**ACTIONS POINTS OF THE FOCUS GROUP MEETING**

**AT NEWARK SPORTS AND FITNESS CENTRE**

**FRIDAY 20TH SEPTEMBER 2019 AT 12NOON**

Martin Picker Director of Development

Richard Gardner Director of Customers

To comply with GDP Regulations, names of attendees have been abbreviated to initials below. (Some initials may be incorrect as they were difficult to read from the attendance list)

Present: JH (Pool & dry classes), LD (classes & swimming), GC (Classes and gym), YJ x2 (classes and gym), KO (gym & cycle), BJ (pool classes), BB (pool classes), LA (pool classes).

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| 1.a)b)c) | **Actions points and matters arising**MP introduced and welcomed all to the meeting. He outlined the remit of the meeting and how proceedings would run and all those present agreed.**Programming** MP gave an explanation on how Active4Today completed the programming work across all sites including the partner sites within the district.A discussion took place with regards to lane swimming against pool based fitness classes. MP advised that A4T has a remit to maximise use of the facilities and take up by customer. It does this by using historical data, completing quarterly reviews, looking at market demands and looking at attracting new users; in addition, A4T also has target groups to increase activity levels.One example given was ‘lane swimming versus pool based classes’. MP informed the group that the demand for daytime pool based classes had dropped over the last 6 months. In parallel, A4T had received requests to add additional daytime swimming to the programme. MP advised the group that the programming changes made at Christmas had been successful with both daytime lane swimming and pool based classes being well attended since the changes were instigated. However, MP agreed to look at additional pool classes with a view to introduction in 2020.MP agreed some lessons had been learnt from the Christmas timetabling of 2018. The demand for classes bucked the trend of the previous year with greater demand across the board. Also some of the changes were as a result of instructor availability.RG explained that fewer alterations were planned for the December 2019 programme and that new programmes would be available in November. In addition, January’s programme would be available in December. Attendees requested that class alterations be communicated much more widely going forwards and not just through social media streams – RG agreed this. |
| 2.a) | **Operations** **Cleaning and Maintenance**Customers stated that cleaning and maintenance standards had improved.RG explained the process and the responsibilities of A4T. RG advised the group that the aqua bikes were due a maintenance visit. MP also suggested a weekly inspection would be built into normal operations to enhance the existing good work taking place. Music system – some slight concerns were still apparent; however, the group agreed there had been definite improvements made. RG explained how the Studio music system works, the variations in phones and their impact on music volumes and microphone feedback. RG informed all that instructors received regular reminders about best practice. RG also informed all there was a back-up unit for system failures in case of emergencies. It was also highlighted that the fitness studio cleanliness needed to improve. RG agreed to review the cleaning programme. It was agreed by A4T that the fitness mats would be cleaned more regularly.It was agreed lifeguards and staff, where possible, will not patrol behind the aqua instructors as it was stated this was off putting for customers and interfered with the Instructor delivery. |
| 3.a) | **ICT** **Reliability of ICT systems**It was noted by all that significant improvements had been made and had been well received. Further questions were raised regarding an ‘APP’ and enhancements to online bookings. MP went over developments which covered customer access, security, online bookings and the current performance of the servers. MP explained that A4T were looking to implement further ICT developments during 2020. It was agreed virtual classes would be removed from the programme but to be available by request.  |
| 4.a) | **Investment** Facility DevelopmentA customer raised a concern over the provision of one toilet on the first floor. MP explained the toilet was secondary to the downstairs provision and the use of the lockers. MP also went to explain the idea of the customer journey that customers are expected to the use the changing and toilet facilities with locker provision on the ground floor before using the fitness facilities on the first floor. This was supported by another customer but MP agreed to raise it as an item.MP gave an explanation regarding the repairs and renewals programme and the priorities identified within it. These included:* Regular redecoration
* Pool plant
* Sports hall floor works
* Legionella works
* Contract services
* CCTV
* Electrical
* Heating and ventilation

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| 5.a)b)c)d) | **AOB****Classes cancellations** Concerns were raised with regards to ‘default charges for class no shows’. All agreed the idea was correct in principal and MP informed all that he had authorised OM’s to remove such debts with appropriate customer evidence. **Water Fountains** MP explained that some improvements had been made to cool water temperatures and it now only takes around 30 seconds for the fitness studio water to become cool. MP also advised all that customers need to use the water fountain facility more regularly in order to maintain the cooler water temperatures. **Turnstile Gates**Concerns were raised over the number of times customers had seen the turnstile gate open at the weekend. MP explained in most circumstances this was a result of previous ICT issues; however, he did state that there were periods, where the gate had been left open by staff. MP informed the group that as part of reception alterations, improvements would be made to the reception for greater control over access. **Communication**Attendees raised concerns over communication and the general knowledge of staff.MP discussed the complexities of the ‘A4T offer’ and the pressures of an ‘all under one roof approach’. However, MP agreed that improvements could be made on top of our already successful Facebook communications.MP spoke about the following:* Regular customer bulletins
* Staff news letters
* Customer Service improvements

All agreed the proposed actions would make improvements. MP and RG thanked all for their attendance and input into the meeting. Meeting closed at 13.30pm |