

London Borough of Tower Hamlets Performance Standards 2017/18

GLL use a range of different industry standards to measure and improve our service. We have listed below our main external standards and our recent performance against these in Tower Hamlets. We have also listed our Customer Service Commitments.

Quest

Better Leisure Centres in Tower Hamlets were last assessed in 2015, with maintenance visits occurring in 2016.

Quest is a tool for continuous improvement, designed primarily for the management of leisure facilities and leisure development. Quest defines industry standards and good practice and encourages on going development and delivery within a customer focused management framework.

The Quest Scheme has since developed and has been used to improve standards in a variety of venues. In England it has been recognised by the Audit Commission as being a critical tool to demonstrate quality assurance, but throughout the UK, local authorities, trusts and management contractors use Quest to improve their management and service to their customers.

Centre	Target	Achieved
Mile End Leisure Centre	Quest Plus - Good	Quest Plus - Good
York Hall Leisure Centre	Quest Plus - Good	Quest Plus - Excellent
Whitechapel Sports Centre	Quest Plus - Good	Quest Plus - Good
Tiller Leisure Centre	Quest Plus - Good	Quest Plus - Good
John Orwell Sports Centre	Quest Plus - Good	Quest Plus - Satisfactory
St Georges Leisure Centre	Quest Plus - Good	Quest Plus - Good

Investors in People

The standard defines what it takes to lead, support and manage people for sustained success. Based on 25 years of leading practice, collaboration with many organisations and management thinkers, the Standard reflects the very latest workplace trends, to help every organisation be the best they can be. Based on a tried and tested framework and a rigorous process of assessment, organisations that meet the Investors in People Standard achieve accreditation.

Target	Achieved
Award Level - Silver	Award Level - Silver

Customer Service Excellence

GLL are assessed annually in the Customer Service Excellence Standard.

The Government wants services for all that are efficient, effective, excellent, equitable and empowering – with the citizen always and everywhere at the heart of service provision. With this in mind Customer Service Excellence was developed to offer services a practical tool for driving customer-focused change within their organisation.

The foundation of this tool is the Customer Service Excellence standard which tests in great depth those areas that research has indicated are a priority for customers, with particular focus on delivery, timeliness, information, professionalism and staff attitude. There is also emphasis placed on developing customer insight, understanding the user's experience and robust measurement of service satisfaction.

GLL has achieved the CSE standard in the following centres: John Orwell Sports Centre, Mile End Park Leisure Centre and Stadium, St George's Leisure Centre, Tiller Leisure Centre, Whitechapel Sports Centre, and York Hall Leisure Centre. In 2017 we will include Poplar Baths in the assessment.

Annual User Survey

The Annual User Survey was last undertaken in August 2016.

To understand your views and to help us improve our service we carry out an interactive customer surveys once a year. The information terminal will be based at reception we look forward to hearing from you.

Over the past 12 Months you think our centre has improved or stayed the same.....

Target	Achieved
80%	83%

Partnership Manager's Comments

We are pleased to have exceeded our target, however with new centre investments and the opening of Poplar Baths I am confident that we can achieve a better score on 2017.

Paul Whiteman, Partnership Manager

Customer Service Commitments

Customer service is at the heart of everything we do. Our commitment to you is the driving force behind our Better brand. We want to get it right every time you ask us a question or visit our facilities. We believe you have the right to know what level of service you can expect from us at any time.

We are striving to provide an excellent service but in the meantime, getting more consistent at what we do for you is our goal. When we get it wrong we want to hear from you so we can deal with your concerns and do it right the next time. We have split the customer service commitments into pledges that we believe encapsulate our service.

Better access to facilities

- We understand when you are enjoying your leisure time, you want to make the most of every second. To help speed up service at our centres (and to minimise queues at busy periods) we encourage customers to prepare for their visit.
- Have staff on hand in our reception areas to help you with any aspect of your visit during opening hours.
- We have invested in technology to improve access for members and online bookings.
- Make group exercise classes, courts and crèche sessions bookable online, or at reception, up to 7 days in advance from 10pm in the evening (clubs and societies can organise longer term bookings by contacting the General Manager).
- Make as many of our memberships, products and services available to purchase online at www.better.org.uk
- We will continue to invest in technology to simplify our booking and entry process and improve your online experience.
- We aim to serve all non members and first time customers within five minutes during peak times.

Larger centres:

- Allow you to move through reception yourself via self-service kiosks
- Provide self service information desks near reception, giving you access to information and the ability to purchase sports courses, memberships and book sessions.
- Provide Wi-Fi so you can stay connected

Better value

As a charitable social enterprise, the health and happiness of our customers is very important to us. We believe everyone in the community should be able to enjoy the many and varied benefits of a

healthy and active lifestyle. We do this by providing a variety of sport, leisure and fitness facilities at a range of prices to suit every budget.

- Allow everyone to use our facilities, you don't have to be a member
- Have a 'Pay and Play' pricing option for customers who only want to access our facilities occasionally
- Offer a range of pre-paid memberships (e.g. gym only, swim only), and all inclusive (gym, swim, group exercise classes and racquet sports) giving you better value for money
- Offer memberships that gives access to all partnership Better Leisure Centres and for all national Better Leisure Centres
- We will always discuss with you the most appropriate membership for your needs
- Conduct a full analysis (either online, or face to face), to ensure we recommend the most appropriate membership option that suits your individual needs

Better service

- We plan our programme carefully but, sometimes, your preferred activity will be fully booked, or certain areas of our facilities may be reserved for specific community use.
- Ensure our website and customer information boards clearly display accurate and up to date information on all general admission, and bookable courses or activities
- Make group exercise classes, courts and crèche sessions bookable online, or at reception, up to 7 days in advance (clubs and societies can organise longer term bookings by contacting the General Manager)
- Run a selection of sessions to attract hard to reach community groups
- If there is a restricted session (e.g. women only gym), we will do our best to offer you an alternative activity, or ensure availability programme at a nearby leisure centre
- Try to limit any late or last minute programme changes which affect your visit. But occasionally, unforeseen events beyond our control result in changes to our programme. If this happens, we will do our best to contact you to try and provide an alternative activity, or arrange a credit or refund
- If you want to talk to us our Duty Managers are always available during opening hours.
- Provide good quality facilities, that are clean, well maintained, safe, and ready for your enjoyment and use
- Maintain and improve our facilities with an ongoing programme of refurbishment and introduction of new products and services
- Invest in and maintain modern equipment to help you get the most out of your leisure time
- Embrace technology and innovation across our product range to ensure customers can make the most of their local leisure centres
- Being a Charitable Social Enterprise is one of the key things that make us different from the rest. Naturally, we have a strong focus on quality, but it's what we do with the surplus that really makes us different.
- Reinvest all surpluses back into the services, refurbishing our leisure centres, upgrading the products, investing in community projects or training our staff, we won't take a penny. Ever!

Better sport and inclusion

- There is much more to your local leisure centre than a swim or a session in the gym. Sport can have a positive influence in the community
- Provide a range of sporting opportunities for local communities by delivering inspirational programmes, campaigns and events, in all of our facilities
- During the next few years our focus sports are athletics, basketball, gymnastics, football, swimming and badminton
- Continue to foster young sporting talent and established athletes through our sports foundation, www.gllsportsfoundation.org
- Our centres are all different so please ask a member of staff about the adaptations that we have made in your centre and we will assist you if you have any specific requirements
- Inclusive and accessible designs are at the heart of planning for the new venues, and all programmes are designed to accommodate diverse groups in the local community.

Better and greener

- We believe in putting the community first and, that commitment also extends to the reducing our impact on the environment
- Deliver an annual action plan focused on continued reductions in energy and water use, through more efficient services, investment in new technologies and changes in our behaviour
- Provide recycling facilities to minimise waste we send to landfill
- Where possible, work with fair trade suppliers and support other charities, or Social Enterprises
- Achieving compliance with environmental legislation, including Carbon Reduction Commitment and the Energy Saving Opportunity Commitment.

Better staff

- Our staff will always be friendly and approachable. Centre teams will look after your needs and ensure you have an enjoyable visit.
- All staff will be knowledgeable, they'll receive extensive training to prepare them for present and future roles. We make a difference in our communities by improving career prospects through employment and training opportunities.
- Where possible our teams will understand and represent your local community. Take a look at our jobs page to find out how being part of a Charitable Social Enterprise makes a difference.

Better health

- We are passionate about improving the health of people in communities and recognise that we are all different in the challenges that we face.
- Work with customers to ensure they reach their goals, by providing a full and varied programme of activities
- Encourage everyone in the community to stay active by participating in 5 x 30 minutes of exercise per week (whether walking, gardening, sport or fitness)
- Ensure those who are returning to exercise, can access introductory schemes to ease themselves back into a healthier lifestyle
- We will keep you motivated by running "re-focus" sessions, "you just need to ask"
- Wherever possible, ensure that our sports and fitness equipment is provided with accessibility and inclusion in mind
- Subject to funding, run targeted Healthwise schemes to help people with health conditions where physical activity may improve their overall wellbeing.

Better feedback and information

- We want all the information we provide you to be accurate.
- As a worker-owned Charitable Social Enterprise, we want to be completely transparent and honest and your feedback matters.
- We appreciate all comments (good or bad), and if we get something wrong, let us know and we will do what we can to make it better.
- We aim to resolve all complaints within seven working days where possible

Here are a number of ways to get in touch:

- In person: Our Duty Management team are available during opening hours
- Via our centre specific email addresses;
 - Johnnorwell@gll.org
 - Mileend@gll.org
 - Poplarbaths@gll.org
 - Stgeorges@gll.org
 - Tiller@gll.org
 - Whitechapel@gll.org
 - Yorkhall@gll.org
- Website: www.better.org.uk