

Committee(s): Hampstead Heath, Highgate Wood & Queen's Park Committee	Date(s): 5 October 2022
Subject: Swimming Booking Systems	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	1, 2, 3, 4, 5, 9, 11, 12
Does this proposal require extra revenue and/or capital spending?	Y
If so, how much?	To be determined
What is the source of Funding?	Local risk
Has this Funding Source been agreed with the Chamberlain's Department?	N/A
Report of: Executive Director, Environment	For Decision
Report author: Stefania Horne, Assistant Director	

Summary

This report set out proposed changes to the Booking System used at the Bathing Ponds and Lido on Hampstead Heath.

Recommendation

Members are asked to:

- Agree the proposals as set out in paragraphs 5-11.

Main Report

Background

1. In 2020, during the first National Lockdown, a booking system was introduced to respond to the COVID19 pandemic, to allow the Heath's Bathing Ponds and Lido to operate and introduced a system that proved useful to manage crowded periods and peak usage.
2. The systems currently in place are Eventbrite for the booking of the swimming sessions and Clover for the payment of pay as you go. The two systems are not integrated and to obtain statistics in relation to usage, officers need to use manual systems that are time consuming.
3. Officers have worked with the current booking provider, Eventbrite, to streamline the booking process where possible, however there remain limitations with the current systems.
4. The systems do not offer opportunities to choose other method of payments such as flexible payments or bookings through a dedicated application.

Proposed Improvements

5. It is proposed to explore the use of alternative booking systems which support an integrated payment approach, offer flexible payment opportunities such as direct debits, provide usage data, and continue to support the existing wristband arrangements.
6. The booking systems to be considered have been tested and have had longstanding use in swimming environments, with applications that can guarantee data protection and cyber safety.
7. The scoping of the new booking system can be shaped together with our stakeholders and users, assessing needs and using feedback from customer surveys.
8. The principles used in the choice of new systems are:
 - Improvement of booking experience introducing more flexible approaches for payments and multiple ways i.e. use of an app as well as the website.
 - Retention of features that are already working to minimise set up costs, i.e. use of wristbands, minimising disruption to customer experience.
 - Improvement of booking systems to facilitate administration and improve data collection on usage.
9. It is important to note that the ponds will continue to be considered unique environments and the new booking systems will not seek to introduce a more formal approach.
10. A dialogue with all users will continue to capture feedback that can be incorporated in the scoping of the new systems where possible.
11. The current systems use an income sharing model and fees. It is anticipated that the new system will generate some efficiencies in relation to staff usage and income. This is because the system will operate on a single licence that can be forecasted with no shared income. The system will be less manual and staff duties can be repurposed to support other activities that are currently understaffed such as support to other booking activities and engagement.

Corporate & Strategic Implications

12. The proposals outlined in this report contribute towards the achievement of the aims set out in the City of London Corporate Plan 2018-23: Contribute to a flourishing society, Support a thriving economy
13. The proposals outlined in this report contribute towards the achievement of the Hampstead Heath Management Strategy 2018-2028 Strategic Outcomes A: The Heath is maintained as a flourishing green space and historic landscape, B:

Improved quality of life for Heath visitors and C: The Heath is inclusive and welcoming to a diverse range of visitors

Financial Implications

The cost to introduction a new booking system will be met from the Heath's Local Risk Budget.

Resource Implications

14. Introduction of a new booking system will reduce the manual elements of the current booking arrangements, which will enable staff to support user engagement and other leisure and sports activities across the Heath.

Climate Implications

15. The changes will not impact on the City of London's Climate Action Strategy, which was launched in October 2020. A key part of the strategy is conserving and enhancing biodiversity alongside reducing carbon emissions and any proposed changes will need to be in line with the strategy.

Legal Implications

16. All personal data will be processed in accordance with the Data Protection Act 2018 and the UK GDPR.

Risk Implications

17. Risks are monitored and recorded through the Hampstead Heath Charity Risk Register. Any risks arising from this proposal will be included in a project risk register.

Equality Implications

18. The new booking system will support access to the Bathing Ponds and Lido. The telephone booking line will remain in place.

Security Implications

19. Security implications are monitored and recorded through the Hampstead Heath Charity Risk Register.

Conclusion

20. It is proposed to explore the use of alternative booking systems for the Bathing Ponds and Lido which support an integrated payment approach, offer flexible payment opportunities, provide usage data, and provide a good user experience.

Appendices

- None.

Stefania Horne

Assistant Director, Natural Environment

T: 020 7332 3322

E: stefania.horne@cityoflondon.gov.uk