

COMPANIES ACT 2006
SPECIAL RESOLUTION ON CHANGE OF NAME

Company number: 08737838

Existing company name: BURNLEY LEISURE

At an ~~Annual General Meeting~~ / General meeting* (*delete as appropriate)
of the members of the above named company, duly convened and held
at: PRAIRIE SPORTS VILLAGE

On the 24TH day of APRIL 2023

That the name of the company be changed to:

New name: BURNLEY LEISURE AND CULTURE

Signed: G. Vintu

~~Director / secretary / CLC Manager (if appropriate) / administrator / administrative receiver /~~
~~receiver manager / receiver,~~ on behalf of the company.
(*delete as appropriate)

CHIEF EXECUTIVE

Notes:

- This form is for use by PLC's or private companies who choose to hold Annual General Meetings or general meetings for the purpose of a special resolution.
- A copy of the resolution must be delivered to Companies House within 15 days of it being passed.
- A fee of £10 is required to change the name (cheques made payable to "Companies House").
- Have you checked whether the name is available at www.companieshouse.gov.uk ?
- Please provide the name and address to which the certificate is to be sent.

THURSDAY



ACDHPRAH

A14 05/10/2023 #78

COMPANIES HOUSE

ACC2CE8J

ACO 14/09/2023 #91

COMPANIES HOUSE



BURNLEY LEISURE TRUST BOARD MEETING

PRAIRIE SPORTS VILLAGE

Monday, 24th April, 2023

PRESENT

MEMBERS

Donna Livesey in the Chair;

B Butterworth (Vice-Chair), S Cunliffe, S Haworth-Pearson, A Lewis,
S Minten, Rashid and N Tranmer

OFFICERS

Gerard Vinton	– Chief Executive, Burnley Leisure
Paul Foster	– Deputy Chief Executive
Scott Bryce	– Head of Group Operations
Martin Dixon	– Corporate Business Manager
Alison McEwan	– Democracy Officer
Charlotte Steels	– Cultural Strategy Manager

30 Apologies/Conflicts of Interest

Apologies were received from Mark Dempsey.

31 Membership Overview

Scott Bryce gave an overview on Memberships.

Current membership levels: Fitness – 4879, Golf – 441

Income from memberships was £1.275 during 2022/23, up £370k from 2021/22.

Gym active per population showed favourably against National figures with 79% locally against 68% nationally.

A wide range of corporate partners has been established, and partners/projects to focus on and develop over the next few months include the Business Club (BFC), Bondholders and East Lancs Chamber of Commerce.

Marketing

Over 33k visits to website. Looking at how to improve as there is so much information and activities listed on the site. Also focussing on improving the mobile experience on some pages.

Social Media ads proving successful. Spend circa £50k per annum on targeted ads. Facebook continues to grow – with 586k views on the BLC page.

Cancellations and New Memberships

Although cancellations are coming through at a higher rate (42 cancellations per 1000 members in March 23), the number of new memberships being taken out is also at an all time high. (1st – 11th April 37 cancellations, 113 new memberships.

Various reasons for cancellations are given including: Pool too busy, cleanliness, maintenance, cost of living.

The offer is very different from elsewhere, which is a big selling point. Average length of membership is 9 months, with 90% retention of members. The average is one visit per week and the current challenge is to increase the number of visits per week.

Previously charges that weren't paid would have been in effect written off. The group has moved to the use of debt collection services which is bringing in around £7k/month additional income. The number of payments collected by direct debit has dipped slightly from the peak but is still higher than last year.

Upcoming projects

- St Peter's Changing Village
- St Peter's & Padiham Gym & Spin upgrades
- St Peter's Reception upgrade

Ambitious projects to upgrade venues and facilities to provide the best possible user experience.

How is Padiham pool usage monitored – heard of people walking in and swimming for free. The setup isn't ideal, but staff monitor as much as possible and challenge where appropriate. Where people can be identified they are monitored and excluded if necessary.

32 Approval of minutes 16th January 2023/Updates on Actions

The minutes were approved as a correct record.

In relation the Cultural Strategy Manager, Charlotte Steels was introduced to the meeting.

33 Budget 2022/23 Financial Monitoring Report Q4/Draft Outturn Figures

Martin Dixon introduced the report.

VAT

- Irrecoverable VAT had been c. £40k higher than expected and noted in the report. Some restricted funds had been used to offset the increased deficit. Martin is undertaking a piece of work to look at VAT across the organisation.

Hospitality

- Income had been lower than forecast and costs had risen. An exercise underway on costs to ensure BLC always getting the best price. Also work on staffing – mix of contracted and casual staff. Living Wage provided a significant challenge in terms of staff costs.
- Hospitality side too big and would need to move into its own trading subsidiary as there were restrictions for BLC adhere to.
- *There was a need for hospitality to at least balance the books if not show a profit in 23/24.*
- A paper would be brought to July meeting on Calico opportunity.
- The opportunity had been taken to deposit some cash at the bank to earn interest, more opportunities would be investigated as and when they arose.

34 Updated Budget 2023/24

The aim had been to set a balanced budget and aim to perform better and turn a profit overall. Monitoring of budgets was more stringent, with the aim of increased stability.

35 Operational updates

Sports Development/TaAF

- Park Yoga launching 17th May 2023 at Queen's Park.
- Active Burnley Awards 2023 – 12 awards, diverse range of nominees, high quality applications which had made it hard to judge. New sponsors on board for the awards, raising c. £6k. To be hosted by Rachel Brown-Finnis.
- Referral statistics were shared. Referrals from GP's are the highest in TaAF – showing what a trusted partner BLC is.
- Success in funding bids – for the PASTA project and Beat the Street. Further funding bid in for tree and wildflower planting element of Beat the Street.
- Beat the Street starts on 10th May for 6 weeks. School assemblies and other marketing already ongoing. Early sign-up numbers are positive.

Leisure

- Towneley Golf – Condition report awaited to determine what aspects of the clubhouse were priority. Weather had been awful but grounds team had worked really well to keep site in good condition. *There had been a break-in with some damage and theft. Similar occurrences at other local clubs.*
- Prairie – very busy. Have done some more drainage work. Secondary spend at the venue increasing.
- St Peter's – 50% of apprentice places filled. New Deputy Operations Manager in post.

- New pool covers installed at St Peter's and Padiham – more efficient at retaining heat.
- Swim Academy making progress – could use more instructors.
- Padiham is busy. Had some boiler issues, and lighter nights is leading to anti-social behaviour increasing.

Culture

- The purposefully small and focussed Culture Burnley Steering Group has been meeting since January.
- The initial research has been 'shrunk' to a 1 page model and a 2 page action plan.
- Developmental Framework to 2027 looking at systems change and people focussed outcomes.
 - 11 priority infrastructure areas
 - Local Cultural Education Partnership leading on young people strands
 - Fundraising

Hospitality

- Mechanics performing well in terms of shows. Partnership with Blackburn is paying dividends. New tech manager recruited – strong team in place. New sound system installed and mixing desk being upgraded.
- Rotunda Kiosk now open. Not as much criticism this time around. Social Media management pointing out won by open tender. Weren't provided with correct information re. previous operators which was unhelpful. Positive response from customers – better opening hours etc.
- Mobile catering lots of jobs booked.
- Boathouse performing well, but weather dependent.
- Sales on festive programme going well – Caribbean holiday to be won.

36 Any Other Business

The re-branding of the group to 'Burnley Leisure and Culture' had been in place for some time. The Chief Executive requested the agreement of the Board to formally change the name to 'Burnley Leisure and Culture Group'.

It was duly RESOLVED by those members present to change the name to Burnley Leisure and Culture Group.



FILE COPY

**CERTIFICATE OF INCORPORATION
ON CHANGE OF NAME**

Company Number **8737838**

The Registrar of Companies for England and Wales hereby certifies that
under the Companies Act 2006:

BURNLEY LEISURE

a company incorporated as private limited by guarantee; having its
registered office situated in England and Wales; has changed its name to:

BURNLEY LEISURE AND CULTURE

Given at Companies House on **17th October 2023**