

Active4Today Performance Indicators (incl SLCT) 01 April 16 - 31 March 17 Compared to 01 April 17 - 31 March 18	ACTIVE4TODAY ONLY			SLCT ONLY			TOTAL			Total Commentary
	Mar-17	Mar-18	Growth (+) Decline (-)	Mar-17	Mar-18	Growth (+) Decline (-)	Mar-17	Mar-18	Growth (+) Decline (-)	
No. of User Visits	1,274,605	1,028,623	-19.30%	383,244	344,121	-10.21%	1,657,849	1,372,744	-17.20%	Revised data capturing of parent assist users with children, now reduced 1:1 rather than 2:1, this has impacted on the number of users however is much more realistic according to latest industry trends and recommendations. In addition, ICT issues have caused user visits to be missed due to system failures. Customers not swiping in on their visit has also had an impact which has therefore not registered their visit. In addition, we have received the updated school swimming timetable from Nottinghamshire County Council which has been substantially consolidated and reduced from 16/17 to 17/18. This in turn has provided more capacity for daytime swimming and increased capacity for pre school lessons, over 50's and laned swimming sessions.
No. of Leisure Centre user visits (Card Holders) - Female	330,741	284,177	-14.08%	122,048	121,491	-0.46%	452,789	405,668	-10.41%	Decline in usage as outlined above, however anecdotally, the sites are busy, the data is not being captured due to ICT issues. Membership base is growing therefore the data user visits do not correlate.
No. of Leisure Centre user visits - Aged Over 60	64,681	88,542	+36.89%	31,327	36,618	+16.89%	96,008	125,160	+30.36%	Steady increase of over 60 participation is due to continuous programme reviews, marketing and profile in the community to demonstrate the activities facilities on offer. AS well as new developments of classes targeting this age group.
No. of Leisure Centre user visits - Children (under 16)	219,752	193,312	-12.03%	91,678	101,602	+10.82%	311,430	294,914	-5.30%	A4T has experienced a slight decrease due to changes in the ICT systems used across the sites as well as an updated school swimming timetable from Nottinghamshire County Council. This has meant that the sessions are consolidated and reduced number of schools participating in the school swimming service. In addition, after some investigation, the 16/17 figures for parent/assist had been inputted into junior participation at the 2:1 ratio. This was subsequently amended in 17/18 so now reflects true participation of under 16's. Membership levels have increased with more course places created to increase capacity to meet the growing demand. New software packages have been introduced in 2017 to enable instructors to monitor progress of children's courses as well as providing an online portal for parents/guardians to login and see their achievements within the set criteria. This is a stand alone system. SLCT were delayed in introducing the new software therefore their under 16 data has not experienced a decrease.
Live Leisure Centre Membership base (adults)	6,192	6,276	+1.36%	2,091	2,253	+7.75%	8,283	8,529	+2.97%	Increases across all sites in the adult membership demonstrating the ongoing marketing, retention and promotional campaigns to not only attract new customers but also retain existing. A series of retention related improvements have been introduced throughout the year which has improved retention rates across the sites.
Live Leisure Centre Membership base (children)	2,480	2,787	+12.38%	1,317	1,349	+2.43%	3,797	4,136	+8.93%	Large scale developments have taken place in the last year in A4T sites, despite the uncertainty in swimming provision in the west. provision was secured elsewhere to maintain membership levels. A new coaching team introduced at NSFC has improved quality and capacity of gymnastics and trampolining sessions.
No. of Leisure Centre user visits - Deprived areas	Figures not available split per company						40,837	35,142	-13.95%	Slight change in participation however work in planned to increase this through targeted work in Clipstone, Ollerton, Bilsthorpe and Newark.
No. of individuals referred to Active4Today from a health professional - Attended Session	248	203	-18.15%	41	50	+21.95%	289	253	-12.46%	Slight decrease in the number of referrals received has led to a reduction in the number of 'sign up' attendances to their first session. In addition, it's worth noting that the number of user visits for over 60's has increased through traditional marketing and referrals from healthcare professionals has not been required. Traditionally the majority of referrals have been from this age group. The total number of referrals received was 304 therefore showing a conversion rate to attending the first session being 83%.
No. of user visits on Sports Development programmes in deprived areas	Figures not available split per company						7,887	4,376	-44.52%	This programme has now ended due to the external funding. The sports development team has made many of the activities introduced through this external funding fully sustainable in community settings, including A4T sites. This user data will now transfer into the total user visits for the sites through the individuals becoming Active Card holders or members. The sports development team will continue to work in specific areas including Ollerton, Bilsthorpe, Clipstone, Blidworth and Newark to increase participation levels and ultimately into sustainable sports settings. New sessions established will be captured in this PI, but then ongoing participation following the initial start up period with SD delivery will also transfer to the usage for the Company.