

# Shropshire Leisure Time Customer Satisfaction Survey

## June 2021



Shropshire  
**LEISURE TIME**

Shropshire Leisure Time customer satisfaction survey was undertaken between 28th May 2021 and 30 June 2021. The survey was designed to coincide with the welcoming back of leisure centre customers following pandemic closures. The survey aim was to understand how people were using leisure centres following the lifting of the pandemic restrictions, views on health and safety and to obtain feedback on customer experience to help plan for the future.

**57** Survey responses



The survey was promoted directly to leisure centre users and via Shropshire Council's Get Involved webpages. Members of the public were offered the option of emailing feedback or sending their feedback via the post if the online survey was not easily accessible to them. All survey respondents responded via the online survey.

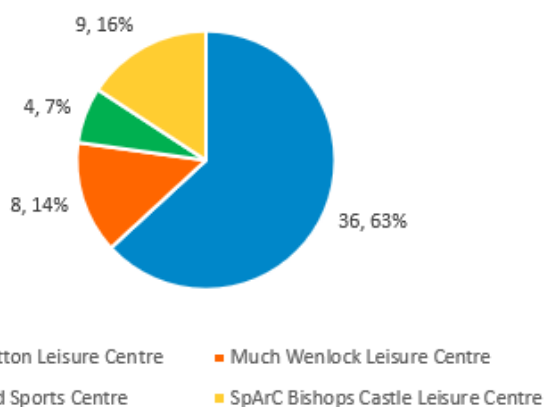
## Survey Respondents

- 95% of survey respondents describe themselves as members of the public, 7% as representatives of local groups or organisations and 2% other.
- 79% of the survey responses were from females with men underrepresented at 16%. 6% chose not to answer the question or preferred not to say.
- There was a fairly good spread across age groups with the exception of children and under 19s. 9% were aged between 20 and 29, 37% were aged over 60 with 51% aged 30-59.
- 11% of survey respondents have a long-standing illness or disability that limits daily activity. It is important to obtain feedback from people with a diverse range of needs.
- The survey was completed by a range of different employment/lifestyle groups, providing a good representative sample.
- Non-white British residents were underrepresented at 2% and this is important to note when designing future research.

**63%**

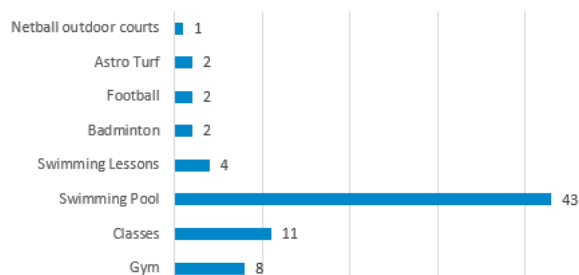
of survey respondents are users of Church Stretton Leisure Centre. There were responses from SpArC Bishop's Castle, Much Wenlock and Roman Road, Shrewsbury.

Which centre did you visit?



## Facility Use

What do you use our facilities for?



Swimming pools are the main facility used by survey respondents following the lifting of pandemic restrictions. 75% of the survey respondents use a swimming pool, 19% attend classes and 14% use the gyms. Smaller numbers attend swimming lessons, badminton, football, use the Astro Turf pitches and one survey respondent makes use of netball courts.

The survey also considered frequency of use and opening times to obtain feedback from users.

## Use and opening hours

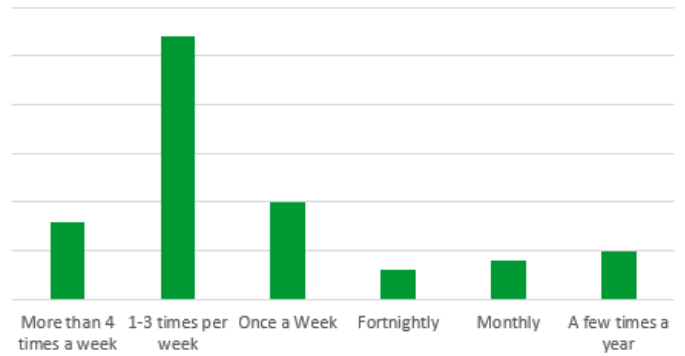
63%

of survey respondents are satisfied with the opening hours of leisure centres (16 people had some concerns).

The top requests are for:

- More early morning swimming times.
- Increased weekend opening.
- Longer week day opening hours (particularly for swimming).

How often do you use our facilities?



*“Early morning swim needs to start at 7 to allow time to swim and then get to work.”*

*“The centre should be open in the afternoons over the weekend. Currently it closes at 1pm.”*

*“I'd swim if the pool was open more especially at weekends.”*

*“Would love to visit more but very limited public swim times available.”*

*“Seems a shame to only be open in the mornings at weekends.”*

*“More morning sessions would be good.”*

## Customer satisfaction

91%

of survey respondents are very happy (60%) or happy (32%) with the overall service provided at leisure centres. Only 2 survey respondents have concerns.

Overall customer experience is the most highly rated element of service followed very closely by customer service. Cleanliness and value for money are also areas of high satisfaction with 88% or over satisfaction (50 or more of the 57 survey respondents). There are a few concerns around availability of facilities and range of facilities. There was only one survey respondent who made use of the ‘very poor’ category for overall customer experience.

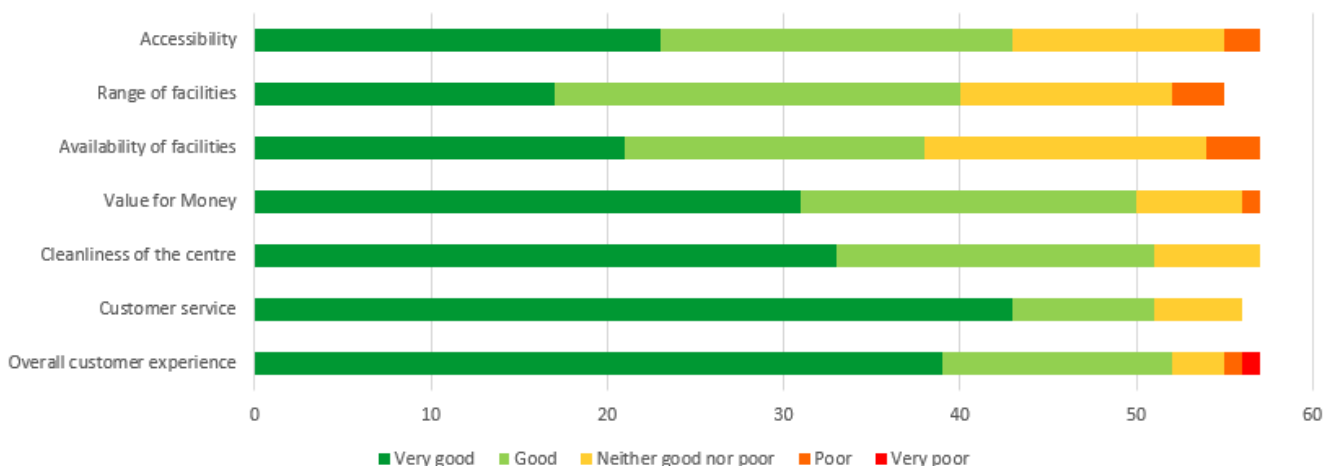
*“One of the benefits of the pandemic... has been the sanitising and cleaning of the swimming pool, particularly the showers and the changing rooms. ... it would be good to keep this high standard especially as people's confidence for returning may be low...”*

*“The staff worked really hard to make everyone feel comfortable and confident using the facilities.” (Church Stretton Leisure Centre)*

*“The staff at Bishops Castle Sparc have been amazing all through the past 18 months. Ensuring everyone's safety all the time with patience and good humour.”*

*Roman Road Sports Centre: “Staff are amazing.”*

Customer satisfaction with services and facilities provided



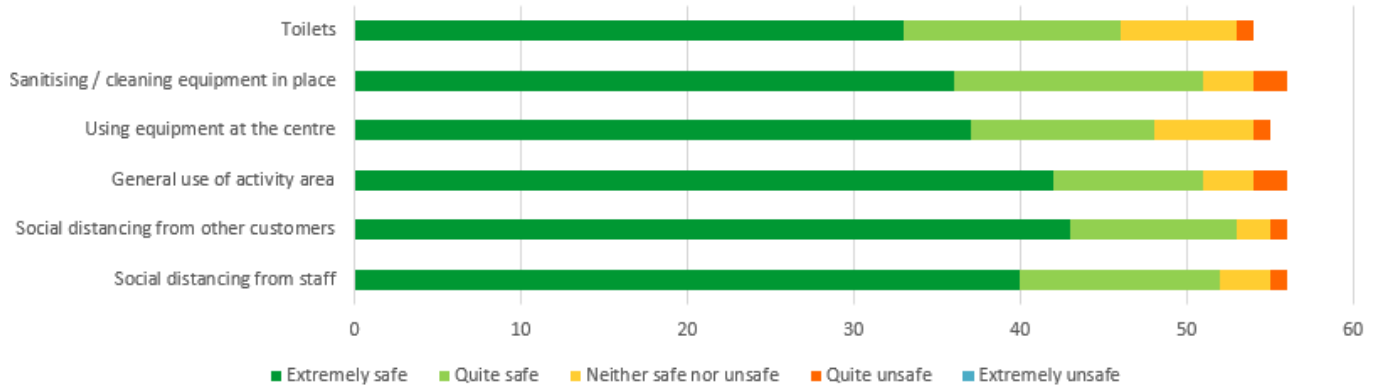
## Safety

63%

of survey respondents (on average) feel safe across all the different uses of the leisure centres shown below. Toilets resulted in the lowest levels of confidence.

There were very few safety concerns expressed by the survey respondents. None of the respondents felt extremely unsafe. The top concerns (2 people each) were for general use areas and levels of sanitising/cleaning.

Covid-19 and Safety



### SpArC Bishop's Castle Leisure Centre

Example comments:

- “... I requested chairs in the changing spaces which users could sanitise as they do shopping trolleys. The answer from the council was that people couldn't be trusted to clean them properly....A number of older swimmers have not used the pool as they find it difficult to balance to get dressed....”
- “It is extremely well organised and runs like clockwork.”
- “The staff at Bishops Castle Sparc have been amazing all through the past 18 months. Ensuring everyone's safety all the time with patience and good humour.”
- “There are good systems in place and the staff set a good example.”

### Church Stretton Leisure Centre

Example comments:

- “The staff at Church Stretton are always really helpful, I feel totally safe although I worry about restrictions lifting as 12 in the pool is enough even before Covid, I like the booking in system.”
- “Really helpful staff doing a great job under difficult circumstances.”
- “Church Stretton pool Is doing an amazing job at keeping everyone safe. The staff (sue especially) is so good at what she does, friendly, very Covid safe and made sure we were all doing what we were meant to be doing. The pool on the weekend was set out in 2 family bubbles and we had a changing room each. Was such a great system and very impressed!”
- “All the staff are fabulous (especially Mike). They all make us feel very safe and comfortable. Mike is so approachable, friendly and professional. The classes are great with excellent instructors.”
- “I would like to see the two doors on the poolside kept open at all swimming sessions to maximise ventilation.”
- “Brilliant Service and facilities.”

### Much Wenlock Leisure Centre

Example comments:

- “... I'm not sure that the changing rooms are cleaned up thoroughly. The standard of cleaning was poor before.... I always use the same cubicle and there has been the same plaster stuck to the side for at least a month..”
- “The toilets always... need more cleaning. Staff are absolutely amazing here; always have time to talk and are happy to help and give advice....”

## Safety promotion

Survey respondents were asked for suggestions about how leisure centres could best promote health & safety for customers. There were 10 comments made and the main themes were:

- Reassurance messages detailing action in place.
- Provision of sanitising, cleaning resources and information (to promote individual responsibility).
- Improvements to the design of interiors to make cleaning easier.
- Continued use of booking systems.
- Staff members presence and visibility.

“...Small measures such as re-grouting around tiles and using sealants, together with steam-cleaning corners of the cubicles could help the situation.”

“Reassure customers of a continued high level of cleaning and sanitising which should be visible.”

“Some sanitiser/blue towel for customers to clean toilets when we go in/finish...”

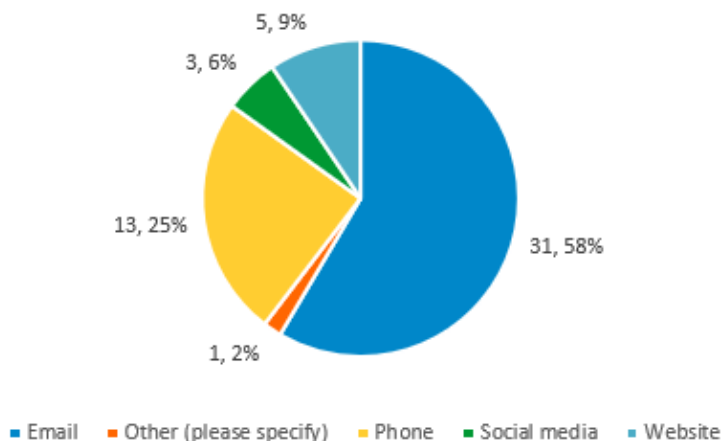
## Communications

The survey respondents were asked how they preferred to be communicated with and contacted. The top response was email (58%) followed by telephone (25%).

Website and social media resulted in much smaller responses. One other suggestion was made and the description suggested that really email was the basis of the other preferred contact.

Many of the comments made within the survey also suggested that users of leisure services are also accessing helpful information on visits and my speaking to staff members.

Preferred contact methods



## Suggestions

### SpArC Bishop's Castle Leisure Centre

Example comments:

- "Being able to shower after a swim."
- "It will be nice when the changing rooms are open again but the present system works quite well for me."
- "Exercise classes for the less able would be brilliant."
- "More daytime swimming."
- "Only improvement I would like to see is for there to be more adult swims available throughout the day/afternoon. Although completely understand that pool is also used for lessons and private sessions at these times so completely understandable."

### Much Wenlock Leisure Centre

Example comments:

- "To allow another parent to view swimming lessons."
- "More public swim sessions."
- "More public/family swim sessions especially on the weekend and Yoga sessions."
- "More availability of lane swimming slots for adults; online booking options."
- "To use the showers..."

### Church Stretton Leisure Centre

Example comments:

- "Being able to book sessions via an app would be immensely helpful. Currently you book over the phone. Classes can only be booked a week in advance which means phoning daily to book up."
- "Some pieces of equipment are now in need of updating. For years it has not been able to read operating instructions on buttons on the rowing machine. Also when available the exercise hall should be available for mat exercises and pre weight machine warm ups."
- "The gym equipment is inadequate. I know the gym is small but there is an excess of equipment for upper body strength and not enough for lower body strength...."
- "Better changing rooms and showers! More Aquafit sessions."
- "Improved accessibility and changing facilities."
- "Lockers for swimming pool users."
- "Family/ toddler swimming sessions."
- "We think there are lots of positives since Shropshire Council took over the running of the Leisure Centre. I think the centre could be marketed much better through the Church Stretton website and with flyers around the town e.g. - local B&B and campsites. Signage is also an issue."

## Other comments

"Thank you. Staff at Much Wenlock are amazing; Issy, Tom, Jess, Becca, Tim, Spencer and team - sorry I have not named you all, you're all brilliant, welcoming and patient with my terrors!"

"I really value and enjoy the swimming pool. The staff are very friendly and always make me feel welcome which helps me to go regularly. The water is kept clean and there is an atmosphere of care and attention throughout." (Church Stretton)

"Staff helpful, understanding and professional." (SpArC, Bishop's Castle).

"The swimming pool has been my lifeline - I have severe arthritic problems and this is the only way I can comfortably get exercise. During the closed periods I got very depressed..."

"The pool is essential to the mental and physical health and wellbeing of so many of us in Church Stretton. Please keep it open and keep investing in it. The Council will more than recover the money spent ...as we residents will keep fitter..."