Littlemore Community Centre

Satisfaction survey report: a summary of our findings

March 2011
Contents

Executive summary ............................................................................................................. 3
1.0 Introduction .................................................................................................................. 4
2.0 Who uses Littlemore Community Centre ................................................................. 4
3.0 What do people like ..................................................................................................... 5
4.0 What could we do better ............................................................................................. 6
5.0 Our next steps .............................................................................................................. 7
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 Littlemore 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.

---

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

This report summarises the findings from the Littlemore Community Centre satisfaction survey. In total, 40 surveys were completed during the consultation period. All surveys were completed in person with the representative Locality Officer.

The Littlemore Community Centre is situated in the parish of Littlemore and borders with Blackbird Leys and Rose Hill; an area classified as a Super Output Area in 2004 indices of deprivation for South East Area. The residents of Littlemore enjoy many social activities for virtually all the age groups provided at the community centre. These activities range from a children’s play group, youth kick boxing, Stay and Play Thursday coffee morning, Weight Watchers, Mid-wife surgery and programmes for the over 50s in conjunction with Age UK.

Within its immediate vicinity is Oxford Academy, Littlemore Hospital (Oxfordshire and Buckinghamshire Mental Health Trust), John Newman School, and Oxford Science Park.

The community centre is managed by the Littlemore Community Association made up of local volunteers.

2.0 Who uses Littlemore Community Centre

According to our results most people live within one mile of the centre (77%) and attend timetabled activities two to four times a week.

The highest proportion of responses were from users aged 30 – 44 years (32%). Responses from all other age categories were represented apart from men over the age of 65 years. 89% of all surveys were completed by women.

The majority of respondents (77%) were of White. This almost matches the demographic data for the local neighbourhood.
3.0 What do people like

Our results show people describe Littlemore Community Centre as warm, clean, spacious, accessible and welcoming (Graph 1).

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

Users are most satisfied with disabled access, centre lighting, centre security, toilet and changing facilities and centre cleanliness. Littlemore Community Centre is doing well in meeting community need in relation to cleanliness, toilet facilities, and centre security which people consider most important to them.
4.0 What could we do better

Although the centre's timetable shows the centre offers a range of activities from toddlers groups to kick boxing to coffee mornings; our results show there is a clear demand for greater range of activities.

People are least satisfied with the range of services on offer (Graph 2), and suggest other activities they would like to have, including:

- Activities for children under the age of 10
- Lunch clubs
- Art groups
- Sports
- Youth clubs
- Dance
- Learning and training sessions

Those services in least demand are health care, a bar or social club, office space, environmental projects and discussions or academic events.

Most people find it relatively easy to book the centre, although our research shows a large number of people also have significant difficulty. This is something to investigate further to increase overall customer satisfaction.

People indicate they are not satisfied with the centre's heating, although it is one of the features most important to them. At the time of this survey the centre experienced some difficulties with the heating system, although these have since been rectified by the Oxford City Council maintenance team.
Graph 2: bar graph comparing customer satisfaction with importance

5.0 Our next steps

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

- Improve the diversity and volume of services delivered from Littlemore Community Centre
- Review the current booking system to make it easier for customers to book the centre
- Promote activities to encourage more men to use the centre
- Raise the centre’s profile by promoting how people view it: warm, clean, welcoming, spacious and accessible
- Be mindful of the heating system and the impact it can have on customer satisfaction