

ACTIVE BELFAST LIMITED BOARD

Monday, 7th October, 2019

MEETING OF ACTIVE BELFAST LIMITED BOARD

(Held in the Conor Room, City Hall)

Attendees

- Directors:** Mr. J. McGuigan (Chairperson)
Councillor Corr
Councillor Newton
Mr. C. Ellison
Mr. J. Higgins
Mr. M. Keenan
Mr. C. Kirkwood
Mrs. K. McCullough
Mr. P. O'Boyle
Mr. G. Walls.
- Officers** Mr. N. Munnis, Partnership Manager;
Ms K. Gilliland, Neighbourhood Services Manager and
Mr. G. Graham, Democratic Services Assistant.
- GLL:** Mr. G. Kirk, Regional Director;
Ms. S. Owens, Marketing Manager; and
Ms. J. Pope, Head of Service.

Apologies

Apologies were reported on behalf of Councillor McLaughlin, Mr. R. Black, Mr. K. O'Doherty and Mr. R. Stewart.

Minutes

The minutes of the meeting of 9th September, 2019 were approved.

Matters Arising

The Partnership Manager referred to a question which had been raised previously in respect of the calculation of the financial surplus for Better Gym Belfast and Better Gym Connswater. He stated that, although the costs structure was substantially different between these two gyms and the rest of the Council leisure estate, any accrued surplus was calculated and distributed in the same manner.

Purchase of Equipment

The Partnership Manager confirmed, in response to a previous question from a Board member in respect of ownership of gym equipment in the two 'Better Gyms' that, the recent purchase of group exercise cycles for Connswater had been funded from GLL's central capital fund and, as such, ownership of that equipment was retained by GLL. He confirmed further that Belfast City Council did not contribute to the cost of purchase through the contract finances.

Leisure Academy

The Board was provided with clarification on the operation of the Leisure Academy operated by GLL. The Partnership Manager provided the Board Members with information in respect of the proposed pool charges. The Partnership Manager provided an update on the proposal by GLL to consider a rate for the hire of the Community Group Surf including the fact that GLL had agreed to provide information in respect of the calculation used to establish the proposed prices for the sensory pool hire at Brook and the surf private hire at Andersonstown.

Under 16 Registration Scheme

The Partnership Manager confirmed that the Leisure Transformation Board had accepted that it would fund the registration membership scheme in respect of those under sixteen years of age and that the scheme would, subject to approval of detailed cost estimates, be funded from the LTP mobilisation budget. It was reported that GLL would prepare a draft proposal and submit detailed protocols and cost estimates through the LTP Board.

Declarations of Interest

No declarations of interest were reported.

Director Attendance Statement

The Partnership Manager reported that there were no issues to report in respect of Directors non-attendance.

Leisure Transformation Programme Update

The Partnership Manager provided an update on the progress made to date in respect of the Leisure Transformation Programme (LTP) capital build projects and service modernisation. He provided information in respect of the progress made regarding the completion of phase 1b, which included the completion of Lisnasharragh, Brook and Andersonstown centres. The Board members were provided also with information in respect of the completion of the next phase of the LTP incorporating Avoniel and Templemore together with ongoing discussions with the Department for Communities in respect of the completion of Girdwood Phase 2.

He reported that the construction of phase 1b of the LTP was nearing completion and, as such, the onus had now switched towards operational issues including mobilisation, marketing and business development. The Partnership Manager stated that the Board would be provided with monthly updates from GLL on the progress made in respect of those operational areas identified. To facilitate a smooth transition, it was reported that the mobilisation and opening of both Brook and Lisnasharragh centres would be coordinated with the closure and demobilisation of Avoniel and the existing Brook centres. The Board members were informed that the Council had notified GLL that they had been appointed to provide training for the Council's newly established leisure employment academies for a contract period of three years. It was reported also that, during this contract period, GLL would be required to provide a range of training programmes to facilitate staff development and career advancement opportunities.

The Board was advised that the centre programming was nearing completion following an expression of interest process which had been conducted for the purposes of aquatic provision and which had included a number of 1-2-1 meetings with various clubs. The Partnership Manager reported that a community engagement plan had been developed as part of the mobilisation process and that, as part of that process, proposals

had included the free of charge registration scheme for Belfast residents under the age of 16.

The Board members noted the information which had been provided.

Annual Schedule of Charges Proposal for 2020/21

The Board considered the undernoted report including appendices which had been prepared by GLL in respect of their Annual Schedule of charges for the period 2020/21.

“1.0 Purpose of Report

1.1 To propose amendments to the leisure schedule of charges for 2020/21 in line with the contractual Consumer Price Index (CPI) price increase.

2.0 Recommendations

2.1 Members are requested to agree the proposed price increases to be applied from April 2020.

2.2 Members are further requested to note the development work on a ‘pricing matrix’ is nearing completion and will be presented to the board for information in December. This document is an operation handbook designed to describe each product and service covered within the schedule of charges and promote consistency of interpretation, application and equality across the city.

3.0 Main Report

3.1 Pricing is reviewed on an annual basis across the partnership and benchmarks are applied to check pricing against industry standards and Northern Ireland leisure providers.

3.2 A price increase is being proposed at an average of 2 - 3% across all prices in the leisure centres. This is in line with the Consumer Price Index (CPI) which was 2.0% in July 2019.

3.3 Like all businesses across the UK & Ireland we have seen a substantial increase in utility costs, equipment and staffing costs during the last year and forecast into 2020.

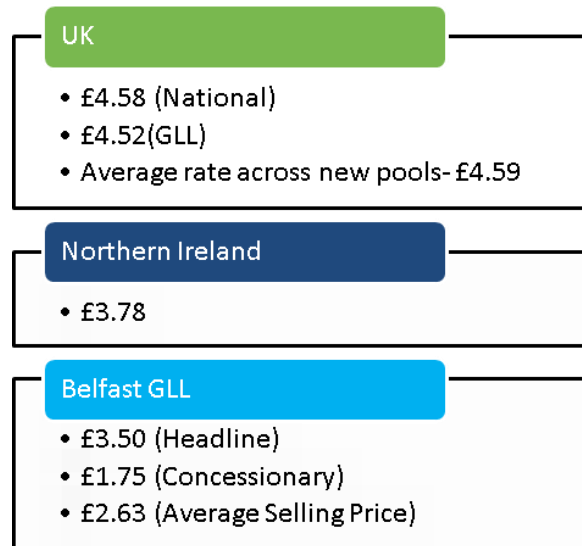
3.4 Key points from the State of the Industry:

a) The state of the industry reports on swimming and health and fitness is an annual report which is produced centrally and benchmarks the whole of the UK in relation to public and private sector operation

b) The report is a useful tool for operators to compare industry trends across the sector and geographic locations. ‘Leisure Database’ is a consultancy company who compile large data sets and compare facilities across the UK.

- c) **State of the Industry on swimming highlights that prices in Belfast are significantly lower than NI and UK averages. This gives consideration to applying an above inflation price increase.**

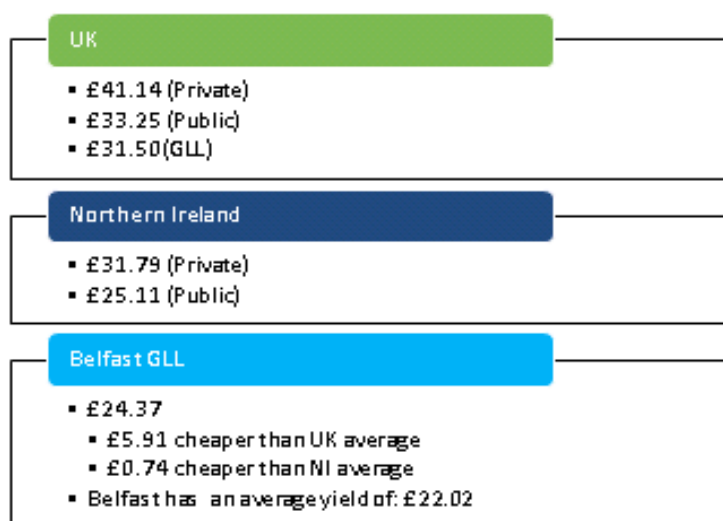
Swimming price comparisons



The private sector continues to expand in Belfast and remains a key driving force in the local market. A new 'Anytime Fitness' club has opened in Stranmillis, along with a number of small independent gyms. We have and continue to invest in current service offerings. Pending investments in equipment and fitness space upgrades in Ballysillan, Better Gym Connswater, Shankill and Whiterock are examples of continual development of our offer and product. UK wide data demonstrates average fee across the UK has increase by 5% (compared to our 3%)

- d) **Average pre-paid membership price in GLL Belfast is £24.37. Average in Northern Ireland public sector is £25.11**

MEMBERSHIP PRICE COMPARISON



- Average Advertised Price- Based on 2 headline price options
- Average Yield-average price members actually pay
- Based on the State of The Industry Report 2019

Belfast Selling price is lower than UK and NI average. Membership growth YOY is considerably higher in Belfast compared to UK Public Sector.

- 3.5 Following a price increase in April 2019, expanded and improved sales and marketing activities yielded the following headlines:

| Type | At 31st March 2019 | At 30th June 2019 | % Growth |
|---|--------------------|-------------------|------------|
| Pre-Paid Memberships-total (excluding Better Swim and Swim School) | 12,116 | 12,318 | 17% |
| Better Swim | 704 | 695 | -1% |
| GP Referrals | 378 | 416 | 10% |
| Better Junior | 1291 | 1306 | 1% |
| Swim School | 3,649 | 3,708 | 1% |

- 3.6 Overall pre-paid membership growth since January 1st has been strong with an 11% growth compared to overall industry standard of 4.7% growth.
- 3.7 The development of our new facilities through the Leisure Transformation Program will grow the Leisure offering substantially throughout 2020 and involves a substantial BCC investment of circa £65m for the Phase 1b element. In 2019, Shankill, Ballysillan, Connswater and Whiterock will benefit

from £120k investments to upgrade health and fitness products.

- 3.8 The opening of new centres at Andersonstown, Brook and Lisnasharragh will see the introduction of a number of exciting new products not currently on the portfolio, these will include; surf air, leisure water, diving pool and inflatable products. A separate 'new products pricing proposal' paper was presented at the ABLB 9th September meeting. The agreed new product pricing, which will in part be implemented from 02 December 2019, will be frozen for 2020/21.
- 3.9 Following the review of the industry pricing and through the compilation of this report a case could be made to increase prices beyond inflation to better align with the industry standard. However, this proposal is based on maintaining below industry norm pricing as a USP. The team will review how this is reflected in the marketing message to our customers.
- 3.10 The 2020/21 pricing proposal is to apply an average of 2-3% price increase on selected prepaid & pay and play memberships.
- 3.11 As set out in Appendix 1 (Memberships) the Better Swim School product price will increase well above the proposed average increases from £18.95 to £25.00 (31.9%) per month for new customers from 1st April 2020. Existing swim school members will have their current price, terms and conditions ring fenced. This price increase proposal is intended to bring the learn to swim product in line with other market competitors.
- 3.12 Proposed Prepaid Membership, Pay and Play Membership, activity and facility hire charges are set out in Appendix 1.

4.0 Decision(s) Required

- 4.1 Members are requested to agree the proposed price increases to be applied from April 2020.

5.0 Appendix – Documents attached

Appendix 1: Proposed Schedule of Charges for 2020/21

PAYG Casual

| Pay & Play Activity | Price from 01.04.19 - 31.03.20 | | New price from 01.04.20 | | % Increase | % Increase (Concession) |
|--|--------------------------------|---------------------|-------------------------|---------------------|------------|-------------------------|
| | Full Price | Concession Discount | Full Price | Concession Discount | | |
| Laser Zone | £4.75 | | £4.90 | | 3.1% | |
| Shower/Changing | £2.20 | £1.00 | £2.25 | £1.05 | 2.4% | 4.5% |
| Soft Play (60 Minutes) | £3.50 | | £3.60 | | 2.9% | |
| Short Mat Bowls per person (60 mins min) | £4.80 | £2.40 | £4.90 | £2.45 | 2.10% | 2.10% |

| | | | | | | |
|--|--------|-------|--------|-------|-------|-------|
| Group Activity Classes | £5.85 | £2.40 | £6.00 | £2.45 | 2.48% | 2.20% |
| Climbing | £4.85 | £2.35 | £5.00 | £2.40 | 3.10% | 2.0% |
| Climbing Courses | £41.00 | | £42.00 | | 2.45% | |
| Fitness Suite | £5.85 | £2.35 | £6.00 | £2.40 | 2.64% | 2.3% |
| Handball/Squash/Racquetball per person (60 mins minimum) | £4.80 | £2.40 | £4.95 | £2.45 | 3.10% | 2.3% |
| Badminton per person (60 mins) | £4.80 | £2.40 | £4.95 | £2.45 | 3.10% | 2.3% |
| Swimming | £3.50 | £1.75 | £3.60 | £1.80 | 2.90% | 3.0% |
| Family Swim | £7.80 | | £8.00 | | 2.60% | |
| Wibit session | £5.00 | £2.50 | £5.15 | £2.55 | 3.00% | 2.1% |
| Table Tennis per person (60 mins) | £4.80 | £2.40 | £4.95 | £2.45 | 3.10% | 2.2% |
| Tennis per person (60 mins) | £4.80 | £2.40 | £4.95 | £2.45 | 3.10% | 2.2% |
| Wheelchair Block booking Ozone | £21.00 | | £21.50 | | 2.40% | |
| Laser Zone – Sole use | £96.55 | | £99.50 | | 3.06% | |
| Tennis Courses (per lesson 30 minutes) 5 per Class | £5.20 | | £5.30 | | 2.0% | |
| Tennis Courses (per lesson 30 minutes) 8 per Class | £4.00 | | £4.10 | | 2.60% | |
| Trampoline Hire (coach must be present) | £20.75 | | £21.20 | | 2.2% | |
| School swim – per person | £1.85 | | £1.90 | | 2.9% | |
| Centre Based Club swimming per person | £1.85 | | £1.90 | | 2.9% | |
| School Swimming - Banded 10 or less | £17.85 | | £18.40 | | 3.1% | |
| School Swimming - Banded 11 to 20 | £35.70 | | £36.75 | | 3.0% | |

| Pay & Play Activity | Non Member PAYG price | | | | % Increase (Full Price) | % Increase (Junior Price) |
|---------------------|--------------------------|--------------|--------------------------|--------------|-------------------------|---------------------------|
| | Applicable from 01.04.19 | | Applicable from 01.04.20 | | | |
| | Full Price | Junior Price | Full Price | Junior Price | | |
| Laser Zone | NA | | NA | | | |
| Shower/Changing | NA | | NA | | | |

| | | | | | | |
|--|--|-------------------------|--|-------------------------|------|------|
| Soft Play (60 Minutes) | NA | | NA | | | |
| Short Mat Bowls per person (60 mins min) | £6.25 | £3.05 | £6.40 | £3.10 | 2.4% | 1.8% |
| Group Activity Classes | £7.52 | £3.10 | £7.75 | £3.20 | 3.0% | 3.1% |
| Climbing | £6.30 | £3.10 | £6.50 | £3.20 | 3.1% | 3.1% |
| Climbing Courses | NA | | NA | | | |
| Fitness Suite | £7.52 | £3.10 | £7.75 | £3.20 | 3.0% | 3.1% |
| Handball/Squash/Racquetball per person (60 mins minimum) | £6.25 | £3.05 | £6.40 | £3.10 | 2.4% | 1.8% |
| Badminton per person (60 mins) | £6.25 | £3.05 | £6.40 | £3.10 | 2.4% | 1.8% |
| Swimming | £4.50 | £3.25 | £4.60 | £3.35 | 2.2% | 3.0% |
| Family Swim | £10.15 | | £10.40 | | 2.5% | |
| Wibit session | £6.70 | £3.35 | £6.90 | £3.45 | 3.0% | 3.0% |
| Table Tennis per person (60 mins) | £6.25 | £3.05 | £6.40 | £3.10 | 2.4% | 1.8% |
| Tennis per person (60 mins) | £6.25 | £3.05 | £6.40 | | 2.4% | |
| Wheelchair Block booking Ozone | NA | | NA | | NA | |
| Laser Zone – Sole use | NA | | NA | | NA | |
| Tennis Courses (per lesson 30 minutes) 5 per Class | NA | | NA | | NA | |
| Tennis Courses (per lesson 30 minutes) 8 per Class | NA | | NA | | NA | |
| Trampoline Hire (coach must be present) | NA | | NA | | NA | |
| School swim – per person | NA | | NA | | NA | |
| Centre Based Club swimming per person | NA | | NA | | NA | |
| School Swimming - Banded 10 or less | NA | | NA | | NA | |
| School Swimming - Banded 11 to 20 | NA | | NA | | | |
| Pay and Play Card | 01.04.19-31.03.20 | | | New price 01.04.20 | | |
| Pay and Play Card | £5 (Belfast Resident) £10 (Lives outside Belfast) | £5 In city / Concession | £5 (Belfast Resident) £10 (Lives outside Belfast) | £5 In city / Concession | 0% | |
| Membership Card Replacement | £2.00 | | | | | |

| Birthday Parties | |
|-------------------------|-----|
| All Centres – per party | £89 |
| Per head for food | £4 |

| Other | Old Price | New price | % Increase |
|-------------------------|-----------|-----------|------------|
| Health Suite | £3.30 | £3.40 | 3% |
| Health Suite Conc | £1.65 | £1.70 | 3% |
| Private Coaching - Swim | £223.00 | £230.00 | 3.1% |

Hire Charges

| Activity | 01/04/19 - 31/03/20 | New price from 01.04.20 | Comments |
|--|---------------------|-------------------------|----------|
| Main Hall Shankill | £89.00 | £91.00 | 2.3% |
| Main Hall Avoniel & Ballysillan | £67.00 | £69.00 | 3.0% |
| Main Hall Falls, Loughside, Whiterock, GWC | £34.00 | £35.00 | 2.9% |
| Sports Hall Girdwood & Olympia | £44.50 | £45.50 | 2.3% |
| Main Hall Tennis Centre | £101.50 | £104.00 | 2.5% |
| Other Hire Charges | | | |
| Climbing Wall for events (60 mins) | £36.00 | £37.00 | 2.8% |
| Climbing wall per section for private coaching (per 60 mins) | £7.70 | £7.90 | 2.6% |
| Multipurpose Room Ballysillan, Girdwood Loughside, Ozone | £19.50 | £20.00 | 2.6% |
| Multi-Purpose Room - Fall, GWBC, Shankill | £27.30 | £28.00 | 2.6% |
| Multi Purpose room Olympia | £37.10 | £38.00 | 2.4% |
| 1/2 L Multi purpose room Olympia | £21.20 | £21.50 | 1.4% |
| 1/2 S Multi purpose room Olympia | £16.25 | £16.75 | 3.1% |
| Shared Space & Meeting Rooms Girdwood | £29.60 | £30.50 | 3.1% |
| Studio Girdwood | £38.00 | £39.00 | 2.6% |
| Meeting Room Belvoir | £19.00 | £19.50 | 2.6% |
| Minor Hall Belvoir | £26.50 | £27.00 | 1.9% |
| Main hall Belvoir | £32.80 | £33.50 | 2.1% |
| Fitness Suite | £75.00 | £77.00 | 2.7% |
| Fitness Suite with coach | £87.30 | £90.00 | 3.1% |
| KidzFit with coach | £40.00 | £41.00 | 2.5% |
| Treatment Room (60mins) | £11.10 | £11.40 | 2.7% |
| Outdoor Facilities Hire Charges | | | |
| Hard porous pitch Ozone (non activity) | £70.70 | £72.50 | 2.6% |

| | | | |
|------------------------|--------|--------|------|
| Changing Accommodation | £21.00 | £21.50 | 2.4% |
|------------------------|--------|--------|------|

| Pool Hire Charges | 01/04/19 - 31/03/20 Full Price | New Price Full Price | Comments |
|---|--------------------------------|----------------------|----------|
| 25m pool | £59.00 | £60.50 | 2.6% |
| 25m pool half | £34.00 | £35.00 | 3.0% |
| 25m pool per lane | £14.90 | £15.30 | 2.7% |
| Learner pool Olympia | £29.00 | £30.00 | 3.4% |
| Former out of hours pool hire (old centres) | £30.75 | £31.50 | 2.5% |
| Out of hours for pool competitions | £109.60 | £113.00 | 3.1% |
| Venue Hire - Professional sport, trade/public exhibitions - per 24 hours (excludes any additional staff costs incurred) | 01/04/19 - 31/03/20 | New price 01.04.20 | Comments |
| Main Hall Shankill | £1,119.60 | £1,150.00 | 2.7% |
| Main Hall, Avoniel and Ballysillan | £1,119.60 | £1,150.00 | 2.7% |
| Main Hall, Brook ,Falls, Loughside, Whiterock GWC | £568.50 | £585.00 | 2.9% |
| Olympia | £758.00 | £780.00 | 2.9% |
| Main Hall Indoor Tennis Arena | £1,119.60 | £1,150.00 | 2.7% |
| Commercial Hire- Non sporting activities | | | |
| Main Hall Shankill (per hour) | £157.00 | £161.00 | 2.6% |
| Main Hal, Avoniel, Ballysillan | £119.00 | £122.00 | 2.5% |
| Main Hall Falls, Loughside, Whiterock, GWC | £84.00 | £86.00 | 2.4% |
| Olympia | £111.75 | £115.00 | 2.9% |
| Main Hall Indoor Tennis Arena | £152.00 | £156.00 | 2.6% |
| Synthetic surface pitch | £124.00 | £127.00 | 2.4% |

Memberships

| Membership Type and Monthly Direct Debit Prices | 01.04.19- 31.03.20 | New price 01.04.20 | Comments |
|---|--------------------|--------------------|----------|
| Better Health & Fitness Plus spa non resident | £57.00 | £58.50 | 2.6% |
| Better Health and Fitness plus Spa | £53.00 | £54.50 | 2.8% |
| Better Health and Fitness non resident | £37.50 | £38.50 | 2.7% |
| Better Health and Fitness | £34.50 | £35.50 | 2.9% |
| Better Health and Fitness single centre (Not applicable in Olympia) | £30.10 | £31.00 | 3.0% |
| Corporate: Better Health and Fitness. City wide access | £30.40 | £31.00 | 2.0% |
| Corporate: Better Health and Fitness. Single centre access | £26.80 | £27.50 | 2.6% |
| Concession: Better Health and Fitness (Old Spa Concession) | £20.00 | £20.50 | 2.5% |
| Concession: Better Health and Fitness (Non Resident) | £18.75 | £19.25 | 2.6% |
| Concession: Better Health and Fitness- (Citywide Off Peak) | £17.25 | £17.75 | 2.9% |
| Concession: Better Health and Fitness. (Not applicable in Olympia) | £15.00 | £15.30 | 2.0% |

| | | | |
|---|---------|---------|-------|
| Better Gym/Fitness classes (Belvior and Brook) | £21.00 | £21.50 | 2.4% |
| Student Better Health and Fitness | £21.00 | £21.50 | 2.4% |
| Better Swim | £21.00 | £21.50 | 2.4% |
| Better Swim School (junior) | £18.95 | £19.50 | 2.9% |
| Better Swim School (junior) | £18.95 | £25.00 | 31.9% |
| Junior Better Health and Fitness | £10.80 | £11.00 | 1.9% |
| Better Inclusive | £21.00 | £21.50 | 2.4% |
| Better Healthwise Yr 1 | £21.00 | £21.50 | 2.4% |
| Better Healthwise Yr 2 | £26.50 | £27.25 | 2.8% |
| Better Healthwise Yr 3 | £31.80 | £32.50 | 2.2% |
| Over 60s | £22.10 | £22.75 | 3.0% |
| Over 60s non resident | £24.30 | £25.00 | 2.9% |
| 3 Months Better Health and Fitness | £111.10 | £114.00 | 2.6% |
| 6 Months Better Health and Fitness | £212.20 | £217.50 | 2.5% |
| Concession: 3 Months Better Health and Fitness | £58.00 | £59.25 | 2.2% |
| Concession: 6 Months Better Health and Fitness | £116.05 | £119.50 | 3.0% |
| Better Health and Fitness plus bike park non resident | £57.50 | £59.00 | 2.6% |
| Better Health and Fitness plus bike park | £53.00 | £54.50 | 2.8% |
| Belfast City Council Corporate Membership | £15.10 | £15.50 | 2.7% |
| Joining fee - £10 on all pre paid monthly memberships | £0 | £10 | N/A |
| Concession All Inclusive (Resident) | | £20.70 | N/A |

Pitch Prices

| Club | Activity | 2018/19 | 2019/20 | 2020/21 | % Increase |
|-----------------|---|---------|---------|---------|------------|
| Avoniel LC | Outdoor Pitch Hire | | | | |
| Avoniel LC | Outdoor Pitch Hire Full | | | | |
| Avoniel LC | Outdoor Pitch Hire Half | | | | |
| Ballysillian LC | 3G Pitch 30 Mins | | | | |
| Ballysillian LC | 3G Pitch 30 Mins Full - floodlights | | | | |
| Ballysillian LC | 3G Pitch 30 Mins Half - floodlights | | | | |
| Ballysillian LC | 3G Pitch Hire Full | £63.00 | £65.00 | £66.50 | 2.3% |
| Ballysillian LC | 3G Pitch Hire Full - Floodlights | £69.50 | £69.50 | £71.00 | 2.2% |
| Ballysillian LC | 3G Pitch Hire Half | £31.50 | £33.00 | £34.00 | 3.0% |
| Ballysillian LC | 3G Pitch Hire Half - Floodlights | £34.75 | £34.75 | £35.50 | 2.2% |
| Ballysillian LC | 3G Pitch Hire Half - junior | £16.00 | £17.00 | £17.50 | 3.0% |
| Ballysillian LC | 3G Pitch Hire Half - junior - Floodlights | £17.50 | £17.50 | £18.00 | 2.9% |
| Ballysillian LC | <i>New</i> | | | | |
| Ballysillian LC | <i>3G Pitch - Adult - Match</i> | £85.00 | £87.00 | £89.00 | 2.3% |
| Ballysillian LC | <i>3G Pitch - Junior - Match</i> | £42.50 | £44.00 | £45.00 | 2.3% |
| Ballysillian LC | <i>3G Pitch - Junior - Full</i> | £31.50 | £33.00 | £34.00 | 3.0% |

| | | | | | |
|-----------------------|---|--------|--------|--------|------|
| Ballysillian LC | 3G Pitch - Junior - Full - Floodlights | £34.75 | £34.75 | £35.50 | 2.2% |
| Ozone | 3G Pitch - Adult - Full | £63.00 | £65.00 | £66.50 | 2.3% |
| Ozone | 3G Pitch - Adult - Half | £31.50 | £33.00 | £34.00 | 3.0% |
| Ozone | 3G Pitch - Adult - Match | £85.00 | £87.00 | £89.00 | 2.3% |
| Ozone | 3G Pitch - Junior - Match | £42.50 | £44.00 | £45.00 | 2.3% |
| Ozone | 3G Pitch - Junior - Full | £31.50 | £33.00 | £34.00 | 3.0% |
| Ozone | 3G Pitch - Junior - Half | £16.00 | £17.00 | £17.50 | 3.0% |
| Ozone | <i>New</i> | | | | |
| Ozone | 3G Pitch Hire Full - Floodlights | £69.50 | £69.50 | £71.50 | 2.9% |
| Ozone | 3G Pitch Hire Half - Floodlights | £34.75 | £34.75 | £35.50 | 2.2% |
| Ozone | 3G Pitch - Junior - Full - Floodlights | £34.75 | £34.75 | £35.50 | 2.2% |
| Ozone | 3G Pitch Hire Half - junior - Floodlights | £17.00 | £17.00 | £17.50 | 3.0% |
| Olympia LC | Full Pitch Adult | £63.00 | £65.00 | £66.50 | 2.3% |
| Olympia LC | Full Pitch Junior | £31.50 | £33.00 | £34.00 | 3.0% |
| Olympia LC | Half Pitch Adult | £31.50 | £33.00 | £34.00 | 3.0% |
| Olympia LC | Half Pitch Junior | £16.00 | £17.00 | £17.50 | 3.0% |
| Olympia LC | <i>New</i> | | | | |
| Olympia LC | 3G Pitch Hire Full - Floodlights | £69.50 | £69.50 | £71.50 | 2.9% |
| Olympia LC | 3G Pitch Hire Half - Floodlights | £34.75 | £34.75 | £35.50 | 2.2% |
| Olympia LC | 3G Pitch - Junior - Full - Floodlights | £34.75 | £34.75 | £35.50 | 2.2% |
| Olympia LC | 3G Pitch Hire Half - junior - Floodlights | £17.50 | £17.50 | £18.00 | 2.9% |
| Olympia LC | 3G Pitch - Adult - Match | £85.00 | £87.00 | £89.50 | 2.9% |
| Olympia LC | 3G Pitch - Junior - Match | £42.50 | £44.00 | £45.00 | 2.3% |
| Brook Activity Centre | 3G Full Pitch Hire | £63.00 | £65.00 | £66.50 | 2.3% |
| Brook Activity Centre | 3G Half Pitch Hire | £31.50 | £33.00 | £34.00 | 3.0% |
| Brook Activity Centre | 3G Junior Full Pitch Hire | £31.50 | £33.00 | £34.00 | 3.0% |
| Brook Activity Centre | 3G Junior Half Pitch Hire | £16.00 | £17.00 | £17.50 | 3.0% |
| Brook Activity Centre | 3G Senior Match | £85.00 | £87.00 | £89.00 | 2.3% |
| Brook Activity Centre | 3G Sunday Match | | | | |
| Brook Activity Centre | 3G U12 Match | | | | |
| Brook Activity Centre | 3G U17 Match | | | | |
| Brook Activity Centre | <i>New</i> | | | | |
| Brook Activity Centre | 3G Pitch Hire Full - Floodlights | £69.50 | £69.50 | £71.00 | 2.2% |
| Brook Activity Centre | 3G Pitch Hire Half - Floodlights | £34.75 | £34.75 | £35.50 | 2.2% |
| Brook Activity Centre | 3G Pitch - Junior - Full - Floodlights | £34.75 | £34.75 | £35.50 | 2.2% |
| Brook Activity Centre | 3G Pitch Hire Half - junior - Floodlights | £17.50 | £17.50 | £18.00 | 2.9% |

| | | | | | |
|-------------------------|----------------------------------|--------|--------|--------|------|
| Brook Activity Centre | <i>3G Pitch - Junior - Match</i> | £42.50 | £44.00 | £45.00 | 2.3% |
| Belvoir Activity Centre | Pitch Hire 30 Mins | | | | |
| Belvoir Activity Centre | Pitch Hire 60 Mins | | | | |
| Girdwood Hub | GAA - Full Pitch | £63.00 | £65.00 | £66.50 | 2.3% |
| Girdwood Hub | GAA - Half Pitch | £31.50 | £33.00 | £34.00 | 3.0% |
| Girdwood Hub | GAA - Match Full Pitch | £85.00 | £87.00 | £89.50 | 2.9% |
| Girdwood Hub | Junior GAA - Full Pitch | £31.50 | £33.00 | £34.00 | 3.0% |
| Girdwood Hub | Junior GAA - Half Pitch | £16.00 | £17.00 | £17.50 | 3.0% |
| Girdwood Hub | Junior Rugby- Full Pitch | £31.50 | £33.00 | £34.00 | 3.0% |
| Girdwood Hub | Junior Rugby- Half Pitch | £16.00 | £17.00 | £17.50 | 3.0% |
| Girdwood Hub | Junior Soccer- Full Pitch | £31.50 | £33.00 | £34.00 | 3.0% |
| Girdwood Hub | Junior Soccer- Half Pitch | £16.00 | £17.00 | £17.50 | 3.0% |
| Girdwood Hub | Rugby- Full Pitch | £63.00 | £65.00 | £66.50 | 2.3% |
| Girdwood Hub | Rugby- Half Pitch | £31.50 | £33.00 | £34.00 | 3.0% |
| Girdwood Hub | Rugby Match Full Pitch | £85.00 | £87.00 | £89.00 | 2.3% |
| Girdwood Hub | Soccer- Full Pitch | £63.00 | £65.00 | £66.50 | 2.3% |
| Girdwood Hub | Soccer- Half Pitch | £31.50 | £33.00 | £34.00 | 3.0% |
| Girdwood Hub | Soccer Match Full Pitch | £85.50 | £87.00 | £89.50 | 2.9% |

Courses

| TENNIS | Full | New Price | % Increase | Concession | New Price | % Increase | Per session | Per session |
|---------------------|---------|-----------|------------|------------|-----------|------------|-------------|-------------|
| Learn Beginner (x2) | £95.95 | £98.50 | 2.7% | £48.00 | £49.00 | 2.1% | £12.05 | £6.03 |
| Learn Improver | £95.95 | £98.50 | 2.7% | £48.00 | £49.00 | 2.1% | £12.05 | £6.03 |
| Learn Advanced | £125.45 | £129.00 | 2.8% | £62.75 | £64.50 | 2.8% | £16.17 | £7.88 |
| Learn 4-6 | £16.00 | £16.50 | 3.1% | | | | £2.06 | |
| Learn 7-9 | £32.00 | £33.00 | 3.1% | | | | £4.12 | |
| Learn 10-12 | £32.00 | £33.00 | 3.1% | | | | £4.12 | |
| Learn 11-13 | £32.00 | £33.00 | 3.1% | | | | £4.12 | |
| Train 11-17 | £48.00 | £49.00 | 2.1% | | | | £6.18 | |
| Drop in | £6.25 | £6.40 | 2.4% | £2.40 | £2.45 | 2.0% | | |

| GYMNASTICS | Old Price | New Price | % Increase |
|-------------------|-----------|-----------|------------|
| 10 WEEKS 1 HOUR | £49.20 | £50.50 | 2.7% |
| 10 WEEKS 1.5 HOUR | £74 | £75.50 | 2.3% |

| SWIM SCHOOL | Old Price | New Price | % Increase | Per Lesson |
|-------------------|-----------|-----------|------------|------------|
| JUNIOR BLOCK OF 8 | £43.50 | £44.50 | 2.3% | £5.60 |
| ADULT BLOCK OF 8 | £48.50 | £49.50 | 2.1% | £6.28 |

| SUMMER SCHEME | Old Price | New Price | % Increase |
|-------------------|-----------|-----------|------------|
| 5 WEEKS 30 HOURS | £42 | £50.00 | 19.1% |
| SUNRISE 7.5 HOURS | £13 | £15.00 | 15.4% |

New Products

| 5 a side pitches | |
|-------------------------|---------------------|
| Lisnasharragh | 1 x pitch |
| Andersonstown | 2 x pitch |
| Brook | 6 x pitch |
| Concession & U-16s | £20 Uncovered pitch |
| Concession & U-16s | £25 Covered pitch |
| Full price | £40 Uncovered pitch |
| Full price | £50 Covered pitch |
| Birthday Parties | |
| All Centres – per party | £89 |
| Per head for food | £4 |
| Pool Hire | |
| Lisnasharragh | |
| Diving Pool | £45 |
| Confidence Water | £30 |
| Gala set up 1 | £120 |

| | |
|----------------------|------|
| Gala full set up 2 | £150 |
| Brook | |
| Main Pool 4 lane | £45 |
| Sensory pool | £60 |
| Andersonstown | |
| Teaching pool | £45 |

| Andersonstown Leisure Water | | |
|---|----------------------------------|---------------------|
| | P&P Resident / Online | Non Resident |
| Local programme child | £4 | |
| Water play park child | £4 | £5.20 |
| Full Child | £6 | £7.80 |
| Full Adult | £8 | £10.40 |
| Full Family | £24 | £31.20 |
| *2 adults and 2 children Additional child at £5 | | |
| 30% uplift for non members and pay in centre | | |
| Under 5's are free on leisure water | | |

| Brook Inflatable Play | | |
|------------------------------|----|--------|
| Child | £5 | £6.50 |
| Adult | £8 | £10.40 |

| Andersonstown Surf | | |
|---------------------------|----------------------------------|---------------------|
| | P&P Resident / Online | Non Resident |
| Surf bolt on | £2 during leisure swims | |
| Child | £10 | £13 |
| Adult | £15 | £19.50 |
| Private Hire | £150 | |
| Community / schools hire | £89 | |
| Block Booking (Lessons) | £26 monthly pm | |

Notes

Belfast City Council residents membership (any of the following):

- Utility bill with customers name, dated within three months.
- Rates bill with customers name, dated in current year.

Corporate membership (all of the following):

- Photographic identification.
- Proof of address.
- Bank or building society statement (needed to process a direct debit mandate).
- Your most recent payslip.

Junior and over 60 membership:

- Under 16 and over 60 (proof of your date of birth required).

Student membership:

- Student in full-time education (letter stamped by your school, college or university in the UK or Republic of Ireland stating that you are studying full time required as proof).

GLL sports foundation athletes:

- Athlete to present their GSF Award letter at reception and their sport's governing body letter stating level of competition.

Concession membership:

Means-tested benefits, eligible proof include (any of the following):

- **Income support:** A typed and stamped letter from a local Social Security Agency showing your name and address. The letter should be dated within the last 6 months.
- **Jobseeker's allowance income based:** A typed and stamped letter from a local Social Security Agency showing your name and address. The letter should be dated within the last 6 months.
- **Tax credits and health charges exemption certificate:** Photographic identification, proof of address and a Health Charges Exemption Certificate within date (white card).
- **Housing benefit:** A typed and stamped letter from the NI Housing Executive showing your name and address. The letter should be dated within the last 6 months.
- **Pension credit:** A typed and stamped letter from a local Social Security Agency showing your name and address. The letter should be dated within the last 6 months.
- **Employment and support allowance income related (ESAIR):** A typed and stamped letter from a local Social Security Agency showing your name and address. The letter should be dated within the last 6 months.
- **National Asylum Support (NAS):** A typed and stamped letter from the National Asylum Support showing your name and address. The letter should be dated within the last 6 months.
- **Training for Success scheme:** A typed letter from the training organisation confirming that you are on the programme. This should include the date you started and the date you expect to complete the programme.

Inclusive membership:

To receive a Better Inclusive membership, you must be aged 16 or over, and entitled to any of the following:

- Pip (Personal Independence Payment).
- Disability Working Allowance for over 60's.
- Employment and Support Allowance.
- Disability Living Allowance.
- Industrial Injuries Disablement Benefit.
- Disabled persons Tax Credit.
- Blue Badge (parking)."

The Board, having considered the report and whilst recognising that GLL required to maximise potential income, expressed its concern in regard to the substantial increase

in pricing associated with the (Membership) Better Swim School product price from £18.95 to £25.00, an increase of 31.9% which would be applied to new member sales only. Members noted the fact that existing Swim School members would be ring fenced to protect their current monthly fee (plus standard CPI linked annual increments). The Board highlighted the potential adverse publicity associated with this price increase. Members expressed concern also in regard to the introduction of a new/additional “one off” £10.00 joining fee for all new pre-paid membership sales. Several Board members expressed concern in regard to the adverse impact that the joining fee would have on those families located in the most disadvantaged areas of the city. The Board members questioned the added value attributed to the imposition of a joining fee, given that it could potentially act as a disincentive to new membership growth. A Board member asked if the imposition of a joining fee might be staggered to avoid the initial financial impact for the most disadvantaged families. The Board, mindful of the disparate impact associated with the aforementioned increases, was minded to defer accepting the increase until GLL representatives were provided with an opportunity to justify the price increases referred to.

(representatives of GLL in attendance)

The Regional Director referred to the fact that its 2020/21 pricing proposal was pitched at a level reflective of its operating costs, taking cognisance of the substantial BCC capital programme. The Board members were informed that GLL’s pricing proposals remained below charges applied by many of its leisure competitors and were informed further that, resulting from the LTP new build programme, GLL would incur an additional £2 million net deficit gap in its leisure operation which would need to be recouped. The Board questioned the benefits associated with the introduction of the new £10 joining fee and raised concerns in regard to the disproportionate impact that such a fee would have on the most disadvantaged families. The Board recognised that the proposed fee was a one-off charge and that it would apply to new members only from 1st April, 2020.

The Board enquired if such a joining fee might be implemented on an incremental basis to minimise its financial impact. The Regional Director stated that the charge was reasonable given that customers would be using modern state of the art leisure facilities.

(GLL representatives left the room at this point and re-joined to hear the outcome of the Board decision)

The Board, having considered the 2020/21 schedule of charges as presented, approved the application of the standard CPI linked percentage increases as proposed for all fees and charges but declined to accept both the introduction of the £10 Joining Fee for new pre-paid membership sales and the 31.9% price increase associated with Better Swim School membership.

Following a vote, the Board unanimously rejected the proposed price increase for Swim School membership and further determined that the price increase should be restricted to the standard CPI linked percentage of up to 3%. Namely £19.50 (2.9% increase).

Following a second vote the Board unanimously rejected the introduction of the proposed £10.00 Joining Fee for pre-paid new member sales.

The Board further requested that GLL provide additional information underpinning the rationale for the joining fee proposal. GLL agreed to provide the requested information for the Partnership Manager to distribute in advance of the Strategic Policy and Resources Committee on 25th October.

The Regional Director acknowledged the decision of the Board and stated that he would report to the next Leisure Transformation Board on the impact of the decision.

Annual Marketing Plan Report for 2020/21

The Board members were provided with a report which had been prepared by GLL highlighting their Annual Marketing Plan for the period 2020/21. The Board was provided with an outline of their objectives in respect of the marketing of the leisure services in Belfast and of the new marketing approach for 2020. The plan included amongst other things, activities to target non-users by offering a range of products and services and to focus on the retention of current members and users. The Board was provided with information in respect of GLL's future marketing campaign, including the strategic themes underpinning their marketing strategy.

The Board considered the marketing plan as presented but felt that, owing to a lack of sufficient detail within the document, requested that the marketing plan be deferred to the next Board meeting to allow sufficient time for a more detailed marketing plan to be presented.

Policy and Procedure Alignment Report (HR)

The Partnership Manager provided the Board with an update on GLL's policy on the alignment of its policies and operating procedures to reflect those of Belfast City Council as detailed within the partnership specification and tri-partite contract documentation. He reported that the relevant report on Human Resources in respect of quarter three was due in October, 2019. The Partnership Manager reported that GLL's Human Resources policies and practices were consistent with both employment legislation and contractual obligation in relation to T.U.P.E.

A Board member questioned the use by GLL of casual staff in its leisure operation, in particular the ratio of casual staff to full time equivalent posts. The Partnership Manager advised the Board that it was the industry norm to use casual staff to cover, for example, specialist group sessions, short-term vacancies and sickness/holiday absence.

The Board members noted the information which had been provided in respect of GLL's Policy and Procedure Alignment and accepted the following compliance statement:

“At 7th October, 2019 Belfast City Council and GLL policies and operational procedures in relation to Human Resources are closely aligned with no significant variances or areas of concern to address”.

ABL Annual Strategic Planning Workshop Update

The Partnership Manager provided the Board with an update on the progress made to date in respect of the third annual Active Belfast Ltd strategic planning workshop, which the Board had agreed previously would be held on Wednesday, 13th November, 2019. The Board was advised that the Workshop would be facilitated by Nuala McKeagney and the Board Members would be provided with a copy of the papers and agenda prior to the workshop.

The Board members noted the information provided in respect of the future meeting of the strategic planning workshop.

ABL 2020-2025 Business Plan Review Group Update

The Partnership Manager submitted the undernoted report with the exception of the appendices contained therein, outlining details of GLL's strategic business plan for the period 2020-2025.

1.0 Purpose of Report

1.1 To provide a progress report on the development of the ABL 2020 – 2025 business plan

2.0 Recommendations

2.1 That Members consider the information provided below and confirm agreement with the general principles and timeline proposed by the review group.

3.0 Main Report

3.1 Following approval by the board on 5th August, a business plan review working group was formed to develop an ABL business plan for 2020 – 2025. Five directors volunteered namely, John McGuigan, Robert Stewart, Kate McCullough, John Higgins and Gerard Walls.

3.2 Following on from the first two meetings on 21st and 29th August, and the update presented to the board on 9th September the review working group met again on 16th September. At the time of writing, the group has scheduled a further meeting on 30th September. General principles and draft document sections have been developed as follows:

General principles

- (a) That a proposal be presented to the board to consider that the document be titled ‘Strategic Plan’ rather than a ‘Business Plan’**
- (b) The document should be reduced in size, be succinct and focused on agreed priorities, outcomes and indicators**
- (c) That the plan demonstrates clear and unambiguous linkages to the Belfast Agenda**
- (d) That the plan steers ABL activities towards a strategic position rather than operational service details, while still providing for the board to support, assist and challenge GLL plans and performance**
- (e) That the review working group should meet throughout October, possibly on two/three occasions, to develop a completed working draft document for full consultation at the ABL annual workshop on 13th November**
- (f) That each thematic heading has a separate and very focused action plan designed to provide reduced (compared to the 2017-2020 action plan) but more meaningful strategic outcomes**
- (g) That all actions are subject to regular progress reporting, possibly 6 monthly, and annual review**

Draft section headings

- 1. Strategic overview**
- 2. Governance**
- 3. Belfast Agenda**
- 4. Partnership working**

- 5. Outputs and priorities
- 6. Indicators, measures and reporting

3.3 A draft strategic plan document (template) is attached at Appendix 1. At the time of writing this report, the attached v1 draft is at an early stage of development and will have been progressed further by the review group at the scheduled meeting on 30 September. A verbal update, including progress achieved on 30 September will be presented at the meeting.

3.4 **Proposed development timeline**

| | |
|---|--|
| Review group meeting - 30 Sep 2019 | Document development (format and themes) |
| ABL board - 07 Oct | Present update and seek approval of principles and thematic headings |
| Review group meeting - mid Oct | Document development (finalise format and themes) |
| Review group meeting - late Oct | Document development (detail) |
| Review group meeting - early Nov | Document development (detail) |
| Circulate draft to full board - early Nov | Completed working draft for review in advance of ABL annual workshop |
| Annual planning workshop - 13 Nov | Priority agenda item to review draft plan |
| Review group meeting - mid Nov | Document development (detail edits) |
| Review group meeting - late Nov | Document development (final edits and presentation) |
| ABL board - 09 Dec | Seek ABL board approval of final draft |
| Council approval – January 2020 | Via SP&R |
| ABL board – March 2020 (date tbc) | Adopt approved plan for April 2020 |

3.5 It is anticipated that the 2020-2025 business plan will be the priority agenda item at the ABL strategic planning workshop on 13th November. Nuala McKeagney will facilitate the workshop and will have been fully briefed on the Strategic Plan principles, document development and desired workshop outcomes. Nuala is an experienced facilitator and has working on a number of projects with BCC.

3.6 As set out in the proposed timeline above, the draft business plan for 2020-2025 should be complete for presentation to the board on 9th December and subsequently fed into the Council approval process, via the SP&P committee, in January 2020.

3.7 Members of the review working group will be in attendance to provide additional information and respond to any queries.

4.0 **Decision(s) Required**

4.1 That member's consider the information provided above and confirm agreement with the general principles and timeline proposed by the review group."

The Board members noted the information provided in respect of the 2020-2025 business plan review including the general principles, document format and development timeline proposed by the review working group.

Aquatic Strategy Action Plan Update

The Partnership Manager provided the Board with an update on the development of a draft action plan which would compliment the Aquatics strategy which had been launched on Wednesday, 21st August, 2019. He stated that the action plan was largely operational in nature and would be prepared in close consultation with GLL. It was reported that the Partnership Manager had met with the GLL Community Sports Manager on 16th September, 2019, in order to agree the draft format and content of the action plan. It was reported further that the action plan had included baselines and targets in conjunction with annual review principles. The Partnership Manager stated that a draft action plan should be available for circulation to members for comment by early November, 2019. An edited draft would then be available for discussion at the strategic planning workshop on 13th November in advance of being presented for final Board approval on 9th December, 2019.

The Board noted the information which had been provided

(representatives of GLL in attendance)

Ms. Pope reported that "Your PT" had appointed a Manager for Northern Ireland to oversee health and fitness Personal Trainer operations. She stated that sixteen personal trainers had been appointed to Belfast City Council sites across the city and that, after a lead in period, the personal trainers, who were all self-employed, would be required to provide a monthly rental contribution in respect of providing PT services within Belfast City Council leisure facilities.

In response to a question from a Board member in respect of recruitment of life guards, under the auspices of the Leisure Employment Academy, Ms. Pope stated that, 111 enquiries had been received with twelve candidates being successfully recruited. She stated also that, since September 2019, 30 life-guards had been appointed. In response to a question from a Board member in respect of upskilling for Gym instructors and the filling of new/vacant gym instructor positions, the Regional Director stated that GLL was utilising ongoing fitness instructor training courses and had offered the certified fitness instructor training programme, as part of its career enhancement and development opportunities, for existing leisure staff.

The Regional Director reported that the leisure academy was operated by the Council and that it was actively assessing gaps in the leisure industry. He assured the Board that GLL was committed to delivering its services under the terms of its leisure contract.

Date of Next Meeting

The Board agreed that its next meeting would be held on Monday, 9th December at 4.30 p.m.

Chairperson