

**Monitoring Report to the Social Overview and Scrutiny Committee**  
**Wednesday 27<sup>th</sup> July 2017**

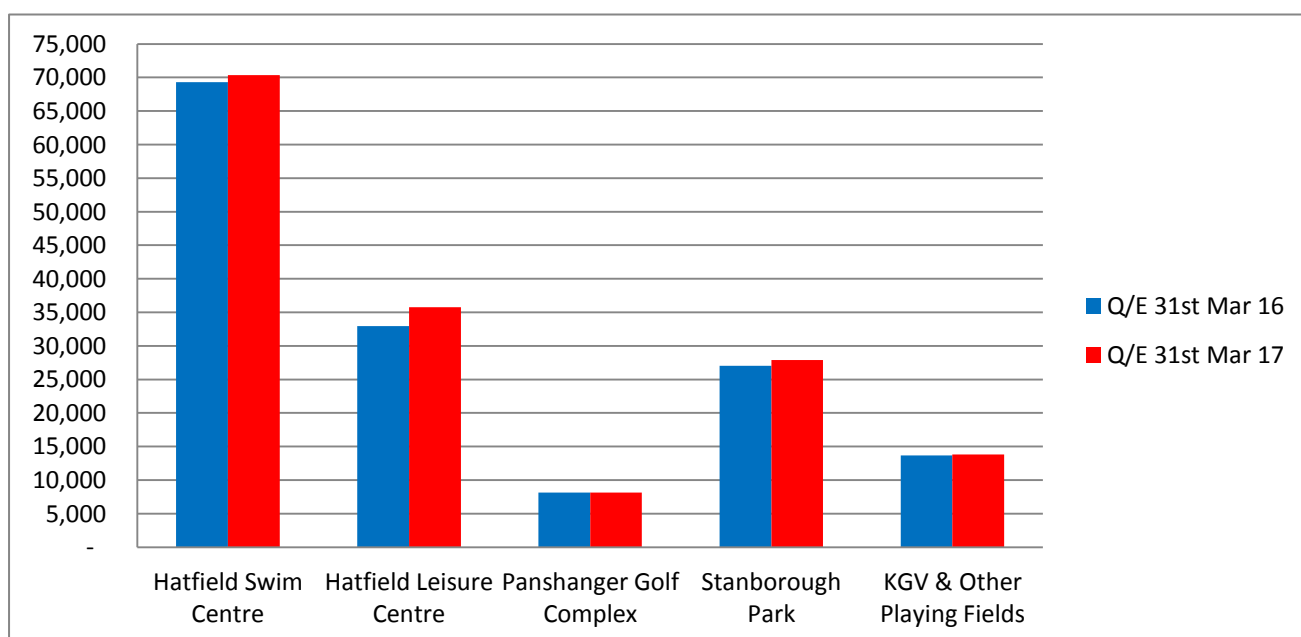
**Fourth Quarter 2016-17**

**1. Visitor Numbers**

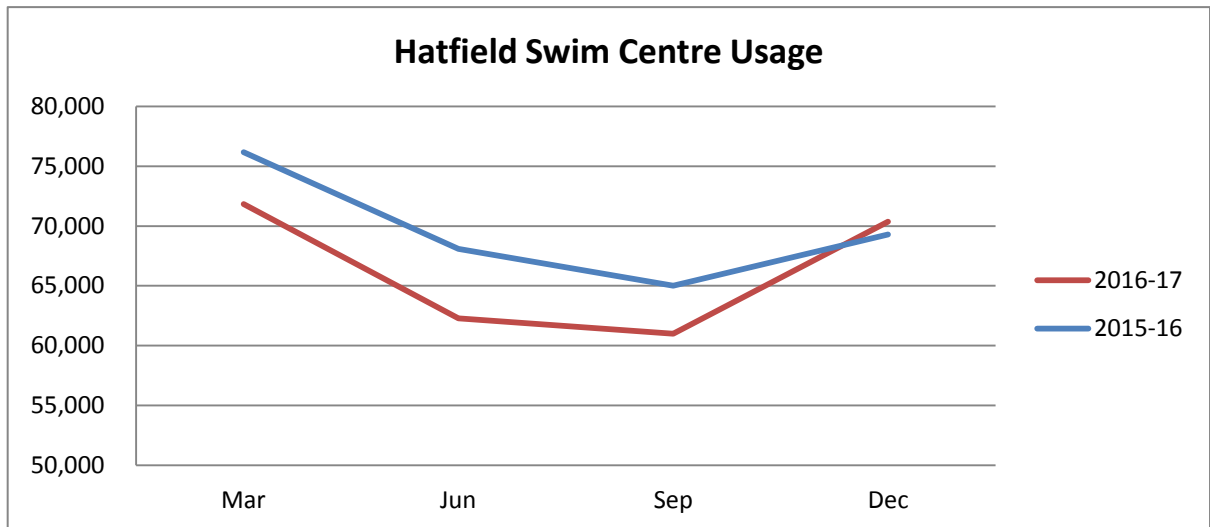
Quarter from 1 January to 31 March 2017:

| Managed Site                           | Quarter to Mar 2017 | Quarter to Mar 2016 | % Change | 12 months to Mar 2017 | 12 months to Mar 2016 | % Change |
|----------------------------------------|---------------------|---------------------|----------|-----------------------|-----------------------|----------|
| Hatfield Swim Centre                   | 70,366              | 69,281              | 1.5%     | 265,494               | 278,529               | (4.7%)   |
| Hatfield Leisure Centre                | 35,736              | 32,931              | 8.5%     | 139,946               | 146,459               | (4.4%)   |
| Panshanger Golf Complex                | 8,126               | 8,152               | (0.3%)   | 43,840                | 44,930                | (2.4%)   |
| Stanborough Park                       | 27,888              | 27,024              | 3.2%     | 193,360               | 187,900               | 2.9%     |
| King George V and Other Playing Fields | 13,794              | 13,652              | 1.0%     | 83,495                | 82,993                | 0.6%     |

Visitors to each managed site for the quarter ended 31 March 2017 is shown in red here, in comparison to the same for the quarter ended 31 March 2016, which is shown in blue.

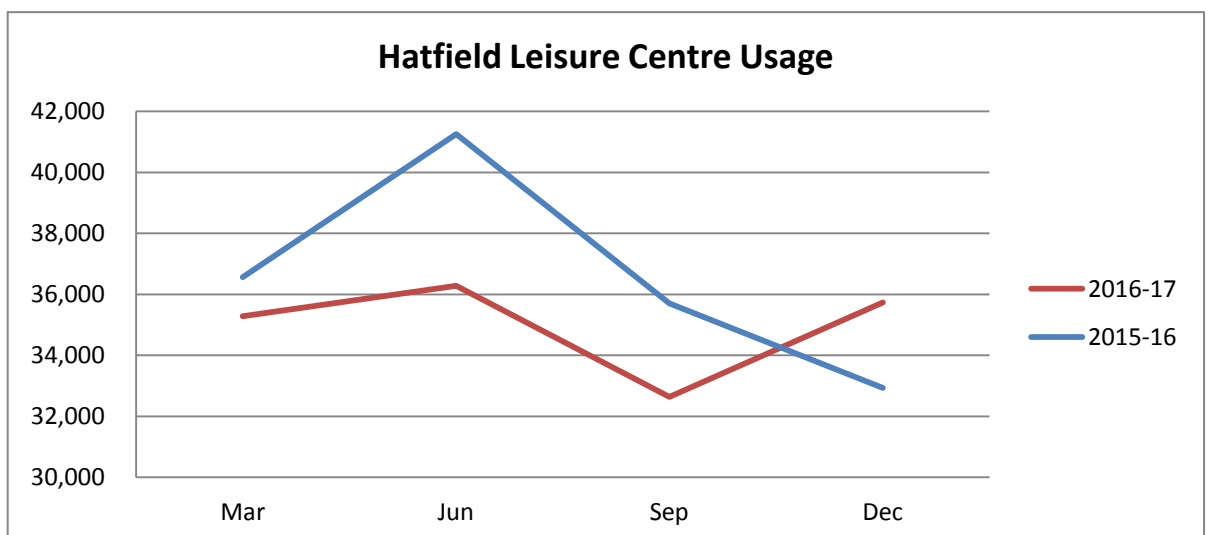


A graph for each managed site showing the attendance levels for each quarter in the 12 months to 31 March 2017 is set out here:



Hatfield Swim Centre attendance for the fourth quarter of 2016-17 totalled over 70,000 visits. Overall usage has fallen by 4.7% over the 12 months with the decrease attributable to health and fitness gym usage. However it is pleasing to note that participations in private swimming lessons, schools and club has increased over the last 12 months by 11% and following the refurbishment of the gyms at Hatfield Swim Centre and Hatfield Leisure Centre, membership levels are slowly recovering.

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

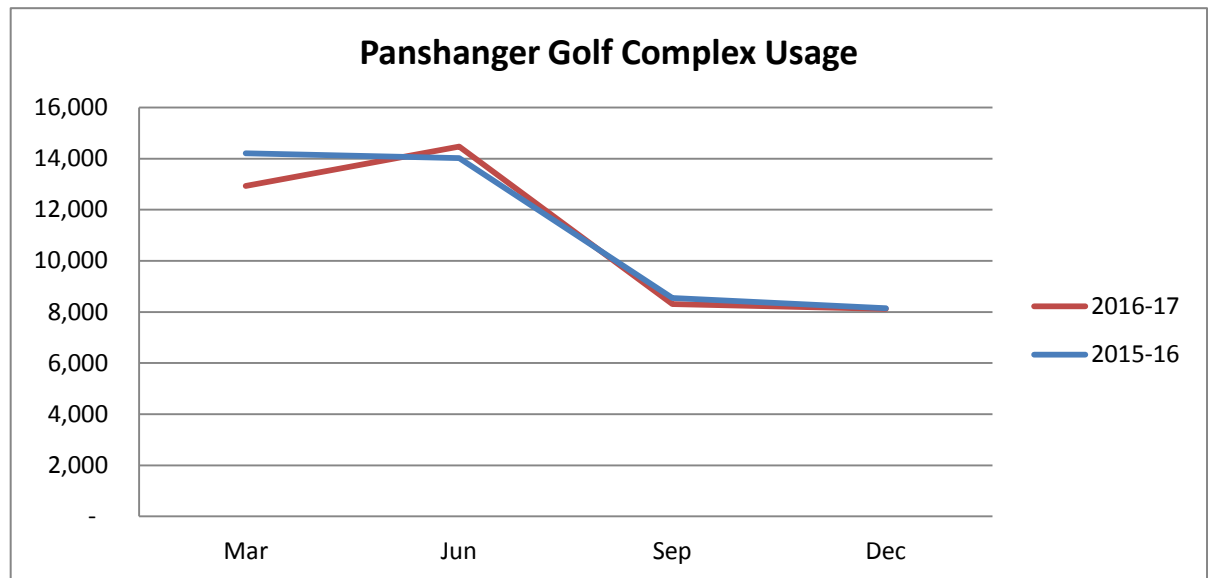


Overall usage has increased by 8.5% in the fourth quarter compared to 2015-16, mainly due to the successful badminton programme following the Badminton England funding. In the last quarter of 2016-17, over 2,400 more visits were made

to the centre to partake in this sport. The dedicated coach continues to offer a wide range of activities for all levels and abilities.

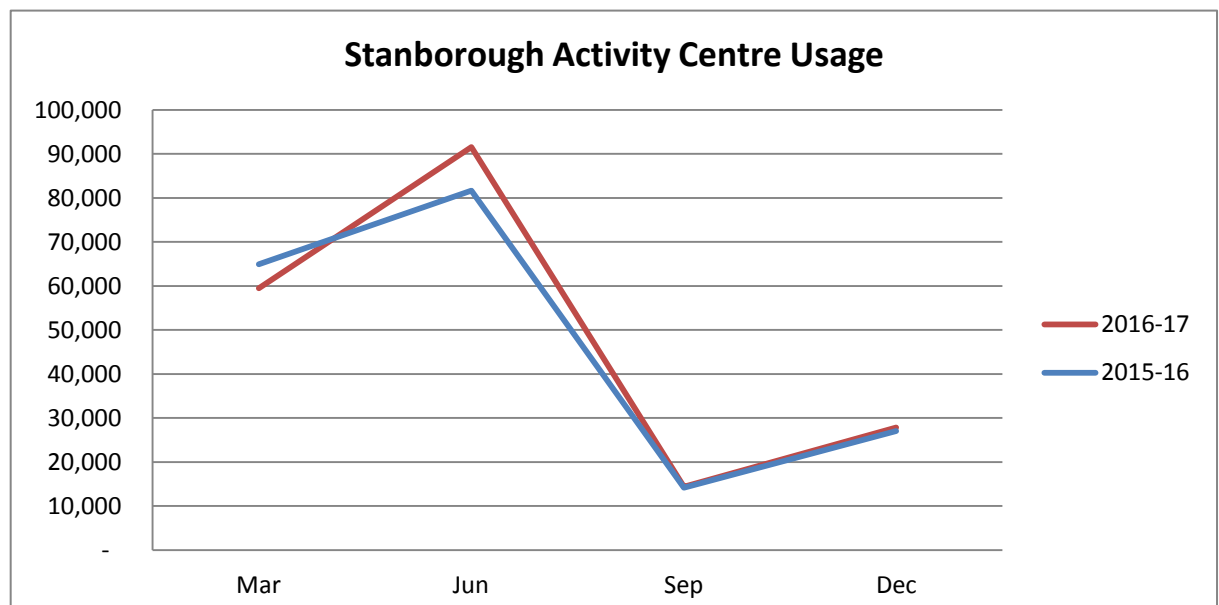
Overall participation at the centre over the last 12 months has decreased by 4.4% however, this is all attributable to the decline in Health and Fitness Memberships.

As explained with the swim centre, a Finesse funded refurbishment of the gyms has now been completed and membership levels are starting to increase.



Attendance at Panshanger Golf Complex has remained fairly consistent with 2015-16 levels, with nearly 44,000 visits by golfers over the year. Overall, participation has decreased by 2.4% over the last 12 months mainly attributable to the pitch and putt course, including footgolf.

Panshanger's golf professional commenced in post on 1<sup>st</sup> February and have been tasked with increasing usage of the facility through coaching and group bookings.



Overall Stanborough Park attendance increased by 2.9% over the last 12 months, with over 193,000 estimated visits. The North Lake facilities have been well used over the year, with rowing boats being very popular.

The holiday clubs at Stanborough have also been a success this year, with over 650 participations during the 10 week holiday programme. Other groups, schools and water-sport's courses remained fairly consistent with 2015-16.

The usage at the King George V Playing Fields and other playing fields has increased slightly over the year and whilst the usage by KGV football club has fallen due to lower levels of games played, bowls, cricket, netball and fitness classes continue to be well attended.

## 2. Financial Performance

Fourth Quarter – three months from 1<sup>st</sup> January to 31<sup>st</sup> March 2017:

|                                  | 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>                    | 224                     | 281                  | 109          | 28                   | 8                          | 650                              | 655               | <b>(0.8%)</b>     | 725                | <b>(75)</b>           |
| <b>Expenditure</b>               | 214                     | 390                  | 143          | 112                  | 65                         | 924                              | 908               | <b>(1.8%)</b>     | 959                | <b>35</b>             |
| <b>Trading Surplus (Deficit)</b> | 10                      | (109)                | (34)         | (84)                 | (57)                       | (274)                            | (253)             |                   | (234)              | <b>(40)</b>           |
|                                  |                         |                      |              |                      |                            | <b>Management Fee</b>            | 220               | 252               | 217                | <b>3</b>              |
|                                  |                         |                      |              |                      |                            | <b>Finesse Surplus (Deficit)</b> | (54)              | (1)               | (17)               | <b>(37)</b>           |

The financial performance for the fourth quarter of 2016-17 was disappointing, reporting £37,000 behind the budget. Despite a number of savings made in the quarter of £35,000, the lower income levels achieved impacted on the net financial position. The health and fitness income was £41,000 lower than budgeted, contributing 55% of the shortfall.

However, when compared to the fourth quarter of 2015-16, income was only £5,000 lower than the previous year with Health and Fitness revenue almost back to the levels reported in January, February and March 2016.

Main hall income at Hatfield Leisure Centre has increased by 34%, compared to the same quarter of 2015-16 due to the badminton programme covered earlier in the report.

Year from 1 April to 31 March 2017:

|                                  | Hatfield Leisure Centre<br>£ 000's | Hatfield Swim Centre<br>£ 000's | Golf Complex<br>£ 000's | Stan Activity Centre<br>£ 000's | KGV & Other Playing Fields<br>£ 000's | 2016-17 Annual Total<br>£ 000's | 2015-16 Annual Total<br>£ 000's | % 2016-17 vs. 2015-16 | Budget for the Year | Actual vs. Budget |
|----------------------------------|------------------------------------|---------------------------------|-------------------------|---------------------------------|---------------------------------------|---------------------------------|---------------------------------|-----------------------|---------------------|-------------------|
| <b>Income</b>                    | 684                                | 1,155                           | 672                     | 378                             | 35                                    | 2,924                           | 3,043                           | (4.0%)                | 3,139               | (215)             |
| <b>Expenditure</b>               | 782                                | 1,499                           | 693                     | 526                             | 282                                   | 3,782                           | 3,947                           | 4.2%                  | 3,899               | 117               |
| <b>Trading Surplus (Deficit)</b> | (98)                               | (344)                           | (21)                    | (148)                           | (247)                                 | (858)                           | (904)                           |                       | (760)               | (98)              |
|                                  | <b>Management Fee</b>              |                                 |                         |                                 |                                       | 880                             | 911                             |                       | 868                 | 12                |
|                                  | <b>Finesse Surplus (Deficit)</b>   |                                 |                         |                                 |                                       | 22                              | 7                               |                       | 108                 | (86)              |

A surplus of £22,000 has been reported for the twelve months to 31<sup>st</sup> March 2017. This represents an overall improvement of £15,000 compared to the year ended 31<sup>st</sup> March 2016, despite income levels down 7% against the budget. £108,000 of the 4% decline in income compared to 2015-16 was attributable to Health and Fitness and it is anticipated that following the refurbishment and reduced membership price, the 2017-18 position will improve.

As mentioned above, lower costs have contributed to the improvement with £117,000 of savings throughout the twelve month period. Whilst the budget reflected these anticipated savings, a further £48,000 has been saved as a result of lower income levels achieved.

Finesse continues to strive to increase income and continue to reinvest in the facilities. The budget for 2017-18 has been approved and the target is to improve the net surplus by a further 60% to £35,000.

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

- Initiatives to expand and diversify the outdoor health and fitness offering are underway at Stanborough Park and KGV Playing Fields. Stanborough Park has introduced three additional fitness classes; Outdoor Yoga, Outdoor Pilates and High Intensity Interval Training (HiiT) whilst morning and evening bootcamp's and outdoor boxing has been introduced at KGV Playing Fields. So far the sessions have proved popular and offer an alternative fitness programme outside of the gym.
- Stanborough Park continue to offer a wide and varying range of activities to get visitors to the park. Finesse has purchased a giant inflatable that is used on the lake for pay and play sessions as well as parties and holiday clubs. Giant stand up paddleboards have also been introduced and are used for both recreational and fitness activities.
- Cancer Research Race for Life took place in Stanborough Park on 4<sup>th</sup> June. The event was a huge success with 1,050 runners taking part.

Cancer Research are hoping that the event will have raised £75,000 for the Charity.

- Hatfield Swimming Club announced that three members of the swimming squad have been selected for the Great Britain Junior Team for the World and European Championships.
- Fitness classes specifically designed and held for junior members, are underway at Hatfield Leisure Centre. The sessions are held every day and include Power Plate, functional rig, HIIT, and Ab Attack sessions. Again, the sessions have been well attended and encourage young people to get active.
- Following the refurbishment of the gym at Hatfield Swim Centre, the general walkway and stairwell have been redecorated to freshen and brighten up the area, with positive feedback being received from members.