
WOOLTON VILLAGE

Residents Association
FRIENDS OF WOOLTON WOODS

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AFFILIATED TO:

THE CONSERVATION VOLUNTEERS
SPONSORED BY THE MERSEY FOREST CCI &
VEOLIA ENVIRONMENTAL TRUST

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Dear All,

03 March 2017

FEBRUARY AND MARCH 2017 NEWSLETTER

(1) WOOLTON BATHS POTENTIAL COUNCIL LEASE

As reported in our January newsletter a member of the Baths pool group committee was approached by a local celebrity, with a business offer of a possible four figure income generator for the pool.

A TV programme which deals with renovation for sale of peoples old articles and furniture has been asked to produce a new series for this year. The gentleman is in need of a workshop and filming area.

The company would like to utilise two of the Baths rear rooms next to the car park both as a workshop and for filming.

All that is required is light, power and access for which the production company would pay rent. The space would be required for up to 11 months.

Our members consider this represents a great opportunity for the Baths Project, and as the company films items being renovated in the workshop there is the potential for a spin off of some free publicity/exposure of the baths to a nationwide audience on a weekly basis.

We are pleased the Council has now made an offer of a new 3 year lease to Woolton Village Residents Company Ltd to lease the building, but are disappointed the proposed lease does not reflect the business model we are using. We have therefore returned the lease to the council, requesting amendments to improve the business model they are trying to use as it won't work in practice.

To explain –

Most public swimming pools make little, if any net profit, and any surpluses generated are unable to meet the significant running costs of engineering plant or more especially its replacement cost. Small additional income from pool vending machines or café / refreshment do not generate enough income in the long term to make a real difference. The high plant cost overheads are the primary cause many public pools close.

Our Business Model moves completely away from the council principle of using activities which are **tied** to Baths customer footfall, and concentrates instead on stand alone business opportunities which will deliver the additional top up project income needed from wholly separate commercial activities without impairing swimming pool income receipts.

COMMITTEE WVRA

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