

Active4Today Performance Indicators (incl SLCT)	ACTIVE4TODAY ONLY			SLCT ONLY			TOTAL			Total Commentary
	Nov-16	Nov-17	Growth (+) Decline (-)	Nov-16	Nov-17	Growth (+) Decline (-)	Nov-16	Nov-17	Growth (+) Decline (-)	
No. of User Visits	117,298	97,828	-16.60%	29,186	27,938	-4.28%	146,484	125,766	-14.14%	Slight decrease in user visits however this may be due to the change in software and how we now collect it. In addition, there has been a change in the way in which data is collected nationally now to provide a more unified way of collecting e.g. agreeing average numbers per activity. Finally the Company did experience several issues with regards ICT failure at the site, which culminated in access gates being left open and limited data being collected, if customers bypassed the front reception. This now does seem to have been rectified.
No. of Leisure Centre user visits (Card Holders) - Female	25,124	35,588	+41.65%	10,249	9,930	-3.11%	35,373	45,518	+28.68%	Increase due to the number of Active Card holders increasing since the same period last year and more data being available to determine specific demographics of customers. In addition, improved programming of the class timetable has supported increased female usage
No. of Leisure Centre user visits - Aged Over 60	5,924	9,932	+67.66%	2,568	3,379	+31.58%	8,492	13,311	+56.75%	Increase due to the number of Active Card holders increasing since the same period last year and more data being available to determine specific demographics of customers. In addition, more classes and activities have been made available for this target group
No. of Leisure Centre user visits - Children (under 16)	15,302	23,770	+55.34%	7,557	8,927	+18.13%	22,859	32,697	+43.04%	Increase due to the number of Active Card holders increasing since the same period last year and more data being available to determine specific demographics of customers. In addition, increases in the junior memberships have as a consequence increased the data capture of this group
Live Leisure Centre Membership base (adults)	5,803	6,402	+10.32%	2,026	2,226	+9.87%	7,829	8,628	+10.21%	Membership baase has increased due to investment in retention software system. This is a tool used by staff to contact customers both in person and electronically to retain them longer. This has also increased due to continuous review of classes and marketing. The software was introduced in October 2016.
Live Leisure Centre Membership base (children)	2,361	2,769	+17.28%	1,329	1,329	0.00%	3,690	4,098	+11.06%	Increase due to increased capacity and workforce development
No. of Leisure Centre user visits - Deprived areas	Figures not available split per company						3,503	3,519	+0.46%	Attendance levels from identified postcode areas have been maintained.
No. of individuals referred to Active4Today from a health professional - Attended Session	54	55	+1.85%	14	23	+64.29%	68	78	+14.71%	This data is only collected quarterly so data is to the end of September 2017. Work continues to be undertaken in the area to ensure this target continues to improve
No. of user visits on Sports Development programmes in deprived areas	Figures not available split per company						5,190	4,376	-15.68%	Slight decrease due to the number of continued sports development led sessions in this area. This programme is now drawing to a close at 31st December 2017 so the sports development team are in the process of confirming the volunteers, coaches and exit routes to ensure the sessions are sustained. Over 20 sessions are now operating on a sustainable and regular basis within the community run and operated by volunteers supported and trained through this process. The sports development team will continue to work in these areas beyond the end of the project.