

Moray Leisure Centre Consultation

During February and March 2012 a consultation was carried out by The Moray Council, the purpose of which was to obtain the views of both users and non-users on the level, quality and range of services that are provided at the Moray Leisure Centre. The findings will help inform the development of a Service Level Agreement between The Moray Council and Moray Leisure Limited.

Summary of results

A total of 1,689 survey questionnaires were distributed and two public consultation events were held at the end of February.

In total 544 completed survey questionnaires were returned together with a number of written responses from specific user groups and from the two consultation meetings.

Respondents:

- 94% of respondents were users of Moray Leisure Centre (MLC)
- 70% of respondents were female
- Median age group was 45-64yrs (all persons, males and females)
- 62% of respondents were from the Elgin area (postcode stem IV30)

Satisfaction with MLC:

Respondents had to rate their satisfaction with their last visit to MLC on a scale of 1 to 10.

- Median level of satisfaction was 8.
- 70% indicated a high level of satisfaction (8 or above) with their last visit
- 12% (60 people) were less than satisfied
 - 62% of these related to the facilities – 22% to the quality of the curling ice, 18% to some aspect of the swimming pool (showers/changing rooms, equipment, water temperature, joint use of pool)

Users Priorities:

From a possible 12 options, respondents selected their 3 top priorities.

- The top 6 overall, in order, highest first, are: Value for Money, Qualified and Trained Staff, Range of Activities, Quality of Service, Cleanliness, Opening Times.

Reasons for using MLC:

- 65% of respondents used the MLC for the physical health benefits
- 62% of respondents used the MLC for general fitness
- 32% used the MLC for the social benefits, 29% for the Café and 21% for general recreation

What is good about MLC:

Respondents could provide up to 3 comments. A total of 1075 comments were made.

- 305 (28%) related to staff
- 208 (19%) related to the facilities
- 166 (15%) related to the accessibility/availability of the MLC
- 153 (14%) related to the range of activities provided.

What could be improved at MLC:

Respondents could provide up to 3 comments. A total of 745 comments were made.

- 338 (45%) related to the facilities – mainly the ice rink and the swimming pool.

Balance of Activities:

Respondents had to rate the MLC on the balance of activities they provide, on a scale from 1 to 10.

- Median rating was 9.
- 68% rated MLC as providing a well to very balanced range of activities.
- 4% rated the range of activities provided by MLC as not very balanced.

New Services / Activities suggested:

The majority of respondents, 67%, did not indicate any services or activities that they would like to access at MLC.

Services / activities suggested by other respondents include:

- An online booking system
- A climbing wall
- Diving boards
- Kettlebell classes

Service Level Agreement

These results will prove extremely valuable in influencing the service level agreement in the following ways:

The customer satisfaction scores provide a clear baseline against which future performance can be measured. Whilst the overall scores are strong there are identifiable areas where significant improvement is possible.

The user priorities and reasons for using MLC give a clear indication of the core priorities for customers and these areas will need to be focused upon in the development of the business plan.

Areas for improvement (predominantly the ice rink, changing/toilet accommodation) will also require considerable focus and will be captured under the quality standards within the service level agreement.

Suggestions for new services and activities identify potential areas for development should these prove possible and will also be given consideration in the business plan.