

APPENDIX 2

Pentana PI Ref	Active4Today Performance Indicators (incl SLCT)	31st October 2019	31st October 2020	Growth (+) Decline (-)	Comments
HHC_KI108	No. of User Visits - TOTAL	713,180	191,788	-73.11%	Significant reduction of user visits due to the Covid-19 pandemic.
A4T_DI001	No. of Leisure Centre user visits - Children (under 16) - TOTAL	235,238	42,164	-82.08%	Significant reduction of user visits due to the Covid-19 pandemic.
A4T_DI002	No. of Leisure Centre user visits - Aged Over 60 - TOTAL	77,967	19,958	-74.40%	Significant reduction of user visits due to the Covid-19 pandemic.
A4T_DI003	No. of Leisure Centre user visits - Deprived areas - Total users	14,932	3,554	-76.20%	Significant reduction of user visits due to the Covid-19 pandemic.
A4T_DI004	No. of individuals referred to Active4Today from a health professional - Total	299	16	-94.65%	Significant reduction of referrals due to the Covid-19 pandemic.
A4T_DI005	No. of individuals referred to Active4Today from a health professional - Attended Session - TOTAL	172	4	-97.67%	Significant reduction of Gp referral sign ups due to the Covid-19 pandemic.
A4T_DI006	No. of Community Groups supported by Sports Development	104	47	-54.81%	Significant reduction in contact with community groups due to the Covid-19 pandemic and sports development staff remaining on furlough.
A4T_DI007	No. of user visits on Sports Development programmes in deprived areas	0	0	0.00%	There have been no activities taking place in community settings during the last year that are directly delivered by the sports development team. More value is achieved through supporting clubs and voluntary groups to develop more activities to take place and therefore becoming sustainable in the long term. More qualitative detail included in appendix II.
A4T_DI008	Live Leisure Centre Membership base (adults) - Total	8,888	6,007	-32.41%	There has been a significant decrease in the adult membership base across all sites (-2,881) in comparison to October 2019. This data includes SLCT.
A4T_DI009	Live Leisure Centre Membership base (children) - Total	3,816	2,902	-23.95%	A decrease has been seen in the children's membership base compared to the same period last year (-914) across all sites. This data includes SLCT.
A4T_DI014	% Customer Satisfaction - TOTAL	19	63	+231.58%	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. Following reopening of the sites in July, the survey sent to customers was amended slightly to reflect the current pandemic and customers were asked 'how likely they are to recommend our centres to someone they know. Giving them an opportunity to tell us how they feel about our new practices since reopening. This provides valuable feedback and enables the team to take necessary action relatively quickly, but also communicate with customers directly to understand their concerns and feedback. Although, the scores given by customers are very subjective at times, the total score benchmarks across a variety of sectors and other operators of a similar status. Feedback has been extremely positive, with many customers extremely disappointed following the second closure.
A4T_DI015	Number of people on concessionary membership	245	166	-32.24%	The number of people taking advantage of the reduced concessionary monthly direct debit has seen a reduction in comparison to October 2019, due to the pandemic.