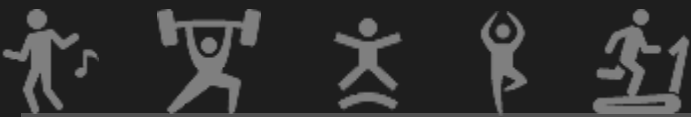


USING NBS TO IMPROVE UTILISATION

Outcomes when using NBS to improve utilisation within two district council sites.

Leisure Centre



Swimming Pool



AVERAGE MONTHLY FOOTFALL

7679

8256

After NBS these numbers increased by

250

150

RESULTS

Investment in fitness equipment saw membership rise from

209

to

649

within 2 years

Reviewed the Swimming Pool programme which led to total increased footfall for adult, junior and senior casual swimming of

2%



Reviewed Prices

Main activity prices frozen - this achieved the retention of current customers.



Quest Registration

Consistency/ best practice across the facilities.



Customer Satisfaction

Continued commitment to NBS survey over life of the contract, with steadily improving customer satisfaction scores.