

Leisure Services Key Performance Indicators - Service Overview

Leisure Services Patronage		April - October 2016	April - October 2017	./-/-
Overall facility patronage		572838	618124	8%
Health & Fitness		166355	151663	-9%
Swimming		82743	76773	-7%
Active Blackpool		11145	12272	10%
Feel Good Factory		51205	61078	19%
Learn to swim*		28752	42033	46%
Young People facilities*		62845	83653	33%
Young people outreach		Not available	17668	n/a

* the data collection approach for these service areas changed in April 2017, resulting in a significant increase in recorded attendances in 2017/18 compared to 2016/17. Whilst there has been growth in both areas, the 'true growth' is less than the % increase stated.

Leisure Services Customer Engagement & Feedback

	Site	April - October 2016	April - October 2017	./-/-
Net Promoter Score (NPS)	MPHLC	54	60	11%
	PLC	46	51	11%
	BSC	50	52	4%
Customer feedback questionnaires sent		9106	11565	27%
Customer feedback questionnaires returned		1741	2178	25%