

**Walnuts Leisure Centre – Minutes & Notes from Customer Forum  
Meeting 29<sup>th</sup> October 2007 – 6.30 – 8.00pm**

**Present:**

Bromley Mytime – Mat Parker (MP Group Services Manager), Simon Jones (SJ Ass General Manger), Brian Turpin (BT Customer & Communications) & Roz Crabtree (RC Customer Service Co-ordinator)

Customers – Sharon Clark, Anton Murrells, Ian Tickner, Graham Riddell

Apologies – Pam Hough, Wendy Murphy, Sam Mills

1. **Introductions** – SJ thanked everyone for attending and for their continued vital support into the service standards at the WLC. The company structure has now changed from 3 group areas (Orpington, Bromley and Beckenham) to only 2 working groups. The Orpington group will not be affected too much and customers shouldn't notice any real change. The group will be enhanced by the addition of the 2 golf courses (High Elms and the Bromley golf centre). SJ introduce Mat Parker and Roz Crabtree to the panel. Mat is the new group services manager and has taken over from Ian Gallagher who will be managing the other group. Mat was previously the Bromley group GSM and had specialised in the management of our 2 golf courses and project management for BMY facility development. He has a wealth of experience across many of the Bromley Mytime and Orpington group sites and facilities. Roz is the Customer services co-ordinator and works very closely on the performance of customer services across our facilities, mystery shoppers and responses to customer talktimes.
  
2. **Minutes from last meeting 25<sup>th</sup> July 07** – These were agreed as correct, also many issue are set in the meeting agenda. SJ gave an update on some of the points raised in AOB as some were still on-going such as children in studio during classes, pool scum line and buzz zone food quality.
  
3. **Customer Feedback / Mystery Shoppers** – SJ gave an update on the customer feedback and talktimes for the recent months and year to date figures April – Sept 07:

**Customer Feedback**

	Sept 2007-08	Consolidated April - Sept 2007-08
<b>Total Compliments</b>	<b>18</b>	<b>78</b>
> Cleanliness	0	0
> Staff Service / Communication	4	44
> Programming / Value for Money	13	28
> Facilities, Equipment & Maintenance	1	6
> Other	0	0
<b>Total Complaints</b>	<b>15</b>	<b>81</b>
> Cleanliness	2	11
> Staff Service / Communication	1	10
> Programming / Value for Money	3	26
> Facilities, Equipment & Maintenance	8	26
> Other	1	8

<b><u>Customer Feedback</u></b>	<b>Year to Date (April – Sept)</b>	
	<b>2006-07</b>	<b>2005-06</b>
<b>Total Compliments</b>	<b>174</b>	<b>27</b>
> Cleanliness	3	1
> Staff Service / Communication	37	13
> Programming / Value for Money	65	6
> Facilities, Equipment & Maintenance	67	7
> Other	2	0
	0	0
<b>Total Complaints</b>	<b>124</b>	<b>94</b>
> Cleanliness	19	4
> Staff Service / Communication	6	14
> Programming / Value for Money	43	29
> Facilities, Equipment & Maintenance	49	46
> Other	6	1

The top 3 compliments over August & September have been on:

- The friendliness and helpfulness of staff in the buzz zone, gym and reception
- The buzz programme, summer sessions and the quality of instructors
- Improvements in facilities and cleanliness in certain areas.

The top 3 complaints over August & September have been on:

- Cancelled classes and the standard of some cover instructors.
- Closure of the health suite
- Westside changing area and cleaning.

The Walnuts Mystery shopper score is an average of 82% and we are second in the company league table 0.5 behind the Spa Beckenham.

Some recent developments and attempts to improve the cleaning standards – new contract cleaners employed to work along side our existing cleaners, this has given us better cover throughout the day and can also make the company accountable of poor performance. Sample of new chemicals and improvements planned for new vanity units and improvements to the wet side changing area.

- Roz Crabtree gave a detail account of her job role and the development of customer services across Bromley Mytime. Explained that across the company we have employed numerous mystery shoppers to score and mark all of our facilities. All of the mystery shoppers have had training and follow the same scoring criteria. We then get an average score per month. Please see attached a copy of the mystery shopper feedback. RC also ran through “My Customer” also attached, which give a more detail report and some feedback from the Mystery shoppers.

- 4. Investment Project** – The gym and health suite development will have its official opening on the 16<sup>th</sup> November and will be attended by the Mayor of Bromley, Customers and other dignitaries this will also combine with the Bromley Mytime health week and health checks. The gym had had a massive investment to increase the size and equipment available and also improvements to the audio/visual system, new spin studio, air conditioning, changing rooms and locker space. So far the improvements have been well received and the feedback excellent. Also the buzz zone has had a new investment. After just over a year old, we had found that the toddler area of the frame needed extending to accommodate the under 3's and also some improvements and new features were necessary to the frame to keep all ages entertained. Therefore the under 3's area was extended out with some minor features added and a new trampoline and climbing wall added to the main frame. On the cleaning and maintenance side we have now employed a contract cleaning firm to work alongside our BMY employed cleaners to improve the services.
- 5. Pricing** – Brian Turpin gave an update on the pricing structure and the proposed prices for 2008. All the proposed increases have been monitored and assessed against the marketing industry to ensure our prices are competitive and value for money. Some areas of increase are certain membership packages (Activetime & primetime), group exercise classes, swim & dry course lessons and buzz sessions. But we are also freezing some prices such as some memberships (buzztime & Connectime), casual swimming, personnel training, court hire and health suite. For more detail please see information at reception.
- 6. AOB** – SJ went around the table to ask panel of any issues.

  - Calls to reception – Action ensure reception staff answers all calls as quickly as possible. Can be a problem when tills are busy and there is a cue of customers, but ensure all staff are courteous and professional.
  - Main pool scum line – Action Dave Purcell (Facility Manager) to check cleaning and staff rotas and increase cleaning where needed.
  - Shower Pressure – Action reported to technical team to assess, monitor and action where necessary. We have had mixed reports that the pressure and temperature is good but then on odd occasions poor.
  - Customer children in dance studio during classes and holiday periods. – Action Dave Patmore (gym manager) to speak to instructors and manage their sessions correctly. Duty managers to do spot checks on sessions and speak to customers. SJ to continue to provide child support in the holiday periods either in buzz zone or bouncy castle.
  - Buzz zone party food quality – F&B manager to continue to review with SJ and ensure there is consistency with delivery. At present there is a review across the company on party provision, value for money and the product and packages available.
  - Party host in the buzz zone Halloween party – Feedback had been given to all staff involved in both the running and planning of the event. Extra training sessions and induction are also to be arranged.

- More 1kg and 10kg weights needed for the dance studio (body Pump) – Action Dave Patmore to audit equipment in studio and order where necessary
- Buggies in Wet Change – Duty Managers and RA have to monitor and patrol the wet change. Try to stop the few parents that still push buggies through the changing rooms.
- Curtain in Main Hall – Action diving curtain/net is becoming old and worn. SJ to look at cost to repair or replace for the future but no time scale given.

There was generally a very positive feeling regarding all aspect of the Walnuts leisure centre and that the facilities and staff were excellent, but we are aware that there is still room for development and improvement and the panel were conscious of the proposed price increases. They did felt we offer a wide range of activities catering of all abilities and ages.

Just to remind all the panel that if there is any good news items from the clubs then it could be written up for inclusion on the Bromley Mytime website.

Bromley Mytime wishes to work in close partnership with sports clubs in the local area, to date over 20 awards of club grants have been awarded. Any club wishing to be considered for financial support (up to £1000) please contact SJ.

The next meeting will be on **Tuesday 29<sup>th</sup> January 2008 6.30-8.00pm**. I will confirm and send an agenda nearer the time, but it will be to review the programme and pricing for the start of the year 2008 and the run in for the end of the financial year and year to date performance.

These minutes will be available on the website [www.bromleymytime.org.uk](http://www.bromleymytime.org.uk) for access by all customers

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