

## **EAST AYRSHIRE LEISURE TRUST - BOARD OF TRUSTEES**

### **MINUTES OF MEETING HELD ON TUESDAY 12 NOVEMBER 2024 AT 1800 HOURS AT AYRSHIRE ATHLETICS ARENA, KILMARNOCK**

**PRESENT:** Councillors Clare Maitland; Graham Boyd; Iain Linton; Linda Mabon; and James Adams, Trustees; Jim Roberts; David Ross; Robert Hannah; and Melanie Swan, Independent Trustees; and Richard Grieveson, Depute Chief Executive, East Ayrshire Council, ex officio Trustee

**ATTENDING:** Anneke Freel, Chief Officer; Jackie Biggart, Executive Lead: People, Policy & Performance; Paul Mathieson, Executive Lead: Places, Projects & Programmes; Lorraine Russell, Strategic Lead: Creating a Solid Foundation for Growth; Greig Russell, Strategic Lead: Leisure at the Heart of the Community; and Carleen Fitzgerald, Development Officer: Organisational Administration, all East Ayrshire Leisure Trust

**CHAIR:** Clare Maitland

#### **APOLOGIES FOR ABSENCE**

1. Andy Wilson; Independent Trustee; and Joe McLachlan, Chief Financial Officer and Head of Finance and ICT; East Ayrshire Council, ex officio Trustee

#### **DECLARATIONS OF INTEREST**

2. No declarations of interest were intimated.

#### **MINUTES OF PREVIOUS MEETING**

3. There were submitted and approved the minutes of the previous Board meeting held on 24 September 2024 (circulated).

#### **LEGEND PRESENTATION**

4. Greig Russell took the meeting through a presentation in relation to the Trust's new booking system and app.

The following was noted during the discussion:

- Legend was contracted to provide the Trust with a new leisure booking system and booking app.
- The app will allow customers to easily book classes, receive instant updates, have quick access to their membership account, latest news, special offers and access to parent/family booking.
- App trial taking place 11 Nov – 24 Nov with members of staff to provide feedback relating to functionality and will then go live on 2 December. Marketing campaigns running in lead up to launch. The Trust's Graphic Designer designed the app which is very flexible and can be tweaked following feedback.
- Terms and conditions and Health & Commitment Statement are on the app for customers to read and accept.
- Members will receive priority booking with classes being available to book 8 days in advance for members and 7 days for non-members.

- Performance analytics was collected previously from spreadsheets manually, the new system is able to collect performance data and run reports as requested. We will also be able to collate analytics from those who book out with the app.
- There will be promoting opportunities for partners and third parties in the future.
- 2 Boditrax machines are currently available, which are similar to what Vibrant Communities, Active Lifestyles use already. In the future we hope to have a Boditrax machine available within each sports facility.
- The next Board meeting will take place at Rose Reilly Leisure Centre to show Trustees our new Active Wellbeing Hub within the centre.
- Trustees stated the app looks very professional, well done everyone involved.

Greig Russell left the meeting

### **PERFORMANCE REPORT JULY - SEPTEMBER 2024 (Q2)**

5. There was submitted a report dated 21 October 2024 (circulated) by the Chief Officer which provided details of the Trust's performance for the period July - September 2024, the second quarter of the 2024/25 financial year. In line with the organisational review, Strategic Vision and Corporate Delivery Plan, the performance report has been separated into 3 documents: East Ayrshire Leisure Performs; Corporate Delivery Plan Record of Progress; and Financial Performance.

It was agreed:-

- (i) to note the East Ayrshire Leisure Performs report for the period July - September 2024

### **PROPOSED TRANSFER OF SERVICES TO EAST AYRSHIRE LEISURE**

6. There was submitted a report dated 21 October 2024 (circulated) by the Chief Officer that provided Trustees with an update on the implementation of the Growth Plan 2024-2030, which was approved by Board on 20 June 2024. Specifically the work to establish a trading subsidiary; the transfer of the Galleon Leisure Centre to East Ayrshire Leisure, along with the transfer of additional services from East Ayrshire Council to the Trust as part of the East Ayrshire Council Leisure and Culture Review.

During discussion on the report, the following was noted:

- The Chief Officer advised that East Ayrshire Council approved its report on 31 October, the Galleon report was approved on 11 November.
- Initial Staff Consultations have taken place and met with Trade Union Officials to advise/discuss the proposals.
- Communication Plan (Appendix 1) has been developed to ensure staff are kept up to date throughout the process, this will now be implemented.
- A number of key priorities/work streams have been identified and will be developed further, working groups will recommence. Implementation Action Plan has been included as Appendix 3. The Chief Officer advised that the Council has been very supportive throughout the process so far.
- The Trust will undertake a remodelling exercise to ensure that all services are fully integrated by 2026 and meet the demands of the community. This remodelling exercise will be based on the findings of the community/stakeholder roadshows that will take place in April/May 2025.

- A Trading Subsidiary will be established to help with the growth of services. A review of income streams and the impact on tax and VAT has been carried out by Azets Audit Services (Appendix 4).
- Received grant to work with a business consultant who has developed a Trading Business Case (Appendix 5), details his recommendations.
- Rename/rebranding to be put on hold and will bring mock-ups for further discussion to the next Board meeting in February.
- Richard added that these proposals will improve and enhance services while creating income in a sustainable way. Assurances were given that the Council's partnership will continue to provide support and thanked the Chief Officer for the work and support throughout the leisure review so far.

It was agreed:-

- (i) to approve the recommendation to transfer additional services as identified from East Ayrshire Council to East Ayrshire Leisure;
- (ii) to approve the recommendation of the Galleon Leisure Centre including staff and resources from Kilmarnock Leisure Centre Trust to East Ayrshire Leisure
- (iii) that the change of name from East Ayrshire Leisure to Ayrshire 360 for trading purposes from April 2026 would be put on hold, and that it would be discussed further at the next Board meeting in February;
- (iv) to approve the creation of a Development Officer (Accountancy) and Development Assistant (IT), as well as Development Officer (Bars) and Development Officer (Catering) to replace the existing Development Officer (Hospitality and Retail);
- (v) to note the engagement and communication that has been undertaken to date and the proposals for a stage 2 engagement roadshow;
- (vi) to note the action plan developed through the working groups; and
- (vii) otherwise to note the contents of the report.

### **ANY OTHER COMPETENT BUSINESS**

7. Clare Maitland and Linda Mabon advised that contact would be made with Unite the Union – Ayrshire Area Activists Committee to see if they would be willing to fund works to be carried out at the Workers Memorial garden which is overgrown.

### **DATE OF NEXT MEETING**

8. Performance & Audit Sub-Committee – 11 February 2025  
East Ayrshire Leisure Board of Trustees – 25 February 2025

The meeting terminated at 19.45 hours.