

State of Play

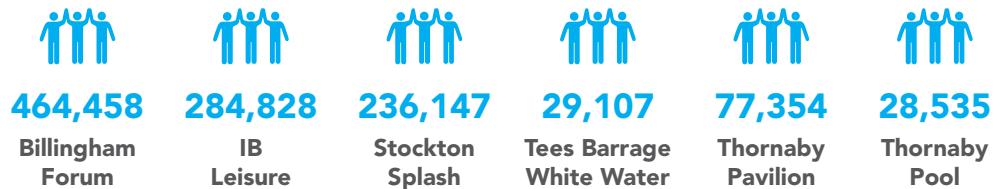
September 2023 Report

1st April 2023 - 30th September 2023

The State of Play Report summarises Tees Active's performance in key areas and highlights a range of indicators that measure the quality of service across our venues. The statistics displayed within this report demonstrate our commitment to providing our communities with a transparent and concise overview of performance metrics and the insights that support our decisions to drive improvements across the service.

Attendances

We record visits to our venues to determine footfall across each leisure centre. During this period we welcomed...



Net Promoter Score (NPS)

NPS is a globally recognised customer experience measurement system that provides instant feedback based on one simple question, 'how likely are you to recommend this service'.

The benchmark score compares NPS scores from over 200 organisations within the leisure and fitness industry across the same period.

59

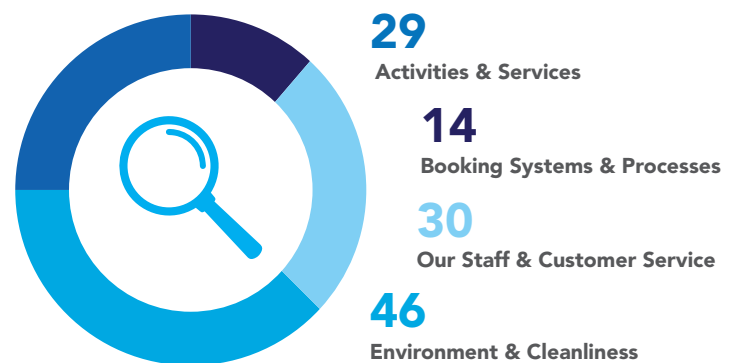
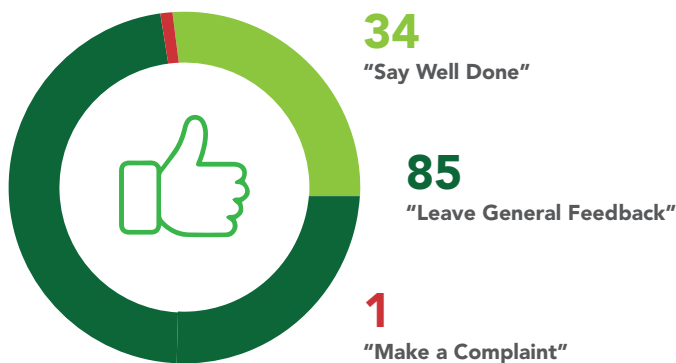
41

INDUSTRY BENCHMARK

Tees Active scored **18 points higher** than the industry benchmark figure.

Customer Feedback

We record feedback collectively across all of our venues. The data we obtain enables us to analyse customer satisfaction, identify important trends and implement meaningful changes that help to improve our overall service and customer experience.



Data from 1st April - 30th September 2023 based on 120 customer responses | There is no correlation between the data presented in the above graphics.

Customer Service Excellence

The Government's Customer Service Excellence (CSE) assessment is a national quality mark that determines an organisation's commitment to customer service and seeks to reward those with a truly customer-focused approach in all they do. Tees Active is committed to retaining the accreditation and Customer Service Excellence Standard.



These facilities are owned and supported by Stockton-on-Tees Borough Council and are managed by Tees Active Ltd.