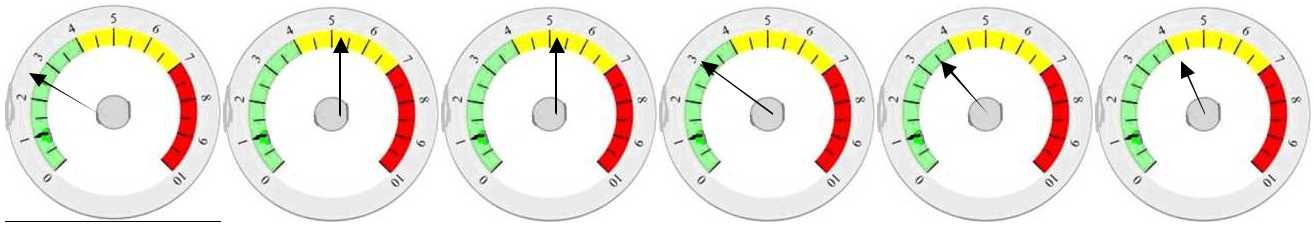


Month Report 2009-2010

To the end of January 2010

Summary



Cash	Profit & Loss	Membership	Salaries	Bar & Coffee	OVERALL
Marginally Better	Same	Marginally Worse	Marginally Better	Same	Marginally Better

The month 10 performance shows that we are only marginally off target to deliver a £40,000 surplus for the year. We move into the last quarter of the year with a healthy cash balance, £30,000 of which has been earmarked for development purposes.

The wall is now an established feature in the centre, and is achieving close to its target.

Membership income continues to maintain its levels, despite the recession.

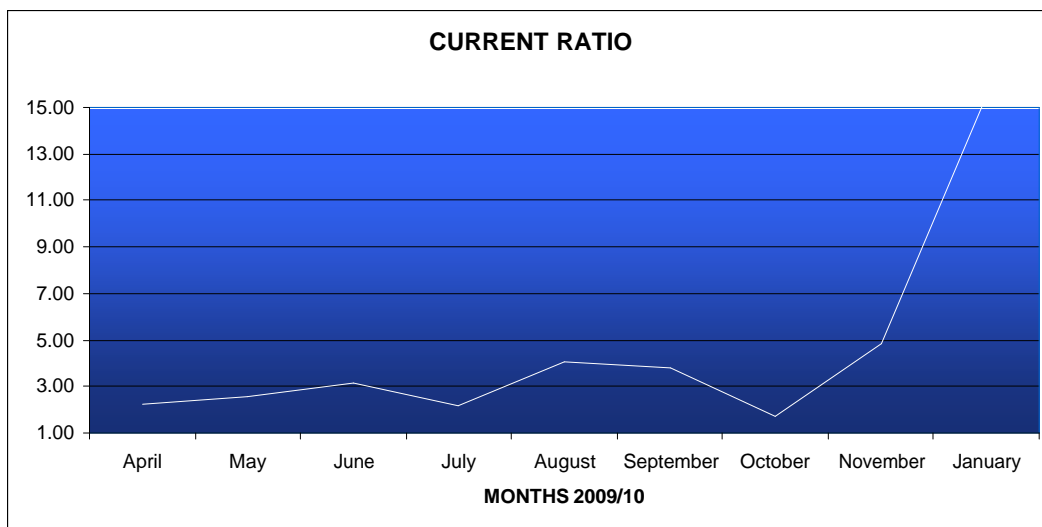
The council has confirmed verbally the same grant figures for 2010/2011. In addition they are supporting our application for grant monies. We are putting together applications for dealing with the wet side changing rooms, updating the gym equipment and dealing with the viewing area. It is likely this will be completed in the summer 2010/11.

Profit & Loss

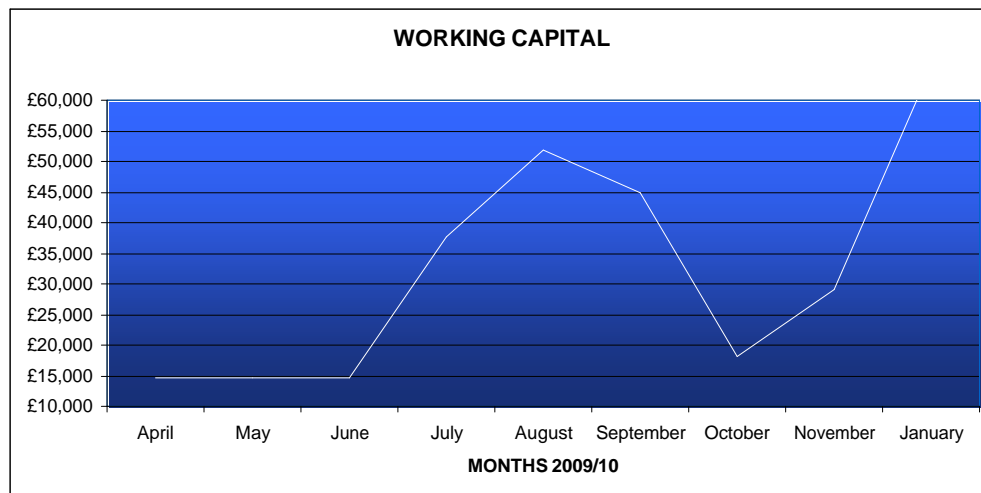
To the end of January – we are £76,000 in surplus, although this is slightly below where we anticipated being at this stage of the year.

In terms of our ability to meet any short term debts should the centre for any reason be wound up, as measured by our liquidity ratio, the measures are as follows;

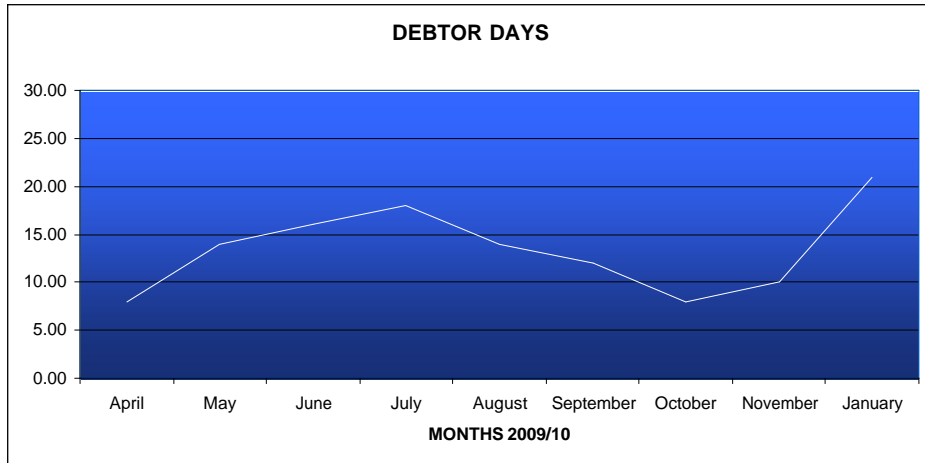
- Quick Ratio = Current Assets / Current Liabilities – ideally the higher the figure, the better our ability to meet short term debts, and concern would arise if it fell below 1:1 without any action plan in place.



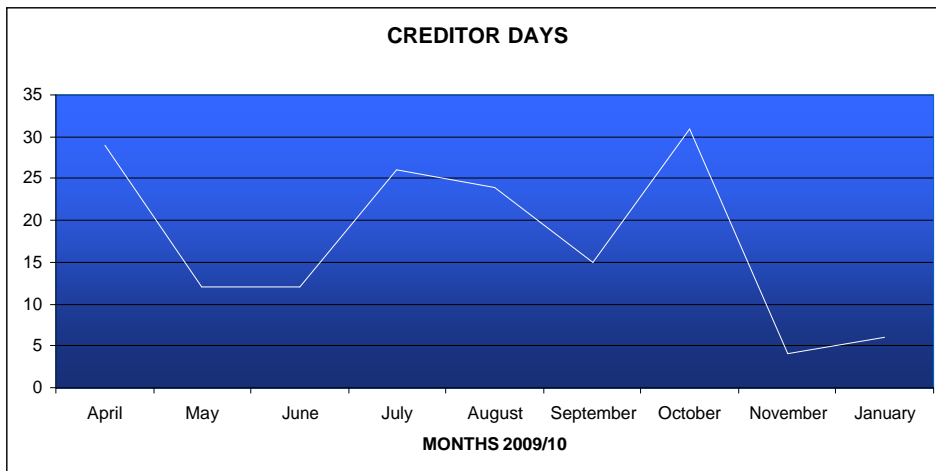
- The Net working capital = Current Assets minus Current Liabilities. This is a crude measure of what our positive balance is. It includes stock, but excludes fixed assets.



- Days Sales Outstanding = Shows our efficiency in collecting debts. Most of our income is paid in cash – or grant. Approximately 10% of our income is invoiced to customers.



- The same ratio for how well we pay people, shows

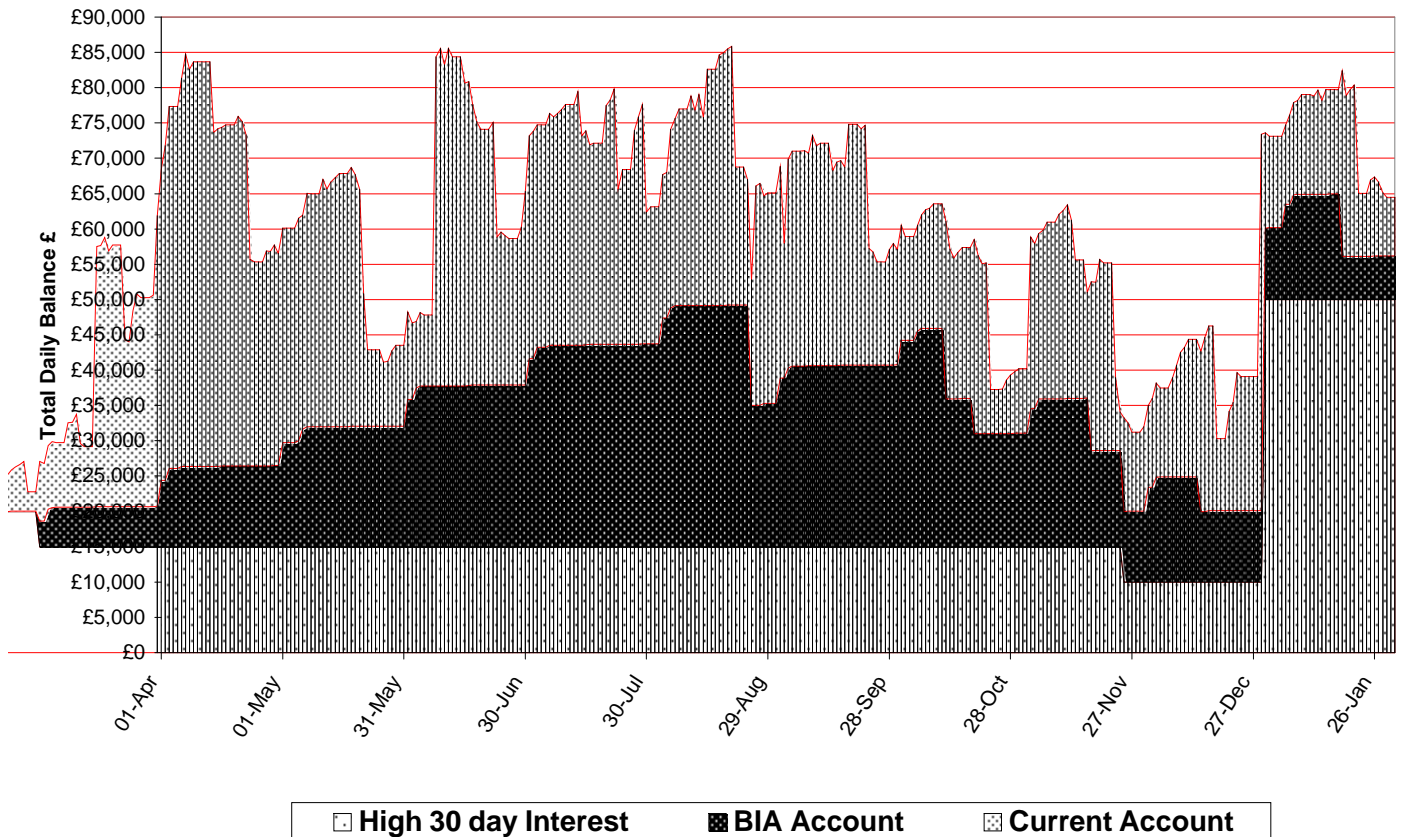


Cash

We continue to manage our cash balances prudently.



C&DCA
Daily Cash Balance April 2009 to date



Income

Income is below target to the end of January. This is mainly because we are still expecting some course fee income for swimming lessons through this month..

We also have received confirmation that the administrators have given us £14,500 from the dissolution of NWLL. This has followed a long campaign for restitution, and is a welcome boost to our capital potential.

We have now received the capital grant.

HEADINGS INCOME	Original Plan for Year £	Plan To Date JANUARY 2010 £	Actual to Date JANUARY 2010 £	Variance to date £	NOTES
Revenue Grants					
Grant NWDC	70,000	70,000	70,000	0	
Swimming Grant	5,000	5,000	5,000	0	Further swimming monies promised
Climbing Wall Donations	35,000	35,000	34,560	-440	Expecting further £3000 pledge
Administration Grant	14,500	14,500	14,500	0	Expected result of NWLL payout
Grant Cricklade Town Council	8,000	8,000	8,000	0	
TOTAL GRANTS	132,500	132,500	132,060	-440	
Memberships					
Gold	6,000	5,000	5,205	205	
Silver	66,000	55,000	53,748	-1,252	Less - for drop because of swimming
Bronze	19,500	16,250	16,152	-98	Less - for drop because of swimming
Friends	1,000	833	1,112	279	
TOTAL MEMBERSHIPS	92,500	77,083	76,217	-866	
Courses					
Swimming Courses	90,000	90,000	82,872	-7,128	Still fees to come in
Swimming Certificates	2,300	2,300	1,679	-621	
NPLQ Income	5,000	5,000	2,412	-2,588	
Badminton Courses	1,100	1,100	634	-466	
Trampoline Course	-	-	34	34	No longer any courses
Gym Course	8,750	8,750	8,387	-363	
Athletics Course	350	350	361	11	
Holiday Club	3,500	3,500	1,974	-1,526	
Climbing Wall Courses	5,000	5,000	4,387	-613	First set of courses now in place
TOTAL COURSES	116,000	116,000	102,740	-13,260	
Activities					
Swimming Casual	26,000	21,667	21,408	-259	Less - for drop because of swimming
School Swimming	10,500	8,750	10,473	1,723	
Badminton	9,500	7,917	8,393	476	
Squash	8,000	6,667	5,586	-1,081	
Main Hall	12,500	10,417	13,383	2,966	
Gymnasium	6,000	5,000	3,279	-1,721	
Gym & Bounce	1,000	833	849	16	
Football	1,000	833	558	-275	
Tennis	7,500	6,250	5,657	-593	Club have paid annual subs (£1400)
Fitness Classes	15,000	12,500	11,102	-1,398	
Climbing Casual	5,000	2,500	1,940	-560	
TOTAL ACTIVITIES	102,000	83,333	82,628	-705	
Miscellaneous Income					
Donations	1,000	833	292	-541	Many donations this year - aimed to cover
Interest	50	42	16	-26	
Party	6,500	5,417	4,601	-816	
Miscellaneous Income	5,500	4,583	3,093	-1,490	Family night/showers etc
Sale of Sports Equipment	500	417	1,013	596	
Therapy Income	1,000	833	1,154	321	
Leisure Events	12,000	10,000	7,101	-2,899	Direct income (less bar/coffee)
Sunbed	667	667	615	-52	Now removed
Petanque	1,400	700	-	-700	
TOTAL MISCELLANEOUS	28,617	23,492	17,885	-5,607	
TOTAL LEISURE INCOME	471,617	432,409	411,530	-20,879	

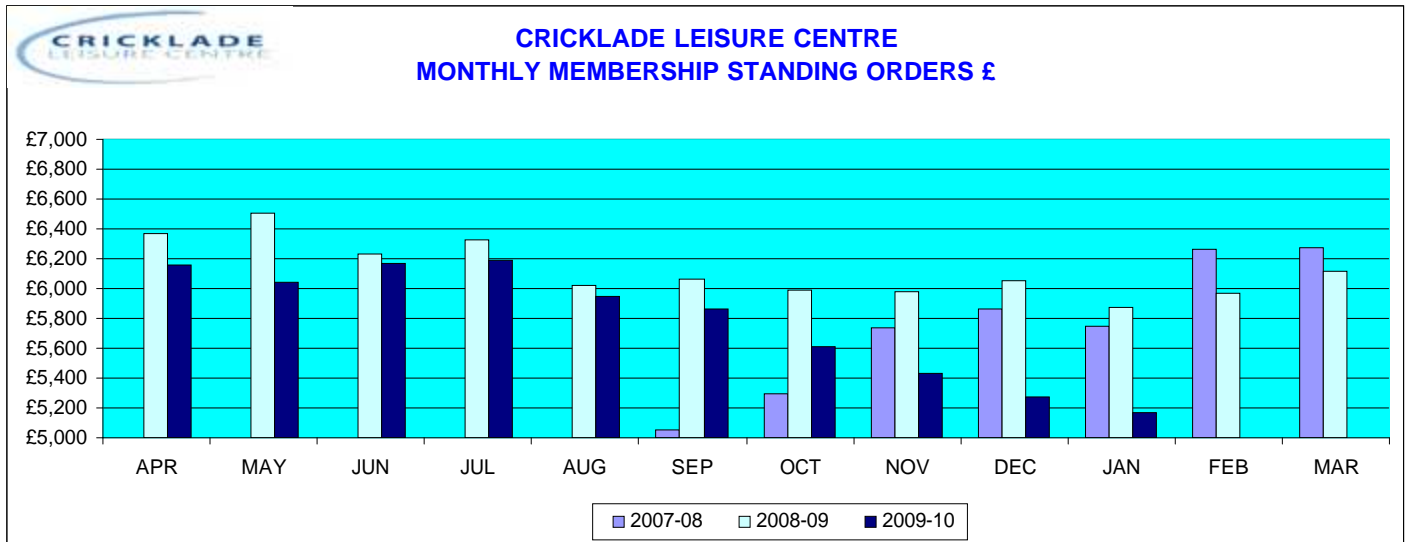
Expenditure

We have reviewed expenditure budgets and changed where they are sensible.

HEADINGS EXPENDITURE	Original Plan for Year £	Plan To Date JANUARY 2010 £	Actual to Date JANUARY 2010 £	Variance to date £	NOTES
Wages					
Management	34,000	28,333	29,283	-950	
Duty Managers	58,000	48,333	49,328	-995	
Reception/Administration	23,000	19,167	19,253	-86	
Recreation Assistants	70,000	58,333	62,342	-4,009	
Wetside Coaches	22,000	18,333	20,387	-2,054	
Dryside Coaches	33,000	27,500	20,367	7,133	
Maintenance	10,000	8,333	8,522	-189	
Climbing Coaching	8,500	4,250	4,102	148	
TOTAL PAY	258,500	212,583	213,584	-1,001	
NON PAY					
Premises					
Electricity	21,000	17,500	15,494	2,006	
Gas	8,500	7,083	5,947	1,136	VAT Refund of £2042
Refuse	1,150	1,150	1,106	44	
Insurance	5,300	5,300	5,131	169	
Alarms Maint	1,000	833	1,132	-299	
General Rates	6,400	6,400	6,305	95	
Rent	1,400	1,167	1,252	-85	
Water Rates	4,500	3,375	6,286	-2,911	
Pool Chemicals	1,700	1,417	2,035	-618	
Repairs & renewals	20,998	17,498	11,375	6,123	Refund from Afflecks
Cleaning	2,000	1,667	959	708	
Gardening	1,100	917	-	917	
Depreciation	23,368	11,684	11,684	0	
TOTAL PREMISES	98,416	75,991	68,706	7,285	
Administration					
Uniforms	750	625	499	126	
Training (incl travel)	6,108	5,090	4,594	496	
Advertising/Marketing	3,000	2,500	4,638	-2,138	Includes expense of open day
Telephone	3,000	2,500	2,558	-58	
Stationery/Postage	3,000	2,500	2,217	283	
Computing Equipment	2,500	2,083	966	1,117	
Office Equipment	3,500	2,917	3,473	-556	
Party Food	5,000	4,167	2,443	1,724	
Events Expenses	20,000	16,667	12,503	4,164	B/day & Football /Golf day/ball
Sports Equipment (day to day)	2,500	2,083	1,862	221	
Sports Equipment Maint	6,500	5,417	7,299	-1,882	
Sunbed Share	667	556	375	181	
Swimming Badges	2,000	1,667	1,411	256	
Donations	2,000	1,000	975	25	Climbing Wall VAT payment
Misc	11,250	9,375	7,404	1,971	
TOTAL ADMINISTRATION	71,775	59,146	53,217	5,929	
Professional Fees					
Audit	1,200	-	-	0	Audit now completed
Bookkeeping				0	
Legal/Licences	380	317	355	-38	Reviewed moved £1250 to miscellaneous
Payroll	1,000	833	909	-76	
Bank/Credit Charges	1,000	833	1,279	-446	
TOTAL PROFESSIONAL FEES	3,580	1,983	2,543	-560	
TOTAL EXPENDITURE	432,271	349,703	338,050	11,653	

Key Success Factors

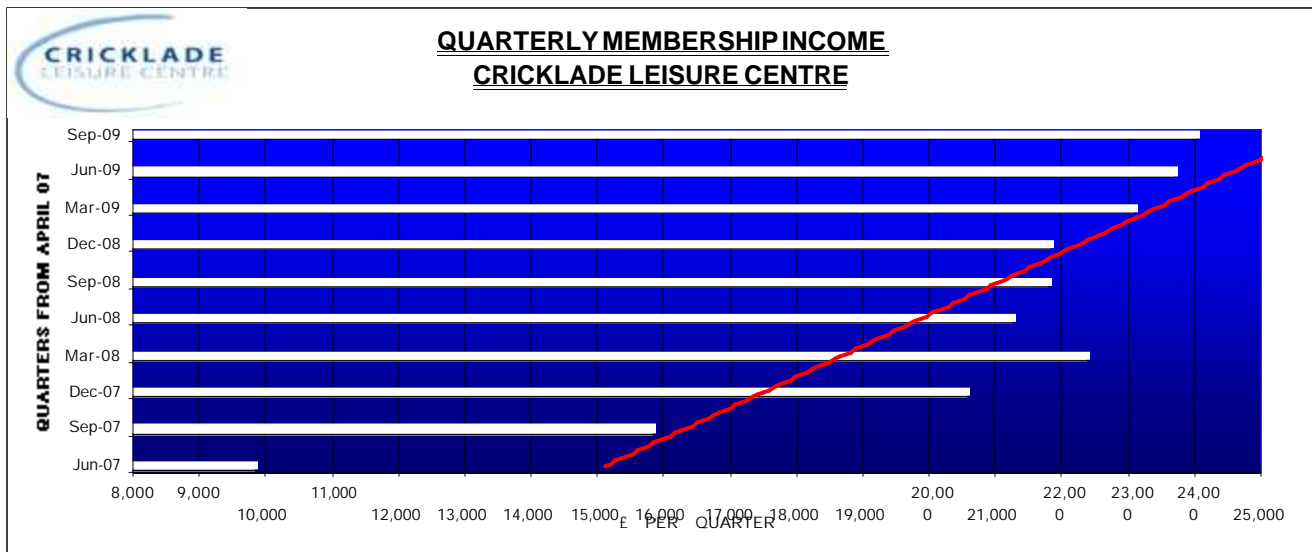
Membership



Membership continues to be a key success factor for the centre. A proxy for that success is the amount of membership fees paid through **standing orders**. As can be seen from the above, monthly standing orders since December 2008 are falling – however they appear to be translated into cash memberships. However it is still important to maximise our standing order membership..

Year on year the standing orders for April-October 2009 are marginally below the same time last year, but performance is felt to be good, allowing for the severe downturn in economic climate we have had over the last 12 months.

Looking at performance for the last 2 years, INCLUDING CASH memberships, it suggests that people have switched from standing orders to cash..



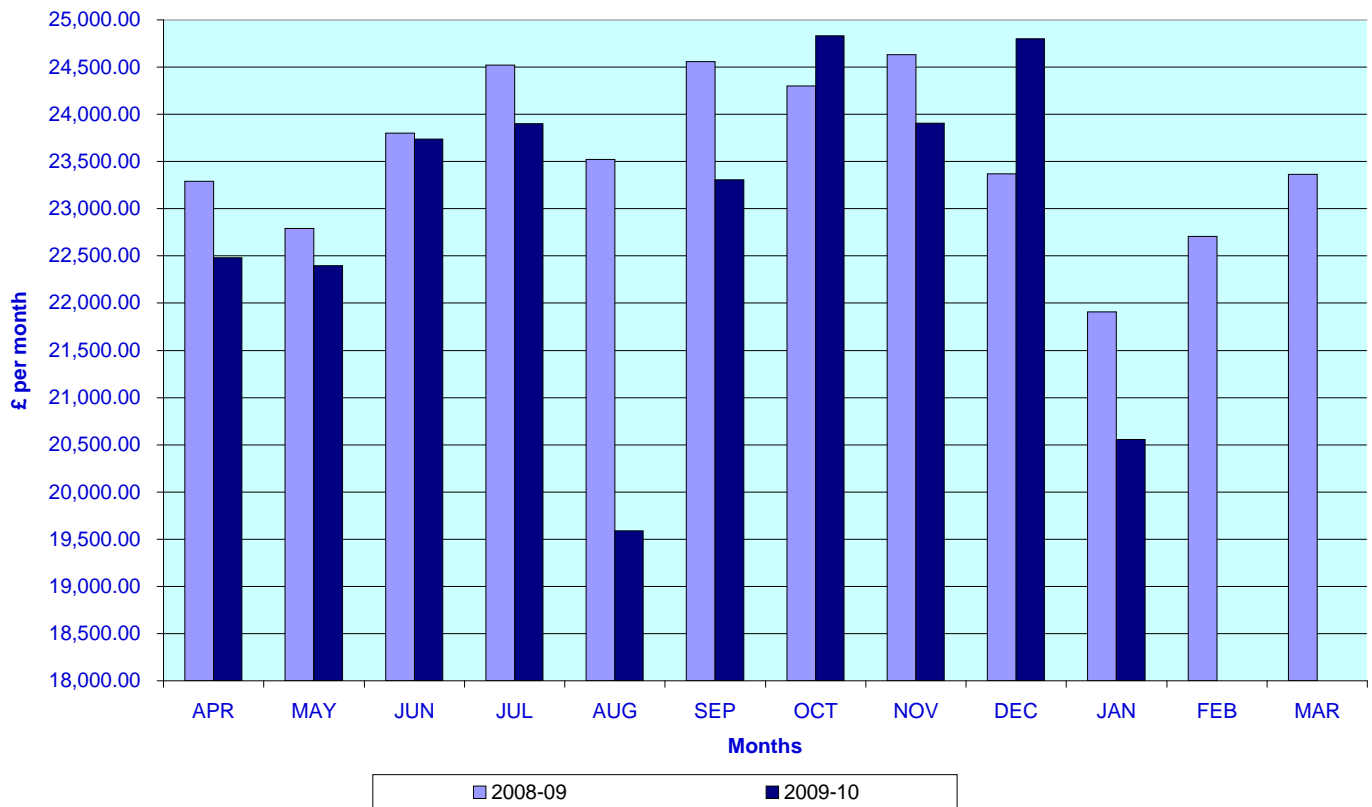
Wages

Wages are under control.;

- The climbing coach is an addition that was expected. Removing this cost would take the costs over £1,000 below last years.



CRICKLADE & DISTRICT COMMUNITY ASSOCIATION PAY COSTS (Including Coaches) APRIL - MARCH



Bar/Coffee Shop

We have set a target to get the bar/coffee area into a position where it is a direct positive contribution to the revenue. For last year it lost £12,000 (mainly a result of the coffee facility being staffed for all hours the leisure centre is open).

We are already clear that it attracts customers to the centre – and therefore are prepared to run it at a marginal loss.

We have adjusted plans for the coffee shop to reflect the lower income of £7,000.

BAR/COFFEE SHOP	Original Plan for Year £	Plan To Date JANUARY 2010 £	Actual to Date JANUARY 2010 £	Variance to date £	NOTES
INCOME					
Bar Income	32,700	27,250	24,887	-2,363	53%
Coffee Shop Income	10,000	8,333	7,875	-458	Mark up
Vending/Confectionery	13,772	11,477	11,693	216	
TOTAL INCOME	56,472	47,060	44,455	-2,605	
EXPENDITURE					
Salaries	20,000	16,667	16,071	596	
Drinks	15,696	13,080	11,651	1,429	
Bar consumables/Confect	12,119	10,099	8,953	1,146	
Bar Chemicals/Gases	1,603	1,336	792	544	
Coffee Consumables	5,000	4,167	3,552	615	
Stock Take	900	750	450	300	
TV	500	417	141	276	
TOTAL EXPENDITURE	55,818	46,515	41,610	4,905	
TOTAL BAR CONTRIBUTION	654	545	2,845	2,300	

Events

Overall in the first quarter, we have held several events which have proved popular – and in the case of the birthday party and football tournament a successful one.

Open day in early June was hampered by torrential rain – which meant we lost nearly £900 on the day. We have learnt lessons, and next year, we will plan accordingly!

OPEN DAY EARLY JUNE

	Income £		Expenditure £
Coffee	181	Staff	551
Tuck Shop	45	Coffee Shop	73
BBQ	575	Tuck Shop	62
Rides	634	BBQ	409
Bar	630	Rides	1,513
		Bar	315
		Miscellaneous	285
LOSS FOR DAY	893	Less Stock to be resold	- 250
TOTAL	2,958	TOTAL	2,958

We held a very successful football tournament weekend, for adults on the Saturday and youth football on the Sunday.

FOOTBALL TOURNAMENTS LATE JUNE

	Income £		Expenditure £
BBQ	1,033	Staff	344
Bar	700	BBQ	505
Entry Fees	1,444	Bar	350
		Prizes/Refs etc	982
		Profit For Day	996
TOTAL	3,177	TOTAL	3,177

We made a small profit for our birthday party.



BIRTHDAY PARTY MAY

	Income £		Expenditure £
Ticket Sales	1,200	Catering	830
Bar	944	Bar Cost	472
		Band	160
		Miscellaneous	130
		Staff	276
		Profit For Day	276
TOTAL	2,144	TOTAL	2,144

We had a summer ball – which although was a huge PR success, loss £1,500 net of VAT. However, this was because of ticket sales being below target, had we sold a further 30-40 then we could make a significant contribution to the event (Ticket sales plus other expenditure). Our marketing team has taken on board lessons and believes next year will prove a financial success.

INCOME	INCOME		INCOME		EXPENDITURE	EXPENDITURE	
	INC VAT £	EX VAT £	INC VAT £	EX VAT £		INC VAT £	EX VAT £
					COMMON COSTS		
					Toilet Hire	750	652
					Lights	330	287
					Marquee	2,300	2,000
					Food	3,566	3,101
					Advertising		
SATURDAY					SATURDAY		
Cash Ticket Sales	110	3,300	2,870		Band	850	850
Committee Tickets	20	600	522		Tasha Styles	175	175
Bar Takings		2,006	1,744		Bar COSTS	903	785
Auctions		650	650		DJ	250	250
Heads & Tails		100	100		Flowers	120	120
Raffle		275	275		Bar Staff Costs		
FRIDAY					FRIDAY		
Ticket Sales	80	480	417		Band	300	300
Bar Takings		1,200	1,043		Bar COSTS	540	470
					DJ	125	125
					Bar Staff Costs		
SUNDAY					SUNDAY		
Food					Claire	150	
Bar Takings					Bar COSTS	-	-
					Bar Staff Costs		
Income	Total	8,611	7,622	Expenditure	Total	10,359	9,115
Loss		1,748	1,493				

