



## Press Release

### George H Carnall's Quest for Success

Most leisure centre customers across Trafford will have at some time seen a blue and yellow plaque mounted on the leisure centre wall. The relevance of this plaque however, by most is probably not understood. All Trafford Community Leisure Trust's leisure centres boast the blue and yellow Quest award, which represents the centres achievement of provision of a high standard of service and operation to the public.

This October the George H Carnall Leisure Centre embarked upon its 2 year reassessment with regards to the prestigious Quest Award. Two years ago the GH Carnall achieved a very respectable score of 67%, which placed the facility in the top 20% of leisure centres in the UK. This October the facility scored 78% illustrating the dramatic improvement and high level of quality provided by the Trust staff at the GH Carnall.

The Quest assessment is a Sport England backed initiative, which looks to raise the standards of leisure provision across the UK. The assessment marks facilities across a number of customer focused issues including health and

safety, activity programming, cleanliness, customer care, marketing and staffing. Dave Williams, George H Carnall's Centre Manager says, "The Quest assessment provides us with a catalyst to provide a customer oriented service, it is a great management tool and embeds adherence to a variety of key aspects of our business to the benefit of the customer. The assessment time is a challenging one, and the process is very rigorous and all our facilities and staff are in the spotlight."

The Quest assessment defines industry standards and good practice for sport and leisure facilities in the UK. It encourages their application and development in a customer-focused management framework. Quest is recommended by the British Quality Foundation for Self Assessment in Sport and Leisure Operations.

Mike Shutt, Quest Lead Assessor, who undertook the assessment of the Centre, added that, "Of the 95 assessments I have undertaken, the score for the GH Carnall Centre is the highest I have awarded. The work that has been done here over the last two years is very good. The whole team work very well together and the score is a reflection of service delivery through this teamwork and the procedures put in place by the Centre and Leisure Trust. There are several areas the GH Carnall does exceptionally well and I will be encouraging other Centres to view these procedures in a proposed Sport England North West Quest Benchmarking Seminar to be held in 2006."

Mike was invited back to the Centre to present the plaque to the George H Carnall Centre staff and the Trustees of Trafford Community Leisure Trust, represented by Steve Pullen MBE, who is also a GB Judo coach based at the Carnall.

The 78% score achieved by the George H Carnall Leisure Centre is a great achievement for Trafford Community Leisure Trust, which only commenced trading in April 2003. The score is one of the highest ever achieved in a Quest assessment and Bernie Jones Chief Executive for Trafford Community Leisure Trust concluded that, "Quest for us provides a good benchmarking tool to ensure we are providing the right level of service facilities for our customers. This score by the Centre is exceptional and has given us an independent indication of the progress the Trust has made since we took over responsibility for the management of the Centre. The progress has been through the efforts of the whole team (Trustees, Management and Staff), all working together towards continuous improvement for the customers. We are delighted with this success but will continue to work hard to further improve the service to our customers."

END OF PRESS RELEASE

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Trafford Community Leisure Trust, currently manages 7 leisure & sports centres and 2 golf courses in the Trafford area. The 6 leisure centres are all Quest registered.