

- **Promoters** (score 9-10) are loyal enthusiasts who will keep buying and refer others, fuelling growth.
- **Passives** (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- **Detractors** (score 0-6) are unhappy customers who can damage our brand and impede growth through negative word-of-mouth.

The NPS is calculated by taking the percentage of customers who are Promoters and subtracting the percentage of those who are Detractors.

This Customer Consultation was carried out by speaking face-to-face with our customers, obtaining their rating scores of the facility they were using, and gaining additional comments both positive and negative in order to benefit future development work within West Dunbartonshire Leisure.

It is important to note that the question was asked to a wide range of our customer base; this included regular members and non-members encompassing the diversity of our service users in terms of age, gender, ethnicity, disability, religion and sexuality.

Individual Site Results:

The Play Drome:

The Customer Consultation of The Play Drome was undertaken mainly at the Reception area as customers entered and left the building. 100 responses were gathered, consisting of respondents using all areas of the facility (Poolside, Dryside, Fitness Suite, Health Suite and Swimming Lessons).

Results:

Respondents (Total)	Promoters (9-10)	Detractors (0-6)	Passives (7-8)	NPS
100	38	24	38	14

Comments:

The main positive themes running through customers' opinions of The Play Drome were that the staff are excellent, very helpful and pleasant (especially at the Cash Desk and Fitness Suite), and that The Play Drome offers a great range of Fitness Classes which are thoroughly enjoyed by our members.

The negative themes, however, were mostly due to the cleanliness of the building (specifically the changing village, toilets and showers), and that the gym equipment is lacking and needs urgent updating – free weights, free bars and benches being of clear demand to our users. Many felt that the building was run down and in desperate need of an upgrade.

As visible from these scores, what has evidently let The Play Drome down is the number of Detractors who are not satisfied with the facility or have niggling complaints. The Play Drome's numbers of Passives, with reasonably decent scorings of 7-8, were very similar to those of the other sites.

One comment epitomises the result of The Play Drome, writing: '0 for Building, 10 for Staff'.

The Meadow Centre:

The Customer Consultation of The Meadow Centre was undertaken mainly upstairs in the Fitness Suite and Dance Studio areas as these were the busiest areas of the centre at the time of consultation. However, respondents were often users of the whole facility (Poolside, Dryside, Fitness Suite and Health Suite). There is a distinct lack of customers using our Swimming Lessons provision, however, as the regular lessons had finished for the Summer Holidays. 100 responses were gathered as follows.

Results:

Respondents (Total)	Promoters (9-10)	Detractors (0-6)	Passives (7-8)	NPS
100	54	14	32	40

Comments:

Once again, the main positive themes running through customers' opinions of The Meadow Centre were that the staff are helpful, supportive and knowledgeable, yet importantly not intrusive. Respondents of the consultation also praised the variety of Fitness Classes.

The most prominent negative theme was in relation to the equipment in the Fitness Suite. This can be found commented on a vast number of comment cards obtained. The weights area is deemed to not be in the best of conditions and desperately needs an update, specifically in relation to free weights, more benches and numerous demands for a 'hack squat'. The only other negative is in relation to the Air Conditioning within the Fitness Suite as some customers find it uncomfortable to train within the current temperatures.

As visible here, The Meadow Centre has a large number of Promoters who are happy with the services provided, the main issue being the weights area in the Fitness Suite which may have converted respondents to being Passives and Detractors.

This idea is epitomised by the following comment: 'Overall facilities provided are of a fair standard...fitness suite let down by real lack of weights, which is made even worse at peak times.'

The Vale of Leven Pool:

The Customer Consultation of The Vale of Leven Pool was undertaken mainly at the Reception area as customers entered and left the building. 100 responses were gathered, consisting of respondents using all areas of the facility (Poolside, Fitness Suite, Health Suite and Swimming Lessons). Some respondents were targeted in the Spectator area as Intensive Summer Swimming Lessons were taking place.

Results:

Respondents (Total)	Promoters (9-10)	Detractors (0-6)	Passives (7-8)	NPS
100	64	1	35	63

Comments:

The main positive theme running through the customer opinions' of The Vale of Leven Pool once again relates to the good customer service provided by West Dunbartonshire Leisure Staff. In addition to this, customers were extremely happy with the variety of Fitness Classes offered. Swimming Lessons were also rated very well, with many parents' extremely happy with the intensive lessons offered.

In similarity to both The Play Drome and The Meadow Centre; the main negative theme relates to the standard of gym equipment in the Fitness Suite, namely the free weights area with customers looking for more variety and more up-to-date equipment. There is also demand for a larger area for the Gym and better Air Conditioning in these areas. In terms of Poolside, many of our younger users' negative comments relate to the lack of a slide in the pool, which both The Meadow Centre and Play Drome have to offer.

As clearly visible from these results, The Vale of Leven Pool has a very high percentage of Promoters, and only one single Detractor out of the 100 surveyed. These customers are very happy with the service provided by West Dunbartonshire Leisure, and would refer others to the centre, therefore fuelling growth and potential generation of income.

The consultation experience at The Vale of Leven Pool is summed up by the following comments left, 'Already recommended friend who has taken out a membership' and 'wouldn't hesitate to come back'.

Results Summary:

The results below show the accumulative NPS score for WD Leisure's main facilities.

Facility	Respondents (Total)	Promoters (9-10)	Detractors (0-6)	Passives (7-8)	NPS
The Play Drome	100	38	24	38	14
The Meadow Centre	100	54	14	32	40
The Vale of Leven	100	64	1	35	63
WD Leisure	300	52%	13%	35%	39

The NPS score of 39 is an excellent result when benchmarked against other businesses and competitors. The table below shows a sample of Net Promoter Scores from 2012:

Business	NPS Score
 Apple Inc.	72
	52
UK local authority Leisure providers	28
UK Leisure Trusts	13
Private Health & Fitness Clubs	-17
UK Health & Fitness average	21

Please note: sample sizes are probably far higher than the number achieved in our consultation