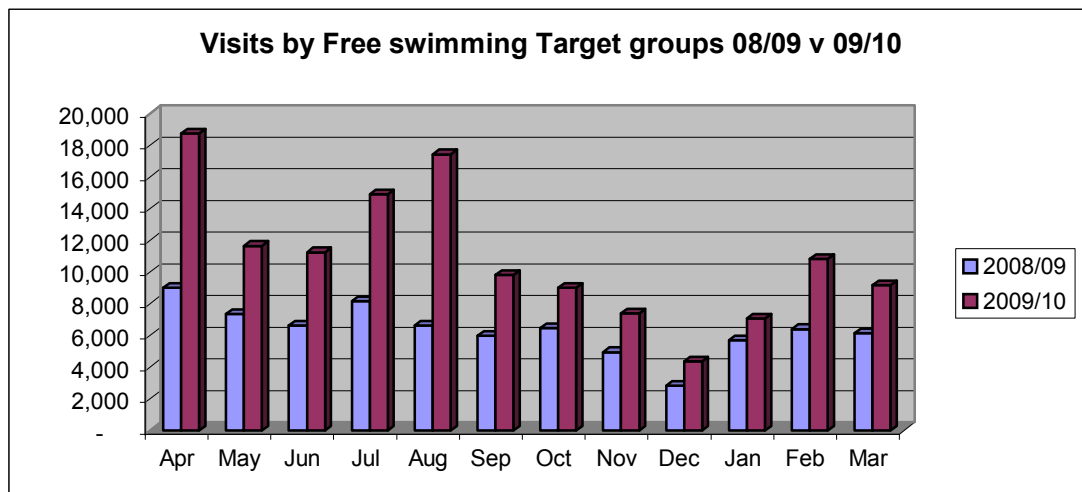


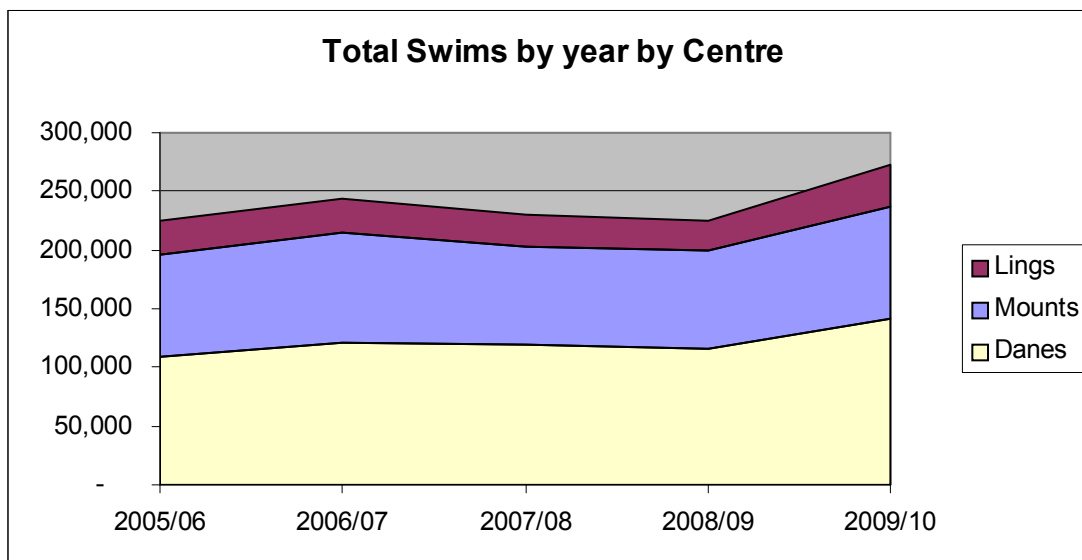
Appendix 2 – FREE SWIMMING – ONE YEAR ON

Visitor Analysis

The three Leisure Centres recorded 131,619 free swims from April 09 to March 10 opposed to only 76,241 from the two age groups the year before. This was 49% of all swims opposed to 34% of all swims the year before



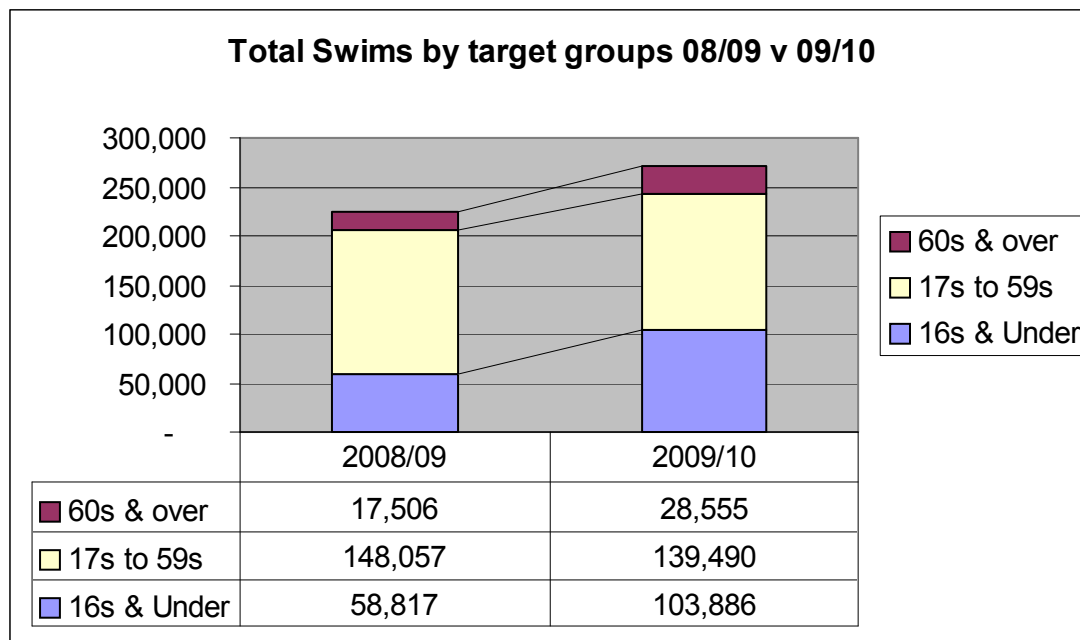
Total overall swims (including paid for swims from 17 – 59 age group) for the year were up to 271,931 from 225,316 the previous year. (21% increase)



The greatest increase was experienced in the 16s and under group up 77% from 58,817 swims in 2008/09 to 103,886 in 2009/10.

Swims by 60s and over went up by 63% to 28,255 swims.

The swims in the age group not receiving free swimming 17 to 59 year olds actually fell by 6% indicating that the volume of younger customers, queues and the new family friendly time table, may have put some off. However the total overall number of swims went up by 21%



National Position

All pools taking part in the free swimming initiative are required to provide their visits to Price Waterhouse, who produce a table including visit numbers and population figures quarterly.

The final quarter results for the first year should be available in May.

16s and Under

22nd out of 255 Local Authorities after the first 9 months. When population is taken into account we move above Manchester and Milton Keynes in Free swims per 1000 under 16 population.

60's and Over

87th out of 255 Local Authorities after the first 9 months. When looking at the swims per over 60's and over population we move up to 77th nationally

Total combined

26th out of 255 Local Authorities after the first 9 months. Again versus population we are performing better than may further up the list including Bristol, Liverpool, Manchester, Leeds & Birmingham many of whom also have more swimming pools.

Looking at a straightforward population versus swims is very difficult due to tourist destinations like Isles of Scilly and Great Yarmouth recording very low resident populations of under 16's versus actual swims.

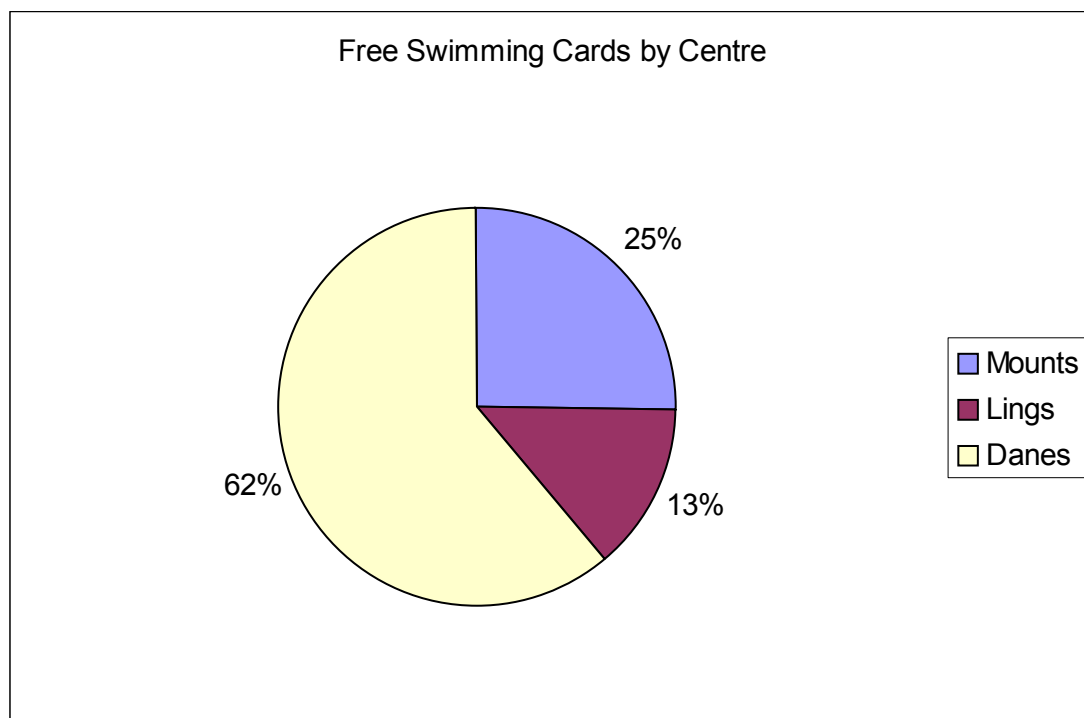
| | | | | | | Under 16s & 60+ LA population ('000) | Free swims per 1,000 residents |
|----|-----------------------|---------|---------|--------|---------|--|--------------------------------------|
| | Quarter | 1 | 2 | 3 | Total | | |
| 1 | BIRMINGHAM | 123,997 | 156,042 | 86,319 | 366,358 | 420 | 872.9 |
| 2 | LEEDS | 106,504 | 124,336 | 63,868 | 294,708 | 294 | 1,001.5 |
| 3 | DONCASTER | 91,927 | 133,777 | 67,345 | 293,049 | 127 | 2,306.7 |
| 4 | WILTSHIRE | 98,908 | 112,588 | 77,076 | 288,572 | 206 | 1,404.1 |
| 5 | BRADFORD | 96,927 | 120,541 | 62,902 | 280,370 | 212 | 1,320.5 |
| 6 | DURHAM | 75,581 | 97,072 | 49,010 | 221,663 | 217 | 1,022.2 |
| 7 | SHROPSHIRE | 68,253 | 88,122 | 42,257 | 198,632 | 137 | 1,448.2 |
| 8 | LEICESTER UA | 80,402 | 74,826 | 38,526 | 193,754 | 113 | 1,713.4 |
| 9 | WAKEFIELD | 61,345 | 82,888 | 36,605 | 180,838 | 137 | 1,323.7 |
| 10 | WIRRAL | 49,963 | 69,985 | 33,010 | 152,958 | 141 | 1,081.7 |
| 11 | CHESHIRE EAST | 53,211 | 61,195 | 36,779 | 151,185 | 162 | 932.8 |
| 12 | MEDWAY UA | 50,431 | 68,733 | 24,889 | 144,053 | 105 | 1,370.6 |
| 13 | BARNSELY | 49,398 | 57,252 | 32,160 | 138,810 | 97 | 1,429.3 |
| 14 | SEFTON | 46,139 | 61,949 | 23,360 | 131,448 | 126 | 1,044.9 |
| 15 | SUNDERLAND | 50,765 | 53,314 | 24,790 | 128,869 | 116 | 1,107.9 |
| 16 | WALSALL | 42,381 | 53,093 | 28,524 | 123,998 | 116 | 1,073.2 |
| 17 | MANCHESTER | 34,199 | 54,156 | 33,043 | 121,398 | 160 | 758.9 |
| 18 | LIVERPOOL | 38,771 | 47,225 | 33,749 | 119,745 | 168 | 714.9 |
| 19 | HEREFORDSHIRE UA | 39,132 | 53,248 | 27,033 | 119,413 | 85 | 1,406.8 |
| 20 | BURY | 37,669 | 51,182 | 29,398 | 118,249 | 79 | 1,501.0 |
| 21 | BRISTOL, CITY OF UA | 41,874 | 45,696 | 27,428 | 114,998 | 149 | 769.5 |
| 22 | NORTH LINCOLNSHIRE UA | 36,285 | 53,981 | 23,594 | 113,860 | 72 | 1,589.8 |
| 23 | WANDSWORTH | 40,146 | 53,904 | 18,220 | 112,270 | 83 | 1,350.7 |
| 24 | TENDRING | 38,097 | 46,224 | 22,806 | 107,127 | 77 | 1,393.4 |
| 25 | SANDWELL | 40,289 | 45,369 | 21,458 | 107,116 | 125 | 858.4 |
| 26 | NORTHAMPTON | 41,648 | 42,157 | 20,759 | 104,564 | 82 | 1,274.5 |
| 27 | GATESHEAD | 38,500 | 46,330 | 19,143 | 103,973 | 82 | 1,269.5 |
| 28 | MILTON KEYNES UA | 42,597 | 44,747 | 15,772 | 103,116 | 90 | 1,147.0 |
| 29 | CENTRAL BEDFORDSHIRE | 29,779 | 46,788 | 23,980 | 100,547 | 106 | 952.7 |
| 30 | WIGAN | 34,658 | 44,947 | 19,727 | 99,332 | 131 | 757.3 |

After the first month (April 2009) we were actually 11th, however, we were unable to sustain this level without detrimentally affecting the customer experience and the business. We therefore introduced specific targeted sessions and reduced the pool capacity at Danes Camp

Registration For Scheme

- 35,443 Free Swimming Cards have been issued since March 2009
- 89% of these, 31,396 cards, were to juniors
- Only 1,052 cards (3%) were full Leisure Cards costing £6.50 - the rest were issued free
- 11% of the total, 4047 cards, were issued to 60s and over
- 236 cards (6%) were full Leisure Cards costing £6.50 the rest were issued free

Of the **28,094** cards used to access free swimming the use of the pools was as follows



This indicates that out of the 35,443 cards issued only 28,094 cards were used to access free swimming. Some Leisure Cards may have been purchased for other purposes and some senior citizen casual user cards may have been issued for gym use. However, the vast majority of the 7,349 would have been Casual User Junior cards expressly issued for free swimming and to date have yet to be used.

Frequency

One of the unexpected results was although frequency seems to have been increased - for example at Danes Camp Customers coming once a month or more from the two target groups increased from 119 customers to 907 customers, the number of customers only taking advantage of the scheme once was high.

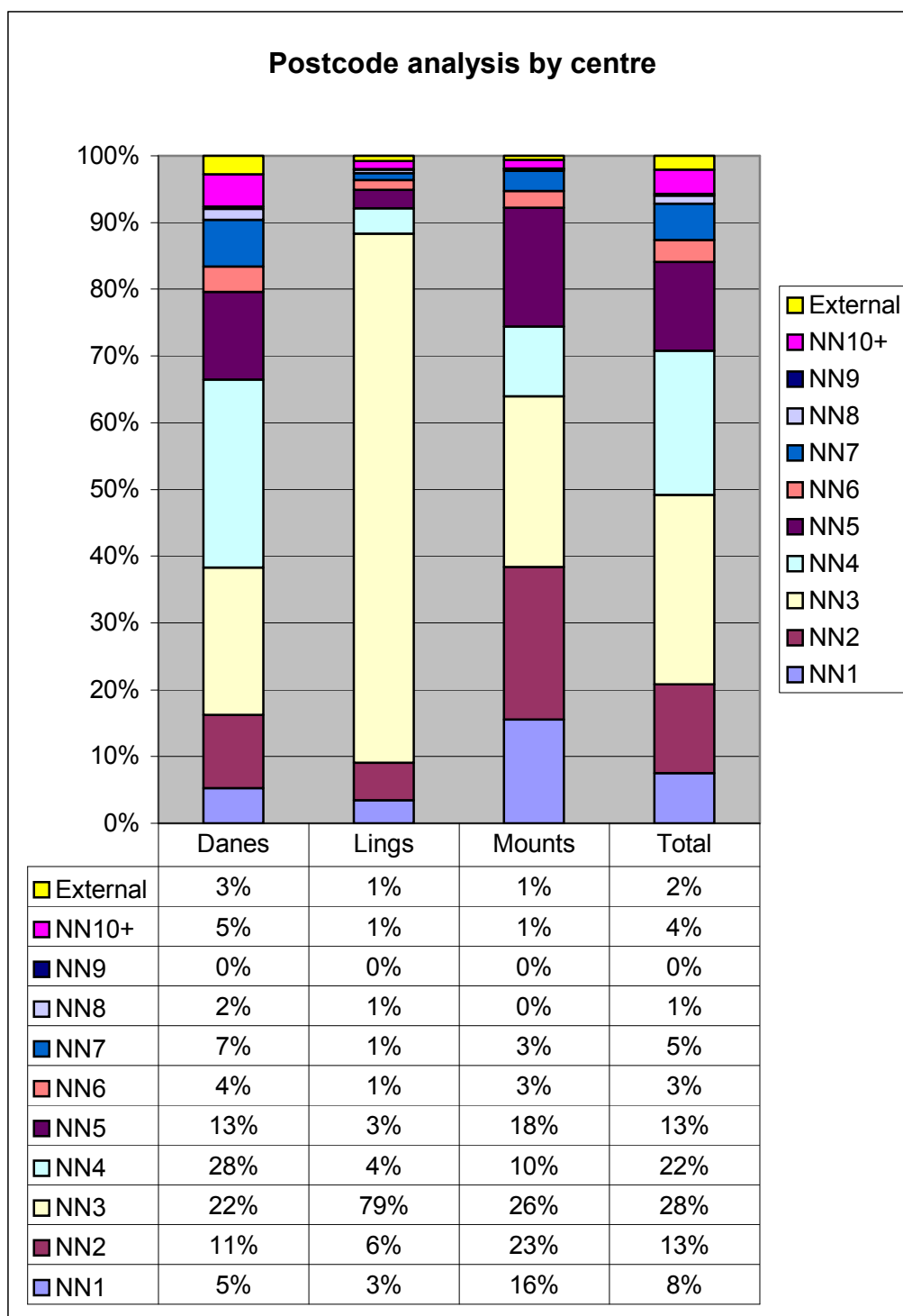
In terms of the total swimmers signed up 45% of those that swam at Danes Camp only swam once. Although it is hard to see if they used the other centres this does indicate that we may have to work hard to convert the customers that have already signed to paying the £2.00 administration charge.

A comparison of frequency across the sites reveals that Lings engendered the highest percentage of repeat customers, 25% coming every two months or more & 47% coming 3 times a year or more.

Danes as a Leisure Pool showed a higher percentage coming for only one or two visits a year, 13% coming every two months or more & only 35% coming 3 times a year or more

Postcode analysis

The following postcode analysis is based on customers who have used free swimming rather than cards issued



By far the greatest percentage came from within the Borough boundaries. 84% of customers came from NN1 to NN5 postcodes. Of the total visitors 2% actually came from outside Northamptonshire.