

Leisure Services Key Performance Indicators - Service Overview

Leisure Services Performance		2017/18 Patronage	2018/19 Patronage	./-/	2017/18 Income	2018/19 Income*	./-/
Overall Leisure Services Patronage		1,065,523	1,034,225				
Overall facility patronage		1,032,746	992,407				
Health & Fitness		260,123	247,160		£ 955,975.00	£ 1,035,155.00	
Swimming		117,521	110,269		£ 241,165.00	£ 273,892.00	
Active Blackpool		20,962	22,094		£ 57,783.00	£ 148,424.00	
Feel Good Factory		89,616	72,913		£ 142,419.00	£ 172,225.00	
Learn to swim		74,020	77,120		£ 289,935.00	£ 330,125.00	
Young People facilities		139,422	136,710				
Young people outreach		32777	41818				

*Change in VAT rules has partially contributed towards increase in income

Memberships	Total membership			Average length of stay		
	Mar-18	Mar-19	./-/	Mar-18	Mar-19	./-/
Health & Fitness	3092	3241		52.21	52.96	
Feel Good Factory	680	733		19.13	22.65	
Learn to swim	1414	1534		n/a	n/a	
Active Blackpool	855	879		27.26	30.97	

Leisure Services Customer Engagement & Feedback

	Site	May 17 - May 18	May 18 - May 19	./-/
Net Promoter Score (NPS)	MPHLC	58	49	- 9
	PLC	65	43	- 22
	BSC	46	50	4
Customer feedback questionnaires sent		6399	8500	33%
Customer feedback questionnaires returned		837	1218	45%