# Notes from consultant's advice on pricing

Mortimer & Co has used the knowledge of sports facilities across Kusanda, and some local surveying, to identify the potential income we could generate from the sports facility.

## Price

They believe the full pitch can be hired as two separate units, for £65 an hour each.

## Availability and take-up

Being floodlit, the facility can be used from 4pm to 10pm on weekdays during school terms (39 weeks). In holidays it can be used from 9am to 10pm. It can also be used 9am to 5pm on weekends all year round.

Sports facilities are unlikely to operate at full capacity. The consultants believe that 80-90% of capacity can be achieved on evenings and weekends, but only 20%-50% during holiday weekdays.

## First year

Mortimer & Co's experience of new facilities leads them to recognise that income in the first year is typically 60% of a "normal year", because it takes time for clubs to learn about the facility.