

STATE OF PLAY 23rd REPORT

TEES BARRAGE INTERNATIONAL WHITE WATER CENTRE & AIRTRAIL

For the period April 2017 to
March 2018

In order to keep you up to date on how 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 covers the period from April 2017 up to the end of March 2018. Please note that not all sections include information covering this entire period because of the information cycle.

Total Visits

	Venue	April 2016 - March 2017	April 2017 - March 2018	Variance
Total Visits	Splash	500,633	500,129	- 504
	Forum	792,463	844,681	52,218
	Pavilion	313,553	338,891	25,338
	Thornaby Pool	123,010	117,671	- 5,339
	TBIWWC	108,254	99,826	- 8,428
	Total	1,837,913	1,901,198	63,285

Net Promoter Score

NPS or Net Promoter Score is an industry wide quick way to obtain instant feedback by asking one simple question "How likely are you to recommend our service. The score is broken into three categories 0-6 detractor, 7-8 passives and 9-10 promoters. The detractor score is deducted from the promoter score to give us a benchmarking NPS score as a company.

The scores displayed below have been produced from responses collected from the period April 2017 to March 2018. The comparison score is the NPS scores obtained for the same time period from a sample of 200+ organisations who operate in the fitness and leisure industry. Visit www.teesactive.co.uk to find our more information.

Venue	Percentage Promoters	Percentage Detractors	Net Promoter Score
Forum	70%	8%	62%
Splash	73%	5%	68%
Pavilion	72%	8%	64%
		Benchmark	47%

Complaints and Commendations/Compliments

Complaints		Forum		Splash		Pavilion		T Pool		TBIWWC	
		Apr 16 - Mar 17	Apr 17 - Mar 18	Apr 15 - Mar 16	Apr 17 - Mar 18	Apr 15 - Mar 16	Apr 17 - Mar 18	Apr 15 - Mar 16	Apr 17 - Mar 18	Apr 15 - Mar 16	Apr 17 - Mar 18
Method of Receipt	Phone	0	0	0	0	0	0	0	0	0	0
	Face to Face	0	0	4	0	0	0	3	0	0	1
	Email	1	0	2	1	0	0	0	0	0	0
	Website/Online Form	0	0	0	0	0	0	0	0	0	0
	Letter	0	0	0	0	1	0	0	0	0	0
	Complaints Leaflet	0	0	0	0	0	0	0	0	0	0
	Councilor/MP	0	0	0	0	0	0	0	0	0	0
	Ombudsman	0	0	0	0	0	0	0	0	0	0
	TalkBack	75	67	10	15	8	4	1	5	4	0
	Total	76	67	16	16	9	4	4	5	4	1

What is Customer Service Excellence (CSES)?

Customer Services Excellence Standard has replaced Charter Mark which is currently being phased out. The Government want to test in great depth those areas that research had indicated are a priority for customers, with particular focus on delivery, information, timeliness, professionalism and staff attitude. There is also emphasis placed on developing customer insight, understanding the user's experience and robust measurement of service satisfaction. By seeking formal accreditation to this standard we will demonstrate our competence in these areas.



Tees Active was externally assessed by the Centre for Assessment Ltd in July 2017 and were successfully in re validating their accreditation and maintaining their Customer Service Excellence Standard.

Commendations & Compliments		Forum		Splash		Pavilion		T Pool		TBIWWC	
		Apr 16 - Mar 17	Apr 17 - Mar 18	Apr 16 - Mar 17	Apr 17 - Mar 18	Apr 16 - Mar 17	Apr 17 - Mar 18	Apr 16 - Mar 17	Apr 17 - Mar 18	Apr 16 - Mar 17	Apr 17 - Mar 18
Method of Receipt	Phone	0	0	0	0	0	0	0	0	0	0
	Face to Face	0	0	17	0	0	0	8	0	0	0
	Email	0	0	2	0	0	0	0	0	0	0
	Website/Online Form	0	0	0	0	0	0	0	0	0	0
	Letter	0	0	1	0	0	0	1	0	0	0
	Complaints Leaflet	0	0	0	0	0	0	0	0	0	0
	Councilor/MP	0	0	0	0	0	0	0	0	0	0
	Ombudsman	0	0	0	0	0	0	0	0	0	0
	TalkBack	35	28	0	15	40	35	0	3	42	1
	Total	35	28	20	15	40	35	9	3	42	1

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

Tees Active's Annual Customer Survey

Tees Active conducted its own annual customer survey in May 2018. The survey asked questions relating to their customer experience. From a sample of 50 customers at Billingham Forum the results were as follows.

	Very Good		Good		Average		Poor		Very Poor		Not Responded	
	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018
Friendliness of staff	94%	94%	6%	6%	0%	0%	0%	0%	0%	0%	0%	0%
Helpfulness of staff	94%	94%	6%	6%	0%	0%	0%	0%	0%	0%	0%	0%
Overall cleanliness	76%	74%	22%	22%	2%	2%	0%	0%	0%	0%	0%	0%
Were we prompt at acknowledging you during your visit?	90%	96%	10%	2%	0%	0%	0%	0%	0%	2%	0%	0%
Was the information provided Clear?	88%	92%	12%	8%	0%	0%	0%	0%	0%	0%	0%	0%
Was the information provided well presented?	92%	88%	6%	12%	2%	0%	0%	0%	0%	0%	0%	0%
Did your activity start on time?	88%	96%	10%	4%	2%	0%	0%	0%	0%	0%	0%	0%
Overall level of service	94%	94%	6%	4%	0%	2%	0%	0%	0%	0%	0%	0%

