

# STATE OF PLAY REPORT

For the period March 1st 2011 to June 30th 2011

In order to keep you up to date on how The Swan Centre which is operated by Tees Active is performing the following information will be displayed and updated on a regular basis. The information given below reflects a range of indicators that are used to measure the effectiveness and quality of the service provided and cover the period from the beginning of March up to the end of June 2011. Please note that not all sections include information covering this entire period because of the information cycle.

## 1. Total Visits:

	Venue	April 09 - February 10	April 10 - February 11	2010/11 against 2009/10	Improvement on previous year
Total visits	Swan Centre	29187	34,835	+ 5,648	+19.35%

## 2. Complaints and Commendations/Compliments:

Complaints	Number Received					2009/10 (annual total)
	April - June	July - September	October - December	January - March		
Method of Receipt	Phone	0	2	1	2	
	Face to Face	1	0	1	2	
	Email	1	0	0	3	
	Website/Online Form	1	0	0	1	
	Letter	0	1	2	0	
	Complaints leaflet	11	30	6	12	
	Councillor/MP	0	1	0	0	
	Ombudsman	0	0	0	0	
	Other	0	0	0	0	
	<b>Total</b>	<b>14</b>	<b>34</b>	<b>10</b>	<b>20</b>	See below

Figures for April 2010 for comparison purposes are not available. Comparisons will be available from April 2011 onwards.

Commendations & Compliments	Number Received					2009/10 (annual total)
	April - June	July - September	October - December	January - March		
Method of Receipt	Phone	0	0	0	0	
	Face to Face	1	1	2	1	
	Email	0	0	0	0	
	Website/Online Form	0	0	0	0	
	Letter	0	0	0	0	
	TalkBack Form	1	13	1	1	
	Councillor/MP	0	0	0	0	
	Ombudsman	0	0	0	0	
	Other	0	0	0	0	
	<b>Total</b>	<b>2</b>	<b>14</b>	<b>3</b>	<b>2</b>	See below

Figures for April 2010 for comparison purposes are not available. Comparisons will be available from April 2011 onwards.

## 3. TalkBack Survey

Tees Active has in place a TalkBack process by which customer can make us aware of any issues they have, be they comments, complaints or indeed commendations. To help ensure that this process works effectively and efficiently we conduct a sample survey of those who made use of the scheme to check on how, as a process, it is working.

The survey below is the latest available and one for the current period is being undertaken and will feature in the next report.

	Strongly agree	Agree	Neither	Disagree	Strongly disagree	Chose not to answer
I found it easy to submit my Complaint/comment?	40%	26.7%	20%	0	6.65%	6.65%
If you used a Talk Back Form was this readily available?	26.7%	40%	20%	0	6.65%	6.65%
I knew who to contact regarding my complaint/comment?	46.7%	6.65%	33.35%	6.65%	0	6.65%
I received a full explanation detailing the outcome of my Complaint / comment?	20%	46.7%	13.35%	6.65%	6.65%	6.65%
I received a response within the timescale that was initially promised?	26.7%	53.3%	13.35%	0	0	6.65%
I was treated fairly and courteously whilst the complaint/comment was being investigated?	33.35%	40%	13.35%	6.65%	0	6.65%
I was informed of what options were available to me if I was not satisfied with the outcome of my complaint/comment, or the way in which it was handled?	13.35%	46.7%	13.35%	6.65%	6.65%	13.3%
Overall, I was satisfied with the way my complaint/comment was handled?	13.35%	46.7%	20%	6.65%	6.65%	6.65%

Number of Questionnaires Sent 34 (Number Returned 15)

## 4. User Satisfaction Survey:

To help ensure we continue to deliver a high quality of service we periodically monitor it via a customer satisfaction survey. Below are the results for the survey carried out in May. The results are based on 134 questionnaires completed.

	Very Good	Good	Average	Poor	Very Poor
Friendliness of Staff	89%	8%	2%	0%	1%
Helpfulness of staff	85%	11%	3%	1%	0%
Overall cleanliness	46%	27%	17%	8%	2%
Were we prompt at acknowledging you during your visit?	79%	14%	5%	1%	1%
Was the information provided clear?	75%	17%	7%	0%	1%
Was the information provided well presented?	72%	21%	6%	0%	1%
Did your activity start on time?	81%	16%	3%	0%	0%
Overall level of service	72%	24%	3%	1%	0%

## 5. Association of Public Service Excellence (APSE) Customer Satisfaction Survey

The survey is a self administered survey and asks customers about fourteen areas of service in three categories. Each question is scored out of a maximum of five and average scores against each question from the sample are recorded. In addition however customers are also asked an importance rating question which seeks to identify which are the elements of the service that are most, and least, important to them. Therefore the survey has a performance score for each question but also a 'weighted' score which is calculated by multiplying the performance score by the importance to the customers of that particular aspect of service delivery. This allows for further assessments of the results to ensure that performance is highest and reflects the needs of the customers in the areas that matter most to them. The survey was carried out over a 7 day period in June with a target of 200 surveys to be completed achieved.

The summary of the results of the survey are:

The performance score averaged 4.05 across the questions (out of a maximum of 5) and a 'weighted' average score of 3.52 (again out of a maximum of 5).

From the weighted scores the three highest scoring elements were:

- 1st - friendliness of staff (3.93)
- 2nd - helpfulness of staff (3.90)
- 3rd - quality of fitness/gym equipment (3.90)

The three lowest scoring elements were:

- 12th - cleanliness of changing rooms / toilets (3.21)
- 13th - prices clearly displayed (2.84)
- 14th - catering/vending value for money (2.78)

These results are being used by the centre staff to plan for improvements and the survey will be repeated on an annual basis.

## 6. Customer Service Excellence Standard

Many customers will be aware of the Charter Mark standard which recognised customer service and that it was awarded to Tees Active in May in 2007. Since then Charter Mark has been replaced by the new Customer Services Excellence Standard (CSES). The Government wants public services available to all that are efficient, effective, excellent, equitable and empowering, with the citizen always and everywhere at the heart of public service provision. With this in mind CSES was developed to offer public services a practical tool for driving customer-focused change within their organisation. To quote from the standard:

"Customer Service Excellence aims to bring professional, high-level customer service concepts into common currency with front-line public services by offering a unique improvement tool to help those delivering public services put their customers at the core of what they do"

The inspection took place over three days in July 2010 and involved visits to all Tees Active facilities, assessments on systems and practices and wide ranging discussions with staff, customers and partners.

We are pleased to be able to say that it has been confirmed by the CSES board that Tees Active was awarded the new standard and a planned second surveillance visit will be undertaken this June and the outcome will be covered in the next report.

In our efforts to continually strive to improve the services we provide we value your input so if you have any comments to make regarding the State of Play report please contact us through any of the various channels identified in our 'Comments, Commendations and Complaints procedure' which is available from this centre.

Thank You



Jeremy Platt

Director of Operations – Tees Active



CUSTOMER SERVICE EXCELLENCE

