

APPENDIX C

ACTIVE4TODAY – PRIMARY PERFORMANCE INDICATORS FOR 2020/21 & TARGETS FOR 2021/22

Indicator Name	20/21 Q4/Year End Value	Q4 20/21 Year End Progress Comment If your PI is not performing to target, please include a comment below	Target 2021/22 Add your proposed target for the coming year
No of User Visits - Active 4 Today (Director) (Policy & Finance)	A4T – 185,723 SLC – 76,601 Total – 262,324	The leisure centres have been closed for approximately 8 months of the 2020-2021 financial year, due to the global pandemic. As a result the usage is significantly lower than in previous years. It is hoped that when the leisure centres re-open usage will once again begin to increase as customers return to the facilities.	700,000
Live Leisure Centre Membership Base (Adults) (Director) (Policy & Finance)	A4T- 5,169 SLC- 2,615 Total- 7,784	The leisure centres have been closed for approximately 8 months of the 2020-2021 financial year, due to the global pandemic. As a result the memberships have been significantly affected in two areas. The first has been within the cancellations, as several members cancelled their memberships as the pandemic increased. Secondly there were limited opportunities for new member sign ups, which means the net amount of members has reduced considerably. It is hoped that when the leisure centres re-open, memberships will once again begin to increase as customer confidence grows and users return to the facilities.	Total- 6,652 SLC- 3,061 Total- 9,591