

**Friends of the Peterborough Lido,
Minutes of Meeting held 4th February 2019**

Present: Janet Martin (Chair) Maggie Divers (Treasurer)
 Clare Marshall Sue Godfrey
 Richard Baker Pete Shorey
 Steven Luker (Vivacity)

1. Apologies

Apologies for absence were received from Monica (ex officio attendance - website).

Confirmation was received that Irene had resigned following her relocation to Sussex, and that Richard Ferris has also resigned from the committee.

2. Previous Minutes - Meeting held 2nd August 2018

The minutes were agreed as a true record of the meeting.

The following matters arising were discussed:

2.1. Vivacity Pool Leaflet (item 2.10)

In hand, with a target publication date of May 2019. It was noted that there is a major change of marketing personnel at Vivacity which may impact on time scales. A calendar of events for 2019 will be included in the leaflet.

2.2 Volunteer Lifeguards (item 2.2)

The search for volunteers continues and efforts to find any suitable people are welcomed. It was noted that NVLQ courses are ongoing at the Regional pool.

3. Queue Management (2.3) is discussed at item 6.

2.4 Paving Repairs (item 2.4)

There is not a total solution for making good all slabs due to pressure on the City Council's city-wide budget. However essential maintenance will be undertaken by the Vivacity maintenance team to ensure any dangerous slabs are levelled. Outstanding pointing work will probably be undertaken by the Friends during their volunteering input prior to opening.

2.5 Showers/Drainage (item 2.5)

Male and female units will have grab rails fitted. The "flushing" in the Gents issue has been investigated and actioned, as has the inadequate drainage.

2.6 Pool leakage

There has been a substantial programme of work to locate and reduce leakage from the main pool, which has yet to identify the precise problem. The work remains ongoing, and it is noted that progress is being made in narrowing down the cause.

2.7 Members' Issues (item 2.7)

Help with pre-season maintenance will once again be welcomed - this will be communicated to all nearer the season's opening.

There will be no change to the Friends' membership fee for 2019, although this will be reconsidered ahead of the 2020 season.

2. Treasurer's Report

There is no change to the Friends' financial accounts since the previous meeting -

Current account stands at £440.25
Petty Cash currently holds £6.80.

3. Membership Report

Membership remains at 62 members.

A discussion took place regarding the signing up of several members at the post-season swim, and it was agreed that this practice would be discontinued in future years. This is based upon the premise that the pre-season swim is an exclusive benefit granted to members by Vivacity in a spirit of appreciation for their support throughout the season. Additionally, experience has shown that such members do not necessarily continue their support in following years, and it is felt that such enrolments could potentially be abused by individuals simply arriving on the day and wanting a normal swim.

Any marketing content relating to the Friends within will need to make this clear, and the matter will be included in the information provided to members at the forthcoming AGM.

4. Website Update

Once again the Committee expressed its appreciation for the ongoing maintenance of the website, however, as part of the proposed development of the Club's communications strategy it was felt that all website and social media outputs would benefit from careful management and moderation. It was therefore agreed that members of the Committee needed to exercise greater ownership of material - with support from Steven Luker and his team. All members were reminded that Facebook and Twitter posts expressing personal comment should be made via their personal accounts and not via the Friends' accounts. It was emphasised that the website is a powerful tool for communicating with our members, and therefore needs the active support of the committee to maintain its upkeep and relevance - members are therefore encouraged to submit general news items via the Chair.

Payment of the annual £39.60 fee was approved, together with the £41.00 Wpbakery payment recommended by Monica. The SSL certification costs are also approved.

Vivacity Communications

Steven Luker advised that Vivacity will have a new Marketing/Brand manager and that the existing team will be bolstered with a new structure and new staff.

5. 2019 Season - Preparation and Maintenance

6.1 Maintenance

Steven reported that work is now in progress in advance of the new season, with filling of the pool to commence towards the end of April/beginning of May. Two drench showers (to be located adjacent to the café/sun area) are under consideration, as is extension of the café internal area, which will bring significant improvements, widen the product range available to customers, and improve profitability.

Volunteer input from the Friends will again be welcome, and further details will be circulated in due course.

6.2 Entry Management

Development of the proposal for an online fast-track and a pre-paid ticket system looks very promising. Up to 200 tickets will be available for purchase online up to midnight the night before use, including pre-selected advance dates. This will enable customers to bypass any entry queue up until 10.00am, whereupon the pre-payment will remain valid but the queue bypass facility will no longer be available. The pre-purchase

mechanism will be operated by Vivacity with a monitor in the existing ticket office and checks at the fast track entrance point. The Friends offered to assist with this if available and if lifeguard staffing falls short. It was agreed that the success of this system will depend on good notification to the public and foolproof IT support during the development phase. Trialling of the system early in the season would be ideal.

Vivacity data capture has confirmed that the two main areas that customers have identified for improvement are the queues during busy periods, and the “food wait” at the café. The proposed entry management system, together with the appointment of a new cafe (caterer) manager and improvements outlined above at 6.1, should help to address these issues.

6. 2019 Season Event Planning

The following events are under discussion but still subject to confirmation:

Official Opening	Saturday 25 th May, at 10.00am
Summer Solstice	Thursday 21 st June, sunrise and sunset swims - ticketed events
Midnight swims	Subject to weather conditions and to be notified nearer the dates
Peterborough Pride	Selected dates during Pride week 29 th June to 7 th July
Parasol Hire	To complement last year’s deckchair hire is currently undergoing cost evaluation

7. Marketing

Steve informed members that Rachel currently on leave and that Rebecca to leave the organisation during the season. Gemma Edwards will become Brand Manager in a year’s time on the completion of her marketing duties this season. Tarion is currently undertaking the marketing support role and will be supporting the Lido for the Summer Solstice events.

8.1 Merchandise Sales

It is proposed to have suitable postcards and car stickers available for sale this year, and eventually an eco friendly, reusable mug on offer. It was suggested and agreed that suitable for selection as postcards would be presented to the AGM for selection through members’ votes. Relevant photos should be submitted to the Chair in advance of the AGM.

The postcards and car stickers will be commissioned and sold by Vivacity - however, if desired the Friends are able to produce other products for sale into their own funds; it was agreed to look into the production of Friends-branded pens, to be given to members when they enrol as part of their membership package.

8. AGM Preparation

This year’s AGM is to be held on Wednesday 6th March, 5.30 for 6.00pm at the Key Theatre (Steven to confirm). The nomination forms for committee positions and membership used for 2018 are to be used again. Janet will circulate formal notice of the AGM to members, with invitations for committee membership.

In addition to formal processes for election of committee membership, it was agreed that the Chair will once again provide a presentation summarising the Friends’ achievements, and Steve will provide overviews of the 2018 season and plans for the 2019 season.

9. Any Other Business

- 9.3. Monica had suggested that incoming residents to Peterborough could be targeted by the provision of information about the leisure facilities - and in particular the Lido. Steve replied that this initiative is currently under consideration by Vivacity.
- 9.4. Lido Staffing update - Steven advised that, subject to confirmation, a supervisor for the 2019 season had been appointed, together with a new catering manager.
- 9.5. Friends' Membership Forms - The existing stock of forms was now exhausted and new forms are therefore required (these need to include the new "tick box" requirement for data consent).
- 9.6. "History Boards" - An initiative to produce wall-mounted display boards, depicting the history and evolution of Peterborough's lido, has previously been discussed. It was suggested that these might form a new project for the Friends, albeit the sourcing of content and production of the boards would need to be driven by Vivacity. Janet suggested that a project team could be formed to drive this forward.

10. Date of Next Meeting

Wednesday 8th May 2019, commencing at 2.30pm, at Central Library, Broadway.