



ADRENALINEALLEY®
REGISTERED CHARITY: 1115146
COMPANY NO: 05819804

CUSTOMER FEEDBACK SURVEY

RESULTS

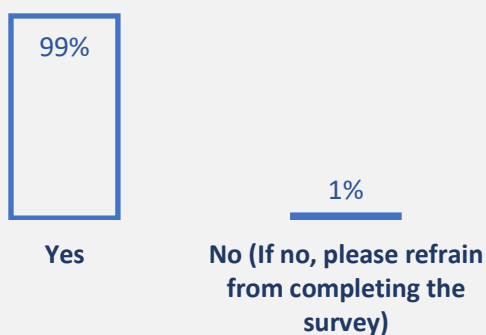
NOVEMBER/DECEMBER 2020

145 RESPONDENTS

ALL STATISTICAL QUESTIONS COMPULSORY & ANSWERED BY ALL RESPONDENTS



1. Have you visited since we reopened?

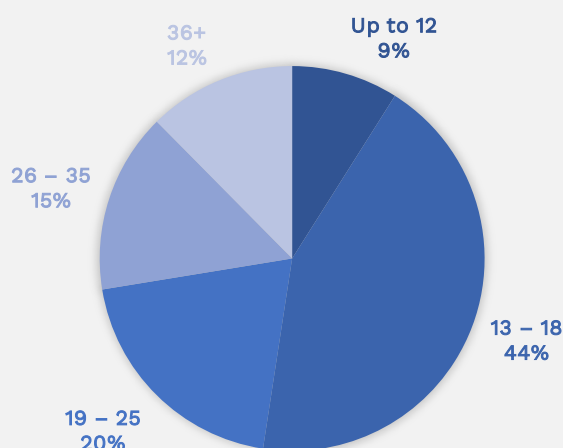


OUTCOME:

Validates that 99% of respondents can base opinions on customer experience since we reopened in August 2020.

2. Your details (Confidential)

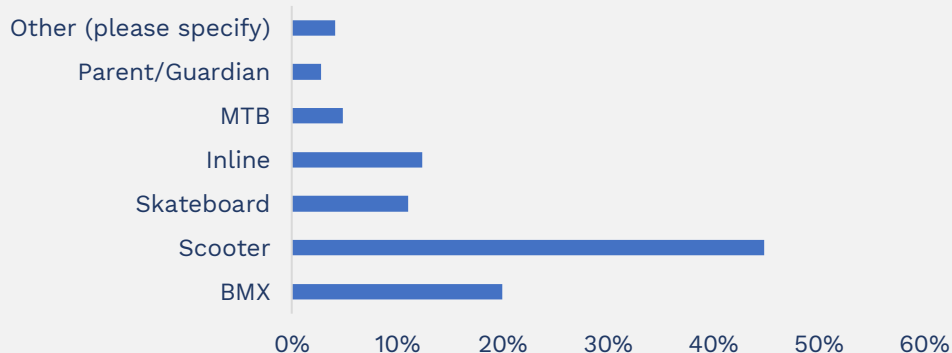
3. Age Group



OUTCOME:

Spread of age groups is a fair representation of our customer base, validating responses as applicable.

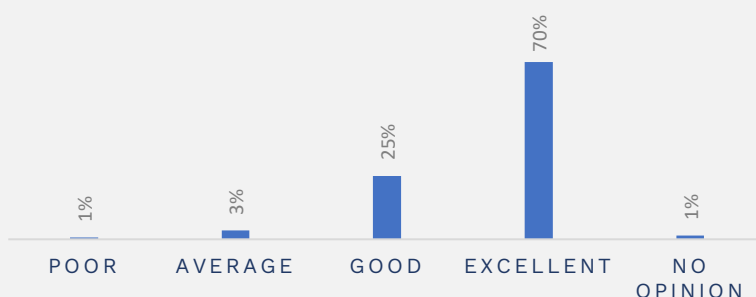
4. Which sport do you participate in or are you an accompanying parent/guardian?



OUTCOME:

Spread of sport disciplines is a fair representation of our customer base, validating responses as applicable.

5. We have received amazing testimonials from parents and riders but would like to hear how you rate our customer service

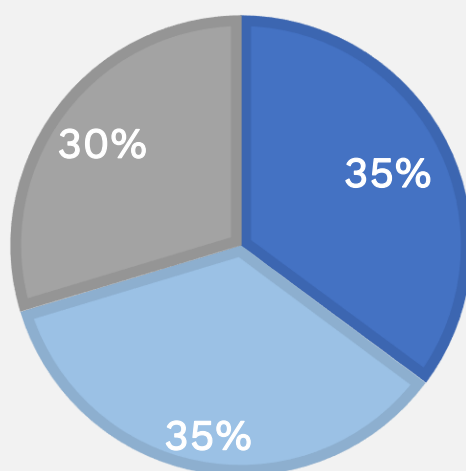


RESPONSE:

We are pleased that 95% of respondents rated our customer service as 'GOOD' or 'EXCELLENT' and will continue to do all we can to ensure all customers have the very best experience.

6. We have received a lot of feedback from customers stating they have enjoyed sessions more since limiting our capacity during COVID as they have had a superior experience to when it was busier (especially at weekends). Bearing in mind that as a charitable social enterprise we cannot reduce capacity and offer sessions that are so cheap that it's not possible to sustain the business, please select which of following statements best describes you;

- In the future, I would prefer the capacity limit remains as it is with the current session prices.
- In the future, I would prefer the capacity limit is marginally increased with a small decrease on session prices.
- In the future, I would prefer the capacity limit is removed with pre Covid-19 session prices and experience.

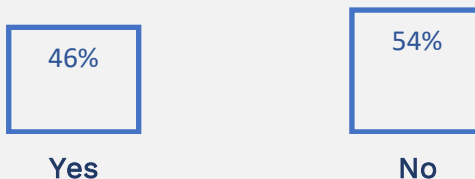


RESPONSE:

In order for participants to continue enjoying a superior experience, we will be taking into account that 70% of respondents would prefer our future capacity limit remained the same or marginally increased with 'no' or a 'small decrease' on session prices. Only 30% preferred that we return to pre Covid-19 capacity, prices and experience.

Our current limited capacity was introduced solely a coronavirus measure and our price structure is a reflection of the subsequent drop in footfall plus the additional costs involved in ensuring we are Covid-secure. We cannot state when we will be able to relax these measures and we do aim to make future sessions cheaper but these results suggest that we strike a capacity/price balance that prevents the facility becoming crowded to the detriment of participant experience.

7. Following evaluation during COVID, we have adapted and introduced more sessions. Are you aware of our new 'Under 16's ONLY' session on Saturday mornings during Northamptonshire school term time when one adult spectator per rider can book to access park areas for £2?



RESPONSE:

As over half of respondents were unaware of the 'Under 16's ONLY' session, we have increased our promotion to raise awareness.

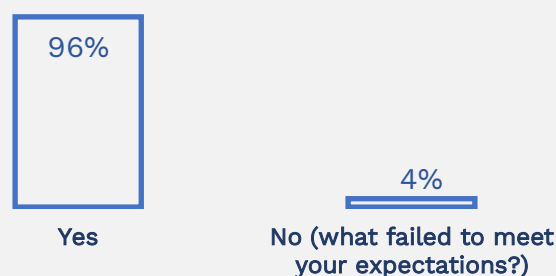
8. Are you aware of our new 'Monday Madness' session from 18:00 – 20:30 every Monday during Northamptonshire school term time that only costs £10 Gold or £11.50 Standard?



RESPONSE:

We have increased promotion to raise awareness of this new cheaper session option.

9. Did you feel all necessary measures had been taken to ensure the facility was Covid-secure on your last visit?



RESPONSE:

Since receiving our 'WE'RE GOOD TO GO' certificate as a Covid-secure venue, we are pleased to see 96% of respondents confirming they felt all necessary measures had been taken. We have also had no track and trace reports or staff infections up to the January lockdown demonstrating we continue to implement measures successfully. All comments made by the 4% that did not feel this was the case have been taken onboard as we continue to ensure the facility has everything in place to reduce the risk of virus transmission.

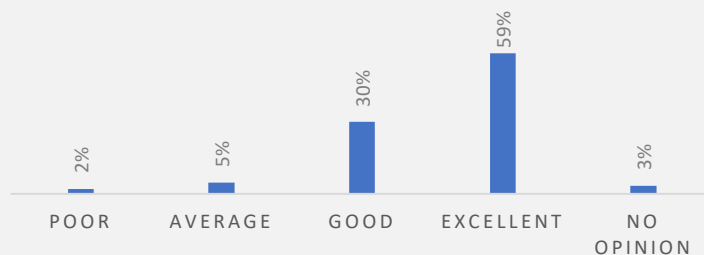
10. Please rate - Coronavirus measures and guidelines overall



RESPONSE:

90% of respondents rating our measures and guidelines as 'GOOD' or 'EXCELLENT' further supports that they are correctly incorporated into how we operate and have been implemented successfully.

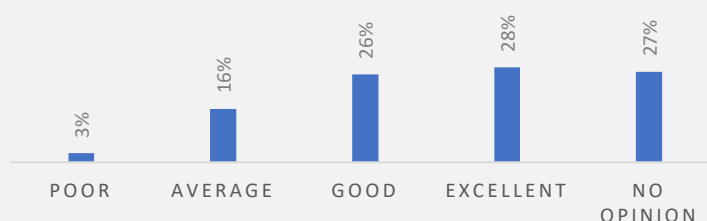
11. Please rate - Professional approach of staff to ensure guidelines are adhered to



RESPONSE:

89% of respondents rating the approach of our staff as 'GOOD' or 'EXCELLENT' provides us with confidence that they are ensuring guidelines are adhered to with the required level of professionalism. This as a crucial aspect in ensuring a safe environment for everybody to enjoy.

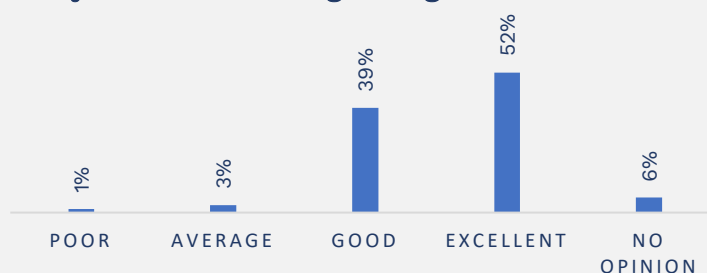
12. Please rate - How we accommodate parents/guardians while spectators cannot access park areas



RESPONSE:

Accommodating for parents/guardians while spectators are unable to access park areas has been a challenge with the space we have available, however, 19% of respondents rating our efforts as 'AVERAGE' or below suggested there was room for improvement. In response, in addition to our seating area in reception we have now opened up the top floor of our Café as a quiet area for parents/guardians only. With free WIFI and plenty of plug sockets, this offers the perfect relaxed environment for those looking to work while they wait.

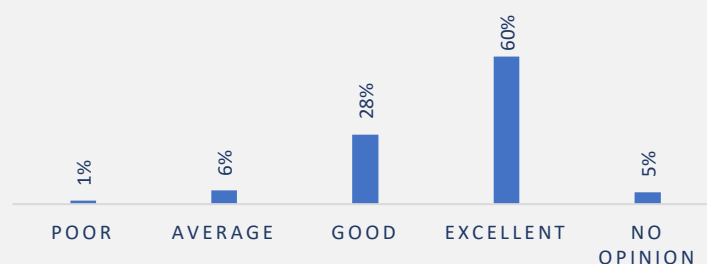
13. Please rate - In-Facility information regarding coronavirus measures & guidelines



RESPONSE:

91% of respondents giving 'GOOD' or 'EXCELLENT' ratings suggests we have clearly and prominently provided customers with all necessary measure & guideline information during their visit.

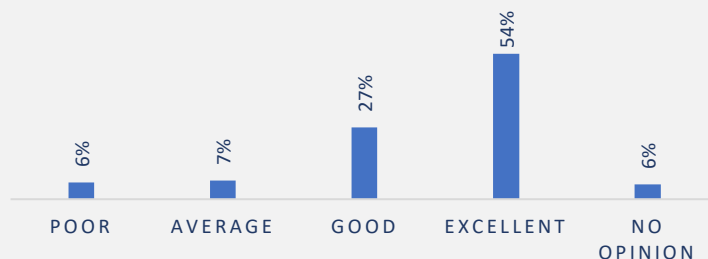
14. Please rate - Online information regarding coronavirus measures & guidelines



RESPONSE:

88% of respondents giving 'GOOD' or 'EXCELLENT' ratings suggests successful provision of all necessary measure & guideline information online. We are confident our 'reopening measures & guidelines' video and consistent approach to communicating updates has contributed to this positive result.

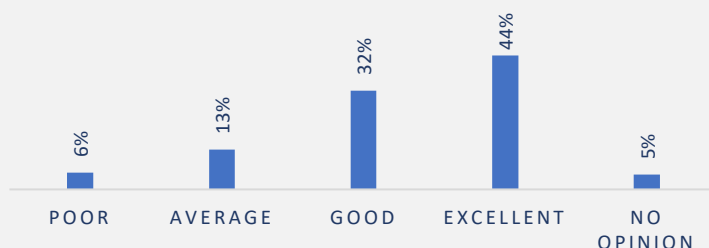
15. Please rate - Enforcement of mandatory mask rule (while not riding/skating)



RESPONSE:

Receiving 'GOOD' or 'EXCELLENT' ratings for mask enforcement from 81% of respondents informs us that staff are effectively ensuring customers are always wearing masks while not participating.

16. Please rate - Hand sanitation stations



RESPONSE:

Our eye-catching contactless sanitizer dispensers situated in numerous locations have previously received positive feedback, this is now supported by above average ratings from 76% of respondents.

17. Please rate - Restructured session times to allow for deep cleaning



RESPONSE:

Only 6% of respondents rating our restructured session times as below average suggests they suit the vast majority of customers while allowing us to carry out more extensive cleaning routines and keep the facility as hygienic as possible.

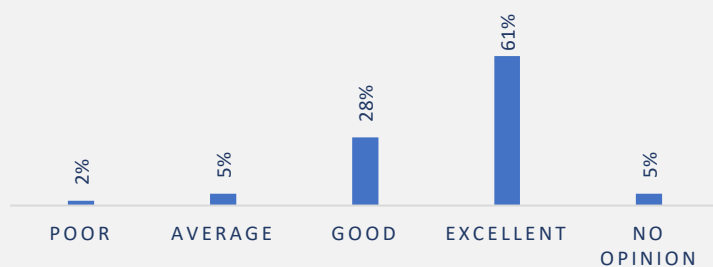
18. Please rate - Restructured session prices to enable us to be sustainable at limited capacity



RESPONSE:

Restructuring session prices so the charity remained sustainable while operating at limited capacity was challenging. The inevitable increase was not going to suit everybody; however, we are pleased that 82% of respondents rated our prices as 'AVERAGE' or above (with the majority of ratings being 'GOOD' or 'EXCELLENT'). In the future, we do aim to reduce sessions prices once a sufficient capacity increase is a possibility but please note our response to question 6 with regards to us striking a capacity/price balance that continues to provide a superior customer experience.

19. Please rate - Online booking system & ability to see remaining spaces in each session



RESPONSE:

Reopening for online bookings only with a limited capacity, we wanted to develop our online booking system to be as user friendly as possible while also being more informative by displaying the remaining spaces for each session. 89% of respondents rating this as 'GOOD' or 'EXCELLENT' suggests that this has been acknowledged as an improvement through the eyes of our customers.

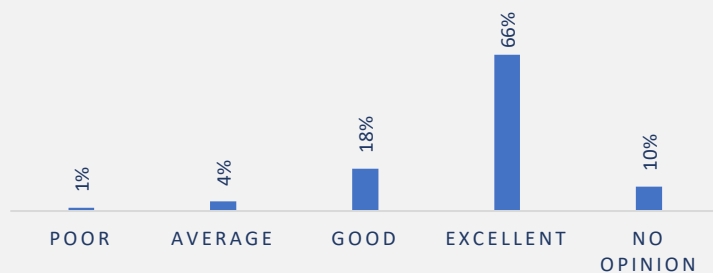
20. Please rate - Takeaway only Café & new menu



RESPONSE:

Although this is not a negative result, the 19% of respondents rating our Café as 'AVERAGE' or below suggested that there was room for improvement. We have since developed the menu with the addition of new hot meal deal items including custom burgers and crispy chicken bites.

21. Please rate - New Rhythm section



RESPONSE:

Following all the work that went into the design and creation of our new Rhythm section, we are delighted to see the majority of respondents rate this area as 'EXCELLENT'.

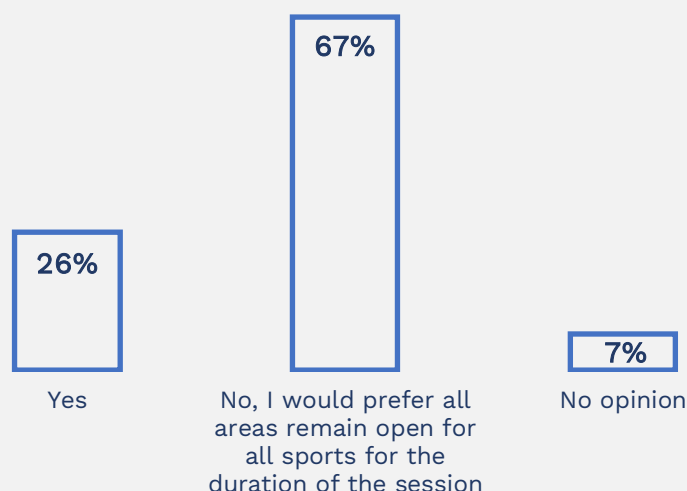
22. Please rate - New beginner area - 'The Ledge'



RESPONSE:

With 63% of respondents rating 'The Ledge' as 'GOOD' or 'EXCELLENT', we are happy that our new beginner area has improved and expanded our facilities for those looking to build their confidence.

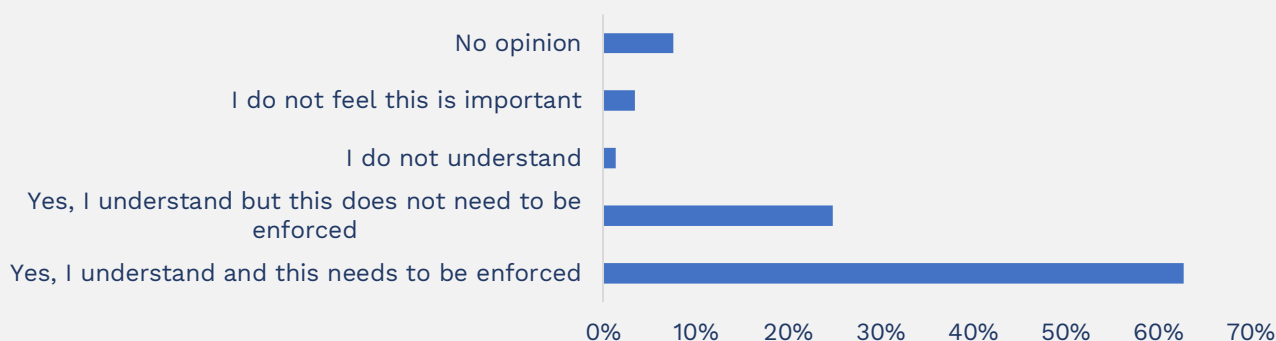
23. Sometimes, some areas within our parks such as our new Rhythm section can feel very busy with all the sports riding at the same time. Would you prefer to see these sectioned during a session for the specific sports? e.g. 1 hour BMX & MTB only, 1 hour scooter only, 1 hour skateboard & inline only and 1 hour all sports?



RESPONSE:

These results evidence that the majority of respondents would prefer all areas to remain open to all sports for the duration of a session. This being the case, rather than making busier park areas sport specific at different times, we have instead implemented more physical measures including a temporary partition net on the deck space between the RHYTHM/WAIRHOUSE and signage to promote; social distancing, waiting your turn and respecting others.

24. We often have problems with participants standing on ramps in the middle of park areas. It is park etiquette not to do this as it blocks lines and disrupts area flow to the detriment of other riders. We need to understand whether we need to enforce this and your understanding of this rule:



RESPONSE:

Following the consensus that more is needed to alleviate this problem, we are stencilling 'DO NOT STAND HERE' on top of all ramps where we experience participants waiting where they should not. Further signage will also be added to remind participants not to wait in the middle of the course.

25. Is there anything in particular you feel we could do to develop and improve the facility and/or how we operate? (optional)

RESPONSE:

Half of those taking part in this survey left open suggestions on how they personally felt we could develop and improve. These have all been taken onboard for consideration as we move forwards.