

						APPENDIX B
Pentana PI Ref	Active4Today Performance Indicators (incl SLCT)	31st December 2019	31st December 2020	31st December 2021	Growth (+) Decline (-)	Comments
CUMULATIVE DATA INCLUDING ALL A4T SITES/ACTIVITIES AND SLC TO ENABLE CORRECT COMPARISONS TO BE MADE						
HHC_KI108	No. of User Visits - TOTAL	897,902	257,914	600,284	+132.75%	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. Results now include Southwell Leisure Centre.
A4T_DI001	No. of Leisure Centre user visits - Children (under 16) - TOTAL	279,035	71,591	152,807	+113.44%	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. Results now include Southwell Leisure Centre.
A4T_DI002	No. of Leisure Centre user visits - Aged Over 60 - TOTAL	99,283	25,302	66,772	+163.90%	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. Results now include Southwell Leisure Centre.
A4T_DI003	No. of Leisure Centre user visits - Deprived areas - Total users	15,032	4,529	10,764	+137.67%	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. Results now include Southwell Leisure Centre.
A4T_DI004	No. of individuals referred to Active4Today from a health professional - Total	358	16	79	+393.75%	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	211	8	31	+287.50%	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	18	4	17	+325.00%	Increase in contact with community groups and this is now building due to the return of all officers in the team and the demand from clubs requiring support.
A4T_DI008	Live Leisure Centre Membership base (adults) - Total	8,592	5,349	6,635	+24.04%	There has been a significant decrease in the adult membership base across all sites in comparison to December 2019, however as detailed in the attached report, the direction is positive in the covid recovery. This data has always included the membership numbers of SLCT, so the comparison figures provided are a real comparison of pre-covid numbers.
A4T_DI009	Live Leisure Centre Membership base (children) - Total	3,669	2,732	3,219	+17.83%	There has been a significant decrease in the childrens' membership base across all sites in comparison to December 2019, however as detailed in the attached report, the direction is positive in the covid recovery. This data has always included the membership numbers of SLCT, so the comparison figures provided are a real comparison of pre-covid numbers.
A4T_DI014	% Customer Satisfaction - TOTAL	35	51	50	-1.96%	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 December each year. The groups score across all sites sits at 50, with individual sites achieving the following - BLC - 75, SLC - 46, NSFC - 40 and DLC - 39. The current national benchmark is 45. There have been 8 customer comments received since the last report in November 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.
A4T_DI015	Number of people on concessionary membership	234	140	274	+95.71%	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 addition of the new swimming pool in Ollerton and the fall out from the pandemic.