

At a MEETING of the **LEISURE & CULTURE DUNDEE BOARD** held at Dundee on 29th July 2020 by video conference.

Present:-

Sinclair AITKEN
George LAIDLAW
Stuart CROSS
Michael MARRA

Moira METHVEN
Greg COLGAN
Judy DOBBIE
Will DAWSON

Anna DAY
Sue MOODY
Christina ROBERTS
Ian MATHERS

Apologies for absence were intimated from Nasreen MOHAMMED, Joanne SCOBIE, Billy GARTLEY, Paul HENEHAN and Graham WARK.

Sinclair AITKEN, Chairperson, in the Chair.

I WELCOME/DECLARATIONS OF INTEREST AND APOLOGIES

The Chair welcomed those present to the meeting and apologies for absence were noted as above.

Standing Declarations of Interest: Judy Dobbie and Greg Colgan as employees of Dundee City Council.

Stuart Cross as a Board Member of OSCR.

II MINUTES

- (i) APPROVAL OF MINUTE OF LEISURE AND CULTURE DUNDEE BOARD HELD ON 24TH JUNE, 2020

The above minute was submitted and accepted as a correct record.

III MATTERS ARISING

There were no matters arising.

IV FINANCE AND BUSINESS DEVELOPMENT

- (i) MINUTE OF LEISURE & CULTURE DUNDEE FINANCE COMMITTEE HELD ON 22ND JULY, 2020 (UNAPPROVED)

The above unapproved minute was submitted for information and record purposes.

- (ii) JOB RETENTION SCHEME CLAIM

The Managing Director gave a verbal update. Claims for previous months had been submitted. The July claim was currently being completed. Consideration was being given to how the furlough scheme would continue to be operated.

- (iii) CONFIDENTIAL: LEISURE & CULTURE DUNDEE COVID-19 FINANCIAL RECOVERY PLAN

There was submitted confidential Report L&CD 10-2020 by the Managing Director relative to the above.

The Board agreed the recommendations as detailed in the report.

V HR AND EQUALITIES

- (i) MINUTE OF LEISURE & CULTURE DUNDEE HR AND EQUALITIES COMMITTEE HELD ON 15TH JULY, 2020 (UNAPPROVED)

The above unapproved minute was submitted for information and record purposes.

It was noted that the Committee would meet more frequently over the coming months.

VI HEALTH & SAFETY AND PROPERTY

- (i) MINUTE OF LEISURE & CULTURE DUNDEE HEALTH & SAFETY AND PROPERTY COMMITTEE HELD ON 16TH JULY, 2020 (UNAPPROVED)

The above unapproved minute was submitted for information and record purposes.

It was noted that the Committee would meet more frequently over the coming months.

- (ii) LEISURE & CULTURE DUNDEE RECOVERY AND RE-OPENING UPDATE

It was noted that some Government announcements on re-opening dates were still awaited.

Camperdown Wildlife Centre had re-opened and positive feedback had been received.

Staff had come off of furlough at Dundee Ice Arena to take delivery of the new ice machine. Staff were being trained in its use.

In relation to Caird Park Golf, it was noted that there were over 200 new memberships since the start of June.

Athletes were returning to train outdoors at the Regional Performance Centre.

It was reported that staff had been working hard at all sites to ensure that buildings are safe for re-opening.

VII MARKETING

- (i) MINUTE OF LEISURE & CULTURE DUNDEE MARKETING SHORT LIFE WORKING GROUP HELD ON 9TH JULY, 2020 (UNAPPROVED)

The above unapproved minute was submitted for information and record purposes.

It was noted that the Working Group was due to meet again tomorrow and a discussion would take place about pursuing graduate traineeship or other youth employability options.

VIII AOCB

- (i) MONETISING DIGITAL SERVICES UPDATE

The Managing Director gave a verbal update. Projects had been identified in each service area that would encourage supporters via clear call to support Leisure & Culture Dundee via donations online and social media platforms. Free fundraising and charitable giving tools had been applied for to allow collection of donations and enable supporters to fundraise. If successful, this would mean that campaigns and social media posts could attract donations quickly and easily. A JustGiving account had been set up and information would be added to the website and promoted via the e-newsletter mailing lists and associated marketing campaigns.

Cultural Services would enact a pilot project initially before wider roll out across the organisation. Various options were currently being identified including developing a strong narrative around an object for conservation that could be used to attract donations. This would clearly demonstrate what

the object was, why it needed conserved, who would undertake the conservation, how supporters could get involved and a timeframe alongside rewards for the donor. 'Dundee Preserves' branding already existed which was used to attract donations via giving boxes at The McManus. Consideration was being given to an 'adopt an object' scheme which was now in place at some other museums.

Libraries were in the process of shortlisting ideas that included developing digital tutorials in exchange for a relatively low membership fee or donation. These could be in relation to improving research skills/history classes from the Local History Centre or developing digital arts and creativity skills. Consideration was also being given to encouraging donations to buy books which has been trialled elsewhere.

Leisure & Sport were also developing a digital fitness offer through a third party partner fully integrated with their existing membership platform. Consideration was being given to an active lifestyle online course (through private social media group). This could be a 6 week course to educate on how to lead a healthy lifestyle with exercise options each week. The potential for Camperdown Wildlife Centre had also been identified as an area where monetising digital content could be developed.

It was noted that as well as these opportunities, Leisure & Culture Dundee should investigate opportunities to monetise collections and intellectual Property where possible. This had been done previously with the Fine Art collection and Photopolis. This would be developed over the longer term when staffing resources allow.

IX DATES OF FUTURE MEETINGS

(i) DATE OF NEXT LEISURE & CULTURE DUNDEE BOARD MEETING

It was agreed that as there were a number of issues for consideration as part of the financial recovery plan, a further meeting would be arranged to take place towards the end of August 2020.

(ii) FUTURE MEETINGS

Wednesday, 30th September, 2020

Wednesday, 11th November, 2020 – 9th AGM and Post AGM Board Meeting
(12.30 pm start)

Wednesday, 2nd December, 2020.

Sinclair AITKEN, Chair