

EXECUTIVE COMMITTEE MEETING MINUTES

Date:	Friday 23 rd January 2015
Place:	Sport England Offices Meeting 21 Bloomsbury Street, London
Times:	1130 – 1530
Participants:	Sport England - Mike Diaper, Chris Perks, Ruth Alleyne, Maria Reader CLOA Executive – Iain Varah, Mark Allman, Chris Holliday, Debbie Kaye, Duncan Wood-Allum, Emma Wiggins, Ian Brooke, Lisa Dodd-Mayne, Neil Anthony, Nigel Lynn, Richard Hunt, Simon Parkinson, Warren Smyth
Apologies:	Carole Stewart, Christine Neyndorff, Diana Shelton, Kimiyo Rickett, Matt Partridge, Polly Hamilton, Rob Persey, Vincent Paliczka,

	Item Description	Relevant business considered, facts noted, decisions taken and actions agreed
		Strategic conversation with Sport England
1.	Sport England/UK Sport Triennial Review	<p>Sport England (SE) and UK Sport are being reviewed as part of Cabinet Office work on non-departmental public bodies. The two organisations are being reviewed together following the decision to maintain them as separate bodies with a shared reform programme, working closely together to realise significant strategic economic and operational benefits. As part of the review, the Government invited views and evidence about Sport England and UK Sport through an online survey, which closed in December. MA responded on behalf of CLOA.</p> <p>MD advised that there had been over 400 completed surveys with a good response from local authorities. Reporting back on Stage 1, which considers the fundamental question of whether the organisations should exist will happen at the end of Feb. Stage 2 – which considers whether the functions are right is unlikely to be until after the new government is established.</p> <p>MD acknowledged some of the challenges that the review may pose.</p> <p>NL suggested that the shared services approach ought be considered and that LA level sport/culture are now working much less in siloes.</p>

	Election campaign	<p>SP asked whether the review would address funding. MD advised that it would not, as this is done via CSR spending review.</p> <p>MD informed the group that Sport England are already preparing for the election, working with the three major parties to provide information for the manifestos and also future planning for a coalition scenario. SE potentially foresee more devolution away from the centre.</p>
	Strategy update	<p>MD reminded the group that the current strategy runs until 2017 and SE are already preparing for the next iteration, asking questions about what the focus and funding distribution shift might be. The notion of the 'active person' is informing this thinking rather than people exclusively playing one particular sport, which will resonate with LA's.</p> <p>Data from the Community Sport Activation Fund (CSAF) shows that 71% of participants were women or girls; the mix of activity and local focus has driven this.</p> <p>Review of youth investment, some new insight that challenges the supply side – more here</p> <p>NGB work is still an area that needs more work.</p> <p>NL asked MD whether future priorities would focus on any area of the community i.e youth, women, older people or targeting deprived communities. MD responded that although nothing yet decided, CSAF is also picking up on and benefiting the health of older people.</p>
	Swimming Summit	<p>There was a discussion about the recent Swimming summit</p> <p>IV&MA queried whether the right people were at the table. There is a need to identify a sustainable model whereby other sports and fitness don't subsidise swimming.</p> <p>SE and ASA have a role to play in facilitating change to encourage collaboration between swimming clubs and a reality check on pool availability/costs.</p> <p>CP acknowledged that it was operator focused and this needs to change as LA's need to be involved.</p> <p>RA agreed noting that a strong client is essential to get traction and deliver outcomes. Cross referenced with conversation on commissioning.</p>
	County Sport Partnerships	<p>RH asked how will devolution and reductions in funding impact on CSP's in Sport England's opinion. How will local networks be sustainable in the future? The role that was devised for them a while back needs to evolve in the current climate.</p> <p>MD acknowledged that it's not realistic to look to the public purse, but there are some strong examples of diversifying income and sharing services. SE are challenging CSPN and individual CSP's to look further at this.</p>

	This Girl Can	<p>CP thanked CLOA for their support with the campaign, which focuses on tackling the barriers that stop millions of women being more active. The TV and cinema advertising is reinforced with posters in high profile/high traffic locations. Huge social media response with 11million views on Facebook and YouTube and #ThisGirlCan trended at #2 on UK Twitter and Google hot trends. Further media coverage is being directed through womens consumer online and print inc breakfast TV 'sofa slots' Significant individuals such as Claire Baldwin have set the right tone of voice and bring integrity to the campaign.</p> <p>Local government impact – CP stated that the campaign was intended to come to life locally and have impact. This may follow through into disruptive demand and the sport system will need to react. A session was held with LA's asking 'What does good local activation of the campaign look like?' 100 LA's have signed up for the toolkit and are echoing and amplifying the campaign locally. SE are also thinking how non-sport organisations can get involved. A menu of activity is starting to emerge such as linking to March 8th International Women's Day.</p> <p>DWA asked how it can be disseminated to grass roots quickly to ensure local leverage and grass roots growth.</p> <p>CP informed the group that there is a whole activation programme that targets a number of different levels inc commercial providers. RA encouraging LA's to develop their own imagery, for example using local women and local ambassadors against iconic places in their cities.</p> <p>Action – All use the free downloads and make it your own by registering here</p> <p>CP added that it's a longer term campaign. There is no specific activation fund, but the current CSAF round signposts to and encourages use of ThisGirlCan.</p> <p>DK applauded the great use of a song which resonates with a wide group of women between 25-45. It's a well thought National campaign and Sport England have shown clear leadership.</p> <p>Action – All further cascade the campaign to women's groups and non-sporting networks.</p> <p>NA asked how success will be measured?</p> <p>MD advised that this would be done through reach (i.e how many people have seen it), attitudinal survey (1000 women surveyed on behaviour change), tracking activity increase through anecdotal Twitter feeds etc and ultimately through APS participation data.</p> <p>NA asked whether the CSP workplace challenge approach could be extended?</p> <p>DWA suggested an App to track uptake, reward and signpost.</p> <p>RA confirmed that SE were considering incentivising people to give</p>
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	Taking the temperature – what is it like for you?	<p>them data.</p> <p>DWA queried why the visuals seemed for the campaign had moved away from targeting teenage girls.</p> <p>CP said that media advice was to use a narrower demographic to achieve better impact. However, the advert will go into PHSE lessons to infiltrate secondary schools with the key campaign messages.</p> <p>NL felt it a useful way to influence HWB's.</p> <p>Overall group observation that the campaign has made Sport cool (or sic!)</p> <p>SP highlighted that whilst financial pressures are evident, the additional pressures on land for schools and houses is ever increasing and will ultimately impact on and reduce parks and open spaces. He cautioned that the funding available to protect playing fields won't be sufficient in future.</p>
		‘CLOA Strategic & Business Items
2.	Key messages in the run up to the general election	<p>At the Executive meeting in September it was agreed that it would be advantageous to have some key messages or a position statement for use pre and post-election. This agenda item was intended to enable further discussion.</p> <p>NL noted that many UKIP Cllrs are new to political office and don't necessarily understand how to relate to officers. This will present problems for our sector over the coming months.</p> <p>SP agreed and already has 7 UKIP members in Havering. He is urging the Labour candidate to make investment in primary schools for PE co-ordinators.</p> <p>DK agreed that reinvigorating the School Sports Partnership network system would be a worthy priority.</p> <p>NA expressed the post-election need to target new Cllrs with information about the culture and sport sector and its contribution to local outcomes, both to help embed and safeguard services and also to support Cllrs in their role. LGA/ACE & SE have a role to play through the Leadership Academies.</p> <p>Action – HB to continue promoting Leadership Academies through e-bulletin</p> <p>MA flagged up that Core Cities are getting more traction in securing investment of PH money, also that there is a move towards zero budgeting</p> <p>RH noted that LA's are increasingly focusing predominantly on Adult & Children's services. We should therefore not limit our case to physical activity, but adopt a wider brief for wellbeing. Lots of focus on integration between health and adult care, so we need to be energising the case around integrated health and leisure, and adopting a collaborative approach.</p> <p>SP observed that lots of organisations are producing their own manifesto, and question should 'CLOA?</p> <p>RH thought we should agree some key messages.</p> <p>DK cautioned that it was not 'CLOA's role to get involved in politics.</p> <p>IV agreed adding that it's more about working with the next administration, whoever is elected.</p> <p>DWA suggested instead we develop some messages as key</p>

		<p>considerations for the next administration.</p> <p>NL sees that this is a role for LGA, who have published a document outlining what they consider to be the most important activities for the First 100 Days of government. They have also launched a campaign entitled <i>Rewiring Public Services</i> there's some key messages, headlines form the ongoing debate and a short film here.</p> <p>IV agreed and reflected that there are now a few Council Leaders on the CTS Board.</p> <p>NL agreed we ought to influence at Member level but felt we perhaps through the LGA People & Places Board might have more impact.</p> <p>Action – it was agreed that 'CLOA would benefit from agreeing some clear, high level messages. NA offered to co-ordinate these and draft an action plan.</p> <p>Action – All to send headline messages to NA</p>
3.	'CLOA AGM	<p>IV has secured an offer from Shaun Dawson at Lee Valley Park to again host the AGM at the White water rafting centre –although there were some concerns about ease of travel and questions about offering an alternative activity to rafting, it was felt by the majority of Executive present to be a fantastic location.</p> <p>Action – HB to follow up with Shaun Dawson and identify a date in mid-June where rafting and a BBQ can be included as a networking bonus.</p> <p>As per last year we will promote the conference aspect of the event to non-members for £135 plus VAT and offer a free membership for those booking. HB reported that last year this had resulted in 2 new members.</p> <p>There was a discussion on potential speakers and themes.</p> <p>Following up on the first 100 days of government was considered important, but given that it will be difficult to secure a Minister, so soon after the election, it was decided instead to set the theme around these priorities - tackling disadvantage, community integration, health and wellbeing and public service transformation.</p> <p>DWA reminded the group that we have much knowledge within our membership and suggested that we offer a 'Peers space', this might work as a precursor to a choice of 3 breakout sessions, facilitated by a member of the 'CLOA Exec.</p> <p>Action – HB to incorporate time with draft agenda and make a call out to the membership for contributors.</p> <p>Joanna Bussell Winkwood Sherwood was also suggested by DK as a possible speaker on transforming service delivery.</p> <p>Action – HB to approach in the first instance</p> <p>Rather than invitee Shaun Dawson to talk about Lee Valley Park again it was felt that perhaps a medallist who used the course might be willing to open the event.</p> <p>Action HB to contact British Canoeing based in Broxbourne.</p>

		<p>HB reminded the group that as part of our initial proposal for 'Commissioning support for local authorities' we agreed to provide at least three event platforms to showcase the findings. Sport England has agreed to contribute to a session on the findings and next steps and the group felt that the addition of Jim McManus DPH for Herts would be a draw.</p> <p>Action – HB to liaise with SE and JM</p> <p>Other suggestions were Lord Michael Bichard, Chair of the Cultural Commissioning Programme. RH is also on the Board.-</p> <p>Action – RH to contact Chair of CCP</p> <p>Focusing in on the theme of community integration and the role of culture and sport in supporting this agenda was agreed to be important given the current world climate.</p> <p>Action – IV to contact Ex-Chief Exec of Youth Justice Board/Chair of ADAS in London to lead a high level discussion session on our role in supporting integration.</p> <p>Sue Davies, Managing Director of The National Funding Scheme has offered to lead a session on 'Community Giving using Digital Technology', however it was felt that this was too niche for the AGM.</p> <p>Action HB to share the details with EW & DWA so they can consider appropriateness for the next South East networking event.</p>
4.	Finance & Sponsorship	<p>A contract has now been sent to 1Life and this should result in them becoming Principal Sponsors with effect from 1st February. There was some discussion about how we can further bolster the sponsorship package and DWA suggested that we ought to allow sponsors to use our endorsement and logo on their products.</p> <p>Action – HB to add this into benefits package and inform existing sponsors.</p> <p>WS mentioned that Sporta guarantee sponsors 'facetime' with their members. There was some discussion about whether this would negatively impact on members and a general preference for maintaining a voluntary approach. However it was felt important to try and ensure sponsors had ample opportunity to meet members.</p> <p>Action – Exec Members to pledge to visit each of our sponsors stand at the CTS conference and to remember to mention 'CLOA recommendation in any dealings with them.</p> <p>Further discussion took place regarding how boosting the membership, given the level of attrition as senior local authority posts diminish. A number of ideas were mooted.</p> <p>Action – Exec to influence colleagues in neighbouring authorities to join.</p> <p>Action – Exec to consider taking out Corporate membership next</p>

		<p>year (6 for the price of 3, so excellent value!)</p> <p>Action – Exec to tweet on ‘CLOA membership benefits</p> <p>Action – HB to draft a suggested a how Tweet to support this</p> <p>Action – LDM to consider how to facilitate a link between ‘CLOA and BUCS pool of Directors of Sport.</p>
5.	Updates:	<p><u>Sport & Recreation Alliance – Public Health working group</u> EW & IB volunteered to attend the Sport & Recreation Alliance Public Health Working group. Next meeting is on 19th Feb EW attending on behalf of ‘CLOA.</p> <p>Action – EW to circulate relevant info.</p> <p><u>CTS Conference 2015</u> ‘CLOA will be inputting into the Innovation Sessions by</p> <ul style="list-style-type: none"> • Sharing the learning from the Sport England / ‘CLOA programme ‘Commissioning support for local authorities’ - Stephen Howell, Head of Culture & Sport, Durham County Council and Julie Russell, Culture & Sport Strategic Manager will talk about the process and how the support contributed to them winning a Public Health Live Well tender of £2.1 m per annum. • Providing case studies on service transformation through co-location – MA to profile how the sport and leisure offer in Leeds is being extended to adult social care clients through co-location and Andrew McCormick from Knowsley will talk about the co-location of a museum/gallery/one stop services. • Contributing to a workshop on libraries – IV will cover integration of the library service with other services in Redbridge. • DS is chairing a session on how culture, tourism and sport drives local growth. <p>There was some discussion about the importance of enabling ‘CLOA members to network at the optional conference dinner.</p> <p>Action – HB to see if it is possible to reserve a ‘CLOA/Sport England table</p> <p>HB updated the meeting on a phone conversation with Pete Bryan who is the secretary for NCLF. The last NCLF meeting was held on Sept 4th 2014; Jane Wilson is now Chairing the forum. The group are still looking at the future of the forum and this will be the focus of the next meeting in late Feb/March as there has been a number of resignations from CILIP, BISL and ARA. In the interim NCCLF are focusing on the Leading Learning programme which has 14 people signed up; last year this initiative made a surplus. In 2015 a £200 admin fee will be levered and there is likely to be a reduction in meetings to three per year.</p> <p>The Exec discuss the merits of maintaining membership and noted that as ‘CLOA was a founder member, withdrawing from the forum ought not be undertaken lightly. It was acknowledged that the forum had lost some gravitas and that poor attendance further diminished impact. Some of the Exec felt that perhaps an annual symposium might be more useful.</p> <p>Action –PH & DS to share the suggestion that the core NCLF offer might be around an annual symposium at the next meeting.</p>
	Local government	PH attended a National round table organised by the ‘What’s Next’

	and culture working together	group on 3 rd Dec – as apologies had been received it was agreed that any relevant notes would be circulated via e-mail. Action – HB to obtain feedback from PH for circulation.
	A.O.B	Sieghart Review of Libraries was briefly discussed, and it was agreed that it highlights some good transformational examples. CH – Informed the Exec that two new active living centres have been approved for development in Walsall with Sport England investment and prudential borrowing. Financial survey – MP has reviewed the draft survey and added an additional question: ‘In order to improve bottom line trading performance have you sought to commercialise (i.e. recover some/all operating costs and/or secure a surplus) from any of the following service areas?’ Archives, Libraries, Arts, Museums, Sports & Leisure, Play, Parks & Open Spaces, Tourism At the September meeting it was agreed that HB would circulate the survey in late February in order that all the relevant data could be assimilated in good time for lobbying new ministers post-election. However AD:UK has subsequently advised that when they issued their annual survey in Feb they only had 30 responses; whereas when issued in May they received 110. There was some discussion around this and it was noted that although budgets are not legally set until later in March, the indicative amounts for service areas are known. Action – HB to circulate the survey in February using the caveat ‘indicative’ in the relevant questions.
	Date of next Executive meeting	Friday 24th April 2015 - Sport and Recreation Alliance, Burwood House, 14-16 Caxton St, London, SW1H 0QT Please note this will be an afternoon meeting from 1300-1645