

**Appendix 6(b) - Leisure Services Key Performance Indicators; Service Overview**

Leisure Services Performance		Patronage		
		2019/20	2021/22	
		Apr - Mar	Apr - Mar	%
<b>Overall Leisure Services Patronage</b>				
Overall facility patronage		710,606	526,257	74.1%
Health & Fitness		238,845	152,763	64.0%
Swimming		119,521	92,815	77.7%
Exercise Referral		8,827	7,460	15.5%
Learn to swim		80,066	75,194	93.9%
Community outreach		4,802	5,674	118.2%

Memberships	Total membership		
	Mar-20	Mar-22	+/-
Health & Fitness	2818	2696	96%
Feel Good Factory	647	576	89%
Learn to Swim	1438	1846	128%
Exercise Referral	496	401	81%

**Leisure Services Customer Engagement & Feedback**

	Site	Apr - Mar 19/20	Apr - Mar 21/22	+/-
Net Promoter Score (NPS)	MPHLC	54	49	
	PLC	44	58	
	BSC	53	61	
	Active Blackpool	51	54	
	UK Average	50	47	
Customer feedback questionnaires sent		29689	22326	
Customer feedback questionnaires returned		3264	903	