



Charnwood Borough Council

South Charnwood Swimming Pool Customer Satisfaction Survey 2008

DRAFT Report

1. Introduction

The consultation was carried out by Leisure Services and the Communications, Consultations and Partnerships Team in February 2008.

The aims of the survey was to establish levels of satisfaction with various elements of the service provided at the South Charnwood Swimming Pool.

2. Executive Summary

2.1 Methodology

Survey Type: Paper Questionnaire (self completion at venue with option to return by post).

Sample Method: Random selection of users selected by staff.

2.2 Response Rate

A total of **203** valid responses were received and submitted to the audit commission for analysis.

2.3 Reliability of Results

This survey should be considered as a “snap-shot” of the views of local people and stimulate further work to explore the motivations behind the issues / problems raised.

It is important to remember that there is always a need for caution when claiming that a statistical survey response is a definitive statement of the views of the wider population. Whilst surveys with large responses (e.g. those in the 1,000's) are very likely to be closely reflective of the true, wider picture they may not be and the data should always be used / quoted with that in mind.

In terms of statistical reliability the minimum reliable response rate for a borough wide survey for the size of population in Charnwood is 500. However, the ideal is 1,000 plus. With this size of response rate you can say that the overall response is reliable but if you break down the data into small categories such as age, ethnicity this will reduce the numbers and resultantly the statistical reliability as well.

3. Main Findings

This section identifies the main findings of the survey. The information shown is in an un-weighted format.

- 60% of respondents found out about the Swimming Pool by Word of Mouth.
- 78.3% of respondents travelled by car.
- 80.5% of respondents rated the level of service they received as excellent or good.
- 77% of respondents felt the pricing structure was about right.

Full Data

The following percentages are based upon the total number of respondents to the survey rather than the individual question. This overall total number of respondents is referred to in the tables as the “base”.

As a result the percentages for individual questions include no replies / not answered. Therefore, when considering what the data shows us it is important to consider the impact of this and you may wish to exclude the not answered's and recalculate the percentages for your own purposes. This will have the impact of raising the percentages of the remaining responses., The scale of this will of course be dependent on the number of not answered's.

Q1 How did you first find out about this swimming pool?

| | |
|--|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 11 5.4% |
| How did you first find out about this swimming pool? Ple... | |
| <i>Word of Mouth</i> | 122 60.1% |
| <i>Advertisement (e.g. Newspaper / Community Magazine)</i> | 13 6.4% |
| <i>The Council's website</i> | 2 1.0% |
| <i>Other (please tickü and write in below)</i> | 55 27.1% |

Q2 What transport did you use to get here?

| | |
|---|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 3 1.5% |
| What transport did you use to get here? Please tick ü one... | |
| <i>Walked</i> | 23 11.3% |
| <i>Car</i> | 159 78.3% |
| <i>Bus</i> | 9 4.4% |
| <i>Bicycle</i> | 9 4.4% |
| <i>Other (please tickü and write in below)</i> | - - |

Q3 How often do you usually come to the pool to swim?

| | |
|---|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 7 3.4% |
| How often do you usually come to the pool to swim? Please... | |
| <i>Every day</i> | 3 1.5% |
| <i>Most days</i> | 40 19.7% |
| <i>Once a week</i> | 120 59.1% |
| <i>At least once a fortnight</i> | 5 2.5% |
| <i>At least once a month</i> | 8 3.9% |
| <i>Rarely</i> | 20 9.9% |

Q4 When do you usually swim at the pool?

| | | | | | | | | | |
|------------------------------------|--------------|--------------------------------------|--------------|------------------|--------------|----------------------|--------------|-----------------------|-------------|
| | 203 | | 203 | | 203 | | 203 | | 203 |
| Missing | | Missing | | Missing | | Missing | | Missing | |
| <i>No reply</i> | 116 57.1% | <i>No reply</i> | 114 56.2% | <i>No reply</i> | 111 54.7% | <i>No reply</i> | 100 49.3% | <i>No reply</i> | 88 43.3% |
| In the morning - Before 9am | | In the morning - 9am - 12noon | | Lunchtime | | The afternoon | | In the evening | |
| <i>Mon</i> | 62 30.5% | <i>Mon</i> | 40 19.7% | <i>Mon</i> | 51 25.1% | <i>Mon</i> | 53 26.1% | <i>Mon</i> | 64 31.5% |
| <i>Tues</i> | 57 28.1% | <i>Tues</i> | 43 21.2% | <i>Tues</i> | 52 25.6% | <i>Tues</i> | 63 31.0% | <i>Tues</i> | 74 36.5% |
| <i>Wed</i> | 60 29.6% | <i>Wed</i> | 44 21.7% | <i>Wed</i> | 56 27.6% | <i>Wed</i> | 56 27.6% | <i>Wed</i> | 79 38.9% |
| <i>Thurs</i> | 58 28.6% | <i>Thurs</i> | 50 24.6% | <i>Thurs</i> | 56 27.6% | <i>Thurs</i> | 61 30.0% | <i>Thurs</i> | 62 30.5% |
| <i>Fri</i> | 56 27.6% | <i>Fri</i> | 45 22.2% | <i>Fri</i> | 51 25.1% | <i>Fri</i> | 57 28.1% | <i>Fri</i> | 66 32.5% |
| <i>Sat</i> | 38 18.7% | <i>Sat</i> | 61 30.0% | <i>Sat</i> | 60 29.6% | <i>Sat</i> | 59 29.1% | <i>Sat</i> | 44 21.7% |
| <i>Sun</i> | 35 17.2% | <i>Sun</i> | 51 25.1% | <i>Sun</i> | 47 23.2% | <i>Sun</i> | 46 22.7% | <i>Sun</i> | 40 19.7% |

Q5 Why do you use / attend at this / these times?

| | |
|---|-------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 5 2.5% |
| Why do you use attend at this these times? Please tick ü ... | |
| <i>Most Convenient</i> | 62 30.5% |
| <i>Quietest Time</i> | 30 14.8% |
| <i>It is when a specific session is held</i> | 65 32.0% |
| <i>Other (please tickü and write in below)</i> | 41 20.2% |

Q6 In your opinion is the pool's programme easy to understand?

| | |
|--|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 7 3.4% |
| In your opinion is the pool's programme easy to understand... | |
| <i>Yes</i> | 126 62.1% |
| <i>No</i> | 47 23.2% |
| <i>Not Sure</i> | 23 11.3% |

Q7 **In your opinion does the pool's programme provide opportunities for all?**

| | |
|---------------------------------------|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 6 3.0% |
| Provide opportunities for all. | |
| <i>Yes</i> | 147 72.4% |
| <i>No</i> | 24 11.8% |
| <i>Not Sure</i> | 26 12.8% |

Q8 **Comments about the programme are available on request**

Q9 **Which of the following is closest to how you feel about the current prices?**

| | |
|---|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 3 1.5% |
| Which of the following is closest to how you feel about t... | |
| <i>Too expensive</i> | 17 8.4% |
| <i>About Right</i> | 157 77.3% |
| <i>Cheaper than other facilities I visit / have visited.</i> | 26 12.8% |

Q10 We will provide an efficient friendly service to all customers; we will be polite, helpful and treat

| | |
|--------------------------|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 3 1.5% |
| Cleanliness | |
| <i>Very Satisfied</i> | 38 18.7% |
| <i>Satisfied</i> | 42 20.7% |
| <i>Dissatisfied</i> | 1 0.5% |
| <i>Very Dissatisfied</i> | 8 3.9% |
| <i>Don't Know</i> | 111 54.7% |

Q11 We will ensure that the facilities are maintained to a high standard of cleanliness at all times.

| | |
|---|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | - - |
| We will ensure that the facilities are maintained to a hi... | |
| <i>Very Satisfied</i> | 14 6.9% |
| <i>Satisfied</i> | 43 21.2% |
| <i>Dissatisfied</i> | 3 1.5% |
| <i>Very Dissatisfied</i> | 14 6.9% |
| <i>Don't Know</i> | 129 63.5% |

Q12 We will undertake regular maintenance on customer lockers to ensure sufficient numbers are available to meet customer demand.

| | |
|---|--------------|
| | 203 |
| Missing | |
| <i>No reply</i> | - - |
| We will undertake regular maintenance on customer lockers... | |
| <i>Very Satisfied</i> | 5 2.5% |
| <i>Satisfied</i> | 14 6.9% |
| <i>Dissatisfied</i> | 12 5.9% |
| <i>Very Dissatisfied</i> | 9 4.4% |
| <i>Don't Know</i> | 163 80.3% |

Q13 We will answer all incoming telephone calls within 30 seconds.

| | |
|---|--------------|
| | 203 |
| Missing | |
| <i>No reply</i> | - - |
| We will answer all incoming telephone calls within 30 sec... | |
| <i>Very Satisfied</i> | 3 1.5% |
| <i>Satisfied</i> | 8 3.9% |
| <i>Dissatisfied</i> | 1 0.5% |
| <i>Very Dissatisfied</i> | 4 2.0% |
| <i>Don't Know</i> | 187 92.1% |

Q14 We will deal with all enquiries at our reception desk promptly, politely and efficiently.

| | |
|---|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 2 1.0% |
| We will deal with all enquiries at our reception desk pro... | |
| <i>Very Satisfied</i> | 80 39.4% |
| <i>Satisfied</i> | 111 54.7% |
| <i>Dissatisfied</i> | 1 0.5% |
| <i>Very Dissatisfied</i> | - - |
| <i>Don't Know</i> | 9 4.4% |

Q15 When you visit us we will acknowledge you and the reason for your visit within 3 minutes.

| | |
|---|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 5 2.5% |
| When you contact us by telephone we will answer your call... | |
| <i>Very Satisfied</i> | 64 31.5% |
| <i>Satisfied</i> | 116 57.1% |
| <i>Dissatisfied</i> | 7 3.4% |
| <i>Very Dissatisfied</i> | 1 0.5% |
| <i>Don't Know</i> | 10 4.9% |

Q16 We will aim to maintain the swimming pool water temperature at 30 degrees.

| | |
|---|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 5 2.5% |
| When you contact us by telephone we will answer your call... | |
| <i>Very Satisfied</i> | 64 31.5% |
| <i>Satisfied</i> | 116 57.1% |
| <i>Dissatisfied</i> | 7 3.4% |
| <i>Very Dissatisfied</i> | 1 0.5% |
| <i>Don't Know</i> | 10 4.9% |

Q17 When you write to us by letter, e-mail or fax we will reply to you within 10 working days.

| | |
|---|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 5 2.5% |
| When you contact us by telephone we will answer your call... | |
| <i>Very Satisfied</i> | 64 31.5% |
| <i>Satisfied</i> | 116 57.1% |
| <i>Dissatisfied</i> | 7 3.4% |
| <i>Very Dissatisfied</i> | 1 0.5% |
| <i>Don't Know</i> | 10 4.9% |

Q18 We will ensure enquiries are dealt with promptly and efficiently and whether, wherever possible, ensure that your enquiry is dealt with by the first person you contact.

| | |
|---|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 5 2.5% |
| When you contact us by telephone we will answer your call... | |
| <i>Very Satisfied</i> | 64 31.5% |
| <i>Satisfied</i> | 116 57.1% |
| <i>Dissatisfied</i> | 7 3.4% |
| <i>Very Dissatisfied</i> | 1 0.5% |
| <i>Don't Know</i> | 10 4.9% |

Q19 When you complain about an aspect of the service we will reply to you within 15 working days.

| | |
|---|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 5 2.5% |
| When you contact us by telephone we will answer your call... | |
| <i>Very Satisfied</i> | 64 31.5% |
| <i>Satisfied</i> | 116 57.1% |
| <i>Dissatisfied</i> | 7 3.4% |
| <i>Very Dissatisfied</i> | 1 0.5% |
| <i>Don't Know</i> | 10 4.9% |

Q20 There are also some general standards that all our services abide by. Please tell us whether or not you are satisfied that we are achieving these.

| | |
|--|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 5 2.5% |
| The overall service provided at our leisure centres is of good quality. | |
| <i>Very Satisfied</i> | 76 37.4% |
| <i>Satisfied</i> | 112 55.2% |
| <i>Dissatisfied</i> | 3 1.5% |
| <i>Very Dissatisfied</i> | - - |
| <i>Don't Know</i> | 7 3.4% |

| | |
|--|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 5 2.5% |
| Overall, our leisure centres provide a service that is of a consistent quality. | |
| <i>Very Satisfied</i> | 60 29.6% |
| <i>Satisfied</i> | 126 62.1% |
| <i>Dissatisfied</i> | 4 2.0% |
| <i>Very Dissatisfied</i> | 1 0.5% |
| <i>Don't Know</i> | 7 3.4% |

| | |
|--|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 7 3.4% |
| We are responsive to the needs and expectations of our customers? | |
| <i>Very Satisfied</i> | 65 32.0% |
| <i>Satisfied</i> | 105 51.7% |
| <i>Dissatisfied</i> | 14 6.9% |
| <i>Very Dissatisfied</i> | - - |
| <i>Don't Know</i> | 12 5.9% |

| | |
|--|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 6 3.0% |
| The service is easily accessible for all. | |
| <i>Very Satisfied</i> | 72 35.5% |
| <i>Satisfied</i> | 109 53.7% |
| <i>Dissatisfied</i> | 6 3.0% |
| <i>Very Dissatisfied</i> | 1 0.5% |
| <i>Don't Know</i> | 9 4.4% |

| | |
|--|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 11 5.4% |
| This service is good value for money. | |
| <i>Very Satisfied</i> | 67 33.0% |
| <i>Satisfied</i> | 106 52.2% |
| <i>Dissatisfied</i> | 8 3.9% |
| <i>Very Dissatisfied</i> | 1 0.5% |
| <i>Don't Know</i> | 10 4.9% |

Q21 Overall, how would you rate the level of service you receive?

| | |
|---|-------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 9 4.4% |
| Overall, How would you rate the level of service you rece... | |
| <i>Excellent</i> | 80 39.4% |
| <i>Good</i> | 84 41.4% |
| <i>Average</i> | 8 3.9% |
| <i>Poor</i> | 22 10.8% |

Q22 Any Other Comments - Available on request.

Gender

| | |
|---|-------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 29 14.3% |
| Are you? (Please tick one box only) Please tick üone... | |
| <i>Male</i> | 87 42.9% |
| <i>Female</i> | 87 42.9% |

Age Group

| | |
|---|-------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 24 11.8% |
| Which of the following age groups do you belong to? Pleas... | |
| <i>17 and under</i> | 30 14.8% |
| <i>18 to 24 years</i> | 12 5.9% |
| <i>25 to 29 years</i> | 5 2.5% |
| <i>30 to 44 years</i> | 63 31.0% |
| <i>45 to 59 years</i> | 30 14.8% |
| <i>60 to 64 years</i> | 13 6.4% |
| <i>65 years and over</i> | 26 12.8% |

Disability

| | |
|---|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 30 14.8% |
| Do you have any long standing illness, disability or infi... | |
| Yes | 44 21.7% |
| No | 129 63.5% |

| | |
|---|--------------|
| | |
| | 203 |
| Missing | |
| <i>No reply</i> | 52 25.6% |
| Does this illness or disability limit your activities in ... | |
| Yes | 35 17.2% |
| No | 116 57.1% |

Ethnicity

| | |
|---|--------------|
| | 203 |
| Missing | |
| <i>No reply</i> | 20 9.9% |
| To which of these groups do you consider you belong to? P... | |
| <i>White British</i> | 113 55.7% |
| <i>White Irish</i> | 3 1.5% |
| <i>Any other White Background (ü and write in below)</i> | 3 1.5% |
| <i>Mixed White & Black Caribbean</i> | 2 1.0% |
| <i>Mixed White & Black African</i> | - - |
| <i>Mixed White & Asian</i> | 1 0.5% |
| <i>Any other Mixed Background (ü and write in below)</i> | - - |
| <i>Chinese</i> | 2 1.0% |
| <i>Black or Black British Caribbean</i> | 1 0.5% |
| <i>Black or Black British African</i> | - - |
| <i>Any other Black or Black British Background (ü and write in below)</i> | - - |
| <i>Asian Indian</i> | 6 3.0% |
| <i>Asian Pakistani</i> | - - |
| <i>Asian Bangladeshi</i> | 1 0.5% |
| <i>Any other Asian background (ü and write in below)</i> | 1 0.5% |
| <i>Other (ü and write in below)</i> | 50 24.6% |