

NORTH HERTFORDSHIRE DISTRICT COUNCIL

SPORTS COURSES REPORT 2006

1.0 Purpose of Report

- 1.1 To provide a review of the Sports Courses in 2006, with comparisons made to the 2005 programme.

2.0 General

- 2.1 North Hertfordshire District Council provided Sports Courses during the February, Easter and Summer school holiday periods. This replicates the courses run in 2005, 2004 and 2003. This year the organisation period of each holiday programme ran smoothly despite the changeover of the Sports Development Officer in April and the loss of the Children's Services Team Manager during the summer. The designing of the programme, the design, print and delivery of the Brochures and the recruitment of coaches to work on the sports courses ran to schedule with out any major problems. This was the first year that Gladstone was used for the booking process of the Sportszones and generally worked well.
- 2.2 The recruitment of some new coaches to staff the sports courses proved successful as the quantity, quality and standard of delivery improved. These coaches now wish to continue to work with North Herts District Council again during future sports courses.

3.0 The Sports Course Programme

- 3.1 The Sports Course programme is aimed to provide enjoyable coaching sessions for children and young people aged between 5 – 16 years through quality coaching in a managed environment.
- 3.2 There was a total of 23 sports courses during the February Half Term offering 428 places and 7 book direct courses running. There were 26 sports courses during the Easter Holidays offering 489 places running alongside 15 book direct courses. 63 sports courses during the Summer Holiday period offering 1077 places on top of 31 book direct courses.

Overall the Sports Course Programmes in 2006 ran 112 courses offering a total of 1994 places. In addition a total of 55 book direct courses.

- 3.3 The break down of the 2006 sports courses is as follows –

SPORT	2005	2006
Trampolining	30 courses	32 courses

Funky Dance	24 courses	9 courses
Mini Tennis	3 courses	8 courses
Badminton	8 courses	11 courses
Cricket for Beginners	3 courses	4 courses
Cricket	4 courses	1 course
Cricket Camps	2 courses	2 courses
Table Tennis	6 courses	6 courses
Basketball	9 courses	0 courses
Multi Sports Camps	6 courses	7 courses
Golf	16 courses	14 courses
Tennis	20 courses	8 courses
Village Tennis	6 courses	3 courses
Sports Hall Athletics	4 courses	5 courses
Rugby	2 courses	2 courses
Squash	1 course	0 courses

4.0 Bookings and Uptake

4.1 The Sports courses were advertised in the following ways –

The Sports Courses and Summer Zone Brochure
-delivered to all schools in North Herts, libraries, museums, health clinics
and leisure centres

The North Herts District Council Website
Adverts in the 'Comet' Newspaper
Adverts in the 'Royston Crow' Newspaper
Adverts in 'Bedfordshire Journal' Newspaper
Adverts in 'Advertiser' Newspaper
Advertised in the Outlook Magazine
Advertised in the 'Health 24' Magazine
Advertised in 'North Herts Services and Entertainment Guide'
Adverts in 'Listing' Magazine

The booking Lines opened on the 30th January for the February Half Term Sports Courses, 20th March for the Easter Sports Courses and on 12th June for the Summer Sports Courses. Bookings were taken either by phone, post or made in person at the main reception of the Council Offices for the entire Sports Course Programme for 2006.

4.2 Bookings were made on the Gladstone package for all Sports Courses. This was the first year that this package was used and seemed to offer a better method of booking. There were however a few teething problems with Gladstone such as the confirmation letter process. Gladstone was informed and has now been rectified. The telephone bookings continued to make it easier for our Customers and this service was extremely busy throughout the summer months, both for booking and enquiries. 71% of customers booked by phone this summer, an increase of 5.3% to last year.

4.3 February Sports Course uptake – 416 places, 314 bookings, an uptake of **75.4%**

Easter Sports Course uptake – 596 places, 467 bookings, an uptake of **78.4%**
 Summer Sports Course uptake – 839 places, 664 bookings, an uptake of **79%**

4.3.2 The break down of each course uptake is shown in the appendix -

Appendix 1 – February
 Appendix 2 – Easter
 Appendix 3 – Summer

4.3.3 The total income for the sports courses, before refunds, was -

February – **£4060.00**
 April – **£5711.60**
 Summer - **£11,009.10**
 Total Income - **£20,780.70** (**£23,135.00** in 2005)

4.3.4 The total refunds for the Sports Courses in 2006 – **£826.60**

There was a total of 69 processed for the entire sports course programme of 2006. This was mainly due to the bad weather during the summer as the cricket had to have a day cancelled as well as the village tennis courses. (**30** refunds, **£450.00** in 2005 for summer).

This makes a total income for the Sports Courses of **£19,954.70**

These figures do not include the Football courses, which are out-sourced to Hitchin Town Football Club. These 10 courses would allow for another 265 places (25 places on 9 courses and 40 on 1 Course). Basketball was also out-sourced this year, offering another 224 spaces externally.

4.3.5 The Sports Course brochures contained information on 55 courses run over the summer by external organisations, the breakdown was as follows –

	2005	2006
Course	No. of Courses	No. of courses
Cricket Camps	12	10
Tennis Camps	1	1
Tennis Courses	3	4
Tennis Tournaments	3	3
Trampolining Courses	0	1
Rugby Camps	0	0
Basketball	0	6
Funky Dance	0	3
Football	9	6
Girls Football	5	0
Total	33	34

5.0 The Delivery of the Programme

5.1 The delivery of the Sports Course programmes ran smoothly, with the help of the Community Development team, the Customer Services team and the other Children's Services Team Members. There are some other significant reasons for the success –

- The continued use of telephone bookings giving customer the ability to check availability and book courses over the phone
- Availability of Coaches – Trampoline coaches provided by Richards Trampoline Club, Tennis coaches by Letchworth Tennis Club, Cricket coaches by Letchworth Cricket Club.
- Clubs providing high quality facilities (Letchworth Tennis Club's New Facility)
- Opening of Royston Leisure Centre

6.0 Customer Satisfaction

6.1 This is the fifth year that the customer satisfaction survey has been distributed to a sample of the Summer Sports Course customers. It is a self-completing questionnaire, asking customers to rate our service. 32% responded before the deadline date of 22nd September 2006. This is an 11% increased response to last year.

Some of the notable finding of the survey were -

Different user age groups - 5 – 6 yrs – 26% (19.1 in 2005)
(Appendix 4)

7 - 8 yrs	– 27% (32.5%)
9 –10 yrs	– 27% (25.5%)
11 – 12 yrs	– 14% (14.0%)
13 – 14 yrs	– 2% (5.1%)
15 – 16 yrs	– 2% (0.6%)

Gender Mix - Male – 59% (65.6%)
(Appendix 5) Female – 39% (31.2%)

Sports applied for (Top 3) – Trampolining – 33% (34.4%)
(Appendix 6) Tennis – 33% (31.8%)
Cricket – 26% (14.6%)

Likelihood to attend future NHDC Sports Courses –
(Appendix 7)

Yes, certainly	– 86.0% (86.6%)
Maybe	- 14% (8.9%)
No, Unlikely	– 0% (0%)
Will be too old	– 0% (0%)
I don't know	– 0% (0%)

How useful did you find the following information provided in our Summer brochure?

	2005	Very Useful	Fairly Useful	Neither	Not Very Useful	Not At All Useful
Course Description		41	47	4	3	0
Directions to Venue		20	27	37	3	1
Courses Run by Other Organisations		20	30	29	5	1
Booking Procedure		50	37	3	3	0

	2006	Very Useful	Fairly Useful	Neither	Not Very Useful	Not At All Useful
Course Description		52	45	1	2	0
Directions to Venue		26	23	23	5	14
Courses Run by Other Organisations		28	31	24	1	1
Booking Procedure		62	29	3	1	0

How satisfied or dissatisfied are you with the following aspects of the North Hertfordshire District Councils Sports Courses?

	2005	Very Satisfied	Fairly Satisfied	Neither Satisfied Nor Dissatisfied	Fairly Dissatisfied	Very Dissatisfied
Coaching Quality		56	34	4	2	1
Coaching Safety Consciousness		48	35	10	1	1
Standard of Venue		68	26	1	1	0
Venue Safety		64	25	6	0	0
Overall Booking Process		61	31	1	3	0
Overall Value for Money		57	33	5	0	0
Overall Enjoyment		71	22	1	1	1

	2006	Very Satisfied	Fairly Satisfied	Neither Satisfied Nor Dissatisfied	Fairly Dissatisfied	Very Dissatisfied
Coaching Quality		51	39	5	3	0
Coaching Safety Consciousness		53	35	8	2	0

Standard of Venue	58	35	4	1	0
Venue Safety	55	39	4	0	0
Overall Booking Process	62	30	5	1	0
Overall Value for Money	60	32	5	1	0
Overall Enjoyment	73	22	1	1	0

7.0 Conclusion

The Holiday Sports Courses continue to be popular with many of the Courses having 100% uptake especially Trampolining and badminton.

The standard of delivery of the sports courses continues to improve, this is due to the continued recruitment of quality coaches and also NHDC's continued partnership working with the local accredited clubs in North Herts, who are willing to work in partnership with NHDC to continue their own development as a club and to provide suitable exit routes for the children on the courses.

The usage of the new Royston Leisure Centre allowed NHDC to reach new customers within an area not very much targeted before.

Of those who returned a customer survey, the majority intended to book again with NHDC in the future confirming the popularity of our courses.

The number of refunds made out were 69 in 2006 compared to 30 in 2005. Refunds were primarily given due to bad weather cancellations.

Overall enjoyment was very good with only a very small percentage being fairly dissatisfied. No body was very dissatisfied. Customer satisfaction was also very high for the Coaches and venues, again nobody was very dissatisfied.

Compliments were received and logged through the Council's Comments, Compliments and Complaints procedure for the Sports Courses.

Notes for the future –

- Put outdoor sports courses on when there are always indoor alternative arrangements.
- Funky dance did not have a strong uptake- review type of dance courses next year.
- Royston uptake was low due to other providers in the area, perhaps look at working in partnership with the sports courses next year.
- Include venue maps next year.
- Cricket, badminton and trampolining perhaps need more courses put on to keep up with the demand.
- Working in partnerships with the local clubs worked really well this year, something to keep.

Sports Course Report 2006

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Appendix 1

February Half Term Sports Course – Individual Course Uptake Figures

Course	Total Places Offered	Uptake	Percentage
TR1 (trampolining)	8	8	100%
TR2 (trampolining)	8	8	100%
TR3 (trampolining)	8	8	100%
TR4 (trampolining)	8	8	100%
MTR1 (mini tennis red)	24	24	100%
MTG (mini tennis green)	16	8	50%
BM1 (badminton)	16	12	75%
TR5 (trampolining)	16	16	100%
TR6 (trampolining)	16	16	100%
SH1 (sports hall athletics)	12	9	75%
CK1 (cricket)	20	20	100%
CK2 (cricket)	16	16	100%
MSC2 (multi sports)	16	16	100%
BM2 (badminton)	16	11	69%
MSC1 (multi sports)	32	15	47%
TT1 (table tennis)	12	9	75%
BM3 (badminton)	16	8	50%
TR7 (trampolining)	24	24	100%
TR8 (trampolining)	24	24	100%
TR9 (trampolining)	24	24	100%
GF1 (golf)	12	12	100%
GF2 (golf)	12	12	100%
GF3 (golf)	12	12	100%

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Appendix 2

Easter Holiday Sports Course – Individual Course Uptake Figures

Course	Total Place offered	Total Bookings	% Uptake
TC1 - Tennis Camp	48	37	59
TR1 - Trampolining	8	8	100
TR2 - Trampolining	8	8	100
BM1 - Badminton	16	16	100
GF1 - Golf	12	12	100
GF2 - Golf	12	12	100
GF3 - Golf	12	4	33
TR3 - Trampolining	8	8	100
TR4 - Trampolining	8	8	100
BM3 - Badminton	16	13	81
SH1 - Sports Hall Athletics	25	25	100
BM2 - Badminton	16	8	50
BM4 - Badminton	16	13	81
TC2 - Tennis Camp	48	41	85
FK4 - Funky Dance	16	7	44
FK5 - Funky Dance	16	16	100
TT1 - Table Tennis	12	5	42
TR5 - Trampolining	24	24	100
TR6 - Trampolining	24	12	50
TR7 - Trampolining	24	24	100
TR8 - Trampolining	24	24	100
TR9 - Trampolining	24	22	92
TR10 - Trampolining	24	24	100

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Appendix 3

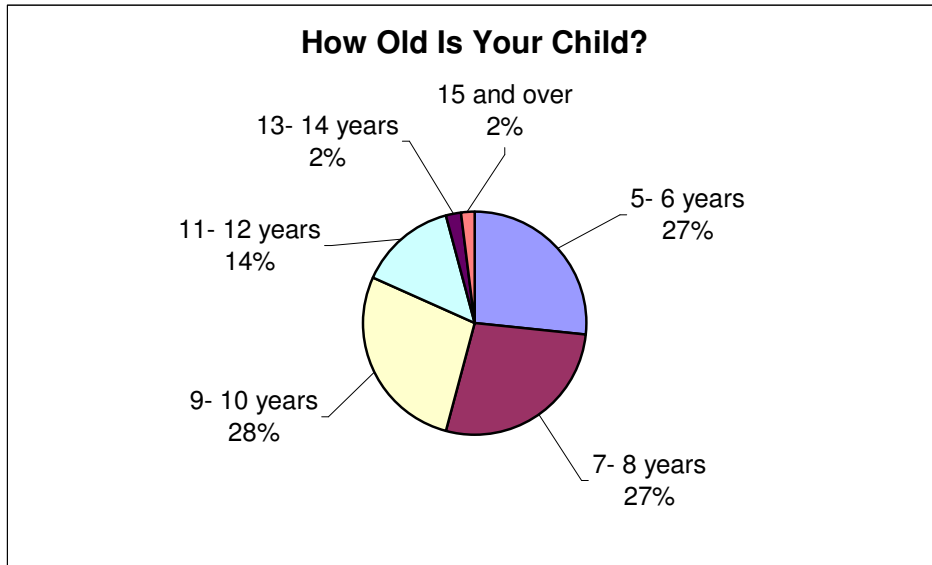
Summer Holiday Sports Courses – Individual Course Uptake Figures

Course	Places available	Places taken	Uptake %
TR1 (Trampolining)	24	24	100
TR2 (Trampolining)	24	24	100
TR3 (Trampolining)	24	22	92
TR5 (Trampolining)	8	8	100
TR6 (Trampolining)	8	8	100
TR7 (Trampolining)	7	5	71
TR8 (Trampolining)	24	24	100
TR9 (Trampolining)	24	21	88
TR10 (Trampolining)	24	24	100
TR11 (Trampolining)	24	24	100
TR12 (Trampolining)	24	16	67
TR13 (Trampolining)	24	24	100
MSC1 (multi sport)	16	10	63
MSC2 (multi sport)	16	16	100
MSC3 (multi sport)	16	12	7
MSC4 (multi sport)	16	16	100
TT1 (table tennis)	12	8	67
TT2 (table tennis)	12	8	67
TT3 (table tennis)	12	4	33
SH1 (athletics)	16	10	63
SH3 (athletics)	16	6	38
MT1 (tennis)	20	19	95
MT2 (tennis)	12	7	58
MT3 (tennis)	30	20	67
MT4 (tennis)	30	17	57
MT5 (tennis)	12	4	33
MT6 (tennis)	12	12	100
TC1 (tennis camp)	12	5	42
TC2 (tennis camp)	12	8	67
TC3 (tennis camp)	16	16	100
TC5 (tennis camp)	16	14	88
VTC1 (village tennis)	16	14	88
VTC2 (village tennis)	16	10	63
GF1 (golf)	12	8	67
GF2 (golf)	12	12	100
GF3 (golf)	12	8	67
GF5 (golf)	16	11	69
GF6 (golf)	12	10	83
GF7 (golf)	12	10	83
CK1 (cricket)	35	35	100

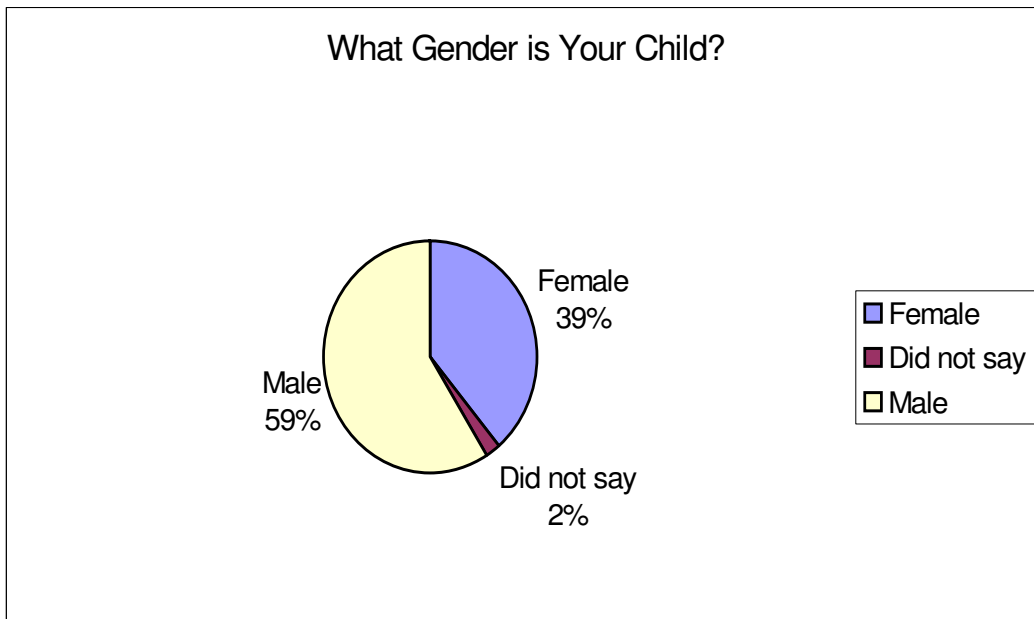
CK2 (cricket)	35	35	100
CK4 (cricket)	35	22	63
CK5 (cricket)	35	17	49
BM1 (badminton)	16	16	100
BM3 (badminton)	16	15	94
IBM1 (int badminton)	16	5	31

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Appendix 4

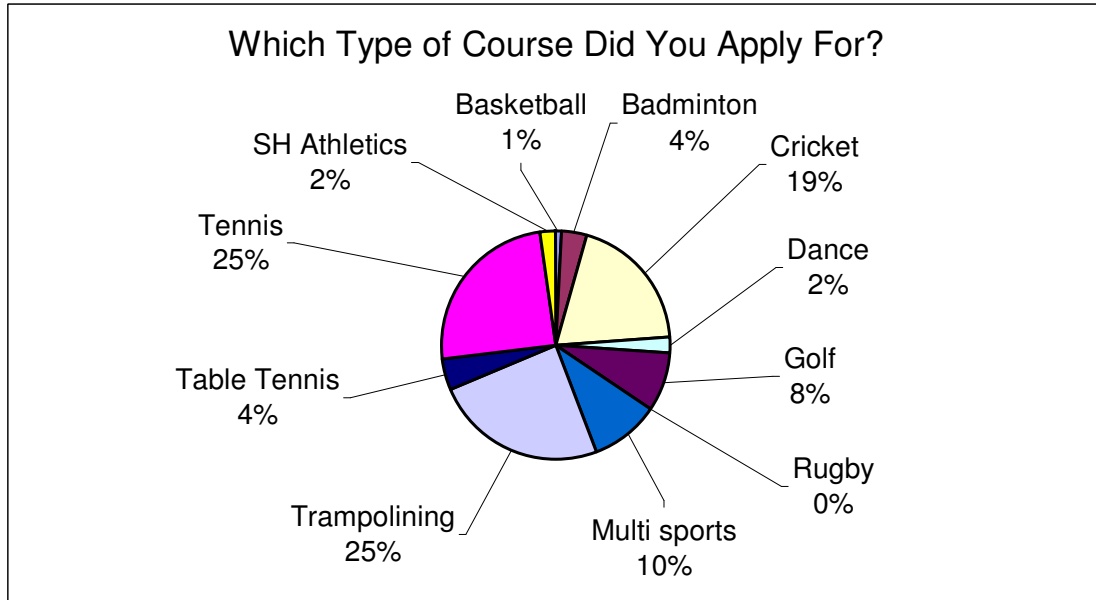


Appendix 5



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Appendix 6



Appendix 7

