

CONGLETON TOWN COUNCIL

COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Town Hall, Assets and Services Committee Meeting		
MEETING DATE AND TIME	20th October 2022	LOCATION	Congleton Town Hall
REPORT FROM	Town Hall Manager – Mark Worthington		
AGENDA ITEM REPORT TITLE	8 Paddling Pool Season 2022		
Background	<p>The paddling pool was open during the 2022 season for 15 weeks, from Saturday 28th May to Sunday 4th September, details below:</p> <ul style="list-style-type: none">• Pool open Wednesday, Thursday, Friday, Saturday, Sunday and Bank Holidays during the period mentioned above• 2 x sessions per day 10am – 1pm and 2pm – 5pm• Pool closed between 1pm – 2pm for cleaning and maintenance• Capacity of 140 people per session• Free booking, online only• Maximum of 8 people per booking• 1 x member of qualified pool staff on site during opening hours• 1 x member of gate security to check bookings (see invoice Appendix 8.1)		
Update	<p>Due to the capacity of 140 bathers and operating with two sessions per day, the pool plant and automatic chemical dosing system have operated faultlessly throughout the season, leading to improved water quality and no closures for maintenance. Feedback from users at the pool was that the reduced capacity makes for a more enjoyable atmosphere around the pool. Users felt the booking system was easy to use and preferred this system as it guaranteed entry on busier days. Other points raised by pool users are below:</p> <ul style="list-style-type: none">• Inadequate parking• Possibility of shorter sessions/more sessions per day• On-site shop• Negative comments on social media about the booking system <p>This is the first, full season where the Omnify online booking system has been in operation (pool only open for 4 weeks during 2021 season due to Covid restrictions).</p>		

The chart below shows the booking information for the 2022 season. Over 15,000 accounts are registered on the site with over 8,000 bookings during the season:

<u>Total Clients</u>	<u>Active Clients</u>	<u>Inactive Clients</u>	<u>Leads</u>
(Total number of clients, including leads)	(Clients that have made bookings in the last 90 days)	(Clients that have not made bookings in the last 90 days)	(Clients that have not made any bookings on our Service Store)
15,385	8,179	5,368	1,838

The booking system has previously operated with a spreadsheet system whereby booking sheets were printed off at the beginning of each session. This meant there needed to be a cut off time for bookings and did not allow for 'on the day' bookings. To improve the booking process, a tablet was purchased which made the booking system 'live'. This allowed the pool staff to check in attendees on arrival and also allow places to be booked throughout the day, even after the start of a session.

The chart below shows booking information logged by the Omnify booking system for the period between 18th August and 4th September:

Bookings	Check Ins	Not Checked In
(Number of attendees)	(Attendees who turned up)	(Attendees who didn't turn up)
3602	1845	1757

	<p>Analysing information available from the booking system, there are three main areas which cause problems for people trying to book slots at the paddling pool:</p> <ul style="list-style-type: none"> • Almost 49% of people who book a slot at the pool fail to attend on the day. • Most users who do not attend, do not cancel their booking. • Due to demand, users are booking random slots as they become available ‘just in case’ the weather is good. These bookings are usually for groups of 8 people with the intention of attending as a group. On the day they turn up in a group of less than 8 people (usually just 2 people), but don’t cancel the unwanted spaces <p>Pool operations are a vast improvement on previous years, although more thoughtful use of the booking system would improve the user experience further. An increase in the number of Congleton Town Council (CTC) staff trained in the relevant paddling pool qualification and having paddling pool responsibilities as part of their job descriptions, will be a major factor in delivering a successful pool season in 2023.</p> <p>Potential improvements for next year:</p> <ul style="list-style-type: none"> • Soft play surface/path around the pool is starting to crack. This may deteriorate further over Winter. • Improvement to the entrance for gate security/tickets/shop. • Tree Maintenance.
<p>Next Steps</p>	<p>To provide an operational plan for the committee to consider at the next meeting on 12th January 2023, these will include:</p> <ul style="list-style-type: none"> - Opening hours / sessions. - Training of casual staff and CTC employees for the supervision of the pool. - Operational costs. - Additional services.
<p>Decision Requested</p>	<p>To receive the update report relating to the 2022 paddling pool season and to approve the balance due of £9207.00 on the GT Security Ltd invoice 2295 (Appendix 8.1), which is in accordance with the approved budgets (Approved at THAS/25/2122) for the Pool expenditure for 2022, and to recommend this to the Finance and Policy committee for retrospective payment approval.</p>

Phone: 07541-377-052

E-mail: [REDACTED]

Invoice No: 2295

Invoice date: 03/10/2022

Due date: 31/10/2022

Reference: [REDACTED]

United Kingdom

Not Paid

To:

congleton Town council
congleton town council
Town Hall, High Street
Congleton
CW12 1BN
United Kingdom

Deliver to:

congleton Town council
congleton town council
Town Hall, High Street
Congleton
CW12 1BN
United Kingdom

Sales person: [REDACTED]	Contact name: Mark Worthington
Delivery date:	Payment terms: [REDACTED]
Delivery method: PO No 710/2223	Delivery terms: congleton paddling pool 28th May - 4th sept 2022

Qty.	Description	Unit Price	Net Amount	VAT %	VAT
511.5	SIA STAFF hours covered by staff	£15.00	£7,672.50	20%	£1,534.50

VAT Code	VAT %	VAT Net	VAT
Q	20%	£7,672.50	£1,534.50

Net amount: £7,672.50
VAT Total: £1,534.50
Total: £9,207.00
Payments: £0.00
Balance: £9,207.00

*Budget Code - 201 - 4162
Pool G. EXP.*