

London °CLOA meeting

Thursday 3 March 2016, 3 pm – 5 pm

Meeting Notes

1. Delivering the London Youth Games in the future

Jon Hughes, Chief Executive of the London Youth Games (LYG) gave a presentation to the group covering why the games are important, the context they are operating in, their record of achievement and their plans for the future (copies of the presentation are available [here](#)).

Jon informed the group that LYG was looking for a new sponsor following the decision of Balfour Beatty to end their association with the games after many years. He also emphasised LYG's decision to make a small cut in the subscription rate for local authorities.

In the wide ranging discussion that followed °CLOA members raised a number of issues, including:

- Many councils are considering pulling out of the LYG due to the difficult financial climate local authorities are facing;
- Many local authorities consider that LYG does not present a strong evidence base for the difference it claims it makes in increasing and sustaining participation;
- The money spent on the LYG could be better invested in targeted programmes with more clearly defined and measurable outcomes;
- Whether new sponsorship will be found, how much money it would bring in and if there was a contingency plan.

There was also recognition that LYG had engaged well on some areas, such as transition and acting as a springboard to get less well-played sports off the ground.

In response, Jon Hughes accepted that LYG can be better and do more, but repeated it had helped to reach some young people who would not have participated in sport otherwise, citing their dance competition as evidence. Work is going on to access other funding pots, both public and private, and discussions are ongoing over sponsorship with sports brands via an agency. LYG can still deliver the 2017 games even if they do not secure new sponsorship.

Jon also expressed a willingness to engage with boroughs directly now on transition and helping head off problems before they manifest themselves.

°CLOA agreed to set up a small task force to look at what LYG can do going forward to improve outcomes, work more effectively with the boroughs and to develop an alternative vision for LYG. Jon Hughes will engage with this group.

Action Points:

- Set up a °CLOA task force by the end of March 2016, including officers involved in delivery of the LYG, to examine new approaches to delivering the LYG and improve outcomes.

2. London Sport: working with London Boroughs

Richard Barker presented an update on behalf of London Sport, updating the group on the restructure and latest activities. He accepted that London Sport needs to get better on marketing and communications and insight and data, among other things, but also pointed out that they were looking at Memorandums of Understanding with London Boroughs to ensure that the relationships with London Sport were improved.

°CLOA colleagues welcomed the report back and offered views on where the relationship between the boroughs and London Sport needed to be improved and areas where London Sport could help with London-wide issues, such as bringing sport and culture heads together with their counterparts in public health.

Action Points:

- Richard Barker to report back on behalf of London Sport as a standing agenda item.
- Add the public health issue to a future agenda as a discussion item.
- °CLOA members to send specific issues/views to Dianna Neal and Jamie Saddler at London Councils to enable them to be reflected in member briefings for London Councils' representatives on London Sport's Board.

3. Community Use Agreements

Marianne Locke led a brief item on Community Use Agreements and suggested doing a workshop on how to get the best out of them and monitor them better. Issues around Community Asset Transfers were also raised.

Action Points:

- Include an item for discussion on Community Use Agreements and Community Asset Transfers on the agenda for future meetings.
- °CLOA members with good case studies should send them directly to Marianne before the next meeting.

4. Update on the Libraries Taskforce

Iain Varah provided the group with an update on the Libraries Taskforce, indicating an "Ambitions for Libraries" document was in the process of being produced.

5. A.O.B

It was suggested and agreed that an item on Parks should be added to a future agenda.