

BRIDPORT & WEST DORSET SPORTS TRUST LIMITED
MINUTES OF THE MANAGEMENT / FINANCE MEETING
HELD ON TUESDAY 20th FEBRUARY 2018

Present: Arthur Watson (AW), Susanna Newall (SN), Alec Bailey (AB), George Skellern (GS), Allan Staerk (AS), John Mackenzie (JM), Chris Baker (CB), John Wright (JW) and Nigel Williams (NW)

Apologies: Malcolm Heaver, Margery Hookings and Peter Brook.

Non Attendees:

MINUTES OF PREVIOUS MEETINGS- The minutes of the previous management meeting held on the 16th January 2018 were accepted as a true record of the meeting.

MATTERS ARISING: Covered by the agenda.

CEO'S REPORT:

1. Staff Structure and Review – by senior management team (NW, SB and WT)

- Planned consultation with staff on improved engagement
- Planned staff news sheet as dissemination of information dictates

2. **Bridport Swim School**

- The SMT still believe there is huge potential, upon investigation cost savings and income generation would improve the situation substantially

3. **Membership Sales**

- January sales went well against a challenging target for new sales

5. **Reception Lighting**

- Completed for the price of £3,700 ex vat as agreed at the last meeting, the old lights had been in situ for over 15 years and a substantial difference can now be noted

6. **Insurance Review**

- A process is currently in place to obtain 2 quotes for our pending renewal.

7. **Stepping Out**

- £3k offered by WDDC for a contribution to the Stepping Out project, application was initially for £5k but due to shortage of funding the figure was reduced for 2018/19

8. Operational Bank Charges

- Recent meeting with bank manager identified £2k saving by using alternative banking arrangements

9. Operational/Trading requests for unscheduled expenditure

None this month

HRTC: JM reported as follows:

Meeting held with NW and new format for reporting agreed.

Certificates all provided and checked by NW. More interaction and cross selling in place Jez has staff membership at the leisure centre and corporate rate offered for HRTC Club members. Staff training session planned at HRTC. Driveway still in need of attention scalplings recently provided and laid by leisure centre staff. SN still awaiting response from listed buildings regarding the driveway. Awaiting information from Malcolm Heaver regarding signage.

PUBLIC REALATIONS: Margery Hookings sent a written report for this meeting:

Planning a PR awareness campaign and that involves getting as many stories – good news as well as responding to the challenges we are facing – in the public domain, through local media – including newspapers, television, radio and online - and using social media to link to these pieces. Feature, with photos, asap interviewing those who were instrumental in getting the leisure centre up on its feet and current users, with the key message being how well-used and loved it is. The purpose would be to get an article together for the Bridport News and Echo.

CB had recently spent some time with Nadiya (marketing) the main issue is resource to be able to ensure effective marketing.

Marketing Action Plan required SN to meet with Margery Hookings .

Minutes subject to approval