

Leisure Services Key Performance Indicators - Service Overview

Leisure Services Performance	2018/19 Patronage	2019/20 Patronage	./-	2018/19 Income	2019/20 Income	./-
Overall Leisure Services Patronage	1,034,225	974,487				
Overall facility patronage	992,407	942,798				
Health & Fitness	247,160	238,845		£ 1,035,155.00	£ 1,019,797.00	
Swimming	110,269	101,532		£ 273,892.00	£ 261,891.00	
Active Blackpool	22,094	17,996		£ 148,424.00	£ 137,590.00	
Feel Good Factory	72,913	66,698		£ 172,225.00	£ 178,207.00	
Learn to swim	77,120	80,066		£ 330,125.00	£ 372,252.00	
Young People facilities	136,710	126,941				
Young people outreach	41,818	31,689				

Memberships	Total membership			Average length of stay		
	Mar-19	Mar-20	./-	Mar-19	Mar-20	./-
Health & Fitness	3241	2838		17.65	19.93	
Feel Good Factory	733	647		22.65	27.13	
Learn to swim	1534	1516		n/a	n/a	
Active Blackpool	879	828		30.97	30.97	

Leisure Services Customer Engagement & Feedback

	Site	May 18 - May 19	May 19 - Mar 20	./-
Net Promoter Score (NPS)	MPHLC	49	54	
	PLC	43	45	
	BSC	50	54	
Customer feedback questionnaires sent		8500	15107	
Customer feedback questionnaires returned		1218	2640	