

INTRODUCTION

Surrey County Council is considering the refurbishment and re-opening of the Spectrum leisure centre in Guildford. They wish to improve the facilities and services they offer with the customer in focus.

Spectrum leisure centre will be improved in various places based on customer and public opinion. The needs of potential and existing customers are at the foremost of the refurbishment project.

The basis of this report is that Surrey County Council need primary and secondary research to be conducted on various aspects of the project. Customer and public opinion of the centre is needed to judge what areas are in most need of improvement.

The work will be carried out by local builders and building contractors. Research will be needed to find appropriate ones for this project.

The aim of this report is to ensure the Spectrum Leisure Centre is number one in its market and ensures that it is ahead of its competition and ready for the future. This report will consist of procedures, findings and conclusions.

TERMS OF REFERENCE

This report is for the attention of Surrey County Council. The report is about the planned refurbishment of the Spectrum leisure centre situated in Guildford. The report will be presented to the Spectrum Committee on 18th January 2007.

Surrey County Council requires research about the customers of the Spectrum leisure centre before commencing refurbishment. The report will cover issues such as what facilities need to be offered, the prices to charge, the hours to open and the likely demand.

To achieve this, the report will consist of primary and secondary research of visitors and users of the Spectrum leisure centre. A plan will be devised as to what type of research is most appropriate for this report.

The research gathered will then be analysed and examined using a variety of techniques. Using these techniques, the validity of the research will be examined and be used to inform the business of appropriate decisions to be made.

Improvements to be carried out will be concluded from the research gathered. In addition a list of suitable builders and contracts will be drafted and shown to the committee. A proposal of what should be carried out and by who will be finalised and concluded at the end of this report.

PROCEDURE

To complete this report, a number of tasks had to be achieved.

A plan had to be prepared for the collection of primary and secondary data. This involved identifying each technique of primary data collection and assessing which form would be appropriate for this project. The reviewing and assessing of the sources of secondary data available was also conducted and concluded.

Collecting primary sources of data I decided to survey a range of people using a questionnaire face to face. I chose this method as questionnaires are easy to produce and can be conducted relatively easily and cheaply. The questionnaire has a mixture of structured and unstructured questions. This enabled a gain of both qualitative and quantitative data. Other options of primary data collection were the use of telephone and personal interviewing, and postal surveys and questionnaires. I dismissed these due to expense and inefficiency.

Survey methodology is assessing the reasoning behind the research and the goals wanting to be achieved by conducting it.

The aim of the survey is to gather opinion on the Spectrum centre from existing and potential users. The purpose is to gain insight into the customers wants and needs from the centre in years to come and identify any flaws in the Spectrum today.

For this I will be conducting the survey to twenty five individuals. This will consist of six 12-18 aged people, six 19-25 aged people, six 26-45 aged people and five 45+ people both male and female in equal numbers.

This sample frame will be representative of the users of the Spectrum centre. Although it may be considered to be quite a small representation, this can have its advantages. Working with less people means a concentration on the opinions and thoughts can be maximised and discussed, and this can be taken down by the surveyor. This qualitative data will give Surrey County Council more than their own ideas to work with for the Spectrum leisure centre. Working with a small group also takes less time.

Secondary data would be carried out using websites available. Sources on internet websites are usually reliable and up to date. Secondary data can sometimes be biased if researched internally and can sometimes not be relevant to the question posed. This will have to be assessed to its validity to the report. Other forms of secondary research are government statistics, specialist publications and third-party data. I have chosen not to use these as they have little relevance to customer opinion or availability of builders in the area.

A questionnaire needed to be designed for the survey to take place. The key to a good questionnaire is to keep the questions simple, short and of interest to the

participant, but most importantly to meet the aims of the methodology and provide the information needed.

For this survey I have decided on twelve key questions. The reason for this is to keep the questionnaire short and simple for the participant. The questionnaire will consist of mainly closed questions but will include a few open questions. Closed questions are easier to analyse, easy to answer and provide good quantitative data. An open question allows the participant to answer a question freely which will enable good qualitative data. This mixture will give a good selection of data to interpret and analyse.

The closed questions will simply require a tick next to the appropriate answer. This makes it extremely quick to answer and easy to analyse.

Please see the *appendix 1* for completed questionnaires.

FINDINGS

Primary research

Interviewing took place on Guildford High Street on Saturday 7th January between 12:00 to 2:00pm. 25 people were interviewed using quota sampling from the sample frame previously outlined. Out of 25 people interviewed, 3 people were not from the area and 2 had not visited the centre. Only 20 questionnaires were therefore successfully completed.

The results from the primary research showed good data and ideas from existing users of the Spectrum leisure centre. Please see *appendix 2* for questionnaire results.

Usage of the centre is quite mixed. 34% visited fortnightly or more, 24% monthly or less, 24% between 1 and 3 times a week and 18% more than 3 times a week. From the questionnaire, it appears that the 18-25 use the facilities more than once a week.

From the results, the centre is most used between 18:00 and 20:30. This appears to be peak time for the centre possibly due to users finishing work or daytime activities. The results showed that the centre is also popular between 12:00 and 16:00 with 12-18 years olds. It should be noted that many questionnaires showed that the usage at this time was weekend only.

When asked where improvements to the centre were most needed, the response was a little varied. The mode result is joint better ten pin bowling facilities and the gym/spa facilities. When asked why, the overall opinion was that the gym was too small to accommodate people, and that ten pin bowling was undesirable, old fashioned and other places were nicer.

Out of the twenty people questioned, 50% selected £3 to £6 as their average spend per visit. 40% chose £6 to £10 as their average spend per visit to the Spectrum centre. When asked if they would be prepared to pay more if the centre was improved, 60% answered yes. Also 13 of 20 people said that they would visit the centre more if improvements were made. This suggests visitors are prepared to pay this amount currently and more if work takes place. Graphs of the above results can be seen in *appendix 3*

One question was the rating out of ten for each main facility offered in the Spectrum. By using measures of dispersion I analysed these answers to find out the deviation. Full analysis is shown in *appendix 4*. In summary the results showed ratings given about swimming facilities were most consistent and aerobics ratings least consistent. This finding mainly shows that ratings given to swimming findings were more or less the same compared to aerobics ratings having varied and different opinions. Using this concept it shows all the ratings showing a low standard deviation number have had consistent answers given and show a majority representative figure.

These figures were then calculated using quartiles and percentiles. Using quartiles to analyse further into the results, it shows the variance in the data given if we take the analysis further and use inter quartile range analysis. From the data it shows swimming has the least variance with one inter quartile range whereas football, aerobics and basketball have a range of 9. The data is shown in *appendix 5*. This shows that data given for swimming answers have very similar results, whereas data given for football, aerobics and basketball have very varied results. This shows that errors or no data could have been given to the results with a very high inter quartile range. It also shows that response from results can be similar which shows a pattern. Using data on the centres nearest rivals, I have used correlation to analyse the results. This is shown on *appendix 6*.

Secondary research

All of the secondary research conducted was in relation to sourcing local builders to carry out the necessary improvements. This was achieved by using the internet, telephone directories and free papers. The information requested was to find 20 suitable builders and contractors to select from and to state the distance from the Spectrum Leisure Centre.

The findings are shown below in the table, stating the business name, post code and distance in miles from the centre.

Company name	Telephone	Distance (Miles)	Time Scale (weeks)
Larkspur Buildings	01483 822563	0.5	4
Handford Construction	01483 299103	0.5	3
ALS Building & Renovation	01483 538057	1.1	9
Guildtex LTD	01483 852812	1.2	5
Fellowood Builders	01483 568181	2.3	4
C.C.P Builders	01483 533072	2.4	4
Warner Brothers Brickwork	01483 455878	2.9	3
A & T Builders	01483 577226	3.0	6
B.C. Construction Services Ltd	01306 880202	3.5	7
Aalto Construction	01483 537353	3.3	4
Blue Valley Building	01483 234545	3.6	3
MPL Construction	01483 870969	4.1	5
S I Parker Building Services	01483 233391	4.1	7
Surrey County Builders	01483 502296	4.6	3
Barlow & Davis Construction Ltd	01483 573499	7.2	9
Bordon Construction Ltd	01483 566964	7.6	3
Edward and Tilbury LTD	01483 502195	8.2	3
JD Design	01483 810283	8.8	5
PST Contractors	01483 232277	9.5	3
J C Builders	01483 834213	9.8	4

All of these builders are located within 10 miles of the centre. They are all capable of carrying out commercial work of the scale that will be needed by the Spectrum Leisure Centre. The time scale of the work to be carried out varies from 3 to 9 weeks. All of this time are estimation and not exact.

CONCLUSION/RECOMMENDATIONS

In the final section of this report, a summary and conclusion shall be reached. From the research gathered, the information shows various

From the primary research gathered and all the data analysed, it is conclusive to say that the gym and bowling facilities are the areas most in need of improvement. From the surveys produced, they were rated as the top two facilities in need of improvement. Using all methods of analysis, it showed that the data collected for these two activities had the least variations and most consistent all the way through.

13 of the 20 people interviewed would visit more regularly if improvements were made. This shows that an increase in numbers using the centre would rise if the centre would carry out improvements.

Pricing based upon the research shows that 60% of people interviewed are prepared to pay more than the average of £3 to £6 once improvements have been made. This means that a small increase in prices could be applied to admissions once alterations have been completed.

Builders and building contractors should be short listed with the most local and ones with shortest estimated times selected first. They should then be interviewed and further shortlisted by preference and other specifics.

If all of the above is taken into consideration, the Spectrum Centre should prosper from the changes.

BIBLIOGRAPHY

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Accounting for Non-accounting students 4th edition, London, Pitman educational

Yell.com (accessed 10th January 2007)

APPENDICES

Appendix 1 – Completed survey/ questionnaires x20

Appendix 2 – Results from completed survey/questionnaires

Appendix 3 – Graphs of data

Appendix 4 – Measures of dispersion

Appendix 5 - Quartiles, percentiles and interquartiles

Appendix 6 – Correlation coefficient