

EXECUTIVE COMMITTEE MEETING MINUTES

Date:	Friday 26th September 2014
Place:	The National Archives , Kew
Times:	1115 – 1530
Participants:	The National Archives - Jeff James, Chief Executive and Keeper & Isobel Hunter, Head of Engagement CLOA Executive – Iain Varah, Richard Hunt, Emma Wiggins, Neil Anthony, Matt Partridge, Duncan Wood-Allum, Kimiyo Rickett, Ian Brooke, Diana Shelton, Polly Hamilton CLOA Members - Barrie Higham, Mark Cook, Susanna Barnes, Amy Rushton
Apologies:	Chris Holliday, Christine Neyndorff, Debbie Kaye, Ian Shipp, Mark Allman, Nigel Lynn, Rob Persey, Vincent Paliczka, Warren Smyth, Simon Parkinson, Lisa Dodd-Mayne

	Item Description	Relevant business considered, facts noted, decisions taken and actions agreed
		Strategic conversation with TNA
1.	<p>20 Years Rule</p> <p>Government Policy on Archives review</p> <p>Spinning Out Guidance</p>	<p>IV recorded thanks to TNA for hosting the meeting.</p> <p>A briefing note had been circulated in advance to provide an overview of the current programme of support.</p> <p>Jeff James (JJ) gave an introduction on the current priorities; TNA are focusing on their key audiences for the next 4 year strategic planning cycle: (1) government, (2) the archive sector, (3) the public and (4) academia.</p> <p>Of concern to local authorities is the fact that public records will be transferred to archives after 20 years, not 30 as at present. TNA are working to ensure the transition does not cause additional burdens for Places of Deposit.</p> <p>A commons select enquiry is currently underway into the preservation of historic files in the Civil Service.</p> <p>TNA have developed guidance for archive services considering new delivery approaches. Supported by case studies, In a spin: guidance on spinning out local authority archive services examines the implications of different models for archive services and aims to provide heads of service and archive</p>

	<p>Development and support package offered by TNA Engagement Team</p>	<p>managers with the tools required to make informed decisions about the process of spinning out. TNA are following this up with two seminars to explore the strategic implications of spinning out an archive service and the practical steps needed to make it happen.</p> <p>IV welcomed and valued the document commenting that it had wider relevance beyond archives and contained a range of messages of value to the sector.</p> <p>In response to the shifting infrastructure, TNA are encouraging archives to come together in collaborative networks, pool their expertise and resources to work more effectively together.</p> <p>Isobel Hunter (IH) also mentioned the Giving Value initiative, which is an HLF Catalyst funded project working with a number of partners in the archives sector to fund training and support that will help archives acquire the skills needed to improve fundraising and income generation.</p> <p>Barrie Higham (BH) asked how this will help the sector link into opportunities through public health. IH explained that one of the <i>Giving Value</i> topics would be measuring outcomes and commissioning and that TNA had funded some archivists to attend the Cultural Commissioning programme national seminars. There is also an intention for a small pilot scheme that will 'walk' an archive service through the commissioning process. However, IH cautioned that in terms of the commissioning agenda, there is a capacity issue for archives and services need to be clear on the opportunities before investing significant time and resources.</p> <p>IV congratulated TNA on level of engagement since the responsibility transferred them, which has been judged to be really positive.</p> <p>KR asked how best to engage with university archives. IH gave as an example The History Centre in Hull, which brings together the material held by the City Archives and Local Studies Library with those held by the University of Hull. This collaboration of collections and research has brought significant community benefit. A 2 day conference that focuses on opportunities for working between universities, academics and the wider heritage sector will take place in Birmingham at the end of Oct; this is now fully booked, but presentations and podcasts will be published online after the conference.</p> <p>RH explained that the archives service in Suffolk is planning to collaborate with the University sector. It would be really useful to have 5 key messages to influence the Provost. Is it possible to share what ticks academic boxes?</p> <p>IH has subsequently advised that TNA is researching guidance</p>
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		<p>own commercial activity, which includes income from licensing arrangements with private companies to digitise content in return for time limited exclusivity. Earned income is circa £10million and needs to be balanced by responsibilities towards central government, so TNA are rethinking how they can use the commercial services and products in different ways.</p> <p>BH asked whether on reflection the deal offered through Ancestry was good for the archive sector?</p> <p>IH acknowledged that there may be better deals, but noted that there are different drivers around the need to digitise archive content, for example improving accessibility is as important to some archives as boosting income generation. However, Ancestry is definitely an option that is worth considering but that archives need to enter into negotiations with Ancestry (or with any other delivery partner or system for that matter) with a clear strategy for why they are doing the project and what they want to achieve in terms of income, accessibility etc. IH encouraged those interested to speak to the TNA team as they can provide advice and assistance to ensure that archives do get 'a good deal' whoever they choose to work with.</p> <p>IH added that TNA is keen to share expertise with the wider sector and flagged up a Digitisation Conference in November, aimed at anyone involved or thinking about digitising their archival collections. The 2 days are organised around 'why' digitise and 'how' to digitise. You can book free places through the TNA Eventbrite pages:</p> <p>Day 1. Digitisation: why? 5/11/14</p> <p>Day 2: Digitisation: how? 13/11/14</p> <p>IV continued with the theme of commercial activity, highlighting the numerous requests that LA's get from 'Who do you think you are' type enquiries. Given that there isn't always the staff resources to cope with the level of demand, is there an opportunity to produce guidance?</p> <p>IH mentioned that there is already some research on income generation opportunities underway, this will look at audience shifts and patterns, and LA online presence, the headline findings will be presented at the digitisation day on 5th Nov. Most archives now give 15min free and then there is increasingly a scale of charges for services. TNA are encouraging networks to come together to implement consistent fees and charges.</p> <p>IH has subsequently informed HB that a piece of guidance on commercial opportunities for archives, which will include clarification around fees and charges, working with commercial digitisation partners etc, is planned for next year.</p>
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		^cCLOA Strategic & Business Items
2.	Horizon scanning	<p>The aim of this agenda item was to ensure that we plan for and respond to issues that will affect our membership. The session had been deferred from the April Executive meeting.</p> <p>IV - noted that whilst we missed out on commenting on the independent library report led by William Sieghart on behalf of DCMS/DCLG, there would be other opportunities to contribute.</p> <p>HB - informed the Executive that a submission had been made to Public Health England on behalf of ^cCLOA in response to the draft physical activity implementation document 'Everybody Active, Every Day'.</p> <p>DWA – flagged up the NICE guidelines on Exercise Referral, which suggests there isn't sufficient evidence to demonstrate this approach works. In future data needs to be collected through adherence to Standard Evaluation framework and the clinical base for interventions needs to align with PHE and NHS. This will have an impact on the 'supply side' and consideration needs to be given to ^cCLOA's role in apprising operators.</p> <p>Action - HB to cascade information through e-bulletin as it becomes available.</p> <p>PH – mentioned The Warwick Commission on the Future of Cultural Value. The call for evidence has been open since Dec 13 and closes at the end Oct 14. The Commission proposes four overarching themes of vital concern across the various sub-sectors of the UK's cultural life:</p> <ul style="list-style-type: none"> • Investing in Culture • Valuing Culture • Education and Talent • International Trends <p>PH – moved onto relationship with LEP's; Blackpool is 1 of 4 places that's received funding for culture in the country. The Exec agreed this was a sign of low engagement.</p> <p>Action – PH to contact ACE and find out which other locations received funding and whether there is any learning.</p>

		<p>An issue has arisen in Blackpool around the portrayal of Margaret Thatcher in an art exhibition – this is due to the application of DCLG Policy on Local Government Publicity. Furthermore, ACE have added a clause for NPO funding on ‘anything that might bring disrepute’. PH expressed concerns re. the wider implications for the sector in terms of artistic expression.</p> <p>Action – PH to follow up with DCMS/ DCLG to get clarity on the policy and confirm that it should not be applied to cultural events in the interest of protecting freedom of expression.</p> <p>MP – suggested we should be approaching DCMS to clarify what will be their priorities for the first 100 days of government. There was some discussion about how we could influence the DCMS and it was agreed that it would be advantageous to have some key messages or position statements that could be used in advance of the election.</p> <p>Action – this will be an agenda item in January and a call for key points will be made in advance to inform the discussion.</p> <p>DS – mentioned the DCMS review of VisitBritain and VisitEngland, this is triennial and part of the standard requirement by the Cabinet Office.</p> <p>IV – as a result of the Parliamentary Enquiry into the work of the Arts Council, which CLOA responded to, there may be a further round of consultation.</p> <p>RH – in the wake of the Scottish referendum there will be a ricochet effect around questions of devolution, the West Lothian principle and how we capitalise on the European Social Fund employment strand. Further areas are Health & Social Care Act and how can we shift the focus to prevention through health & social care integration. DoH/PHE have recently consulted on plans for the introduction of the Health Premium Incentive Scheme (HPIS), which will reward local authorities for public health improvements made in line with selected indicators from the public health Outcomes Framework. There is a choice of local indicators including ‘inactive’ and ‘active’ however the default indicator is likely to be drugs and or smoking cessation.</p> <p>DWA – Sport England are reviewing and revising their Procurement Toolkit; there is a need to ensure commissioning for wider social and health outcomes is embed alongside operational considerations. This provides an opportunity to help shift operator’s focus to outcomes based delivery and encourage intelligent commissioning.</p> <p>Action – DWA to contact Kevin Mills at Sport England and find out timetable/best way for CLOA to input.</p> <p>Action – if you are aware of anything that CLOA should engage with or respond to, please inform HB in good time so that a response can be co-ordinated.</p>
3.	Draft response to Labour Party 10 year plan for sport <i>More Sport For All</i>	<p>A draft submission to the Labour Party ten year plan for sport <i>More Sport For All</i> had been prepared by LDM, with input from colleagues at Arun, Havering and Leeds, and circulated for consideration in advance of the meeting.</p> <p>This was agreed to be a thorough response; although the</p>

		<p>proposal for sports service to become a statutory requirement of all local authorities was rejected. KR and DWA suggested further additions and amends.</p> <p>Action - Final comments to be sent to HB in order that a response can be submitted by end of day on Monday 29th September.</p>
4.	^c CLOA AGM	<p><u>Feedback from member survey</u></p> <p>HB presented a report based on the feedback from a post event survey. The venue was judged to be excellent and the range of speakers was well received by the majority of respondents. The optional tour of the velodrome and the opportunity to ride on the Olympic road track were judged to have greatly enhanced the networking experience by those who participated.</p> <p><u>Next year – venue, theme and speakers</u></p> <p>The tentative date is Friday 19th June. Some discussion ensued as to whether it would be preferable to have a cultural venue next year, or if this could be balanced by ensuring input from cultural speakers.</p> <p>Venue suggestions included:</p> <p><u>White water rafting centre</u> - Action IV to make enquiries of Shaun Dawson at Lee Valley Park.</p> <p><u>Birmingham Library</u> – Action PH/DWA offered to approach.</p> <p><u>Blackpool Tower</u> – Action PH to advise whether this is feasible and what the costs might be.</p> <p><u>Imperial War Museum</u> – Action IV to make initial enquiries.</p> <p>In terms of topics, the first 100 days of government was considered to be pertinent. Although it was acknowledged that it would be very difficult to secure a Minister, so soon after the election.</p> <p>The AGM offers a platform to further disseminate the learning from the ^cCLOA/SE project ‘Commissioning support for local authorities’. Sport England is keen to create a movement for change and may wish to lead a session on the next steps.</p> <p>Service transformation in response to austerity was also deemed to be an essential topic. We have started to gather case studies on this issue and MP offered to scope a session on commercialisation as this is a particular interest.</p>
5.	Updates:	<p><u>UK Active/PHE - ‘Good and Promising practice in physical activity’</u></p> <p>LDM attended a feedback session led by Dr Justin Varney, the Physical activity lead from Public Health England.</p> <p>The purpose of the meeting was to update key stakeholders on the recent collation of evidence of good practise in increasing physical activity of which some ^cCLOA members responded to a couple of months ago.</p> <p>The findings are confidential and the final document is due to be</p>

		<p>published on 23 October.</p> <p>Action – HB to cascade through to the membership.</p> <p>Action - ‘CLOA Exec to consider ongoing a leadership role in relation to supporting the progress of this key issue.</p> <p><u>Sport & Recreation Alliance – representative required for Public Health working group</u></p> <p>Sport & Recreation Alliance Public have instigated a Public Health Working group.</p> <p>Emma Wiggins and Ian Brooke volunteered to attend.</p> <p>Action – HB to advise Verity Comley at S+RA.</p> <p>Action - EW/IB to attend meetings and feedback to Executive.</p> <p><u>CTS Conference 2015</u></p> <p>The outline programme for the Culture, Tourism & Sport conference, which will take place in Durham on 3rd & 4th March, was circulated in advance of the meeting. LGA are welcoming ‘CLOA input into planning the Innovation Sessions.</p> <p>An offer to facilitate a session on the outcomes of the ‘Commissioning for Local Authorities’ project has been made. Durham have just won a Public Health Live Well tender of £2.1 m per annum and this has been supported by the relationship building aspect of our project, so we could include them as a case study (particularly as they are the host authority) and then reflect on the learning and the role of Cllrs in supporting the process.</p> <p>Action - DS to co-ordinate content for and lead this session</p> <p>Two examples of service transformation have also been proposed; integration of the library service with other services in Redbridge (IV) and how the sport and leisure offer in Leeds is being extended to adult social care clients through co-location (MA).</p> <p>LDM has offered to develop a session on major events and the local economy and/or culture led regeneration.</p> <p>Action – HB to liaise with Laura Caton at LGA to ‘CLOA input.</p> <p>Action - Individual Executive members mentioned above to shape their own presentation content in liaison with LGA.</p> <p>Action – HB/DS to discuss marketing and communications with LGA and agree in advance the level and visibility of ‘CLOA’s presence at the event.</p> <p><u>NCLF</u></p> <p>DS/PH updated the Executive on recent discussions about the purpose of NCLF. It was originally established in 2005 to bring together all the professional bodies representing those working across the cultural services in the public sector. It aims to provide advocacy for the cultural services sector and promote professional development for those working within it.</p> <p>HB advised the Executive that ‘CLOA had already paid the membership fee for the current financial year.</p> <p>Action - PH to represent ‘CLOA in future; HB to advise Pete Bryan.</p>
	A.O.B	<p><u>Sponsorship</u></p> <p>Unfortunately both Walker Morris and Alliance have decided not to renew their Associate Sponsorship, this ran from Sept 1st 13 to 31st Aug 14. The impact on the budget projection will be -</p>

		<p>£4083.</p> <p>However, both 1Life and Max Associates are interested in developing a sponsorship arrangement and are currently considering the packages.</p> <p>Action - The Executive were asked to provide at least one named existing business contact for HB to approach.</p> <p><u>Protocol for releasing data (Quest)</u></p> <p>IB represents CLOA on QUEST and has received a request that we share our database, either for a region or in full.</p> <p>HB explained that issues around data protection prevent this. There is also a commercial value to the data; previously we have circulated marketing information on behalf of QUEST for a small fee.</p> <p>Action – IB to advise that data share is not possible, however we are happy to cascade information as per previously.</p> <p><u>3rd Financial survey</u></p> <p>There is a clear benefit in terms of understanding trends to retain the existing questions, however HB has refreshed the survey wording to reflect the operating context and included a couple of questions to assist Sport & Recreation Alliance with their research.</p> <p>Action – MP offered to review the survey.</p> <p>MA had already flagged up that Leeds Council has banned the use of survey monkey, so a pdf will also be circulated and returning data input manually.</p> <p>In previous years this survey has been sent out in March/April, but it was agreed that we would undertake the survey in late February in order that all the relevant data could be assimilated in good time for lobbying new ministers post-election.</p> <p>Action – HB to circulate at beginning of February</p> <p><u>The Future of Swimming – 28th Oct 15</u></p> <p>Only named contacts have been invited to attend this Sport England.</p> <p>Action – IV/MA to circulate a note to the wider Executive on the key issues arising.</p>
	Dates of next Executive meeting	<ul style="list-style-type: none"> • Friday 23rd January 2015 - venue tba • Friday 24th April 2015 - venue tba <p>Action - Please consider whether you would be able to host either of these meetings.</p>