staff and customers to complete the feedback questionnaires.	<b>Not Achieved</b>
	Opinion Meter - Studley	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>
<b>November</b>	National Benching Marking (NBS)	Questionnaire	350 questionnaires completed at Southam, 240 at Shipston.  Swimming was the most frequently stated activity in the survey for both sites. <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>	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.  Both sites had difficulties in capturing 350 questionnaires in the 9-day time frame set by the NBS.  Greater emphasis to be placed on sampling across sections of customers using the facility not just swimmers.	<b>Achieved December</b>

### Results Table: January – December 2007

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions
<b>November</b>	In 2 Sport – Newsletter	Newsletter	3,000 Newsletters distributed in November. Eight page edition.  Topics covered: Time Back scheme, Leisure Directory update, Current funding opportunities, club focus – Stratford Archers		<b>Achieved November</b>
	Leisure Centre Forum	Forum	Topics covered: Pipe work report at Stratford Leisure and Visitor Centre (SLVC), price review, centre usage across the contract, 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 1 per year in 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>
	Leisure Directory update	Questionnaire	124 sports clubs entered in Leisure Directory 2008-2010.  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.	Paper based and online directory went live and distributed to clubs and partners March 2008.  Link training issues identified to sports club forums meetings, coach education and club development programme.	<b>Achieved December</b>

### Results Table: January – December 2007

Month	Consultation Activity	Format	Results & Information	Actions	Status of Actions
<b>December</b>	Council Web Site	Quick Poll	<b>4 votes in total:</b> 1 x Excellent, 2 x Good 1 x Needs Improvement	New graphics and pictures have been added.  The content has been reduced and extra specific pages added.	<b>Achieved December</b>