

| Active4Today Performance Indicators (incl SLCT) 01 April 17 - 31 March 18 Compared to 01 April 18 - 31 March 19 | ACTIVE4TODAY ONLY | | | SLCT ONLY | | | TOTAL | | | Total Commentary |
|--|---|---------|---------------------------|-----------|---------|---------------------------|-----------|-----------|---------------------------|--|
| | Mar-18 | Mar-19 | Growth (+) Decline (-) | Mar-18 | Mar-19 | Growth (+) Decline (-) | Mar-18 | Mar-19 | Growth (+) Decline (-) | |
| No. of User Visits | 1,028,623 | 900,767 | -12.43% | 344,121 | 288,864 | -16.06% | 1,372,744 | 1,189,631 | -13.34% | As previously reported, usage figures have seen a regular monthly decline due to the ICT challenges experienced however it is anticipated this will now stabilise due to the server migration and ICT infrastructure investment made by A4T and SLCT. |
| No. of Leisure Centre user visits (Card Holders) - Female | 284,177 | 281,655 | -0.89% | 121,491 | 111,744 | -8.02% | 405,668 | 393,399 | -3.02% | A very slight decrease across all sites has been experienced in the year however this would correlate with the reduction in usage, certainly at SLCT. |
| No. of Leisure Centre user visits - Aged Over 60 | 88,542 | 79,311 | -10.43% | 36,618 | 42,394 | +15.77% | 125,160 | 121,705 | -2.76% | As previously reported, usage figures have seen a regular monthly decline due to the ICT challenges experienced however it is anticipated this will now stabilise due to the server migration and ICT infrastructure investment made by A4T and SLCT. |
| No. of Leisure Centre user visits - Children (under 16) | 193,312 | 276,596 | +43.08% | 101,602 | 102,339 | +0.73% | 294,914 | 378,935 | +28.49% | Despite the membership decreasing for under 16's as detailed below, there has been an increase in capacity for children's course places, specifically at NSFC and the number of members are now participating at higher levels ie, more than once per week, which will establish lifelong participation habits and improve health and well being of these children in the long term. In addition, there is a higher proportion of pay and play visitors from this age group than previously experienced. Swimming is extremely popular alongside the holiday activities. |
| Live Leisure Centre Membership base (adults) | 6,276 | 6,456 | +2.87% | 2,253 | 2,358 | +4.66% | 8,529 | 8,814 | +3.34% | Adult membership has experienced growth of 3.34% across all sites due to a number of promotions, guest passes and community engagement. |
| Live Leisure Centre Membership base (children) | 2,787 | 2,509 | -9.97% | 1,349 | 1,339 | -0.74% | 4,136 | 3,848 | -6.96% | As detailed in the accompanying report, the decrease of junior memberships is due to the ending of the service level agreement at Wellow House School, therefore this has seen a decrease of 257 junior members. A very slight decrease has also been seen at SLCT. |
| No. of Leisure Centre user visits - Deprived areas | Figures not available split per company | | | | | | 35,142 | 37,594 | +6.98% | The development of activities in outreach areas and then signposting to mainstream activities in the centres has helped this indicator to increase. This work will continue in addition to the criteria of concessionary memberships being extended and pay and play activities offered at a reduced rate for Active Card holders. |
| No. of individuals referred to Active4Today from a health professional - Attended Session | 269 | 395 | +46.84% | 35 | 64 | +82.86% | 304 | 459 | +50.99% | The number of referrals has increased significantly due to the work undertaken by the sports development team and the new partnerships established with a wider group of health professionals and partner agencies. |
| No. of user visits on Sports Development programmes in deprived areas | Figures not available split per company | | | | | | 4,376 | 0 | -100.00% | This indicator is no longer reported and all activities delivered by the sports development team are reported in appendix III. |