



Review of NCW Pool Feasibility impact of a proposal to provide a swimming pool to Newcastle West

Client: Limerick City & County Council

11th September, 2017

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Introduction, Scope & Responsibility

Background

In November 2013 a Newcastle West Pool feasibility report was commissioned by the promoters of the Desmond Complex to evaluate the need, demand and support for a 25 metre indoor swimming pool in Newcastle West Co. Limerick. The report was submitted to Limerick City & County Council for Consideration.

Following consideration of the report the elected members for the Municipal District of Newcastle West agreed to commission a report to assess the impact, if any, that the development of a new pool in Newcastle West would have on existing public and private swimming pool facilities in the area.

Objective & Scope

The terms of reference for the study were agreed in October 2016 at a meeting of the Municipal District of Newcastle West as follows:

- Generally review the findings of the recommendations of the Newcastle West Pool Feasibility Report 2013 as it relates to the assessment of impact, if any, of a proposal to establish a public swimming pool in Newcastle West. This review should include analysis of any background research data on this issue made available by the consultants who completed the 2013 Report or those who commissioned the 2013 Report.
- Examine the impact of the proposed new pool facility on existing public and private pools and associated leisure facilities in the wider catchment area.
- The impact analysis should include an assessment of impact on Killeline Leisure, Woodlands Hotel Leisure Club and Askeaton Leisure Centre.
- The impact analysis should be a determination of
 - The type of facilities currently provided and the standard of those facilities
 - The charge structure in place in existing facilities vis a vis the proposed charge structure at the Newcastle West Facility.

Methodology

This report is structured as a review of the original Feasibility Report, which BDO has analysed, insofar as it relates to or is influenced by the assessment of the impact of the proposed leisure centre on existing private and public facilities.

For completeness, BDO believes that it is important to also comment on the impact that this impact would have on the potential demand for the proposed leisure centre and therefore the knock on effect that this would have on a number of areas considered in the 2013 report.

Our methodology is to review and test some of the major assertions of the 2013 Feasibility Report, in particular around the potential impact of the opening of the proposed facility on existing pool and leisure facilities in the wider catchment area.

It is important to note that our report is not intended to be a feasibility study and therefore does not offer an opinion as to the viability of the proposed facility other than in the context of the information presented in the 2013 report.

During our consultation process we were informed by the promoters of the Desmond Complex that the proposed facility has materially expanded based on their updated assessment of the population in the local catchment area. The impact of this expanded design was outside the scope of this report and in any event the promoters design was not advanced to the stage whereby detailed development and operational cost assumptions were available.

BDO consulted with a number of the existing operators in the area. In addition to the three facilities listed a number of other facilities were identified which could potentially be impacted by the proposed facility and these centres were contacted for their views. We were also provided with information by a private operator in Youghal in relation to the impact on their business of the opening of a public pool and leisure centre in close proximity to their facility. Below are the full list of parties contacted. The level of engagement forthcoming from each party varied from providing face to face meetings, to telephone conversations.

- The Desmond Complex
- Askeaton Pool & Leisure
- Killeline Leisure Centre
- Woodlands Hotel Leisure Club
- The Dunraven Arms Hotel & Leisure Centre
- Charleville Park Hotel & Leisure Centre
- West Limerick Resources
- Club Vitae Leisure Centre, Youghal
- University Arena, University of Limerick

Responsibility

Our report is prepared based on the information set out in the 2013 report, information provided by third party operators and population information available from the Central Statistics Office. Where we have relied on information provided by third parties we take no responsibility for the accuracy of that information.

Executive Summary

In this report BDO seeks to assess the potential impact that a new leisure centre would have on existing public and private pool and leisure facilities. In order to do so we have first sought to establish the probable catchment area of the proposed facility, then to identify the potential customer base from within this catchment area. Finally we have considered, in the context of this data, the potential impact that the opening of the proposed facility would have on existing facilities due to overlap in catchment areas.

The 2013 report asserts that the proposed facility would not compete with existing facilities at Askeaton Pool & Leisure, Killeline Leisure and the Woodlands Hotel Leisure Club. This assertion is on the basis that Askeaton and the Woodlands are outside the catchment area of the proposed facility while also asserting that Killeline Leisure is a private members club and so serves a different customer base to the proposed public facility.

We believe that this assumption is problematic in two ways. Firstly, while the existing facilities in Askeaton and Adare are outside the catchment area defined in the report, the proximity of these facilities to Newcastle West means that applying a similar catchment area to these would create significant areas of overlapping catchment.

The occupancy levels in these existing facilities is not indicative of unmet demand in the area and so in order for a new facility in Newcastle West to attract sufficient customers to generate sufficient income to cover its costs it would necessarily impact on existing leisure centres.

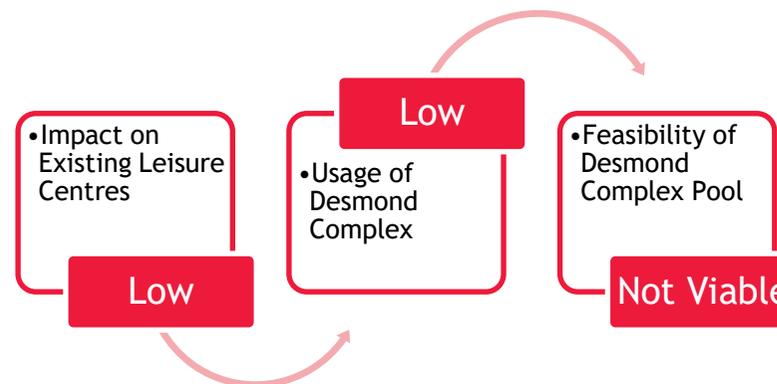
Secondly, the assertion that Killeline Leisure serves a different customer base compared to a public facility does not stand up to scrutiny when one examines the business model proposed for the new facility.

Existing facilities currently cater for members and pay as you go users. This is very similar to business model set out in the 2013 report and in particular, it appears as if all facilities will be competing for recurring members of both the pool and gymnasium. Based upon the pricing model set out in the November 2013 Report, the membership cost of the new facility is set to be higher than both Askeaton and the Dunraven Arms and within 5% of the membership rates of Killeline and the Woodlands. In addition, the combined swim and gymnasium pay as you go cost of the new facility is some 60 per cent higher (for non-concession entrants) than both Killeline and APL, its nearest competitors.

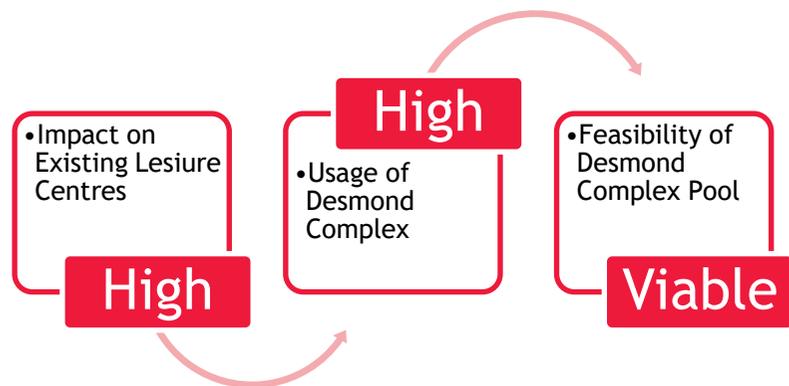
A new swimming pool and associated gymnasium is going to need a very significant portion of members of existing facilities in order to be viable. This might be possible, but should it transpire, then our conclusion, is that the new development would have a very large impact on the incumbents.

It seems a pretty binary analysis to BDO, which is as follows:

Scenario 1: if the impact on existing facilities in the common catchment areas is low, then to our analysis, this will be because the new facility will not be successful in attracting patrons who use other facilities currently. In these circumstances, the graphic below represents the likely outcome.



Scenario 2: if the impact on existing facilities in the common catchment areas is high, then in our analysis and opinion, this will be because patrons are attracted to the new facility. Were this to manifest, it could cause existential difficulties for incumbents.



The finding that the proposed leisure centre would, by necessity, negatively impact on existing facilities in order to be viable impacts on almost all areas considered in the report. For example the report utilises the population from the defined catchment area to calculate the size of swimming pool required based on the assumption that none of this population is currently serviced by a pool. BDO's research suggests that this calculation is likely to have overestimated the requirement.

Furthermore, we believe that the assessment of financial viability contained in the report is not sufficiently robust to allow stakeholders to make an informed decision on the ability of the proposed facility to sustain itself financially. We believe, based on our review of the demand and pricing in the area, that income in the facility would most likely be lower than projected. In addition we believe that a number of projected costs have been underestimated.

As the potential customer base is the key assumption underpinning many of the specifications and the assessment of financial viability contained in the 2013 report we believe that this report cannot be relied upon as a sound basis for determining the feasibility of the proposed facility.

Assessment of Market and Demand Factors

Introduction

In order to assess the potential impact that a new leisure centre would have on existing public and private facilities it is necessary to first establish the probable catchment area of the proposed facility, then to identify the potential customer base from within this catchment area. Finally it is necessary to consider, in the context of this data, the potential impact that the opening of the proposed facility would have on existing facilities due to overlap in catchment areas.

The 2013 report combined utilisation statistics and behavioural information from the English Sports Council and Minitel survey data to assess the estimated attendance of the proposed facility. They estimate the potential customer base of the facility at 5,698 people, providing 290,598 attendances at the centre annually.

The report asserts that the proposed facility would not compete with existing facilities at Askeaton Pool & Leisure, Killeline Leisure and the Woodlands Hotel Leisure Club. This assertion is on the basis that Askeaton and the Woodlands are outside the catchment area of the proposed facility while also asserting that Killeline Leisure is a private members club and so serves a different customer base to the proposed public facility.

As we will outline below, BDO's analysis and consultation with existing pool & leisure centre operators suggests that this assessment is incorrect and that the proposed facility would be likely to have a significant impact on these operators. The membership rates proposed for this 'public' leisure centre are similar to those charged by Killeline and the Woodlands Hotel, and in fact higher than those for the Dunraven Arms, all private facilities. As a result we believe that it is probable that these private facilities will compete directly for membership with the proposed Desmond Complex facility.

BDO's view is that not only will the proposed centre compete directly with Killeline Leisure, it will also compete with other existing facilities.

The diagram on the right (Figure 1) outlines the catchment areas of Newcastle West, Askeaton, Adare, Askeaton and Charleville, as defined in the 2013 report (being within 16km), demonstrating the overlap of these catchment areas.

It should be noted that discussions with the operators of these facilities indicates that their actual catchment areas extend beyond those indicated in Figure 1.

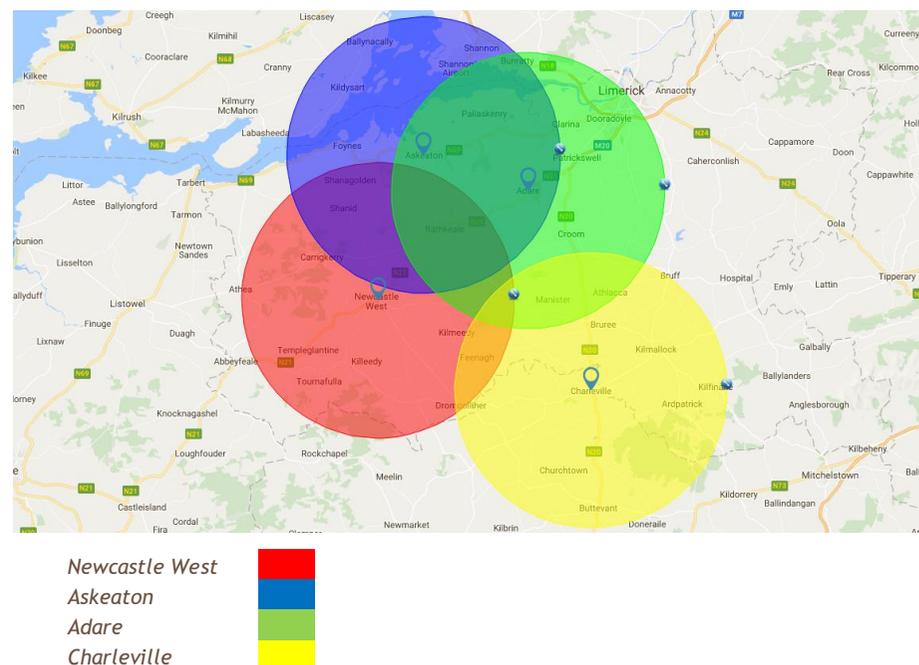


Figure 1

	Assessed Competition	Centre's own assessment of competing customers
Killeline	Not Competing	100%
Askeaton	Not Competing	68%
Dunraven	Not Considered	20%-25%
Woodlands	Not Competing	Response not received
Charleville	Not Considered	Small crossover

Table 1

Assessment of Market and Demand Factors

Selection of Catchment area

In order to determine an appropriate catchment area for the proposed facility the 2013 report utilises the English Sports Councils Facilities Planning Model, which sets out that people living in rural areas are prepared to travel 8-10 miles to access a swimming pool. Utilising this data, the report selects a 10 mile (16km) radius around the town as a basis for population analysis. The report sets out that the population of this area has been “*estimated at approximately 25,000 but with a more realistic figure from adjoining DED’s is 18,994.*” The basis for the estimate of 25,000 is not provided, nor is the basis for the assertion that a more accurate population estimate should be calculated with reference to DED’s (District Electoral Divisions).

Figure 2 below identifies a 16km radius around Newcastle West and highlights the DED’s included in the analysis. As can be seen in this diagram, there are a number of DED’s selected that fall largely outside this radius and a number of other ones which do fall within the radius but have been excluded. The selection of these DED’s is therefore likely to materially underestimate the population within the catchment area.

In order to better estimate the population within 16km of the town we have identified the DED’s highlighted in Figure 3 and included the population of these (or a portion of these as set out in Appendix A). In doing so we have identified a potential catchment population of approximately 24,802 people. Although this population is larger than estimated in the report, we do not believe that this is necessarily an indication that the projected attendances would be exceeded. As we will outline below, we believe that approximately 9,000 people are situated in areas that are also in the catchment of facilities in other nearby towns and as such the likelihood of attracting users from this area is lower than for users in areas which are exclusively in the catchment area of Newcastle West.

The promoters of the Desmond Complex have utilised a Bishop’s Synod census and an expanded driving distance to reassess the potential catchment area of the proposed facility. In doing so they have assessed a population, which they indicate excludes the Askeaton Catchment area, amounting to 26,509. This expanded catchment area includes a number of areas that are between 20-25 mins from the proposed facility. It should be noted that if this drive time was utilised as the basis for defining catchment areas for Askeaton and Adare it would bring the town of Newcastle West itself into the catchment areas of the existing facilities in those locations. BDO therefore believes that this estimate of population catchment overestimates potential demand by failing to adequately account for the overlap of catchment of existing public and private facilities. A copy of the Desmond Complex submission to BDO in relation to population and catchment area is contained at Appendix C.

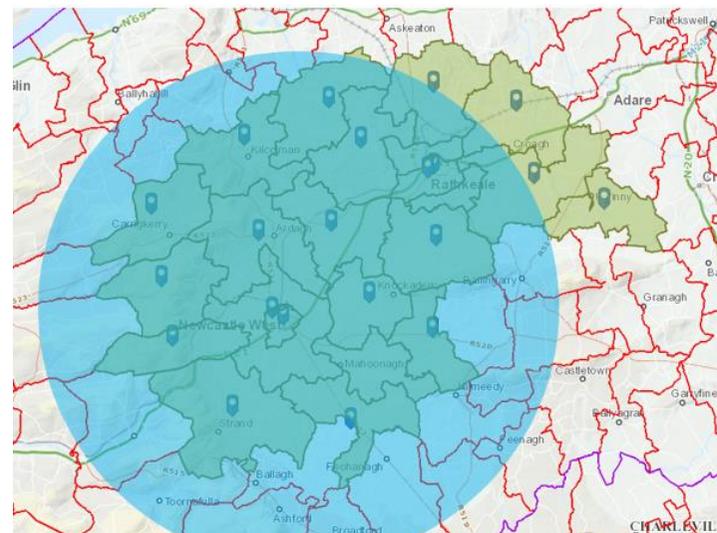


Figure 2

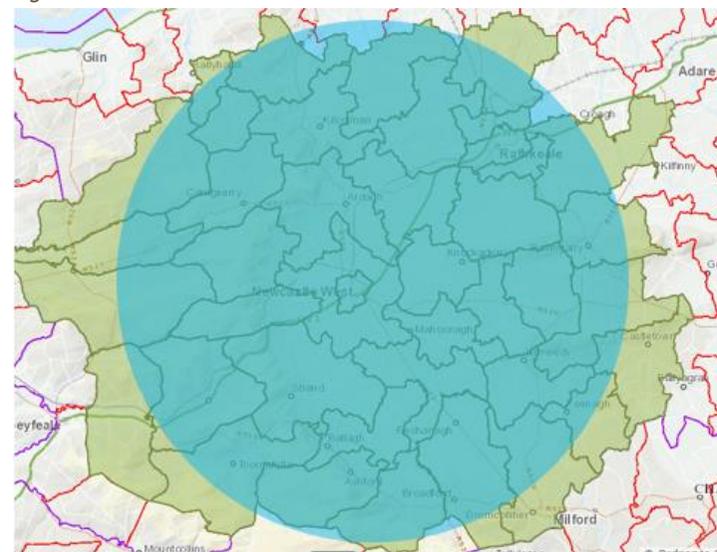


Figure 3

Assessment of Market and Demand Factors

Need

In seeking to establish the need for a swimming pool the report appears to make a number of assertions that do not stand up to scrutiny. Firstly it states that *“there is no direct competition from swimming pools and gyms in the catchment area”*. This is asserted on the basis that Killeline Leisure Club, which is located in Newcastle West, does not provide direct competition given that it is a private members club. However, since the publication of the report Killeline has opened its pool to casual users. The report also assumes that the Killeline facility does not possess any fitness room facilities. This however is not the case as the facility has a fitness centre. It is worth noting here that Killeline Leisure have since updated and made improvements to their facility since the creation of this report. While the report rationalises that the proposed facility would be a ‘public/community’ facility and therefore not be competing with Killeline, the proposed fee and membership structure set out later in the report suggest direct comparability of fee structure with Killeline. In effect, like Killeline, the proposed facility will be seeking members, just like Killeline.

During our stakeholder engagement process for this report Killeline Leisure Centre indicated that the opening of Askeaton Pool& Leisure resulted in a 17% drop in revenue for the centre. Their income further reduced following the opening of ‘The Arena’ gym which is also in Newcastle West. As a consequence, Killeline believe that the opening of another leisure centre in Newcastle West would have a significant negative impact on their business. The data analysed by BDO suggests that if the proposed new facility was to attract the number of users detailed in the 2013 report then this would most likely negatively impact on utilisation rates in Killeline, and indeed other facilities in the greater catchment area (see page 7).

Furthermore, Killeline Leisure Centre runs a school lessons programme attended by 10 schools from the locality. It also runs programmes for seniors and special needs groups. This is a significant portion of the overall population on which the potential demand for the Desmond Complex is based. Feedback was also received that Killeline experiences a high degree of competition from Coral Leisure in Askeaton for these groups.

The report further asserts that pools located in Adare and Askeaton are not in competition as they are approximately 24km away. While this does locate the pools outside the defined catchment area, there is a clear overlap of the catchment area of the proposed pool and those of existing pools and so it appears an unreasonable assumption that these pools would not provide competition with respect to at least a portion of the catchment population.

Our analysis of the catchment area of the swimming pool in Charleville suggests that there would also be an overlap in catchment area with that facility. Telephone feedback received from the hotel indicated that there were schools from within the defined catchment area that are attending in Charleville for lessons

Demand

This section goes on to attempt to estimate the potential demand for a swimming pool and leisure centre by applying assumed utilisation rates for the facility to the calculated population (18,994) for the established catchment area. These utilisation rates are based on a Minitel survey from 2002 which sets out that in Ireland 14% of adults participate in swimming while 16.2% are members of a leisure club. Based on assumed once-weekly use of the facilities by each of these users the report estimates the potential demand for the facility as follows;

	Potential Users	Potential Attendances
Swimming	2,659	135,609
Gym/Fitness	3,039	154,989

Table 2

While this appears, on the face of it, to be a reasonable method to estimate total demand in the catchment area, the use of these potential attendance figures as a basis for demand for a facility in Newcastle West is flawed for a number of reasons.

The Minitel survey refers to utilisation of facilities by adults, whereas the report has applied these rates to the whole population. This is problematic, in particular, with respect to Gym facilities as these facilities often are restricted to people over 16 years old. Approximately 23% of the population of County Limerick¹ were aged 15 and under which would reduce potential attendances by 34,154.

As detailed above, it is not reasonable to assume that the facilities at Killeline, Askeaton, Adare and Charleville would not compete with the proposed facility and so the calculated demand must be viewed in the context of a portion of the demand being met by these facilities.

Killeline, which is located in Newcastle West is directly serving the same catchment area as the proposed facility and so the attendance forecasted in the report is the total potential attendance for all three facilities. The catchment areas of the facilities in Askeaton, Adare and Charleville overlap with that of the proposed facility (see Figure 1) and so can be expected to impact on demand. We have estimated that approximately 9,000 people live in these mutual catchment areas.

¹ CSO Census 2011

Conclusion

It would appear that the report significantly overstates the potential demand for the propose facility. Firstly, by applying adult utilisation rates to the general population and secondly, by making the assumption that the proposed pool and fitness centre would not experience any competition in the defined catchment area.

Assessment of Impact on Existing Pool & Leisure Facilities

	2013 Assessment of Impact	Centre's own assessment of impact	Single Annual Membership Cost (Proposed €480)	Comparative pay-as-you-go cost for swim & gym (proposed €13.5)
Killeline	No Impact	Would threaten viability	€490	€10
Askeaton	No Impact	Would require larger public subvention of costs due to loss of income	€430	€9
Woodlands	No Impact	Response not received	€499	N/A
Dunraven	Not Considered	Would increase deficit	€275	n/a
Charleville	Not Considered	Small impact on custom	€675	N/A

Table 3

BDO Consultation with Existing Leisure Centres

Askeaton Pool & Leisure

As part of our consultation process, Askeaton Pool & Leisure (APL) provided BDO with information with respect to their membership and user base. This feedback revealed that the catchment area of the leisure centre extends significantly beyond the 16km radius that would be suggested by applying the same criteria as were applied to the proposed Newcastle West facility in the 2013 report.

Management at APL have indicated that their membership catchment area extends to Tarbert in the west, Limerick City in the east and Dromcolihur in the south. This catchment area encompasses the entire catchment area set out in the 2013 report for the proposed facility. Management estimated that approximately 20% of their users are from the Newcastle West catchment area. The extent of APL's catchment

area was corroborated by the Management of Killeline Leisure centre who indicated that when APL opened initially, they suffered a loss of membership to the new facility.

APL currently provides swimming lessons for 40 schools in County Limerick, many of which are within the estimated catchment area of the proposed facility in Newcastle West. It was acknowledged by the representatives of the Desmond Complex that a number of the schools which they were expecting to use the proposed Desmond Complex pool are currently availing of classes in APL.

APL Management stated that *"Any interference or competition from a proposed new facility in the locality would question the future viability of Askeaton Pool & Leisure"*.

Finally, BDO asked APL to quantify its occupancy and by implication its capacity to cater for new members, groups such as schools and walk-ins. Management indicated that they believed that their current membership occupancy was approximately 50%, with capacity in their public swimming classes ranging from 42% to 66%.

Killeline Leisure

BDO met with the promoters of the Killeline Leisure Centre in Newcastle West. Having issued a questionnaire to the management, we were grateful for their response which reveals:

- The leisure centre has 1,797 active members paying membership fees.
- The leisure centre has a further 1,945 users of the facility on a casual basis (2016 analysis)

In total, this represents approximately 3,742 users of the approximately 5,697 identified in the November 2013 Report. This represents some 66 per cent of the target population identified in the November 2013 Report, which as we have already outlined, is likely to be overstated as it includes children below the age of 16 in the population targets, when typically under 16's are prohibited from using gymnasiums.

As with APL, Killeline was also asked to quantify its occupancy and by implication its capacity to cater for new members, groups such as schools and walk-ins. Their overall assessment is that they are operating at approximately 60 per cent capacity levels currently. They are actively promoting the centre and pursue constantly a target population of about 12,000 persons. The management highlighted the need to be constantly signing up new members as there is an inevitable monthly fall off in existing members who yield up their membership for one reason or another. Importantly, in the context of determining if there is unmet need for a new facility, Killeline is indicating capacity availability and a desire to attract new members and pay as you go patrons.

Assessment of Impact on Existing Pool & Leisure Facilities

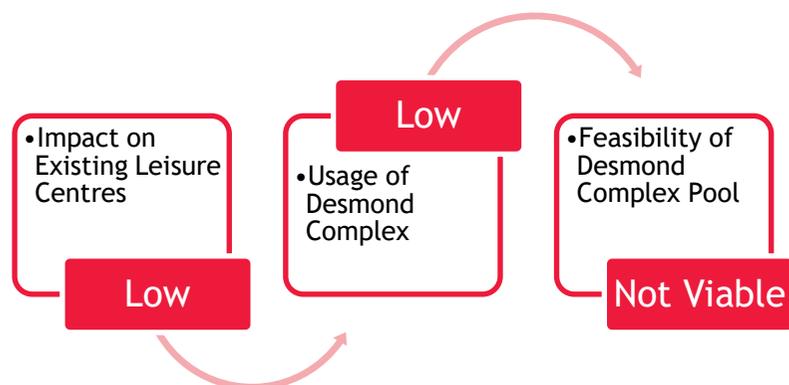
Dunraven Arms Hotel

BDO spoke to Louis Murphy of the Dunraven Arms Hotel and he indicated that their leisure centre has 45 members from Newcastle West. He indicated a significant portion of his membership of circa 700 members come from the overlapping catchment area including the urban area of Rathkeale. The best estimate of their membership levels from the common catchment area was 20% to 25% of their total membership which would equate to between 140 and 175 members. When asked if he felt they would lose members if a new facility was opened he said that he felt they would be impacted and that it would be significant to them as the centre already runs at a deficit. He also informed me that their pool and gym are set to secure significant investment in 2017/2018.

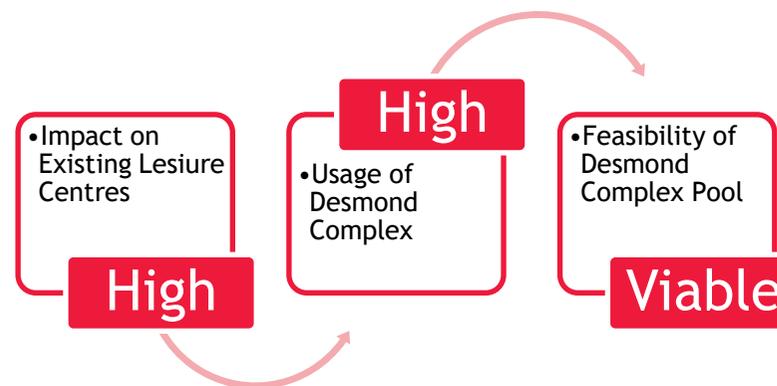
Therefore, if the management of the new proposed facility have been led to believe it won't have or is unlikely to have competition, then in the opinion of BDO, this is very incorrect. Killeline already has almost 1,800 members. A new swimming pool and associated gymnasium is going to need a very significant portion of these members to be viable. This might be possible, but should it transpire, then our conclusion, is that the new development would have a very large impact on the incumbents.

It seems a pretty binary analysis to BDO, which is as follows:

Scenario 1: if the impact on existing facilities in the common catchment areas is low, then to our analysis, this will be because the new facility will not be successful in attracting patrons who use other facilities currently. In these circumstances, the graphic below represents the likely outcome.



Scenario 2: if the impact on existing facilities in the common catchment areas is high, then in our analysis and opinion, this will be because patrons are attracted to the new facility. Were this to manifest, it could cause existential difficulties for incumbents.



Existing facilities currently cater for members and pay as you go users. This is very similar to the model set out by the proposed new facility and in particular, it appears as if all facilities will be competing for recurring members of both the pool and gymnasium. Based upon the pricing model set out in the November 2013 Report, the membership cost of the new facility is set to be higher than both Askeaton and the Dunraven Arms and within 5% of the membership rates of Killeline and the Woodlands.. In addition, the combined swim and gymnasium pay as you go cost of the new facility is some 60 per cent higher (for non-concession entrants) than both Killeline and APL, its nearest competitors.

The occupancy levels in these facilities is not indicative of unmet demand in the area and so in order to attract customers to the proposed facility it would most likely have to offer membership and pay-as-you-go rates below those set out in the 2013 report, thus calling into question the viability of the proposed centre.

Assessment of Impact on Existing Pool & Leisure Facilities

Income model is made up of:

none of the centres from whom we received feedback are operating at full capacity indicates that there is not a significant degree of unmet demand in the area.

Volume of patrons X membership & entry fee = Total income

- ⇒ If membership & entry fees are say 20 per cent less than projected then the surplus would turn into a deficit
- ⇒ Were the volume to be c. 20 per cent less than projected then a projected surplus would turn into a deficit
- ⇒ Were both volume and rate to be 20 per cent (or more) less than projected then the deficit would likely be a sizable six figure deficit.

Relevant comparison - Youghal, Co. Cork

As part of our assessment of the impact of a proposed new facility, we looked to a location which has experienced the development of a public facility following on from a private facility already being in the location.

The Club Vitae Leisure Centre in Youghal has an extensive pool and gymnasium, including a 20 metre 8 deck indoor pool, extensive gymnasium and 2 astro-turf all weather pitches. Prior to the opening of a public pool the Club Vitae membership comprised 1,560 members with a subscription level of €625 per adult single membership.

Aura Youghal (operators on behalf of the Local Authority) now run a pool (25 metres) and gymnasium in Claycastle, Youghal. The membership subscription for both facilities is now €350 per adult per annum, while the number of members at Club Vitae has fallen to slightly in excess of 600 members.

The manager of that facility has informed BDO, that the leisure complex was a reasonable profit contributor previously, but now is running at a significant deficit. The manager informed BDO, that this is sustained because it is part of the hotel complex, whereas it would be unsustainable if it were a standalone facility.

BDO believes the circumstances in Newcastle West are likely to be similar to Youghal, and it is for this reason, that we state there is likely to be considerable impact on incumbent facilities.

Conclusion

Our analysis of the underlying population statistics, combined with our consultation with existing facilities suggests that the 2013 report significantly underestimates the potential impact on existing pool and leisure facilities in the area. Our review suggests that the impact of the new facility is likely to be significant. The fact that

Assessment of Size of Facility Required and Cost of Development

Brief Development

The Brief Development section of the report seeks to establish the required facilities within the proposed complex and therefore the scope of the development. The size of the pool required was estimated based on a population of between 18,994 and 25,000 people suggesting a requirement for a swimming pool of 3.81 to 5.01 lanes. This calculation appears to be made on the basis that there are no competing facilities meeting swimming demand in the area. As outlined above BDO is not convinced that this is a reasonable basis for assessing the requirements of the area due to the existence of public and private facilities that currently serve the population.

This section indicates that a 25m 4-lane swimming pool is proposed (based on the estimated demand for the catchment area), however, the swim development program at Appendix C of the report refers to a 6-lane pool. Having met with the Committee of the Desmond Complex, they are suggesting an 8 lane 25 metre swimming pool. The difference in cost of development but more importantly operating cost of a 4 lane as opposed to 8 lane is very significant.

Given that the 2013 reports' assessment that the swimming pool requirement for the catchment area is between 3.81 and 5.01 lanes, it appears likely that the development of even a 4 lane facility would have a material impact on existing public and private leisure centres.

This section also contains a number of inconsistencies with other sections of the report and in some cases, within the section itself.

In many cases it is not clear how the proposed floor plates have been calculated and in other cases, the calculations used appear to be smaller than one would expect for a facility that will seek to accommodate circa 800 people per day.

Furthermore, the estimated area required for the Main Pool area is set out to be 20m². This is inconsistent both with the dimensions (8.25m x 25m) set out in the same table and the description of the space requirement at page 15 which suggests a much larger area when one includes the required surrounding poolside area.

A Health & Fitness Suite of less than 300m² is proposed on p 16 in order to provide for 40 fitness stations (175m²), an aerobics area(100m²) and a fitness testing area (15m²). However, on the Schedule of areas the Gymnasium is estimated to require 537m² with the Studio (presumably the aerobics area) requiring 237m². The required storage space is also inconsistent with p 16 indicating a requirement of 20m² whereas the schedule of areas indicates a requirement of 79m².

The basis of calculation of the floor plates of other areas, such as changing rooms, is not outlined in the report. These appear quite small relative to the forecasted

attendance. For example, the Female 'gym changing' area is estimated at 9m², a space of 3m x 3m. When one factors in lockers, benches, showers etc. this space appears very tight compared to an estimated attendance of over 200 users per day (estimated 50% of 'dry' users).

Overall, it would appear that the schedule of areas set out on p 19 underestimates the required floor plate for the proposed facility and therefore the capital costs estimated in Section 07 Financial are likely to be similarly underestimated. This is even more so, if the current thinking is for an 8 lane 25 metre pool. The logic outlined for an 8 lane pool when we met with the Desmond Complex Committee is to allow 2 exclusive lanes for private members.

Conclusion

The basis of assessment of the need for a pool of between 3.81 and 5.01 lanes in Newcastle West rests on the assumption that there are currently no swimming pools in the catchment area servicing demand for pool activities. As we have outlined previously BDO believes, based on population analysis and membership information of existing facilities, that the Newcastle West area is currently serviced by a number of pools. It is therefore likely that the development of a new swimming pool, whether it be a 4, 6 or 8 lane pool, would impact on the utilisation of existing public and private facilities.

Review of the Financial Viability Assessment of the Facility

Capital Costs

The Financial Section of the report seeks to set out the capital cost to develop the proposed leisure centre and also to forecast the operating income and expenditure of the facility once open. Once again, the language of this section is more reflective of a business plan and in fact the author refers to the report as a “business plan” on a number of occasions.

The first portion of this section addresses the capital cost of development of the three sites. The report outlines five development options in total with three possible development options for the Desmond Site one option each for the Demesne and Killeline sites.

Option	Cost € million
1a Desmond Extension	4.77
1b Desmond Refurbishment	5.18
1c Desmond New Build	5.23
2 Demesne Extension	4.68
3 Killeline New Build	5.23

Table 6

This analysis suggests that the development of the Demesne site would provide the lowest cost option.

The cost of development is clearly a significant factor in the selection of a preferred site for the proposed facility. However, there does not appear to be any attempt to link these development costs to the site evaluation process. This is a major deficiency in the report, especially in the context of the close scores received by the Desmond and Demesne sites. Where both sites are considered similarly suitable then the cost of development would clearly become a key factor in the selection of one site over the other and may well have led to the recommendation of the Demesne site over the Desmond site.

A review of the notes and exclusions provided suggest that the full cost to develop the proposed leisure centre would most likely be materially greater than outlined above if undertaken today. The prices used are dated 1st September 2013; the cost inflation experienced by the construction sector since this date has been material. Assuming even just 5% per annum would suggest an increase in excess of €750,000. In

addition to this, the cost of land purchase, design team fees, statutory levies and contributions, or planning and fire certificate charges.

Although some of these would be proportionately similar across all sites, such as design team fees, planning costs etc. they are nonetheless material to the overall cost and their omission serves to give an unrealistically low impression of the cost to develop. On the other hand, land purchase costs and statutory levies and contributions may vary significantly between the sites and so the omission of these results in an incomplete view of the comparative cost of development of each site.

We would note that the newly developed design by the promoters of the Desmond Complex is for a larger facility than envisaged in the 2013 report and so development costs are likely to be significantly above those outlined in that report. BDO was advised by the promoters that detailed costings had not yet been produced for the updated design.

For the reasons outlined above, BDO is concerned that the size and likely development cost is underestimated in the November 2013 report. In any event, even without the impact of dimensions increasing, from our experience, recent building inflation has been significant as reported by the Society of Chartered Surveyors of Ireland.

Year	Construction Cost Inflation
2014	5%
2015	5.5%
2016	6.3%

Table 4

The cost of fit out was also excluded from the November 2013 report.

Review of the Financial Viability Assessment of the Facility

Operational Costs

The portion of this section dealing with the forecasted operating income and expenditure of the proposed leisure centre contains a number of errors and deficiencies.

Although the report asserts that the staff costs have been calculated based on the proposed staffing structure outlined in Section 06, it is not immediately evident how these structures align with the proposed pay rates. We have prepared the following table which seeks to estimate the annual cost associated with each employee set out in the previous section. For the purpose of our analysis we have assumed that the amounts set out in the table are denominated in Euros rather than thousands of Euros (€'000) as the heading of the cost column in the report table suggests as this is consistent with the subsequent analysis presented.

Staff	Est Cost (€)	No. Staff	Avg Pay (€)
Management	80,000	3	26,667
Operational	180,000	8.5	21,176
Casual	70,000	3.3*	21,176

Table 7

* As the number of casual staff was not indicated in Section 06 this has been estimated by dividing the average pay for operational staff by the total estimated cost for casual staff.

The annual pay rates calculated in the above table would appear to be quite low by comparison to market rates for such staff (see Appendix B), in particular as these appear to be the total payroll cost and so include employer PRSI. It would also appear that the report is providing for a lower number of casual staff than may be necessary to provide the full program of activities proposed for the leisure centre. It would appear, based on the proposed staff timetable that the Operational Staff represent the minimum number of staff capable of running the centre (i.e. one leisure assistant supervising the pool, one leisure assistant supervising the gym and one receptionist on duty). As a result, any annual leave taken will require the replacement of these staff members by casual staff. This would result in the requirement of 0.7 Full Time Equivalent (FTE) casual staff to replace these (i.e. 8.5 months of annual leave). As such the forecast assumes just 2.6 FTE casual staff will be sufficient to provide all of the classes and activities proposed. This seems like a low number compared to the very full schedule of activities proposed.

Premises Costs

The report outlines that premises costs are based on “existing forecast and actual costs incurred at other similar centres”, however, there is no further detail provided

in relation to these facilities or their comparability with the proposed leisure centre. The total forecasted premises costs amount to €345,000.

It is also set out that provision has been made for the use of external agencies for both general cleaning and maintenance which have been forecasted at €20,000 and €30,000 per annum respectively. This cleaning cost appears to be in addition to the part time cleaner proposed in Section 06, however, no distinction appears to be made as to what cleaning duties are to be covered by external cleaners versus an employed cleaner or the rationale for this mix of directly employed and outsourced cleaning. The report outlines that the maintenance cost has been estimated “based on approximately 1% of the projected capital value” plus additional administration fees. This implies that the projected capital value is less than €3 million, which is considerably below the estimated development costs which are, on average €5m. No detail is provided as to how this capital value of less than €3 million was calculated.

A review of the table of costs reveals that marketing costs of €30,000, as referred to in the body of the text, are omitted from the total figure and so the total forecasted costs should in fact amount to €375,000.

Overall, the methodology applied to the forecasting of operational costs is unclear, lacking adequate detail as to how the forecasted costs have been calculated. In the absence of this detail it is difficult to assess the appropriateness of the forecasts, however, review of the information available suggests that the costs may have been underestimated.

It should also be noted that no rental cost has been included, nor is there any reference to repayment of the funding provided to develop the facility. This would suggest that the author has assumed that the proposed facility will be developed using non-repayable funding, however, the report is moot on this important point.

Income Projections

The report sets out the forecasted income for the facility when fully operational in year three. However, the total income referred to in the body of the text (€931,700) does not match the total income set out in the table which follows (€988,450). The income figure as set out in the table correlates to the forecasted attendance and income figures outlined in Appendix D of the report and so this is presumably the correct figure.

Review of the Financial Viability Assessment of the Facility

There appear to be a number of errors in these calculations and omissions in these;

- Although the total income figure as set out in Appendix D (€988,450) matches the figure set out in the table on p 53, the estimated income from schools/clubs is €25,200 lower in Appendix D;
- Similarly, Health Suite Income has been included on p53 but is not included in Appendix D;
- No membership income has been included in the table;
- While it has been assumed that 50% of attendances in the gym/fitness classes will be by members and therefore the income from this has been adjusted, no such adjustment appears to have been made for casual swimming income.

There are also a number of bullish assumptions made around income rates. In Section 02 the report asserts that the proposed leisure centre would be a “public/community” facility which differentiates it from Killeline, which it describes as a “private members club which has set its fees at a premium club level”. In spite of this the proposed annual membership fee for the leisure centre is €480 for an adult which is only €10 less than a similar membership for Killeline. The ‘pay and play’ fees are in fact higher than those at Killeline. A casual user can use the gym, swimming pool and health suite for €10 per session, whereas the proposed pricing structure in Newcastle West would see a user pay €7 for use of the gym and an additional €6.50 for the use of the pool and health suite (assuming that ‘adult swim’ includes the health suite). In addition, the report assumes an income reduction of just 10% for concessions, which suggests that significant attendance by concession users is not anticipated.

We have already set out that we believe that the basis of calculation of the attendance is likely to be overestimated given the competition in the area. As a result, it is likely that the projected income set out in the report is also overestimated.

In order to determine the estimated profit for the proposed facility once fully operational, the report sets out a table of income and costs, including a sinking fund contribution as follows:

Item	Cost (€)
Projected Costs	292,500
Sinking Fund Contribution	120,000
Less Projected Income	95,200
Net Profit	163,450

Table 8

The figures presented on this table do not appear to correlate to any of costs or income figures presented previously, nor does the sinking fund correspond to the amount of €100,000 set out later in the section.

Utilising the figures set out in the previous tables in the section (the accuracy of which we have discussed above), it would appear that the profit and surplus for the year can be calculated as follows:

Item	(€)
Income	988,450
Staff Costs	(350,000)
Premises Costs	(345,000)
Net Profit	293,450
Sinking Fund Contribution	(100,000)
Cash Surplus	193,450

Table 9

It should be noted that as sinking fund contributions are not an overhead these are not deducted in the calculation of net profit, however, they are deducted from net profit to calculate the operating cash retained in the business for the year.

Sinking Fund

The establishment of a sinking fund is proposed by the author to “avoid loading significant costs onto the operational side of the centre” in the form of replacement of plant and equipment.

While the establishment of a sinking fund is a sensible approach to funding future capital expenditure, the amount of €100,000 proposed does not appear to be based on any calculated requirement for such expenditure.

The report refers to the replacement of the equipment within the gym and fitness room, whereas earlier in the report it was indicated that this equipment was leased and so one would expect that when the end is reached of the useful life of these items then the centre would lease new ones rather than purchasing new equipment.

Given that the report states that major works such as replacement of the roof structure, windows and doors, would be funded through separate funding sources it is difficult to reconcile the anticipated levels of capital expenditure to the level of contribution proposed.

Review of the Financial Viability Assessment of the Facility

Conclusion

While the financial viability of the proposed facility is outside the scope of this report, it is important to note that the level of utilisation assumed in the report to achieve viability is based on an assumption that the opening of a new facility would not compete for members with existing facilities and so would be the exclusive provider in the Newcastle West catchment area. BDO's research indicates that in order to achieve the level of utilisation forecast in the 2013 report, and therefore viability of the facility, the proposed leisure centre would necessarily have a materially negative impact on the membership and utilisation of existing public and private facilities.

Availability of Funding and Funding Strategy

Funding Sources

Section 08 reviews potential avenues of funding that may be capable of being used to develop the proposed leisure centre. The report focuses on Government funding, in particular the Sports Capital Programme (which was anticipated to commence in 2015), the National Development Plan and the Limerick County Development Plan, 2010-2016.

When the Sports Capital Programme was announced in 2015 the total grants allocated amounted to €34.96 million which was allocated across 891 projects². The total grants allocated to County Limerick in the programme amounted to just €1.27 million. While it is possible that some funding may be obtained through this source, it is likely to fall well short of the over €5 million required to develop the proposed centre.

The National Development Plan was replaced by the Capital Investment Plan 2016-2021. This document indicates that an envelope of €285 million is to be provided in the period to invest in local facilities. This may be a credible source of funding for the project, however, it will be necessary to present a strong business case for the development of the proposed leisure centre in order to obtain the funding.

The report also summarises the main policy objectives of the Limerick County Development Plan 2010-2016 (extended) which are relevant to the development of a community leisure centre as proposed for Newcastle West. The development of proposed facility would appear to be consistent with these policy objectives. While this is clearly a positive when seeking funding for the project, the Local Authority does not have a large discretionary capital budget and as such, would most likely have to seek funding for a project of this scale from central government funds or possibly through borrowing.

Phasing of Development

The report proposes a strategy to fund and develop the proposed leisure in stages. Initially it is proposed to develop two 3G pitches which, it is suggested, are capable of generating €50,000 per annum of cash surpluses which can then be put towards a development fund for the leisure centre. Following on from this it is proposed to develop the profitable 'dry' facilities and finally, once these are operational, to develop the loss making swimming pool portion.

There is very little detail provided as to the practical implementation of this strategy. No detail is provided as to the capital cost of building the 3G pitches,

similarly, there is no detail provided as to the saving in development cost of the leisure centre by developing this initially without a pool.

Conclusion

The availability of alternative funding options should be considered, such as European Commission infrastructure grants. It may also be possible to fund the project through borrowing surplus cash flows from trading and so the potential to finance the project through a combination of debt and grant funding. However, in many instances where EC/EU backed funding is provided it must be possible to prove that there will be no displacement effect on existing jobs or business. Given that BDO's assessment is that the proposed facility would negatively impact on the utilisation of existing public and private facilities this may make such funding difficult to secure.

² <https://www.irishtimes.com/sport/sports-capital-programme-of-41m-allocated-to-891-projects-1.2384282>

Evaluation of Proposed Sites

Site Evaluation

Three sites were selected for evaluation of suitability for the proposed development; the ‘Desmond Complex’, the Demesne Site, and a site on the Killeline Rd. These sites were evaluated and scored under five categories:

1. Physical Characteristics
2. Location
3. Planning & Policy,
4. Accessibility and Transport
5. Commercial

The scores under each of these categories was then assigned a weighting and the total score then expressed as a percentage of total marks available. The scores received by each site were as follows:

	Desmond	Demesne	Killeline Rd
Overall Score	967	952	745
Score as %	78	77	60
Overall Ranking	1	2	3

Table 5

It is clear from the above table that the Desmond and the Demesne sites scored very closely, whereas the site on the Killeline Rd scored consistently lower across all categories. As with any such scoring system it would appear that there is a level of subjective judgement involved in assigning the scores in this assessment. Given this subjectivity, the closeness of the scores of Desmond and Demesne site suggest that they may be equally suitable.

One example of how subjectivity may impact on scoring is evident in the ‘Accessibility and Transport’ category. Both the Desmond and Demesne sites are described in the report in identical language as “centrally located within the town, close to other amenities and can be easily accessed by car or on bicycle/foot”. Despite this, the Demesne site receives a lower mark for both ‘access by car’ and also ‘access by foot/pedestrian’. Further example of possible bias is evident in the score of 10 given to the Desmond site with respect to ‘Site Visibility’, which was described on p 22 as “not particularly good”. The Demesne site was described on p

23 as having “good access and visibility”, however, it was marked less favourably with respect to Site Visibility.

A number of the other criteria scored are not discussed in the text of this section and so it is not possible to identify the basis of awarding marks. It also appears that a number of scoring criteria have been omitted from the Accessibility and Transport category as the sub total score for this category is in excess of the marks awarded across all sites.

Conclusion

There are a number of scoring anomalies which appear to suggest possible bias in marking of the respective sites. If the Local Authority is to consider funding a public pool in Newcastle West, these should be reviewed and independently scored by the Authority to ensure that all the aims and objectives of a publicly funded facility are adequately addressed.

Selection of a Management Structure

Management & Operations

Section 06 Management & Operation, covers a number of areas including Programming Considerations, Management Options, staffing, Health & Safety, Rules & Procedures, Client Care, Quality Assurance and Marketing Strategy. Much of this content does not appear to directly relate to the assessment of feasibility of the proposed facility and is written in the language and tone of a business plan rather than a feasibility study.

“All staff training will be documented for each staff member...”

“...appropriate safety signage, rules and conditions of use, and a safety statement will be displayed...”

“The booking procedures will be conducted in an open and fully accountable manner.”

“Total quality management (TQM) will be to the forefront...”

“Operating systems will be constantly under supervision...”

The items discussed, while clearly important to the successful operation of a leisure centre, are only relevant to the feasibility of the facility in so far as they are a potential cost driver or a limitation on ability to operate (e.g. ability to recruit qualified staff). No clear link is made between these items and the feasibility of the centre. In essence we do not believe they are necessary considerations for a feasibility report.

There are, however, a number of areas discussed that do impact on the feasibility.

Programming and Staffing

The Programming Considerations outlines the projected attendance at the leisure centre and the types of attendee (classes/casual user). This information is utilised elsewhere in the report to assess the potential income for the centre, the required staffing and the cost of these staff.

Considerable detail is given as to how the projected attendance is calculated, and sample pool and gym schedules are included at Appendix B of the report. An organisation chart is also provided detailing a requirement for approximately 11 full time staff as well as a part time cleaner and casual fitness/swimming instructors. This appears to provide that there will either the General Manager or Duty Manager, two leisure assistants and one receptionist will be rostered at all times.

This compliment would allow for one leisure assistant to supervise the gym with the other to act as lifeguard in the pool. Although the report anticipates that these leisure assistants will provide aerobics instructing and swim classes it is difficult to see how they could do so as this would leave both areas unsupervised during that time. This would suggest that there is likely to be significant utilisation of ‘casual

staff’ beyond what is anticipated in the report. ‘Casual staff’ will also be required to fill in for full time staff when during periods of annual leave.

It is also unlikely that, given these obligations, the leisure assistants will be in a position to do any material level of cleaning which suggests that one part time cleaner may not be sufficient to adequately maintain the facility. In our consultation with Killeline Leisure Centre we were informed that even allowing for a certain amount of cleaning by leisure assistants a full time cleaner was still required, primarily to attend to the pool area. Similar feedback was received from the University Arena, who employ one full time cleaner to attend exclusively to the pool area.

As these assumptions around staffing are utilised to generate the estimated staff costs for the financial analysis in Section 07, there is a risk that these cost projections are underestimated.

Our consultation with the promoters of the Desmond Complex indicate that the updated design and layout of the proposed facility is materially larger than was anticipated in the 2013 report and so the likely development costs will almost certainly be materially higher than set out in that report. As such, a detailed costing of the updated proposed design should be obtained before any decision is made in relation to the proposed development.

Management Structure

This section also considers various management options that may be implemented in the proposed facility;

- Direct/Committee Management;
- Contract Management;
- Lease Management;
- Joint Management; and
- Local Authority Designated Company.

The report outlines the main aspects of each structure setting out the main aspects of these, the key pros and cons to each structure as well as providing examples of the implementation of these structures. It concludes that the recommended option is the Direct Management Model, however, it does not provide any basis for this assessment. Given that the nearby Askeaton Pool & Leisure Centre is operated through a Local Authority Designated Company it is unusual that a similar structure not be utilised in in the proposed facility, however, the report does not elaborate on why this option is not chosen.

Conclusion

The criteria utilised to score and rank the possible management structures should be reviewed to ensure that these reflect the objectives and requirements of the Local Authority. The presence of adequate corporate governance provisions around the provision of public funding should be key to this assessment.

Summary & Conclusion

Summary & Conclusion

This report is written more like a business plan than a feasibility report, and as a consequence, we do not believe it is challenging enough in its assessment of the competition, which would most likely impact upon the financial viability of the pool and associated activities.

Both Killeline Leisure and the Desmond Complex have identified the possible need for a 25 metre pool in Newcastle West to better cater for certain activities which are not fully catered for in Killeline's 18 metre pool. However, each differs greatly with respect to their opinion on the potential impact of a new 25 metre pool on existing facilities.

BDO believes there is wholly insufficient regard given in the 2013 report to the incumbent facilities in the catchment and cross catchment areas. We believe existing facilities will have to lose significant patronage for a new facility to be viable. This may well be an acceptable outcome to key stakeholders, but it is important that BDO states this, as the November 2013 does not.

In that regard, based upon the analysis of penetration rates devised by Swim England, and the current membership of incumbent facilities, there is likely to be insufficient demand for viability of existing and proposed facilities. Therefore, unquestionably, BDO is firmly of the view that the development of a new facility will impact significantly on existing facilities as well as cause an immediate change to some of the assumptions used in the Feasibility Report such as the ability to secure €480 for annual membership when the Askeaton facility is currently only commanding €430 per annum.

Our experience as evidenced by the example in Youghal, is that the opening of a new facility impacts on the membership fee for the new and existing facility because the competitive tension causes pressure to offer attractive membership subscriptions which creates a new and lower benchmark. While this is good for the consumer, it does result in many facilities operating at a deficit. For many leisure centres they are associated with a hotel and so this is a cost that needs to be borne as part of operating the hotel, but in the proposed Desmond Complex, Killeline and Askeaton, this is not the case, and it is our best estimate at this point, that all may in fact run at a deficit.

This may not in itself be a reason to proceed with the proposed facility, however, it is important to acknowledge the potential impact on existing facilities and the possibility that a new facility would require subvention in order to remain viable.

We believe that the assessment of financial viability contained in the report is not sufficiently robust to allow stakeholders to make an informed decision on the ability of the proposed facility to sustain itself financially. We believe, based on our review

of the demand and pricing in the area, that income in the facility would most likely be lower than projected. In addition we believe that a number of projected costs have been underestimated.

In any event, the design of the proposed facility as put forward by the promoters of the Desmond Complex is materially different from that contained in the 2013 report. As such, both the development and operational costs are likely to be materially different to those assessed in the report. In this context, any decision with respect to the funding of the proposed facility would need to assess the impact of these alterations.

BDO believes that it is important to note that the assessment that there is significant crossover of catchment areas between the proposed facility and existing public and private facilities would have a material impact on the potential customer base of the proposed facility. As the potential customer base is the key assumption underpinning many of the specifications and the assessment of financial viability contained in the 2013 report we believe that this report cannot be relied upon as a sound basis for determining the feasibility of the proposed facility.

Section 1 Appendices

Appendix A - Population Calculation

DED	Census 2011	% used	# used	Note
NCW Urban	4880	100%	4880	
NCW Rural	2218	100%	2218	
Monagay	1219	100%	1219	
Danganbeg	415	100%	415	
Mahoonagh	511	100%	511	
Broadford	917	90%	825	Main town within catchment portion of ded outside
Mountplummer	328	100%	328	
Ballintuber	360	100%	360	
Cleanglass	282	100%	282	
Glengort	701	75%	526	Main town within catchment portion of ded outside
Templeglantan	915	100%	915	
Dromtrasna	890	15%	134	Small portion of DED in catchmetn area
Garryduff	284	100%	284	
Rathronan	852	50%	426	No main Town DED evenly Spilt
Rooskagh	300	100%	300	
Glenagower	527	50%	264	No main Town DED evenly Spilt
Glensharraid	448	100%	448	
Kilmoylan	431	50%	216	No main Town DED evenly Spilt
Dunmoylan West	79	100%	79	

Mohornagh	138	100%	138	
Shanid	523	100%	523	
Lismakeery	428	100%	428	
Dunmoylan	467	100%	467	
Ardagh	1006	100%	1006	
Kilscannell	534	100%	534	
Riddlestown	593	100%	593	
Nantinan	759	33%	250	Small portion of DED inside catchment area
Rathkeale Rural	321	100%	321	
Rathkeale Urban	1479	100%	1479	
Dromard	857	50%	429	No main Town DED evenly Spilt
Ballinarry	930	75%	698	Main town within catchment portion of ded outside
Ballyallinan	415	100%	415	
Knockaderry	506	100%	506	
Ballynoe West	336	100%	336	
Cloncagh	294	100%	294	
Ballynoe	452	50%	226	No main Town DED evenly Spilt
Kilmeedy	373	100%	373	
Feenagh	347	50%	174	No main Town DED evenly Spilt
Dromcollogher	984	100%	984	
	28,299		24,802	

Appendix B - Insert



COMHAIRLE CONTAE MHAIGH EO MAYO COUNTY COUNCIL

POOL LIFEGUARD BALLINA SWIMMING POOL FIXED TERM 24 MONTH PART-TIME CONTRACT QUALIFICATIONS

1. **CHARACTER:**

Candidates shall be of good character.

2. **HEALTH:**

Candidates shall be in a state of health such as would indicate a reasonable prospect of ability to render regular and efficient service.

3. **EDUCATION, EXPERIENCE REQUIREMENTS ETC.:**

Candidates must hold:-

The Irish Water Safety Pool Lifeguard Award or equivalent



COMHAIRLE CONTAE MHAIGH EO MAYO COUNTY COUNCIL

POOL LIFEGUARD BALLINA SWIMMING POOL FIXED TERM 24 MONTH PART-TIME CONTRACT PARTICULARS OF EMPLOYMENT

1. **HOURS OF WORK:**

As required to carry out the duties of Lifeguard. The hours of work will be arranged to suit the efficient operation of the pool. Hours of work will be advised on a week by week basis.

2. **SALARY:**

The starting pay for new entrants will be at the minimum of the scale and the rate of remuneration may be adjusted from time to time in line with Government pay policy.

Outlined below is the salary scale in respect of a 39 hours working week, this will be pro rata for hours less than 39 hours per week.

Range: €514.29, €526.54, €569.31, €572.37, €575.31, €576.98, €578.68, €580.34, €581.99, €583.73, €585.48, €587.32, €589.11, €590.97, €592.74.

3. **DUTIES:**

The Lifeguard/Pool Attendant shall:-

- Carry out such duties as may be assigned by the Swimming Pool Manager, Assistant Pool Manager or Officer of the Council from time to time;
- Carry out teaching duties including lessons ;
- Be required to work weekends and bank holidays;
- Perform such duties appropriate to your grade as may from time to time be assigned to you in relation to your employment and as may be appropriate to any particular function of any local authority for which the manager is responsible and carry out such instructions as may be given in relation to the performance of duties;
- Implement all rules and regulations agreed by the Council;

9. **REFERENCES/DOCUMENTARY EVIDENCE:**

Each candidate will be required to submit as references the names and addresses of two responsible persons to whom he/she is well known but not related. Candidates will be required to submit documentary evidence to the Local Authority in support of their application.

10. **SUPERANNUATION:**

Persons who become pensionable employees of a local authority who are liable to pay the Class A rate of PRSI contribution will be required in respect of their superannuation to contribute to the local authority at the rate of 1.5% of their pensionable remuneration plus 3.5% of net pensionable remuneration (i.e. pensionable remuneration less twice the annual rate of social insurance old age contributory pension payable at the maximum rate to a person with no adult dependant or qualified children).

Persons who become pensionable employees of a local authority who are liable to pay the Class D rate of PRSI contribution will be required in respect of their superannuation to contribute to the local authority at the rate of 5% of their pensionable remuneration.

All persons who become pensionable employees of a local authority will be required in respect of the Local Government (Spouses and Childrens Contributory Pension) Scheme to contribute to the local authority at the rate of 1.5% of their pensionable remuneration in accordance with the terms of the Scheme.

In order for a new entrant to the scheme to qualify for a pension, he/she must have served a minimum of two years employment in a local authority.

For new entrants under the Single Public Service Pension Scheme effective from 01/01/2013 superannuation contributions are as follows:-

3.5% of net pensionable remuneration and 3% of pensionable remuneration.

Pension and retirement lump sum based on career-average pay; pensions will be co-ordinated with the State Pension Contributory (SPC).

11. **RETIREMENT AGE:**

Appointees who are deemed not to be "new entrants" as defined in the Public Service Superannuation (Miscellaneous Provisions) Act, retirement is compulsory on reaching 65 years of age.

Effective from 1st January, 2013, The Single Public Service Scheme applies to all first-time new entrants to the public service, as well as to former public servants returning to the public service after a break of more than 26 weeks.

Retirement age set, initially, at 66 years; this will rise in step with statutory changes in the State Pension Contributory (SPC) age to 67 years in 2021 and 68 years in 2028.

Compulsory retirement age will be 70.

9. **REFERENCES/DOCUMENTARY EVIDENCE:**

Each candidate will be required to submit as references the names and addresses of two responsible persons to whom he/she is well known but not related. Candidates will be required to submit documentary evidence to the Local Authority in support of their application.

10. **SUPERANNUATION:**

Persons who become pensionable employees of a local authority who are liable to pay the Class A rate of PRSI contribution will be required in respect of their superannuation to contribute to the local authority at the rate of 1.5% of their pensionable remuneration plus 3.5% of net pensionable remuneration (i.e. pensionable remuneration less twice the annual rate of social insurance old age contributory pension payable at the maximum rate to a person with no adult dependant or qualified children).

Persons who become pensionable employees of a local authority who are liable to pay the Class D rate of PRSI contribution will be required in respect of their superannuation to contribute to the local authority at the rate of 5% of their pensionable remuneration.

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Retirement age set, initially, at 66 years; this will rise in step with statutory changes in the State Pension Contributory (SPC) age to 67 years in 2021 and 68 years in 2028.

Compulsory retirement age will be 70.

12. **BASE:**
Assignment of base shall be at the absolute discretion of Mayo County Council.
13. **PROBATION:**
Where a person who is not already a permanent employee of a Local Authority and is appointed to a permanent position the following provisions shall apply: -
- (a) there shall be a period after such appointment takes effect during which such person shall hold such position on probation;
 - (b) such period shall be one year but the Chief Executive may at his or her discretion extend such period;
 - (c) such person shall cease to hold such position at the end of the period of probation unless during such period the Chief Executive has certified that the service of such person in such position is satisfactory.
 - (d) the period at (a) above may be terminated on giving one weeks notice as per the Minimum Notice and Terms of Employment Acts;
 - (e) there may be assessment(s) during the probationary period.
14. **MEDICALS:**
For the purpose of satisfying the requirements as to health it will be necessary for successful candidates, before they are appointed, to undergo at their expense a medical examination by a qualified medical practitioner to be nominated by the Local Authority. On taking up appointment the expense of the medical examination will be refunded to candidates.
15. **GARDA VETTING:**
Offer of employment may be subject to a Garda vetting process. Failure to pass Garda vetting will result in employment being terminated with immediate effect.

NOTES:

Applicants are reminded that any attempt by themselves or by any persons acting on their behalf directly or indirectly by means of written communication or otherwise canvass or otherwise influence in the candidate's favour any officer of the County Council or persons nominated by the Chief Executive to interview or examine applicants, will automatically disqualify the applicant for the position they are seeking.

Appendix C - Submission from the Promoters of the Desmond Complex

Desmond Complex
Empowering the Community



Gartloy
Newcastle West
Telephone: 099-82357
eMail: desmondcomplex@gmail.com
EMPOWERING THE COMMUNITY

Mr. Brian McEnery
Mr. Brian Hough
BDO
4 Michael St.
Limerick

28th July 2017

Re: Impact study/Review of feasibility study being undertaken at the request of Limerick City and County Council

Dear Mr. McEnery and Mr Hough,

I refer to your recent meeting in Newcastle West with some of our committee in connection with the foregoing matter and am writing to you to clarify some matters for you, bearing in mind that you have been requested by Limerick City and County Council to review feasibility study dated 2015 prepared by Mr. Kilian Fisher.

I note you have a copy of the study to assist you in this process and would be obliged if you would note the following inaccuracies in the study:

1. The study of the catchment area appears to have been based on Electoral Divisions and includes two townlands that are clearly within the remit of Askeaton pool. This is an error.
2. A recent census was undertaken by the Bishop's Synod and it provides the most up to date information in relation to population in the area of Limerick and its dispersal in parishes. Please find attached/enclosed table of inhabitants in the various areas, as per the said Synod. What has been included in the said table is all of the areas within the Newcastle West catchment area, (excluding the Askeaton catchment area). Abbeyfeale has been included in this although more than a fifteen minute drive to Newcastle West as it would still comfortably be the nearest community pool to Abbeyfeale were it constructed. (please see page 3 of the enclosures outlining population and travel time to the proposed Dean O'Brien pool.)
3. The said census figures are available to be viewed and verified at www.synod2016.com.

Desmond Ability Resource Complex Limited
Directors: Paddy Guiney (Chairperson),
Stamus Lyons (Secretary), Kathleen Sheehy (Treasurer), Seamus Anthony Colanin,
Tim Geary, Denis McGuillicuddy, Alex Lafferty
Registered Office: Gartloy, Newcastle West, Co. Limerick
Registered in Dublin, Ireland. Company Reg. No. 2291306. Charitable Status No. CHY13417.

1. Please find enclosed copy map outlined in green (on page 2 of the enclosed booklet) which is the updated catchment area information.
2. Please note that in light of these figures and the greater population catchment in the Newcastle West area evidenced by them the plans for the Newcastle West Dean O'Brien Pool were amended and expanded. Please find enclosed details of the most up to date plans and proposals for The Dean O'Brien pool at The Desmond Complex in Newcastle West.
3. We take the view that a further meeting in connection with this matter would be beneficial to your review and you might contact us in this regard if you are willing to meet.

We look forward to hearing from you at your convenience and for the purposes of transparency confirm that we are sending a copy of this letter to Mr. Gordon Daly in Limerick City and County Council.

Yours Sincerely,


Kate Cussen
Liaison Officer, Desmond Complex
Development Group



NEWCASTLE WEST SWIMMING POOL CATCHMENT AREA



Parish	Population
Newcastle West	7127
Monagea	0775
Templeglantine	1225
Abbeyfeale	4323
Tournafulia	1427
Killeedy	0928
Dromcollogher	
Broadford	1783
Maunonagh	1328
Knockaderry	
Clounkagh	1172
Feenagh - Killeedy	0928
Ballingarry-Granagh	1699
Ardagh-Carrickerry	1488
Athea	1856
Total	26059

SYNOD 2016.com PARISH STATISTICS

Synod2016.com Parish Statistics	Numbers	Adkeaton Public Pool	Ballybanion Public Pool	Mallow Public Pool	Newcastle West Dean O'Brien Public Pool	Travel Time Saved
Newcastle West	7127	23 Mins	52 Mins	53 Mins	N/A	14 Mins
Knockaderry-Clonacagh	1172	18 Mins			11 Mins	14 Mins
Malloonagh	1328	25 Mins			14 Mins	33 Mins
Feenagh-	0928	34 Mins			8.5 Mins	28 Mins
Kilmeedy	1699	28 Mins			20 Mins	24 Mins
Ballingarry --	1699	21 Mins			16 Mins	4 Mins
Gratagh	1783	25 Mins			19 Mins	Nil
Dromcollogher --	1783	34 Mins			25 Mins	30 Mins
Broadford	0928	37 Mins			19 Mins	36 Mins
Killeedy	0775	33 Mins			16 Mins	34 Mins
Monagea	0775	29 Mins			6 Mins	46 Mins
Tournafulla --	1427	36 Mins	45 Mins	50 Mins	13 Mins	46 Mins
Mountcollins	1225	46 Mins			23 Mins	63 Mins
Templeglantine	4323	39 Mins	40 Mins		12 Mins	56 Mins
Abbeyleale	1488	20 Mins	31 Mins		21 Mins	20 Mins
Ardagh --	1856	34 Mins	39 Mins		5 Mins	30 Mins
Carrickerry	1856	34 Mins	29 Mins		11 Mins	56 Mins
Althea	26,059				20 Mins	18 Mins
Grand Total	26,059					

3.