

#QuestConf

NBS UPDATE

Our 9th Conference

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What is NBS?

NBS provides a seamless, rigorous and valuable collection and analysis of participation, financial and customer satisfaction data, reported back to the client via an online benchmarking tool.

- What is NBS for?
- performance reporting to:
 - government, auditors, local authority, customers, staff, taxpayers, etc.
 - performance management, i.e. using performance measurement to inform:
 - operational action planning
 - strategic priorities and targets
 - delivery methods

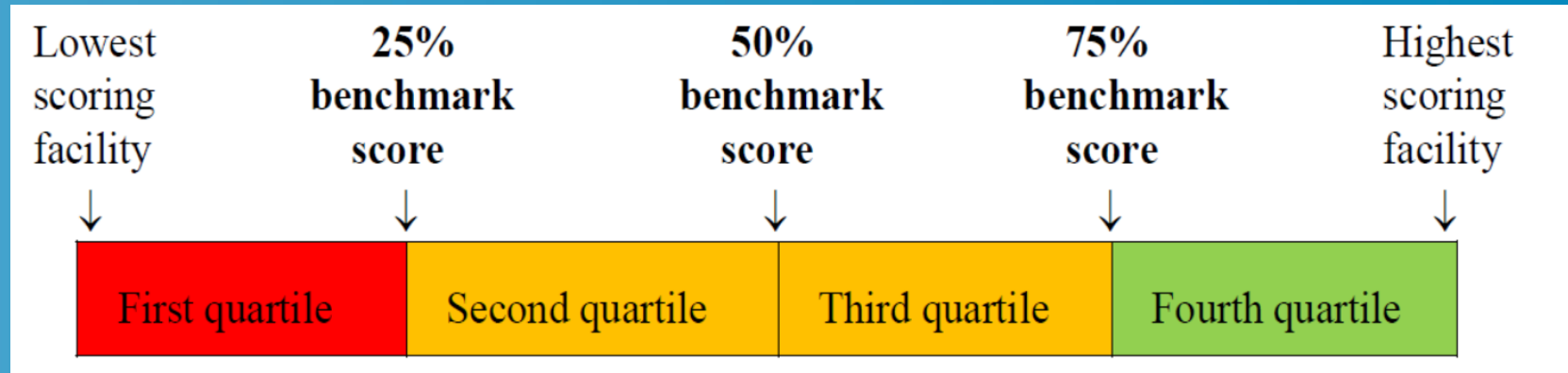


Key Features

- Online Benchmarking Platform
 - Allows the client to do real time benchmarking of their site against all other sites, across a variety of parameters
 - Concept of family groups
 - Choice of 'strategic priorities'
- Choice of reports
 - Full report, Efficiency report, Effectiveness report
- Value added
 - Executive summary added
 - Systematic post-reporting follow up by Leisure-net & SIRC
 - Process benchmarking contacts = top quartile performers



The Benchmark



Areas identified for focus in last 12 month

1. Increase uptake of the Efficiency report – primarily through Quest DR
2. Getting improved “buy in” from the big 5 or 6 operators with multiple sites and producing bespoke group reports
3. Review and pilot new approaches to the full report including looking at a shortened access only survey, completed on the sites POS system or on a tablet we provide.



Key aims for 2019

Increase the numbers of sites carrying out the Effectiveness/ Full report – increased focus in the sector on who is using us, not how many

Improve awareness and uptake of NBS in Local authorities running in-house services

Production of a double A4 Executive Summary to go out to all operators and councils to increase awareness of the service and the insight it can deliver



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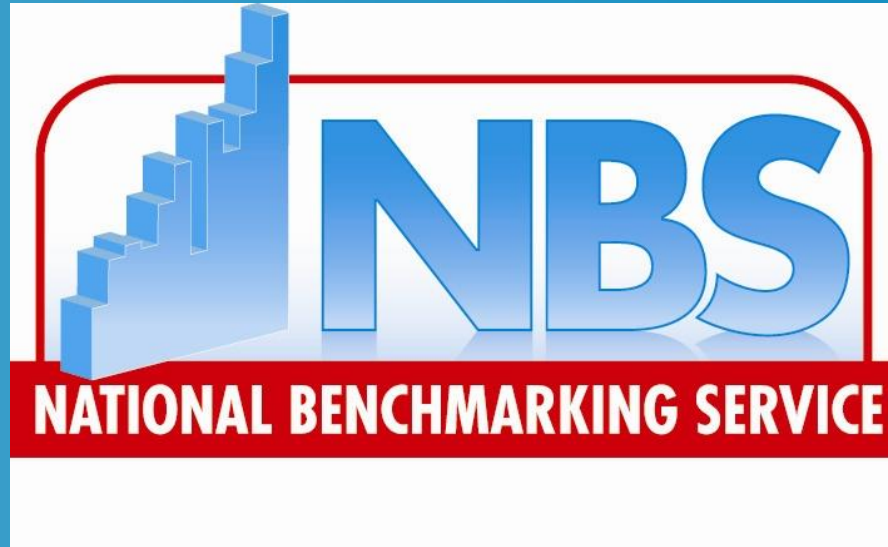
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The National Benchmarking Service

2018 Annual Report Highlights

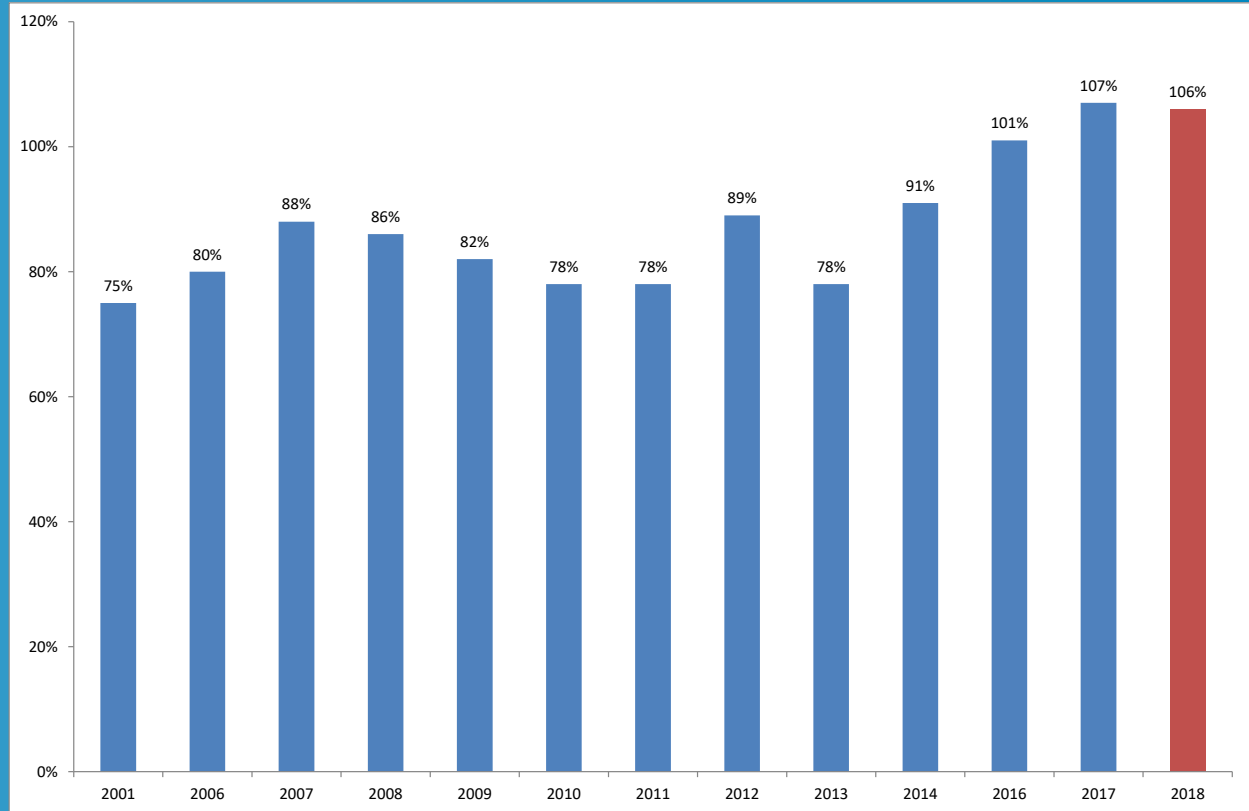


Industry Relevance

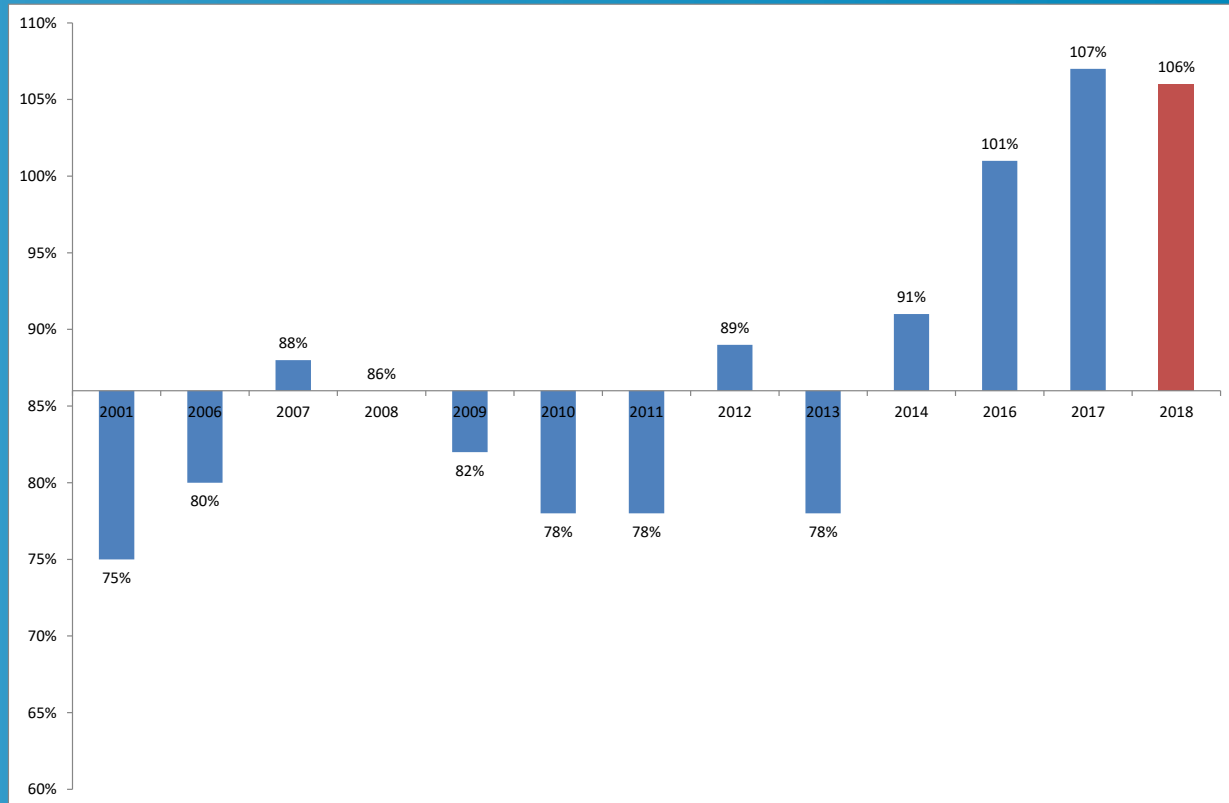
The NBS 2018 Sample

| | 2018 | 2017 | Change | % Change |
|-------------------------|--------|--------|--------|----------|
| Total number of centres | 257 | 183 | +74 | +40% |
| Full NBS reports | 70 | 90 | -20 | -22% |
| Efficiency | 187 | 93 | +94 | +101% |
| Surveys | 23,583 | 28,741 | -5,158 | -18% |

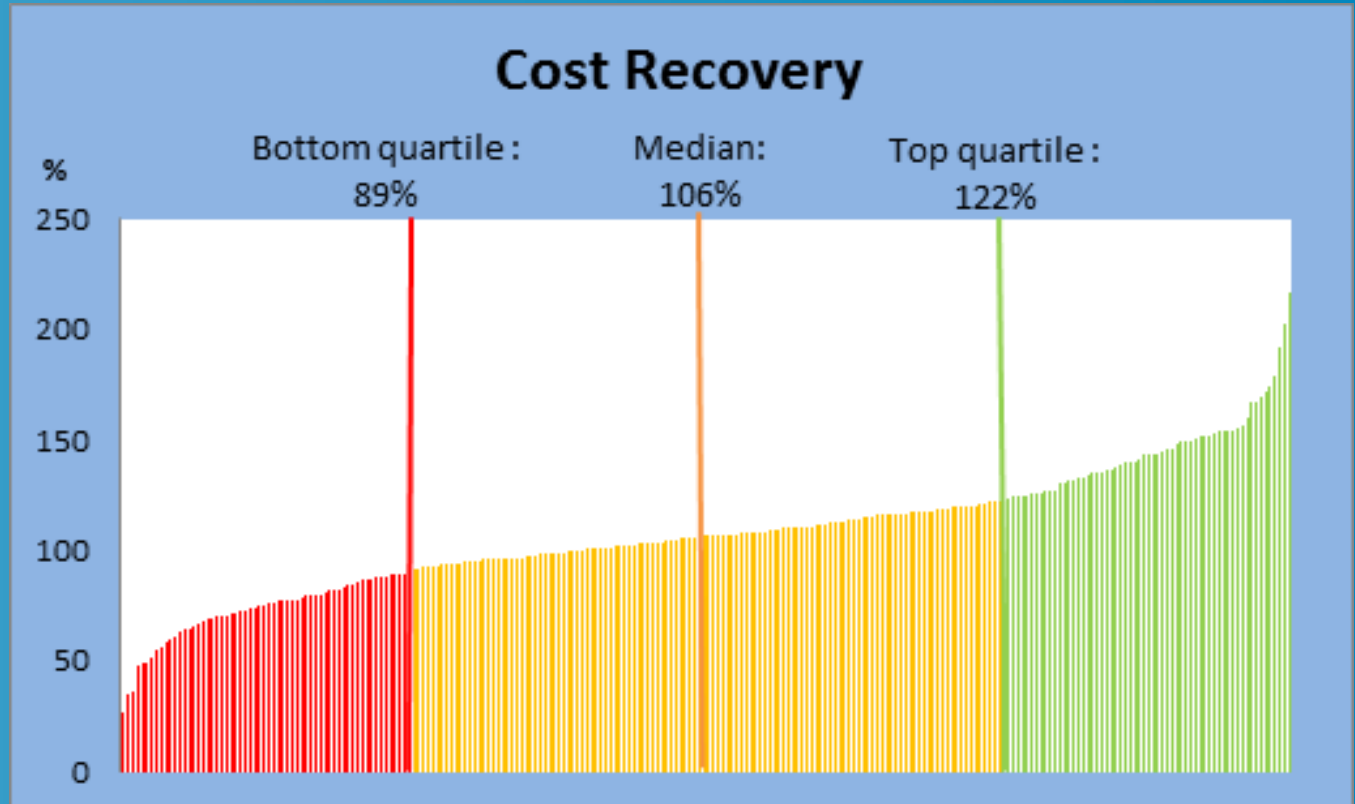
Highlight 1: Cost Recovery % (a)



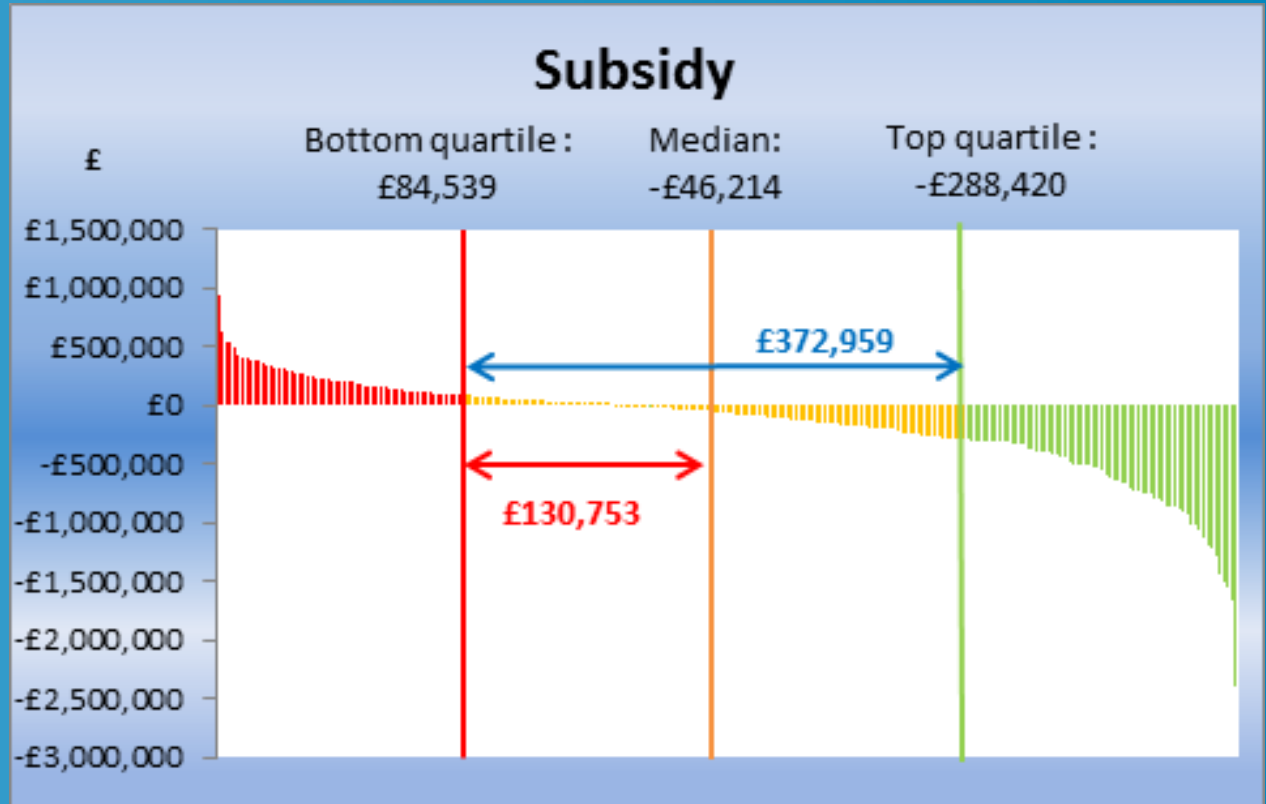
Highlight 1: Cost Recover y % (b)



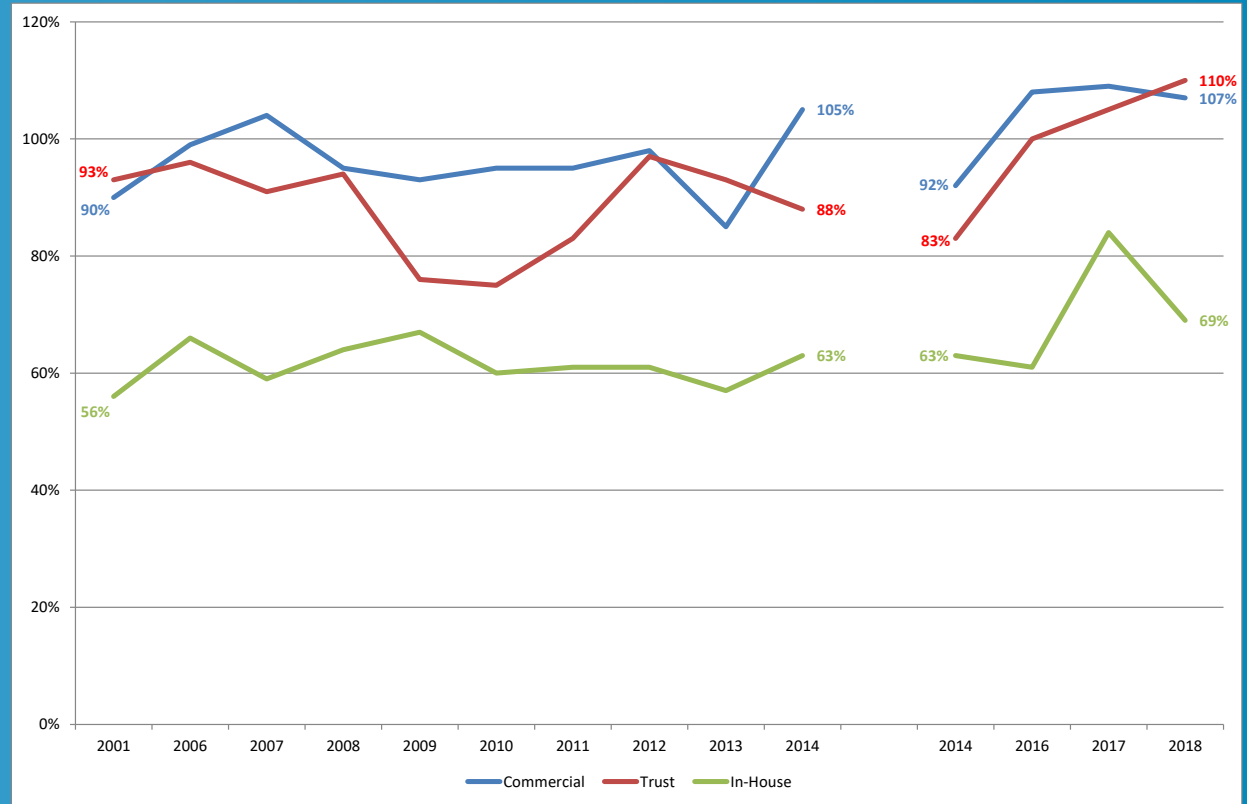
Highlight 1: Cost Recovery % (c)



Variations in Subsidy by Facility



Cost Recovery by Management Type



Satisfaction and Net Promoter Score

By Management Type

| | External | Trust | In-House |
|-------------------------|----------|-------|----------|
| Overall Satisfaction /5 | 4.30 | 4.61 | 4.57 |
| Net Promoter Score /10 | 7.96 | 8.82 | 8.58 |

In a snapshot

NATIONAL BENCHMARKINGS FOR 2018



Strengths

Females

26-64 year olds

Ethnic minorities

Overall satisfaction with visit

Customer satisfaction with reception staff, standard of coaching, other staff and availability of activities



Weaknesses

14-25 year olds

Lowest socioeconomic classes

65+ year olds

Disabled people under 65 years

Customer satisfaction with cleanliness, equipment quality and value for money of food and drink



SIGNIFICANT CHANGES IN PERFORMANCE (2017-18)

Getting better



- 2 access indicators
- 3 income related indicators
- 1 efficiency indicator

Getting worse



- 2 access indicators
- 1 income indicator
- 2 cost related indicators
- 13 service attributes
- net promoter score

MIPA (moderate intensity physical activity)
= 170 mins per week



Strongest performers by family (2018)

- ✓ Mixed centres
- ✓ Centres in less deprived catchment areas
- ✓ Larger centres (at least 3000 sq. metres)
- ✓ External partners & local trusts

£372,959

the difference between operational loss and profit if bottom quartile centres improved to the 75% benchmark level



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Marking Your Cards For Later

Want to know more?

12.05-12.50

How do we deliver a great Customer Experience?

1.55-2.40

Why are some leisure centres operating 3 times more efficiently than others?

3.15-4.00

It's not about how many, it's about who they are.



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