

EAST AYRSHIRE LEISURE TRUST - BOARD OF TRUSTEES

MINUTES OF MEETING HELD ON THURSDAY 20 JUNE 2024 AT 6PM HOURS AT THE DICK INSTITUTE, KILMARNOCK

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

ATTENDING: Anneke Freel, Chief Officer; Paul Mathieson, Executive Lead: Places, Projects & Programmes; Lorraine Russell, Strategic Lead: Creating a Solid Foundation for Growth; Dianne Reid, Strategic Lead: Sharing Our Vision; Isabel Pick, Strategic Lead: Investing in Our People and Embracing Our Values, Claire Anderson, Development Officer (Systems) all East Ayrshire Leisure Trust

CHAIR: Councillor Clare Maitland, Trustee

APOLOGIES FOR ABSENCE

1. Barbara McIntyre and Andy Wilson, Independent Trustees; Jackie Biggart, Executive Lead: People, Policy & Performance; Joe McLachlan, Chief Financial Officer and Head of Finance and ICT, East Ayrshire Council ex officio Trustee; Blair Millar, Head of Housing and Communities, East Ayrshire Council, ex officio Trustee

DECLARATIONS OF INTEREST

2. No declarations of interest were intimated.

MINUTES OF PREVIOUS MEETING

- 3.1 There were submitted and approved the minutes of the previous Board meeting held on 20 February 2024 (circulated).

MINUTES OF PERFORMANCE AND AUDIT SUB-COMMITTEE OF 4 JUNE 2024

- 3.2 There were submitted and noted the minutes of the Performance and Audit Sub-Committee meeting held on 4 June 2024 (circulated).

EAST AYRSHIRE LEISURE GROWTH PLAN

Item 10 was presented at the start of the meeting

10. There was submitted a report dated 31 May 2024 (circulated) by the Chief Officer that introduced Trustees to a draft Growth Plan for East Ayrshire Leisure Trust covering the period 2024-2030, in line with the Strategic Vision 2020-2030.

The following was noted during discussions:

Richard expressed his thanks to the Trust and Anneke for their support and input throughout the process of developing the proposal relating to the transfer of services from East Ayrshire Council to the Trust.

It was agreed:

- (i) to approve the East Ayrshire Leisure Growth Plan;
- (ii) to approve the establishment of East Ayrshire Leisure Trading and the allocation of £0.02k from unallocated reserves to commission specialist professional services and remit the Chief Officer to develop a detailed action plan for presentation to Board in December 2024;
- (iii) to approve the transfer of Galleon Leisure Centre staff to East Ayrshire Leisure Trust, subject to trade union and staff consultation, and remit the Chief Officer to develop a detailed action plan for implementation;
- (iv) to note the proposal by East Ayrshire Council regarding the transfer of Instrumental Music Services, Creatives Minds, Vibrant Communities and Community and Corporate Catering to East Ayrshire Leisure, subject to further staff and trade union engagement, and remit the Chief Officer to work with EAC on the development and implementation of a detailed action plan for consultation;
- (v) to approve in principle the proposal to manage New Cumnock Town Hall and New Cumnock Outdoor Pool on behalf of New Cumnock Development Trust for an initial period of 5 years, subject to a viable operating model. Remit the Chief Officer to develop the proposal for submission to Board in September; and
- (vi) otherwise note the contents of the report.

SHARING OUR VISION CORPORATE DELIVERY PLAN OUTPUT – FILM AND DIGITAL CONTENT

4. Dianne Reid took the meeting through a presentation which outlines the Sharing Our Vision Corporate Delivery Plan Output – Film and Digital content created to tie in with hospitality/commercial lets, 'Community Space for Hire'.

The following was noted during the discussion:

- The campaign will go live from the 1st July 24 in line with the new opening hours and charging policy
- Car parking information will be added to the campaign pages
- Marketing should be targeted at key groups and should continue to attract large events such as the Secondary Schools' Badminton Competition

SPEKTRIX PRESENTATION

5. Isabel Pick presented the meeting with a demonstration of the new ticketing system.

The following was noted during discussions:

- The system provided a far better customer journey than the previous system and the connection between the system and the website seemed more streamlined
- The reporting function would provide far more business insight allowing us to respond to sales in a proactive manner
- The system had the capacity to operate as a Regional Box Office if there was a need / demand for that in the future

PERFORMANCE REPORT JANUARY - MARCH 2024 (Q4)

6. There was submitted a report dated 4 June 2024 (circulated) by the Chief Officer which provided details of the Trust's performance for the period January – March 2024, the final quarter of the 2023/24 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.

During discussion on the report, the following was noted:

- The report was approved by the Performance and Audit Sub-Committee on 4 June 2024.
- Attendance for the period was 526,192 which is an increase by 15% compared to the same period in 2022/23.
- Leisure at the Heart team have high attendance figures with an overall increase of 15.4% compared to same period in 2022/23.
- Country park figures increased by 14.7%, with 7% of these visitors also visiting the Dean Castle.
- The Trust's visitor attractions were visited by VisitScotland, all venues retained their 4 star rating.
- Finalised outturn at 31 March 2024 is a positive position of £13,667.

It was agreed:-

- (i) to note the East Ayrshire Leisure Performs report for the period January – March 2024;
- (ii) otherwise, to note the contents of the report.

ANNUAL HIGHLIGHTS REPORT 2023/24

7. There was submitted a report dated 4 June 2024 (circulated) by the Chief Officer which provides highlights of the Trust's performance for the year 2023/24.

During discussion on the report, the following was noted:

- The Chief Officer provided an update on the organisational review which was implemented on the 1st April 2023 and advised Trustees that a staff survey will shortly be issued to evaluate the process, determine how well the review has bedded in and gain feedback from employees
- The Trust raised over £5700 for Marie Curie Cancer Care and have programmed in some fundraising events for the 2024 chosen charity SAMH
- 131 individual volunteers now add value to the Trust's activities.
- 64,000 visitors came to Dean Castle in 23-24 compared to 12,000 prior to refurbishment.
- £6,000 was raised for Cash for Kids during Starry Nights

It was agreed:-

- (i) to consider the highlights and achievements of the Trust during 2023/24; and
- (ii) otherwise, to note the contents of the report.

DEVELOPMENT OF A REGIONAL SPORTS PARK

8. There was submitted a report dated 31 May 2024 (circulated) by the Chief Officer which seeks Trustees approval for the development of a Regional Sports Park in Kilmarnock as part of the establishment of a new Community Sports Hub in partnership with East Ayrshire Council's Vibrant Communities, local sports clubs, sportscotland and Scotland's National Governing Bodies.

During discussion on the report, the following was noted:

- To ensure that any developments take account of flood risk and involved SEPA at an early stage
- The proposals maximise the potential arising from being so close to the M77

It was agreed:

- (i) to approve the allocation of £30k from unallocated reserves for a Regional Sports Park feasibility study that will provide the business case to support external funding applications; and
- (ii) otherwise note the contents of the report.

MALKY MCCORMICK COLLECTION

9. There was submitted a report dated 31 May 2024 which seeks Trustees approval for the allocation of £86k from the Museums and Galleries Tax Relief (MGTR) Fund allocation within unallocated reserves for the appointment of a temporary project co-ordinator and graduate intern, to oversee the cataloguing of the Malky McCormick Collection, to develop and implement an engagement programme around his work and to curate an exhibition in Autumn 2025 or Spring 2026.

During discussion on the report, the following was noted:

- This is an exciting opportunity to celebrate an internationally renowned artist and raise the profile of the arts scene in East Ayrshire

It was agreed:

- (i) to approve the allocation of £86k from the MGTR fund within unallocated reserves for the appointment of a temporary project co-ordinator and graduate intern; and
- (ii) otherwise note the contents of the report.

ANY OTHER COMPETENT BUSINESS

11. No other comments were noted

DATE OF NEXT MEETING

12. Performance & Audit Sub-Committee – 20 August 2024
East Ayrshire Leisure AGM / Board of Trustees – 10 September 2024

The meeting terminated at 20.12 hours.