

Extract from the minutes of the Scrutiny Committee meeting held on 23 August 2012 which was considering the annual performance review of DC Leisure & Active Nation.

This is a limited extract with the aim of assisting committee members in their scrutiny of the annual performance review 2013

- There is a new online booking service which will assist in reducing the pressure on the telephone system. There will also be a new phone system in place from 11/12 September 2012 which will filter calls and divert them to the correct department. It will also be connected to a voicemail service and will notify the correct department by email.
- The new telephone system will provide statistics on all calls, both successful and failed which the current system does not do. It will also monitor the time between messages being left and being responded to.
- Customer satisfaction with the centre has been “fair”. DC Leisure/Active Nation were pleased that the score had risen since last year, but were disappointed not to have received “good”. They will be working towards this in the coming year. Officers felt that “fair” was an appropriate reflection of customer feedback but also pointed out that the leisure centre provided a very wide range of activities and that it serviced a discerning customer base.
- Active Nation conducted interviews with 205 customers. The Scrutiny Committee felt that this was very low as a proportion of the 724,000 visits they received per year and asked Active Nation to consider incentivising a far larger response rate in the coming year.
- The Scrutiny Committee wanted to know about the re-branding of the leisure centre to ensure that the Vale of White Horse DC logo was as prominent as that of Active Nation. The new dual branding will be in place from early September. As Active Nation do not keep large stocks of stationery, it will not take long for the dual branding to feed through.
- The Scrutiny Committee was concerned about how water consumption was being measured as, the more usage of the leisure centre increases, the more water consumption will increase. The committee would prefer water consumption to be measured on a *per capita* basis.
- The Scrutiny Committee wished to know what was planned with regard to expanding car parking at the leisure centre. There are current plans to increase car parking by 50 spaces but these are dependent on discussions with the Environment Agency, the parks team and the planning department. In the mean time, Active Nation is trying to manage use of the car park and schedule leisure centre activities to maximise the use of the car parking available.
- The Scrutiny Committee noted the overall assessment that DC Leisure’s performance during 2011/12 had increased to Good from Fair last year and commended the officers and contractors on this result.