



Hull Culture and Leisure Customer Satisfaction Survey 2022

Summary Analysis Report

Report produced by Hull City Council Insight Team June 2022

Section 1: Survey Responses

	No of Respondents	% of Respondents
HCC Insight Sourced	278	43%
HCAL Sourced	322	50%
VHEY Sourced	46	7%
TOTAL	646	

	No of Users	% of Respondents	Previous User % (2019)	Direction of Travel
City Hall	265	41%	60%	▼
Ferens Art Gallery	258	40%	68%	▼
History Centre	58	9%	36%	▼
Ice Arena	84	13%	11%	-
Leisure Centres	239	37%	36%	-
Libraries	200	31%	50%	▼
Museums	304	47%	67%	▼
New Theatre	304	47%	58%	▼
Parks	413	64%	64%	-
Sutton Golf Club	13	2%	3%	-
None of These	32	5%	2%	▲

Section 2: Change In Service Over Last 2 Years

	Got Worse	Stayed the Same	Got Better
City Hall	5%	80%	15%
Ferens Art Gallery	4%	57%	40%
History Centre	17%	73%	10%
Ice Arena	14%	50%	36%
Leisure Centres	16%	47%	37%
Libraries	14%	66%	20%
Museums	5%	69%	25%
New Theatre	5%	50%	45%
Parks	15%	53%	32%
Sutton Golf Club	21%	50%	29%

Section 3: Service User Ratings

Average Score: -2 = Very Dissatisfied, -1 = Dissatisfied, 0 = Neither, 1 = Satisfied, 2 = Very Satisfied)

Overall Score			
	Average Score	Previous Score (2019)	Direction of Travel
Ferens Art Gallery	1.46	1.39	-
New Theatre	1.38	1.14	▲
Museums	1.35	1.28	-
History Centre	1.32	1.18	▲
Libraries	1.18	1.19	-
City Hall	1.03	0.82	▲
Parks	0.92	0.68	▲
Sutton Golf Club	0.92	0.90	-
Leisure Centres	0.90	0.64	▲
Ice Arena	0.57	0.08	▲

Customer Care			
	Average Score	Previous Score (2019)	Direction of Travel
History Centre	1.41	1.16	▲
Museums	1.34	1.20	▲
Ferens Art Gallery	1.46	1.39	-
New Theatre	1.27	1.03	▲
Libraries	1.25	1.25	-
City Hall	1.14	0.94	▲
Leisure Centres	1.14	0.86	▲
Sutton Golf Club	1.14	1.33	▼
Ice Arena	0.87	0.70	▲
Parks	0.63	0.52	▲

Section 3: Service User Ratings

Average Score: -2 = Very Dissatisfied, -1 = Dissatisfied, 0 = Neither, 1 = Satisfied, 2 = Very Satisfied)

Range on Offer			
	Average Score	Previous Score (2019)	Direction of Travel
Museums	1.33	1.27	-
New Theatre	1.33	1.14	▲
Ferens Art Gallery	1.26	1.19	-
History Centre	1.26	1.03	▲
Libraries	1.19	1.17	-
City Hall	1.02	0.76	▲
Sutton Golf Club	1.00	0.71	▲
Leisure Centres	0.87	0.82	-
Parks	0.72	0.57	▲
Ice Arena	0.54	0.39	▲

Online Offer			
	Average Score	Previous Score (2019)	Direction of Travel
Libraries	0.81	0.68	▲
New Theatre	0.75	0.74	-
History Centre	0.70	0.53	▲
Museums	0.60	0.53	-
Leisure Centres	0.57	0.44	▲
City Hall	0.44	0.46	-
Ferens Art Gallery	0.43	0.43	-
Parks	0.22	0.16	-
Ice Arena	0.12	0.10	-
Sutton Golf Club	0.08	0.38	▼

Section 3: Service User Ratings

Average Score: -2 = Very Dissatisfied, -1 = Dissatisfied, 0 = Neither, 1 = Satisfied, 2 = Very Satisfied)

Ease of Booking / Hire			
	Average Score	Previous Score (2019)	Direction of Travel
New Theatre	1.15	1.03	▲
Leisure Centres	0.92	0.74	▲
City Hall	0.88	0.78	-
Ice Arena	0.56	0.53	-
Sutton Golf Club	0.38	0.76	▼
Parks	0.22	0.24	-

Cleanliness			
	Average Score	Previous Score (2019)	Direction of Travel
Ferens Art Gallery	1.52	1.41	▲
History Centre	1.48	1.20	▲
New Theatre	1.39	1.24	▲
Museums	1.31	1.19	▲
Libraries	1.15	1.10	-
City Hall	1.13	0.92	▲
Sutton Golf Club	0.85	0.81	-
Leisure Centres	0.76	0.34	▲
Parks	0.55	0.34	▲
Ice Arena	0.30	-0.27	▲

Feeling Safe			
	Average Score	Previous Score (2019)	Direction of Travel
Parks	0.64	0.46	▲

Section 3: Service User Ratings

Average Score: -2 = Very Dissatisfied, -1 = Dissatisfied, 0 = Neither, 1 = Satisfied, 2 = Very Satisfied)

State of Repair			
	Average Score	Previous Score (2019)	Direction of Travel
Ferens Art Gallery	1.49	1.43	-
New Theatre	1.42	1.31	▲
History Centre	1.28	1.24	-
Museums	1.18	1.07	▲
City Hall	0.95	0.64	▲
Libraries	0.93	0.90	-
Sutton Golf Club	0.93	0.57	▲
Leisure Centres	0.68	0.34	▲
Parks	0.55	0.29	▲
Ice Arena	0.28	-0.56	▲

Food and Beverages			
	Average Score	Previous Score (2019)	Direction of Travel
Ferens Art Gallery	0.76	0.75	-
New Theatre	0.62	0.38	▲
Leisure Centres	0.40	0.22	▲
History Centre	0.38	0.31	-
Museums	0.37	0.32	-
Libraries	0.31	0.51	▼
City Hall	0.29	0.04	▲
Ice Arena	0.12	-0.28	▲

Section 3: Service User Ratings

Average Score: -2 = Very Dissatisfied, -1 = Dissatisfied, 0 = Neither, 1 = Satisfied, 2 = Very Satisfied)

Grounds Maintenance			
	Average Score	Previous Score (2019)	Direction of Travel
Sutton Golf Club	0.86	0.55	▲
Parks	0.81	0.58	▲

Play Equipment			
	Average Score	Previous Score (2019)	Direction of Travel
Parks	0.56	0.34	▲

Staff / Management			
	Average Score	Previous Score (2019)	Direction of Travel
History Centre	1.47	N/A	N/A
Ferens Art Gallery	1.28	N/A	N/A
Museums	1.24	N/A	N/A
New Theatre	1.20	N/A	N/A
Libraries	1.17	N/A	N/A
Sutton Golf Club	1.07	N/A	N/A
City Hall	1.02	N/A	N/A
Leisure Centres	0.98	N/A	N/A
Ice Arena	0.76	N/A	N/A
Parks	0.53	0.43	-

Section 4: Non-User Barriers

Cost			
	%	Previous % (2019)	Direction of Travel
New Theatre	40%	40%	-
City Hall	17%	29%	▼
Leisure Centres	16%	13%	-
Ice Arena	10%	10%	-
Sutton Golf Club	2%	4%	▼
Ferens Art Gallery	1%	4%	▼
Libraries	1%	1%	-
History Centre	1%	2%	-
Museums	1%	3%	▼
Parks	1%	1%	-

Difficult to Get To			
	%	Previous % (2019)	Direction of Travel
Ice Arena	10%	8%	-
Parks	10%	12%	-
Museums	9%	10%	-
History Centre	6%	8%	-
Leisure Centres	6%	8%	-
Libraries	4%	5%	-
Ferens Art Gallery	4%	5%	-
City Hall	4%	6%	-
Sutton Golf Club	4%	5%	-
New Theatre	3%	3%	-

Section 4: Non-User Barriers

Not of Interest To Me			
	%	Previous % (2019)	Direction of Travel
Sutton Golf Club	89%	86%	-
Ice Arena	68%	76%	▼
Ferens Art Gallery	55%	60%	-
Leisure Centres	39%	48%	▼
City Hall	38%	38%	-
History Centre	37%	31%	-
Libraries	36%	30%	-
Museums	34%	35%	-
Parks	29%	36%	-
New Theatre	24%	32%	▼

I Use Alternatives			
	%	Previous % (2019)	Direction of Travel
Libraries	39%	44%	-
Parks	30%	25%	-
Leisure Centres	25%	26%	-
City Hall	10%	10%	-
Museums	7%	10%	-
New Theatre	7%	12%	▼
Ferens Art Gallery	5%	3%	-
History Centre	5%	8%	▼
Sutton Golf Club	2%	2%	-
Ice Arena	1%	2%	-

Section 4: Non-User Barriers

Opening Hours			
	%	Previous % (2019)	Direction of Travel
History Centre	9%	7%	-
Libraries	9%	9%	-
Museums	8%	14%	▼
Leisure Centres	5%	4%	-
Ferens Art Gallery	4%	5%	-
Ice Arena	3%	2%	-
Parks	3%	2%	-
City Hall	1%	4%	▼
New Theatre	1%	1%	-
Sutton Golf Club	0%	0%	-

Don't Know About It			
	%	Previous % (2019)	Direction of Travel
History Centre	30%	34%	-
City Hall	16%	19%	-
Ferens Art Gallery	12%	11%	-
Museums	8%	9%	-
New Theatre	7%	8%	-
Parks	7%	5%	-
Sutton Golf Club	4%	5%	-
Ice Arena	3%	4%	-
Leisure Centres	3%	4%	-
Libraries	2%	2%	-

Section 5: Booking and Information

Q. What is your preferred method for booking to use any of these services?

	%
Online via a website	70%
In person	18%
App	5%
Telephone	4%
Online via a social media service	3%
Text	1%
Post	<1%

Q. How would you prefer to find out about Leisure and Culture services, including special offers, tickets and events?

	%
E-newsletter	56%
Facebook	55%
Website (please state)	32%
Leaflet / poster	30%
Local press / media (e.g. newspaper, radio etc.)	27%
Twitter	17%
Word of mouth	16%
Radio / TV	15%
Work / college/ school	8%
Other	3%

NB: This was an online only survey which is likely to have influenced the results to these two questions.

Section 6: Respondent Demographics

	%
HU1	1%
HU2	1%
HU3	6%
HU4	5%
HU5	17%
HU6	8%
HU7	9%
HU8	12%
HU9	13%
HU10+	18%
Non-HU	10%

	%
Under 16	-
16 – 24	4%
25 – 34	16%
35 – 44	24%
45 – 54	22%
55 – 64	21%
65 +	14%

	%
Male / Man	28%
Female / Woman	71%
MTF	<1%
FTM	-
Other	1%

	%
White British	95%
White Other	2%
Black / Black British	-
Asian / Asian British	1%
Mixed / Multiple Ethnicities	1%
Arab	<1%
Other	1%

	%
Yes, limited a little	19%
Yes, limited a lot	7%
No. not limited	74%

	%
Yes – have served in the Armed Forces	2%
No – haven't served in the Armed Forces	98%