

**Trading Board report – Colchester Commercial Holdings Ltd
Colchester Amphora Trading – Period 10 (P10)
Author – Graham Lewis, Senior Commercial Manager**

The report below refers to activity within each trading service to the end of P10 2017/18 including financial performance, operations and business development. Supporting financial information, provided to Colchester Commercial Holdings Board, is provided in Part B papers, as this information is commercially sensitive.

Sport and Leisure

The service has continued to focus on closing the forecast gap shown in the last Trading Board report in December 2017. This remains slightly below budget as we head towards year end.

The service enters one of its busiest periods of the year across the business with a focus on Lifestyles memberships. Income can fluctuate depending on customer demand and uncontrolled factors, such as the weather in relation to the Leisure Pool & Aqua Springs.

A number of activities have been instigated across the business:

- A New Year #MyGoal campaign & January Lifestyles Special Offer (1 Month Free + No Joining Fee) promoted on radio, billboards, bus stops and pushed via our website and social media.
 - This resulted in highest ever monthly sales – 929 memberships sold in January against a target of 622. Highest previous figure was 644 in Jan 2014/15.
 - 236 x 12 month DD memberships sold in January, 200 more than January 2017.
 - Student Memberships - 298 sold in total in January - 90 more than January 2017.
 - 166 Junior Memberships sold in January 2018 - 66 more than January 2017.
- Agreed with Construction Company for a further 200 "New Home" offer leaflets to go out to two more developments.
- 5 hotels across Colchester have been visited and supplied with guest voucher offers.
- Valentine's Day & Mother's Day Offers are currently running for Aqua Springs.
- Packages and Offers for Hen Parties linked with Weddings at Town Hall and Castle created with an expected official launch date of 25/3/18.
- Kids Camp had 245 bookings for February half term, 103 above the total number of children that attended in February 2017.
- Colchester Judo Club have relocated to LW Colchester as from Jan 2018.
- Swim School numbers at January 2018 are at an all-time high.



- Personal Training has increased by 25% since the gym extension opened.
- 371 inductions completed in January 2018 (new gym users) - compared to 248 inductions completed in January 2017
- 13,417 gym visits in January 2018 - compared to 9,912 in January 2017
- A private Physiotherapy service is hiring a room in Activa the service will be offered from 19/2/18.
- ACE "My Weight Matters Programme" referrals to begin in January for weekly weigh in sessions. Referrals have option of taking a membership offer.
- An Athletics Club attended a meeting to discuss possibilities of them using facilities - Coaches were impressed with facilities and now trying to arrange a day to do free trial sessions for them to bring athletes down.
- Class occupancy averages 73% (17/18 target was 70%) - 88% occupancy in peak classes, 68% in off peak and 63% in Keiser Cycling classes.
- Class visits: - 86,000 visits Apr-Jan in 2017/18 compared to 68,400 in same period 2016/17.
- Additional Block bookings have been arranged.
- New beginners Keiser cycling launched and New Sunday Boxercise class - Regular 20 attendees to cycling class and Boxercise fully booked
- A meeting was held to promote LEAP and discuss possible Studio hire at LW for their sessions - meeting with Physio on 14/2/18 for them to look at facilities at LW.
- LEAP and a local GP surgery are progressing Diabetics exercise programme in partnership - Aim to set up Diabetes referral link and possible Diabetes classes by April 2018.

Events

Colchester Events Company (CEC) are continuing to review year end out turn and confirming targets both financial and volume based for 2018/19.

- CEC are forecasting a 25% increase in income over the 2016/17 outturn with a 35% increase in costs.
- Managers are containing costs, maximising income and secondary spend opportunities, concentrating on operating profit making events between now and the end of the year.
- A full review of the Business Plan assumptions for the business has taken place and the managers have been involved in the building up of budgets in relation to income and expenditure, and the setting of their areas financial and non-financial targets.
- Improvements to the audience and performer areas at Charter Hall are progressing – specifications have been reviewed and quotations for the work to be undertaken are being assessed.
- Sales for the concerts in Castle Park in 2018 continue to increase and Colchester is one of the bestselling venues on both tours, Steps and Simple Minds.
- Charter Halls event programme continues to attract bigger names and larger crowds - following a sell-out Katherine Ryan show, a bumper March follows



including Milton Jones; The Vegan Festival; Circus of Horrors; Wrestling; Children's Orchestra and Strictly Air Ambulance.

- The Town Hall hosted a Valentines Murder Mystery event on the 16th February. A full three course meal and theatre performance, building on the event in late 2017 and further developing audiences.

Helpline

The gap in net surplus position against budget remains stable. The new rota comes into operation from 27th February and recruitment is taking place to replace core full time staff and casuals. An Operations Supervisor is now in place and the Service Development Manager position has been advertised.

- The number of new connections for the service has reached 740 with 470 leaving the service, a net increase of 300 in year with 2 months to go. Last year net position was 222 net growth for the year).
- The Response team have responded to over 5,000 call outs (emergency calls and no voice contact) to the end of P10.
- Yearend out turn forecast is predicting a 12% income growth over 2016/17 performance and a 14% growth in net surplus.
- Essex County Council are indicating that there will be no change in provision of Telecare services across the county in the foreseeable future. The group of North Essex providers will continue to meet to work on options for an Essex wide delivery as this will, longer term be the direction of travel.

Monitoring/CCTV

- Costs within The Monitoring remain stable and are subject to the same management and rota changes as Helpline.
- The team have responded to over 10,000 Town Centre CCTV requests to monitor situations (Police Radio, Townlink and Publink) providing information to assist evidence gathering 212 times.
- Yearend forecast is indicating a 15% increase in net costs relating to the delivery of Town centre CCTV.

Town Centre Digital

- Income remains low. A follow up meeting with the contractor appointed to deliver the project is due to take place later this month.