



Community Councils

February 2022 Update

1. Seeing each other again

It has been great to have people back in all areas of the Centre. We have enjoyed seeing our friends and customers.

2. Footfall since March 2020

Numbers have been restricted (both due to regulations and peoples hesitancy on returning) and therefore income generation has been significantly impacted.

3. People

The Board took the decision in summer 2021 to recruit and appoint Michael Griffiths. This was to improve the operation of the Centre and help both Staff and the Board of Directors to deliver more. After onboarding Michael has subsequently taken a role of advising and actioning things for the board. He now will facilitate community engagement.

In December 2021 we said goodbye to Darren Coleman a longstanding member of the team and have been looking to recruit new pool staff. Our cook – Liz Stringer has also departed for new adventures. A third member of staff Cynan Sharp left in December too to take up an activity role. These three staff leaving have left our team small right now but also space to rebuild with a new culture.

4. Strengths, Weaknesses, Opportunities and Threats

The benefit of having Mike on board is that they bring depth into the operation in depth – warts and all.

<p>STRENGTHS Great staff Great existing customers Great location & large car park Twelve years of experience in operating a Community Asset</p>	<p>WEAKNESSES High running costs Poor relationship with Byw'n lach team Limited income generation opportunity - operating a public swimming pool facility in a rural location with a low population density.</p>
<p>OPPORTUNITIES Renewable energy generation New customers New or increased income generation Linking with other leisure providers</p>	<p>THREATS Lack of cash reserves Lack of expertise on Board – Finance & HR Lack of people on Board Lack of Swim club connected with the pool</p>

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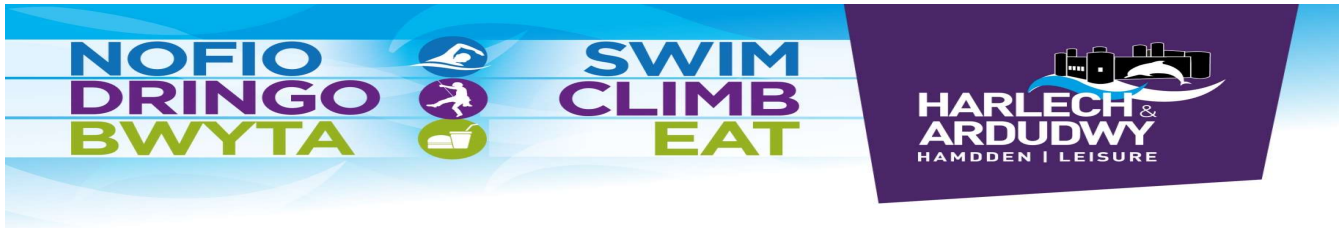
**HARLECH &
ARDUDWY**
HAMDDEN | LEISURE

Am rhagor o wybodaeth | For more information
e. harlechleisure@btconnect.com

www.harlechleisure.co.uk
t. 01766 780 576

Harlech ac Ardudwy Hamdden,
Harlech Leisure,
Beach Road,
Harlech,
Gwynedd, LL46 2UG





5. HAL operating costs

It is no secret that operating a public swimming facility is expensive. The busy holiday season providing the revenue to cover the quieter months. In 2021 the pool re-opened but this re-openign did not see the usual business although we sustained the costs. The quieter months however have been with HAL since Autumn 2019 - over 24 months. This has had an impact.

The Community Council precept support is vital to the operation of the pool. This is consistently contributing towards a third of the costs of the Centre.

6. 2022 Financial crisis

During 2020 and 2021 tough decisions have been made with regard to keeping a tight control on costs. All opportunities to apply for support grants have been taken and we are grateful for all the support received so far from Welsh Government, Gwynedd Council, Snowdonia National Park Authority, Sports Wales and several other sources.

This has helped but it is not enough.

Harlech and Ardudwy Leisure do not have the finances to see us through to the busier holiday periods. We need unrestricted cash to help pay wages and to cover items of equipment in the plant room. We will engage the community and have the intent of pursuing the capcital expenditure.

Our request –

- Community Council precept payment to be paid early
- Gwynedd Council cash injection
- Private business appeal – 1% of turnover or whatever you can afford.
- Local community – Make a pledge of support or a donation

By the end of February we need to have increased our cash reserves by at least £20,000 – can you help?

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7. Steps to re-open the pool

We will first rectify the roller issue and have time scale of April for public re-opening. We are working to shorten this. If we are not up and running by March 20th the Storm the Castle Harlech Triathlon will not run and following meetings may not return. This is brings a six figure sum to the area.



We are following up on our application to win the North Wales Crime Commissioners vote so we can offer a subsidised RLSS lifeguard course. This is to attract a spectrum of local people and offer national living wage jobs for local people. The course is projected to run 21-25th February or the 9-14th April depending on the pool situation.

- We have contacted key people regarding the appointment of a Swim Teacher.
- We are now reviewing our staffing structure in the pool for different activities sessions with the intent of making the pool more sustainable.
- We are reviewing our prices and a membership offer for re-opening.

We have applied for a Third Sector Resilience fund grant from the WCVA. This will fund the salary costs of the Centre lead and help to improve:

- Appeal to locals through a series of events starting with a community engagement project leading to a re name and re-brand of the centre
- Repaint the outside of the centre
- Diversify our offer to school aged children swim and climb, swim and run to improve well being.
- Kayak training offer to local outdoor/activity centres. Barmouth Yacht club.
- Staff efficiencies (the new centre lead trained as a lifeguard over Christmas)
- Intiate swimming lessons
- Re build the Swim club
- Build on new links with British Triathlon.



The centre received a lot of care and attention internally through 2020/21 due to the work by volunteer directors and some volunteers and staff. This work has benefitted those visiting since the re-opening. In 2022, we will pursue several key lottery grants and Sports Wales grants to build Harlech Pool and its offer in a new way. We are over a decade on from being North Wales first Big Lottery fund grant.

The closure of our pool is difficult and our top priority is to re-open as quickly and safely as possible. As a Centre we are:

1. Getting young people active
2. Offering the valuable lifeskill of swimming to local young people
3. Garnering a fun, competitive and inclusive environment for swimmers and climbers alike.
4. Offering older people somewhere to connect and get help (we have a covid passport clinic being run prior to Bingo re-starting). We want to combat mental health decline and loneliness.
5. Enabling Welsh language and culture to flourish.

We want to focus on our values and the new centre lead is undertaking a piece of work to focus on this.

February 2022
Staff and Volunteers
Harlech and Ardudwy Leisure

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