

BLU Meeting Minutes
29th July 2021, 7-8pm

Attendees

Ben Longman (Chair)
Alison Hicks (Secretary)
Stephen Trowell (Treasurer)
Carole Stagg

Apologies: Adam Bryan, Jason DaPonte

- **2021 so far**
 - BLU has served as a conduit to resolve user issues with Fusion during ongoing complications resulting from Covid-19 restrictions
 - BLU successfully campaigned on users' behalf to make changes to a new cancellation policy where members incurred charges
 - BLU has circulated two newsletters to membership mailing list in H1 2021 to keep users abreast of changing operational details and other Lido news
 - Despite the challenges, the Lido has been successful in attracting a volume of new users with daily usages figures significantly up on previous years
 - BLU created a FAQs page on its website to support Fusion's understaffed team in responding/resolving general enquiries
 - Following a successful crowdfunding campaign at Christmas 2020 by BLU, embroidered Dryrobes were delivered in March to Lido staff

- **BLSC**
 - Next meeting confirmed for: Tuesday 3rd August, 7-8pm, BLU will be represented by BL and ST
 - Issue with access to Fusion financials to inform BLSC's role in price-setting to be added to the agenda
 - ST to contact Fusion in advance of the meeting to flag this issue once again
 - Access to concession prices and continuity of capacity/pre-booking restrictions to also be added to the agenda

- **Outdoor Sauna**
 - BLU has provided Fusion with background information and costings to form a business case for the proposed larger outdoor sauna at the Lido
 - An electrician has attended the Lido to carry out a provisional review of the requirements
 - BLU is supporting Fusion with necessary planning permission arrangements via Lambeth Council
 - BLU to follow up with Fusion for confirmation of next steps and timings

- **Gym**
 - Feedback from users is that the gym has been well-managed since reopening and there has been improvements to cleanliness
 - There is some concern from users about the increase to capacity of gym classes
 - BLU to create recruitment posters for the committee in the gym pre-AGM to support its representation of gym-only users

- **Ideas for fundraising**
 - Committee agreed that creating a revenue stream to provide the capacity to support special community projects is a good idea
 - BL to research potential equipment suppliers
 - The idea of introducing special crowdfunding projects was also discussed to target current non-users, such as youth swimming lessons and outdoor swimming excursions. Statement of intent for 2022 pilot to be presented at the AGM

- **Comms**
 - Committee to aim to distribute a newsletter bi-monthly going forward. AH and AB to be trained on Mailchimp to facilitate this
 - Social media strategy has evolved to be some mirroring of the Brockwell Lido account but also sharing of individual users' content

- **Gala**
 - Blu to donate and support comms and outreach for a proposed cold water swimming gala in Q1 2022 once cost proposal received
 - Hire of a hot tub, opening the steam room, burgers, and a raffle to be considered as part of the organisation of the event

- **Goals for H2 2021**
 - Increase engagement from Lambeth Council in Lido activities
 - Recruitment for membership and committee to increase diversity of needs represented

- **AOB**
 - Steve is reviewing booking arrangements for 8-9.30am weekday slot and will feedback to BLU
 - Cleanliness of outdoor showers to be raised with Fusion, area is becoming slippery
 - Regularity of cleaning of changing rooms to also be raised with Fusion as site is now profitable
 - Update on the outcome of donation to Peter Bradley's book to be provided prior to the AGM

AGM proposed to take place Sunday 3rd October