

Moray Leisure Centre Consultation

During February and March 2012 a consultation was carried out by The Moray Council, the purpose of which was to enable the Council to obtain the views of both users and non-users on the level, quality and range of services that they would like to see 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.

The questionnaire (see Appendix 1) consisted of 8 questions, some closed and some open to enable respondents to provide more detailed and relevant answers.

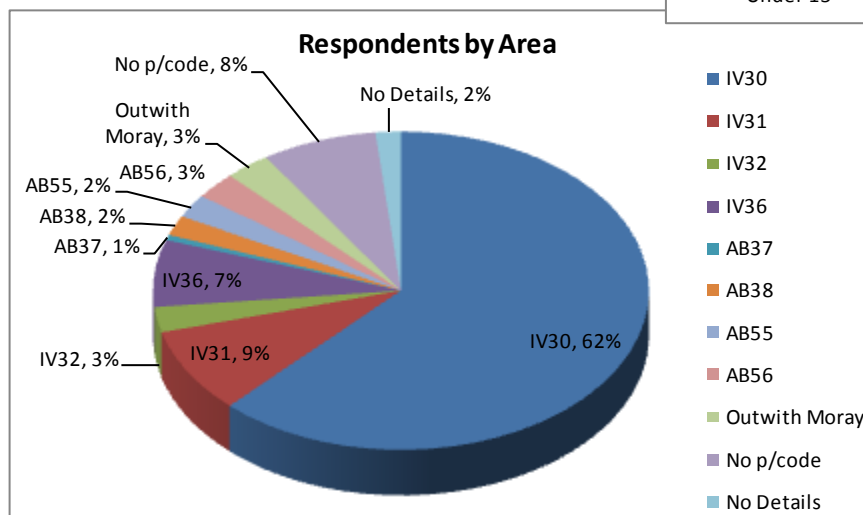
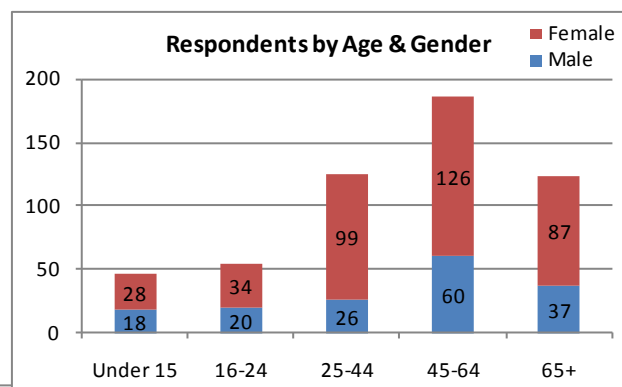
A total of 1,689 survey questionnaires were distributed through the Moray Leisure Centre, health centres, community centres, libraries, access points and youth groups, and two consultation events were held on Tuesday 28th February at Elgin Town Hall between 7pm and 9pm and on Wednesday 29th February 2012 at Moray Leisure Centre Training Room between 1pm – 3pm.

In total 544 completed survey questionnaires were returned together with a number of written responses from specific user groups: ice4all (ice rink user group), Elgin Curling Club, Moray Figure Skating Club, Art Group, Walking Group and Patient Public Forum. Returns were also received from the two consultation meetings.

1) Respondents

Respondents' personal details – age, gender and postcode – were requested on the questionnaire and are presented here to illustrate the demographic of the respondents. All respondents provided these details at least in part, with the exception of 9 who provided no details.

- 535 questionnaires returned with personal details
 - 501 from centre users
 - 34 from non-users
- 70% (374) female respondents
- Median age group for all respondents is 45-64yrs.
- Also 45-64 yrs for both male and female respondents.



- 62% of respondents from Elgin area (postcode stem IV30)
- 9% from Lossiemouth area (postcode stem IV31)
- 7% from Forres area (postcode stem IV36)

Responses were also received from specific groups – Walking Group,

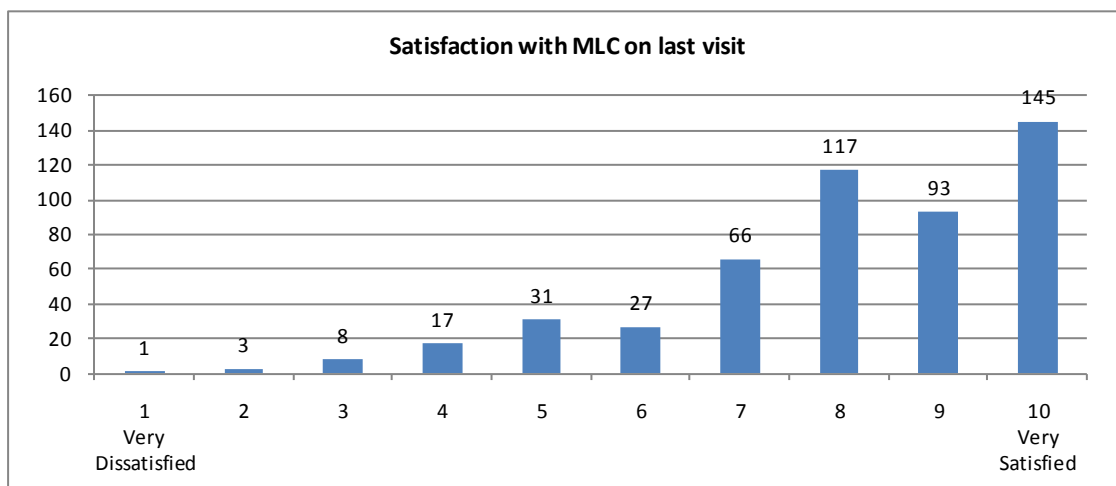
Art Group, Moray Figure Skating Club committee, ice4allv – and as a result of the 2 consultation meetings held in February.

Centre users were required to answer all questions but non-users skipped to question 6.

2) Satisfaction with last visit

Users were asked how satisfied they were with their last visit to the Moray Leisure Centre. The majority, 70%, indicated a high level of satisfaction (8 or more) while 12% that they were less than satisfied (5 or less).

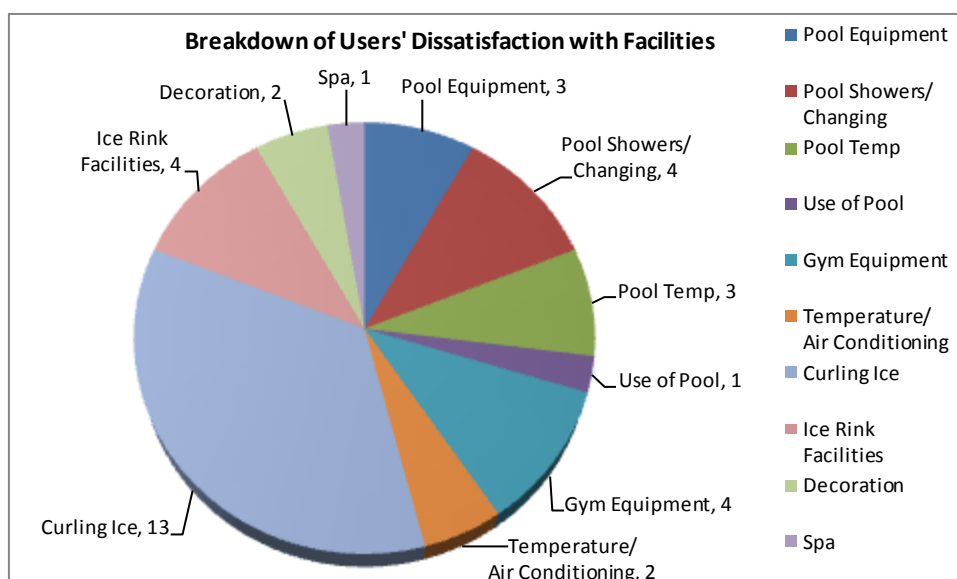
Both the mean and median level of satisfaction was 8.



Accessibility / Availability	2
Childcare	1
Range of activities	0
Staff	3
Drs Referral	0
Café / Food	2
Cleanliness	5
Child activities	1
Facilities	37
Value for Money	3
Personal / Health benefits	0

A total of 60 respondents indicated dissatisfaction with their experience at Moray Leisure Centre, categorised as shown in the table.

The overarching reason for dissatisfaction was related to the facilities. A further breakdown of these issues is shown in the graph below and highlights that the main issue is with the condition of the ice for curling. Other issues include the ice rink facilities generally – seating, temperature, skating facilities –



condition of gym equipment and the condition of the pool showers/changing rooms.

3) Moray Leisure Centre Priorities:

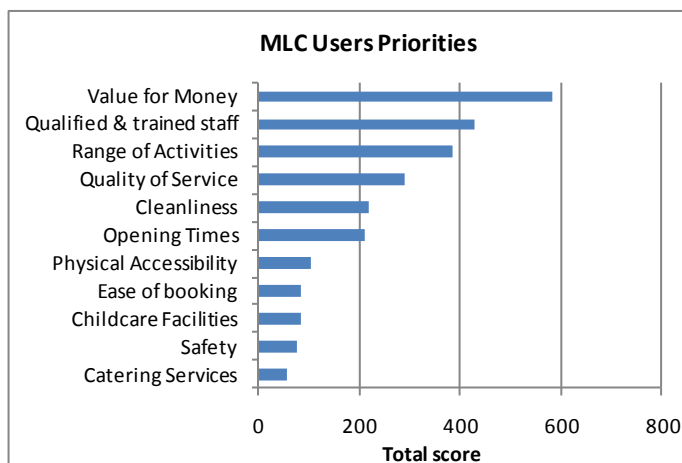
Respondents top 3 priorities when using Moray Leisure Centre were ranked 1 to 3. Scoring was applied as follows:

- Priority 1 = 3
- Priority 2 = 2
- Priority 3 = 1

The total score for each listed priority shows the top 6 to be:

- 1 – Value for Money
- 2 – Qualified and Trained Staff
- 3 – Range of Activities
- 4 – Quality of Service
- 5 – Cleanliness
- 6 – Opening Times

Each scored in excess of 200 while the next placed priority scored just over 100.



An analysis was carried out to determine the distribution of “votes” for the various priorities and showed that the 6 top scoring priorities above were also the top 6 priorities in terms of the number of votes they received for each of 1st, 2nd and 3rd ranking by users, as shown in the table below.

	Ranked 1st	Ranked 2nd	Ranked 3rd	Total Votes
Most Votes	Value for Money	Value for Money	Value for Money	Value for Money
	Qualified/Trained Staff	Qualified/trained staff	Qualified/trained staff	Qualified/trained staff
	Range of Activities	Quality of Service	Range of Activities	Range of Activities
	Quality of service	Range of Activities	Quality of Service	Quality of Service
	Cleanliness	Cleanliness	Opening Times	Cleanliness
Least Votes	Opening Times	Opening Times	Cleanliness	Opening Times

Each of the top 6 received a total of more than 130 votes while the next placed priority received a total of just 67.

In addition 13 users indicated the quality of ice for curling is a priority for them.

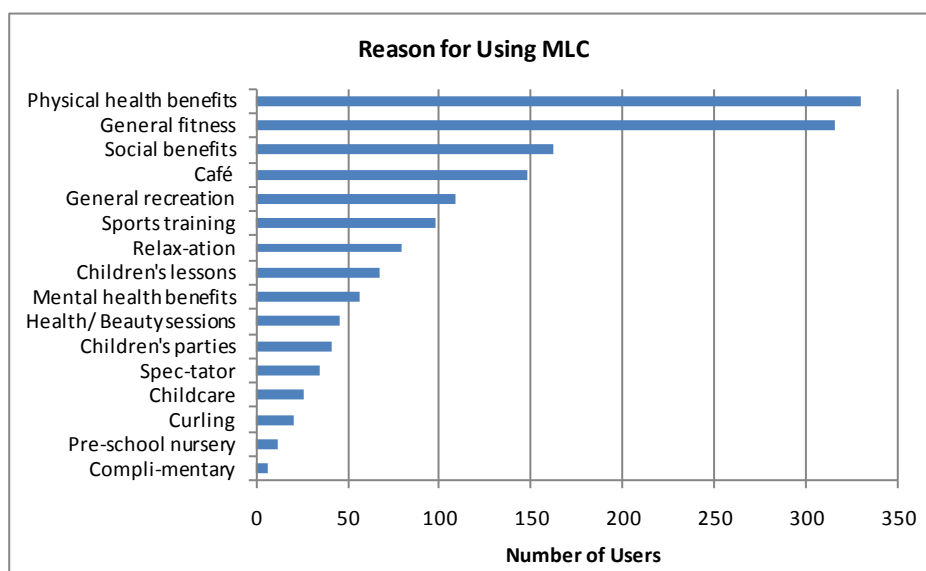
4) Reasons for using Moray Leisure Centre

The survey found that there are 2 main reasons why people use Moray Leisure Centre – Physical Health Benefits and General Fitness. These two reasons were cited by 65% and 62% of users respectively.

Social Benefits, the Café and General Recreation were also popular reasons, identified by 32%, 29% and 21% of users respectively.

21 users indicated that curling was their sole reason for using Moray Leisure Centre.

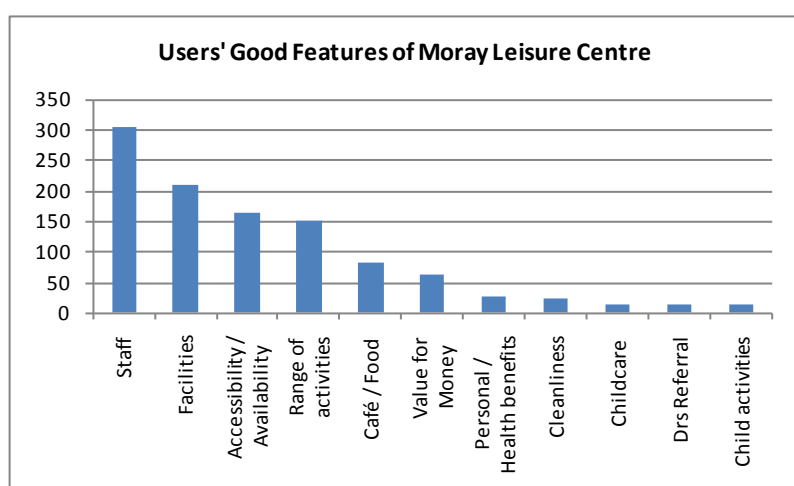
On average, users gave 3 reasons for why they use Moray Leisure Centre.



5) What is good about Moray Leisure Centre at present?

This was the first open question on the survey and as such a great variety of answers was provided by users. In total 1,075 comments were made by users in relation to what they think is good about the Moray Leisure Centre. In order to analyse the results it was necessary to categorise users' answers and based on the range of answers given the following categories have been used:

- Accessibility / Availability – covers location, opening times, parking, activity times, disabled access
- Childcare
- Range of Activities – includes users' mention of specific activities
- Staff – includes comments regarding atmosphere/ambience since this is likely a reflection of the staff
- Dr's Referral scheme
- Café / Food
- Cleanliness
- Child Activities
- Facilities
- Value for Money – includes reference to specific facilities
- Personal / Health Benefits



As illustrated on the graph there are 4 categories that received markedly more references than the rest:

- Staff
- Facilities
- Accessibility / Availability
- Range of activities

These 4 categories accounted for 77% of the 1,075 comments.

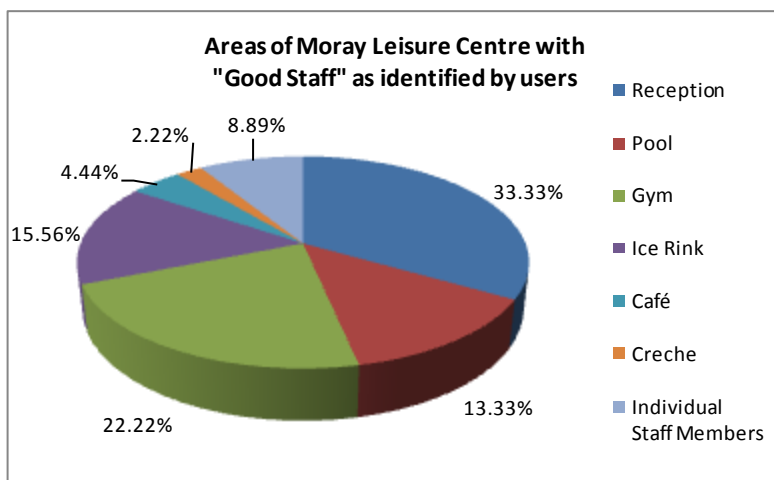
A further analysis has been carried out on each of these 4 categories to determine any specific aspects that are popular with users.

Staff

In total staff were mentioned 305 times by users as something good about Moray Leisure Centre, representing 28% of all comments.

The majority of comments were general, describing staff as friendly, helpful, approachable, encouraging, supportive, enthusiastic, efficient, welcoming, polite, knowledgeable and professional. Such comments accounted for 85% of all staff references.

The remaining 15% were similar but related specifically to instructors. These comments also included terms such as well-trained, qualified and expert.



Among the 305 references to staff were 45 relating to staff in specific areas of Moray Leisure Centre.

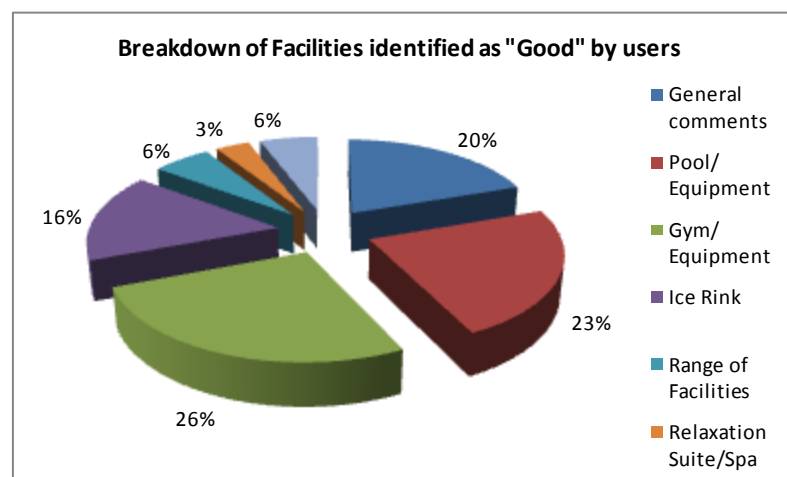
Reception staff are singled out by users most often, followed by Gym staff, then Ice Rink staff and Pool staff.

Facilities

Facilities within Moray Leisure Centre were the second most common category of "what is good..." receiving 208 comments. These were sub-categorised into:

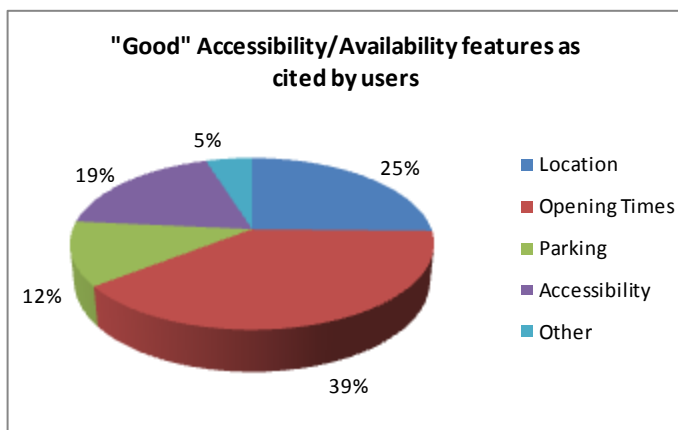
- General comments about the Centre (excellent facility, modern, safe environment)
- Pool/Equipment
- Gym/Equipment
- Ice Rink
- Range of Facilities
- Relaxation Suite/Spa
- Other (items mentioned less than 5 times)

The most praised facility is the Gym/Equipment, closely followed by the swimming pool/equipment and general comments about the centre as a whole. The ice rink also received a notable proportion of references as a good facility.



Accessibility / Availability

In total the accessibility / availability of Moray Leisure Centre was cited 166 times by users as a good aspect of the leisure centre.



The most praised aspect of Moray Leisure Centre's accessibility/availability is its opening times, which allow people to make use of the facilities before and after work. This feature accounted for 39% of users' comments.

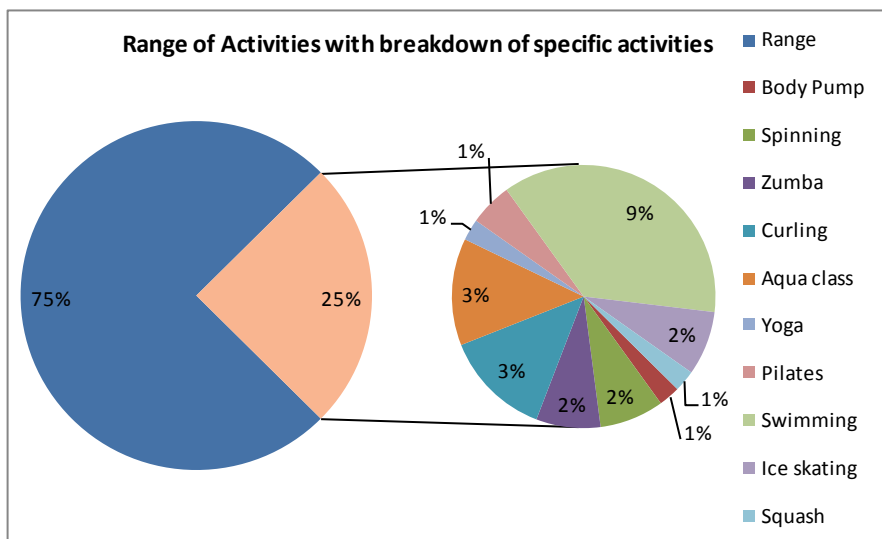
A further 25% of comments referred to the location as good/convenient/close to public transport.

19% of users comments referred to a good feature of the Moray Leisure Centre as "accessibility", which may refer to location, opening times, physical accessibility for disabled users or parking but it is not possible to determine this.

12% of comments referred to the availability of parking at the Moray Leisure Centre and 5% felt the lack of crowding and the family friendly nature of the centre were good.

Range of Activities

The range of activities available was the 4th most common aspect of Moray Leisure Centre that users said was good.

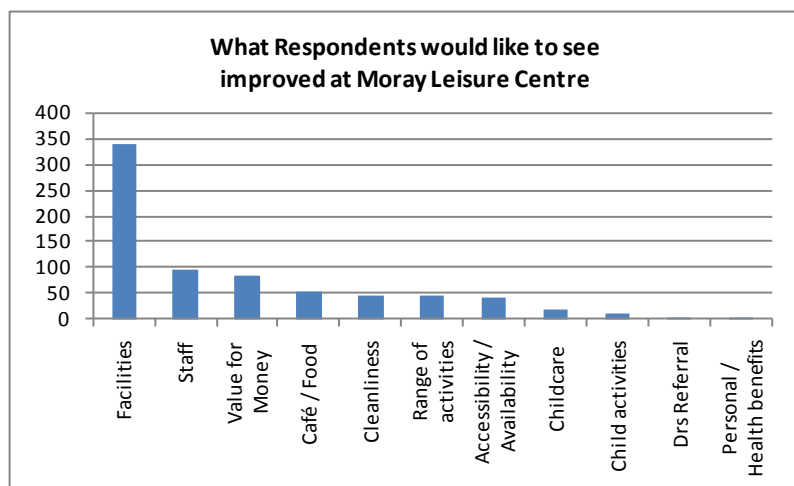


The majority simply stated that the range of activities was good. However, 25% named specific activities, the most common of which was swimming.

6) What could be improved at Moray Leisure Centre?

This question followed the same format as question 5 and a total of 745 comments were made by respondents regarding what could be improved at Moray Leisure Centre. About ¼ of respondents made no comment or felt that nothing needed improving.

Respondents comments were categorised as in question 5, using the same categories to enable comparison if required.



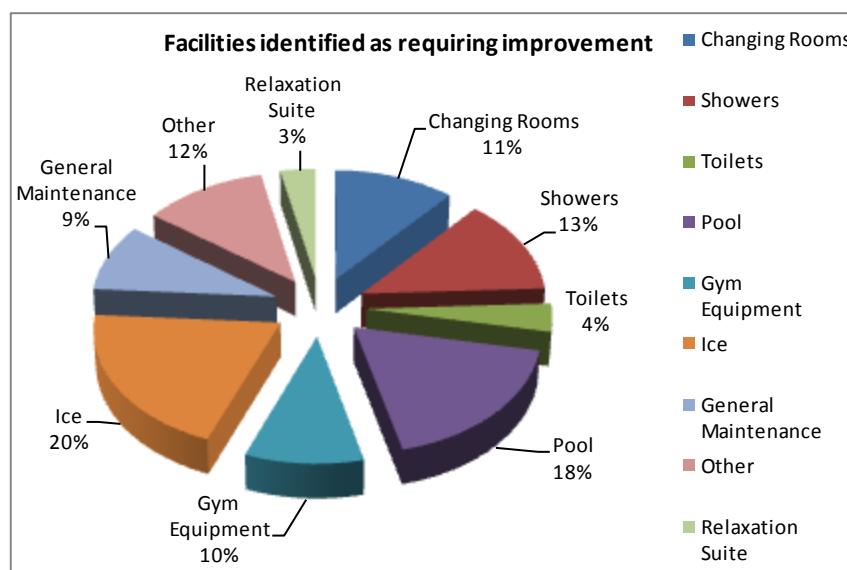
As the graph illustrates there is one very predominant category, facilities, accounting for 45% of all comments. The next three most common categories are Staff, Value for Money and Café/Food accounting for a further 32% of comments.

A deeper analysis of these 4 categories has been carried out to determine the specific aspects being commented on by respondents.

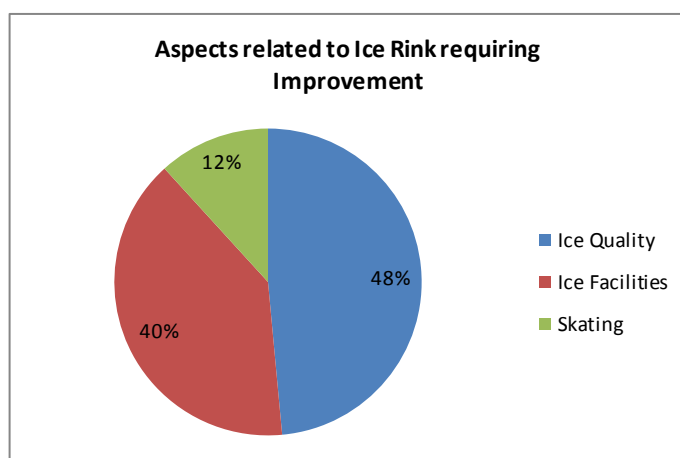
Facilities

Sub-dividing the facilities comments into 9 sub-categories indicates that there are a number of fairly common issues identified by respondents as in need of improvement.

The most common are the ice rink and the pool, followed by the showers, changing rooms, gym equipment, general centre maintenance and the toilets. The other category contains a variety of comments not applicable to the other categories.



Ice Rink



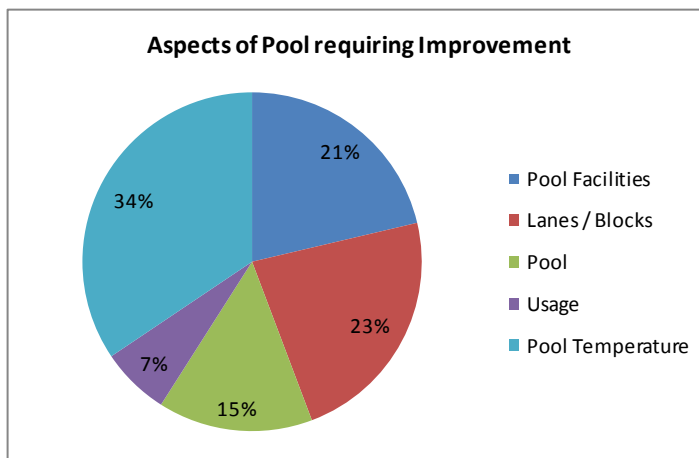
There were 68 comments regarding the ice rink, which relate to three main aspects of the rink. Almost half of the comments, 48%, identified the quality of the ice for curling as requiring improvement.

A further 40% concerned a number of specific features of the ice facility, including the changing rooms and toilets, the seating area, the rink side temperature, the provision of a full-sized ice pad and a new ice plant.

The remaining 12% of ice rink related comments referred to the rental ice skates, the availability of the ice rink for training and the level of support for the national level figure skaters.

Responses from ice4all and Moray Figure Skating Club fully reflect the above issues as those requiring improvement.

Pool



There are 5 aspects of the swimming pool that respondents identified as requiring improvement, the most common of which was the temperature of the water. Of the 61 comments regarding the pool, 34% stated that the pool was not warm enough. A further 23% concerned the lack and quality of the starting blocks and lane dividers, including wave breakers. 21% of comments concerned more flumes, a diving board and provision of a left hand rail into the main pool.

There were a number of comments, 15%, regarding the pool itself – could be bigger, cleaner, more seating, better decorated – and a few regarding usage, particularly issues with joint usage, e.g. public swimming at the same time as a class meaning restricted space.

Showers: Comments were mainly about the general state of the showers, particularly the pool showers, with a number concerning the short length of time that the showers stay on.

Changing Rooms: The majority of comments concerned the temperature of the changing rooms with a number of comments about their general state and that of the lockers.

Gym Equipment: Comments focused on the age / condition / maintenance of some of the gym equipment and a lack of weights.

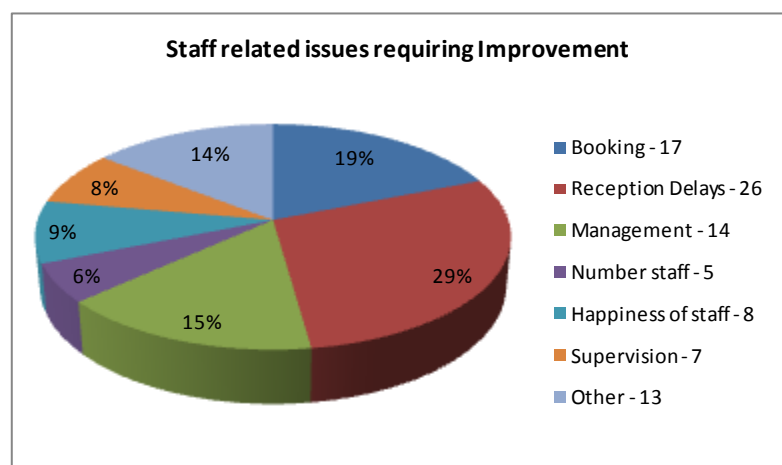
General Centre Maintenance: Most comments concerned the air conditioning and the general condition of the Leisure Centre.

Toilets: General comments concerning the appearance of the toilets.

Staff

There were 96 comments concerning staff and related issues. The most common referred to unacceptably long queues at reception, accounting for nearly 1/3 of all staff comments.

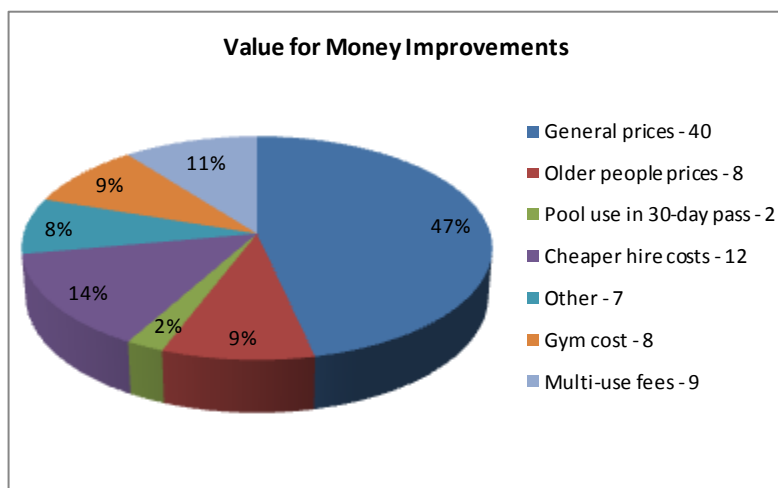
A further 19% concerned the booking system with many suggestions for an online booking system.



There were a number of comments relating to the management concerning improving visibility of managers, better communication with service users and greater support for clubs and their members that use the centre.

Several comments were received relating to the governance of the leisure centre and in particular the lack of an AGM and the election and rotation of board members.

Value for Money



The main 'value for money' issue accounting for nearly half of related comments is the general cost of using the centre.

14% identified the cost of hiring the pool or ice for training or galas or curling.

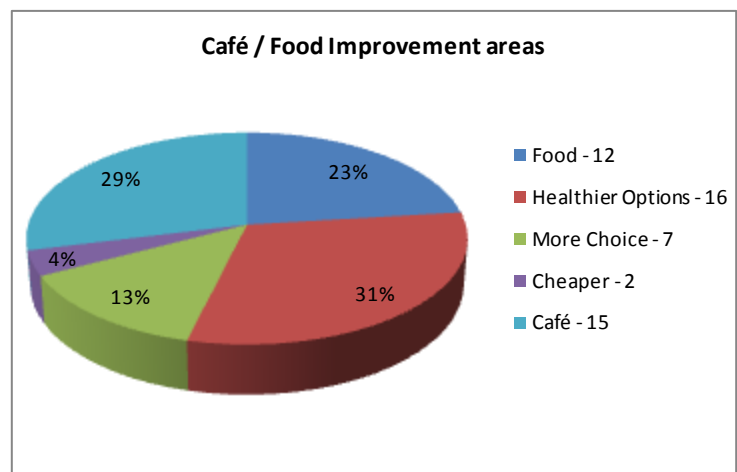
A number of comments were made regarding cheaper prices for over 50s or over 60s, the cost of using the gym and availability of multi-use/family

membership schemes.

Café / Food

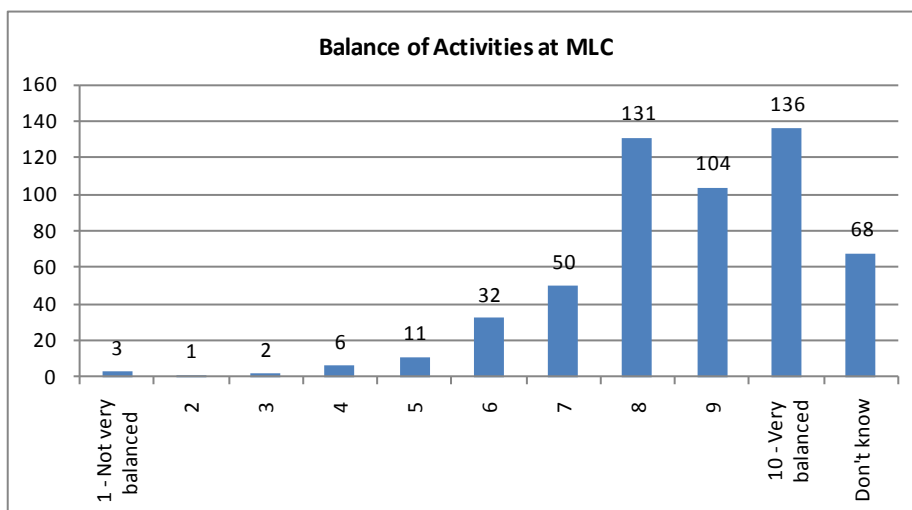
There are 2 main issues identified with the café/food: the lack of healthy options and the cafe area itself, which respondents felt should be bigger/upgraded/more space between tables.

General comments regarding the food as requiring improvement were also made, which may also refer to lack of healthy options but no specifics were given. More choice again, may refer to healthier options being available, although hot meals were mentioned by some.



7) Balance of Activities:

The majority of respondents indicated that they felt the Moray Leisure Centre provided a good balance of activities. Of the 544, 68% (371) scored 8 or more. Just 23 respondents scored 5 or less.



The median score given by respondents was 9.

8) New Services / Activities suggested

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

Services/Activities that were suggested include:

- Online booking system
- Diving boards
- Climbing wall
- Consistent ice quality
- Continuation of GP referral scheme
- Kettlebell classes
- Include swim in 30-day pass
- More –
 - teenage classes
 - weekend / lunchtime / early pm classes
 - older people's classes

Appendix 1



The Moray Council Moray Leisure Centre Service Level Agreement Consultation



1. Do you use the Moray Leisure Centre Facilities? Please circle as appropriate	Yes / No
If not, please explain why	
If you have answered No above please go to Question 6	

2. When you last visited the Moray Leisure Centre how satisfied were you with your experience?									
(Please tick in the below under the appropriate number) 1 being very dissatisfied – 10 being very satisfied									
1	2	3	4	5	6	7	8	9	10
If you have ranked 5 or below, please explain why									

3. From the following rank please mark which are your top 3 priorities when using the Moray Leisure Centre (1 being your top priority)			
Value for money		Physical accessibility	
Ease of booking arrangements		Qualified and trained staff	
Opening times		Range of activities available	
Cleanliness		Quality of service	
Childcare facilities		Safety	
Catering services		Other	
If Other, please specify:			

4. Why do you use the Moray Leisure Centre?			
Physical health benefits		General fitness	
Social benefits		Mental health benefits	
Sports training		Children's lessons	
Pre-School nursery		General recreation	
Spectator		Complimentary	
Relaxation		Children's parties	
Health / Beauty sessions		Café	
Childcare		Other	
If Other, please specify:			

5. What is good about Moray Leisure Centre at present? Please list up to 3

6. What could be improved at Moray Leisure Centre? Please list up to 3

7. Do you feel the Moray Leisure Centre provides a balanced programme of activities for all ages, abilities, race, gender etc										
(Please tick below under the appropriate number) 1 being not very balanced– 10 being very balanced										
1	2	3	4	5	6	7	8	9	10	Don't Know
Please provide comments if you scored 5 or less										

8. What services / activities would you like to access at Moray Leisure Centre which are not currently available?

Personal Information:

Under 15	16 to 24	25 to 44	45 to 64	65 and upwards

Gender (please tick)	Male		Female	
-----------------------------	------	--	--------	--

Post Code	
------------------	--

Thank you for taking the time to complete this questionnaire.