

Following our Reopening Survey - May 2021

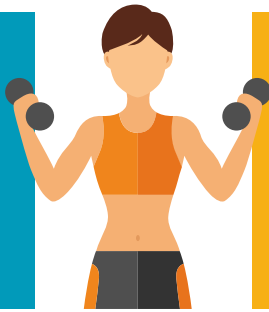


We received 481 responses in May 2021
(1181 responses following Lockdown 1 in September 2020)

The results of the survey tell us:

**A MASSIVE
98.9%**

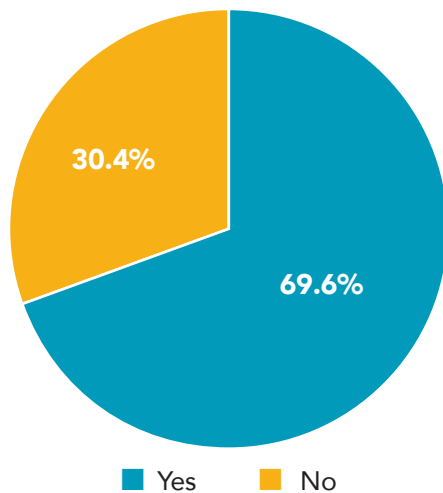
of our members have felt safe returning to our leisure centres



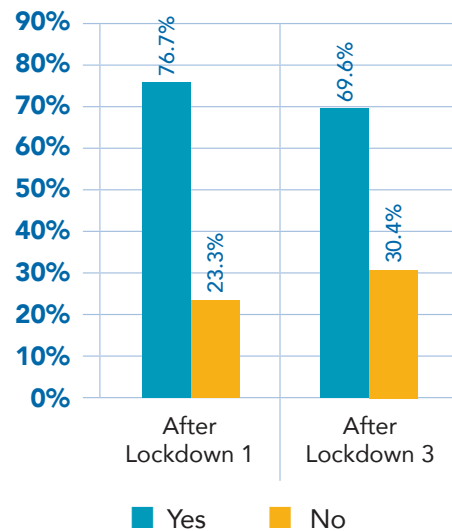
Following our reopening, the highest scoring areas for satisfaction are:

- Customer service
- Implementation of COVID-19 guidelines
- Ease of booking
- Cleaning and hygiene standards

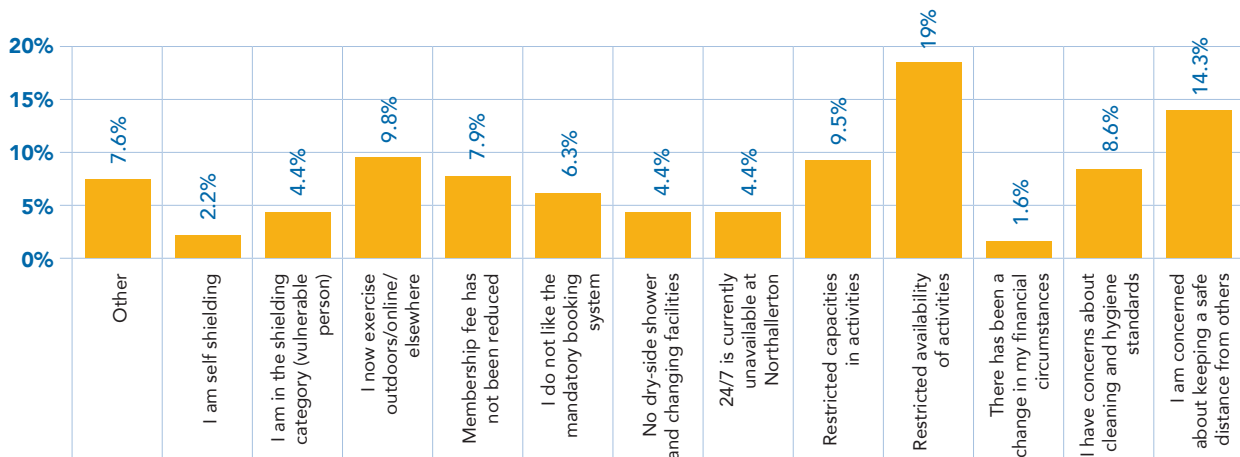
Have you visited our centres since the third lockdown?



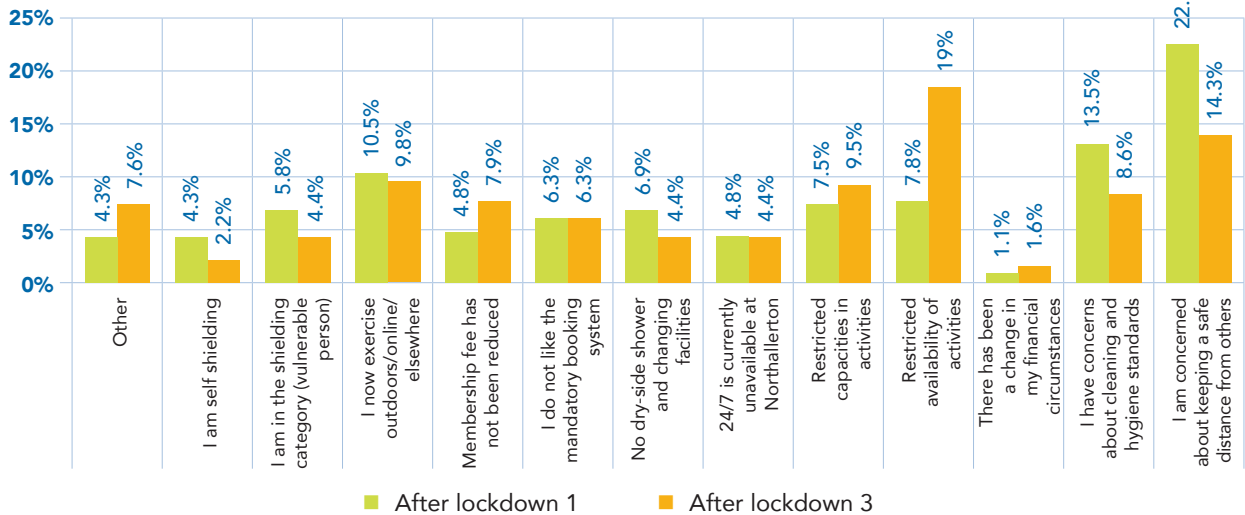
In comparison...



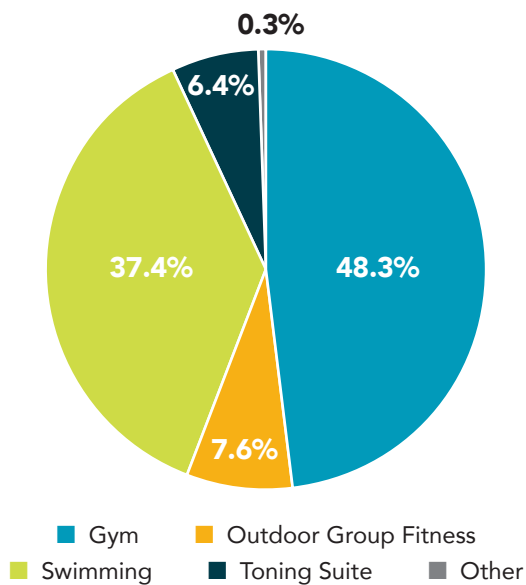
Why haven't you returned to our centres since we reopened?



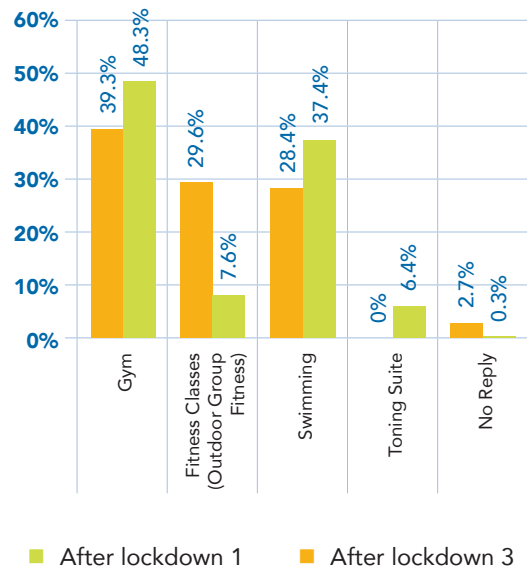
In comparison...



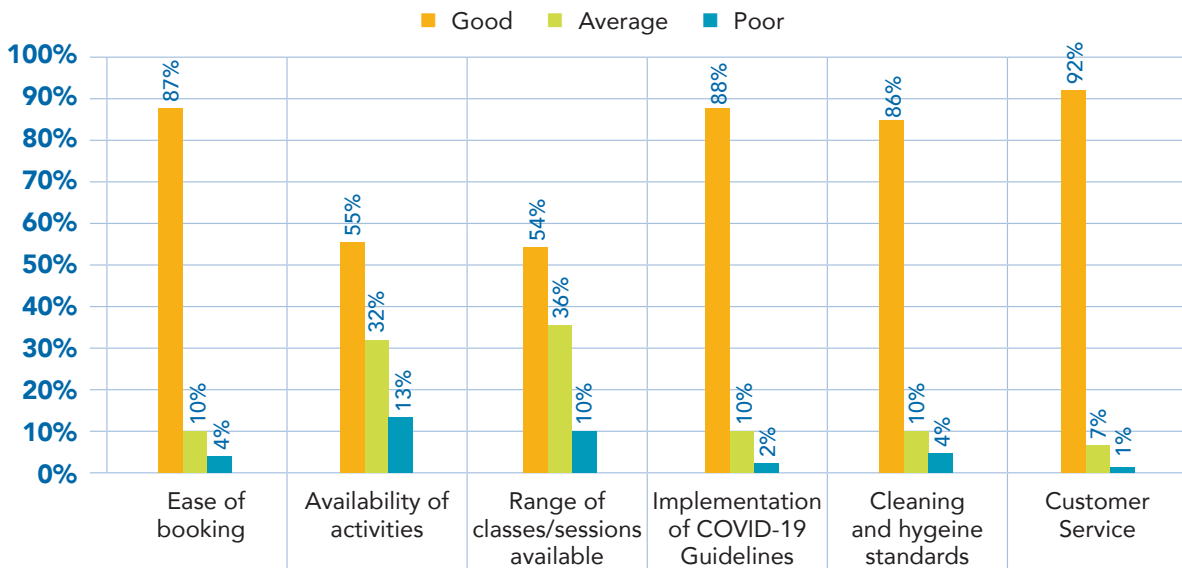
What activities have you taken part in?



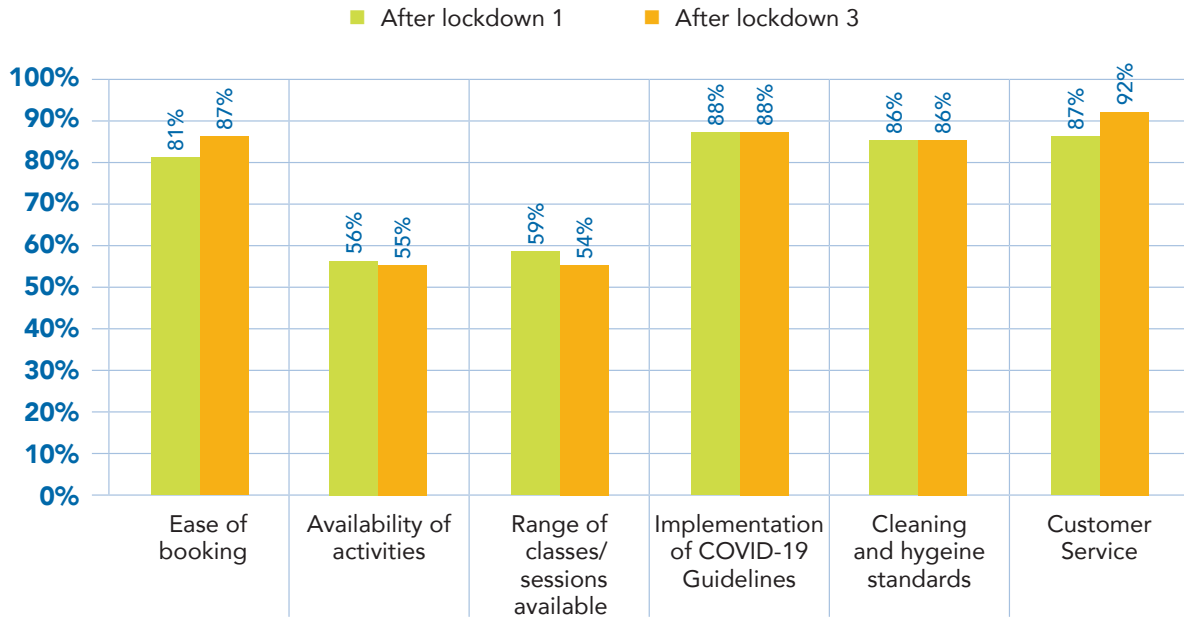
In comparison...



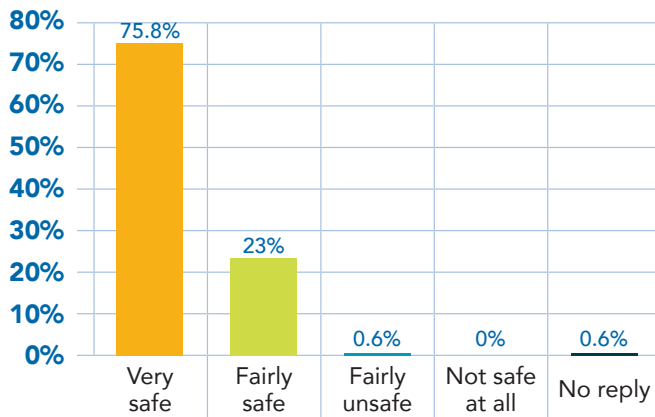
Based on your visits, how would you rate the following?



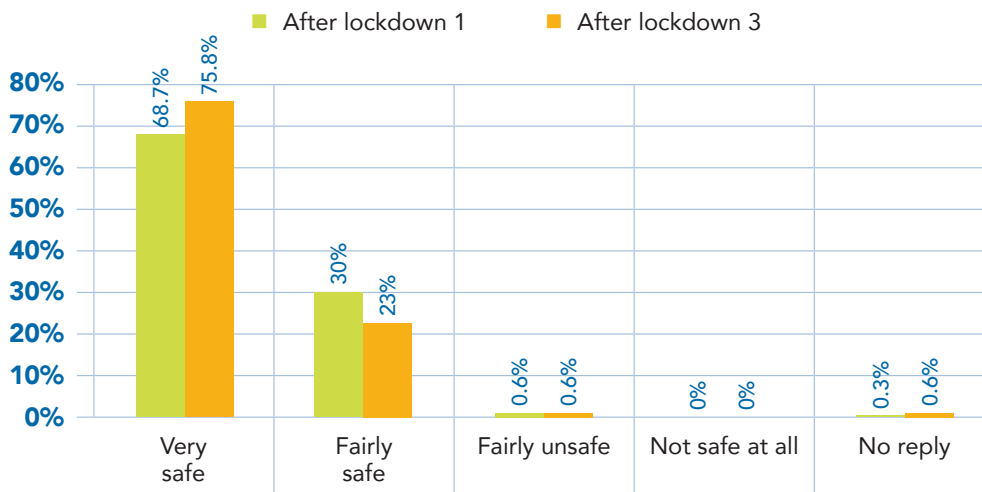
GOOD customer satisfaction following reopening



How safe have you felt returning to our venues?



In comparison...

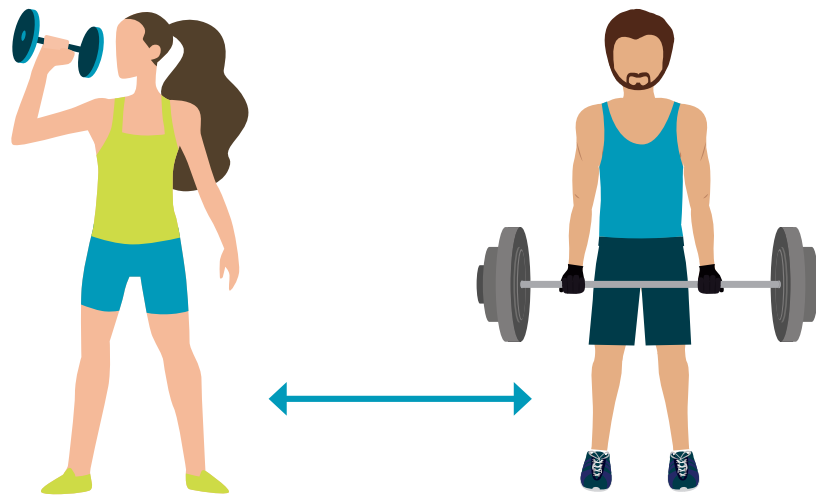


When comparing the results of this survey against the survey we undertook following Lockdown 1, there are significantly more gym and swim users due to only offering group fitness classes outdoors.

The biggest reasons that members didn't return after Lockdown 1 were concerns regarding keeping a safe distance from others and the standard of cleaning & hygiene standards. However, the most recent survey highlights that a higher percentage of members have not returned due to the availability of activities - this mirrors the lack of group fitness classes when the survey was undertaken.

The data from our second 'Following our reopening' survey shows that members who have returned are more satisfied with the ease of booking and customer service than previously. They remain highly satisfied with the implementation of COVID-19 guidelines and cleaning & hygiene standards. Understandably availability of activities and range of activities has dipped slightly, due to group fitness classes being unavailable when the survey was undertaken.

The graphs also show that even more of our members (75.8%) feel very safe and overall 98.8% of members feel safe (very or fairly) which is almost identical to the results of the survey after the first lockdown.



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