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| **Customer experience** | **Community Engagement and Participation** |
| Dedicated Personnel training using own staff | Offer staff membership at discounted rate- looks good if staff members are using facilities |
| Discretionary pricing policy for all centre activities given to Centre Managers to be flexible within set parameters. | Increase use of social media – and offer Discounted course/pitch bookings at last minute |
| Consider having a home centre and people pay a premium on top for using all centres. | Referrals and free passes to encourage people into centres, target whole streets with “fit street” passes. |
| Early opening of centres to accommodate people attending before work suggested times of 6am/6:30am | Increase contact with local press and exploit different channels of communication |
| Introduce a “price promise” where by the price is matched if they find a comparable membership within a set radius of the centre. | Early opening (06:30) to accommodate people who want to use the facilities prior to work |
| Introduce Performance Management | Break down the perception of council run facilities and show that they can compete with private run facilities. |
| Increase offering of nutritional products- single servings rather than large tubs | Increase community engagement and enhance the links between sports development and the facilities based staff. |
| Provide Point of sale training for staff on all goods linked into activities on offer eg. Squash balls, swimming goggles etc | Introduce user forums /panels and have a user Rep at each site that liaises with the centre Managers |
| Culture of staff needs to change in order to increase secondary spend. | Run monthly offers and loyalty/incentive schemes. |
| Each site has its own dedicated fitness staff with the appropriate qualifications | Create a better relationship with community websites/T&P’s and schools in particular high schools and PE departments. |
|  | Go into the community to give fitness classes and raise awareness of healthy living and the benefits of exercise- offer free passes to attend centres |
| Provided storage for people attending the centres with buggies and bikes. | Provide taster session and reduced price |
| Provided advice on Nutrition and Healthy eating with set courses at certain times of the year. | Target secondary spend, and introduce things like Juice bars and recipe books that have been compiled by staff and customers |
|  | Offer different types of membership –  3 months during summer  Just swim  Just Classes  Special offers at Christmas |
|  | Hold junior fitness classes and give parents incentives to use the centres |
|  | Hold other activities/events such as antiques and toy fairs |
|  | Hold large events during the summer (big concerts, sporting events etc) |
|  | Increase advertisement/Awareness of holiday programme by going into primary schools. |
|  | Hold open events and “taster” session for different age group but also combine session to bridge generation gaps. |