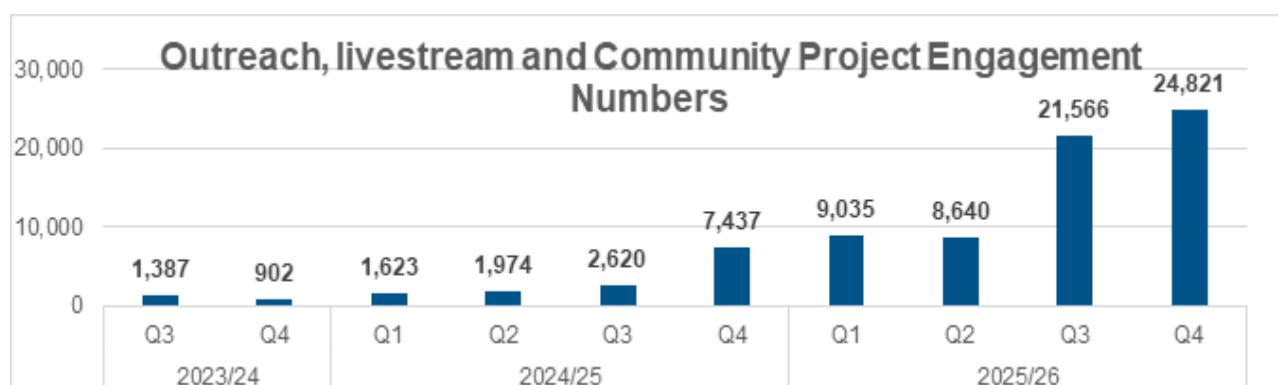
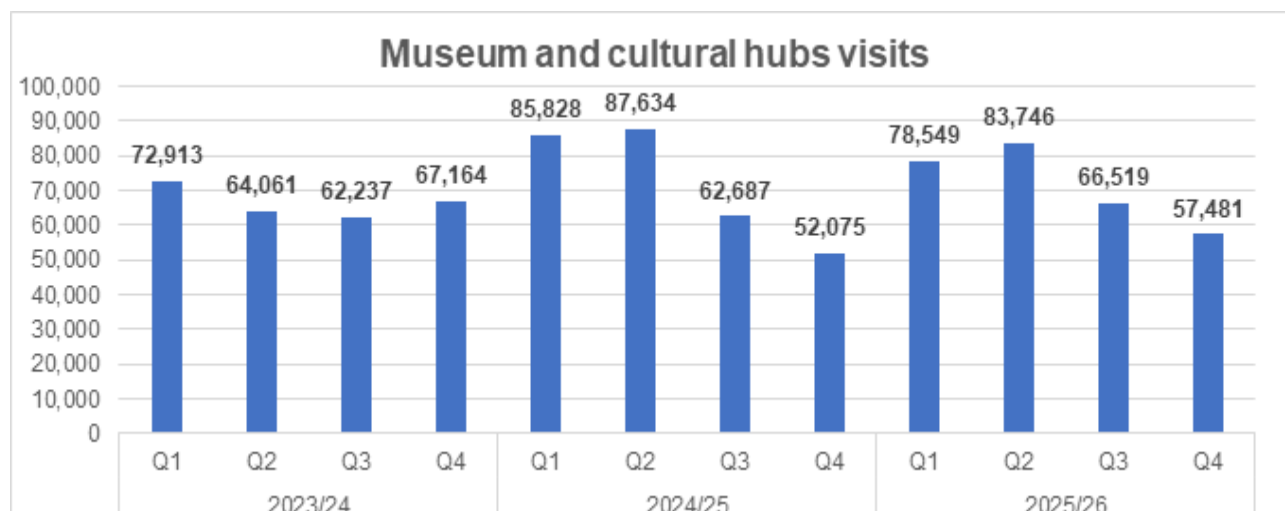


Culture, Arts and Heritage

With three years' worth of data seasonal trends can be more clearly identified, with Qs 1&2 generally performing better than Qs 3 and 4, with increased numbers visiting in the spring and summer months and reduced numbers over autumn and winter.



The online / outreach offer has grown significantly during the last year. This indicator measures all engagement with the service that takes place outside of those that take place onsite (these figures would be picked up in the museum visits); it includes a number of ongoing events such as the 'Now Then!' project, educational visits to schools, live streamed workshops and engagement with the 'Out of the Box' museum learning resource.

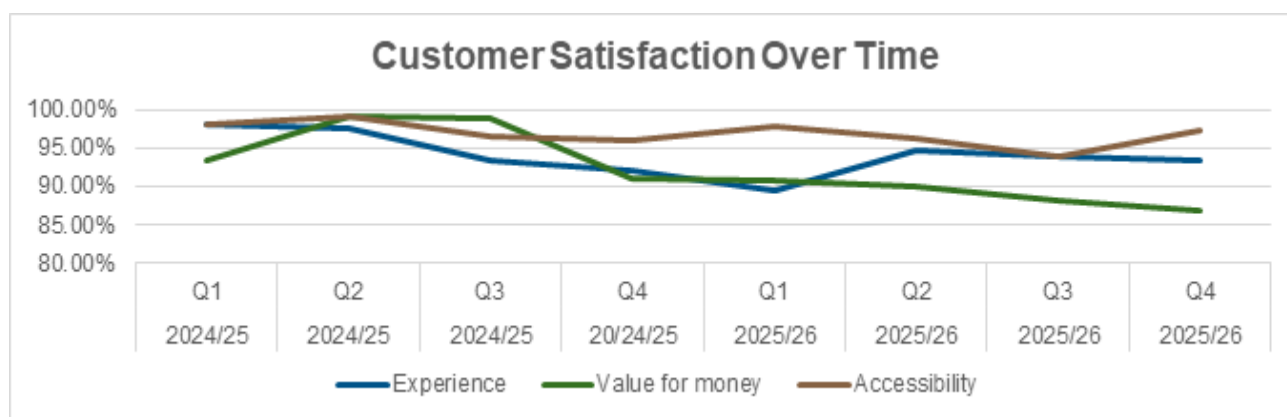
Over the last year there has been considerable growth in the number of people accessing events and projects in this way; with Q3 showing a sizeable increase over previous quarters and sustained improvement into Q4. Fluctuations will occur depending on the number and type of events but the trend shows increased engagement with cultural activity this year compared with previous years.

Creative & Cultural Communities Team

243 Instances of support have been provided to the cultural sector, including: 64 outreach, partner team projects and community events, delivery of 2 sector specific support/training events (Creative Landscapes and Straightforward Funding), and 86 network events and cultural development/funding meetings.

Customer Satisfaction

Satisfaction with the service remains high, with very little fluctuation of performance over the course of the quarter. In all cases the target remains 80% and the service has remained ahead of this since these measures were introduced.



Leisure Services

Active health and fitness memberships remained stable across the year, increasing overall from 25,131 in Q1 to 26,322 in Q4, with a peak in Q2 followed by a slight reduction in Q3 and recovery in Q4. This limited variation indicates consistent demand for leisure services, supported by improvements in the standardisation of data collection across sites that have strengthened the reliability of reporting and improved visibility of customer trends.

Active health and fitness memberships increased from 25,131 in Q1 to 26,322 in Q4. The transition of legacy operators was largely completed last year, with five of the six operators now fully integrated, with Scarborough and Ryedale scheduled to follow next year. This has enabled the service to reallocate marketing capacity away from transition activity and towards more targeted, year-round campaigns.

In January, the service launched the “Get Moving, Feel Better” campaign, which has supported increased engagement and membership uptake. Alongside this, continued development of Active North Yorkshire through marketing activity, product development and funded projects has expanded the services offer, network and improved visibility. As the service progresses towards a more consistent delivery model aligned to community needs, continued growth in membership is anticipated.

Health and fitness attrition fluctuated during the year, rising from 4.85% in Q1 to 7.55% in Q2 before improving in the second half of the year to 5.65% in Q3 and 4.60% in Q4. The cumulative attrition rate of 5.31% reflects broadly stable retention overall, with improved Q3 and Q4 performance suggesting strengthening member retention as the year progressed.

Group exercise attendance showed strong growth in the latter half of the year, following a reduction in Q2 to 94,767 before increasing significantly to 110,381 in Q3 and rising further to 126,013 in Q4, delivering a total annual attendance of 436,362. This upward trend highlights increasing customer engagement with instructor-led activity and reinforces the role of group exercise provision in supporting participation and long-term engagement.

	Active Health and Fitness Memberships	Health and Fitness Attrition	Group exercise attendance	Total reach for all ANY Facebook pages	Total followers for all ANY Facebook pages
Q1	25,131	4.85%	104,929	427,265	44,007
Q2	26,596	7.55%	94,767	539,144	44,335
Q3	26,296	5.65%	110,381	508,387	44,747
Q4	26,322	4.60%	126,013	775,194	43,726
Cumulative		5.31%	436,362	2,249,990	

Wellbeing Service

Sport and Active Wellbeing and Health and Wellbeing teams demonstrated sustained delivery across several key operational areas. Community Memberships increased progressively across the year to a cumulative total of 488. Activity at Community Wellbeing Hubs (Fairfax, Stockwell and Jennyfield) remained consistently high, with total footfall increasing each quarter to reach 41,849 by year end, alongside a stable proportion of active members averaging above 60% across the year.

Targeted Active Health Programmes represented a significant area of activity, with 1,790 professional referrals received against an annual target of 1,800, supported by improving referral uptake which reached 70% by year end.

Health and safety performance remained well controlled, with a low number of reported accidents, incidents and near misses and no RIDDOR reportable incidents recorded.

Targeted programme attendance exceeded the annual target, reaching a cumulative total of 28,222 attendances, with consistently high programme occupancy levels averaging close to or above target throughout the year and conversion to membership reaching 45 against a target of 60. Healthy You referrals showed steady progress, with 1,848 referrals recorded by year end, demonstrating sustained engagement with preventative health initiatives.

Volunteering activity also contributed strongly to service delivery, with 577.5 volunteer hours recorded, 1,755 referrals into volunteer-led programmes, and onward referrals into medical and targeted programmes increasing in the latter part of the year, reflecting the growing role of volunteers within community-based support pathways.

	Community Memberships Sold	Community Wellbeing Hub Footfall	Active Members (%)	Targeted Programme Attendance	Healthy You Referrals	Volunteer Hours
Q1	88	7406	77%	5890	496	114
Q2	95	9068	70%	6950	517	114
Q3	122	12122	52%	6771	400	153
Q4	183	13253	49%	8611	435	197
Cumulative	488	41849	62%	28222	1848	578

Active North Yorkshire Service – Operating Model Transition

Quarter 4 of 2025-26 marked the completion of the final phase of the Active North Yorkshire operational team restructures. This provides a strong platform to progress towards a more consistent, countywide operating approach.

The new structure includes the introduction of a dedicated commercial team with a focus on health and fitness and aquatics. This approach provides targeted resource within two of Active North Yorkshire's core service areas, while also enabling close collaboration with the Development team to strengthen pathways and services for customers accessing provision through referral routes.

In February, revised membership and pricing proposals were approved by the Executive. Phase one of the new pricing structure has now been implemented, with consistent Learn to Swim and core pay as you go prices going live in April. The new membership scheme is scheduled to launch in September, alongside the rollout of the new leisure management system.

A new performance framework is currently in development to better reflect service priorities and the organisation's new structure and operating model. This framework will be implemented from April 2026 and will support improved performance monitoring, benchmarking and target setting across the service.