Cutteslowe Community Centre

Satisfaction survey report: a summary of our findings

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**Executive summary**

This executive summary introduces our work with the four community centres in this Satisfaction Survey pilot study. The main body of the report focuses on our findings for Cutteslowe Community Centre.

**Project introduction**

Four community centres\(^1\) across Oxford were surveyed in a pilot study to better understand who currently uses community centres and how satisfied those customers are with the services they receive. Our results give a useful indication of current customer opinion despite the relatively small number of responses.

**Findings and trends**

- People from all age groups are represented across the four centres in our research, although a significant proportion of people were aged over 45 years.
- The majority of people who took part in this survey were white women.
- Most people using these centres live locally (within one mile) however people are willing to travel furthest to reach West Oxford Community Centre.
- Community centre security, cleanliness and the helpfulness of centre staff are most important to people using community centres.

This pilot study suggests people are not satisfied with centre toilet facilities (Barton, Cutteslowe), the heating (Littlemore) and vehicle parking (West Oxford).

**Conclusions and recommendations**

These findings suggest the four community centres are serving people living within their immediate proximity; however we can not be sure our results give a true representation of everyone using each centre or that the centres are engaging with everyone from their catchment community.

People are generally satisfied with what is most important to them, although this research will help to guide our support with community associations to address the factors community centre users are least satisfied with.

When we extend this survey to other centres we will review how we collect responses to increase response rates and allow us to draw firmer conclusions. We will address how we engage with community associations, the timing of our survey work and how we adapt our survey technique to effectively capture results from different user groups.

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\(^1\) Barton, Cutteslowe, Littlemore and West Oxford community centres
1.0 Introduction

Cutteslowe Community Centre is situated in North Oxford within the Cutteslowe estate, south of the A40 ring road. According to its constitution it serves ‘Cutteslowe and its surrounding district’. Cutteslowe estate harbours significant deprivation and is surrounded by the affluent area of Summertown.

Within the centre’s immediate vicinity there is Cutteslowe Primary School, Cutteslowe Children’s Centre, Sunnymead Park and play equipment for children of all ages. In accordance with Cutteslowe Community Centre’s timetable, the centre provides activities targeted mostly at young people (aged 5 years – 18 years), seniors (over 50 years) and those with interests in art and dance. Services are delivered mostly in the afternoon and evening and the centre is booked, for varying lengths of time, every day of the week.

Cutteslowe Community Centre is managed by the Cutteslowe Community Association, made up of local volunteers.

37 surveys were competed over the consultation period, with 92% of responses completed in person with the representative Locality Officer from Oxford City Council using paper survey forms.

2.0 Who uses Cutteslowe Community Centre

Our research shows people using the centre are mostly aged 15 years and under (35%), or are women aged over 60 years (35%). Over half (60%) of respondents were female.

A significant proportion of those who use Cutteslowe Community Centre live within a one mile radius (78%).

The majority of respondents (81%) were White. This correlates with the demographic data for the neighbourhood.

Most people visit Cutteslowe Community Centre to attend timetabled activities two to four times a week.
3.0 What do people like

Our research shows people describe Cutteslowe Community Centre positively as warm, welcoming, safe, busy and clean (Graph 1).

![Graph 1: bar graph to show how people describe Cutteslowe Community Centre](image)

Most people using Cutteslowe Community Centre consider it to be good value (75%). In comparison to the other centres, the highest proportion of people rate Cutteslowe Community Centre as cheap (25%) in comparison to 12% at Barton, 16% at Littlemore and 4% at West Oxford. Anecdotal evidence implies community centre users who attend other functions, namely the summer playscheme, feel they get a lot for their money and are prepared to pay more for the service the centre offers.

People are most satisfied with the helpfulness of centre workers, the timing of activities, disabled access and the signs and notices (Graph 2). Of these features, the helpfulness of centre staff and disabled access are most important, which reflects positively on the service the centre provides.

At Cutteslowe Community Centre, centre security, cleanliness, heating and a space to gather socially are the most important factors. People are generally satisfied with all of these factors, with the exception of the toilet facilities.
Most people come into Cutteslowe Community Centre to make a booking (37%). 31% centre users make bookings over the telephone. Using a scale to capture how easy people find it to book the Cutteslowe Community Centre (1 representing easy, 10 representing difficult) 81% of people scored the current system between 1 - 5. This suggests the current system works for most people, but there is scope to refine it and improve overall customer service.

### 4.0 What could we do better

At Cutteslowe Community Centre our research shows (Graph 2) people are least satisfied with the toilet and changing facilities, the centre décor, vehicle parking and the range and availability of food and drink. In addition, anecdotal evidence suggests there is demand for an accessible door bell so people arriving when the front doors are closed can alert the centre workers.

There is demand for a more diverse range of activities not currently provided frequently at the centre such as group activities and games sessions, and evening social events. There is also demand for health improvement services, such as sports and fitness and health advice. Those services in least demand are lunch clubs, office space, environmental projects, discussions and academic events and café facilities.
5.0 Our next steps

We will continue to work closely with the Cutteslowe Community Association and other partners to:

- Improve the toilet and changing facilities which centre users are currently most dissatisfied with

- Raise the profile of the centre and improve its ability to reach out to the community, to increase attendance from a greater number of people and from a more diverse background, especially from the 30 – 44 age range.

- There is demand for a more diverse range of services than the community centre currently provides. The Community Association should further evaluate the demand for services and prioritise those with greatest community demand

- Improvements can be made to make booking the community centre easier although this would require further investigation to refine the service