



Informal summary of meeting
Tuesday 27th June 2023
Meeting room, Town Hall @ 5pm

In Attendance

Stuart Edwards (Chair)
Nigel Heritage
Janice Jackson (Vice-Chair)
Julie Jobling
Ryan Baker (Pool Manager)
Brie Logan (STC)

Apologies

None

Summary

1. 2023 season performance to date – commercial and customer feedback – see report
 - a) Bigger picture recognition – investment – how it looks, feels and works is improved
 - b) Shoulder season in May popular
 - c) Aquafit as part of wellness programme – fully booked
 - d) Coombe House pilot
 - e) National and regional PR coverage
 - f) Noticeboards are amazing – make all the difference
 - g) Timetable noticeboard – fantastic
 - h) Lane swim description versus fun swim (needs to be called public open session) has been popular

Stats shared – one page commercial overview – 76% more swimmers than last year
Shaftesbury Wellness engagement with hard copy timetables

Opportunity

Revisit sessions with low numbers – ie 7 to 8pm session > naked swim (David Ross) – more commercially viable – good PR opportunity...(second and fourth Tuesday of every month) - ?

Budget feedback – income and expenditure – season to date update

2. Coombe House feedback on pilot (Stuart)

Pilot starting tomorrow – 4 weeks review – Wednesday only 7:30 to 8:30 – 14 signed up for the pilot. Residents from Tisbury wanting to participate in the trial.

3. Shaftesbury Wellness feedback to date (Lorah)

Swimming survey (exit survey) – laminated poster with QR code > survey (all swimmers)
Stats and data – vital for 2024 funding

4. Marketing and PR – insight statistics (Brie)

Insight stats shared – reach and engagement overview provided.

5. Any other business –

Swimmer survey – needs to be pushed

Leafleting at GH festival

Leafleting - Sunday 9th – Food Festival

Fringe – Tatty Boggle (Friday) BYO chair

Swimming activities – water polo? Snorkelling session? – has to be instructor led – RB to investigate

Swim challenge for the summer? Swimathon...? – RB to investigate – Lido to be a swimathon venue???