

## WEST DUNBARTONSHIRE COUNCIL

### Report by Acting Director of Housing, Regeneration & Environmental Services (Land & Environmental Services)

Community Safety and Environmental Services Committee: 7 February 2007

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#### **Subject: Quest Accreditation for Leisure Services**

#### **1. Purpose**

- 1.1** To advise the Committee on the success of the Leisure Services Section in maintaining Quest accreditation with increased scores during recent assessments of the three main leisure facilities.

#### **2. Background**

- 2.1** Quest is the 'UK Quality Scheme for Sport and Leisure' and has become the recognised industry standard for the management of sport and leisure facilities throughout the UK. Quest is a best value framework which encourages and assists effective and efficient management practices and focuses leisure providers to both meet and exceed customers' expectations.
- 2.2** Quest has the endorsement and financial support of all of the four home country Sports Councils. The major sport and leisure industry representative organisations also offer their support and endorsement for Quest and play an important part in the development and management of the scheme on behalf of the industry.
- 2.3** Quest has been designed specifically for the leisure industry and provides:
- a) An approach to continuous improvement, to improve the overall quality of service
  - b) Best practise principles for the sport and leisure industry
  - c) An opportunity for self assessment against recognised industry best practise
  - d) A recognised endorsement of how well a centre or facility is being managed
  - e) A pertinent, industry specific tool to assist in the Best Value process
- 2.4** Quest can be used in conjunction with other quality initiatives such as Charter Mark, or can act alone as a measure of quality. It covers all areas of management within a leisure facility and is applicable to all types of leisure facilities.

### 3. Main Issues

- 3.1 The assessment process for ongoing accreditation of Quest operates on a two year cycle which incorporates a self assessment process, 2 mystery customer visits, a one day on-site maintenance assessment visit and a full two day on-site assessment visit at each facility.
- 3.2 Registration with Quest is awarded if a centre achieves an overall score of 60% or more during the full assessment visit. There are two further award categories;
- Highly Commended, for centres achieving a score of at least 75%
  - Excellent, for those achieving 85% or more
- 3.3 West Dunbartonshire Leisure Services first gained quest accreditation for all three main sites in 2000. With each subsequent full reassessment which takes place every two years, the service has steadily increased its assessment score for each facility.
- 3.4 Leisure Services has a service target of achieving highly commended Quest accreditation for all three sites by 2007.
- 3.3 The progress that each site has made towards achieving this objective is detailed in the table below which outlines the scores for each two-year cycle:

	<u>Play Drome</u>	<u>Meadow</u>	<u>Vale of Leven</u>
2000 - 2002	62%	62%	60%
2002 - 2004	69%	68%	65%
2004 - 2006	71%	75% (Highly Commended)	74%
2006 - 2008	73%	80% (Highly Commended)	78% (Highly Commended)

- 3.4 The fact that all three facilities have achieved increased scores at the time of each reassessment demonstrates the impact which the commitment to, and culture of, continuous improvement is having within the service.
- 3.5 Analysis of the Quest accreditation scores against the 60 registered facilities in Scotland shows that, as at December 2006, the Meadow Centre was the highest scoring centre in Scotland and the Vale of Leven Pool scored third equal with another two Scottish facilities. The Play Drome ranked tenth along with another 3 centres.
- 3.6 Analysis of the Quest accreditation scores shows that, as at December 2006, the Meadow Centre and the Vale of Leven Pool ranked within the top 6% of the 684 registered facilities within the UK and the Play Drome ranked within the top 25%.

#### **4. Personnel Issues**

- 4.1** Employees from job designations across the service are key to ensuring that standards of service delivery are continually improved and are involved in the actual assessment process through interaction with the on-site assessors during the full and maintenance assessment visits.
- 4.2** Regular staff training sessions take place with all employees to ensure that service improvements are identified and introduced and staff from each site are involved in the ongoing self-assessment process.

#### **5.0 Financial Implications**

- 5.1** The fee for the two year cycle of Quest assessment and accreditation is £1,850 per site therefore the fees for all 3 sites is £5,550 over two years.

#### **6.0 Risk Analysis**

- 6.1** There are no risks associated with the content of this report.

#### **7.0 Conclusions**

- 7.1** Quest embodies the best value requirements to improve efficiency and effectiveness, measure progress against targets, trends and competitors and formally recognised best practise.
- 7.2** Quest has proved to be a useful tool for West Dunbartonshire Leisure Services in setting service standards and developing the ethos of continuous improvement. The recent round of assessment scores demonstrates that improvements are being made in many areas of service delivery.

#### **8. Recommendations**

- 8.1** **The Committee is requested to note the success of the Leisure Services Section in achieving high level Quest accreditation for all three main leisure centres.**

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**Acting Director of Housing, Regeneration & Environmental Services**  
**(Land and Environmental Services)**

**Date: 8 January 2007**

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**Appendices:** None

**Background Papers:** None

**Wards Affected:** All