

<b>Pentana PI Ref</b>	<b>Active4Today Performance Indicators (incl SLCT)</b>	<b>31st October 2019</b>	<b>31st October 2020</b>	<b>31st October 2021</b>	<b>Growth (+) Decline (-)</b>	<b>Comments</b>
						<b>CUMULATIVE DATA INCLUDING ALL A4T SITES/ACTIVITIES AND SLC TO ENABLE CORRECT COMPARISONS TO BE MADE</b>
HHC_KI108	No. of User Visits - TOTAL	764,000	195,503	468,237	+139.50%	Significant reduction of user visits due to the Covid-19 pandemic from 2019 to 2020 however an increase due to the period of opening from April 2021 as opposed to July in 2020.
A4T_DI001	No. of Leisure Centre user visits - Children (under 16) - TOTAL	235,238	49,676	90,003	+81.18%	Significant reduction of user visits due to the Covid-19 pandemic from 2019 to 2020 however an increase due to the period of opening from April 2021 as opposed to July in 2020.
A4T_DI002	No. of Leisure Centre user visits - Aged Over 60 - TOTAL	77,967	19,958	50,896	+155.02%	Significant reduction of user visits due to the Covid-19 pandemic from 2019 to 2020 however an increase due to the period of opening from April 2021 as opposed to July in 2020.
A4T_DI003	No. of Leisure Centre user visits - Deprived areas - Total users	12,122	3,554	8,538	+140.24%	Significant reduction of user visits due to the Covid-19 pandemic from 2019 to 2020 however an increase due to the period of opening from April 2021 as opposed to July in 2020.
A4T_DI004	No. of individuals referred to Active4Today from a health professional - Total	254	6	47	+683.33%	Significant reduction of referrals due to the Covid-19 pandemic, but have experienced an increase since reopening. This will continue to increase due to the re-appointment of the active lifestyles officer.
A4T_DI005	No. of individuals referred to Active4Today from a health professional - Attended Session - TOTAL	136	2	25	+1150.00%	Significant reduction of referrals due to the Covid-19 pandemic, but have experienced an increase since reopening. This will continue to increase due to the re-appointment of the active lifestyles officer.
A4T_DI006	No. of Community Groups supported by Sports Development	30	22	65	+195.45%	Increase in contact with community groups and this is now building due to the return of all officers in the team.
A4T_DI008	Live Leisure Centre Membership base (adults) - Total	8,888	6,008	6,414	+6.76%	There has been a significant decrease in the adult membership base across all sites in comparison to August 2019, however as detailed in the attached report, the direction is positive in the covid recovery. This data includes SLCT.
A4T_DI009	Live Leisure Centre Membership base (children) - Total	3,816	2,902	3,194	+10.06%	There has been a significant decrease in the adult membership base across all sites in comparison to August 2019, however as detailed in the attached report, the direction is positive in the covid recovery. This data includes SLCT.
A4T_DI014	% Customer Satisfaction - TOTAL	40	39	54	+38.46%	<p>The customer satisfaction is calculated by an NPS (Net Promoter Score) that is automatically calculated and updated daily based on the survey comments and scores received. This score relates to the 12 month period up to 31st October each year. The groups score across all sites sits at 54, with individual sites achieving the following - BLC - 82, SLC - 54, NSFC - 42 and DLC - 40. The current national benchmark is 45.</p> <p>At 31st October August 2020 the individual sites BLC - 78, SLC - 53, DLC - 36 and NSFC - 39</p> <p>Over 15 customer comments have been received since the last report in September which have been of praise and concern. These have been dealt with on an individual basis and all customers contacted either by phone or email and invited to attend a meeting. This has proved to be a positive approach in dealing with issues and resolved a number of concerns directly with the customers.</p>
A4T_DI015	Number of people on concessionary membership	218	141	257	+82.27%	The number of people taking advantage of the reduced concessionary monthly direct debit has seen a large increase which is encouraging and possibly due to the pandemic.