

Friends of Bude Sea Pool Committee Meeting – Draft Minutes

Held on Wednesday 19.07.2023 @ 6.00 p.m. at Bude Golf Club

Present:

Trustees: Paul Tilzey (PT), Martyn Holehouse (MHo), Sarah Moore (SM), Stella James (SJ), Chris Cannon (CC)

Committee: Sean Collins-Powell (SCP), Mark Henderson (MHe), Elaine Viner (EV), Chris Menlove-Platt (CMP)

Staff: Deb Rosser (DR), Josie Dean (JD)

Apologies: James Marshall (JM), Julie Barlow (JB)

Minutes taken by Ros Stow (RS)

		Action owner
1	<p><u>Chairman's welcome & apologies</u></p> <p>The Trustees thanked Margaret Burch for her years of service taking the minutes. PT noted that RS will now be taking the minutes.</p> <p>It was noted that actions agreed at meetings are recorded and managed on Teams, therefore 'matters arising' to be considered at subsequent meetings need only reflect items which the Trustees specifically request be brought back to a future meeting¹.</p> <p>Apologies are noted above.</p>	
2	<p><u>Declarations of interest</u></p> <p>None made.</p>	

¹ A list of all previous items recorded as 'matters arising' is set out at the end of these minutes.

		Action owner
3	<p><u>Minutes of last meeting 31.05.2023 and matters arising – PT</u></p> <p>The minutes of the 31 May 2023 meeting were approved.</p> <p>Re item 2023.05.08 g) CMP confirmed that charges to AI have commenced at £320 pm.</p>	
4	<p><u>Trustees Report – SJ</u></p> <p>SJ noted that the Trustees were focused on fundraising, ensuring events are profitable, and expanding the range of events and business sponsors. There will also be a review of the retail operation including the shop premises. Noted that the current rental is cheap but the profitability of the shop operation needs to be assessed given the prevalence of online compared to physical sales.</p>	
5	<p><u>Financial update – SM</u></p> <p>The finance report was taken as read.</p> <p>CMP noted that the bill for Stainless Studios was in fact £11,000 (two instalments of £5,500 paid in May and June).</p> <p>SM noted that Barclays in Bude is closing so it is proposed to move banking facilities to the Co-operative bank. The Trustees unanimously agreed to this.</p> <p>SM noted that they are likely to record a deficit this year, but the Trustees are considering options and strategies to remediate this.</p>	
6	<p><u>Staff and Beacon update - JD</u></p> <p>JD reported an excellent start to the summer season with strong morale amongst the team.</p>	

		Action owner
	<p>CMP has created and circulated an Organisational chart which demonstrates that tasks are being appropriately delegated, particularly in relation to the Sales Manager role which is currently vacant and being managed by volunteers. It was noted that one Trustee is being allocated to have oversight of each specific operational area.</p> <p>Membership is now over 1300 and income is higher than budgeted. The Trustees agreed that more prominence needs to be given to the fact that the pool is membership based, not a Council-run operation, and its continuance is dependent on membership donations which provide a regular and important source of funding. JD noted that members are also entitled to expect some involvement in decision making and that member engagement may help drive bigger proposals forwards.</p> <p>The Trustees discussed the offering to Members and whether additional benefits could be offered. CMP noted that offering more than printed matter about the status of the charity (i.e. the handbook/newsletter, as is currently the case), could have implications for the ability to reclaim Gift Aid, so is not advisable.</p> <p>The Trustees thanked JD for circulating her report in advance via Sharepoint. The Trustees agreed that using Teams/Sharepoint and the Teams chat function can be preferable to emails and attachments in certain circumstances and efforts should be made to cut down on unnecessary email traffic.</p>	
7	<p><u>Pool users report – DR</u></p> <p>DR reported that pool users are currently very happy. Use of the hub over the summer has been granted but is not much being used. Winter use and night swims will again be offered over the winter as this was so successful last year. Generally, the relationship with pool users is significantly improved to where it was 6 months ago.</p>	

		Action owner
8	<p>CCTV – MHo</p> <p>MHo noted that CCTV of the pool area is held by the police for up to 30 days but, at a cost of £700, images could be held on in our custody for 6-8 weeks. The Trustees discussed privacy concerns versus the benefits of having images for longer, noting that there have been instances of misuse of the changing hut. The Trustees agreed that 30 days was adequate time for any images to be retained and having CCTV held by the police mitigated risks to the charity of it storing and having access to images. The Trustees noted that signage alerting pool users to the presence of CCTV is in place.</p>	
9	<p>Teams training – SJ</p> <p>SJ reported that the use of teams is progressing very well, and improving the organisation of charity affairs and keeping track of tasks.</p> <p>Further Teams training needs to arranged</p>	SJ/JD
10	<p>Fundraising – SJ</p> <p>A Fundraising team has been set up on Teams, led by CC. Fundraising ideas are to be submitted to the team, along with a business case. CC to develop a business case pro-forma to circulate.</p> <p>The business cases will be assessed by the Fundraising team and shortlisted before then being assessed by the Trustees.</p>	CC

		Action owner
11	<p>Events – EV</p> <p>The Trustees approved a proposal from EV to introduce a new system for recording events, which will include total takings from each event. The system will allow better analysis of the business case for an event, including the costs (both direct costs and a measure of the people hours involved) and benefits (quantitative and qualitative) of each event. It was noted that the ability to put on events must be balanced with other staff obligations.</p> <p>SM and EV to work together on developing this system.</p> <p>Advance approval of events will be sought, taking into account the business case. The level of approval for events was discussed and it was agreed that the Trustee assigned to the Events working group should approve events, but use their discretion as to whether an event should be submitted to the Trustees as a whole for approval.</p> <p>DR mentioned the benefits of signing up new members on the spot at events, via a paper application form, as used to happen, rather than using QR codes which rely on an individual returning to the QR code after the event. JD suggested using an iPad to sign up members on the spot.</p> <p>It was agreed to pursue using the iPad, ensuring that the on-the-spot sign-up process was streamlined.</p>	<p>SM/EV</p> <p>JD</p>
12	AOB	
a)	SCP noted that the public performance licencing (PPL) body has been in touch, there may be a liability of around £100 per year for events with music at them at current levels.	
b)	SCP requested exploring what website analytics reports could be available. SJ noted that Google Analytics 4 (GA4) is coming in soon. It was agreed that SCP would liaise with CMP and SJ to review what analytics information we can get ourselves or where we might need the assistance of the website administrator (an external consultant).	SCP/CMP/SJ

		Action owner
c)	<p>JD noted that the volunteer currently acting as the social media expert is leaving and they are looking for a volunteer but likely that there is a skills gap amongst current staff and volunteers. There was discussion of whether a paid role was appropriate, given the importance of social media, potentially combined with digital marketing. It was noted that there is no provision in this year's budget for a paid role, although there may be some spare budget given the Sales Manager role is vacant although some of this is likely to have been used in overtime payments for other staff. SJ raised whether an agency could be employed</p> <p>CMP thanked MHE for completing the H&S reviews. CMP is taking forward the recommendations which are minor issues only.</p> <p>SCP will speak to Katy Goode who may be able to assist with this area.</p> <p>JD is to transfer the Facebook account to a business account so that control can easily be transferred when there are staff changes.</p>	<p>SCP</p> <p>JD</p>
d)	<p>DR noted that she spends a lot of time answering FB questions about things like tide times. SJ suggested exploring how responses to questions like this can be automated.</p> <p>JD and SJ to further discuss this.</p>	JD/SJ
e)	<p>CC noted that he is aiming to hold a business sponsors meeting at the Falcon on or around 5 October. Any ideas for new business sponsors should be forwarded to CC.</p>	
f)	<p>SJ raised the opportunity to sell Cornwall based Pentire Drinks (non-alcoholic cocktails in a can) at the pool which would produce a profit per can based on a unit RRP of £3 per can less the cost of £1.95 plus VAT per can, plus the opportunity to get a purchase discount of 4 cases for the price of 3. After discussing the pros and cons, which included the chilling the product, potential confusion with alcohol given the no-drinking rule at the pool, disposal of the cans and potential litter/recycling issues) it was agreed that a trial order of the product would be purchased to sell at pool and external events (i.e. alongside other catering). It was also noted that sell by dates need to be adhered to.</p>	

		Action owner
	JD to take this forward, including exploring refrigeration options	JD
g)	EV raised whether Lido passes could be available. JD noted that this is already under consideration	
h)	PT noted that plans for setting up a community building for events to celebrate the pool's anniversary in 2030 anniversary were being developed.	
13	<p>The meeting closed at 19:45.</p> <p>Date of next meeting: Monday 21 August 2023, 18:00-20:00 at The Golf Club</p> <p>Remaining dates for 2023 - third Monday of each month</p> <ul style="list-style-type: none"> - 18 September - 16 October - 20 November - 18 December 	

ADDENDUM

'Matters arising' from previous minutes- to ensure recorded on the Actions log

2022.12.10 b) - Lease on toilet block - PT confirmed no progress by Cornwall Council	PT		Ongoing
2023.02.05 b) Still waiting for written estimate from Vanstones for reinstating the sea wall, and also a quote from MacPlant for same work.	JM		Ongoing
2023.02.11 l) Signage – This audit has been finalised. SM to ask JD to forward mock-ups to committee for cost approval.	SM/JD		Ongoing
2023.03.06 a) Safe now anchored to the floor in the hub office. Still need to reset the combination code. SC-P to contact Ginger and advise DR accordingly. Done yet??????	SC	End June	
2023.03.08 a) MHe - has completed the H&S documents for the pool and shop, with the golf club still to do.	MHe	Soon	Ongoing
2023.05.04 a) Insurance to be renewed in July 2023, incl for new Trustee CC, reserve policy should be reviewed (SM)	SM	31 July 2023	
2023.05.04 b) Review of responsibilities of the shop manager role will be conducted over the summer season by JD, DR and CMP. On completion, a decision will be made on whether and at what level to replace the shop manager role following Fay's retirement.	JD/DR/CMP		
2023.05.04 c) Trustees to investigate and implement an apprenticeship scheme in order to encourage young people to be involved in the work of the charity.	?		

<p>2023.05.05 d)/e) FoBSP to increase revenue in order to support the increased level of running costs we are incurring. Fundraising ideas mentioned included:</p> <ul style="list-style-type: none"> -increase the return from business sponsors -challenge the purchase cost of all our merchandise with suppliers -review merchandise lines which are less profitable and cull -investigate possibility of FoBSP concession in Wroes (PT) -set minimum level of fundraising for events in order to avoid wasting volunteer and staff resources 	SM/JD		
<p>2023.05.05 a) Profitability review of merchandise to be completed before new lines are ordered.</p>	SJ		
<p>2023.05.06 b). DR to liaise with RNLI to instruct staff in a 'whistle code' ie what signals they use for what type of emergency.</p>	DR		
<p>2023.05.06 d)) CMP commented that the new changing hut is not disabled friendly MHo will speak to builders on this. Has roofing felt been sorted yet?</p>	DR		
<p>2023.05.08 f) SCP to ask Rebecca Kidd to arrange a training session for committee members on social media and how to get the best use out of it.</p>	SCP		
<p>2023.05.08 g) PT to speak to Tracy at AI re reintroducing the charge (£1200pa + VAT) and the fact that we will want to take the unit back at some stage. THIS HAS COMMENCED AND IS £320 pm.</p>	PT		
<p>2023.05.08 i) SJ to organise a summer networking event for business sponsors (at The Falcon) to promote ourselves and find out what more we can do for them.</p>	SJ		

2023.05.08 j) JB/DR and MHe to liaise on new sockets in the hub and moving the water tap higher up outside. ONGOING	JB/DR/MHe		
---	-----------	--	--

Extract from FoBSP strategy day notes - 20/10/21 – outstanding actions only

STEPS TO TAKE NOW

?? Update memorandum and articles of association and review mission, charitable objectives and vision statement (??). **ONGOING**

STEPS TO TAKE NEXT (to be prioritised)

??? Funding for feasibility study for major pool enhancements (toilets, shower, kitchen, outdoor cover and lighting, changing rooms) (consultant to be identified to produce outline plan). (PT) - **ONGOING**