

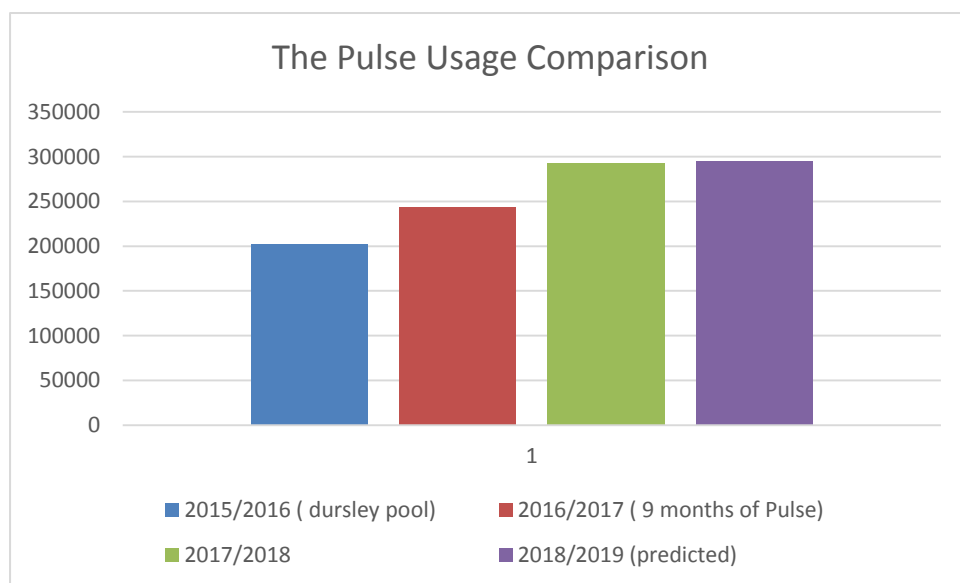
**Update on The Pulse, performance since opening in July 2016.**

The Pulse, Dursley opened in July 2016. Prior to this date it was Dursley Swimming Pool and consisted of a 25 metre pool and small children’s gym. The Pool itself is now 30 years old.

The centre now comprises of the following facilities:

- 25 metre – 3 full lane pool
- Indoor cycling studio
- Fitness/dance studio
- Fully equipped gym with a range of cardio and fixed resistance machines, free weight and functional training area.
- Capacity in the gym 34 participants
- Capacity in the studio ranges from 24 – 50 depending on the style of class

**General Usage – 2015 – present day**



Activity Figures =note SC = Sports Centre

| Activity         | Number in 2015 BP (Before Pulse) | Numbers in 2019 Present day | Highest recorded numbers |
|------------------|----------------------------------|-----------------------------|--------------------------|
| Memberships      | 465 annual                       | 1443 annual                 | 1515 (June 2017)         |
| Swimming Lessons | 1413 p/w                         | 1489 p/w                    | 1564 (May 2018)          |
| Group Exercise   | 600 includes SC                  | 1362 average p/w            | 1778 (Jan 2019)          |

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The group exercise programme holds the most variety as it caters for a wide audience within the local community.

From Holistic classes such as Tai Chi, Yoga and Pilates to hard core training such as insanity/shift (HiIT), boot camps and kettle bell.

In the last year we have increased our dance style classes such as Street/Commercial for children to Strictly fitness for adults.

In December 2018 we held our first tea dance and have already programmed Latin and Ball room dance classes later in the year.

All class details are available on the website [www.pulsedursley.co.uk](http://www.pulsedursley.co.uk)

#### Original Business Aims

1. To operate without council subsidy within the operational budget after 5 years 2020/2021 (operational budgets are the income and expenditure managed and controlled by the Pulse)
2. To operate without council subsidy within the service budget after 7-10 years 2025/2026 ( service budget includes all service charges for individual council services e.g. Human Resources)

We currently run operationally without subsidy within the operational budget (aim 1) after 2 years despite additional budget pressures. 3 years earlier than originally predicted.

The Pulse is now predicting to operate fully without subsidy by 2022/2023 as long as there are no unexpected circumstances which effects the income and expenditure within the revenue budget.

#### Conclusion

The Pulse is currently operating successfully and continues to thrive within the local community. All of the indicators show that we are moving towards self-sufficiency and will not be a burden on the council finances within the next 3-5 years.

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