



KIPPIE

Welcome to the Annual General Meeting

Wednesday 26th March 2025

Trevor Grose - Chairman



Agenda

- Attendance and Apologies
 - HSE
 - 2024 highlights & activity review
 - F&B/Member Survey
- Overview of Kippie Development
- Financial Performance
 - Management Committee Report for 2024
 - Accounts for the Year Ended 31st December 2024
 - Appointment Independent Accountants
 - Election of Members of the Management Committee
 - Any Other Competent Business
 - Questions to the Management Committee



Management Committee

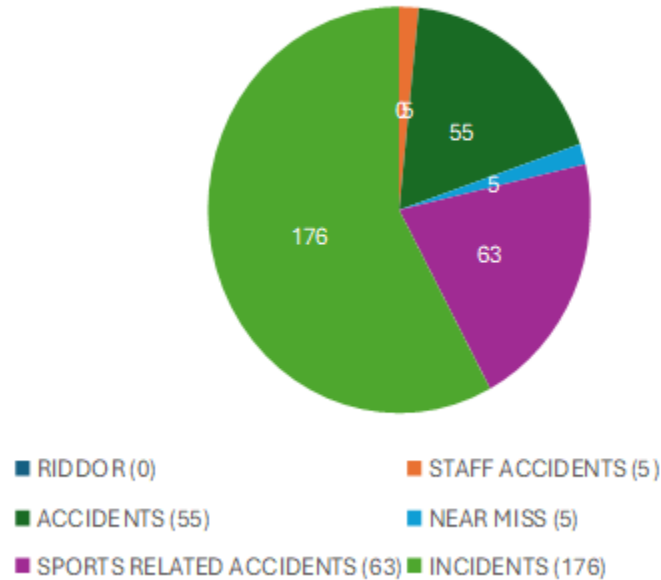
- Trevor Grose, Chairman
- Rick Sansom, Treasurer
- Drew Russell, Vice Chairman
- Emma Davies
- Simon Hosie
- Stuart Heath
- Louise Craig
- Dawn McLean
- Bruce Stuart
- Robin Caldwell, Club Director (ex officio)



Health and Safety

- **Accident Frequency Rate 1.8 accidents per 100 employees – below Industry average 1.9**
- **Out of 100 members 3.6 accidents.**

2023 Accident & Incident Reporting



Development:

- Critical Incident Plan implemented – Senior Manager on call 24 hours.
- Staff Training completed - Lifeguard / First Aid / Fire Warden / Fire Safety / Food Hygiene / Child Safeguarding & Protection / COSHH Control of Substances Hazardous to Health

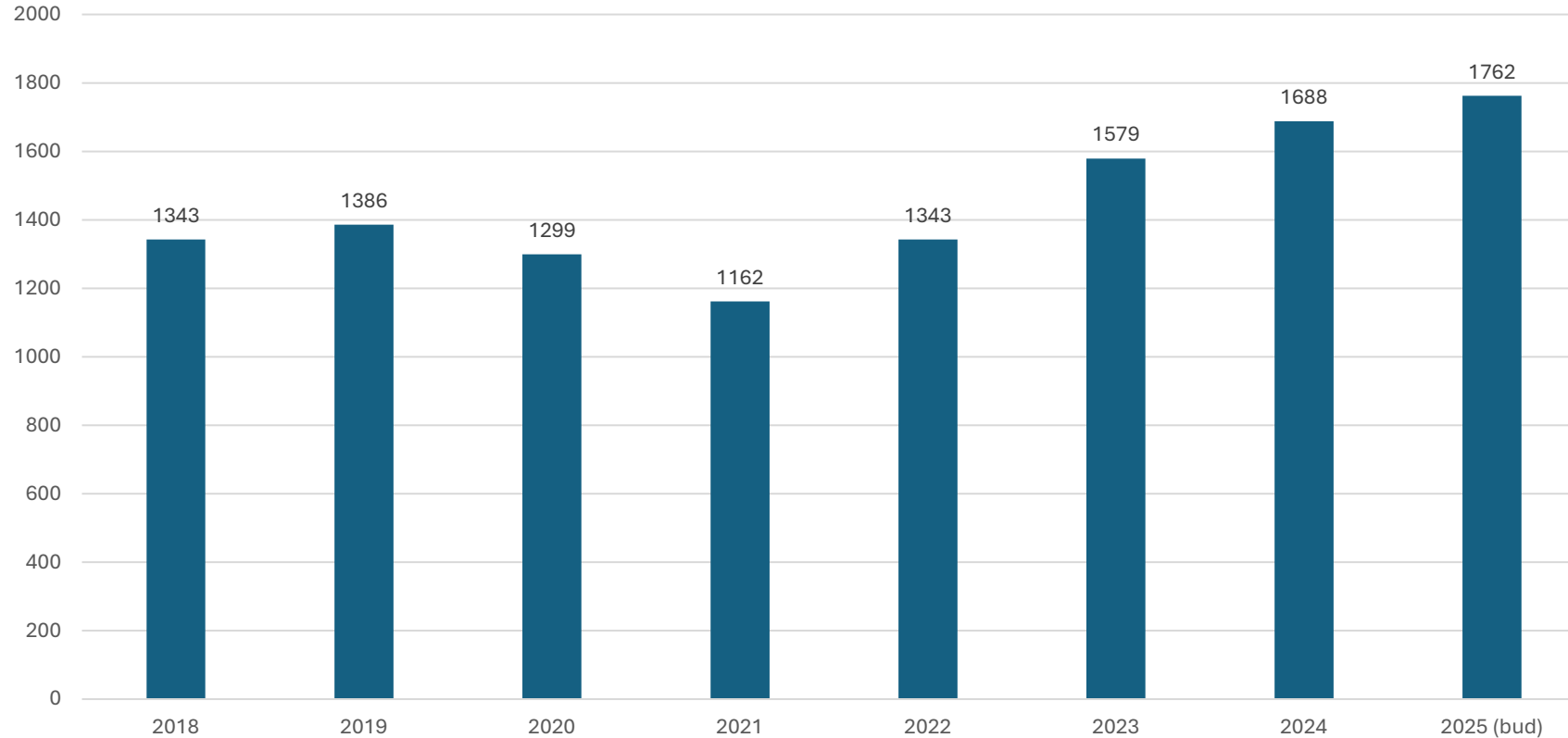
2024

- Installation of new boilers at sports complex
- Refurb of all changing rooms
- Introduced Toptracer technology to the golf driving range, hugely popular
- Provided children's golf coaching programme through Robin Campbell, excellent feedback from parents and children
- Expanded and refreshed our class offering
- Grown the membership in line with budget & now above pre-covid levels
- Improving the Kippie App and added table booking
- Developed facility plans for Kippie expansion and held member engagement session/plan displays



Membership History

Total memberships



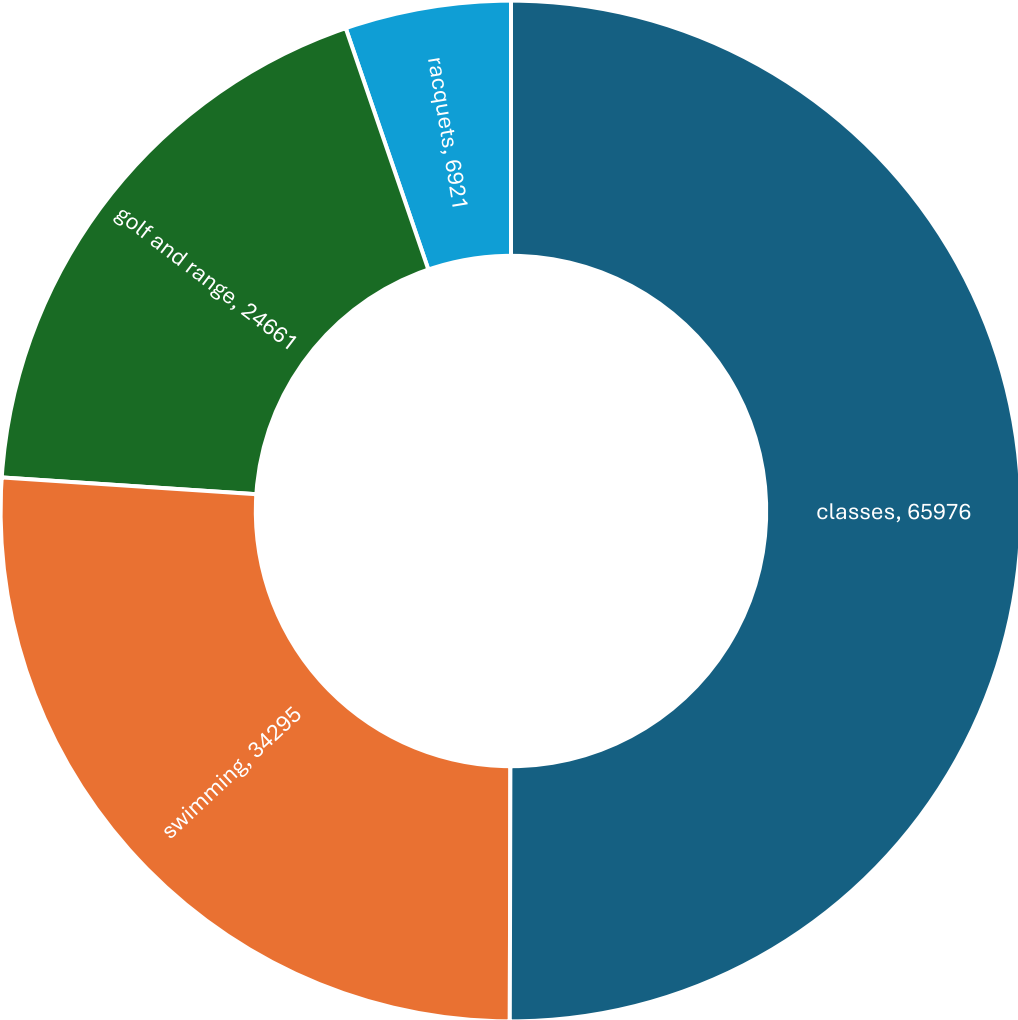
- This table shows the total number of memberships (family, single, young person, senior etc).
- Including children there are **4147** members of the Club.

KIPPIE ACTIVITY REVIEW 2024/25

- Robin and Clint have reviewed data from our class bookings, cancellations and waiting lists to provide an overview of our activities since the AGM
- This data will inform actions which we need to take now

All Attended Activities

All attended activities 03/24-03/25

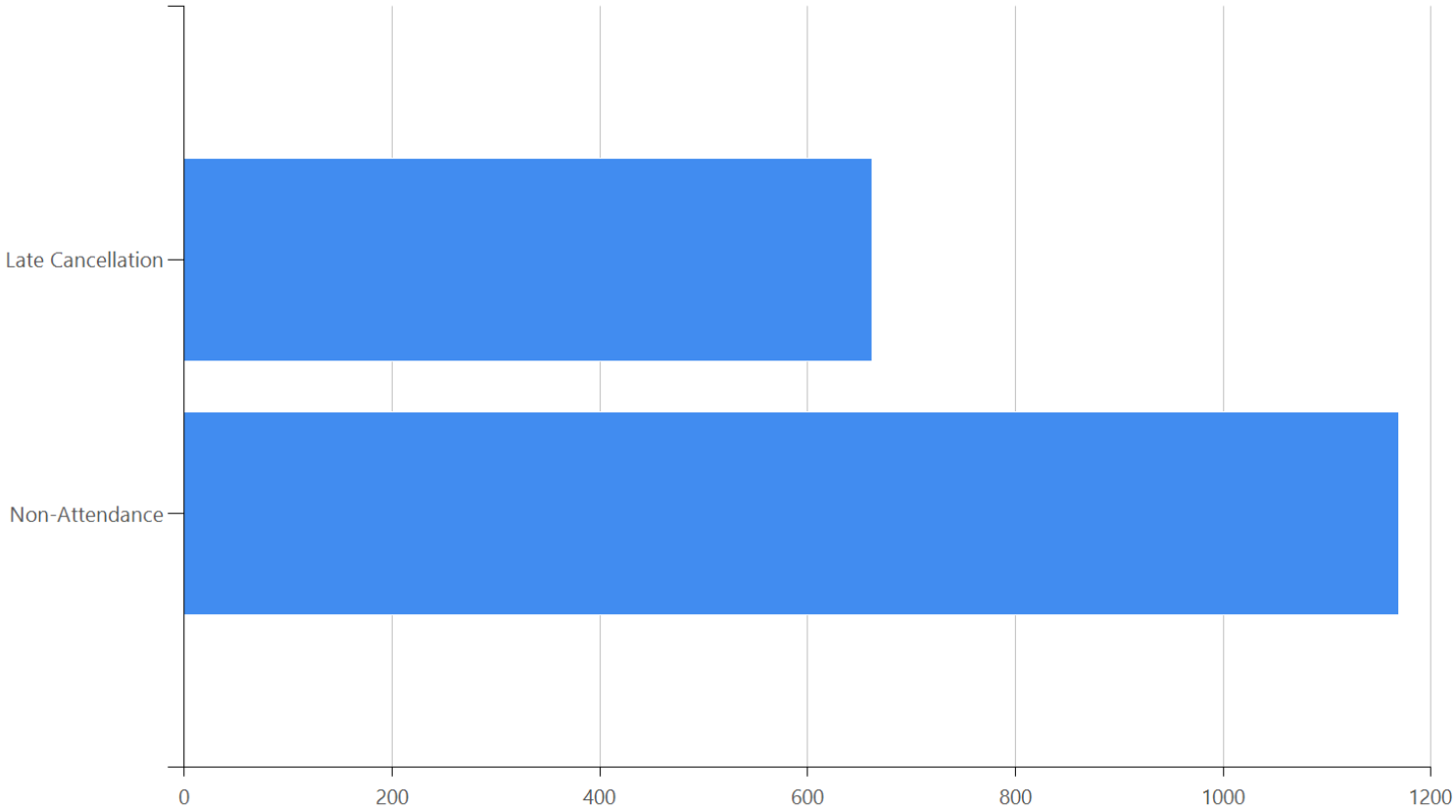


Top 20 Classes

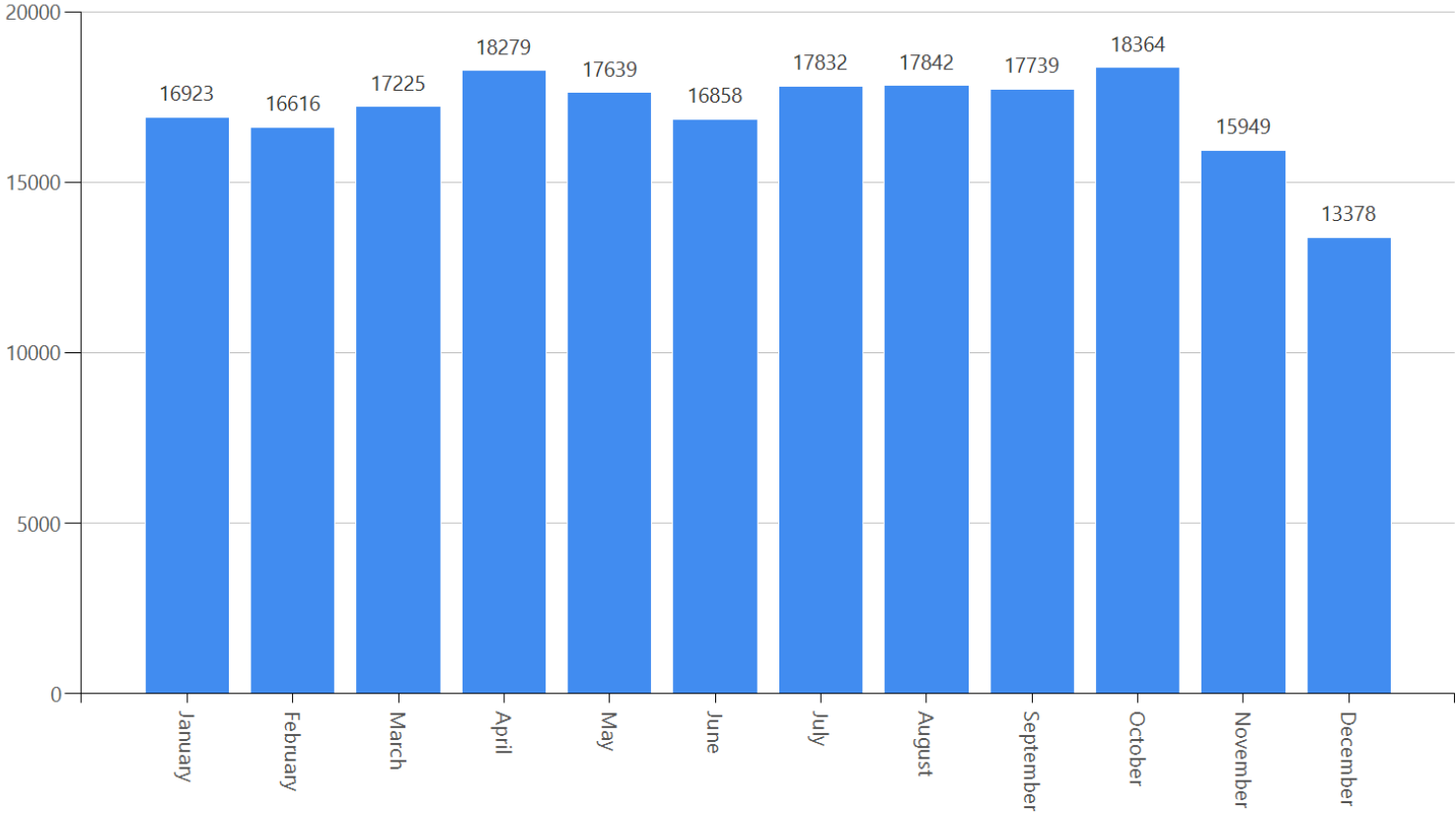
Top 20 Classes Mar 24 - Mar 25



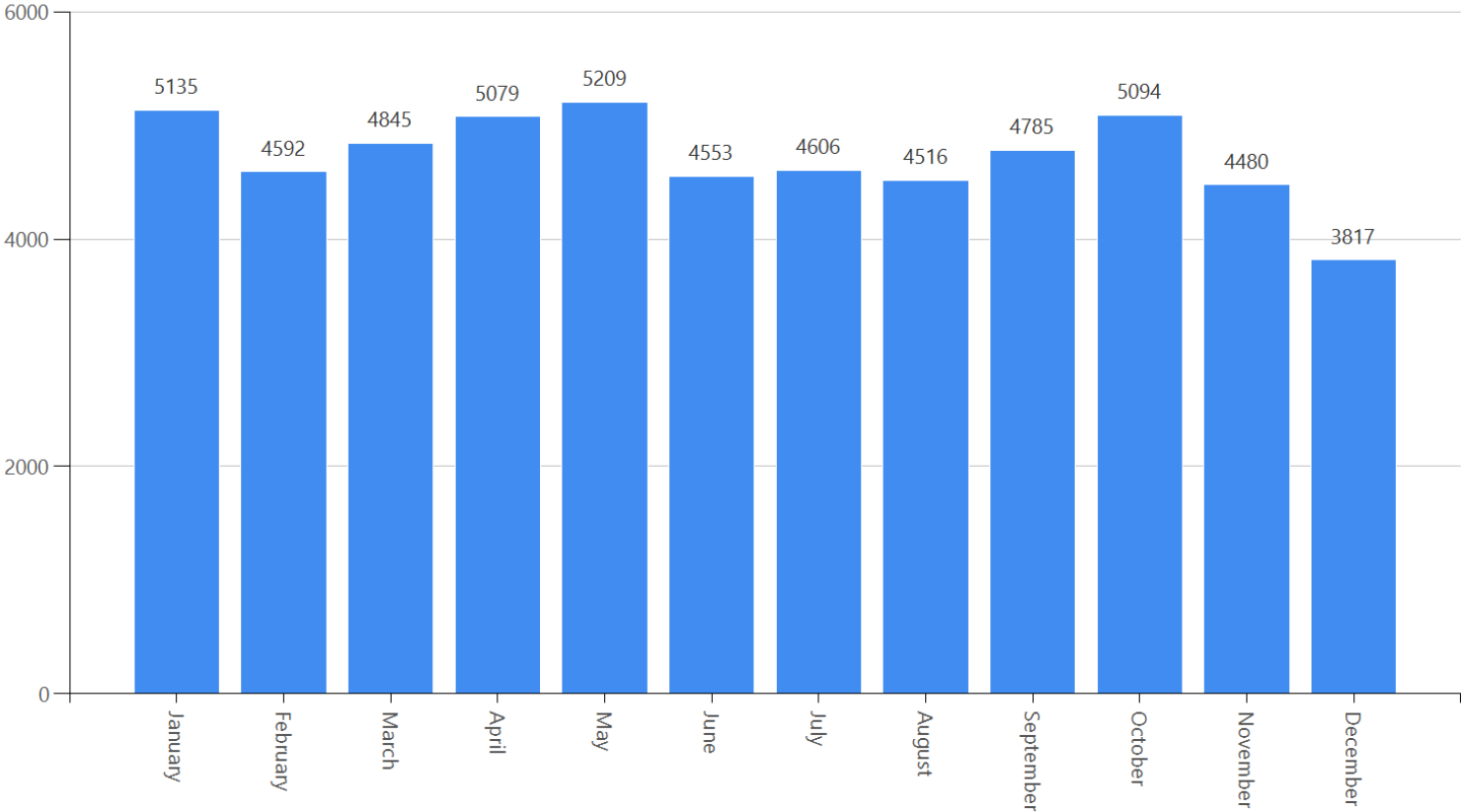
Strike overview



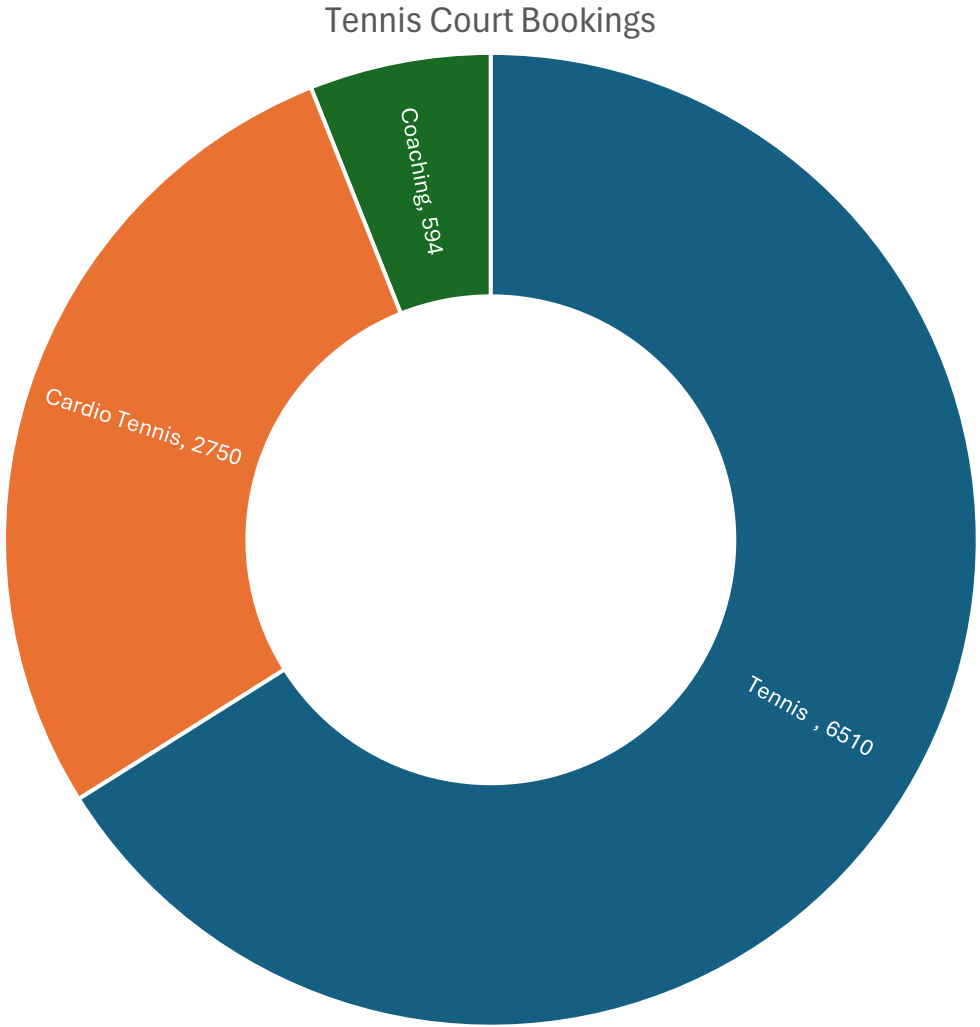
All activities bookings – 03/24 to 03/25



All cancelled activities – 03/24 to 03/25

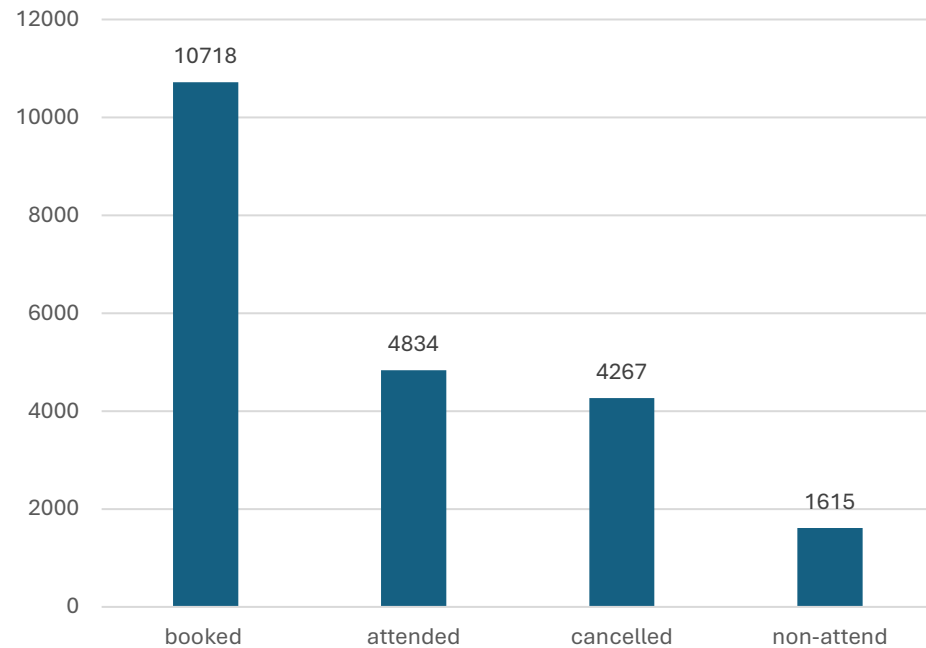


Tennis Usage Overview

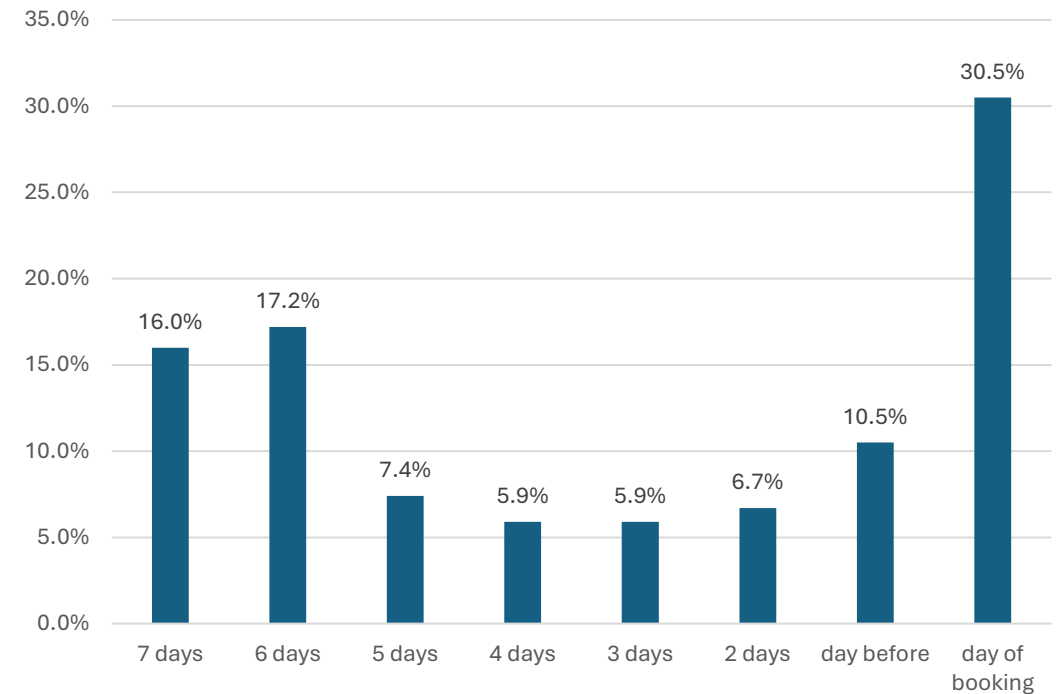


Tennis bookings & cancellation notice

Tennis bookings 03/24-02/25

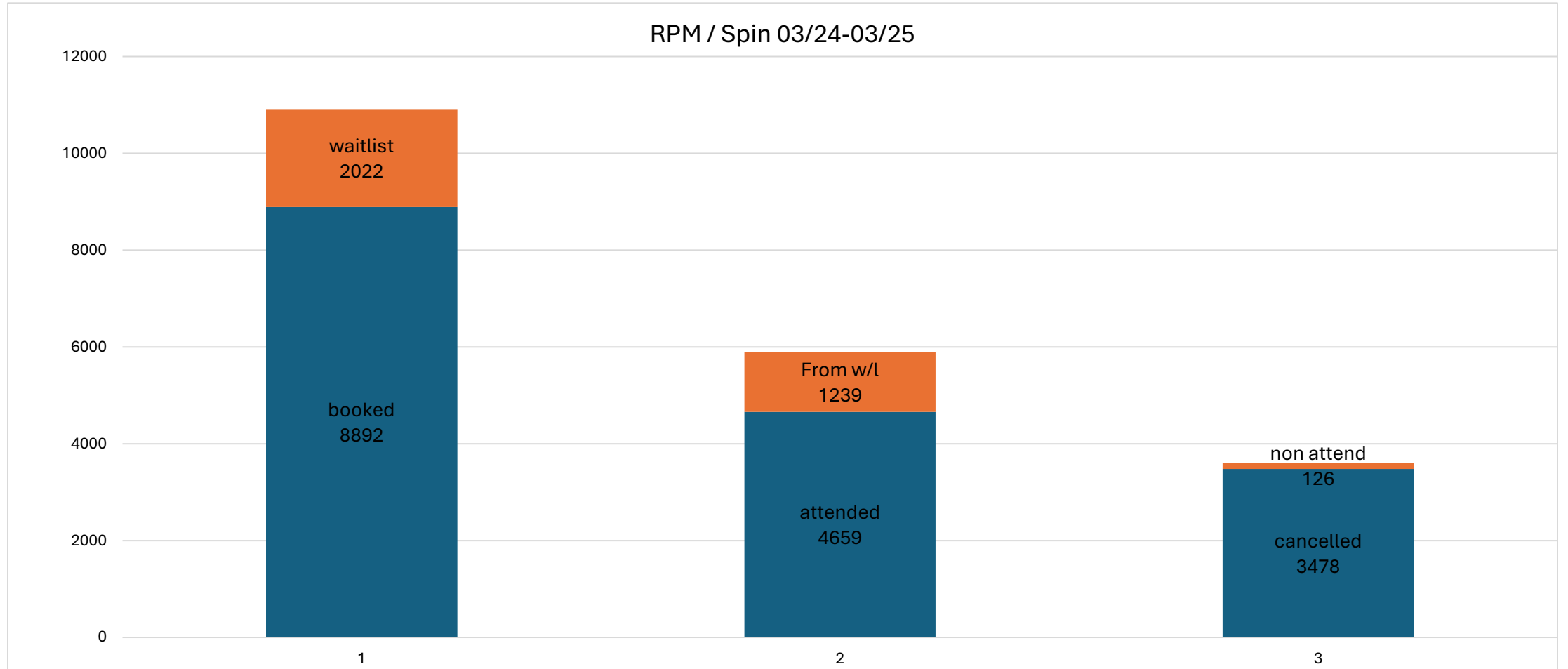


Court Cancellation Notice Periods



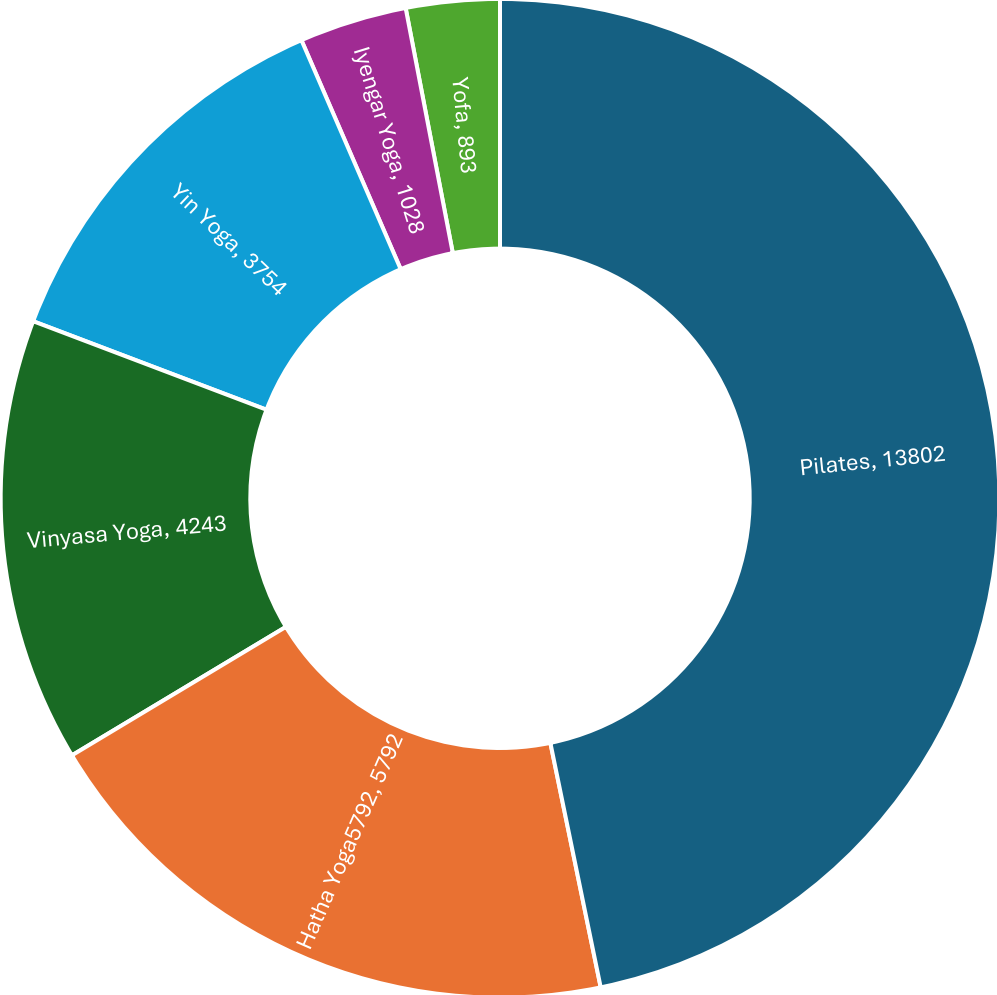
Based on available data @40% bookings are cancelled
30% of cancellations are on the day, making it extremely difficult for others to book
Change to court cancellation period or strike policy required

Spin/RPM class picture



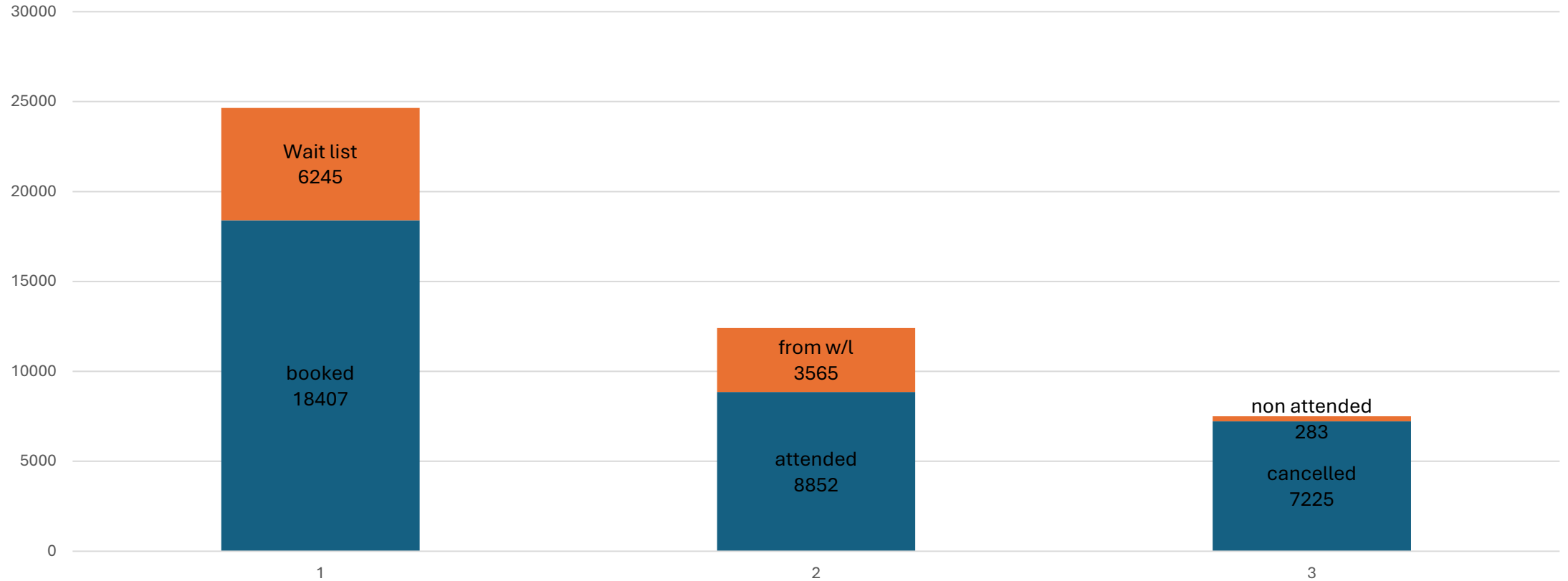
Yoga/Pilates Bookings

Yoga / Pilates Bookings



Yoga class overview 03/24-02/25

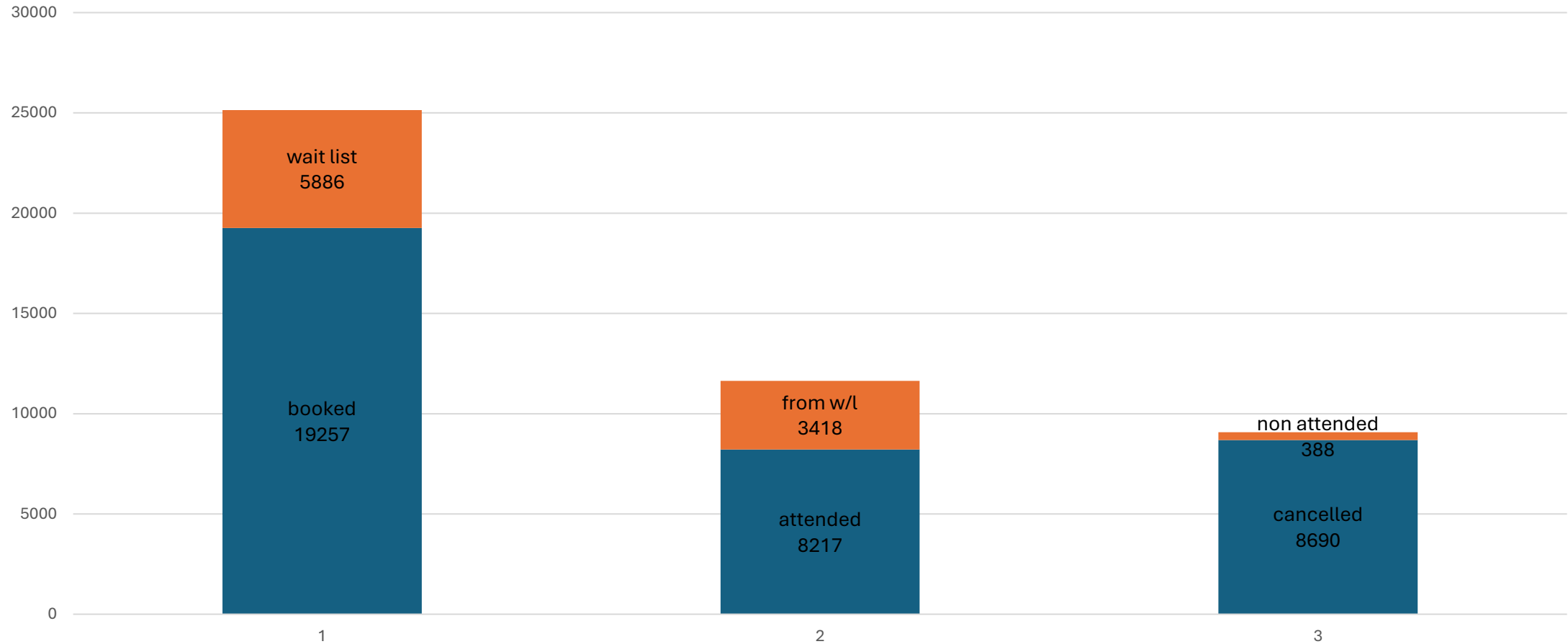
Yoga 03/24-03/25



Yoga continues to be very popular, some progress on access but waiting lists demo need for more class space

Pilates overview – 03/24-02/25

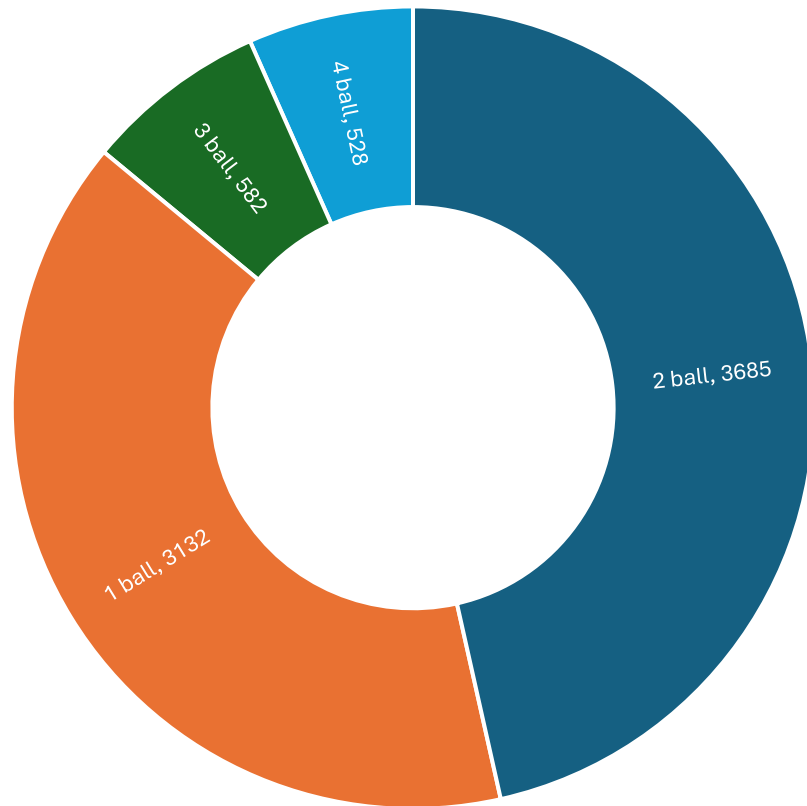
Pilates 03/24-03/25



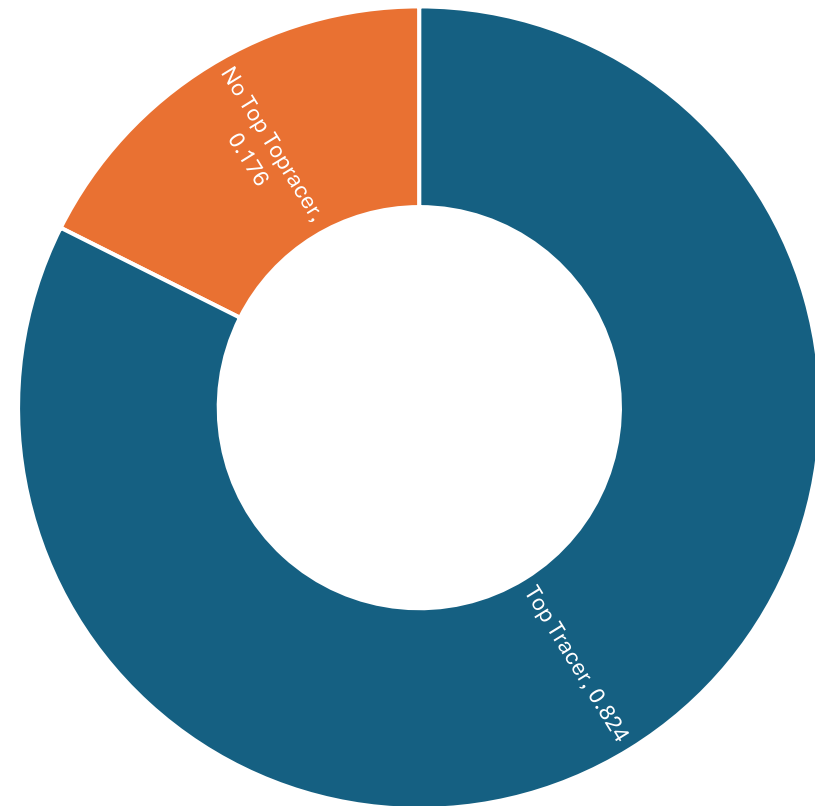
Similar to Spin/RPM, some progress made on waiting lists but still a clear need to expand class capability

Golf Usage

Golf Bookings

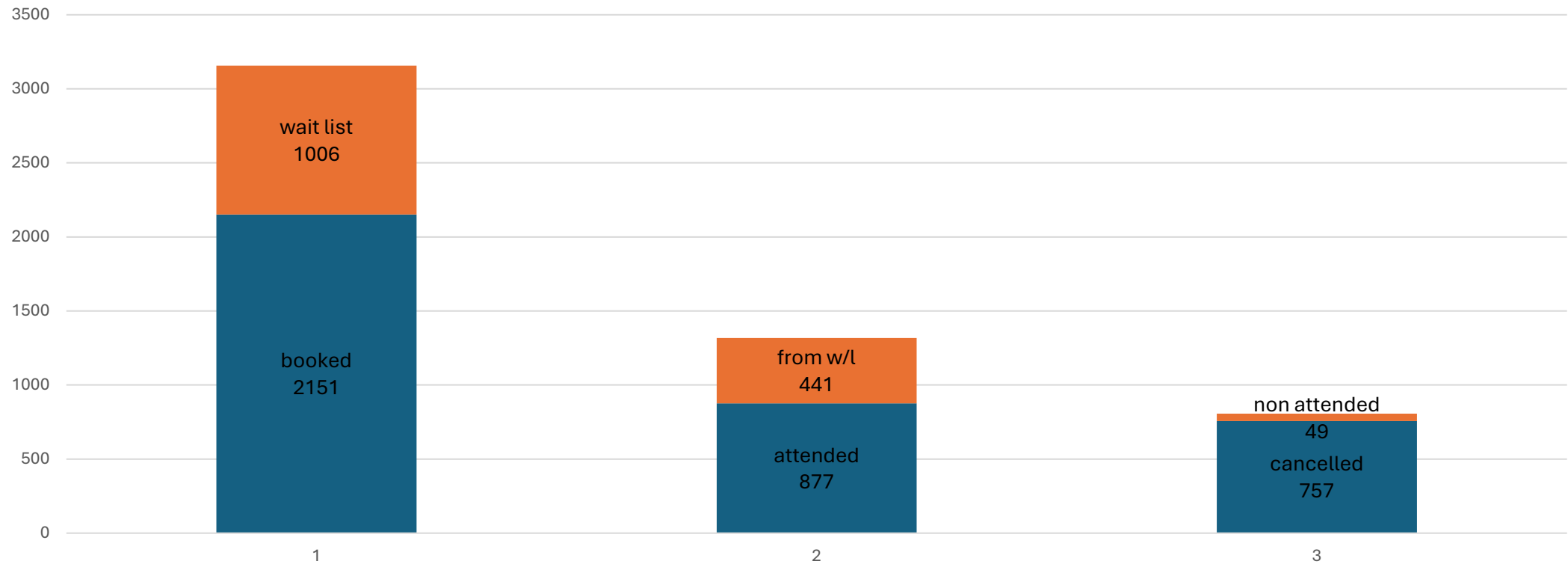


Driving Range



Gym Circuits Overview – 03/24-02/25

Gym Circuits 03/24-03/25

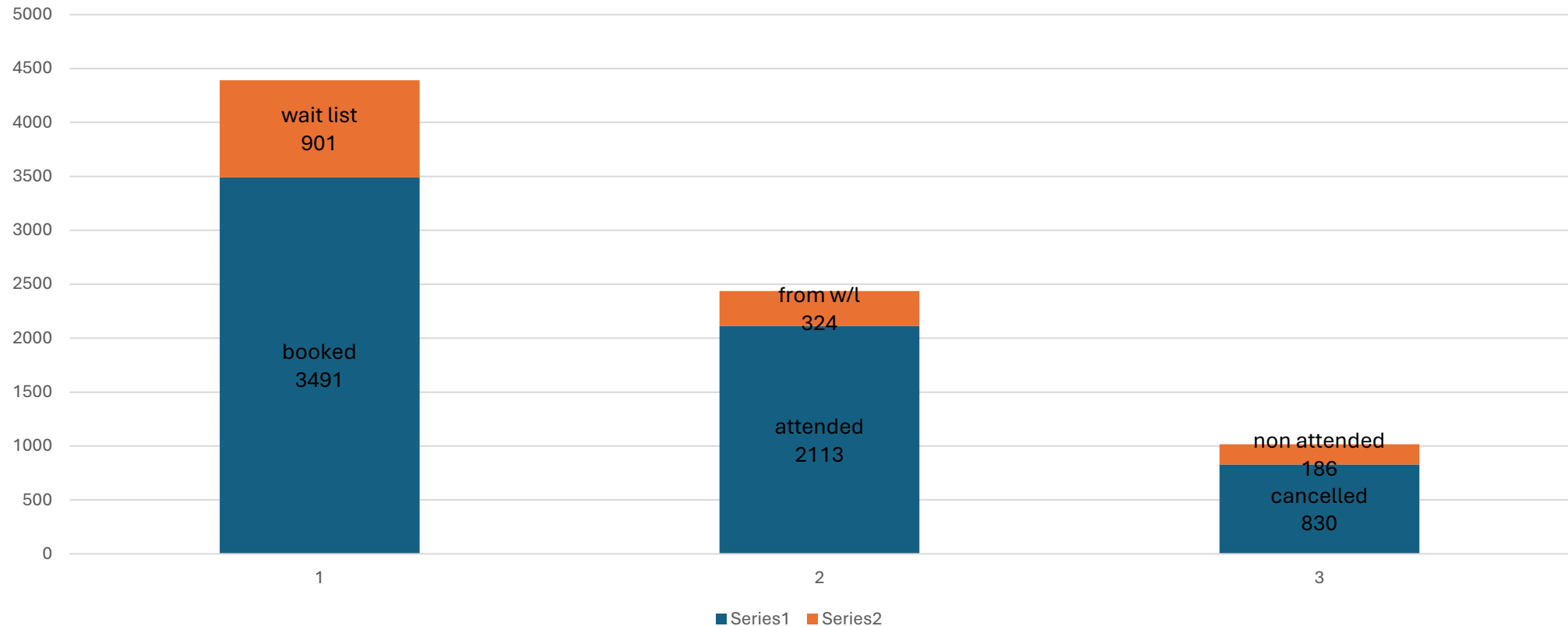


Gym circuits (and Hyrox, not shown) continue to be high demand but limited space in current gym means access is an issue

Feedback from regular gym users is that peak period access (around working members) is difficult and a clear need to develop space is required

Youth Gym Overview – 03/24-02/25

Youth Gym 03/24-03/25



We are seeing a consistent increasing demand for youth gym access and with current facilities this is limited.



Sport/Activity Data Conclusions

- Given the data on usage, cancellations and waiting lists there is a clear case for
 - Expansion of Kippie Facilities with a priority for new gym, increased studio space (yoga, Pilates, Spin/rpm) & children's facilities
 - This will address the pinch points with our current facilities
 - Strike policy and/or notice period for cancellations will be reviewed further, but will have limited impact with existing facilities
 - Would like to offer more Hyrox which is very popular, but is very limited with existing facilities



Kippie Sports – Going Forward

- Classes continue to be very busy, pinch points in Yoga, Pilates
 - Existing studio space for both large and smaller classes is not sufficient to meet demand and an increase in studio numbers is now required
- The gym is also seeing a significant increase in usage during peak periods
 - Difficulty fitting in youth sessions
 - Gym circuits and the much in demand Hyrox is challenging
 - Bigger gym facilities are now required
- Strike policy has been reduced to 2 strikes before action taken but we still have issues with cancellations and no shows

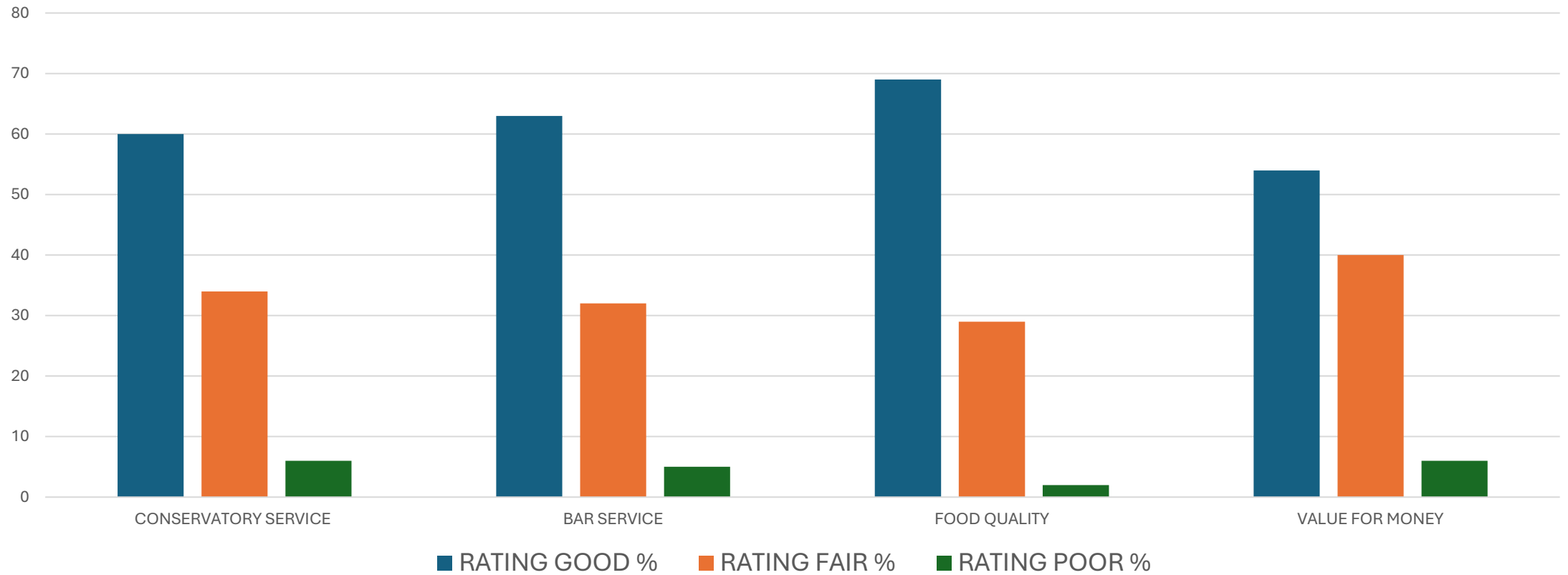


F&B SURVEY 2025

- Over 400 members participated in the survey
- 

F&B SURVEY SUMMARY

F&B MEMBER RATING



F&B Survey

- Asked members to feedback on opening the Lodge to the public and this was met with a resounding no.
- Members value the exclusivity of the club and express concerns over potential overcrowding, service decline, and the loss of a unique atmosphere.
- Many suggest that improving food quality and service for current members should be prioritized over public access.
- A few members are open to trial periods or limited access during quieter times, as long as member preferences are prioritised.
- Overall, the majority prefer to keep the Lodge exclusive to members, with some indicating they might reconsider their membership if access is widened.

F&B Progression

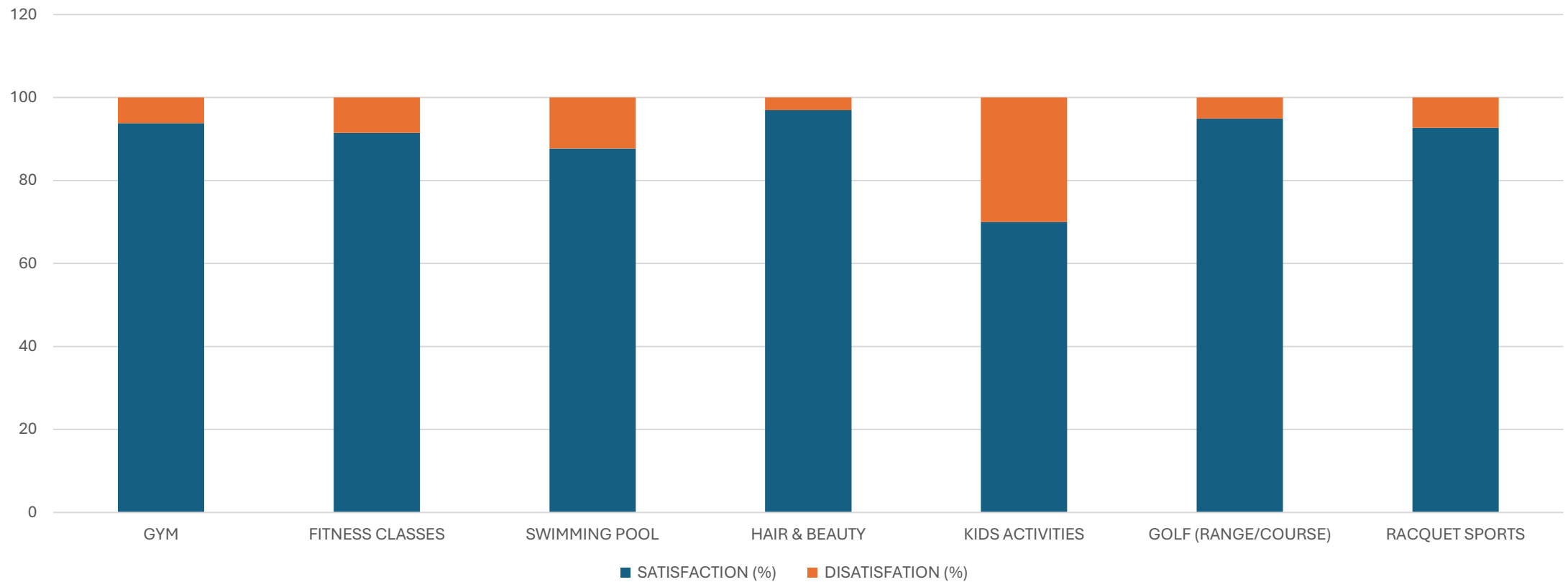
- Clear scope to improve our offering in F&B
- Rob Milne (F&B Manager) hired to improve all aspects of our F&B operations
- Rob comes to Kippie with 30 years of experience including running his own restaurant
- Currently reviewing staffing in our F&B operations

MEMBERSHIP SURVEY 2025

- We had a time limited survey for 2024
- Your top four facilities are:
 - Swimming Pool
 - Fitness Classes
 - Gym
 - Food & Beverage

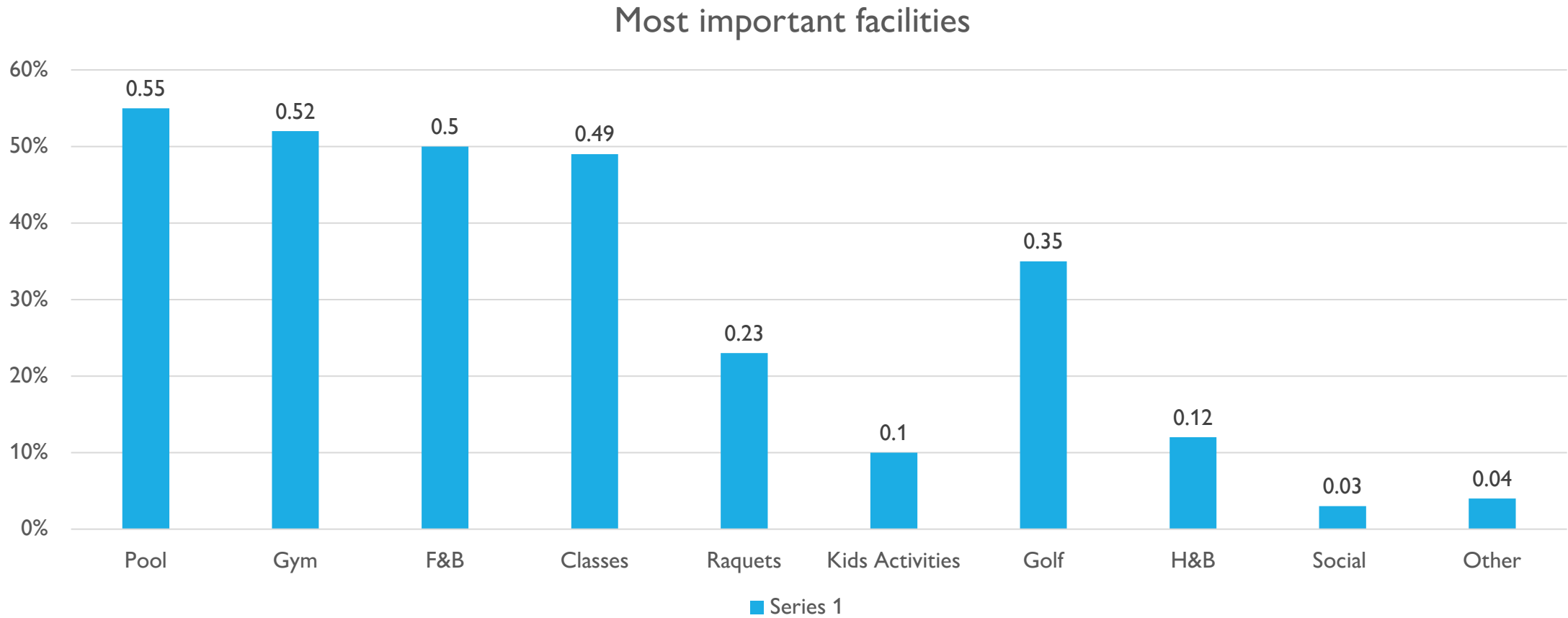
MEMBER RATING ON ACTIVITES

Member Survey





What are your top 3 Most Important Facilities



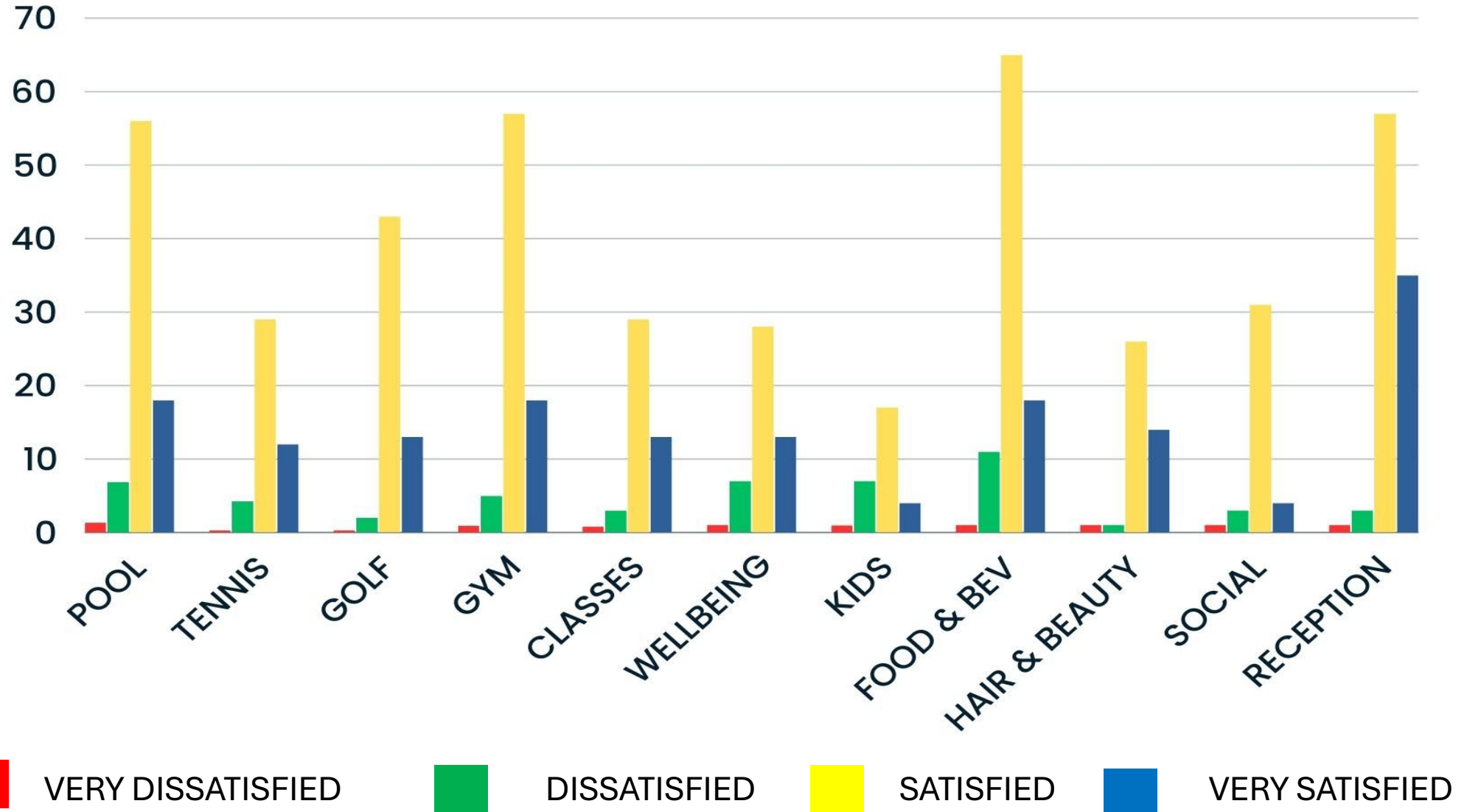


What classes would you like to see?

- Martial Arts for adults/seniors
- Mother & Baby classes
- Teenage classes
- More body combat/body attack/body balance/HIIT
- Jazzercise
- Squash Coaching
- Cross Fit
- Tai Chi
- Improved evening classes for working adults
- Classes for 70+ years
- More kids classes after school finishes, not 3 p.m.
- Remote access for classes that are over subscribed



How have we met your expectations?



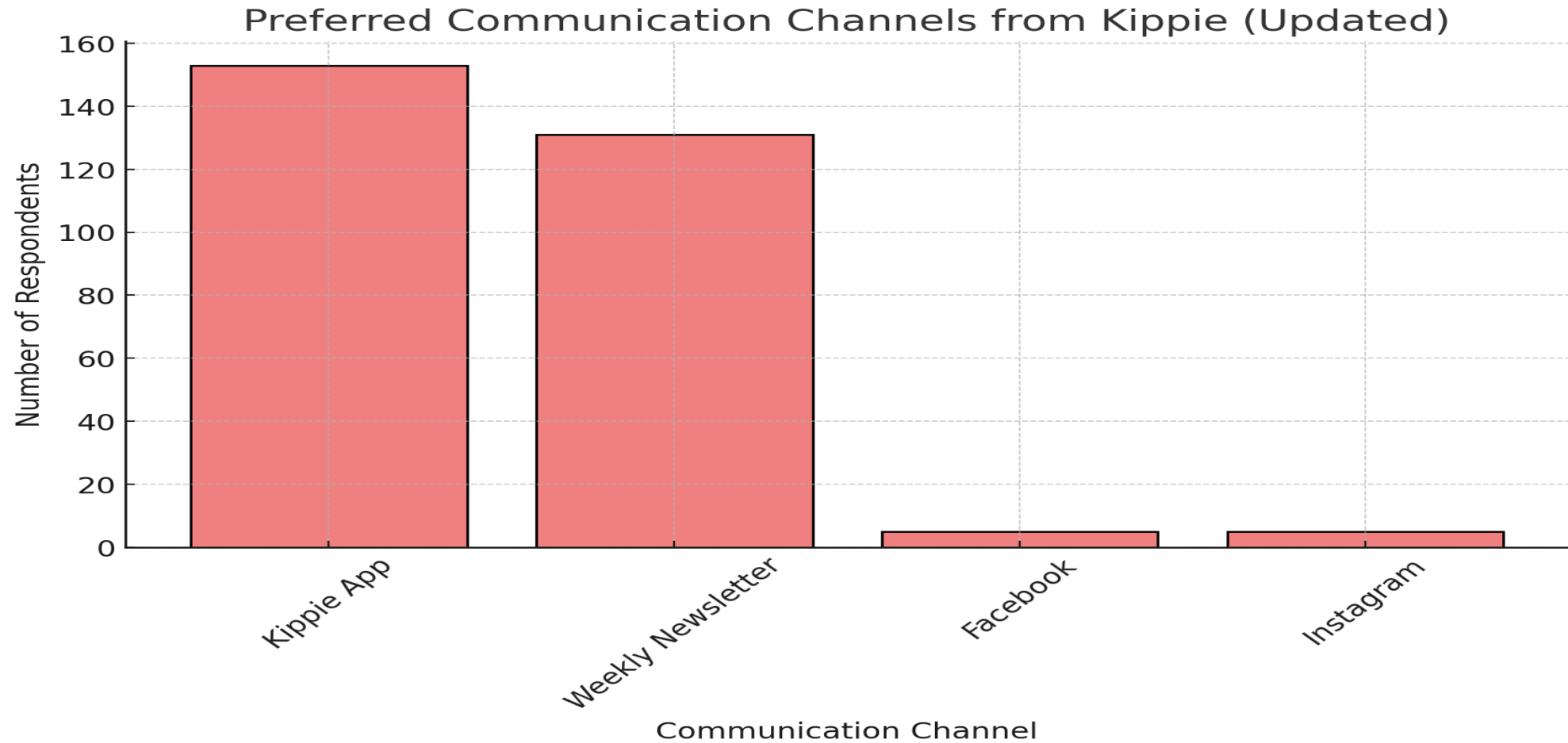


How have we met your expectations?





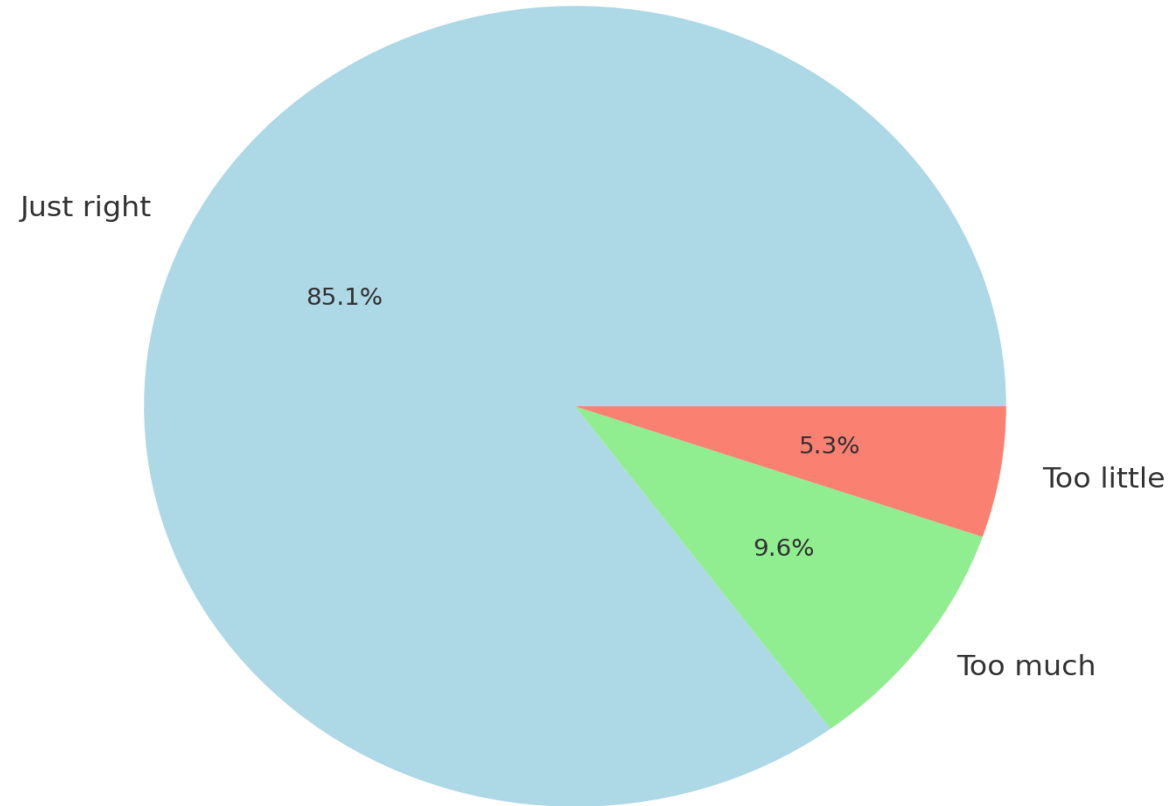
Preferred Communication Channels





COMMUNICATIONS CHANNELS EFFECTIVENESS

Perceived Communication Effectiveness from Kippie



2025 Progression

- Grow membership in line with Kippie development option funding, explore further corporate options
- Progress phase 1 of the development programme with priority given to the new gym facility, studio redevelopment & children's
- Reduce costs
- Enhance our F&B offer
- Develop and implement a comprehensive children's activity programme led by our new Children's co-Ordinator Sean Christie
- Refresh our overall activities/class programme as applicable
- Maintain existing facilities and QHSE performance

+ ○ • KIPPIE FINANCIALS 2024



Budget Process

- Budget process starts in late July
- Full year budget approved at end August
- Budget updated quarterly
- Financial report issued monthly 3 weeks after month end
- Reviewed at committee mtg last Wednesday of the month
- This year we will also be looking at leading indicators, F&B revenue and membership numbers on a weekly basis

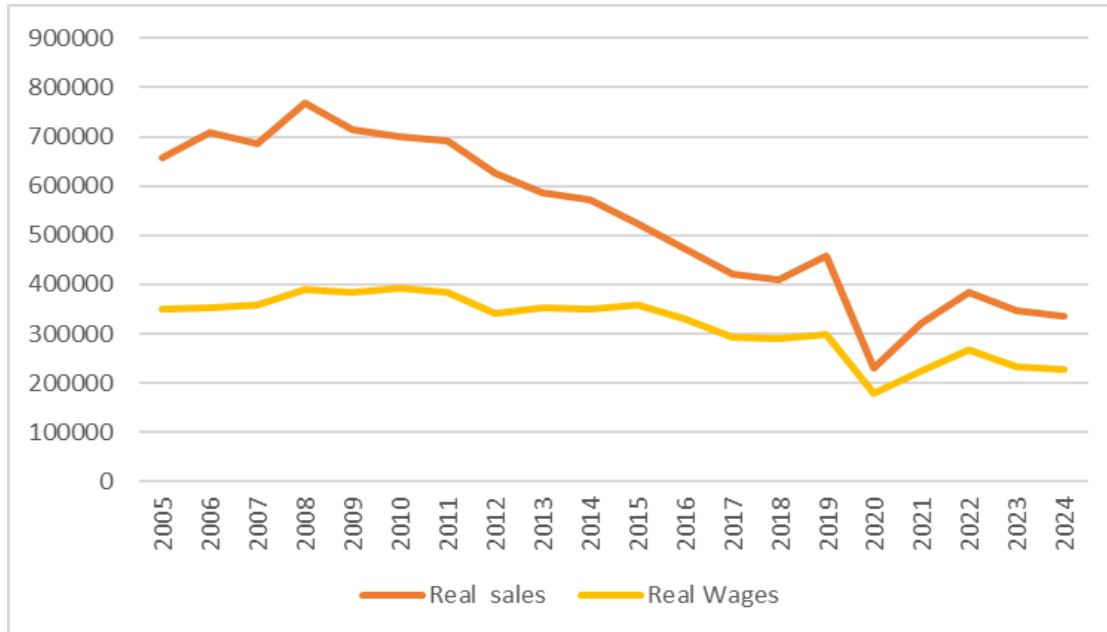


Profit & Loss

	actual	actual	Delta
£K	2023	2024	
Membership Fees	2,059	2,385	326
Sports & H&B net	79	72	-7
F&B net	-43	-83	-40
TOTAL INCOME	2,095	2,373	278
TOTAL COSTS	2,071	2,302	231
Profit/Loss	23	71	48
Depreciation	46	67	21
Loan repayments	-10	-10	0
Free Cash	59	128	69

£K	2023	2024	Delta
break down of costs	actual	actual	
Wages	£588	£671	-82
VAT	£111	£150	-39
Golf Course& grounds	£152	£179	-27
Depreciation	£46	£67	-21
Heat& light	£253	£232	21
Main& renewals	£144	£164	-20
Group exercise	£156	£174	-18
Cleaning	£129	£144	-15

F&B real sales & wages / comments



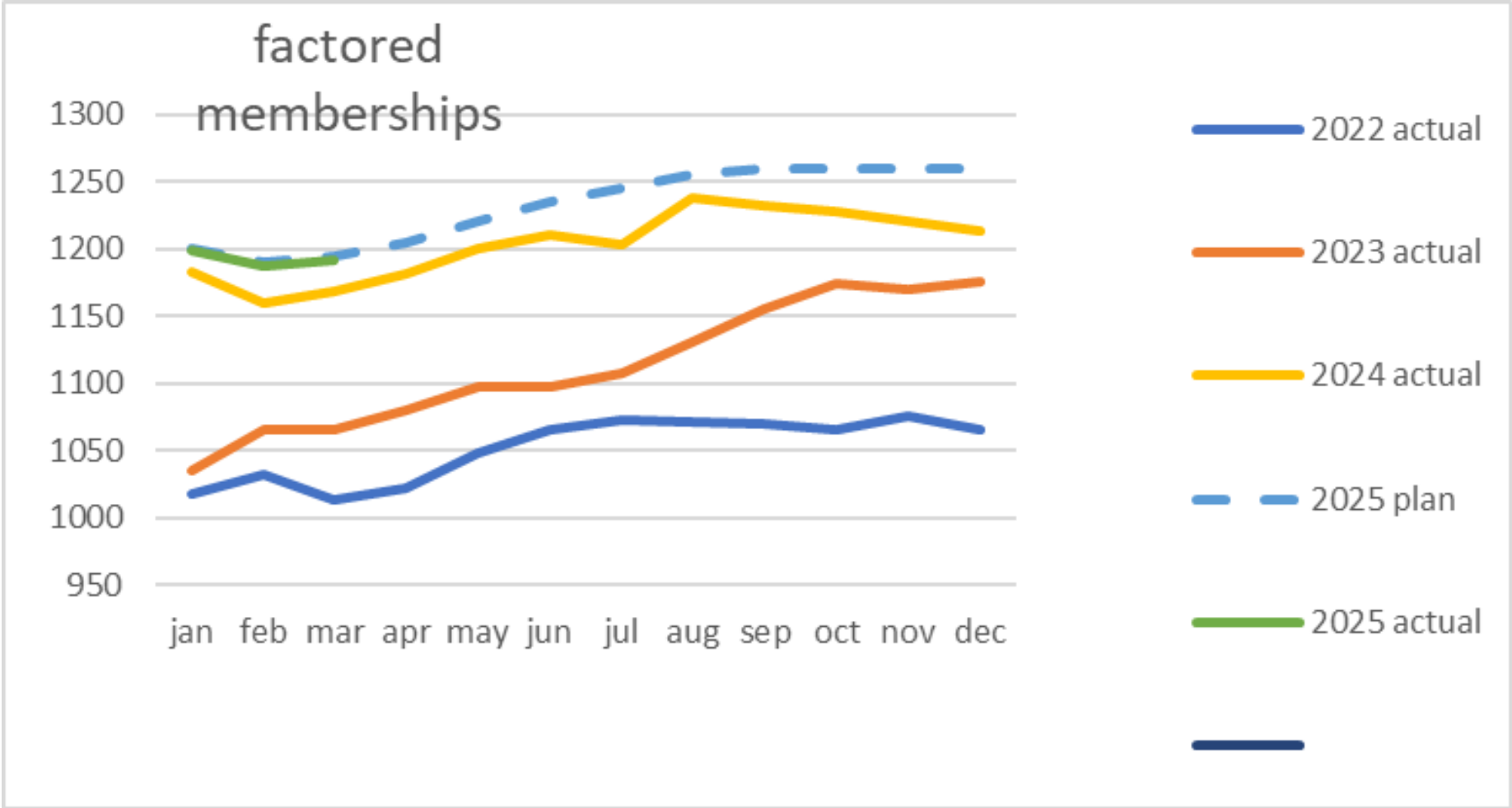
- Real = money of day divided by inflation since 2005
- F&B challenged many years, root cause 50% fall in real sales
- 2024 loss of £83k=£31/adult
- 2022 to 2023 loss halved due mainly joining purchase group
- 2024 challenging due no growth in sales but NMW pressures
- Actions taken to improve
 - Shutting Mon/Tue evenings
 - Pad ordering
 - Online Table booking
- Best solution is increased usage and sales
- Remember you can't employ half a person

Top Suppliers in P&L 2024

	£K	
Supplier	Amount	Notes
YU Energy - Electricity	£134	fixed price will rebid in July 25
Spectrum Service Solutions	£123	Changed in 2022 will rebid in 2025
ABERDEEN CITY COUNCIL	£99	No Alternative
Brakes formerly Woodward	£92	Chef looks at cheapest from 3 suppliers
Lockton Insurance	£57	Bid annually in August
DG Fitness	£57	Will rebid in mid 2026
YU Energy - Gas	£52	changed to Crown in July
G MCWILLIAM (ABERDEEN) LTD	£44	Chef looks at cheapest from 3 suppliers
Crown Gas and Power Ltd - Gas	£40	replaced Yu Energy in July 24, rebid July 26
Douglas Electrical	£31	Changed in 2022 will rebid in 2025
Belhaven	£27	to be considered

Balance Sheet

£K	2023	2024	delta
FIXED ASSETS	1,138	1,306	168
Stock, Debtors and Prepayments	129	115	-14
Cash at bank and in hand	149	20	-129
Total Assets	1,416	1,441	25
LIABILITIES			
Trade Creditors & Accruals	179	205	26
Subscription in advance	129	131	2
Loans within one year	10	10	0
Deferred Income	94	44	-50
VAT	27	28	1
Loans > 1year	18	8	-10
total liabilities	457	426	-31
Term Memberships	39	25	-14
ACCUMULATED SURPLUS	869	991	122
capital project fund	50	0	-50



Capital Spend

- 2019 Lodge studios, gym extension, H&B revamp £170k
- 2020 Double skin dome and tennis surface £240k
- 2021 none £0k
- 2022 studio 3 velux windows £26k
- 2023 tarring, golf fence, kitchen steamer £66k
- 2024 new boilers/flues, changing room, golf machinery, fire suppressant in kitchen £236k
- *2025 Proposed spend on development phase1* £174k

Approval of Accounts

- To approve the 2024 accounts as tabled and reviewed by Bain Henry Reid

Approval of Accountants

- To approve reengagement of Bain Henry Reid to carry out annual review of accounts



Committee Elections

10.3 Office bearers will serve a minimum of 3 years and within that period the requirement for re-election under rule 11 can be waived at the sole and unfettered discretion of the Management Committee.

11.3 At every Annual General Meeting of the Club, one third of the Members of the Management Committee for the time being or the number nearest to one third shall retire from office. The Members of the Management Committee to retire in every year shall be those who have been longest in office, since their last election, but as between persons who became Members of the Management Committee on the same day, those to retire shall, unless they otherwise agree between themselves, be determined by lot.

A retiring Member of the Management Committee shall be eligible for re-election.



Committee Elections 2025

- Standing down
 - Louise Craig
 - Simon Hosie
- Seeking re-election
 - Drew Russell
 - Trevor Grose
 - Rick Sansom
- Seeking election
 - We have had no applications for Kippie Committee



Questions from the floor

K

Thank you for attending

