



Quest Assessor training – NBS Efficiency

10th June 2016



Content



- Efficiency
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€€€iciency

- €€€iciency is about the efficient use of expenditure, the maximisation of income and the generation of usage.
- Effectiveness (not part of DR) looks at how well a centre attracts a representative sample of its local community



Family Groups

In order to benchmark as closely as possible there are 4 family groups.

- Type of centre
- Location of centre
- Size of centre
- Type of management

Family groups

Type of facility
dry
mixed with outdoor facilities
mixed without outdoor
wet

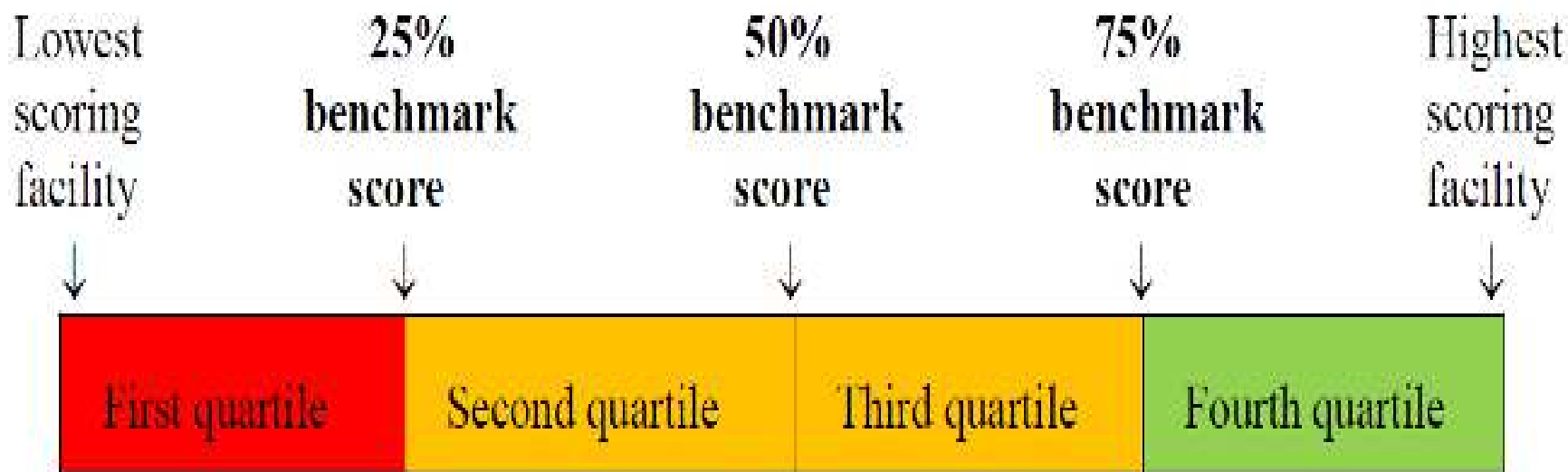
Size of facility
small (<1500 sq.m.)
medium (1500 to < 3000 sq.m.)
large (3000 to <5000 sq.m.)
very large (5000+ sq.m.)

Type of location
<15% of estimated catchment population in NS-SEC groups 6&7
15% to <20% of estimated catchment population in NS-SEC groups 6&7
20%+ of estimated catchment population in NS-SEC groups 6&7

Type of management
external partner
local authority
local trust



Benchmarks



€Efficiency PI's

	Efficiency	Definition and guidelines for interpretation
1	subsidy per visit	$\frac{\text{Annual total operating costs} - \text{annual total income}}{\text{annual visits}}$ <p>A positive score indicates a subsidy; a negative score indicates a surplus. Lower score is better for financial performance.</p>
2	cost recovery	$\frac{\text{Annual total income}}{\text{annual total operating costs}} \times 100\%$ <p>< (less than) 100% indicates a subsidy. > (more than) 100% indicates an operating surplus. Higher % score is better for financial performance.</p>

€Efficiency PI's

3	subsidy per head of catchment population	$\frac{\text{Annual total operating costs} - \text{annual total income}}{\text{relevant estimated catchment population}}$ <p>A positive score indicates a subsidy; a negative score indicates a surplus. Lower score is better for efficiency for local taxpayers.</p>
4	total operating cost per visit	$\text{Annual total operating costs} \div \text{annual visits}$ <p>Lower score is better for economy.</p>
5	maintenance and repair costs per square metre of indoor facility space	$\text{Annual maintenance and repair costs} \div \text{total indoor floor space of the centre}$ <p>Lower score is better for economy in use of space, but there may be adverse effects on quality.</p>
6	energy costs per square metre of indoor facility space	$\text{Annual energy costs} \div \text{total indoor floor space of the centre}$ <p>Lower score is better for energy efficiency.</p>
7	energy efficiency rating	Lower score is better for energy efficiency.

€fficiency PI's

8	staff costs as % of total income	$(\text{Staff costs} \div \text{total income}) \times 100\%$ Lower score is better for staff efficiency.
9	total income per visit	$\text{Annual total income} \div \text{annual visits}$ Higher score is better for financial effectiveness.
10	central establishment charges as a % of total expenditure	$(\text{Central establishment charges (actual or estimates)} \div \text{total operating costs}) \times 100\%$ Lower score is better for central establishment efficiency.
11	total income per square metre of usable indoor facility space	$\text{Annual total income} \div \text{usable indoor floor space of the centre (i.e. total floor space minus offices, corridors and storage space)}$ Higher score is better for financial effectiveness in the use of space.
12	direct income per visit	$\text{Annual direct income} \div \text{annual visits}$ Higher score is better for financial effectiveness in sales of activities.

€££iciency PI's

- Swim income per metre of water
- Swim lesson income per sq m of water
- Main hall income per badminton court
- AGP income per sq m of area
- Annual visits per sq m usable space
- Average no of members per fitness station

13	secondary income per visit	Annual secondary income ÷ annual visits Higher score is better for financial effectiveness in sales of catering, vending, merchandise, etc.
14	fitness income per station	Fitness income ÷ number of stations Higher score is better for financial efficiency in generating income from each fitness station.

Paper and online

- Sites can download and print
- Online platform <http://www.4-sport.co/nbs/login.php>





Guidance



The screenshot shows the National Benchmarking Service platform interface. On the left is a navigation menu with options: Home page, Information, Guides, Services, Dashboard, Reports, Analysis, and Contact. The main content area is titled 'Welcome to the National Benchmarking Service platform!' and features several sections:

- Introduction:** Includes logos for Sport England, Leisure-net, and Sheffield Hallam University. Text: 'This platform is designed to provide an effective service for helping local authorities, sports and leisure trusts, leisure management companies, associations to report the performance of their indoor sports facilities, compare their performance with national benchmarks, and use the performance information to improve their service delivery.' Logos for Sport England, Leisure-net, and Sheffield Hallam University are also present.
- Training:** Lists five PDF downloads:
 - To download the latest NBS Guidance please click here.
 - To download a PDF copy of the Provider/Client service please click here.
 - To download a PDF copy of the Customer Satisfaction Questionnaire please click here.
 - To download the latest Full Report Criteria for this platform please click here.
 - To download the latest Efficiency Report Guidance for this platform please click here.
- Terms and Conditions:** Lists four key points:
 - All data provided is organisational and is not shared.
 - No sensitive information will ever be disclosed (benchmarking is based purely on averages).
 - The Administrators (Administrators, Methodology and Global Consulting Ltd) are registered users of the platform system.
 - No sensitive information will ever be released to a third party without prior approval from all parties involved.
- Support:** Text: 'The helpdesk for using the platform please contact info@leisure-net.org.uk. Office Phone Number: 01622 614333'.

PDF
downloads





Summary

Home > Homepages > Summary

Land Profile

Labour Centre	Spots England Demo Site
Address	Redding Park, Newark (N. 4.99) Newark, Egs Wood
Operator	Dem. Operator
Operator Type	-
Local Rating	-

Types of activity in this area, with their different demand profiles

Activity Group	Access	Finance	Utilisation	Satisfaction
Wooded area with public facilities	10	10	10	10
20% of development population to NS-000 2.3-7	10	10	10	10
1900 to 1990 room floor space	10	10	10	10
Local Trust	2	2	2	2

Main Strengths and Weaknesses

Strength	Time available to users (time available to users available to users)
Over to watch	Area of risk, quite low, but high on past performance
Weakness	Use of area, including a good mix of changing areas, items and people in the pool

55.7 %
Access

46.3 %
Finance

73.7 %
Utilisation

37.3 %
Satisfaction

12.8 %
NPS

Performance Summary

Area	Overview	Area	Overview
Access	This is a good which might be seen as important to avoid the use of performance above their local benchmark to be set, but for some years will be a good performance. However, there are also below the 10% local benchmark performance levels of several under 20 years and the use of the pool.	Finance	Finance performance is very strong relative to the benchmark, with seven of the 14 indicators performing above their local benchmark.

Useful assessment questions





Account

Home > Information > Account

Account Details

League Centre Name	Sport England Demo Site
Operator	Demo Operator
Region	NA
Local Authority	London Borough of Hammersmith
Address	Building 3 Clowick Park 500 Clowick Park Lane
Postcode	W4 5WA

Star Report

Score: 20/25

[View Report Page](#)

Strategic Priorities

Use the data below to check whether the priorities provided for the study which represent your own organisation's strategic priorities. You will be asked to provide some feedback regarding business differences.

Strategic priority	<input type="checkbox"/> Increased general public participation	<input type="checkbox"/> Reduced vulnerability of majoring staff
	<input type="checkbox"/> Increasing core business presence	<input type="checkbox"/> High performance sport

[Save](#)



What are your strategic priorities?



Data entry

- Information
- Data Entry**
- Financial Survey
- Dashboard
- Logout
- Area Job
- Admin

Info

Click on the database record to view or download a PDF of the financial questionnaire which includes detailed guidance on what to include for each section. It also includes the options to see the explanation for the data to be entered.

About

Name	Libra Tennis Centre
Local Authority	London Borough of Hounslow
Fed by Name	Sport England (Em) Site
Manager Name	
Address	10 Longfield Drive Park 220 Chiswick High Road
Telephone	+442089947000
Postcode	W6 5PA
URL	www.park2000.co.uk/global.asp

Usage

Who is the facility's public use managed by?

Is the facility subject to a joint-use management arrangement?

No Yes

Year of data

From: To:

If less than 12 months

Attendance

What were the attendances at the facility in the year?

What were your actual attendances at the facility in the month period of the NBS user survey?

Total Attendances

NBS Accuracy (100%)

What was your user survey administration method?

external market research company

Internal staff

What was the average monthly membership level at the facility for the year?

Income

What was the total income for the facility in the year?

What was the direct income from fees and charges for the facility in the year?

What was the secondary income for the facility in the year?

What was the direct income for the facility for the year?



Static/Dynamic

- Static taken from 2014 benchmarks
- Dynamic – based on latest uploads of reports, positions will move!





Operational analysis





Effectiveness

- Customer Satisfaction Survey period needs to take place over 9 consecutive days covering 2 weekends, including all opening hours during a 'normal' period of time (ie not school holidays for during a gala / competition).

Timetable	open-14:30	12:30-19:30	14:30-close
Saturday		✓	
Sunday	✓		
Monday	✓		✓
Tuesday	✓		✓
Wednesday	✓		✓
Thursday	✓		✓
Friday	✓		✓
Saturday	✓		
Sunday		✓	

Vital to get representative sample

Selection of Effectiveness PI's

	Access	Definition and guidelines for interpretation
1.	% of visits 14 - 25 years + % of catchment population 14-25 years	1 indicates that the visits by the 14 - 25 years group are representative of the local population. < (less than) 1 indicates visits underrepresent the 14 - 25 years group in the local population. > (more than) 1 indicates visits overrepresent the 14 - 25 years group in the local population.
2.	% of visits from social classes 6 & 7 + % of catchment population in social classes 6 & 7	1 indicates that the visits by the NS-SEC 6 & 7 social groups are representative of the local population. < (less than) 1 indicates visits underrepresent NS-SEC 6 & 7 social groups in the local population. > (more than) 1 indicates visits overrepresent NS-SEC 6 & 7 social groups in the local population.
3.	% of visits from black, Asian & other ethnic groups + % of catchment population in same ethnic groups	1 indicates that the visits by these ethnic groups are representative of the local population. < (less than) 1 indicates visits underrepresent these ethnic groups in the local population. > (more than) 1 indicates visits overrepresent these ethnic groups in the local population.
4.	% of visits from 65+ years + % of catchment population 65+ years	1 indicates that the visits by older people are representative of the local population. < (less than) 1 indicates visits underrepresent older people in the local population. > (more than) 1 indicates visits overrepresent older people in the local population.

Satisfaction and Importance

Satisfaction and importance attributes

Accessibility

37. Availability of activities at convenient times
38. Ease of booking in advance
39. The range of activities available

Quality of facilities/services

40. Quality of equipment
41. Availability of car parking on site

Cleanliness

42. Cleanliness of changing area
43. Cleanliness of activity spaces

Staff

44. Helpfulness of reception staff
45. Helpfulness of other staff
46. Standard of coaching or instruction

Value for money

47. Value for money of activities
48. Value for money of food and drink

Overall satisfaction

49. Overall swimming experience
50. Overall satisfaction with visit
51. Net Promoter Score

Gaps

S A T I S F A C T I O N	HIGH SATISFACTION AND LOW IMPORTANCE: possible over-resourcing? check for efficiency gains	HIGH SATISFACTION AND HIGH IMPORTANCE: good correlation; maintain this performance
	LOW SATISFACTION AND LOW IMPORTANCE: no need for action unless satisfaction is particularly low or there are other implications (e.g. financial)	LOW SATISFACTION AND HIGH IMPORTANCE: in most urgent need of action to increase satisfaction
	IMPORTANCE	



Questions?

- www.questnbs.org/nbs
- alisondack@leisure-net.org
- mikehill@leisure-net.org
- Davidmonkhouse@leisure-net.org
- 07872100538