

## Appendix 1 - FREE SWIMMING – ONE YEAR ON

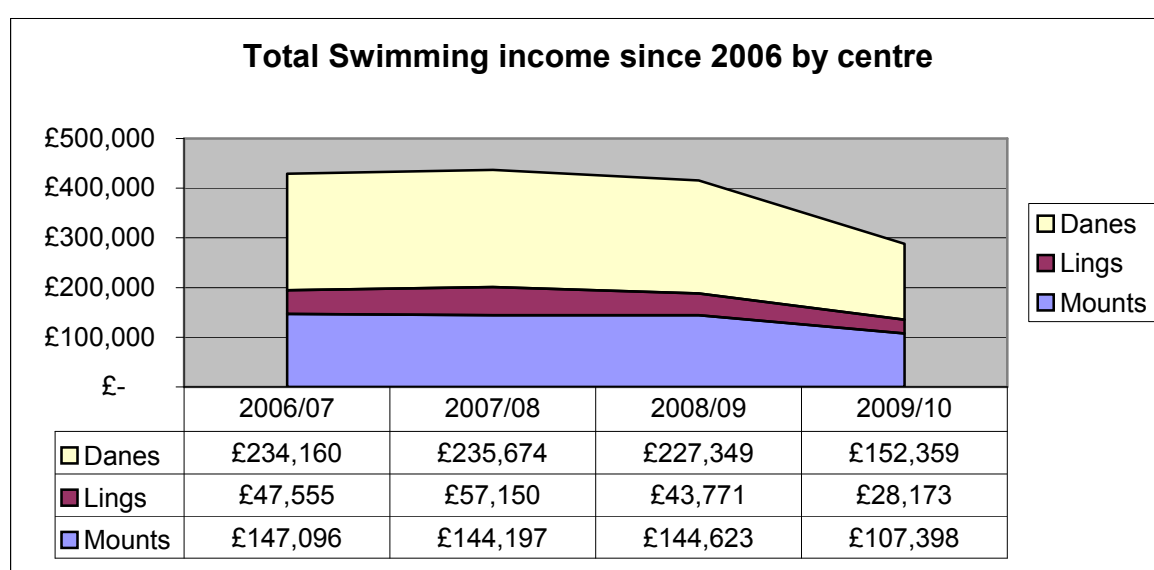
### Financial Analysis

#### DCMS Funding

- Total funding per visit equates to £1.80. This includes an additional one off award of £11,207 received at the end of the 2009/10 financial year for 16's and under swimming.
- If we do not receive the additional funding amount next year this will drop to £1.69.
- Funding per customer was £6.80
- In terms of the funding to the different age groups, we are being given considerably more funding per 60 and over customer than the 16s and under

	Customers	Visits	Funding	Funding per customer	Funding per visit
Juniors	24,718	76,572	£132,795	£5.37	£1.73
Senior Citizen	3,376	25,451	£51,000	£15.11	£2.00
Total	28,094	102,023	£183,795	£6.80	£1.80

#### Paid Swimming Income



## **Expenditure and Loss of income**

### **Additional Costs**

Materials & Pool Chemicals	£ 6,000
Water & Utilities	£ 5,000
Increased staffing levels*	£15,000
Advertising Year one only **	£3,000
Printing ***	£7,000

**Total Additional Costs** **£36,000**

**Loss in swimming income** **£127,813**

\* Including Receptionists, Lifeguards and Cleaning – cost estimated based on extra staffing hours over holidays & weekends

\*\* Includes JC Decaux Poster sites, Magazine adverts,

\*\*\* 38,000 additional Leisure Cards (above the line un budgeted expenditure) & internal posters and leaflets and regular changes in Pool programme

### **Funding and Additional Income**

Annual Funding 2009/10 from DCMS	£172,231
Additional one off funding at end of year*	£ 11,207

**Total Funding** **£183,438**

Additional Income - Secondary Spend	
Vending & Catering	£14,000
Lockers	£ 8,500
Additional income other activities*	£ 5,000 (estimate)

**Total Additional Income** **£27,500**

\*Includes estimated uplift on dryside activities including Badminton, Cinema, Funzone, Roller Skating etc. Initial indication suggested a negative effect on Swimming Lesson income – possibly parents taking the opportunity to attempt to teach their child themselves, however this has now been turned around.

### **Year 1 Profit & Loss**

Total Loss of income & Additional expenditure	£163,813
Total Funding and additional Income	£210,938

<b>Total positive effect on income</b>	<b>£47,125</b>
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Therefore, although there were considerable additional un-budgeted costs on our expenditure lines, the additional funding and secondary spend generated means that we potentially made an overall gain in the region of **£41,790** in year one, opposed to the forecast loss of £16,000 in the original Free Swimming MTP option.