

ACTIONS POINTS OF THE FOCUS GROUP MEETING
AT NEWARK SPORTS AND FITNESS CENTRE
ON FRIDAY 1 MARCH 2019 AT 10.30AM

Martin Picker Director of Development
 Richard Gardner Director of Customers

For GDPR, 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: RB (gym & swimming), JR (Aqua Aerobics), AR (various), LR (water based classes), LD (water based classes), GC (Classes and gym), PB (water based classes), LL (water bases classes), YJ (classes and gym), KB (Classes and gym), SD (active cycle), RP (cycle and gym), FS (classes and gym), AN (classes and gym), BM (fitness suite), KM (gym), TJ (gym), MS (various), SN (various), DS (gym and sports hall), E (gym), MS (active cycle).

1.	<p><u>Actions points and matters arising</u></p> <p>a) MP introduced and welcomed all to the meeting. Explained remit of the meeting and how proceedings would run and all those present agreed.</p> <p>b) Programming</p> <p>RG gave an explanation of how Active4Today completed the programming work across all sites including the partner sites within the district.</p> <p>A discussion took place with regards to lane swimming against pool based fitness classes. MP advised that A4T has a remit to maximise usage of the facilities, whilst at the same time trying to balance its social responsibilities of ‘access for all’; this includes providing specific sessions for key ‘target groups’. This process user’s historical data and market demands, with quarterly reviews put in place to monitor the performance; the aim is to attract new users, whilst at the same time retaining the existing customer base.</p> <p>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. In addition, several of the changes implemented, were as a result of instructors not being available to deliver their classes.</p> <p>Attendees requested that class alterations be communicated much more widely going forward and not just through social media platforms.</p> <p>c) Partner Sites</p> <p>RG and MP explained the process which is undertaken by the programming team; in addition, how programmes were reviewed and developed across the Company, which includes its partner sites.</p> <p>MP expanded on programming; stating the remit was to maximise usage (being mindful of inclusivity) and review the availability of the resources i.e. squash, swimming, classes etc. following this, A4T undertake a quarterly review of all classes, to assess their performance. This includes reviewing the feedback from instructors and customers.</p> <p>There were discussions between attendees and it was apparent there were varying likes and needs in terms of programming and particular classes.</p> <p>One example given was ‘lane swimming versus pool based classes’.</p> <p>MP informed the group that the demand for daytime pool based classes had dropped over the last 6 months.</p>
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	<p>In parallel, A4T had received requests to add more daytime swimming to the programme.</p> <p>MP advised all 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.</p> <p>RG stated that a new pool class would be trialled on Monday 25th March at 12.15pm. This date was chosen due to the availability of the equipment and the Company. In addition a daytime session was chosen as the most conducive time, which allowed the session to go ahead without impacting on site operations and or peak usage.</p>
<p>2.</p> <p>a)</p> <p>b)</p>	<p>Operations</p> <p>Cleaning and Maintenance</p> <p>Customers raised some concerns about the static cycle maintenance. RG explained the process and the responsibilities of A4T. RG advised the group that the bikes were due a maintenance visit; however, MP also agreed for a weekly inspection to be built into normal operations to enhance the existing good work taking place.</p> <p>Music system – RG explained how the studio music system works and the variations with the instructor’s phones, which impact on music volumes the 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.</p> <p>Fraudulent users</p> <p>Concerns were raised by customers about the control of access. This is covered more within the ICT section. Customers were informed that other customers had tried to access classes when they were fully booked. In addition a minority of customers were booking in for classes but failed to attend.</p> <p>RG informed all that staff were undertaking checks and had worked hard through security and other measures to combat the problems. In some cases customer memberships had been revoked.</p>
<p>3.</p> <p>a)</p>	<p><u>ICT</u></p> <p>Reliability of ICT systems (SINCE THE MEETING IT IS ANTICIPATED THAT THE SERVER UPGRADE AND CONTACTLESS TECHNOLOGY WILL COMMENCE AT THE END OF MARCH 2019)</p> <p>Concerns were raised by customers about the reliability of ICT systems. MP explained that A4T were reliant on two organisations in relation to its performance. This covered customer access, security, online bookings and the current performance of the servers. MP explained that A4T were determined to resolve the issues but explained the journey ahead.</p> <p>See below:</p> <ul style="list-style-type: none"> • Resolve current issues and migrate A4T systems from 1 server to 3 servers to increase speed and reliability • Launch contactless technology to include chipped cards and bands. It is anticipated that access could be improved by up to 6 seconds • Launch the online memberships and payment portal
<p>4.</p> <p>a)</p>	<p><u>Investment</u></p> <p>Facility Development</p>

- RG discussed and explained the development of the new carpark at Newark
- RG also explained the new swimming pool development at Dukeries Leisure Centre. Several customers acknowledged and welcomed the additional provision being proposed for the Ollerton area

A customer raised a concern over the provision of one toilet on the first floor and the availability of lockers. MP explained the toilet upstairs was additional to the downstairs provision. MP also explained that there were an abundance of lockers on the ground floor. MP also went on to explain the 'customer journey' and that customers are expected to 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 of the repairs and renewals and capital programme process and the priorities within both working documents. These included:

- Regular redecoration
- Pool plant works
- Sports hall floor works
- Legionella works
- Contractual services work
- CCTV developments
- New car park
- Electrical and plumbing works
- New reception
- Re-tiling for high use areas
- Improved storage
- New signage
- New gymnastic and trampoline equipment

This list provides an overview of some of the work undertaken during 2018/2019 and is not exhaustive.

5. **AOB**

a) **Focus Group Meetings**

A customer raised concerns that a number of customers couldn't attend the meeting due to the meeting taking place during the day. MP explained it was not conducive to have meeting at NSFC during the evenings due to high demand of facilities at peak times. However a suggestion was made to hold meetings over the lunchtime period allowing greater take-up. A number of customers supported this and MP agreed to take this forwards.

Questions were raised as to why the previous meeting was cancelled. MP re-iterated that the meeting was not called by the Centre Management and as previously mentioned, the time circulated was not conducive to centre bookings and operations. Therefore, a series of focus group meetings were planned across all sites. It was agreed we needed a universal approach across all sites to be implemented as soon as possible

b) **Classes cancellations**

Further concerns were raised with regards to class timetable cancellation during the Christmas period. One example being the second Pilates class held on a Monday. This was supported by historical data from the year previous. MP agreed greater analysis would be completed for the 2019/20 programme.

c) **Water Fountains**

Concerns were raised over the water temperature of the studio water fountain. MP explained that some improvements were made to cool water temperature but agreed this would be raised as an item for development.

d) **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 ICT failure, however, MP agreed there were periods 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.

e) **Squash Courts**

Concerns were raised over squash court lighting, cleanliness, programming and crèche use. MP informed all that squash usage although popular at peak times only had 17% usage during daytimes making it imperative to utilise the area for other activities where possible. In addition the crèche has now moved to the ground floor. MP agreed to raise the lighting concerns but confirmed they are of the required standard. Further checks will be made on squash cleanliness with a view to improving standards.

f) **General Operations**

Concerns were raised over the following:

- the amount of people in the concourse to the changing rooms at certain times; it is regularly used by children as a playground; several children unattended and several children sit against doors and lockers and use roller skates, scooters and skateboards often while parents are using mobiles phones etc.
- the amount of people that use gym equipment without the use of towels etc to wipe down equipment once finished
- small groups of youngsters using the gym as a playground
- Mobile phone usage seriously slows down the movement between apparatus in the gym

The items above will be addressed through operational management meetings. The changes planned for the A4T's are: ICT infrastructure, the installation of fitness equipment wipes and some free offers of towels for fitness suite users.

MP and RG thanked all for their attendance and input into the meeting.

Meeting closed at 12.15pm