

<u>Active4Today Performance Indicators (incl SLCT)</u>	<u>ACTIVE4TODAY</u>	
	Sep-17	Sep-18
No. of User Visits	80,306	73,697
No. of Leisure Centre user visits (Card Holders) - Female	18,982	23,617
No. of Leisure Centre user visits - Aged Over 60	5,790	5,987
No. of Leisure Centre user visits - Children (under 16)	6,454	22,824
Live Leisure Centre Membership base (adults)	6,369	6,315
Live Leisure Centre Membership base (children)	2,742	2,639
No. of Leisure Centre user visits - Deprived areas	Figure	
No. of individuals referred to Active4Today from a health professional - Attended Session	14	12
No. of user visits on Sports Development programmes in deprived areas	Figure	

<u>ONLY</u>	<u>SLCT ONLY</u>			<u>TOTAL</u>		
Growth (+) Decline (-)	Sep-17	Sep-18	Growth (+) Decline (-)	Sep-17	Sep-18	Growth (+) Decline (-)
-8.23%	27,022	22,773	-15.72%	107,328	96,470	-10.12%
+24.42%	10,276	9,032	-12.11%	29,258	32,649	+11.59%
+3.40%	2,680	2,979	+11.16%	8,470	8,966	+5.86%
+253.64%	8,047	8,987	+11.68%	14,501	31,811	+119.37%
-0.85%	2,108	2,320	+10.06%	8,477	8,635	+1.86%
-3.76%	1,278	1,343	+5.09%	4,020	3,982	-0.95%
Data not available split per company				3,911	3,804	-2.74%
-14.29%	3	1	-66.67%	17	13	-23.53%
Data not available split per company				N/A	N/A	#VALUE!

Total Commentary

Both A4T and SLCT have seen a slight reduction in user visit data however some of this can be attributed to ICT failures at the point of entry. Anecdotally, the membership, course places and attendance are high and increasing, particularly at NSFC and SLCT, therefore the 'contactless' entry system and door entry that will be installed at all sites in November will provide a more accurate figure.

The number of female visits remains high and is against usual trends.

The number of user visits that are over 60 is increasing at a steady pace with the number of people joining the membership scheme as it presents excellent value for money. The range of activities on offer for this age group is varied for all abilities, including chair based exercise, Heart Fit (cardiac rehab), stroke rehab, Otago (falls prevention).

Although the data represents a large increase in under 16's participation for A4T, the figure reported for September 2017 was extremely low. There has been a slight increase across all sites in comparison to September last year, however the number of children on memberships has been reduced compared to the same period in 2017.

As detailed in the report, A4T has experienced a reduction in adult membership at BLC and DLC. DLC has reduced significantly in the last year due to the cross site operation regarding swimming provision and the changes experienced within the last 12 months. NSFC has seen a slight increase which is supporting the net loss. SLCT is performing at its highest ever membership figures and has experienced a large increase over the last 12 months.

As detailed in the report, A4T has seen a reduction in children's memberships, specifically at DLC due to the swimming provision changes within the last 12 months. SLCT again are performing extremely well and have seen an increase in comparison to September 2017.

There has been a slight decrease however as detailed in the report, A4T and SLCT hoped that this would increase due to the targeted postcode promotion undertaken in the summer; unfortunately however this was not the case.

There is a slight decrease in the number of referrals received for this period and proves that continuous promotion and communication is required to health professionals in order that referrals continue. As detailed above, there are a variety of older people's 'health' related sessions on the programme so people are not necessarily coming through the traditional referral route.

The participation for this indicator is now being captured through the leisure system and not captured separately.