

**Monitoring Report to the Social Overview and Scrutiny Committee**  
**Tuesday 14 March 2017**

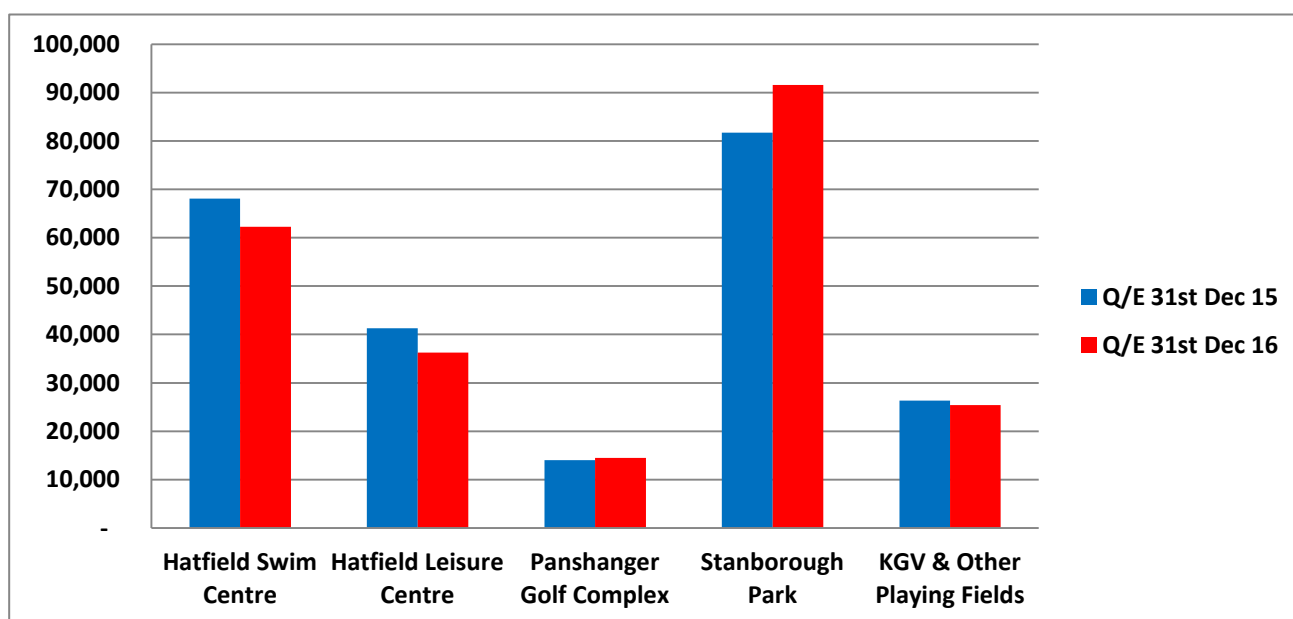
**Third Quarter 2016-17**

**1. Visitor Numbers**

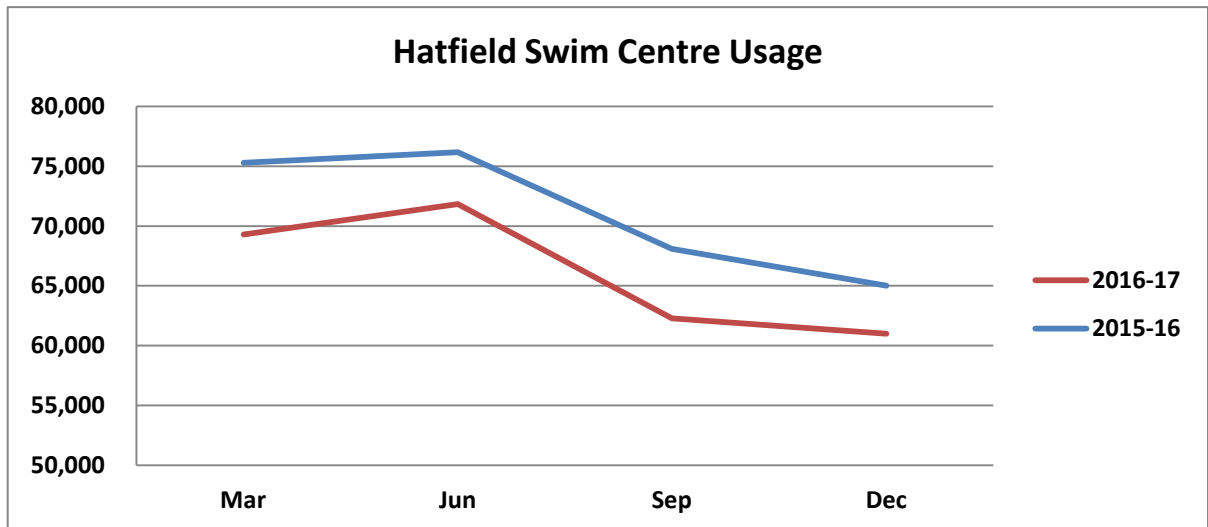
Quarter from 1 October to 31 December 2016:

Managed Site	Quarter to Dec 2016	Quarter to Dec 2015	% Change	12 months to Dec 2016	12 months to Dec 2015	% Change
Hatfield Swim Centre	61,003	65,004	(6.1)%	264,409	283,542	(6.7)%
Hatfield Leisure Centre	32,642	35,704	(8.6)%	137,141	148,221	(7.5)%
Panshanger Golf Complex	8,311	8,545	(2.7)%	43,866	44,594	(1.6)%
Stanborough Park	14,422	14,213	1.5%	192,496	187,564	2.6%
King George V and Other Playing Fields	19,337	19,221	0.6%	83,353	82,969	0.5%

Visitors to each managed site for the quarter ended 31 December 2016 is shown in red here, in comparison to the same for the quarter ended 31 December 2015, which is shown in blue.



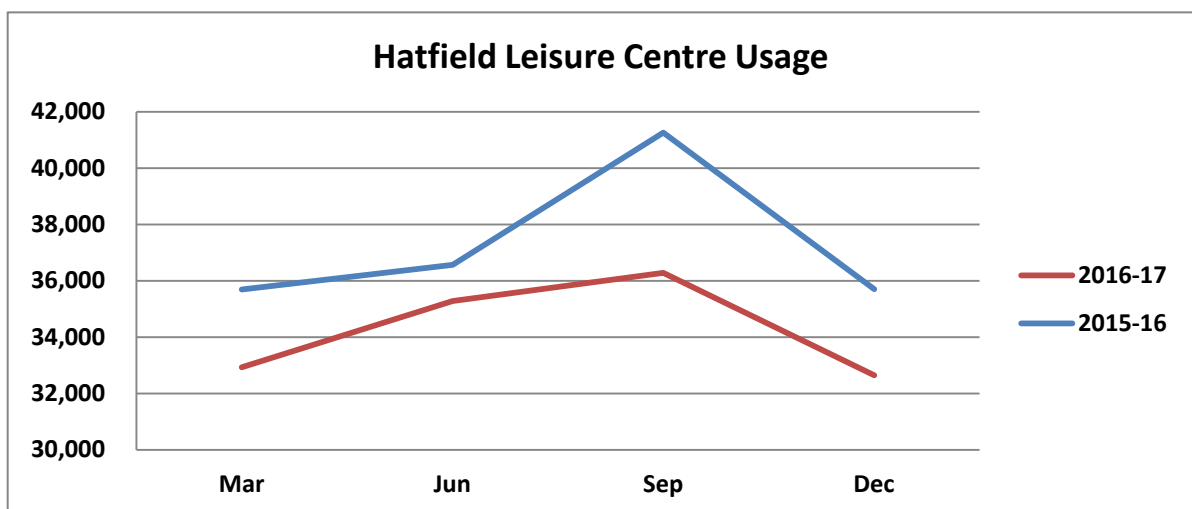
A graph for each managed site showing the attendance levels for each quarter in the 12 months to 31 December 2016 is set out here:



Hatfield Swim Centre attendance for the third quarter of 2016-17 totalled over 61,000 visits. Overall usage has fallen by 6.7% over these twelve months with the decrease attributable to the decline in Health and Fitness gym usage, with the impact of the budget operators still prevalent. However it is pleasing to note that participation in private swimming lessons, schools and clubs has increased over the last twelve months by 12%.

Finesse has recently completed the refurbishment of the gyms at Hatfield Leisure Centre and Hatfield Swim Centre to include new equipment, redecoration, lighting and flooring. The space has also been opened up to include a new functional training room and a new fitness rig.

There are also plans in 2017-18 to improve the changing facilities at Hatfield Swim Centre with the support of new capital funding from Welwyn Hatfield Council.

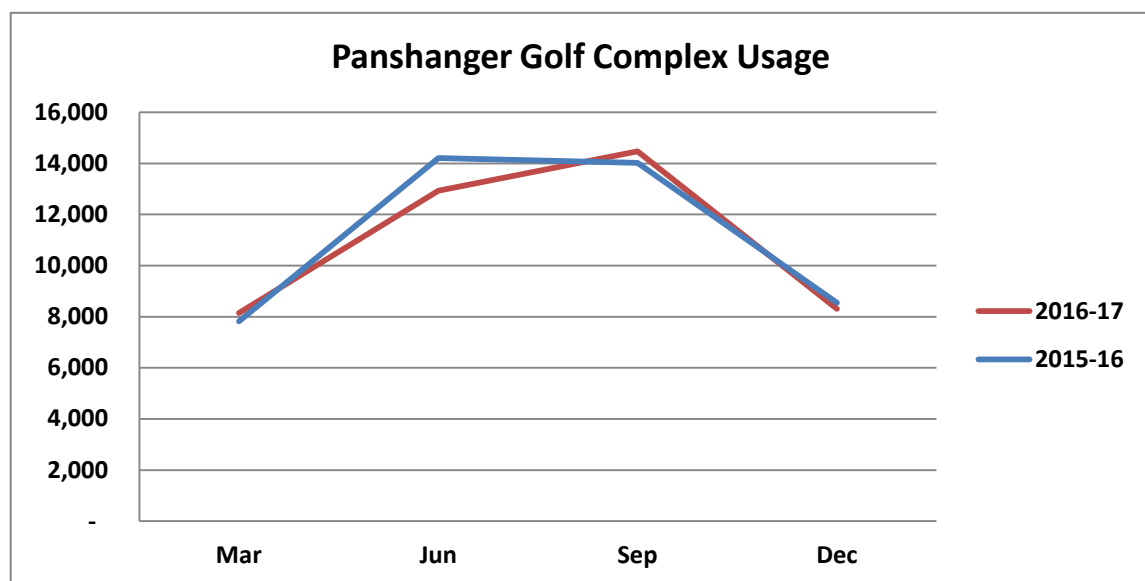


Overall usage has fallen by 7.5% over these twelve months, with the decrease largely attributable to Health and Fitness memberships down by 15%.

As explained, a Finesse funded refurbishment of the two gyms has now been completed. A dedicated Spinning Studio has been created at the Hatfield Leisure Centre and the gym floor has been opened up at the Hatfield Swim Centre to accommodate a functional rig to enable a more varied work out for our gym users.

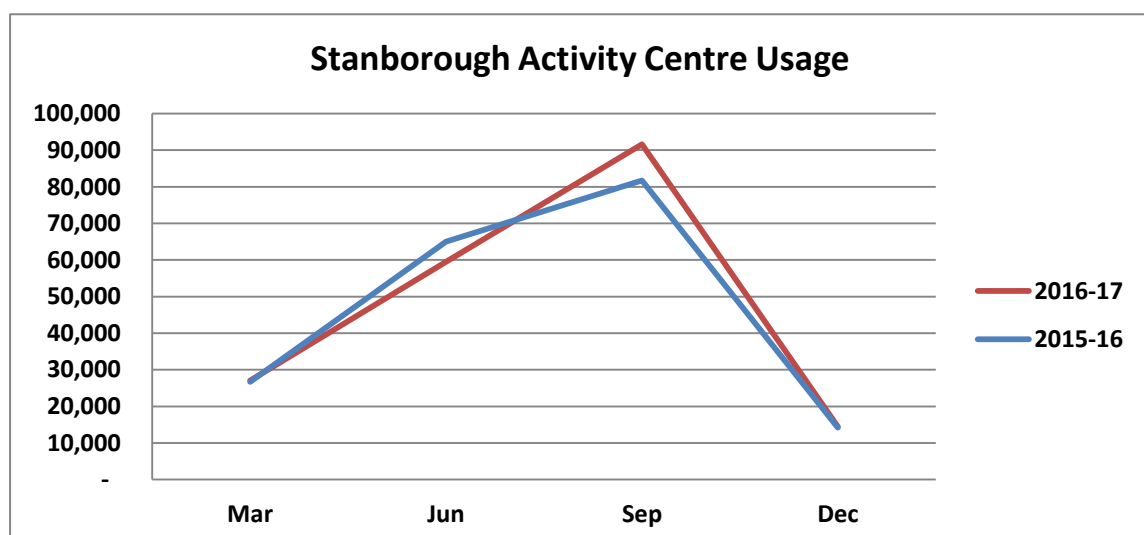
The Shapemaster Suite has been relocated to the ground floor at the Hatfield Leisure Centre, improving accessibility for the users. It also makes the facility more visible to potential new members and raises awareness of this service.

It is also pleasing to note that the Main Sports Hall usage has increased significantly this year, with a 25% increase reported in badminton participation following upgrades to the lighting and new wall painting funded by Badminton England in 2015-16.



Panshanger Golf Complex attendance has decreased by 2.7% compared to the third quarter of 2015-16. The attendance in the last twelve months amounts to nearly 44,000 visits, which is comparable to the twelve months ending 31 December 2015.

The reduction in usage in the quarter is mainly attributable to the pitch and putt course, which includes Footgolf. A new golf professional has been appointed and commenced in post on 1 February 2017. He has been tasked with increasing usage of the facility through coaching and group bookings.



Stanborough Park attendance has increased by 1.5% compared to the third quarter of 2015-16. Over the past twelve months attendance has increased by 2.6%, with the majority of the increase attributable to the work of the Disability Sport Hub. Also by the numerous events held in the Park including Triathlons, the Race for Life and the Playday event, and the successful rowing boat offer to visitors on the north lake.

Usage at the King George V Playing Fields and other playing fields has increased slightly compared to the third quarter of 2015-16. While usage of the grass pitches by the KGV Football Club has fallen due to the lower number of games being played, it is pleasing to note that bowls, cricket and netball have continued to be well attended over 2016-17.

## 2. Financial Performance

Third Quarter – 1 October to 31 December 2016:

	Hatfield Leisure Centre	Hatfield Swim Centre	Golf Complex	Stan Activity Centre	KGV & Other Playing Fields	2016-17 Qtr Total	2015-16 Qtr Total	% 16-17 vs. 15-16	Budget for the Qtr	Actual vs. Budget Qtr
	£ 000's	£ 000's	£ 000's	£ 000's	£ 000's	£ 000's	£ 000's			
<b>Income</b>	154	268	136	38	12	608	629	(3.3%)	684	(76)
<b>Expenditure</b>	(195)	(376)	(164)	(102)	(74)	(911)	(920)	1%	(957)	46
<b>Trading Surplus (Deficit)</b>	(41)	(107)	(29)	(64)	(62)	(303)	(291)		(273)	(30)
						220	217		217	3
						(83)	(74)		(56)	(27)
						<b>Management Fee</b>				
						<b>Finesse Surplus (Deficit)</b>				

The financial performance for the third quarter of 2016-17 is disappointing, and it is reporting £27,000 behind the budget. Despite savings totalling £46,000 made in the quarter, a lower income level impacted on the net financial position. The Health and Fitness income was £41,000 lower than budgeted and this contributed to 54% of the reported shortfall.

However in comparison to the third quarter of 2015-16 income was only £21,000 lower than the previous year, and this is almost all attributable to the decline in Health and Fitness memberships.

Swimming revenue has increased by nearly 5%, and the Main Sports Hall income at the Hatfield Leisure Centre has increased by 33% compared to the same quarter of 2015-16.

Year to Date - 1 April to 31 December 2016:

	Hatfield Leisure Centre £ 000's	Hatfield Swim Centre £ 000's	Golf Complex £ 000's	Stan Activity Centre £ 000's	KGV & Other Playing Fields £ 000's	2016-17 YTD Total £ 000's	2015-16 YTD Total £ 000's	% 2016-17 vs. 2015-16	Budget for the period	Actual vs. Budget
<b>Income</b>	460	874	563	350	27	2,274	2,386	(4.7%)	2,414	(140)
<b>Expenditure</b>	(568)	(1109)	(550)	(414)	(217)	(2,858)	(3,005)	4.9%	(2,940)	82
<b>Trading Surplus (Deficit)</b>	(108)	(235)	13	(64)	(190)	(584)	(619)		(526)	(58)
<b>Management Fee</b>						660	565		651	9
<b>Finesse Surplus (Deficit)</b>						76	(54)		125	(49)

A surplus of £76,000 has been reported for the nine months of the current financial year. This represents an overall improvement of £130,000 compared to the first nine months of 2015-16, despite income levels being down 6% against the budget.

Lower costs have contributed to this improvement with £147,000 savings achieved over this nine month period. While the budget reflected these anticipated savings, a further £17,000 has been saved as a result of lower income levels.

Finesse strives to increase income and continues to reinvest in the facilities. The forecasted outturn for 2016-17 is anticipated to be in the region of a £50,000 surplus. A budget for 2017-18 has been approved and the target is to improve the net surplus by a further £45,000.

### **3. Latest News, Improvements and Initiatives**

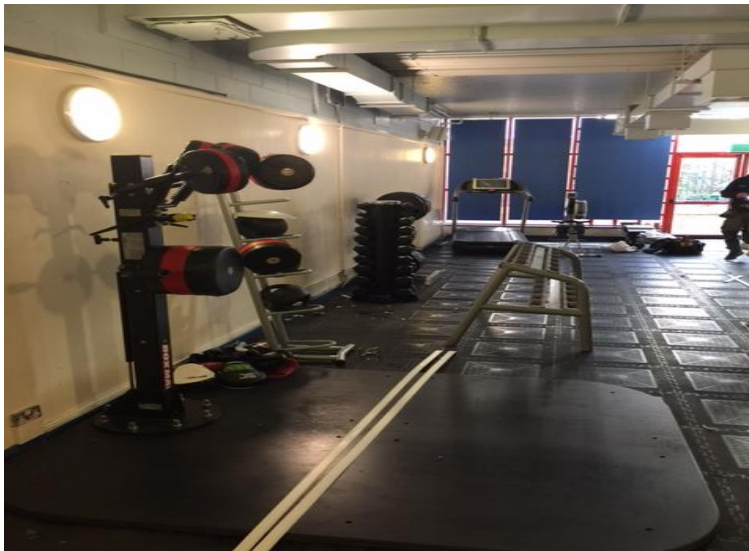
- Finesse has invested over £320,000 in the refurbishment of the gyms at the Hatfield Swim Centre and Hatfield Leisure Centre. It is anticipated that these modernised and refreshed facilities will attract new and retain existing members and help to combat the impact of budget operators in the Borough.
- As part of the campaign to increase Health and Fitness memberships, the price has been reduced to £29.00 per month (a 25% reduction) to make it more accessible and affordable to a wider range of local people.
- Healthy Walks have continued at Stanborough Lakes over the winter months, with around 35 people attending the regular Wednesday sessions. Finesse continues to support this with the free use of the meeting room in the main pavilion and free tea and coffee provided for everyone after the walks.

- Stanborough Park has been awarded with three separate accreditations following recent reviews and inspections. These are the Royal Yachting Association, the Adventure Activities Licensing Service and the British Canoe Association. These will enable the Sailing Centre to offer a wide and varying programme of activities and courses throughout the 2017-18 season.
- As part of a continuous improvement plan to maintain the high standards at the Panshanger Golf Complex, renovation work has recently been completed to the first tee, the pathway on the fourteenth hole has been renewed, and three other bunkers have also been renovated.
- Hatfield Swimming Club used the Swim Centre on 6 February for sponsored swimming to raise funds for the British Heart Foundation. They raised over £2,200 for this charity and will present a cheque to them at their annual club meeting shortly.
- The Crusaders Skate Hockey Club, who use the Main Sports Hall at the Hatfield Leisure Centre on Thursdays and Saturdays, have won their National Championships and have qualified for European Championships at junior level (14-18 year olds).

#### 4. **Gym Refurbishments – Hatfield Leisure Centre and Swim Centre**

##### **Before:**





**After:**

Hatfield Leisure Centre - opened up the gym floor area by relocating the Shapemaster Studio; created a new dedicated Spinning Studio; installed a new functional rig, new Watt bikes, new cardio equipment, new flooring, new lighting, decoration and wall graphics.



Hatfield Swim Centre - wall removed to integrate a functional training area with the main gym; installed a new functional rig; new Watt bikes; and new flooring, lighting, decoration and wall graphics.



