

ACTIVE BELFAST LIMITED BOARD

Monday, 5th December, 2016

MEETING OF ACTIVE BELFAST LIMITED BOARD

(Held in the new Olympia Leisure Centre)

Attendees

- Directors:** Mr. J. McGuigan (Chairperson)
Councillor Boyle
Councillor Long
Mr. P. Boyle
Mr. J. Higgins
Mr. C. Kirkwood
Ms. K. McCullough
Mr. R. Stewart
Mr. G. Walls and
Mr. C. Webster.
- Officers:** Mrs. R. Crozier, Assistant Director
(City and Neighbourhood Services);
Mr. N. Munnis, Partnership Manager; and
Mr. H. Downey, Democratic Services Officer.
- GLL:** Mr. G. Kirk, Regional Director and
Mr. G. Holland, Partnership Manager.

Welcome

Mr. McGuigan reported that, following the recent recruitment exercise, he had been appointed to the role of Chairperson of the Board and that Mr. P. Boyle, Mr. J. Higgins, Mr. C. Kirkwood, Ms. K. McCullough and Mr. C. Webster had been nominated to serve as Directors. He welcomed the new Directors to their first meeting and paid tribute to Councillor McAteer, the previous Chairperson, for the contribution which she had made to the work of the Board over the course of the past year.

Apologies

Apologies were reported on behalf of Mr. McGarrity and Mr. Mitchell.

Minutes

The minutes of the meeting of 13th October were approved.

Declarations of Interest

No declarations of interest were reported.

Annual Accounts 2015 - 2016

(Mr. D. Moan, Advanced Accounting, and Ms. J. Wilson, Business Manager, City and Neighbourhood Services Department, attended in connection with this item.)

Mr. Moan informed the Board that the accounts for Active Belfast Limited for the period ending 31st March, 2016 had now been completed. He provided a brief overview of the accounts, which included the company's Income and Expenditure Account and Balance Sheet and recommended that the Board approve them for submission to Companies House before the deadline date of 31st December.

After discussion, it was

Moved by Mr. Stewart,

Seconded by Mr. Walls and

Resolved - That the Board approve the accounts for Active Belfast Limited for the period ending 31st March, 2016.

The accounts were thereupon signed by Mr. McGuigan and Mr. Walls, the Chairperson and the Treasurer of the Board, respectively.

GLL Positive Impact Summary

The Partnership Manager reminded the Board that it had, at a previous meeting, agreed that it would be beneficial to receive on a quarterly basis an update on the positive impacts being achieved by GLL across its four strategic elements of Better Business, Better Communities, Better People and Better Services.

Accordingly, Mr. Kirk highlighted GLL's success at the recent Social Enterprise Northern Ireland Awards and at the Belfast Top 50 Business Awards, together with initiatives such as the Better Belfast Club Games and the Paralympic Sport event, both of which had been held in the Girdwood facility. He highlighted also the recent opening of the new Spin Studio within the Falls Leisure Centre, the positive feedback from the latest Talent Identification Scheme and the fact that GLL had been appointed as the lead partner in Belfast of the MacMillan 'Move More' Programme. He added that the use of social media continued to be an effective way of improving customer communications and promoting events and services.

The Board commended GLL on the positive impacts which it had achieved during the quarter and noted the information which had been provided.

Active Belfast Limited Pricing Review 2017/2018

The Board considered the following report:

“1.0 Purpose of Report

To propose amendments to the leisure schedule of charges for 2017/2018.

2.0 Recommendation

2.1 The Board is requested to agree the proposed price increase to be applied from April 2017.

3.0 Main Report

3.1 A new membership architecture for Belfast was agreed by the ABL board in April 2016. The architecture applied to new members only with existing members 'ring-fenced' in terms of pricing and Terms and Conditions.

3.2 A six month review of the membership architecture provided the following headlines:

3.2.1 a £1.61 increase in average yield (year on year)

3.2.2 a 266% increase in Pay and Play memberships with 12,500 people now using this option across the city

3.2.3 Positive uptake on new membership options with:

- 50+ Better Swim memberships sold since May 2016**
- 150 GP referral memberships**
- 25 Better inclusive (disability memberships)**
- Overall Swimschool numbers have increased to over 2700 children**

3.3 There has been continued investment across the City with the inclusion of Girdwood Community Hub and Better Gym Connswater in 2016/2017. Olympia Leisure Centre and Church Lane are due to open in the next 12 months. On review of the current pricing, there remains elasticity in the marketplace to apply a price increase.

3.4 The 2017/2018 pricing proposal is to apply an average 2.4% price increase on selected prepaid memberships (including ring-fenced memberships), and an average 2.6% on Pay and Play activities from April 2017. Within the proposal, no individual price for any membership category, pay and play activity charge or facility hire rate is increased by more than 3%.

3.5 Within the proposal, several membership categories, pay and play activity charges and facility hire rates are retained at 2016/2017 prices. Most prices remain below the Northern Ireland average.

3.6 Proposed Prepaid Membership and Pay and Play Member Pricing.”

Prepaid Membership Type	15/04/16 -31/03/17		New Price from 01.04.17		% Increase
	Full Price	Concession Discount	Full Price	Concession Discount	
Better HF Corporate	£25.40		£25.40		0.0%
Better HF Student	£19.95		£19.95		0.0%
Better Swim	£19.95		£19.95		0.0%
Better Inclusive	£19.95		£19.95		0.0%
Better HF+ Non Resident	£35.00	£17.50	£35.50	£17.75	1.4%
Better HF Resident	£32.00	£16.00	£32.50	£16.25	1.6%
Better HF Single Centre	£28.00	£14.00	£28.50	£14.25	1.8%
Better HF Conc Spa		£19.00		£19.50	2.7%
Better Swim School		£17.00		£17.50	3.0%
Better Junior HF		£9.95		£10.20	2.5%
Better HF (Ring-fenced)	£26.00	£13.00	£26.80	£13.40	3.0%
Better HF Junior (Ring-fenced)		£14.00		£14.40	2.9%

Pay & Play Activities	15/04/16 -31/03/17		New Price from 01.04.17		% Increase
	Full Price	Concession Discount	Full Price	Concession Discount	
Fitness Suite	£5.50	£2.25	£5.60	£2.30	2.2%
Fitness Classes	£5.50	£2.25	£5.60	£5.60	2.2%
Handball/ Squash/Racquetball per person (60 mins minimum)	£4.50	£2.25	£4.60	£2.30	2.2%
Swimming	£3.20	£1.60	£3.30	£1.65	3%
Family Swim	£7.20		£7.40		2.8%
Laser Zone	£4.50		£4.50		0%
Shower/Changing	£2.20	£1.00	£2.20	£1.00	0%
Soft Play (60 Minutes)	£3.30		£3.30		0%
Bowls per person (60 mins min)	£4.50	£2.25	£4.60	£2.30	2.20%
Climbing	£4.50	£2.25	£4.60	£2.30	2.20%
Climbing Courses	£38.00		£39.00		2.60%
Table Tennis per person (60 mins)	£4.50	£2.25	£4.60	£2.30	2.20%
Tennis per person (60 mins)	£4.50	£2.25	£4.60	£2.30	2.20%

After discussion, the Board adopted the pricing proposal for 2017/2018, as set out within the report.

Hire Charges for Council Pitches

Arising from discussion in the foregoing item, Councillor Long pointed out that, at the meeting of the People and Communities Committee on 8th November, a proposal to adopt a discretionary policy for community and voluntary groups and grant a 25% reduction for groups which met criteria set out by the Committee had been defeated. He suggested that, should that proposal be made at some point in the future, it would be beneficial at this stage to obtain from GLL information on how a 25% decrease in the cost of hire of the pitches which it managed would impact upon its ability to deliver the £2 million in annual efficiency savings, as set out within its partnership agreements.

Mr. Kirk undertook to forward that information to the Board.

Review of Active Belfast Limited Business Plan

The Partnership Manager reported that the current Active Belfast Limited Business Plan had been approved by an interim Board of Directors in December, 2014 and that it had been the intention initially to operate it until 31st December, 2016. He pointed out that, since there was now a full complement of Directors on the Board, there was a need for much of the document to be updated to make it fit for purpose and to reflect the current tri-partite partnership operations and governance arrangements.

He informed the Board that it was proposed that the Plan would cover the three-year period until 31st March, 2020, which would bring it into line with the first five-year contract review point and that, in future, it should have a five-year lifespan. It was proposed also that the Plan be aligned with the Council/Active Belfast Limited reporting cycle, which commenced each year on 1st April, which would necessitate the current document being extended until 31st March, 2017. He added that it was anticipated that a draft document, outlining the structure, format and key principles of the new Plan would be submitted to the Board for consideration in January and that a final draft would be presented for approval in March. He concluded by seeking the views of the Board in relation to the overall development of the Plan.

After discussion, the Board agreed that:

- i. a Working Group be established to develop the Business Plan, and that it should comprise Mr. McGuigan (Chairperson), Mr. Higgins, Ms. McCullough and Mr. Stewart, who had each volunteered to participate;
- ii. the Partnership Manager should co-ordinate the development of the new Business Plan and organise an initial meeting of the Working Group by 31st December;
- iii. the structure and format of the current Business Plan should be used as a template for the new document;
- iv. a progress report be submitted to the Board meeting in January; and
- v. the current Business Plan should be extended until 31st March, 2017.

The Board noted that the Partnership Manager would contact those Directors who were not in attendance to determine if they wished to participate in the working group.

Update on Aquatics Strategy Working Group

The Board was reminded that, at its meeting on 9th June, it had agreed to the establishment of a Working Group to oversee the development of a Belfast-wide Aquatics Strategy, which would seek to increase participation in aquatic activity.

The Partnership Manager reported that the Working Group had met on 6th October and on 28th November and that it had on 25th and 26th October undertaken a visit to a number of sites in East London in order to observe aquatic activities and programmes in action and to meet with key partners. He confirmed that the Working Group had now agreed a work schedule, which would seek to have the Aquatics Strategy document ready for consideration by the Board by September, 2017. It had agreed also the broad scope of the Strategy, together with the outline format of the strategic document, which would be presented under eleven section headings. Phase one of the process would seek to produce by March, 2017, a draft of the first four sections, namely, an Introduction, a Vision, Strategic Principles and an Executive Summary. He added that he would forward to the Working Group by 31st December a discussion paper aimed at agreeing a draft vision and overarching principles for the Strategy.

After discussion, during which it was agreed that stakeholder consultation should be afforded priority within the development process and feature prominently in discussions within the Working Group, the Board noted the information which had been provided.

Schedule of Meetings 2017

The Board approved the following schedule of meetings and venues for 2017, with all meetings to commence at 4.30 p.m.:

- Monday, 16th January (Lavery Room)
- Tuesday, 21st March (Grove Wellbeing Centre)
- Thursday, 20th April (Lavery Room)
- Thursday, 15th June (Andersonstown Leisure Centre)
- Monday, 7th August (Lavery Room)
- Monday, 18th September (Girdwood Hub)
- Monday, 30th October (Lavery Room) and
- Monday, 11th December (Avoniel Leisure Centre)

New Olympia Leisure Centre – Mobilisation and Opening Arrangements

The Board considered the following report:

“1.0 Purpose of Report

1.1 To provide Board members with a progress update on the mobilisation and opening of the New Olympia Leisure Centre in January 2017.

2.0 Recommendation

2.1 The Board is requested to note the information contained within this report.

3.0 Main Report

3.1 Timeline to Opening

3.1.1 The centre was originally planned to be handed over from the principal contractor O’Hare McGovern on Monday 14th November 2016.

3.1.2 The centre will be utilised from 5th December to complete membership pre-sales, community tours, staff training, testing and the official launch.

3.1.3 The main products available at the New Olympia Leisure Centre are:

- **Swimming pools**
- **120 station fitness centre**
- **Spa Experience**
- **Sports Hall**
- **Better Coffee Corner Café**
- **Group exercise studio and community room**

3.1.4 The timeline to the centre opening is as follows:

- **Mobilisation and Fit out – 28th November to 2nd January**
- **Centre opening and testing period (open to the public/programmed sessions) – 2nd to 16th January**
- **Centre full opening – 16th January**
- **Opening programme – 16th January – April**
- **Official centre launch – 24th January
(Date confirmed for Lord Mayor’s attendance)**

3.2 Recruitment

3.2.1 A robust recruitment strategy has been written and delivered by GLL and has run on schedule ahead of the opening of the centre. This has given staff from all across the city the opportunity to work in a new facility, with staff transferring from both the old Olympia Leisure Centre and from other leisure centres in Belfast.

3.2.2 An outline of the New Olympia management and supervisory team is as follows:

Role	Date Appointed
General Manager	26th September
Assistant Manager's x 2	24th October
Spa Supervisor	28th October
Catering Supervisor	28th October
Leisure Centre Supervisor's x 3	28th November
Aquatics Officer	28th November

3.3 Training

3.3.1 A training and induction plan for all staff has been designed by GLL's Belfast Service and Modernisation Manager and will be funded through the BCC mobilisation fund within the LTP (Leisure Transformation Project).

3.3.2 An overview of training undertaken by leisure centre staff has been circulated to the Board.

3.3.3 A full training schedule for the New Olympia delivered by GLL is available upon request.

3.4 Programming

Centre Opening:

3.4.1 The New Olympia Leisure Centre will be open between 6 am – 10 pm (Mon – Fri) and 8 am – 5 pm (Sat and Sun) respectively.

Swimming Pools:

3.4.2 The swimming pools will be open to mirror the centre opening times both on weekdays and weekends.

3.4.3 GLL have held two meetings with existing Olympia swimming clubs to present their vision and delivery of the new Olympia pool programme.

3.4.4 This will consist of a balanced programme and will consist of public fitness swimming at all times and would move swimming clubs from exclusive use to shared use at peak and off peak times

3.4.5 The main 25m swimming pool will be broadly programmed as follows between Monday - Friday:

Time	Use
6 am – 9 am	Public fitness swimming and swimming clubs
9 am – 12 pm	Public fitness swimming and schools swimming
12 pm – 1.30 pm	Public fitness swimming
1.30 pm – 3 pm	Public fitness swimming and school swimming
3 pm – 7 pm	Public fitness swimming and Better Swim School
7 pm – 10 pm	Public fitness swimming and swimming clubs

3.4.6 The Teaching pool will be utilised primarily for Better Swim School, school swimming and specialist user and community groups. This programme is still to be finalised.

Fitness Centre

3.4.7 The fitness centre will be open to mirror the centre opening times on weekdays and weekends.

3.4.8 The fitness centre consists of 120 pieces of state of the art Technogym equipment and houses a 20 station spin cycling studio.

3.4.9 The equipment will consist of:

- Fixed resistance equipment
- Cardiovascular equipment
- Free weight equipment
- Cross functional equipment

3.4.10 A 3D illustration of the New Olympia fitness centre has been circulated to the Board.

Sports Hall

3.4.11 The sports hall is a four court sports hall designed to championship standard for Basketball competitions.

3.4.12 The sports hall can also be utilised for Badminton, Short tennis and 5 a side Football.

Better Coffee Corner Café

3.4.13 All programming information relating to Better Coffee Corner Café can be seen in 'Product Update'

Better Spa Experience

3.4.14 All programming information relating to Better Coffee Corner Café can be seen in 'Product Update' below.

3.5 Product Update

Better Coffee Corner

3.5.1 The Better Coffee Corner is a brand of GLL and a standalone concept introduced into a number of its centres in 2015

3.5.2 As a not for profit social enterprise, GLL is committed to providing locally and ethically sourced products

3.5.3 All paper products used at the Better Coffee Corner are made from recycled materials, the bottled water is supplied by Belu, also a social enterprise who donate 100% of their profits to Water Aid

3.5.4 Each time a customer purchases a hot drink from Better Coffee Corner, GLL will donate 2p of the cost to the GLL Sports Foundation (GSF).

3.5.5 The GSF is the largest independent athlete support programme in the United Kingdom helping athletes across the country to reach their potential and achieve sporting success

3.5.6 Further information on pricing and opening times has been circulated to the Board.

The Better Spa Experience

3.5.7 The Better Spa Experience was originally launched by GLL in London in 2007

3.5.8 The key to the Better Spa Experience brand success is based upon its ability to offer luxurious products of thermal spa experience, hot and cold spa therapies including saunas, steam, hot rooms and ice fountains with an affordable and accessible pricing structure

3.5.9 The brand was a concept created in order to introduce the therapeutic and recreational benefits of a spa culture to a

whole new audience. It will offer high quality, first rate services, but with less of the cost and exclusivity

3.5.10 Further information on pricing and opening times has been forwarded to the Board.

3.6 Marketing and Branding

3.6.1 There has been a spend of £50,000 for the launch of the New Olympia pre-sale and marketing strategy (£35,000 – BCC and £15,000 – GLL)

3.6.2 It was aimed at developing a suite of marketing materials to reflect a premium product and effectively engage the target market.

3.6.3 This marketing and branding was aimed at successfully identifying and targeting affluent, young professional as a key target market demographic in line with the catchment area.

3.6.4 It will be used to develop a programme of key events to engage and further develop relationships with local communities, stakeholders, partners and public bodies.

3.6.5 GLL has engaged with a specialist public relations company called Clearbox to assist communication with media relation, corporate partners and other key stakeholders

3.6.6 Utilising this marketing and branding concept was aimed to help promote the New Olympia Leisure Centre as the first project of the Leisure Transformation Programme.”

The Board noted the information which had been provided.

Other Business

Future Events

Mr. Kirk confirmed that an invitation would be forwarded to all Elected Members and to the Active Belfast Board to avail of free trial sessions for activities being provided within the new Olympia Leisure Centre. The Board would receive also an invitation to attend GLL’s forthcoming annual communications event.

Articles of Association

The Council’s Partnership Manager circulated for signature by the Board a “Written Resolution to Amend” its Articles of Association and confirmed that, both the Resolution and the revised Articles of Association would be filed with Companies House, once the required number of signatures had been secured.

Olympia Leisure Centre

At the conclusion of the meeting, the Directors undertook a tour of the facilities within the new Olympia Leisure Centre, which was due to open officially in January.

Chairperson