

<u>Active4Today Performance Indicators (incl SLCT)</u>	<u>ACTIVE4TODAY</u>	
	<u>Jul-17</u>	<u>Jul-18</u>
No. of User Visits	73,254	76,708
No. of Leisure Centre user visits (Card Holders) - Female	23,056	24,796
No. of Leisure Centre user visits - Aged Over 60	6,048	8,940
No. of Leisure Centre user visits - Children (under 16)	9,454	23,674
Live Leisure Centre Membership base (adults)	6,191	6,307
Live Leisure Centre Membership base (children)	2,626	2,602
No. of Leisure Centre user visits - Deprived areas	Figure	
No. of individuals referred to Active4Today from a health professional - Attended Session	18	34
No. of user visits on Sports Development programmes in deprived areas	Figure	

<u>ONLY</u>	<u>SLCT ONLY</u>			<u>TOTAL</u>		
Growth (+) Decline (-)	Jul-17	Jul-18	Growth (+) Decline (-)	Jul-17	Jul-18	Growth (+) Decline (-)
+4.72%	32,213	22,830	-29.13%	105,467	99,538	-5.62%
+7.55%	10,311	6,192	-39.95%	33,367	30,988	-7.13%
+47.82%	3,000	3,615	+20.50%	9,048	12,555	+38.76%
+150.41%	8,140	9,462	+16.24%	17,594	33,136	+88.34%
+1.87%	2,028	2,286	+12.72%	8,219	8,593	+4.55%
-0.91%	1,277	1,324	+3.68%	3,903	3,926	+0.59%
es not available split per company				3,911	3,804	-2.74%
+88.89%	2	6	+200.00%	20	40	+100.00%
es not available split per company				N/A	N/A	#VALUE!

### Total Commentary

Reduction in usage at SLCT due to school holidays. Additional entry/access systems will be installed at SLC to reduce the opportunity for members not registering their visit.

Slight increase within A4Ts due to additional promotion and marketing and awareness of activities for this age group, however, SLCT has experienced a slight decrease in this area, which is currently being investigated.

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This PI is being impacted on by higher membership usage, increased availability of classes and take up e.g. more courses now available within the XP childrens membership and increased pay and play activity. In addition, new software systems were introduced in October 2017 and these are now beginning to record the data more accurately e.g school swimming and external partner usage including the Newark Academy and Bishop Alexander

Slight increase due to additional promotion, marketing and fitness awareness campaigns for the adult market.

Slight increase due to additional course places, training and increased capacity for the junior market.

This has experienced a slight decrease, however, with the promotion of the free 7 day pass recently distributed to postcodes within areas of deprivation, it is expected that this PI will increase over the next quarter

Increase due to raised awareness and promotion to various health care services and partnership working.

Sports development outreach activities are beginning to increase due to the team being up to full capacity. Partnership working is continuing with the developmet of new activities with partners. A more qualitative progress report is attached at appendix 2.