

Moredon Sports Hub Financial Update

Salaries and Wages

As of the end of August, expenditure on salaries and wages totals £42.56k against an expected spend of £61.25k, based on five months of the annual budgeted amount of £147k.

This represents a favourable variance of £18.69k. This position is primarily due to the timing of the onboarding of myself and Amy as replacements for our predecessors, resulting in a saving against budget.

Based on current expenditure levels, and taking into account the additional staffing costs for the new Duty Manager and Paula for the remainder of the financial year, total salaries and wages expenditure is forecast to be approximately £122.1k at year end.

This would result in a projected underspend of approximately £24.9k against the annual budget of £147k.

Agency Cost

As of the end of August, agency expenditure totals £63.45k against an annual budget of £84k. Based on five months of the financial year, expected expenditure at this stage would be approximately £35k, resulting in a current overspend against the budget profile of £28.45k.

Agency expenditure has been higher than anticipated, primarily due to the additional hours required to maintain operational cover during the recruitment and onboarding of council staff. In addition, the budget of £12k associated with the Cycling Officer which has now been exhausted has further contributed to the current overspend.

Based on current expenditure and anticipated staffing requirements for the remainder of the financial year, agency expenditure is now forecast to total approximately £127.45k, resulting in a projected overspend of £43.45k against the annual budget.

Taking salaries and agency expenditure together, the combined staffing position is forecast to be approximately £18.55k over.

Cycling Officer – Update

The budgeted £12,000 allocation for the Cycling Officer has now been fully utilised, with the budget being exhausted by mid-August.

For the remainder of the financial year, Cycling Officer costs will be supported through external grant funding, HAF funding and revenue, significantly reducing the requirement for any further expenditure from the agency budget.

Funding secured to support the Cycling Officer includes:

- Openwork Foundation – £14,616

6,000 allocated towards officer administration time.

£8,616 allocated towards officer time and track hire, with flexibility in how the funding is utilised.

- Sport England – £14,965

£10,395 allocated towards Cycling Officer time.

In addition, £3,200 of HAF funding will be utilised to support Cycling Officer costs for the remainder of the financial year.

Café financial position

As of the end of August, café expenditure totals £45.47k year-to-date against an annual budgeted spend of £94.74k. Based on five months of the annual budget, expected expenditure would be approximately £39.48k, representing an adverse variance of £5.99k.

The increased expenditure reflects higher levels of café revenue to replenish stock and purchasing costs, together with costs associated with the delivery of HAF food provision, Sandwich Fridge purchase and the Swindon Tuition contract.

Café revenue at the end of August totals £68.97k year-to-date. Based on the current five-month performance, a straight-line annual projection would result in forecast revenue of approximately £165.4k by year end. This would represent an anticipated £15.54k favourable variance against the annual revenue budget of £150k.

With the football season now commenced, the café is entering its historically stronger trading period. Increased footfall from regular fixtures, training sessions and wider facility usage is expected to support continued strong trading over the remaining months.

Overall, the café is currently generating a strong level of income, with the projected additional revenue helping to offset the forecast increase in expenditure. Expenditure will continue to be monitored to ensure it remains proportionate to the level of income and services being delivered.

Revenue Summary

As of the end of August, total revenue generated is £168.41k year-to-date against an annual budgeted target of £361.60k. Based on five months of the annual budget, expected revenue would be approximately £150.67k, representing a favourable variance of £17.74k.

Overall, revenue is currently 11.77% ahead of the expected year-to-date budget position.

July proved to be a particularly challenging month due to the suspension of football activity and hot weather which had an impact on anticipated income during the period.

It should also be noted that the financial benefits of the improved Service Level Agreement with FC Abbey Meads have yet to be fully realised. With football activity now recommencing and the revised agreement in place, increased income is expected over the remaining months of the financial year.

The overall revenue position remains positive, with the stronger trading period ahead expected to support continued progress towards the annual budget target

Football Pitch Hire

Football pitch hire income is currently £49.36k year-to-date against an expected £49.58k, based on five months of the annual budget profile. This represents a small adverse variance of approximately £0.23k at this stage of the financial year.

July was a challenging month for football income due to the suspension of football activity. In addition, only a small amount of income was received during July from FC Abbey Meads, as the club operates an 11-month payment arrangement and does not make a payment during July.

Cycle Track Hire

Cycle track hire income currently stands at £22.47k year-to-date against an expected £16.67k, based on five months of the annual budget. This represents a favourable variance of approximately £5.81k, with income currently around 34.8% ahead of the expected year-to-date position.

Income is expected to reduce during the winter months due to seasonal demand, alongside the impact of track cancellations resulting from ongoing maintenance issues. These factors are likely to place some pressure on income during the second half of the financial year.

MSH Room Hire

MSH room hire income currently totals £7.14k year-to-date against an expected £8.33k, based on five months of the annual budget profile. This represents an adverse variance of approximately £1.19k at this stage of the financial year.

With several additional bookings expected over the coming months, I anticipate that income will continue to improve. The MSH office is also generating interest from potential users, which could provide an additional opportunity to increase room hire income.

Based on the current position and anticipated additional bookings, I expect this income stream to continue to recover, although achieving the £20k annual target will remain challenging and will depend on securing further bookings throughout the remainder of the financial year.

Fitness Classes

Fitness class income currently stands at £10.43k year-to-date against an expected £9.58k, based on five months of the annual budget profile. This represents a favourable variance of

approximately £0.84k, with income currently around 8.8% ahead of the expected year-to-date position.

Year-End Forecast – Net Income over Expenditure

The current year-to-date position shows a net expenditure position of -£44.17k (after transfers to EMRs) against an annual budgeted position of -£110.90k.

Based on five months of the annual budget, the expected position at this stage of the financial year would be approximately -£46.21k. The current position therefore represents a favourable variance of approximately £2.04k against the expected year-to-date position.

July proved particularly challenging, with the monthly net expenditure position reaching -£19.23k, largely as a result of the suspension of football activity and hot weather. In comparison, August improved significantly, with the monthly net expenditure position reducing to -£2.42k following the recommencement of football. This highlights the significant importance of football activity and partnership with FC Abbey Meads to the overall financial performance of the Hub.

Based on the current year-to-date position and a straight-line projection, the year-end position would be approximately -£106.02k, which would be around £4.88k favourable to the annual budget of -£110.90k.

However, given the expected increase in football activity, the stronger trading period ahead and the additional income opportunities across MSH, my expectation is for the final position to improve significantly. I therefore expect MSH to remain well within the overall annual budgeted position, subject to income performance being maintained and expenditure remaining under control.

Sandwich Fridge update.

The sandwich fridge has now completed its first full month of trading, and the August 2026 performance has been compared against the equivalent period in August 2025 using SumUp sales data.

Meal deal sales increased from £1,971.83 in August 2025 to £2,234.90 in August 2026, an increase of £263.07 (13.3%).

Lunch sales have shown a particularly strong increase, rising from £805.83 to £1,663.69, an increase of £857.86 (106.5%). The equivalent of 267 additional sandwiches sold.

Overall, combined sales across meal deals and lunch increased from £2,777.66 in August 2025 to £3,898.59 in August 2026, representing an increase of £1,120.93 (40.4%).

The first full month therefore shows a positive improvement in sales performance, particularly within the lunch category. I will continue to monitor the sandwich fridge over the coming months.

Swindon Tuition HAF delivery – Summary

During August, Moredon Café entered into a new commitment with Swindon Tuition Centre to provide food for their Holiday Activities and Food (HAF) programme over the summer. The agreement provided income of £5 per meal, with a total of 478 meals produced over four weeks during August, generating approximately £2,390 of income.

While the contract provided additional income and activity for the café, the associated costs indicate that the arrangement is unlikely to have generated a significant financial return. Cook agency costs during August were approximately £1,513 higher than the comparable month in June, before taking into account additional café expenses associated with delivering the contract, estimated at a further £800 to £1,000.

On this basis, the additional costs associated with delivering the meals are likely to have absorbed most, if not all, of the income generated. It is therefore likely that the arrangement either broadly broke even or resulted in a small loss once all associated costs are taken into consideration.

My recommendation is that, should Moredon Café continue this partnership with STC, the charge should be increased from £5 to £6 per head. This would provide a greater contribution towards staffing, food and associated café costs and ensure that any future agreement provides a more sustainable financial return for Moredon Sporting Hub.