

Multi Use Sports Arena – Customer Experience

SUMMARY

- 1.1 The Multi Use Sports Arena is a key element of the Council's Leisure Strategy.
- 1.2 The purpose of the Customer Experience document is to help customers, stakeholders and internal Council teams understand what facilities and services will be available at the Arena.
- 1.3 The Customer Experience document is a live document and is being updated to reflect the activities that will be available for users of the Arena as decisions are finalised.
- 1.4 It is anticipated that the document will be completed and published on iDerby in mid-2014.

RECOMMENDATION

- 2.1 To review the attached Customer Experience document and provide any comments, guidance or recommendations to be considered by the Leisure Board and the Project Delivery Team.

REASON FOR RECOMMENDATION

- 3.1 To provide Members, as stakeholders, with the opportunity to understand how the Arena will operate and offer the opportunity to comment on the proposed Arena operating practices and procedures.

SUPPORTING INFORMATION

- 4.1 The Arena is planned to be completed in late November 2014. At present the project is on track to be completed on time and within the allocated budget.
- 4.2 The Arena will be a multi-use venue suitable for sporting activities, corporate and cultural events.
- 4.3 The Customer Experience document has been created to help customers, stakeholders and internal Council teams understand what facilities are available at the

- Arena. This document will aid in increasing the levels of understanding about how the venue operates and what can and cannot be done.
- 4.4 The document is a live document that is being updated frequently as key decisions are made. The document will continue to be updated throughout the first half of 2014 and when completed will be published on iDerby.
- 4.5 The Customer Experience document will also be used as a marketing and publicity document once completed and will be published externally via the website and other suitable electronic platforms. The intention is to retain the document as an electronic document and not to print and distribute it in hard copy.
- 4.6 The Customer Experience document will also be supported by an Operational Arena Manual which is also being produced to help the Leisure Team manage the new facility.

OTHER OPTIONS CONSIDERED

- 5.1 None applicable to this report.

This report has been approved by the following officers:

Legal officer Financial officer Human Resources officer Service Director(s) Other(s)	Gordon Stirling, Director of Strategic Services and Transformation
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For more information contact: Background papers: List of appendices:	Andy Elliott 01332 643450 e-mail Andrew.elliott@derby.gov.uk None Appendix 1 – Implications Appendix 2 – Customer Experience Report (Copies of this document will be available at the meeting)
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IMPLICATIONS

Financial and Value for Money

- 1.1 The MUSA forms part of the Council's Leisure Strategy.

Legal

- 2.1 Not applicable to this report.

Personnel

- 3.1 Not applicable to this report.

Equalities Impact

- 4.1 Not applicable to this report.

Health and Safety

- 5.1 Not applicable to this report.

Environmental Sustainability

- 6.1 Not applicable to this report.

Asset Management

- 7.1 Not applicable to this report.

Risk Management

- 8.1 All project risks will be managed as per corporate guidance and high level risks will be reviewed by the Leisure Board.

Corporate objectives and priorities for change

- 9.1 The MUSA is part of the Council's Leisure Strategy.