

					APPENDIX B
Pentana PI Ref	Active4Today Performance Indicators (incl SLCT)				Comments
		31st December 2019	31st December 2020	Growth (+) Decline (-)	
HHC_KI108	No. of User Visits - TOTAL	897,902	257,914	-71.28%	Significant reduction of user visits due to the Covid-19 pandemic.
A4T_DI001	No. of Leisure Centre user visits - Children (under 16) - TOTAL	279,035	71,591	-74.34%	Significant reduction of user visits due to the Covid-19 pandemic.
A4T_DI002	No. of Leisure Centre user visits - Aged Over 60 - TOTAL	99,283	25,302	-74.52%	Significant reduction of user visits due to the Covid-19 pandemic.
A4T_DI003	No. of Leisure Centre user visits - Deprived areas - Total users	15,032	4,529	-69.87%	Significant reduction of user visits due to the Covid-19 pandemic.
A4T_DI004	No. of individuals referred to Active4Today from a health professional - Total	358	16	-95.53%	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	211	8	-96.21%	Significant reduction of Gp referral sign ups due to the Covid-19 pandemic.
A4T_DI006	No. of Community Groups supported by Sports Development	18	4	-77.78%	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	8,592	5,349	-37.74%	There has been a significant decrease in the adult membership base across all sites (-3243) in comparison to October 2019. This data includes SLCT.
A4T_DI009	Live Leisure Centre Membership base (children) - Total	3,669	2,732	-25.54%	A decrease has been seen in the children's membership base compared to the same period last year (-937) across all sites. This data includes SLCT.
A4T_DI014	% Customer Satisfaction - TOTAL	35	51	+45.71%	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. This score relates to the 12 month period up to 31st December each year. The groups score across all sites sits at 51, with individual sites achieving the following - BLC - 83, SLC - 56, NSFC - 43 and DLC - 41. The current national benchmark is 45.  At 31st December 2019 the individual sites BLC - 71, SLC - 44, DLC - 26 and NSFC - 25.
A4T_DI015	Number of people on concessionary membership	234	140	-40.17%	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.
		6219	3812	-38.70%	
		2317	1571	-32.20%	
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