

5

million

Annual uses

£8.3

million

Generated income

464

Health and fitness
classes each week





Local Authorities -
slow starters

APSE ANNUAL LEISURE SURVEY

EAST RIDING
LEISURE

- ERL been using the APSE Survey since 2006
- Questions ranging from staff helpfulness, cleanliness, bookings, value for money
- Sample size ranging from 300 larger sites down to 100 for smaller sites
- Each site has their own score, average score for 2024 survey was 88%
- Managers look at lowest scores and make 3 pledges to improve
- Can use the survey to capture demographics such as postcodes, age, ethnicity

LEISURE SURVEY SATISFACTION RESULTS

OUR STANDARDS	2023	EAST RIDING AVERAGE	TARGET 2024
We will provide a value for money service, on time, with accurate information on venues, activities, times and prices.	81%	86%	86%
We provide helpful, experienced, and informative staff to ensure that your visit is enjoyable and safe.	90%	93%	93%
We maintain the highest possible standards of health and safety and provide a clean and comfortable environment for all our customers.	82%	86%	86%
Overall Result	84%	88%	88%

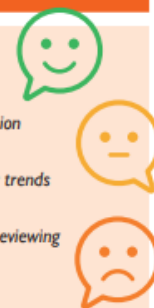


THANK YOU FOR YOUR FEEDBACK.

These are the three areas I will be focussing on:

- Modernise the Wetside changing facilities and increase staffing provision to improve cleanliness.
- Review, analyse and develop the class programme in response to user trends and monitoring class attendances.
- Increase maintenance of equipment through in house schedules and reviewing supplier maintenance contracts.

Chris Armstrong, Manager



ERL SERVICE STANDARDS

EAST RIDING
LEISURE

1. We will provide a value for money service with accurate information on venues, activities, times and prices.
2. We respond to customer comments, suggestions and complaints in a sympathetic and open manner, providing feedback and remedial actions, within set timescales.
3. We provide helpful, experienced and informative staff to ensure that your visit is enjoyable and safe.
4. We maintain the highest possible standards of health and safety, providing a clean and comfortable environment for all our customers.

ERL CUSTOMER CONTACT

ERL uses a number of methods to receive valuable customer feedback.

- APSE Annual Leisure Survey
- NET Promoter Score NPS (ongoing) feedback on their visit
- Health related surveys at the start, mid-point, and completion of programme
- Specific surveys including post-covid survey linked to return to sites
- Customer Forums at all sites
- Surveys on new developments open for public response

YOU SAID

Lack of suitable weights and kettlebells.

WE DID

Replaced and increased provision.

YOU SAID

Could we have more dance based classes

WE DID

We are training up 2 instructors to teach the new Les Mills Dance classes. we hope to introduce the classes in April 2024

YOU SAID

Could we have Pickleball at Driffield

WE DID

Purchased Pickleball nets and the activity is now bookable for all customers

YOU SAID

Cleanliness of the swimming pool changing room is poor

WE DID

We are reviewing the cleaning and prioritising our staff to monitor and react during busy times e.g swimming lessons 4-6pm Monday – Friday.

YOU SAID

More fitness classes required especially Aqua Fit

WE DID

We are reviewing our fitness classes however we have a large number that are not at capacity due to non-attendance (see below) It continues to be a challenge recruiting Aqua Fit instructors, but we are trying.

YOU SAID

Can't book into classes but if I turn up places are available

WE DID

We have identified that there is a percentage of our members that book classes but don't attend or cancel their booking. We are currently emailing members weekly who don't attend 2 or more classes per week.

YOU SAID

Lack of suitable weights and kettlebells.

WE DID

Replaced and increased provision.

YOU SAID

Pot holes are getting worse on the entrance road.

WE DID

Filled the pot holes on the entrance road. Please note that we only have access rights so planned work will take longer than normal.

YOU SAID

Swimming pool floor is gritty with sand

WE DID

Repaired the filter issue and removed the sand.

The Top 10 Highest Scoring Organisations

Customer Service Index – July 2015

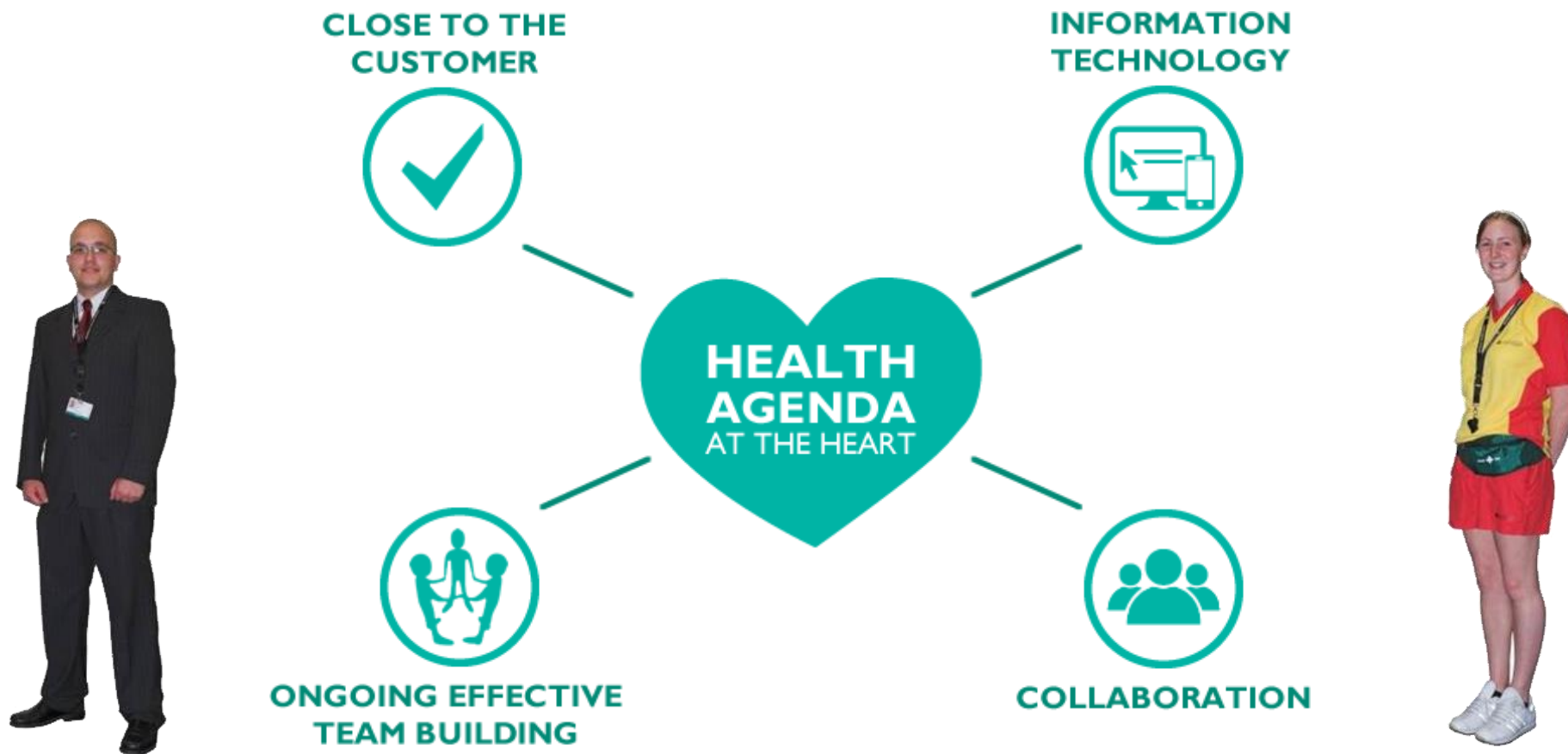
East Riding Leisure Services	91.3
first direct	87.0
Amazon.co.uk	86.3
John Lewis	86.2
LOVEfilm	84.8
Specsavers	84.7
Waitrose	84.5
Aldi	83.8
Ocado	83.7
Nationwide (banking)	83.6
Iceland	83.5



That level of Service requires the right team with the right dynamics



Nice words, but what do we do to aspire to this?



East Riding Programme
Transforming
Customer Mapping
Distinctive
Culture
Business Information
Unique
Insight

Effect on the Culture

EAST RIDING LEISURE

EAST RIDING
LEISURE

“Continually going beyond what customers expect”

ANY QUESTIONS?