

# BRIDPORT & WEST DORSET SPORTS TRUST LIMITED

## MINUTES OF THE MANAGEMENT MEETING

HELD ON TUESDAY 20th MARCH 2018

**Present:** Arthur Watson (AW), Susanna Newall (SN), Alec Bailey(AB) Malcolm Heaver (MH), Allan Staerk (AS), Chris Baker (CB), Margery Hookings(MHK), Peter Brook (PB), John Mackenzie (JM), and Nigel Williams (NW).

**Apologies:** John Wright and George Skellern.

**Non Attendees:**

**MINUTES OF PREVIOUS MEETINGS-** The minutes of the previous management meeting held on the 20<sup>th</sup> February 2018 were accepted as a true record of the meeting.

### PUBLIC RELATIONS:

MHK happy to lead on PR and outlined the plan as follows:

#### PR (short term) plan

What	How and when	Where
Editorial feature on Bridport Leisure Centre with photos then and now	Interviews with those who were instrumental in setting up leisure centre and current (new) users. How well-loved and well-used it is. What happened before and what it would be like if we didn't have it. Accompanying photos.  Research now and aim for publicity within days of statement being issued.	Bridport News and Dorset Echo.
Regular news articles	Close liaison with BLC over photo/news opportunities.  As required	On the website and local media.

#### NOTES

- Marketing is focused on promoting and selling a specific product/service, whereas PR is focused on maintaining a positive reputation for the company as a whole.
- The Trustees need to agree and adopt a PR and Marketing strategy, with which we can move forward as a new, 'independent' leisure centre once we know where we are and want to go
- Comms workshop for staff with Alex and Clare is still on the table – needed once strategy is agreed and adopted.
- Need for dedicated PR and Marketing roles on a part-time basis.

## **ACTION PLAN:**

MHK to liaise with AW and regular centre users for press articles promoting the centre with some emphasis on the swimming pool, NW to identify and contact users of the centre.

Contacts to be made with district councillors, Town Councillors and MP as necessary.

## **CEO'S REPORT:**

Circulated prior to the meeting as follows:

### **1. Staff Structure and Staffing**

- New operations manager, Aarron Riley previously from Osprey Leisure Centre commences 3 April
- Staff feedback questionnaire distributed and returned by 16 March deadline, now being analysed
- Staff engagement sessions, monthly at Hyde Real Tennis Court for the next 6 months
- Staff news and information sheet being distributed with March payslips

### **2. Bridport Swim School**

- Work being done by Big Wave Media to assess opportunity to increase swim school capacity
- Basic 'at distance' review due shortly
- Big Wave worked with B&WDST in 2006 and increased swim school from 350 to 536 children
- Financial options and feasibility being addressed currently, planned agenda item for April

### **4. Membership Sales**

- February sales went well against a target for new sales but attrition nullified the good sales increase

### **5. Operational Sunday hours**

- In agreement with Barracudas, club hours have been changed to morning rather than late afternoon
- Rescheduled aquafit session to permit the change of hours
- Limited number of casual swimmers affected according to attendance records

### **6. Insurance Review**

- Due to the identified increase in rebuild costs insurance

### **7. Bridport Town Council**

- B&WDST attended the annual meeting of BTC to provide update on how the trust operated in 2017/18

### **8. Snow disruption**

- As a result of the snow at the beginning of the month the centre was closed early on 1 March
- For safety reasons the site remained closed on Friday and Saturday
- Staff surpassed themselves with their efforts to help out, local staff visiting to check centre each day

## 9. Operational/Trading requests for unscheduled expenditure

None this month

### HRTC:

HRTC figures circulated for information prior to the meeting:

Monthly Report	February 2018	2018 February
<b>Court use - hours</b>	<b>Total</b>	255
	Member	201
	Junior	28
	Group coaching	5
	Pro coaching	10
	Matches/events	30
	Other	32
<b>Membership</b>	Adult	153
	16-25	11
	Junior - under 16	6
	Other	8

JM invited NW to attend the next HRTC meeting on the 16<sup>th</sup> April.

### Agenda Items for next meeting:

Meeting closed at 1950

*Minutes subject to approval*