

National Benchmarking Service

Sport England's **National Benchmarking Service (NBS)** provides local authorities with robust information on the performance of their sports facilities compared with similar facilities across the country.

In a nutshell

Each participating leisure centre will understand its performance in a national context and use its information to improve its customer service, income, attraction of target groups and other performance indicators.

What are the benefits?

- Each participating centre will better understand their performance and will be able to use the information as part of their improvement plan
- the local authority will be able to measure its performance against the proposed Comprehensive Performance Assessment (CPA) performance indicators
- the leisure industry can demonstrate its ability to manage effectively and its worth to the culture block of CPA, and hence secure continued national government support for culture
- it's a win – win – win situation!

What is involved?

User survey - each leisure centre will need to complete at least 350 standard user survey questionnaires - typically over a nine day period (including two weekends)

These cover usage patterns, catchment area, respondent profiles and customer satisfaction of services.

Financial return - each centre will need to provide a financial return which captures key information such as the facilities on site, size of each facility, annual attendances, annual income and annual expenditure.

Report - the National Benchmarking Service analyses the completed questionnaires together with the catchment area data. We provide one report for each participating leisure centre.

This report covers:

- general guidance on interpretation of PIs, families and benchmarks
- summary and comments on performance of the leisure centre relative to national benchmarks
- the centre's scores for all the performance indicators compared with the 25%, 50% and 75% benchmark scores
- a 15 minute drive-time catchment area map
- frequency distributions for all the questions in the user survey.

How do I get my leisure centres involved?

There are a number of different ways to use the NBS. These are set out in the table below:

Summary of Options	Benefits	Method
1. In-house	The cheapest option. Requires minimal external input into surveying.	Centre staff undertake the questionnaires in house, using the proforma questionnaire.
2. Telephone helpline to support in-house	Retain the benefits of in-house above and have access to a helpline for any queries of a technical nature.	Telephone support is available to centre staff managing the survey in house.
3. On site training (and additional on site follow up and advice)	Allows staff involvement and ownership but with improved competence. Providing guidance and training to managers and in-house survey team.	½ day individual training with manager, ½ day team training.
4. In-house survey with on-site support	Centres with limited staff resources can take part, knowing a dedicated NBS resources is also available. There is control over who is asked to complete the survey and a systematic approach to sampling improved consistency.	NBS Researcher will identify every nth customer and hand out questionnaires for customer self completion. They will also answer any queries from customers and be available to support and supervise in house survey team.
5. Full Survey Administration and Data Collection (paper based questionnaires)	Total professionalism. Confidence in completion. Consistency, quality and integrity assured. No staff resources involvement.	Qualified market researchers will undertake ALL survey work on your behalf using proforma questionnaire, to Market Testing Regulations.
6. Full Survey Administration and Data Collection (electronic questionnaires)	Total professionalism. Confidence in completion. Consistency, quality and integrity assured. No staff resources needed - fast and efficient data collection and transfer.	Qualified market researchers will undertake ALL survey work on your behalf using a proforma questionnaire to Market Testing Regulations.

Where can I find further information?

For all initial enquiries contact **Amberley Dedman** at PMP on:
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