

## Leisure Services Key Performance Indicators - Service Overview

Leisure Services Performance		2016/17 Patronage	2017/18 Patronage	./-	2016/17 Income	2017/18 Income	./-
Overall facility patronage		941,994	1,032,746	9.6%			
Health & Fitness		266,641	260,123	-2.5%	£ 996,723.00	£ 955,975.00	-4%
Swimming		125,860	117,521	-6.5%	£ 235,706.00	£ 241,165.00	2%
Active Blackpool		19,854	20,962	5.6%	£ 54,983.00	£ 57,783.00	5%
Feel Good Factory		89,531	89,616	1.0%	£ 120,662.00	£ 142,419.00	18%
Learn to swim*		55,946	74,020	32.3%	£ 215,431.00	£ 289,935.00	34%
Young People facilities*		126,619	139,422	10.1%			
Young people outreach		Not available	32777	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 &amp; Feedback

	Site	01/05/16 - 01/05/17	01/05/17 - 01/05/18	./-
Net Promoter Score (NPS)	MPHLC	61	57	-4%
	PLC	51	53	2%
	BSC	47	56	9%
Customer feedback questionnaires sent		2771	6399	130%
Customer feedback questionnaires returned		441	837	90%

