



SWINDON TOWN FC

Benchmarking Report
2023/24

This report was produced by Goal Assist Limited

SWINDONTOWNFC.CO.UK



REPORT OVERVIEW

UNDERSTANDING CLUB PERFORMANCE



Dive into the financial dynamics of Swindon Town FC with this comprehensive analysis, comparing its performance with peers in EFL League Two. Concentrating primarily on financial data from the financial year ended 2023, this report also draws on both historical data to enhance fans' understanding of the club's current financial status relative to its past performance.

The methodology employed in this analysis combines quantitative assessment with comparative financial data sourced from publicly available financial statements and reports issued by football governing bodies. All data within this document was provided by Davis Sports

Management. The report is structured to cover various financial aspects, organising the analysis into sections that delve into key financial health indicators such as revenue, costs and profitability. Each section is designed to provide fans with a detailed view of the club's financial strengths and potential areas of risk.

By delivering this report, we aim to ensure that Swindon Town FC fans are thoroughly informed about the club's financial dynamics, an essential factor in maintaining transparency and building trust within the fan community.

This independent report was produced by Goal Assist for the Swindon Town Supporters Trust.

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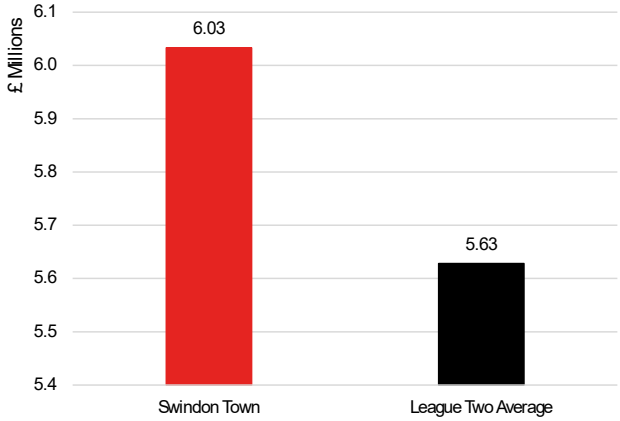
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Swindon Town FC Benchmarking Report



THE DASHBOARD

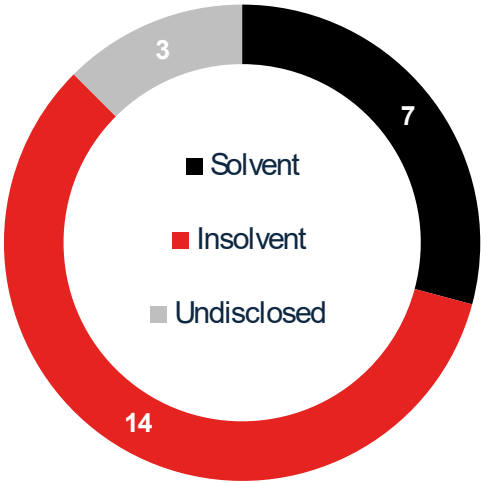
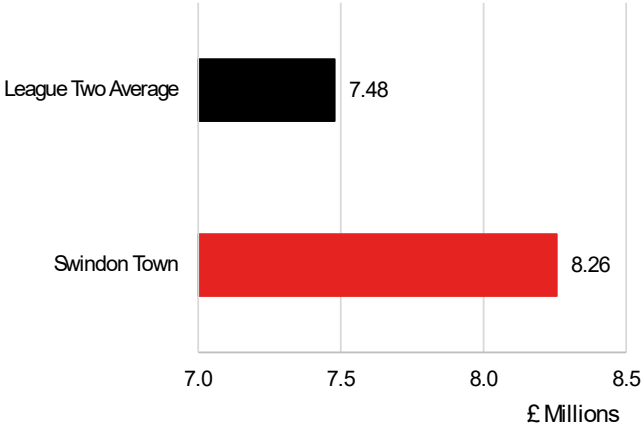


REVENUE ANALYSIS

Swindon Town FC's reported revenue of £6.03 million for the 2022/23 season, which is 7% above the League Two average of £5.63 million, showcases their strong financial performance relative to their peers. This increase is primarily driven by attendance figures 36% higher than the divisional average, reflecting the club's effective engagement strategies.

COST MANAGEMENT

Swindon Town FC's total costs of £8.26 million, which are 10% higher than the League Two average of £7.48 million, align closely with their 7% higher revenue, reflecting a balanced financial strategy. This controlled spending supports Swindon's strategic objectives to maintain high competitive standards and ensure long-term stability.

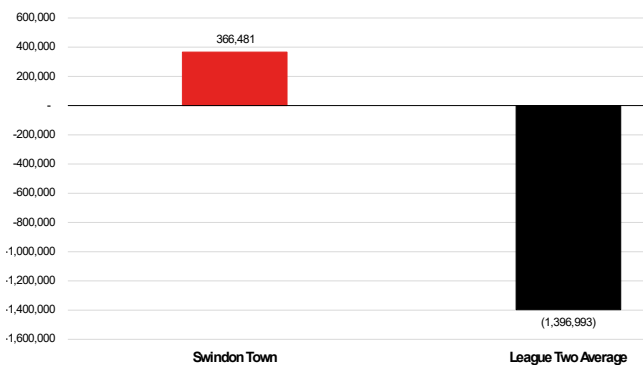


FINANCIAL HEALTH

As of July 2023, Swindon Town FC is among the 14 League Two clubs that are technically insolvent, with their liabilities exceeding their assets. This condition, reflecting a common challenge within the league, does not necessarily signal immediate financial distress but indicates widespread financial conditions affecting many clubs across the English football pyramid.



PROFITABILITY ANALYSIS



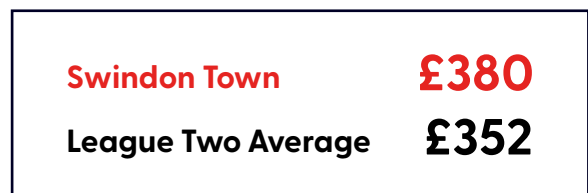
In the 2022/23 season, Swindon Town FC distinguished itself as one of only five clubs in League Two to report a profit, contrasting with the League Two average loss of £1.4 million. This profitability, however was bolstered by a one-time £2.3 million contribution from the Nigel Eady Trust, highlighting the challenges clubs face in achieving sustainable profitability.

PLAYERS & AGENTS



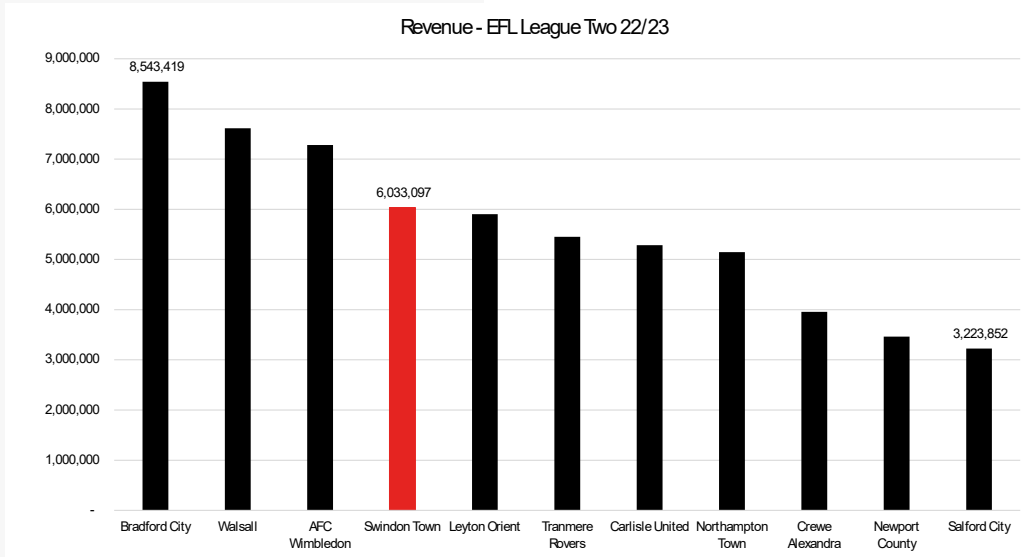
Swindon Town FC's wage to revenue percentage stands at 54%. This ratio reflects a relatively balanced financial approach, ensuring a significant portion of revenue is invested in on-pitch performance while maintaining financial viability.

TICKETING & ENGAGEMENT



At £380, Swindon Town FC's season ticket is the seventh most expensive in League Two, £28 above the average of £352. This pricing structure reflects the club's balance between revenue generation and fan accessibility.

Total Revenue



Revenue for football clubs is crucial as it includes all income generated from matchday sales, broadcasting rights, and commercial deals. This metric is a primary indicator of a club's financial health and its attractiveness to sponsors and fans.

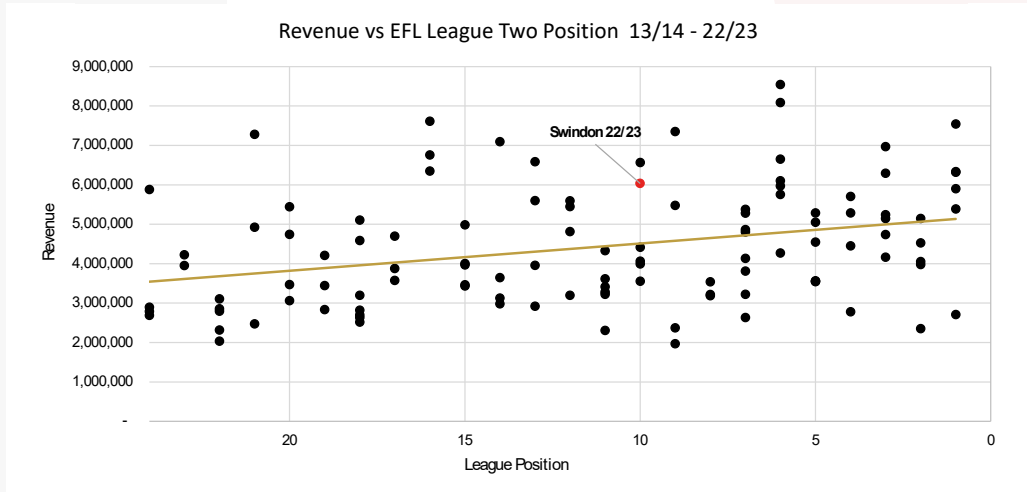
In the 22/23 season, Swindon Town FC reported revenue of just over £6 million, placing them fourth among the eleven League Two clubs that disclosed this data. While this aligns with their strong attendances, it was down 9% from the previous season, underscoring the impact of cup runs and league standings on financial performance.

When compared with other clubs in League Two, Swindon's revenue places them well above many peers, reflecting the strength of the club's supporter base and its potential to financially outperform rivals. However, despite these advantages, revenue has declined on last year, indicating the club's challenges with the current business model and revenue-generation strategies.



REVENUE ANALYSIS

Total Revenue vs Divisional Position



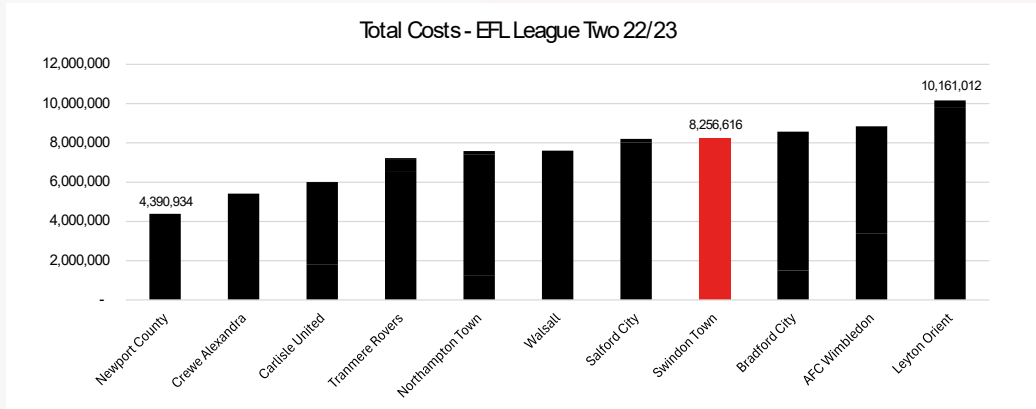
The graph above displays the relationship between the revenue of clubs in League Two and their divisional finishing positions from the 2013/14 to the 2022/23 season. The trend-line in the graph suggests a correlation where clubs finishing higher in the division generally earn more revenue. The 'trend-line' represents the average revenue increase associated with higher league standings.

In 2023, Swindon Town FC's revenue exceeded what the trend-line predicted for their league position. This indicates that Swindon was able to generate more revenue than other clubs finishing in similar positions.

Being above the trend-line is a robust indicator for Swindon Town, reflecting effective revenue-generation strategies that outstrip many League Two clubs at similar standings. While this suggests a discrepancy between financial resources and on-field results in the 22/23 season, it also highlights the club's strong potential to leverage its financial health for competitive improvements. This financial strength can provide stability and support strategic investments in player recruitment and development.



Total Costs



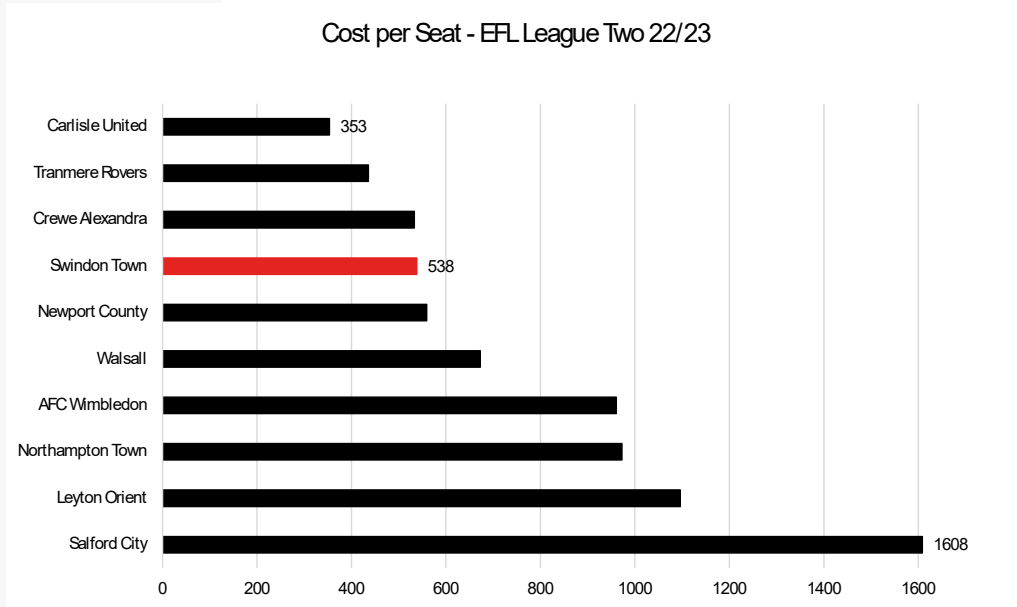
Total costs for a football club encompass all expenses necessary for its operation, such as cost of sales, administrative expenses, and finance costs. This measure reflects the club's financial management efficiency and its operational spending, indicating how resources are distributed across various areas.

For the reported period, Swindon Town FC's total expenditure was £8.3 million, above the divisional average of £7.5 million but reasonable within the context of the league, where the highest costs exceeded £10 million by Leyton Orient.

After adjusting for one-off expenses, Swindon's costs increased by about 6% year on year, a reflection of navigating through a period of approximately 10% inflation, somewhat offset by the previous year's revenue from high-profile home games against Manchester City and Port Vale. This careful management supports both Swindon's immediate competitive needs and its long-term stability.



Cost per Seat



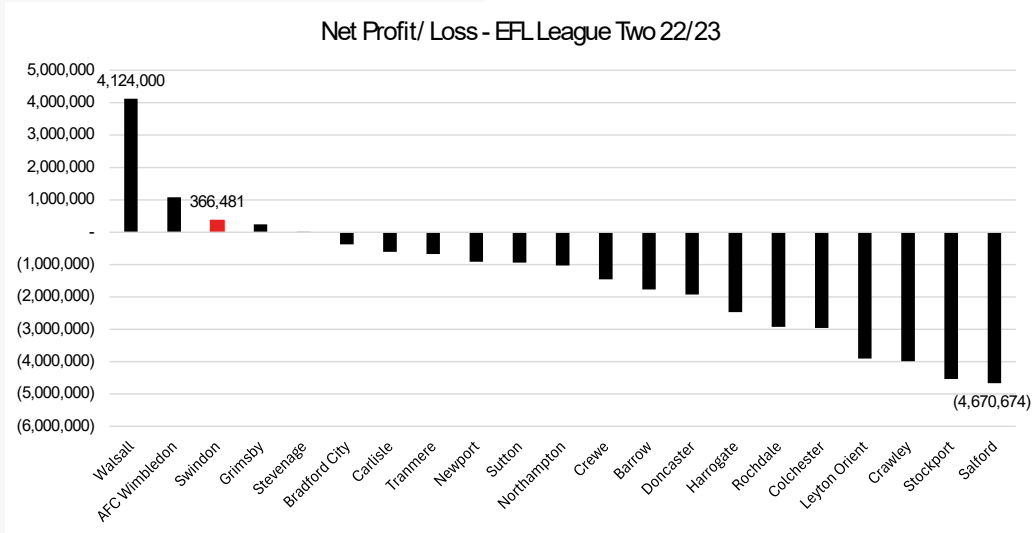
The cost per seat metric provides an insightful measure of financial efficiency in stadium operations, calculated by dividing total costs by stadium capacity. This metric is particularly useful in the context of football clubs where many operational costs, such as utilities and maintenance, are tied to the size of the stadium. By normalising total costs against seating capacity, this measure offers a clearer perspective on how effectively a club manages its expenses relative to its infrastructure size.

While Swindon Town FC's total costs are slightly above the divisional average, when these costs are assessed on a per-seat basis, the club demonstrates a below-average cost per seat. This indicates a more efficient use of resources relative to their stadium capacity, highlighting

effective financial management, especially in terms of handling significant expenses like heating and lighting, which have recently seen substantial price increases.

The cost per seat metric is especially relevant in light of recent economic conditions affecting utility costs. For clubs with larger stadiums, like Swindon, managing these costs efficiently is crucial to maintaining financial health. Swindon's below-average cost per seat compared to other League Two clubs suggests they are managing their stadium operations efficiently, providing a competitive advantage in financial sustainability amidst rising operational costs. This approach allows them to allocate resources effectively, potentially freeing up capital for other strategic investments.

Profitability in EFL League Two



In the context of League Two football, profit reflects a club's ability to manage revenues against expenses effectively. It's noteworthy that most clubs tend to incur losses due to high operational costs including players wages and agent fees. Swindon Town was one of only five clubs to report a profit in the 22/23 season, despite the average club reporting a loss of £1.4 million. Significant losses were particularly notable at clubs like Stockport and Salford, each recording over £4 million in losses.

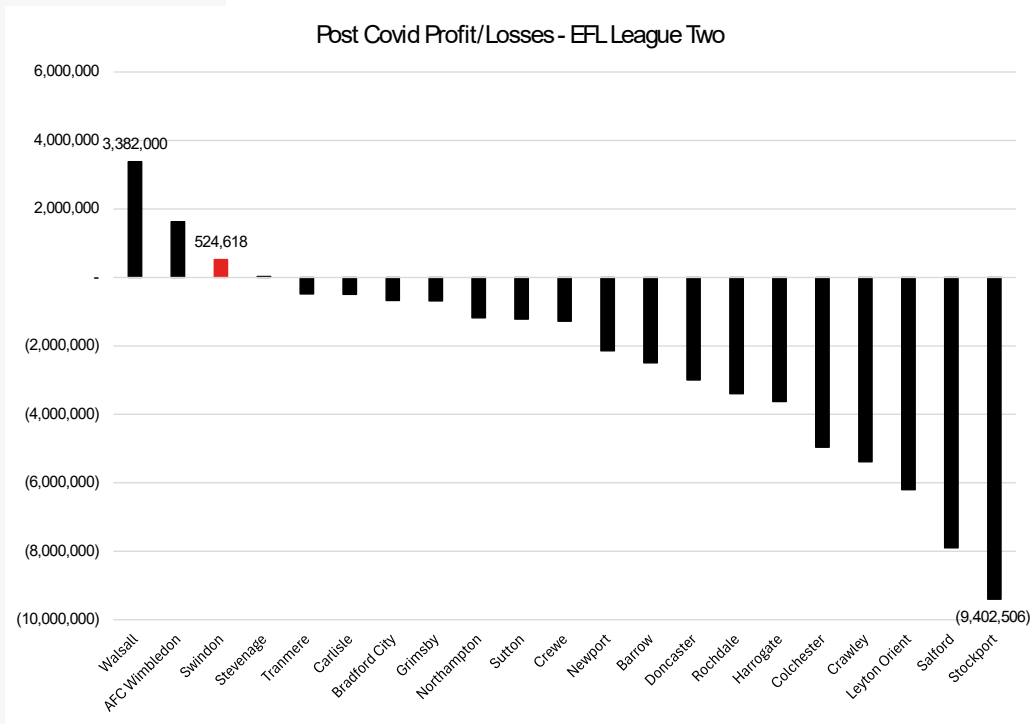
For the 22/23 season, Swindon Town FC reported a profit, enhanced by a one-time financial boost of £2.3 million from the Nigel Eady Trust, related to the joint acquisition of the County Ground. Without this additional funding, the club would have faced a loss of £1,073,519, shifting its financial standing from 3rd to 11th in the League Two profitability rankings, positioning the club between Northampton Town and Crewe Alexandra.

The receipt of funds from the Nigel Eady Trust illustrates a unique financial event that benefited Swindon Town in the short term. This kind of financial assistance is not typical and points to the challenges clubs face in maintaining profitability.



PROFITABILITY ANALYSIS

Post-Pandemic Financial Recovery



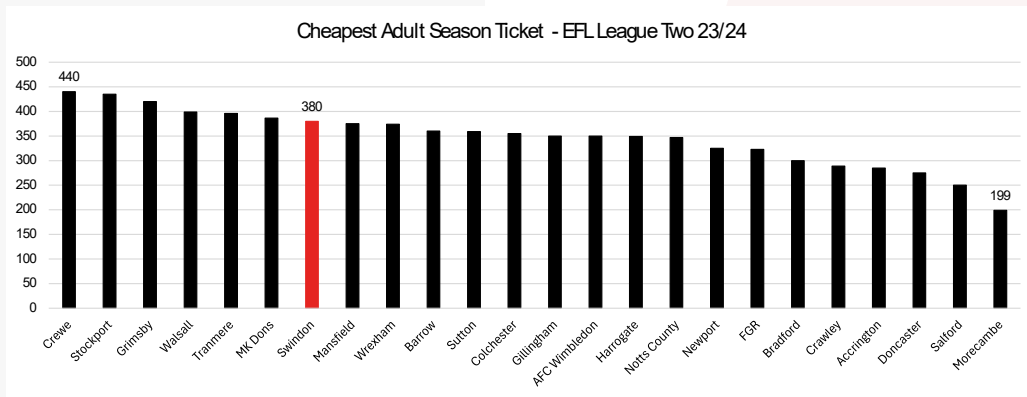
The term “financial recovery” in this context refers to their ability to return to profitability after disruptions that impact revenue streams, such as the Covid-19 pandemic. For many clubs, this period resulted in significant financial strain due to reduced matchday earnings and other income sources. Profitability signifies effective financial management and the capability to adapt to these changing economic circumstances.

Swindon Town FC demonstrated strong financial resilience by recording profits in the two seasons following the pandemic. This performance is particularly commendable, as it places them among only four League Two clubs achieving profitability post-2021/22.

It is crucial to acknowledge, however, that this profitability was partly buoyed by the one-time donation relating to the purchase of the County Ground, a significant factor in their financial results.

While the immediate post-pandemic profitability highlights Swindon’s effective crisis management and financial strategies, the reliance on non-recurring income sources for profitability underscores the ongoing challenges faced by football clubs in maintaining sustainable operations without such boosts. This comparison sheds light on the broader financial health landscape within League Two, where many clubs continue to struggle with operational costs and achieving profitability without extraordinary income.

Ticket Pricing in EFL League Two



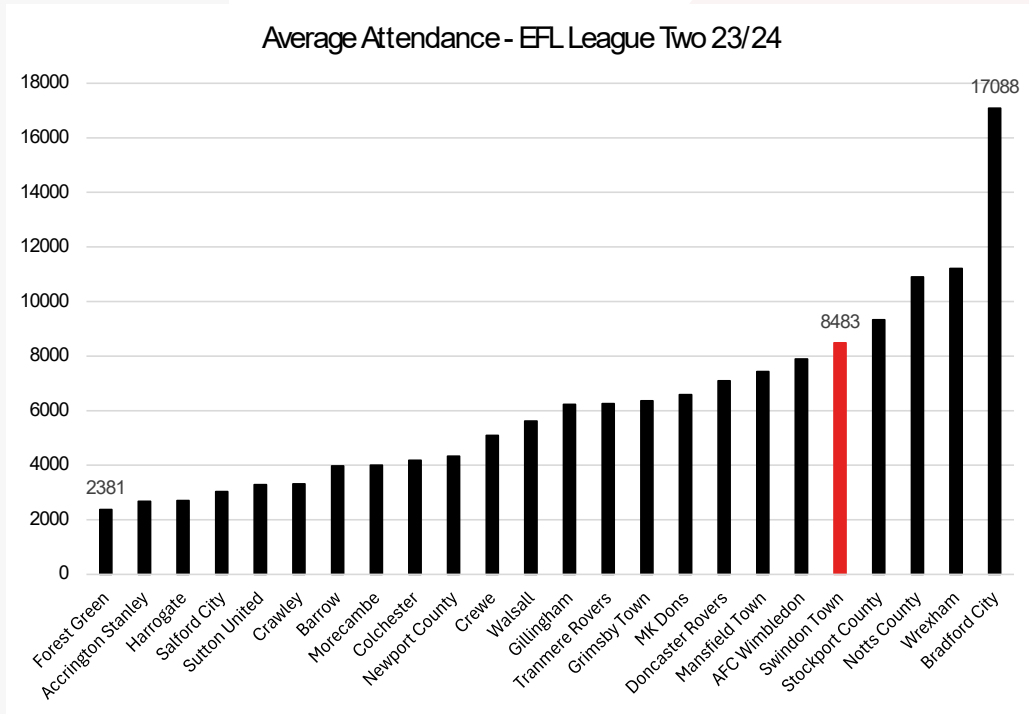
The above graph presents the lowest prices for an adult season ticket across League Two clubs, focusing on non-renewal prices. This approach gives an insight into the entry-level cost for new season ticket holders, which can vary based on seat type (seated vs. standing) and other club-specific factors.

Swindon Town FC's season ticket was priced at £380, making it the seventh most expensive in the division. This price point is higher than the division's average seated ticket price of £352, reflecting a premium of £28 over the average.

The division's ticket pricing reveals that while Swindon's tickets are on the higher end, they are not the most expensive. Morecambe offers the cheapest standing option at £199, but their seated tickets, priced at £319, align with the average cost in League Two.



Attendances



Attendance figures represent the average number of spectators attending matches at a club's home ground. These figures are crucial indicators of fan engagement and support, which can significantly impact a club's matchday revenue and atmosphere.

Swindon Town FC boasts one of the highest attendance records in League Two, with an average of 8,466 supporters attending games at the County Ground during the season. This high turnout demonstrates strong local support and fan loyalty.

Compared to the league average attendance of 6,204, Swindon Town's figures are significantly higher, underscoring their status as one of the best-supported clubs in League Two. This robust fan base not only enhances the matchday experience but also provides a solid foundation for financial and promotional activities, setting Swindon apart from many of their league counterparts.

EFL League Two Stadium Utilisation

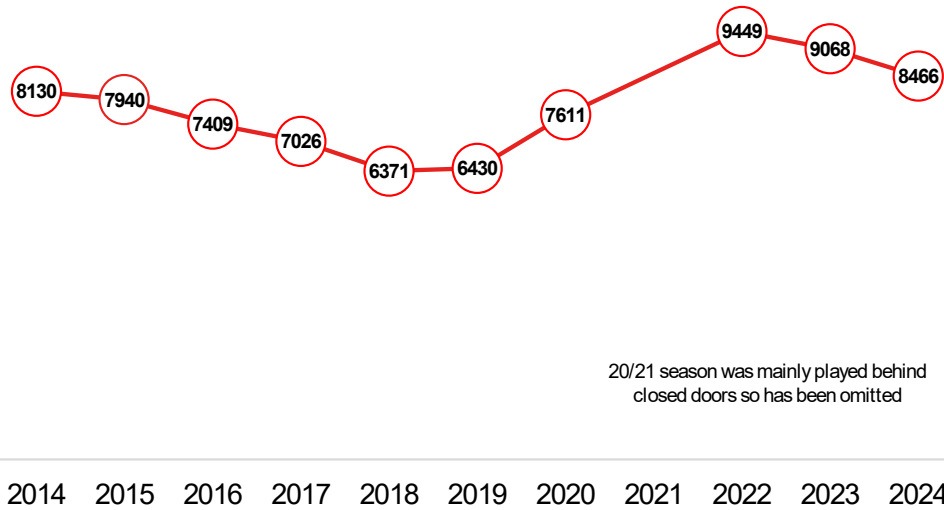


Stadium utilisation is a metric that measures how full a football stadium is on an average matchday, expressed as a percentage. It provides insight into how effectively a club is attracting spectators relative to its stadium capacity, reflecting fan engagement and operational efficiency.

For the 23/24 season, Swindon Town FC reported a stadium utilisation rate of 54%. This figure is slightly below the League Two average, indicating that Swindon fills just over half of its stadium capacity on match days.

The league average for stadium utilisation in the 23/24 season was 58%. Swindon's rate, being slightly below this average, suggests that while they are effectively attracting a significant number of fans, there is still some capacity to grow their matchday attendance. This positioning provides a benchmark for Swindon to aim for increased fan engagement and possibly enhance matchday revenue strategies to fill the stadium more consistently.

Swindon Town FC Average Attendance



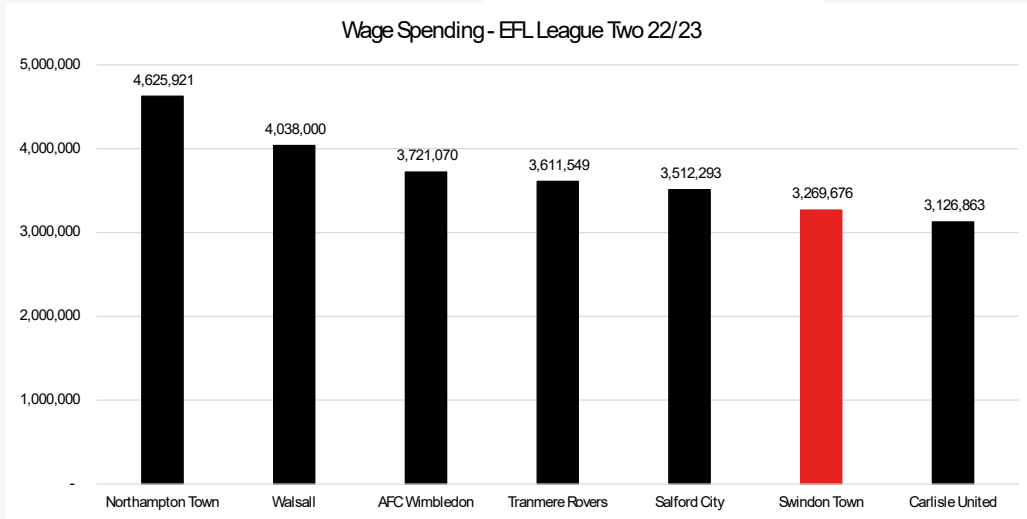
Over the past decade, Swindon Town FC has demonstrated a relatively stable pattern in terms of average match attendance, with a noteworthy consistency in fan turnout despite minor fluctuations. From 2014 to 2018, there was a gradual decline in attendance, decreasing from 8,130 to 6,371. This trend reversed in the following years, culminating in a peak during the 21/22 season with an impressive 9,449 fans on average per match.

However, subsequent seasons have seen a slight reduction in these numbers, with the 2022/23 season drawing an average of

9,064 attendees, and a further drop to 8,466 in the 2023/24 season. This trend illustrates a resilient fan base that, despite the occasional dips, remains robust, highlighting an enduring support that rebounds effectively even after down periods.

The peak in 21/22 followed by a slight decrease suggests a temporary surge possibly influenced by the return of fans after pandemic restrictions. As attendance figures begin to normalise post-pandemic, maintaining engagement with this solid fan base will be crucial for sustaining and potentially increasing attendance figures in future seasons.

Wages



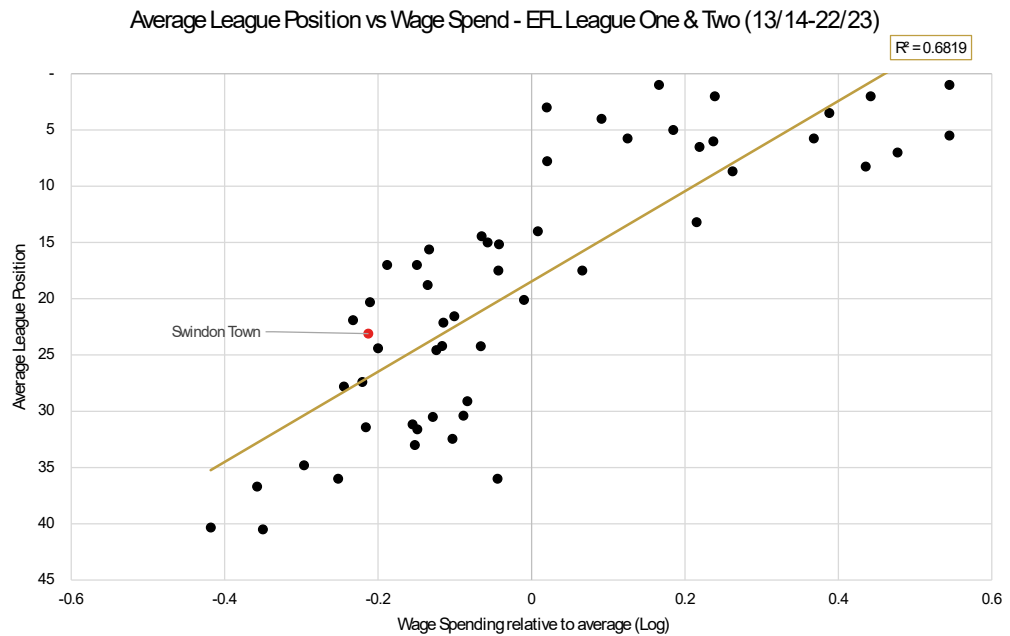
Wage spending is the largest operational expense for football clubs, covering salaries for all staff, with a significant portion typically allocated to players and coaching staff. This metric is crucial for assessing how clubs manage their financial resources related to human capital.

Swindon Town FC is among the more frugal clubs in League Two regarding wage spending, having the second lowest expenditure among the seven clubs that disclose their wage data. Only Carlisle United, which was promoted to League One at the end of the 22/23 season, spent less.

The lack of mandatory wage spending disclosure across League Two makes it challenging to perform comprehensive comparisons. Nevertheless, Swindon's lower wage spending indicates a strategic emphasis on financial prudence. This approach could give them a competitive advantage by maintaining financial stability while potentially achieving similar on-field success as higher-spending clubs.



Wage Spending vs Divisional Performance



In football, the amount a club spends on wages often reflects its financial commitment to its squad, including both players and coaching staff. This analysis examines whether there is a statistical relationship between higher wage expenditures and improved league finishes. A 'correlation' indicates whether two factors—such as wage spending and league positions—are statistically linked, with an R2 correlation coefficient measuring the strength of this relationship; where 0 indicates no link and 1 signifies a direct relationship.

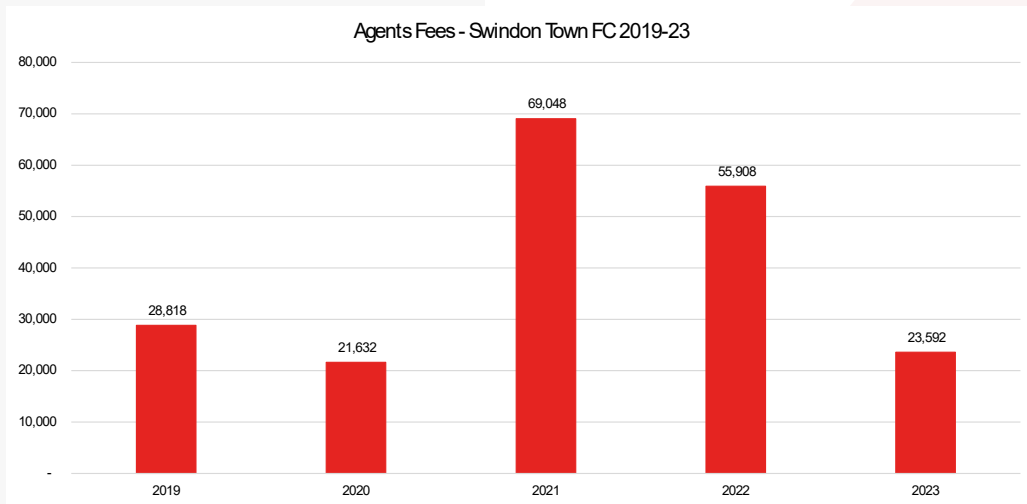
Swindon Town FC has managed their wage budget with commendable efficiency compared to other clubs. In a graphical representation where wage spending is plotted against league positions, Swindon typically appears above the trend-line. This position indicates that they achieve better

than expected results relative to their financial outlay on wages, demonstrating effective financial stewardship.

The strength of the relationship between wage spending and league positions is quantified by the correlation coefficient, denoted as 'R2'. In League One and League Two, this coefficient is 0.6819, indicating a moderate correlation—higher spending often leads to better finishes, but it is not the sole determinant of success. This correlation is less intense than in the Premier League and Championship, where the coefficient is 0.8868, highlighting that financial power is more decisive in those leagues. This distinction is crucial for understanding that strategic, judicious spending can yield competitive results in lower leagues, where financial prudence is as valuable as financial power.



Swindon Town FC Agent Fees



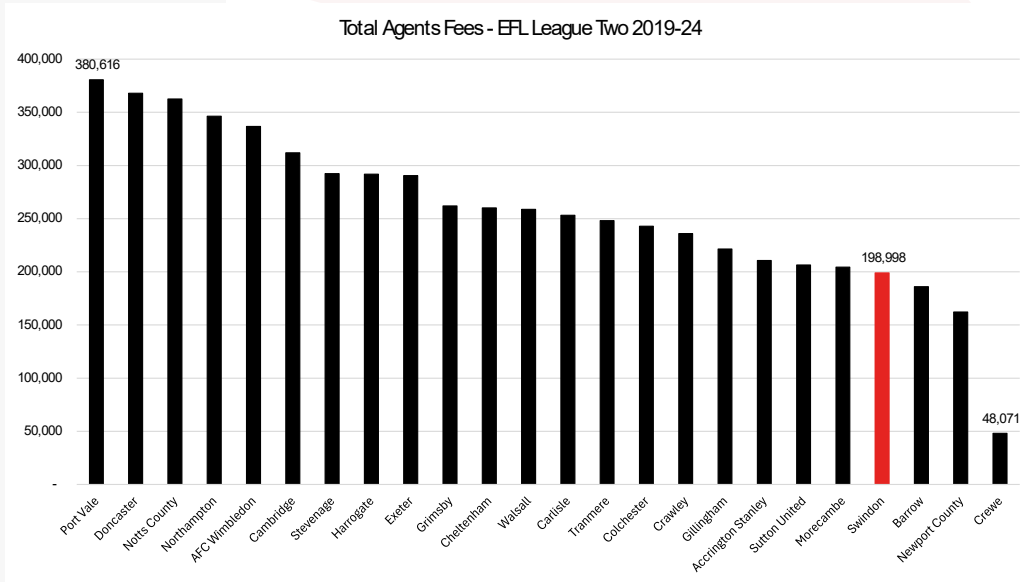
Agent fees in football are costs incurred for services related to player transfers and contract negotiations. These fees include payments for acquiring new players and renewing contracts for existing ones, which are essential for maintaining and enhancing a club's squad.

Swindon Town FC has maintained a conservative approach to agent fees over the last five seasons, with total spending amounting to £199,000. This careful expenditure reflects a strategic management of financial resources, ensuring that the club remains judicious in its dealings without compromising its competitive edge.

This approach highlights the club's effective balance between competitive team building and financial sustainability. By managing these costs prudently, Swindon Town sets a benchmark for financial discipline that could be advantageous for other clubs facing similar fiscal challenges.



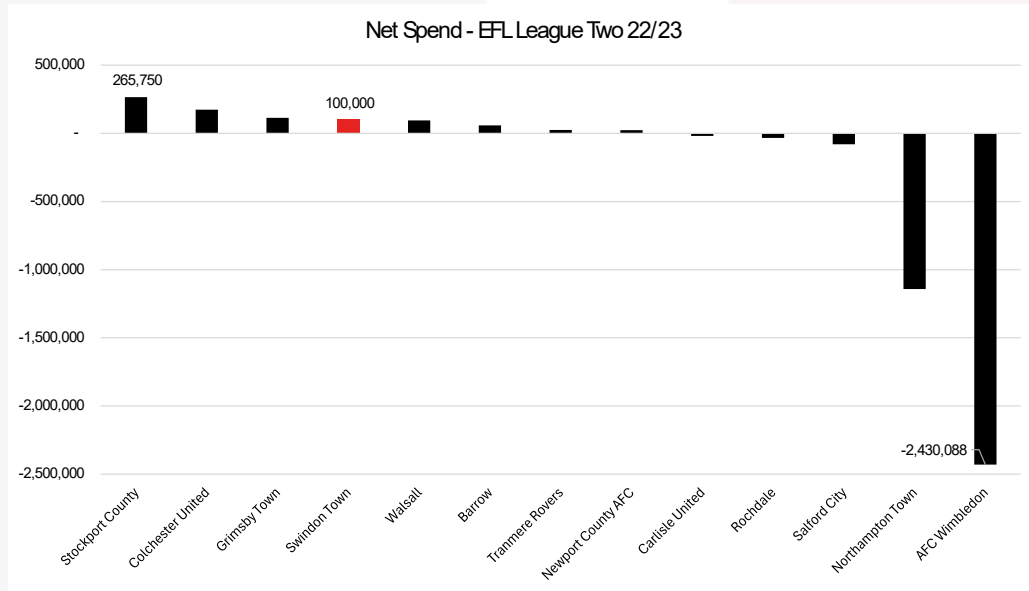
EFL League Two Agent Fees



Swindon Town FC’s approach to spending on agent fees has been notably moderate, reflecting their careful financial management. During the 2023/24 League Two season, Swindon’s expenditure on agent fees was considerably restrained, ranking 89th out of 92 across the Football League and Premier League from 2019 to 2024. This conservative financial strategy in a sector where many clubs invest heavily underscores Swindon’s fiscal prudence and strategic focus on other aspects of club development and stability.

Furthermore, an analysis of agent fees across these leagues reveals little correlation between expenditure on agent fees and league position. Notably, clubs like Doncaster, Barrow, and Crewe, which maintained top 8 finishes, and others like Morecambe and Crawley, which achieved promotion, spent modestly on agent fees. This observation supports the idea that strategic and efficient management of these fees can coexist with competitive league performance.

Net Spend on Player Transactions

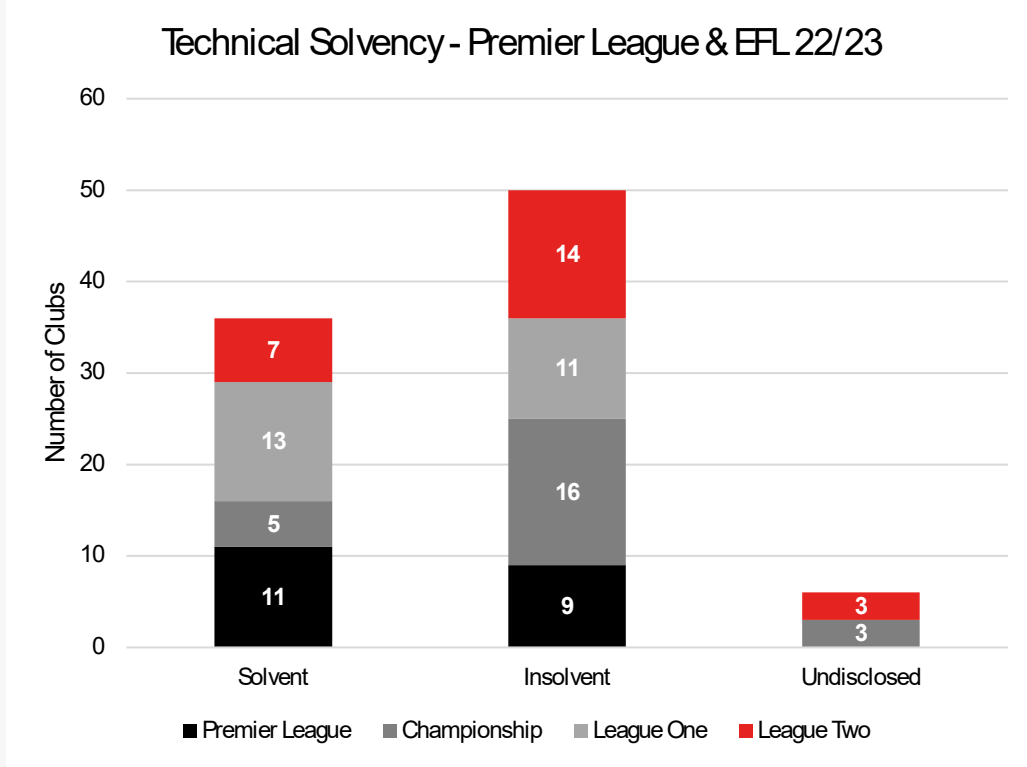


In football finance, 'net spend' is a critical metric that measures the difference between the total amount a club spends on bringing new players to the team and the income it receives from letting players go. This figure provides a clear picture of a club's investment in its squad during a specific period.

According to the graph provided in the report, Swindon Town has a net spend of £100,000, placing them in the middle range among League Two clubs for the period under review. This indicates a balanced approach to squad investment, managing to strengthen the team without excessive financial outlay.

When compared with other clubs in League Two, Swindon's spending is relatively conservative but effective. For instance, clubs like AFC Wimbledon and Northampton Town have significantly higher negative net spends, reflecting substantial investment or losses from player transactions. Swindon's strategy shows a disciplined approach to financial management, ensuring the club remains competitive without leading to substantial financial deficits, as seen with the higher spending clubs. This method underscores Swindon's commitment to maintaining financial stability while strategically investing in its squad.

Technical Solvency

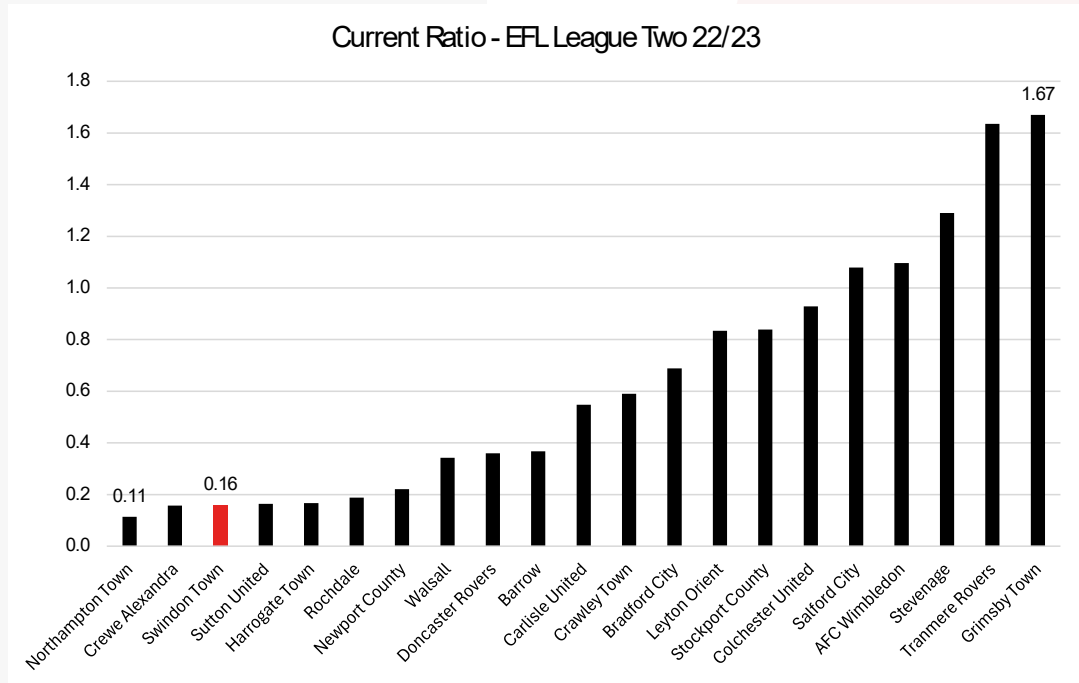


Technical solvency is a financial metric calculated by dividing a club's total assets by its total liabilities. This ratio helps to determine whether a club has enough assets to cover its liabilities. A ratio less than one indicates that a club's liabilities exceed its assets, categorising it as technically insolvent.

As of July 2023, Swindon Town FC is not technically solvent, with their liabilities exceeding their assets. This status, however, is not uncommon in the football industry. Swindon shares this position with 58% of clubs across the top four English divisions, and the figure rises to 67% within League Two alone, highlighting a widespread financial condition among football clubs.

The issue of technical insolvency in football often stems from factors that do not necessarily indicate immediate financial distress. For example, many football clubs operate in stadiums that, while operationally sound and capable of generating revenue, are fully depreciated in accounting terms and thus recorded with a zero asset value. Additionally, a significant portion of a club's liabilities may consist of owner loans, which, although impacting the technical solvency ratio, often carry no pressing repayment demands. These nuances are crucial for understanding the financial health of football clubs beyond the solvency ratio alone, indicating that a club like Swindon can be technically insolvent yet still financially viable in practice.

Current Ratio

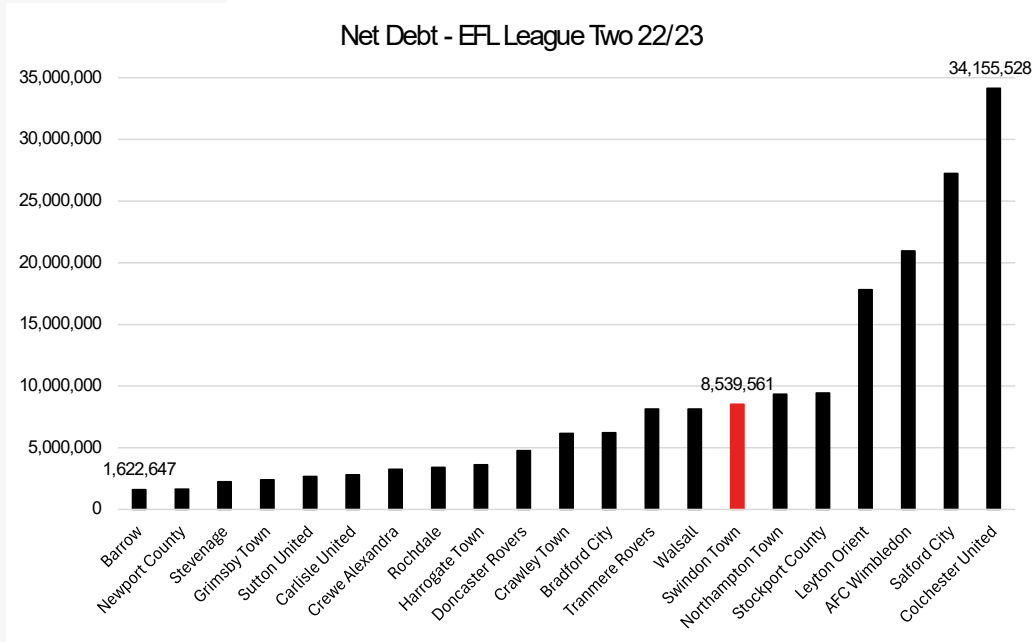


The current ratio is a financial metric used to evaluate a club's ability to pay off its short-term liabilities with its short-term assets. It is calculated by dividing current assets by current liabilities. A higher ratio indicates a better liquidity position, meaning the club can more easily cover its short-term obligations.

Swindon Town FC has a notably low current ratio of 0.16, indicating that its current liabilities are substantially greater than its current assets—specifically, 6.25 times higher. This places Swindon among the clubs with the lowest current ratios in League Two.

Despite the initial concerns that such a low current ratio might suggest, this figure does not automatically spell financial trouble. In the context of many football clubs, including Swindon, a significant portion of current liabilities often includes owner loans. These loans are typically not expected to be repaid within the next year, which can skew the current ratio but doesn't necessarily reflect poor financial health. This understanding is essential for stakeholders to grasp the nature of the club's financial commitments and their practical implications on its operations.

Net Debt



Net debt is calculated by adding a club's current and long-term liabilities and then subtracting any cash on hand. This financial metric helps assess the overall debt level of a club after accounting for its liquid assets. It provides insight into the financial leverage and long-term financial health of the organisation.

Swindon Town FC's net debt is slightly above the average for League Two clubs. This outcome is driven by two main factors: Swindon's high current liabilities and a comparatively low cash balance at the end of the financial year. These factors combine to elevate the club's net debt figure, positioning it higher than many of its league counterparts.

Although Swindon's net debt is above average, it's important to understand that carrying debt is not inherently negative in football or any other industry. The critical concerns with debt arise when a club faces challenges in servicing this debt—meaning, paying the interest and principal when due—especially if the debt is owed to creditors with stringent repayment terms. For Swindon, like many football clubs, the management of debt is crucial not just for maintaining financial health but also for ensuring operational stability and long-term strategic growth.

CLOSING REMARKS

FINAL THOUGHTS

This report has provided a comprehensive analysis of Swindon Town FC's financial performance within EFL League Two. We have observed key strengths in areas such as revenue generation and fan engagement, alongside challenges in cost management and solvency. These insights not only highlight immediate areas for improvement but also underscore opportunities for strategic development.

We commend Swindon Town FC for their transparency in making financial data publicly available, a practice not universally adopted in EFL League Two, where only eleven clubs disclose their turnover figures and fewer provide comprehensive accounts. This openness not only fosters trust and builds stronger relationships with fans and stakeholders but also sets a commendable standard for financial disclosure within the league. Such transparency is invaluable, as it allows fans and stakeholders to gain deeper insights into the club's financial health and contributes to an informed supporter base, enhancing overall engagement and understanding.

Based on the findings of this report, we recommend a focused approach on enhancing operational efficiency, diversifying revenue sources, and strengthening financial controls to ensure sustainable growth. It is crucial for the club's management to continue monitoring financial metrics closely and adjust strategies in response to both internal and external shifts. Strategic investments in these areas will be crucial for sustaining growth and improving the club's competitive standing.

We encourage all stakeholders to engage with these findings and support initiatives aimed at boosting the club's financial health and competitive edge. Regular financial reviews are recommended to maintain accountability and adapt to new financial realities and as they arise.

By maintaining a commitment to financial clarity and strategic foresight, Swindon Town FC can look forward to a stable and prosperous future, leveraging both on-field success and off-field prudence to achieve long-term sustainability.











Goal Assist

Our team is dedicated to providing clear and comprehensive analysis, ensuring transparency and understanding for all stakeholders. Please do not hesitate to get in touch to find out more.



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