

**Minutes of Board Meeting held at  
The Dome  
Tuesday 4<sup>th</sup> September 2007**

**Present:**

**Trustees:**

Mr A Burden	Chair
Mr R Byrne	(From Item 2)
Mr J Duffy	
Mr L golze	
Mr T Goulbourn	
Mrs B Roberts	
Cllr M Ward	

**Officers:**

Mr G Baldwin	Chief Executive (From Item 5)
Mrs J Barrett	Head of Finance & Company Secretary
Mr M Hart	Head of Marketing & Business Development
Mr J Whiteley	Head of Leisure
Mr S Parker	Head of Commercial Activity

**1. UPDATE ON PR FROM CHARLOTTE TAYLOR**

Charlotte was present to feedback her views on how the 'occurrence' had been handled at the time and to advise on what to expect from the press when the inquest starts.

**2. APOLOGIES**

Mr. T Jones

**3. MINUTES OF 7th AUGUST 2007**

Accepted as a true record.

**4. MATTERS ARISING**

Item 5.2 – Leisure

Early indications of the success of the 'Fitronics' gym membership retention package were noted. A report will be brought to a future board meeting.

## **5. OFFICERS REPORTS**

### **5.1 Finance**

- The £20,000 favourable variance against budget was noted. The strategies to recover the full year budget shortfall were discussed and in particular the success of revenue generating initiatives including advertising income and consultancy services.
- There was a discussion around the recovery of visitor numbers for the lagoons, following the recent floods. It was noted that it would be difficult to quantify the direct effects, as other factors also impact on visitor numbers.

### **5.2 Leisure**

- Work done in the Ice Caps to tint the windows and thereby create an improved ambience has been well received by visitors.
- In an effort to increase dry sports income, a review of the booking arrangements and prices for 5-a-side football is being undertaken. However, the main difficulty arises from lack of consistent provision due to use of the area by Spikey Fish.

### **5.3 Business Development and Marketing**

- Plans to locate reception staff inside the Lagoons entrance are ongoing
- The passport to summer initiative, rolled out for the first time this year, did not have a significant take up. It is felt that a change to payment methods in the future, specifically direct debit rather than up front, may improve numbers.

### **5.4 Staffing**

- Staffing changes noted.

## **6. UPDATE FROM GENERAL PURPOSES COMMITTEE**

Mr Goulbourn reported that the GP Committee had considered the current risk management review and the draft annual report. The paragraph on reserves as stated in the draft annual report requires amendment.

ACTION: Head of Finance to make necessary amendments before distributing to trustees for feedback.

### **5.5 Chief Executive's Report Continued**

- The bleacher seating has been successfully installed. There is a small snagging list, but the seating is working well and is a significant improvement.

**7. UPDATE FROM SPIKEY FISH**

The new Catering Manager, Sam Trepte, has commenced his employment. Forecast results for August and September are very encouraging, with October month presenting more challenges.

**8. DATE OF NEXT MEETING**

The next Meeting will be held on Tuesday 2<sup>nd</sup> October The Gallimore Suite, time 9am (access to the room available from 8.30am).

There will be a Board meeting specifically to approve the Annual Report and Accounts, followed by DDLT AGM and Spikey Fish AGM.

Mike Shepherd from PKF will be in attendance for the above.

Following this DDLT Board will resume for their regular business.