

Key Performance Indicators

Ref	Service Objective	Indicators/Target	Six Monthly Performance
1	Engage young people at risk in a sporting activity	<p>1.1 Promote two sporting events at each centre involving young people at risk.</p> <p>1.2 To create one sustainable sporting activity/club at each centre for young people at risk</p>	<p>1.1 Working in partnership with Positive Futures & the council sports development team created a new junior football league at Peterlee attended by 200 Under 16's each week</p> <p>1.1 Working in partnership with Seaham Youth Inclusion started new junior football league at Seaham attended by 70 under 16' each week.. Started new Street Dance session each week at Seaham.</p> <p>1.1 Woking in partnership with Youth Inclusion Project (YIP) hosted a one day football event at Peterlee in August.</p> <p>1.2 Arranged Passes for Youth Inclusion to access gym and swimming.</p> <p>1.3 Weekly 5 a side booking for Youth Inclusion</p> <p>1.4 Weekly basketball booking for Positive Futures.</p>
2	Provide activities for young people to improve their fitness levels	<p>2.1 Attract 15 Junior Harper visits per week at each centre.</p> <p>2.2 Two fitness classes per week at each centre attracting 15 young people to each class</p>	<p>2.1 Currently attracting (30) per week at Peterlee</p> <p>2.1 Currently attracting (30) per week at Seaham</p> <p>2.2 Tried two classes at Peterlee unsuccessfully, intend to try again in October. Intend to introduce a Junior Fitness Programme at each centre</p> <p>2.2 Attracted new Performing Arts booking at Seaham</p>
3	Provide a range of activities that will attract young people	<p>3.1 150 young people to each Club Idol event</p> <p>3.2 100 young people to each Klub Trance event</p> <p>3.3 Permanent display of young people activity leaflets</p>	<p>3.1 Club Idol attracted 400 young people in October. Launched Project Sensation at Peterlee in November in partnership with YIP, Police and Peterlee Youth Forum, the event attracted 350 young people. This will now replace Club Idol</p> <p>3.2 Currently no young peoples club at Seaham</p> <p>3.3 Leaflets distributed to schools</p>

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4	Review and implement a district wide Leisure Card type scheme	4.1 500 members	Launch of the new card has been put back till 1st April to fit in with revised prices and to allow more time to investigate partnership involvement.
5	Increase the number of people using the centres to engage in a sport/physical activity	5.1 - 5% Increase in Fitness 5.2 - 5% Increase in Swims 5.3 - 10% Increase in children 5.4 - 5% Increase in sports	5.1 Peterlee (x) Seaham (x) 5.2 Peterlee (x) 5.3 Peterlee (x) Seaham (x) 5.4 Peterlee (x) Seaham (x)
6	To continue the provision of GP Exercise Referrals at both centres	6.1 - 200 referrals	6.1 Peterlee (x) Exercise Referral Visits 6.1 Seaham (x) Exercise Referral Visits
7	To continue the provision of Phase Four Coronary Rehabilitation Classes	7.1 - 50 CHD patients per year	7.1 Peterlee (x) visits in 9 months 7.1 Seaham (x) visits in 9 months
8	Encourage more young people to engage in sporting activities at Peterlee and Seaham leisure centres	8.1 Establish two new sporting clubs at each centre. 8.2 - Peterlee 1000 visits during Summer School Holiday Programme 8.2 - Seaham 500 visits during the Summer School Holiday Programme	8.1 Peterlee - Positive Futures Basketball and Netball Clubs 8.1 Seaham - Short Tennis and Football 8.2 Attracted 938 visits 8.2 Attracted 159 visits

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9	Target Hard to Reach Groups	9.1 - 2000 Peterlee Sure Start 9.2 - 2500 Horden Sure Start 9.3 - 200 Seaham Sure Start 9.4 - 200 Easington Carers 9.5 - 50 Max Card Users	9.1 - (x) visits in 9 months 9.2 - (x) visits in 9 months 9.3 - Nil 9.4 - 35 9.5 - (x) visits in 9 months
10	Develop a range of Inclusive Activities	10.1 Obtain IFI accreditation by 1st June. 10.2 Complete DDA Access Plans 10.3 Complete IFI audit works 10.4 Produce marketing plan for disability groups by 01/08 10.5 To establish a disabled sporting club at Peterlee	10.1 Achieved IFI accreditation on 1st July and organised official launch in October. Employed Inclusive Fitness Activator 10.2 Works nearing completion 10.3 Works complete 10.4 Marketing Plan completed 10.5 Will form part of the disability marketing plan - working closely with EDPIP .
11	Encourage greater Community Use of Peterlee and Seaham leisure centres	11.1 To offer six taster sessions to community groups at each centre 11.2 Two Open Days at each site per year.	11.1 Taster sessions over the past 9 months have included Easington Carers and East Durham Deafened & Hearing Impaired Support. EDPIP now meet at Peterlee every Tuesday evening with facilities provided Free of Charge. 11.2 Both sites promoted Open Days on Saturday 2nd July and provided. <ul style="list-style-type: none"> • Free Swimming • Free Bouncy Castle • Free Soccer Coaching • Free Exercise classes • Free Cinema <p>The next Open Days will take place at the end of March 2006</p>

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12	Encourage greater use of Peterlee and Seaham leisure centres by local schools	<p>12.1 Peterlee to be used by 20 schools and Seaham to be used by 10 schools over the year</p> <p>12.2 All schools to receive one visit by March 2006</p> <p>12.3 Permanent display of young peoples activity programmes in each centre</p> <p>12.4 - 500 Get Active School Members</p>	<p>12.1 Working in Partnership with the School Sports programme most schools have now used the leisure centres. Over the past nine months facilities have been provided free of charge to the School Sports Programme and to the District Sports Development Team for a range of activities.</p> <p>2 All six comprehensive schools visited by LC Sports Development Manger with the School Sports Partnership. Children's survey carried out in each school. Short Tennis Coaching has been provided at both centres free of charge during the past nine months.</p> <p>12.3 To be implemented in April</p> <p>12.4 To be combined with launch of new Leisure Card in April</p>
13	To deliver a comprehensive accredited Learn to Swim Programme in line with the Amateur Swimming Association National Plan for Swimming	<p>13.1 - Attract 500 swim school pupils each term</p> <p>13.2 - Deliver Levels 1 to 9</p>	<p>13.1 The Summer term attracted 500 pupils 13.1 The Autumn Term attracted 550 pupils 13.1 The Winter Term attracted 600 pupils</p> <p>13.2 Delivered</p>

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14	Improve the quality of service provided at Peterlee and Seaham Leisure Centres	<p>14.1 100% compliance with LCQMS</p> <p>14.2 To achieve a QUEST score of 67% at Peterlee</p> <p>14.3 To achieve a QUEST score of 72% at Seaham</p> <p>14.3 Health & Safety 75%</p> <p>14.4 Pool Safety 75%</p> <p>14.5 Swim School 75%</p> <p>14.6 Operations 80%</p> <p>14.7 Finance 80%</p> <p>14.8 Front of House 80%</p> <p>14.9 Food & Beverage 80%</p> <p>14.10 Sports Dev 80%</p> <p>14.11 Mystery Calls 75%</p> <p>14.Site Audits 80%</p>	<p>14.1 100% compliance at both sites</p> <p>14.2 Quest two day visit is scheduled for July</p> <p>14.2 Peterlee Quest One Day Company visit took place in August. Working on Service Improvement Strategy</p> <p>14.2 Peterlee One Day maintenance visit took place on Friday 23rd December.</p> <p>14.3 Seaham Quest Two Day Assessment due in March 2007</p> <p>14.3 Seaham Quest One Day visit due in November</p> <p>Peterlee (78%) - Seaham (80%)</p> <p>Peterlee (83%)</p> <p>Peterlee (89%)</p> <p>Peterlee (82%) - Seaham (81%)</p> <p>Peterlee (77%) - Seaham (80%)</p> <p>Peterlee (75%) - Seaham (78%)</p> <p>Peterlee (72%) - Seaham (70%)</p> <p>Peterlee (72%) - Seaham (72%)</p> <p>Peterlee (75%) - Seaham (60%)</p> <p>Peterlee (85%) - Seaham (82%)</p>

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15	Assess levels of customer satisfaction at both leisure centres	<p>15.1 To improve the Customer Service Gap in each facility by 50% over a period of 12 months.</p> <p>15.2 To display minutes of quarterly Customer Forum minutes on the Customer Notice board and identify actions taken to rectify concerns.</p>	<p>15.1 Full report to be included in the Annual Report</p> <p>15.2 Displayed minutes of Partnership meeting held on 21st September and advertised Youth Forum Partnership meeting for October. Key Partnership Meeting held on Friday 13th January and minutes displayed on Customer Notice Board.</p>
16	To understand how Peterlee and Seaham leisure centres compare Nationally with similar facilities	16.1 To improve on specific bench marking categories for both centres - To be achieved by 31st March 2006	16.1 Summary of Sport England report included within the quarterly review, targets set for improvement and links made to annual plan. Sport England Bench marking to take place bi annually.
17	To understand barriers to participation and why people do NOT use Peterlee or Seaham leisure centres	17.1 To produce action plans designed to remove barriers to participation at both centres. To be achieved by September 2005	17.1 Non User Independent Survey completed in June 2005 and full copy of the report placed with the Council.
18	To improve Information Technology at both centres	<p>18.1 New web site to be achieved by January 2006</p> <p>18.2 Hyper links with schools and council web sites to be achieved by January 2006</p> <p>18.3 On line bookings to be achieved by January 2006</p>	<p>18.1 New Leisure Connection Web Site launched in January.</p> <p>18.2 External organisations can now link to the Leisure Connections new web site. The site includes a specific link for the Council</p> <p>18.3 On Line Bookings capability to be implemented fully by 31st January 2006.</p>