

Appendix 3 – Proposed increase for swimming lessons and competitor analysis

	Lesson Price	% Increase	Extra Income
Apr-22	£6.45	N/A	
Sep-22	£7.00	8.53%	£32,526.45

Competitor Analysis

Comparison of 30 minute swimming lessons prices in the local area:

- Three Rivers - £6.45 per lesson
- Watford - £9.00 per lesson
- Harrow - £7.50 per lesson
- Dacorum - £9.60 per lesson
- Chilterns - £9.50 per lesson
- St Albans - £9.00 per lesson
- Slough - £8.50 per lesson.

All Prices are as they will be from April 1st 2022.