

Report of the Liberty Leisure Limited Business Director

Liberty Leisure - 23/24 Complaints and Compliments Report

1. Purpose of Report

To provide information about how customer feedback is dealt with at Liberty Leisure Limited. The report is split in to complaints and compliments.

2. Recommendation

The Committee is asked to NOTE the report.

3. Detail

Liberty Leisure Limited are committed to providing an efficient and effective service for the benefit of all. With the aim to constantly look for ways to improve the service to the community.

Feedback is received in a number of different ways which are primarily in person when a customer attends the facility, through our Net Promoter Score (NPS) feedback survey, direct through email or via the contact with the Council.

There are no complaints relating to Liberty Leisure on the Council system that have progressed to a stage 2 investigation and all data relating to Liberty Leisure is included in council wide reports.

The vast majority of comments received through the above channels are service requests / comments which will naturally occur as we have thousands of users with different demographics, interests and experience levels.

A summary of the feedback methods is provided below:

Customer Comments Via TRP Survey

TRP is a customer engagement tool that enables Liberty Leisure Limited to send out automated surveys on a daily basis. Customers can only receive one survey each quarter. These surveys allow customers the opportunity to score their visit out of 10 (ten being the highest) and add a comment to why they have given their score. The customer is then grouped as a promoter (score of 9 or 10), passive (score of 7 or 8) or detractor (score of 6 or less).

TRP provides both comments and a monthly summary of Liberty Leisure Limited's NPS (Net Promoter Score) compared to the National Benchmark Score. NPS is calculated as the difference between the percentage of promoters and detractors.

The **Appendix** shows the data from 4 months (December 23 to March 24) in relation to the National Benchmark comparison and the topics of the comments.

The responses are very positive towards the staff and the service given by them. The main contributor to the negative comments is the maintenance and look and feel of the facilities due to the age of the buildings.

Customer Comments to Liberty Leisure Limited Managers

Complaints and compliments given directly to the Leisure Centre managers or the Managing Director.

During December 23 to March 24 there were 8 comments recorded as a compliment / complaint. The 2 compliments related to the positive experience of a child’s party and the 6 complaints primarily related to facility / maintenance issues or booking issues.

Customer Comments to Broxtowe Borough Council

Additionally, complaints and compliments can be sent to Broxtowe Borough Council, regarding Liberty Leisure Limited.

There was only 1 comment received during this time period which related to maintenance issue at Chilwell Olympia and is now resolved.

Table 1. Summary of the number of complaints and compliments based on the feedback type. Data is from December 2023 to March 2024.

Feedback Type	Complaints	Compliments
Leisure Centres or Managing Director	6	2
Broxtowe Borough Council	1	0
Total No. of Comments	7	2

4. Financial Implications

The comments from the Head of Finance Services were as follows:

Whilst there are no additional financial implications to consider as part of this report, it is acknowledged that levels of performance and customer satisfaction can impact upon future income generating potential of the company.

5. Legal Implications

The comments from the Monitoring Officer / Head of Legal Services were as follows:

Whilst there are no direct legal implications arising from this report, it is important to note that the Council's approach to handling complaints is within the parameters of the following key piece of legislation: Part III of the Local Government Act 1974.

6. Human Resources Implications

The comments from the Human Resources Manager were as follows:

Not Applicable

7. Union Comments

The Union comments were as follows:

Not Applicable

8. Climate Change Implications

The climate change implications are contained within the report.

9. Data Protection Compliance Implications

This report does not contain any OFFICIAL(SENSITIVE) information and there are no Data Protection issues in relation to this report.

10. Equality Impact Assessment

Not Applicable

11. Background Papers

Nil.