

Northallerton Leisure Centre User Survey 2024 Summary

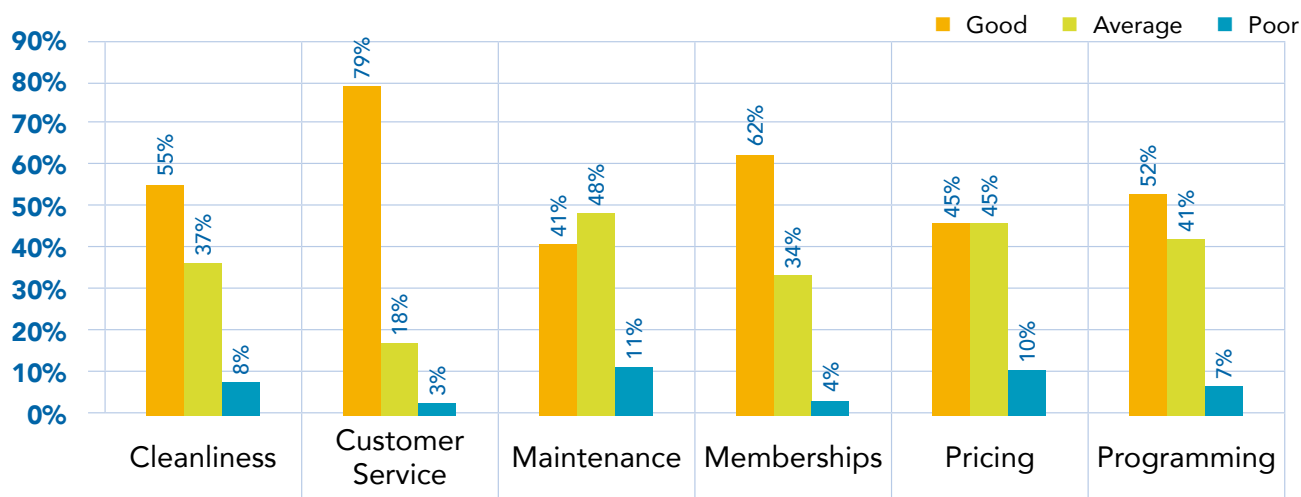


Average Customer Profile:



Sex: Female
Age: 60-69 years
Visits the Centre: 3 times or more per week
Main activity at Centre: Gym/fitness class/Aquafit
Membership Status: Has a Freedom membership
Participation in Exercise: 4 times or more per week

Key Service Area Ratings



You Said:

**Classes being
cancelled/more classes**

**Kids getting
turned away from
max sessions**

**Not enough
changing rooms after
swim lessons**

We Did:

Recent Group Fitness cancellations and No-shows survey undertaken with 87% supporting an introduction of a sanction for those who cancel/don't show and 87% choosing the removal of booking privileges as the preferred sanction. We also regularly review the group fitness programme and where possible we endeavour not to cancel classes due to sickness and/or annual leave with this being the last option available to us

We reviewed the MAX session times changing from 1 to 2 sessions per week day evening and extended the session times on a Saturday and Sunday. We also allowed the MAX session to be bookable via the app

Targeted awareness to customers of using the lockers provided, with management presence in the changing areas speaking to customers who were not adhering to this request.