

EXECUTIVE COMMITTEE TELECONFERENCE MINUTES

Date:	Friday 18 th January 2013
Place:	Teleconference
Times:	1100 - 1300
Participants:	Richard Hunt, Heidi Bellamy, Matt Partridge, Ian Brooke, Ian Shipp, David Albutt, Nigel Lynn, Emma Wiggins, Diana Shelton, John Bell, Duncan Wood-Allum
Apologies:	Iain Varah, Ann Gosse, John Fuller, Lisa Dodd-Mayne, Kimiyo Rickett, Martin Malloy, Neil Anthony, Rob Persey, Roger Pontefract, Sue Harper, Warren Smyth.

Item No.	Item Description	Relevant business considered, facts noted, decisions taken and actions agreed
1.	Co-option of Toni Ainge to Executive	RH proposed Toni Ainge as a co-optee in order to consolidate relationship with London ^c CLOA. NL seconded. Approved by all Executive members participating in the conference call. Action – HB to inform TA and add biog to ^cCLOA website.
2.	Health & Well-being Roundtables	RH informed the group at that the first roundtable focusing on sport and physical activity had been arranged for 14 th Feb and will be hosted by LGA. The invite list includes representatives from LGA, DoH, NICE, National Obesity Observatory, Sport England, DCMS, Association for Directors of Public Health, Association of Directors of Adult Social Services, CSPNetwork, CIMSPA, Sheffield Halam & Loughborough University plus ^c CLOA leads for health and well-being, sport, older people. The invite has also been extended to those ^c CLOA Members who cited sport and physical activity plus health and well-being as an area of specialism (representatives are spread across Districts, Unitaries, Metropolitan, London Borough's and County Council's) There was some discussion about the invitation list and DS and EW asked whether there were enough ^c CLOA Exec members. Currently over 40 people have been invited to date, RH felt that at this first stage, the numbers and breadth of invitees were right. Action – HB to keep RH informed of acceptances to ensure

		<p>session is well-attended, but manageable.</p> <p>There was general discussion about purpose of advocacy document, re-iterating and re-emphasising the need for it to be not just guidance for the sector but also a useful tool for brokering relationships with commissioners.</p> <p>NL noted that from a CEO/Corporate perspective there was a disparate view of health across the country. Emphasis needs to be given to changing the way we plan and design to encourage people to be more active and take responsibility for their own well-being.</p> <p>DS felt it important to include case studies that demonstrate how culture and sport can tackle health inequalities. Also examples illustrating how reaching those who are costly to the healthcare system can improve lives and help keep people independent.</p> <p>EW agreed, stressing that reducing demand for more costly services ought to be evidenced. Investment in prevention is a cost effective way of improving health.</p> <p>RH summarised the discussion by noting that joining up with public health is now underway and we need to provide relevant examples of how we contribute as a sector.</p> <p>Action – HB to draft format for Sport & Physical Activity workshop and identify a facilitator.</p> <p>Action - HB to liaise with DS re. Culture roundtable (provisional date 11th March)</p> <p>Action – HB to make a call out for case studies once the roundtables, desk based research are underway.</p>
3.	TCPA proposal for cross-sector planning guidance linked to the National Planning Policy Framework	<p>In October 12^c CLOA contributed to a discussion piece with TCPA and others on the changes to the National Planning Policy Framework (NPPF). A proposal requesting a financial contribution for a cross-sectoral planning publication, supported by regional seminars, has been now been made.</p> <p>As VP was not present, HB gave an overview of the background to the TCPA proposal and informed the group that the Theatre's Trust were also seeking to provide some guidance for the cultural sector on the NPPF with a particular emphasis on the inclusion of 'cultural well-being'. The overall funding target they are seeking to achieve is £30K; no budget breakdown has been provided for this work.</p> <p>IS supported the principle and agreed that some financial contribution should be made. However, we need to know who else TCPA are engaging (Sport England?) and need to avoid duplication of work elsewhere.</p> <p>EW questioned the cited contributions from South East Cultural Partnership, which is now largely inactive and has no funds.</p>

		<p>DS felt we should find out whether they are involving play, open spaces etc. Also, whether the National Cultural Forum has been involved?</p> <p>Action - IV to discuss with NLCF Leads at next meeting</p> <p>There was some discussion around ensuring the outcome was credible. HB outlined the benefits of working with TCPA in terms of their track record and the fact that they have responsibility for the Culture and Sport Planning Toolkit.</p> <p>NL felt that this is an area that CLOA haven't yet provided our members with information on, as such we should take this opportunity for involvement.</p> <p>RH summarised that we do need to build sector knowledge and it would be useful to have a strong section on design in the public health realm. An initial offer could be made with agreement by the Treasurer and with a commitment to playing a key role in the regional roll out.</p> <p>Action – HB to get budget breakdown, clarify who else is likely be to be involved.</p> <p>Action – HB to liaise further with VP and IS re. content and costings.</p>
4.	CLOA Advisory Panel	<p>EW outlined the process of creating the virtual advisory panel and expressed disappointment that only 17 people had responded, of these only 6 were from the Exec.</p> <p>The panel is covered in many subject areas, but gaps exist in knowledge/skills around community safety, aging well, CIL, asset transfer.</p> <p>HB added that there was an issue around the fact that some of the existing panel leads hadn't participated in the survey.</p> <p>DS suggested that perhaps they did not make the connection that they needed to complete the survey.</p> <p>MS offered to contribute as Community Safety specialist.</p> <p>Action - EW to contact all the current panel leads to ascertain whether a) they are interested in continuing to take part b) what other skills and knowledge they might be able to offer.</p> <p>The issue of consultants using the panel as a platform for marketing their own service was discussed.</p> <p>It was agreed that the consultant applicants are written to explaining that this is pro bono advice service and should not be perceived as a business development opportunity.</p> <p>DA/DWA both suggested that a form of words for contributing to panel should also relate as a condition of membership.</p> <p>Action HB/EW to draft wording</p> <p>It was agreed that the commitment and standard of advice from the panel be monitored over the next 6 months once the induction session has been delivered.</p>

		<p>Action HB to collate information relating to requests for advice and individuals responses. Report back to Exec in September.</p> <p>EW highlighted the need to arrange an induction to network and motivate them as a group. It was agreed to incorporate this into the re-arranged visit to TNA.</p> <p>Action HB to circulate a Doodle calendar/liaise with TNA.</p> <p>Action EW/HB to plan induction session</p> <p>It was agree that all 17 ^cCLOA members who expressed an interest in becoming a panel member be accepted.</p> <p>Action – HB to contact all applicants and inform.</p> <p>RH noted the need for panel leaders to take actions forward and update the Exec. He also felt that a comms message to help build credibility of panel and promote to partners would be useful once the panel was fully briefed.</p> <p>Action – HB/EW to communicate advisory panel role to key stakeholders and devise an article for blog/sector publications</p>
5.	Regional Networks	<p>HB introduced the paper and outlined the benefits of supporting regional activity, including links back to the members’ survey. JB volunteered to input into starting up a regional network in the North West region.</p> <p>IS expressed some reservations based on experience of other regional networks. He stressed that we need to be clear on the criteria, maintain control of the funding and avoid funding regions where activity is underway already.</p> <p>DA enquired about links to regional NCF working.</p> <p>RH emphasised that each ^cCLOA group will develop their own agenda based on local interests/priorities, but with a core offer from the centre as per the report.</p> <p>DS observed that TVCF is moving away from an exchange of information network to a group with a shared programme. Co-branding may be welcomed, but funding is not necessary as they have some residual grant budget.</p> <p>NL mentioned the issue of non-members attending regional events if we collaborate with existing networks. This has been problematic with London.</p> <p>HB suggested that by working more closely to support these groups we would have an increased likelihood of recruiting new members.</p> <p>DWA on the issue of non-members; a compromise needs to be struck so that they can attend up to 2 meetings f.o.c.</p> <p>More discussion about membership.</p> <p>RH felt it unhelpful to focus solely on issue of non-membership and suggested that we need to talk with regional leads. Overall this proposal will win good will for a relatively small investment. The groups will also generate self-managed content for the</p>

		<p>website.</p> <p>IS suggested we support the regional networks for 2 years, and then review the outcomes.</p> <p>The following recommendations were agreed:</p> <ul style="list-style-type: none"> Funds to be made available for up to 6 regional networks amounting to a maximum of £3000 in 13/14. This money will be retained centrally and offered with the following conditions: <ul style="list-style-type: none"> Each regional group will aim to hold at least 2 meetings per year The groups will actively support the recruitment of new °CLOA members °CLOA branding will be used on all printed and electronic communications Each group will engage with and respond to calls for case studies/consultations etc. <p>Action – HB to contact those who volunteered through the members’ survey to establish regional networks.</p> <p>Action - RH to further explore the potential for dovetailing with regional improvement groups where they exist.</p> <p>It was also agreed that the Chair of any affiliated °CLOA regional group be invited to be co-opted to the Executive initially.</p>
6.	Feedback from °CLOA Members survey	<p>RH invited reflections on the report summarising the member’s survey feedback. In discussing numbers of responses: DWA observed that we are not necessarily getting an insight into the needs of those who pay their membership subs but don’t generally engage in °CLOA activity. He suggested targeted phone calls to those who are inactive to better understand their motivations. DWA suggested this could be delegated to members of the Exec in their locality.</p> <p>Action – HB to plan a further level of survey through phone calls and liaise with willing Exec members.</p> <p>In discussing the communications section: RH reflected on the popularity of the e-bulletin as a mechanism and issue around uptake of social media. MP felt that people now have multiple roles and perhaps less opportunity to engage in discussion forums. DS agreed and observed that the findings correlate with a survey at West Oxon DC, whereby staff preferred information that lands straight in their Inbox.</p> <p>It was noted from feedback that member’s would welcome more articles on leisure, open spaces and tourism.</p> <p>Action - All Exec to forward articles of interest in these areas.</p> <p>HB highlighted the issue of putting e-bulletins in the public</p>

		<p>domain on the website. This is a key benefit for members and needs to be protected.</p> <p>There was general agreement that it should not be available to non-members.</p> <p>DWA suggested that we liaise with Big Wave re. the potential for differentiating between open access and controlled access to our intellectual property. This would mean a member's password protected area.</p> <p>Action - IS & DWA to have a discussion about web development.</p> <p>The discussion moved onto the findings under Learning and Development.</p> <p>DA reminded the group that some of the Executive had trained as mentors as part of Leading Learning.</p> <p>RH thought this could take place through Regional Networks as, from the survey, CPD was not a key priority for existing members.</p> <p>In summary IB noted the strong message about the purpose and value of 'CLOA and thought this might be used as the basis for an 'involved and influencing', article in the Local Government Chronicle/other publication.</p> <p>Action - RH to take flavour of this message and write a blog/article on membership survey for dissemination to LGC and TLR.</p>
7.	Theme, Topics & Speakers for AGM	<p>The AGM/Members meeting will take place on Friday 14th June at Lilleshall National Sports Centre in Shropshire, and once again SERCO have agreed to sponsor the event.</p> <p>Ufi Ibrahim, CEO of the British Hospitality Association has agreed to speak on how the tourism sector is maintaining the momentum post-Olympics and the BHA specific focus on youth unemployment/apprenticeships.</p> <p>Hugh Robertson has also been invited to speak, but as yet no response.</p> <p>Action – HB to chase HR's office.</p> <p>Via LinkedIn DA suggested Norman Lamb Minister of State for Care and Support, Department of Health and JF suggested someone from the Olympic Legacy Group in the Cabinet Office.</p> <p>DA also suggested that, linked to getting people back into sport, we should approach Battle Back, who are based at Lilleshall, as they may provide an interesting and motivational speaker.</p> <p>JB suggested Andy Worthington, Past Chair of 'CLOA.</p> <p>DWA thought a 'hot topic' debate with 3 people speaking on a key issue from differing perspectives would engage delegates. It was generally agreed that we needed to build more time in for networking and discussion.</p>

		<p>Action – All send HB suggestions for speakers, with contact details where possible.</p> <p>Action – HB to draft an agenda for the day.</p>
8.	A.O.B	<p>HB gave an update on conference in CTS conference 7th & 8th March. There is an opportunity for ^cCLOA to contribute to one of the open sessions ‘Achieving a healthier nation through culture and sport’. This could link to and inform the health and well-being advocacy work, which we will have underway by then.</p> <p>Action – Exec Members to let HB know if they are attending this conference and willing to contribute to the session.</p> <p>RH also expressed a desire to get an informal gathering of Exec together during the conference.</p> <p>HB reminded the Exec that NSA has invited us to provide facilitators for the Sport and Physical Activity Provision for Children and Young People conference on Wednesday 30th January 2013 at either the Manchester or Bristol hub. Free places for your team!</p> <p>HB also mentioned that we are still seeking a representative to join the ASA National Operators Group.</p> <p>DWA informed the group that there is a new lead for World Leisure Management Commission, who will be seeking to re-invigorate the work and they have asked to share the LinkedIn International Exchange Group platform. Are there any conflicts of interest?</p> <p>NL felt this should be fully supported and was a great way of generating links around the world.</p> <p>Action – DWA to make it happen. HB to promote to members when live.</p>
	Dates of next Executive meetings	<p>Friday 19th April 2013 – Sport England Offices, London</p> <p>Tour /discussion with the National Archive (including ^cCLOA advisor induction) tba</p> <p>Friday 20th Sept 2013 – Hepworth Gallery, Wakefield</p> <p>Friday 31st January 2014 - tba</p>