

ACTIVE BELFAST LIMITED BOARD

Monday, 30th October, 2017

MEETING OF ACTIVE BELFAST LIMITED BOARD

(Held in the Lavery Room, City Hall)

Attendees

- Directors:** Mr. J. McGuigan (Chairperson)
Councillor McReynolds
Mr. J. Higgins
Mr. M. Keenan (Unite the Union)
Mr. C. Kirkwood
Mr. M. McGarrity
Mr. K. O'Doherty (NIPSA)
Mr. R. Stewart and
Mr. M. Webster.
- Officers:** Mrs. R. Crozier, Assistant Director of 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

The Chairperson, on behalf of the Board, welcomed Councillor McReynolds, who had replaced Councillor Long, to his first meeting.

Apologies

Apologies were reported on behalf of Councillor Corr, Mrs. K. McCullough and Mr. N. Mitchell.

Minutes

The minutes of the meeting of 18th September were approved, subject to Mr. Kirkwood being removed from the list of attendees.

Matters Arising

Charitable Status

The Board noted that the issue of whether the Board should or should not seek charitable status was being considered as part of the independent review of the current leisure operating model, details of which would be circulated, once finalised.

Update on Better Gym Belfast

Mr. Kirk confirmed that the new facility in Church Lane was due to open on 30th November, rather than on 30th October, as had been stated within the report, and that Directors would be invited to attend the opening event.

Declarations of Interest

No declarations of interest were reported.

Update on Business Development Workshop

The Board was reminded that the Active Belfast Limited Business Plan for 2017 – 2020 had included within its action plan a requirement for a workshop to be held on an annual basis to review the overall function, operation and outputs of Active Belfast Limited. Accordingly, the Board, at its meeting on 18th September, had agreed that a workshop be organised during the month of November, solely for the Active Belfast Limited Board, and that it should be led by an external facilitator.

The Partnership Manager confirmed that the workshop would take place between 1.00 p.m. and 9.00 p.m. on Wednesday, 15th November in the Grove Wellbeing Centre and that it would be facilitated by Blueprint Development Consultancy. He drew attention to the following draft agenda which had been circulated to Directors for comment:

- Aspirations for the Workshop
- Contractual Arrangements/Understanding and Tri-Partite Relationships
- Risk Management
- Current ABL Business Plan (2017-2020) Delivery and Reporting
- The Belfast Agenda – An Area Based Service Perspective
- ABL Outputs and KPI's
- GLL Outputs and KPI Scrutiny
- Challenging Creativity and Innovation in Service Development
- ABLB Member Skills Development and Capacity Building
- Service Development Partnership Opportunities
- ABL Operational Impact and Added Value
- ABL Board Meeting Agenda and Management

He pointed out that it was proposed that the final framework/agenda would be agreed with the facilitator during the last week in October and would be distributed to the Board by 10th November.

The Board approved the draft agenda for the workshop and noted that any additional suggestions or comments should be forwarded to the Partnership Manager.

Schedule of Charges for 2018-2019 / Rescheduling of 2018-2019 Annual Marketing Plan

(The Board endorsed the Chairperson's suggestion that, in light of the proposal to align the presentation of the marketing plan with the review of charges in future years, these reports should be considered simultaneously.)

Accordingly, GLL's Regional Director submitted for the Board's consideration the following reports:

Schedule of Charges for 2018-2019

"1.0 Purpose of Report

1.1 To propose amendments to the leisure schedule of charges for 2018/2019, in line with the contractual CPI price increase.

2.0 Recommendation

2.1 The Board is requested to agree the proposed price increase to be applied from April, 2018.

3.0 Main Report

3.1 A price increase is being proposed at an average of to 2.8% across all prices in the leisure centres. This is in line with the Consumer Price Index (CPI) which was 2.8% in September.

3.2 Substantial increases totalling £425,000 in uncontrollable costs across the service have been absorbed in 2017/2018. Additional costs included pension contributions, pension deficit payment, apprenticeship levy, utility costs, etc. The total figure includes £60,000 as a direct loss of income from the reduction in synthetic pitch hire charges.

3.3 Specific pricing principles will be developed in conjunction with BCC and built into an operational agreement designed to promote clarity and consistency.

3.4 The 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 Term and Conditions.

3.5 A review of the membership architecture provided the following headlines:

3.5.1 £1.37 increase in average yield (year on year)

3.5.2 Over 9000 Pay and Play memberships across the city

3.5.3 Positive uptake on all membership options with position at end of Sept 2017:

3.5.3.1 Total of 13,355 prepaid members

3.5.3.2 505 Better Swim memberships

3.5.3.3 253 GP referral memberships

3.5.3.4 87 Better inclusive memberships (disability memberships)

3.5.3.5 90 GLL Sports Foundation memberships

3.5.3.6 Overall Swim school numbers have increased to 3295 children

3.6 There has been continued investment across the City, with Olympia Leisure Centre opening in January 2017 and Better Gym Belfast, Church Lane, due to open at the end of November, 2017.

3.7 The 2018/2019 pricing proposal is to apply an average 2.8% price increase on selected prepaid memberships (including ring-fenced memberships), and an average 2.4% on Pay and Play activities from April 2018.

3.8 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.

3.9 This increase in prices will support in increasing income by £120-£125k.

3.10 Proposed Prepaid Membership and Pay and Play Membership and activity charges are set out in the attached appendix.”

Pay-As-You-Go Casual

Pay & Play Activity	Price from 01.04.17 - 31.03.18		New price from 01.04.18		% Increase	Non Member PAYG price Applicable from 01.04.18	
	Full Price	Concession Discount	Full Price	Concession Discount		Full Price	Junior Price
Laser Zone	£4.50		£4.60		2.2%	NA	
Shower/Changing	£2.20	£1.00	£2.20	£1.00	0%	NA	
Soft Play (60 Minutes)	£3.30		£3.40		3.0%	NA	
Short Mat Bowls p/p (60 mins min)	£4.60	£2.30	£4.70	£2.35	2.20%	£6.10	£3.00
Group Activity Classes	£5.60	£2.30	£5.70	£2.35	2.00%	£7.30	£3.00
Climbing	£4.60	£2.30	£4.70	£2.35	2.20%	£6.10	£3.00
Climbing Courses	£38.99		£40.00		2.60%	NA	
Fitness Suite	£5.60	£2.30	£5.70	£2.35	2.20%	£7.30	£3.00
Handball/Squash/Racquetball p/p (60 mins min)	£4.60	£2.30	£4.70	£2.35	2.20%	£6.10	£3.00

Badminton p/p (60 mins)	£4.60	£2.30	£4.70	£2.35	2.20%	£6.10	£3.00
Swimming	£3.30	£1.65	£3.40	£1.70	3.00%	£4.40	£2.20
Family Swim	£7.40		£7.60		2.70%	£9.90	
Wibit session	NA		£5.00	£2.50		£6.50	£3.25
Table Tennis p/p (60 mins)	£4.60	£2.30	£4.70	£2.35	2.20%	£6.10	£3.00
Tennis p/p (60 mins)	£4.60	£2.30	£4.70	£2.35	2.20%	£6.10	£3.00
Wheelchair Block booking Ozone	£20.01		£20.50		2.50%	NA	
Laser Zone – Sole use	£92.49		£94.50		2.17%	NA	
Tennis Courses (per lesson 30 minutes) 5 per Class	£5.00		£5.10		2.0%	NA	
Tennis Courses (per lesson 30 minutes) 8 per Class	£3.80		£3.90		2.60%	NA	
Trampoline Hire (coach must be present)	£19.57		£20.15		3.0%	NA	
School swim – per person	£1.75		£1.80		2.8%	NA	
Centre Based Club swimming per person	£1.75		£1.80		3.0%	NA	
School Swimming - Banded 10 or less	£16.79		£17.30		3.0%	NA	
School Swimming - Banded 11 to 20	£33.58		£34.60		3.0%	NA	

Pay and Play Card	2017-2018		New price 01.04.18		
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	£1.00	£2.00	£1.00	0%

Other Charges	2017-2018 Full Price	New Price 01.04.18	Comments
Birthday Party 1	£51.50	£53.00	2.9%
Birthday Party 2	£61.50	£63.40	3.0%
Birthday Party 3	£72	£74.00	2.8%
Birthday Party Soft Play Grove	£82	£84.50	3.0%
Private Coaching	£210	£216.00	3.0%

Hire Charges

Activity	2017-2018	New price from 01/04/18	Comments
Main Hall Shankill	£85	£87	2.4%
Main Hall Avoniel & Ballysillan	£64	£66	2.3%
Main Hall Falls, Loughside, Whiterock, GWC	£31.99	£33.00	3.0%
Sports Hall Girdwood & Olympia	£42.00	£43.20	3.0%
Main Hall Tennis Centre	£95.79	£98.65	3.0%

Other Hire Charges			
Climbing Wall for events (60 mins)	£33.96	£35.00	2.9%
Climbing wall per section for private coaching (per 60 mins)	£7.31	£7.50	3.0%
Multipurpose Room Ballysillan, Girdwood Loughside, Ozone,	£18.50	£19.00	2.7%
Multi-Purpose Room - Fall, GWBC, Shankill	£25.75	£26.50	3.0%
Multi-Purpose room Olympia	£35.00	£36.00	3%
1/2 L Multi-purpose room Olympia	£20.00	£20.60	3%
1/2 S Multi-purpose room Olympia	£15.00	£15.50	3%
Shared Space & Meeting Rooms Girdwood	£28.00	£28.80	3%
Studio Girdwood	£36.05	£37.00	2.6%
Meeting Room Belvoir	£18.00	£18.50	2.7%
Minor Hall Belvoir	£25.00	£25.75	3.0%
Main hall Belvoir	£31.00	£31.90	2.9%
Fitness Suite	£71.07	£73.00	2.7%
Fitness Suite with coach	£82.40	£84.80	2.9%
KidzFit with coach	£38.00	£39.00	2.6%
Treatment Room (60mins)	£10.92	£11.00	0.7%

Outdoor Facilities Hire Charges			
Hard porous pitch Ozone (non-activity)	£66.69	£68.70	3.0%
Changing Accommodation	£20.00	£20.50	2.50%

Pool Hire Charges	2017-2018 Full Price	2018 Full Price	Comments
25m pool	£55.62	£57.30	3.0%
25m pool half	£31.99	£32.95	3.0%
25m pool per lane	£14.10	£14.50	2.8%
Learner pool Olympia	£43.20	£44.50	3.0%
Former out of hours pool hire (old centres)	£28.98	£29.85	3.0%
Out of hours for pool competitions	£103.50	£106.50	2.9%

Venue Hire - Professional sport, trade/public exhibitions - per 24 hours (excludes any additional staff costs incurred)	01/04/17 - 31/03/18	New price 01.04.18	Comments
Main Hall Shankill	£1,056	£1,087	3.0%
Main Hall, Avoniel and Ballysillan	£1,056	£1,087	3.0%
Main Hall, Brook ,Falls, Loughside, Whiterock GWC	£536	£552	3.0%
Olympia	£736	£736	3.0%
Main Hall Indoor Tennis Arena	£1,056	£1,087	3.0%

Commercial Hire- Non sporting activities	01/04/17 - 31/03/18	New price 01.04.18	Comments
Main Hall Shankill (per hour)	£149	£153	2.6%
Main Hal, Avoniel, Ballysillan	£113	£116	2.6%
Main Hall Falls, Loughside, Whiterock, GWC	£80	£82	2.5%
Olympia	£107	£109	2.5%
Main Hall Indoor Tennis Arena	£144	£148	2.7%
Synthetic surface pitch	£118	£121	2.5%

Memberships

Membership Type and Monthly Direct Debit Prices	2017-2018	New price 01.04.18	Comments
Better Health & Fitness Plus spa non resident	£54.50	£56.00	2.7%
Better Health and Fitness plus Spa	£49.95	£51.45	3.0%
Better Health and Fitness non resident	£35.50	£36.50	2.8%
Better Health and Fitness	£32.50	£33.50	3.2%
Better Health and Fitness single centre (Not applicable in Olympia)	£28.50	£29.30	2.8%
Corporate: Better Health and Fitness. City wide access	£28.80	£29.60	2.8%
Corporate: Better Health and Fitness. Single centre	£25.20	£26.00	3.2%

access			
Concession: Better Health and Fitness	£19.00	£19.50	2.6%
Concession: Better Health and Fitness	£17.75	£18.25	2.8%
Concession: Better Health and Fitness	£16.25	£16.75	3.0%
Concession: Better Health and Fitness. (Not applicable in Olympia)	£14.25	£14.65	2.5%
Better Gym/Fitness classes (Belvior and Brook)	£19.95	£20.50	2.8%
Student Better Health and Fitness	£19.95	£20.50	2.8%
Better Swim	£19.95	£20.50	2.8%
Better Swim School (junior)	£17.50	£18.00	3.0%
Junior Better Health and Fitness	£10.20	£10.50	3.0%
Better Inclusive	£19.95	£20.50	2.8%
Better Healthwise Yr 1	£20.00	£20.50	2.5%
Better Healthwise Yr 2	£25.00	£25.75	3.0%
Better Healthwise Yr 3	£30.00	£30.90	3.0%
Over 60s	£20.95	£21.50	2.6%
Over 60s non resident	£22.95	£23.65	3.0%
3 Months Better Health and Fitness	£105.00	£108.00	2.9%
6 Months Better Health and Fitness	£200.00	£206.00	3.0%
Concession: 3 Months Better Health and Fitness	£55.00	£56.50	2.7%
Concession: 6 Months Better Health and Fitness	£110.00	£113.00	2.7%
Better Health and Fitness plus bike park non resident	£54.50	£56.00	2.7%
Better Health and Fitness plus bike park	£49.95	£51.45	3.0%
Better Gym Belfast - Pre sales	£14.95	NA	
Better Gym Belfast - Pre sales	£19.95	£19.95	
Belfast City Council Corporate Membership	£14.25	£14.70	3.0%
All Old Ringfenced Memberships			3.0%

Pitch Prices

Club	Activity	2017/18	2018/19
			All prices for the pitches listed below to be aligned with the Council's pricing policy for 2018/19
Avoniel LC	Outdoor Pitch Hire	Out of service	
	Outdoor Pitch Hire Full	£61.50	
	Outdoor Pitch Hire Half	£30.75	
Ballysillian LC	3G Pitch 30 Mins	N/A	
	3G Pitch 30 Mins Full - floodlights	N/A	
	3G Pitch 30 Mins Half - floodlights	N/A	
	3G Pitch Hire Full	£61.50	
	3G Pitch Hire Full - Floodlights	£67.50	
	3G Pitch Hire Half	£30.75	

	3G Pitch Hire Half - Floodlights	£33.75
	3G Pitch Hire Half - junior	£15.40
	3G Pitch Hire Half - junior - Floodlights	£16.90
	<i>New</i>	
	<i>3G Pitch - Adult - Match</i>	<i>£82.50</i>
	<i>3G Pitch - Junior - Match</i>	<i>£41.25</i>
	<i>3G Pitch - Junior - Full</i>	<i>£30.75</i>
	<i>3G Pitch - Junior - Full - Floodlights</i>	<i>£33.75</i>

Ozone	3G Pitch - Adult - Full	£61.50
	3G Pitch - Adult - Half	£30.75
	3G Pitch - Adult - Match	£82.50
	3G Pitch - Junior - Match	£41.25
	3G Pitch - Junior - Full	£30.75
	3G Pitch - Junior - Half	£15.40
	<i>New</i>	
	<i>3G Pitch Hire Full - Floodlights</i>	<i>£67.50</i>
	<i>3G Pitch Hire Half - Floodlights</i>	<i>£33.75</i>
	<i>3G Pitch - Junior - Full - Floodlights</i>	<i>£33.75</i>
	<i>3G Pitch Hire Half - junior - Floodlights</i>	<i>£16.90</i>

Olympia LC	Full Pitch Adult	£61.50
	Full Pitch Junior	£30.75
	Half Pitch Adult	£30.75
	Half Pitch Junior	£15.40
	<i>New</i>	
	<i>3G Pitch Hire Full - Floodlights</i>	<i>£67.50</i>
	<i>3G Pitch Hire Half - Floodlights</i>	<i>£33.75</i>
	<i>3G Pitch - Junior - Full - Floodlights</i>	<i>£33.75</i>
	<i>3G Pitch Hire Half - junior - Floodlights</i>	<i>£16.90</i>
	<i>3G Pitch - Adult - Match</i>	<i>£82.50</i>
	<i>3G Pitch - Junior - Match</i>	<i>£41.25</i>

Brook Activity Centre	3G Full Pitch Hire	£61.50
	3G Half Pitch Hire	£30.75
	3G Junior Full Pitch Hire	£30.75
	3G Junior Half Pitch Hire	£15.40
	3G Senior Match	£82.50
	3G Sunday Match	N/A
	3G U12 Match	N/A
	3G U17 Match	N/A
	<i>New</i>	
	<i>3G Pitch Hire Full - Floodlights</i>	<i>£67.50</i>
	<i>3G Pitch Hire Half - Floodlights</i>	<i>£33.75</i>
	<i>3G Pitch - Junior - Full - Floodlights</i>	<i>£33.75</i>

	3G Pitch Hire Half - junior - Floodlights	£16.90
	3G Pitch - Junior - Match	£41.25

Belvoir Activity Centre	Pitch Hire 30 Mins	N/A
	Pitch Hire 60 Mins	N/A

Girdwood Hub	GAA - Full Pitch	£61.50
	GAA - Half Pitch	£30.75
	GAA - Match Full Pitch	£92.25
	Junior GAA - Full Pitch	£30.75
	Junior GAA - Half Pitch	£15.40
	Junior Rugby- Full Pitch	£30.75
	Junior Rugby- Half Pitch	£15.40
	Junior Soccer- Full Pitch	£30.75
	Junior Soccer- Half Pitch	£15.40
	Rugby- Full Pitch	£61.50
	Rugby- Half Pitch	£30.75
	Rugby Match Full Pitch	£92.25
	Soccer- Full Pitch	£61.50
	Soccer- Half Pitch	£30.75
	Soccer Match Full Pitch	£82.50

Rescheduling of 2018/2019 Annual Marketing Plan

“1.0 Purpose of Report

1.1 To request the Board to consider a proposal to move submission of GLL’s annual marketing plans from October to December each year and to amend the annual contract compliance calendar accordingly.

2.0 Recommendation

2.1 The Board is requested to agree to amend the annual compliance calendar to reflect rescheduling of the submission of annual marketing plans and the review of charges from October to December each year.

3.0 Main Report

3.1 GLL corporate budgets are developed annually in September/October and are agreed in November for the following financial year. Aligned with this, General Managers develop their centre specific business plans and marketing plans.

3.2 Following budget approval, General Managers will finalise their marketing plans in November.

- 3.3 The current annual compliance calendar, including dates for the submission of reports, is based on the tri-partite contract documentation. The original contract format was built around the GLL January – December financial year. From the outset, annual operations were realigned to be consistent with the BCC April – March financial year.**
- 3.4 It makes sense to move presentation of annual marketing plans and the review of the schedule of charges from October to December each year. Rationale for this proposal is based on:**
- 3.4.1 October is too early in the financial year to finalise these key reports, as completion of the GLL budget process is required in advance;**
- 3.4.2 the review of the schedule of charges and the marketing plan should be considered together as they should be inextricably linked in terms of performance analysis, business planning and KPI targets; and**
- 3.4.3 December presentation will allow for more meaningful analysis of year to date performance which again should be a key consideration in forward planning.**
- 3.5 The review of charges will be presented in October, 2017, as required within the existing contract compliance calendar.**
- 3.6 It is proposed to present 2018/2019 marketing plans in detail at the December 2017 meeting and, from 2018 onwards, reschedule the review of charges to ensure that both pricing and marketing reports are presented at the same time. The marketing plan will cover three separate areas:**
- Existing centres**
 - LTP (new centres and interim impacts on existing service provision)**
 - Better Gym Belfast”**

GLL’s Regional Director provided a brief overview of the proposed charges for 2018/2019 and highlighted the potential benefits of amending the annual contract compliance calendar to allow, in future, both the annual marketing plan and the schedule of charges to be presented to the Board in December.

The Assistant Director outlined the timetable associated with the Council’s annual rate-setting process in the context of GLL’s proposal and pointed out that, since the proposal would necessitate a change to the current tri-partite contract agreement, it would require approval by the Strategic Policy and Resources Committee. In addition, the Council would be seeking to ensure that it would not face financial penalties as a result of that change.

After a lengthy discussion, the Board:

- i. approved the proposed schedule of charges for 2018/2019, as set out within the foregoing appendices, on the basis of a 2.8% increase on selected prepaid memberships (including ring-fenced memberships) and a 2.4% increase on Play and Play activities, with all charges to take effect from 1st April, 2018; and
- ii. agreed, subject to Council approval, to amend the annual contract compliance calendar to allow, in future, the annual marketing plan and the schedule of charges to be presented to the Board in December.

Update on Aquatics Strategy

The Board was reminded that it had, over a number of meetings, been advised of the progress being made towards the delivery of a Belfast-wide Aquatics Strategy.

The Partnership Manager provided an update on the progress of the Strategy since the Board had met on 18th September, at which he had outlined the timetable for its completion. He explained that the Working Group, which was overseeing the development of the Strategy, had been due to meet on 16th October in order to progress a number of key issues. However, due to the adverse weather conditions on that day, the meeting had been postponed, which had created difficulties in terms of adhering to the completion timetable. The meeting had since been held on 26th October and an accelerated programme for the completion of the draft strategic document had been agreed.

He pointed out that it had been the intention to circulate a copy of the draft strategic document to the Board in advance of this meeting, however, in light of the aforementioned delay, that had not been feasible. It would now be circulated to Directors by email, with a request that they provide any feedback by 3rd November. The Working Group would meet soon afterwards to complete the document, which would allow the next stage of the consultation and approval process to commence. He confirmed that the Board would, between November and January, receive further updates on the development of the Strategy and that the Working Group would be holding regular meetings during that period to ensure that key deadlines were being met. He added that, once the Aquatics Strategy had been approved, the Working Group would prioritise the formulation of an appropriate action plan, which would be appended to the document and be subject to regular monitoring by the Board.

The Board noted the information which had been provided.

Analysis of Business Section KPI's

The Board was reminded that, at its meeting on 18th September, it had, in considering the Performance and Contract Compliance report for the first quarter of 2017/2018, agreed that it would be beneficial if the data contained within the six KPI scorecard headings could be provided also on a centre-by-centre basis. The Board had agreed that a report be submitted to its next meeting providing a breakdown of the performance data set out within only the Business KPI section of the scorecard for

individual centres, following which it would decide if there would be merit in obtaining that information in future for all six KPI sections.

Accordingly, GLL's Regional Director drew the Board's attention to the data which had been produced under the Business KPI section for the first quarter of 2017/2018 for each of the thirteen centres being managed by GLL. In response to a request from a Director, he undertook to circulate details of the number of staff who were employed at each centre.

After discussion, the Board noted the information which had been provided and agreed that it would consider the reporting of this information in greater detail at the business development workshop on 15th November, given that GLL Outputs and KPI's was one of the items on the agenda.

Other Business

Mr. G. Holland

Having been informed that this would be the last meeting which would be attended by Mr. G. Holland, the Chairperson thanked him for the contribution which he had made to the work of the Board and wished him well in the future.

Date of Next Meeting

The Board noted that its next meeting would take place at 4.30 p.m. on Monday, 11th December in the Lavery Room, City Hall.

Chairperson