West Oxford 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 West Oxford 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

West Oxford Community Centre is located on the Botley Road leading into the centre of Oxford and is within close proximity of the city’s rail station. Directly surrounding the community centre is a car park, allotments, sports and play equipment for all ages and the Botley recreation ground.

West Oxford Community Centre’s timetable shows a diverse range of services are currently on offer including martial arts, messy play for children and parents, meditation, Asian Women’s group meetings and professional meeting hire.

The community centre is managed by the West Oxford Community Association, which is made up of local volunteers.

In total 105 surveys were completed for West Oxford Community Centre; 46% of the total responses. 16% of West Oxford’s Centre surveys were completed online which is more than for any of the other four centres.

2.0 Who uses West Oxford Community Centre

All people using West Oxford Community Centre according to our research are aged over 16 years. People using West Oxford Community Centre are mostly female (71%), and the most responses were collected from people aged over 60 years (41%).

Our results show 54% of people travel one mile or less to visit West Oxford Community Centre. Although the majority of users come from the local area, 46% of people are willing to travel an average 6.5 miles to access the centre.

Most people using West Oxford Community Centre are White (82%). This data does not correlate exactly to the 2001 census data available for the area, which suggests 57.5% - 72.9% of people within the output area (including West Oxford Community Centre) are White.

The centre is well used by the Chinese community. 12% of people accessing the centre are Asian, with 75% of these recorded as Chinese.

Most people (55%) visit West Oxford Community Centre two to four times a month to attend timetabled activities; although a significant proportion also visit the centre more informally to gather socially (20%).
3.0 What do people like

Our research shows the most common terms people use to describe the West Oxford Community Centre are warm, welcoming, clean, accessible and light (Graph 1).

![Bar graph showing how people describe West Oxford Community Centre](image)

**Graph 1: bar graph to show how people describe West Oxford Community Centre**

Most people book the community centre over the telephone (32%) or come into the centre and book in person (31%). Most people find booking the centre easy, with 30% choosing to score booking as 1 (1 representing easy, 10 representing difficult).

The majority of people (63%) who completed surveys rate the cost of using West Oxford Community Centre as ‘good value’.

Overall satisfaction of people using West Oxford Community Centre is high (Graph 2). People are most satisfied with signs and notices, the timing of activities, disabled access and the centre’s opening times. Anecdotal evidence also indicates people using the community centre value the centre workers and appreciate the support they offer.
Graph 2: graph comparing customer satisfaction and importance

4.0 What could we do better

At West Oxford Community Centre our research shows (Graph 2) people are least satisfied with:

- Vehicle parking
- Range and availability of food and drink
- Kitchen facilities
- Cost of using the centre

Anecdotal evidence shows centre users would like to see the café open more, including later opening times and at weekend. There is also demand for more community ‘get-togethers’ with a number of people expressing their enjoyment at previous events such as the Harvest Supper and their support for more events like this.

Although there is already a diverse range of activities on offer, our research shows there is demand for other services including:

- Music/theatre performances
- Sports and fitness
- Café

Users of the centre expressed a demand for better signs and notices; in particular reference was made about inaccurate and out of date timetables.
5.0 Our next steps

We will continue to work with the West Oxford Community Association and other partners to:

- Address areas of customer dissatisfaction and prioritise features of greatest customer importance into the long term plans for the centre

- Further investigate the potential to diversify the services delivered from the centre further, by prioritising music and theatre performances, and sports and fitness and those activities for young people

- Strengthen the centre’s profile using the positive accounts recorded by this research