

Paul Bartle - Managing Director

BOLTON ARENA
BUILDING AN
ACTIVE HEALTHY
COMMUNITY



OUR MISSION

To provide world class facilities, programmes & events that inspire people of all ages, backgrounds and abilities to follow a lifelong passion for sport and healthy activities.

BACKGROUND



- Bolton Arena opened in 2001
- Bolton Middlebrook Leisure Trust
- Manage on behalf of Council, receive no revenue

Funding

- Operates as an independent Community Leisure Trust
- Employ all our own staff (no subcontracting to private commercial concerns)
- All revenues re-invested in facility, activities and people - Bolton pound stays in Bolton



Pre Covid Usage

1.1million visits through our doors per year

6000 educational visits

104 football teams playing in weekly leagues

3000 Health and fitness members

910 gymnasts now attending courses every week,

50,000 Conference /event delegates this year

12 major events/exhibitions per year

Post Covid Usage-assuming no more full closures



1.1million visits through our doors per year - **first 4 months Zero - anticipate 320000 by end of the financial year**

6000 educational visits - **Zero to date**

104 football teams playing in weekly leagues - **100 teams returned**

3000 Health and fitness members - **2200**

910 gymnasts attending courses every week **500**

50,000 Conference /event delegates per year - **8000**

12 major events/exhibitions per year **Zero**

Financial Impact



Lost income £1.1 million

Projected deficit for the year £350K against original targeted surplus of £75K

Cashflow and unrestricted reserves built up over many years significantly depleted

Strategic Impact



Shift Focus - back towards commercially resilient programs and activities

Unable to subsidise socially inclusive and partnership activities

Survival Mode!

Build Back Strategy



Improve environment

Customer confidence

Personal support - cant get online

Engage business community

Accelerate digital development

Restart community and partnership programs + Covid prehab/rehab?

Challenges



Capacity - repurposed areas but still an issue

Second Wave - Tighter restrictions, further closures
- user confidence

“Battle Fatigue” - keeping workforce motivated

Assistance Required



Recognise “essential service”

Financial support - ongoing and increased costs

Commission - Covid prehab/rehab, long covid



Thankyou

paulbartle@boltonarena.com