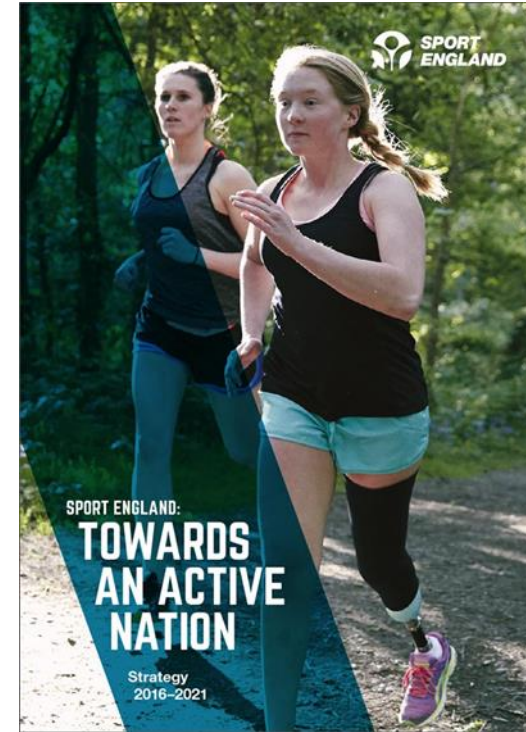


QUEST 2016 – GPLUS 6 CUSTOMER INSIGHT

David Monkhouse

Why Customer insight

- Efficiency
- Effectiveness
- Sales



€££iciency

- €££iciency is about the efficient use of expenditure, the maximisation of income and the generation of usage.

A more productive,
sustainable and responsible
sport sector

A more demand-led sport sector
that welcomes everyone

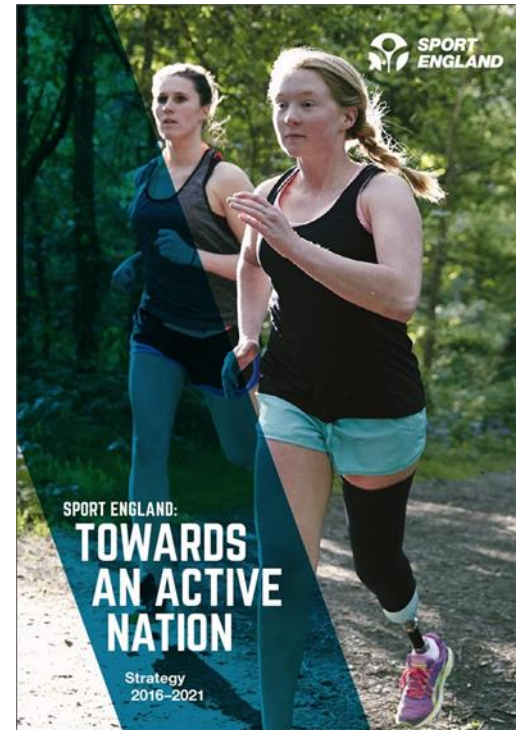
Improved governance

Improved financial efficiency

Increased and more diverse
revenue generation

Increased diversity in leadership

A diverse and
productive workforce



Effectiveness

- Effectiveness looks at how well a centre attracts a representative sample of its local community

More people from every background regularly and meaningfully engaging in sport and physical activity

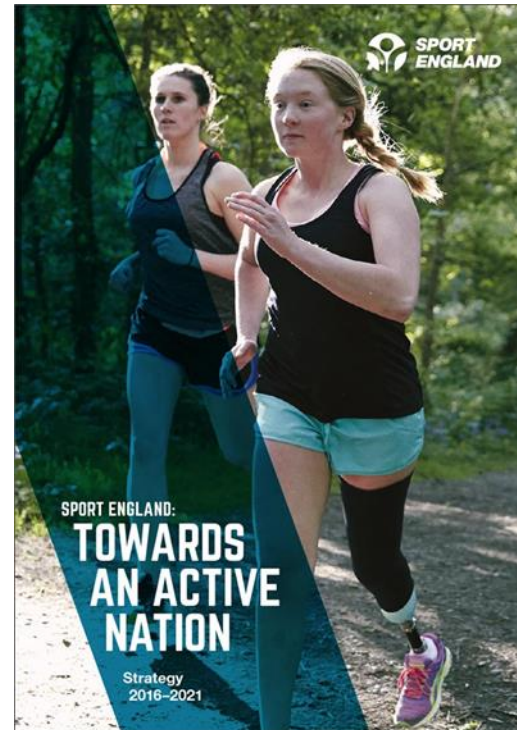
Inactive people becoming active

More resilient habits

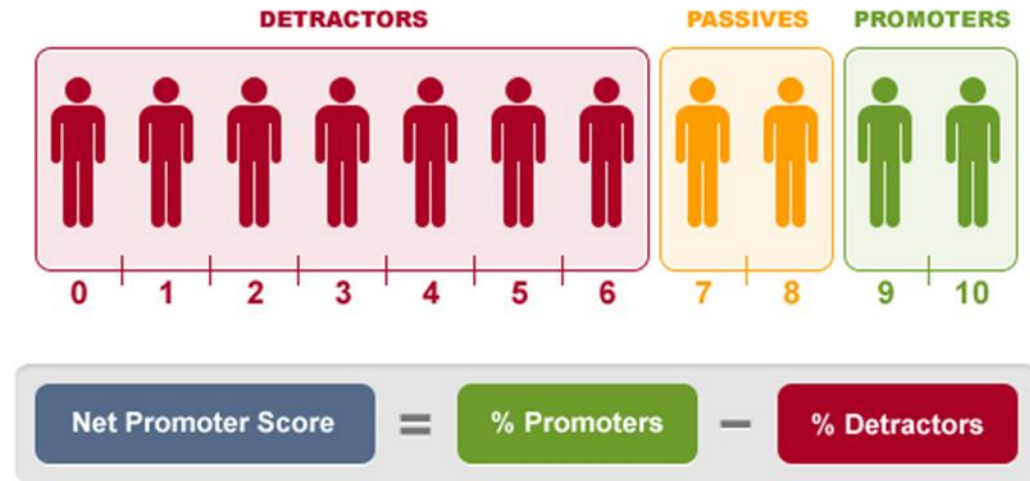
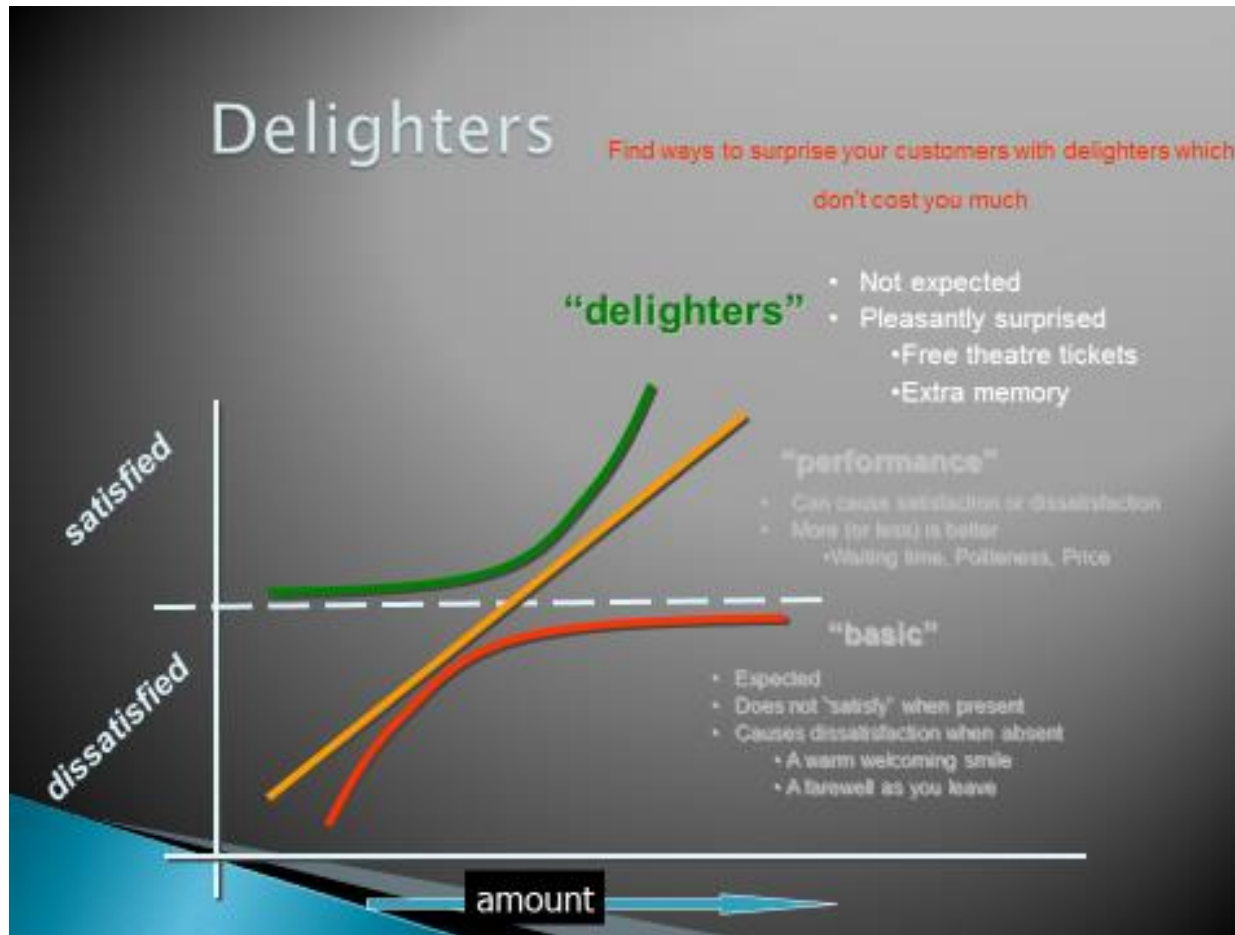
More positive attitudes among young people

More diverse volunteers

Improved progression and inclusion in talent development

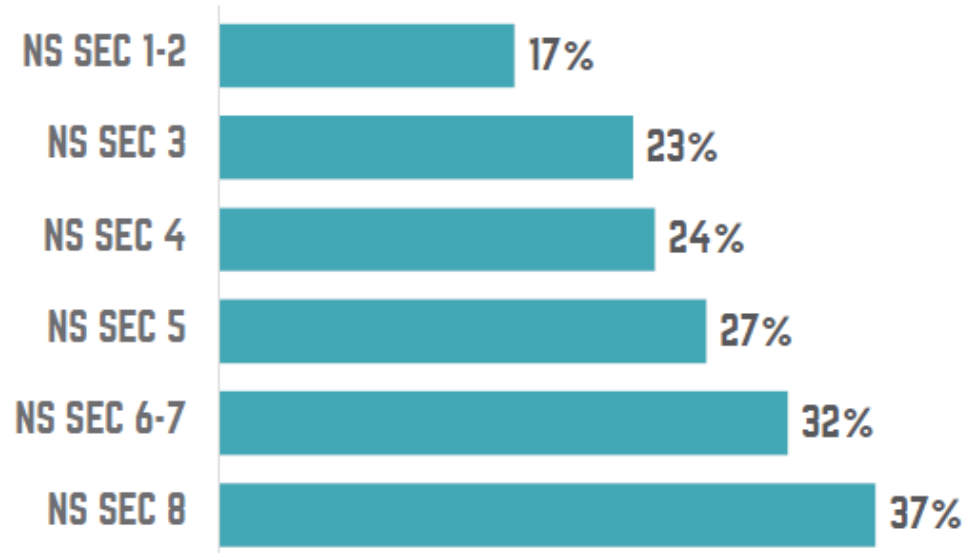


Customer experience and Sales



Plan

INACTIVE



MANAGERIAL, ADMINISTRATIVE AND PROFESSIONAL OCCUPATIONS
(E.G. CHIEF EXECUTIVE, DOCTOR, ACTOR, JOURNALIST)
(NS SEC 1-2)

INTERMEDIATE OCCUPATIONS (E.G. AUXILIARY NURSE,
SECRETARY)
(NS SEC 3)

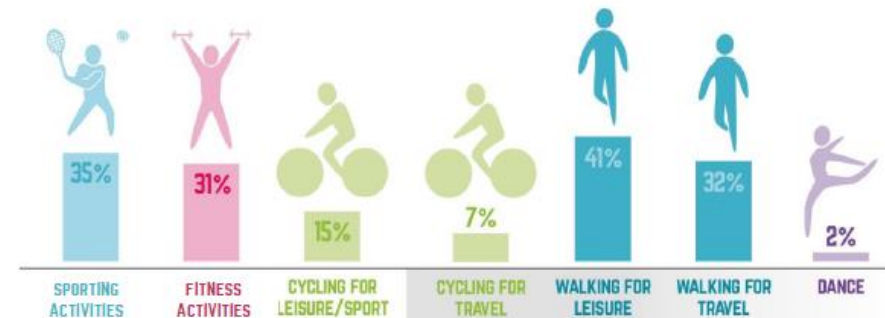
SELF EMPLOYED AND SMALL EMPLOYERS
(NS SEC 4)

LOWER SUPERVISORY AND TECHNICAL OCCUPATIONS (E.G.
PLUMBER, GARDENER, TRAIN DRIVER)
(NS SEC 5)

SEMI-ROUTINE AND ROUTINE OCCUPATIONS (E.G. POSTMAN, SHOP
ASSISTANT, BUS DRIVER, WAITRESS)
(NS SEC 6-7)

LONG TERM UNEMPLOYED OR NEVER WORKED
(NS SEC 8)

TYPE OF ACTIVITY



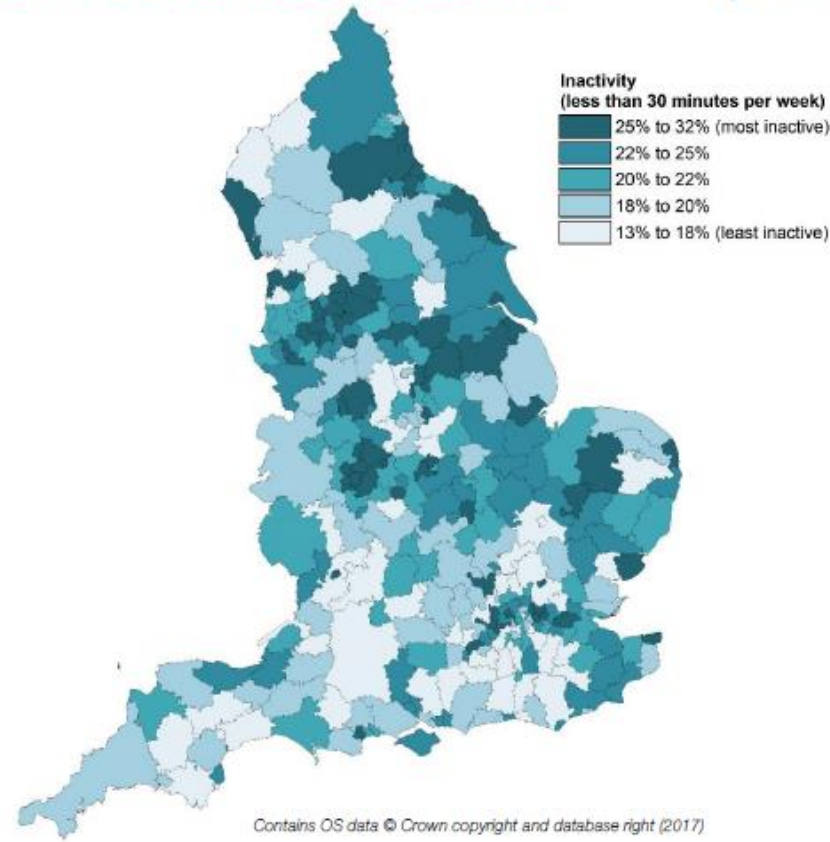
Plan

LOCAL LEVEL DATA

DATA FOR LOCAL AREAS, INCLUDING;
9 REGIONS, 44 COUNTY SPORTS
PARTNERSHIPS, AND 353 LOCAL
AUTHORITIES ARE AVAILABLE FOR
THE FOLLOWING MEASURES:

- PHYSICAL ACTIVITY (INCLUDING
GARDENING)
[LINK TO DATA TABLE](#)
- TAKING PART AT LEAST TWICE IN
THE LAST 28 DAYS
[LINK TO DATA TABLE](#)

INACTIVITY ACROSS ENGLAND



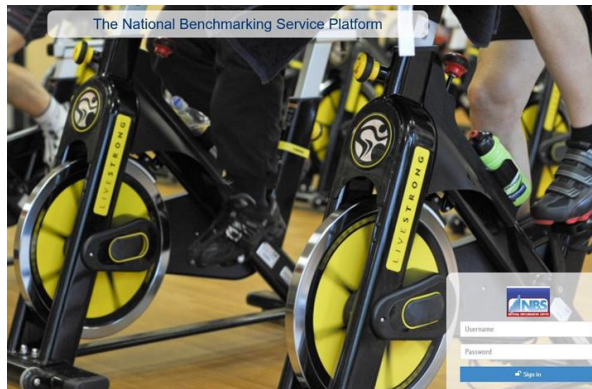
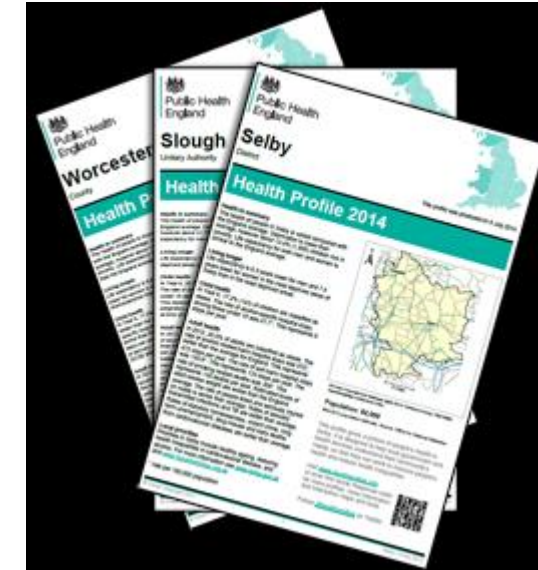
Do

- User surveys
- Non user surveys
- Customer feedback
- Card swipes
- Local insight – CSP
- Competitors
- Linkage to National, Local and Organisational strategy

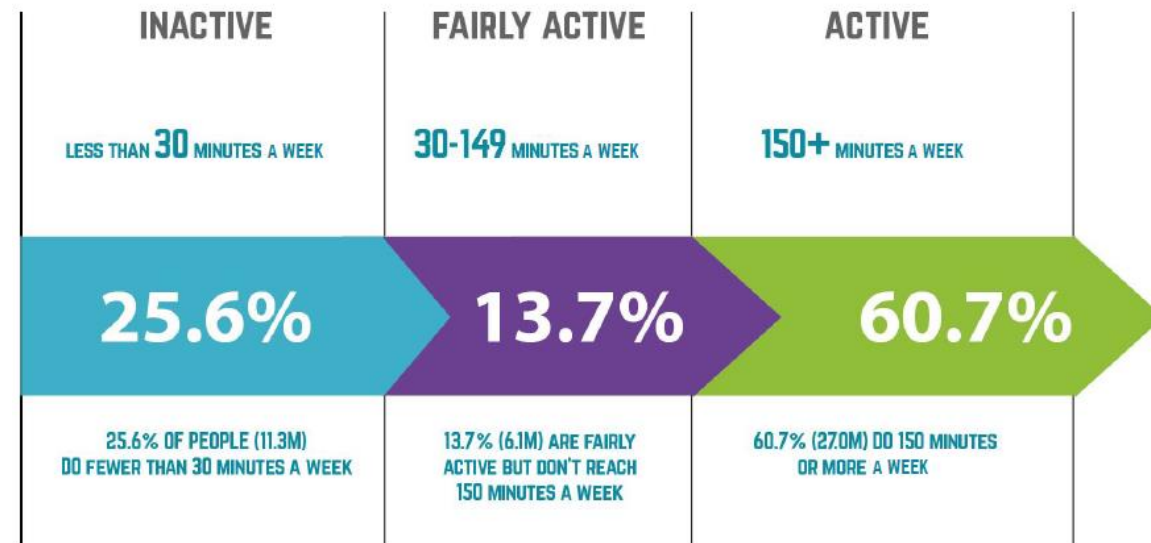


Measure

- National Benchmarking Service
- Active Lives
- Net Promoter Score
- Health profiles

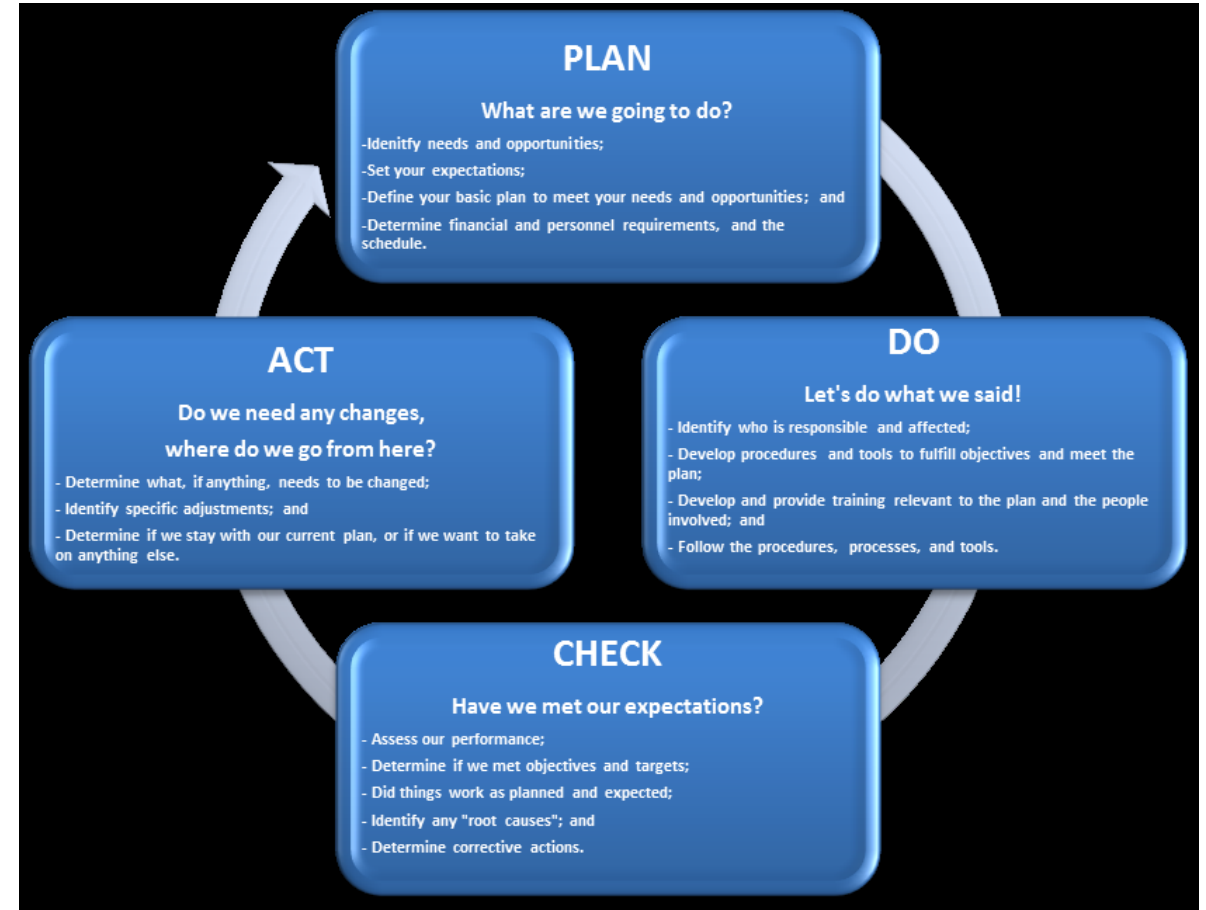


LEVELS OF ACTIVITY



Review

- Closing the loop
 - Review Business plan
 - Review marketing plan
 - Review programme
 - Review skills
 - Review pricing
 - Review trends – nationally and locally



Impact

- What difference have you made
- Programming
- Stories
- Attracting representative user groups



Table prompts

- How are teams aligning to existing data?
- What data collection are you employing?
- How do you make it easy for customers to give you feedback?
- How do you collect 'impact stories'?
- How do you share the difference you are making?

Thank you

