

## EXECUTIVE COMMITTEE MEETING MINUTES

<b>Date:</b>	Friday 22 <sup>nd</sup> January 2016
<b>Place:</b>	<a href="#">John Charles Centre, Middleton Grove, Leeds LS11 5DJ</a>
<b>Times:</b>	1000-1330
<b>Participants:</b>	‘CLOA Executive – Mark Allman, Ian Brooke, Polly Hamilton, Lisa Dodd-Mayne, Iain Varah, Chris Holliday, Debbie Kaye, Duncan Wood-Allum, Matt Partridge, Richard Hunt, Sue Thiedeman, Val Birchall
<b>Apologies:</b>	Diana Shelton, Emma Wiggins, Nigel Lynn, Paula Williams, Vincent Paliczka

	<b>Item Description</b>	<b>Relevant business considered, facts noted, decisions taken and actions agreed</b>
1	Welcome by host	MA welcomed the Executive on behalf of Leeds City Council
2	Strategic conversation with ukactive	<p>ukactive Executive Director gave a presentation outlining the direction of travel in the past 12 months and how things have changed. He also highlighted areas with potential for ‘CLOA and ukactive to collaborate e.g. research/advice/workforce development/FLAME.</p> <p>The presentation will be circulated and some key points include: ukactive have clarity of mission ‘More people, more active, more often’. However a strategic review is currently underway.</p> <p>ukactive are focused on the value of the physical activity sector to society as a whole – social, political, economic, health, consumer, financial. Challenging inactivity through documents such as ‘<a href="#">Turning the Tide of Inactivity</a>’ also challenging parameters (for example why focus on 5+, what about pre-school physical literacy)</p> <p>They are working with over 4,000 members &amp; stakeholders across the UK – from public, private and third sectors. ‘CLOA is seen as a strategic partner.</p> <p>They’re focused on developing credible policies that have relevance for government and at a local level i.e. <a href="#">Blueprint for an Active Britain</a> which covers 12 different domains.</p> <p>The journey from Fitness Industry Association to ukactive has seen them reposition, earn credibility, and migrate from a membership body to a campaigning organisation. As part of this ukactive are investing in</p>

		<p>research capacity and focusing on acting as an incubator for ideas, helping to upscale best practice and build partnerships. They also have a role in quality and standards (inc legislation) and undertake consultancy around strategy development.</p> <p>The Board is advised by the Membership Council who also provide challenge.</p> <p>DJ talked about the <a href="#">Park Lives</a> scheme as an example of their work; currently it operates in 10 cities and there is an ambition to scale it across the country and provide local penetration. However, SW acknowledged that there are a number of sensitivities for LA's and Public Health around the issue of sugar.</p> <p><b>Action – SW suggested that 'CLOA might contribute ideas on Park Lives brand for a post 2020 revision.</b></p> <p>SW also highlighted National Activity Day.</p> <p><b>Action - 'CLOA Executive urged to engage with the campaign. HB to include articles in e-bulletin to wider membership to encourage uptake.</b></p> <p>Lets Get Moving, is already an effective model that has been proven to engage 45-65 age bracket and has been replicated across the country, but now ukactive are looking to adapt it for other target groups.</p> <p>SW mentioned the summer holiday drop off in activity and stated that ukactive will soon be publishing the data in an academic journal.</p> <p><b>Action – SW to share a briefing note on this topic in advance.</b></p> <p>A discussion around affordability and disadvantage took place. Linked to this issue, the government is soon launching a childhood obesity plan, which will not only contain nutritional advice, but also guidelines on families getting active together.</p> <p>SW also talked about how brands can help address the challenge of cost through CSR by shifting focus from equipment for schools to activities in school holidays. There was general agreement that providers need to think hard about offering about f.o.c or low cost activities in school holidays.</p> <p>DK, who is on the Membership Council of ukactive representing local government, mentioned work force development and CIMSPA/Skills Active. It was suggested that we invite Tara Dillon to a future Executive meeting.</p> <p><b>Action - HB to contact and arrange.</b></p> <p>ukactive have done some work on providing guidelines to help the sector engage with Public Health and will in future be developing tools to engage with CCG's.</p> <p><b>Action - MA and SW, with support from other members of the Executive, to follow up the meeting and develop a joint work programme/MOU.</b></p>
3	Strategic conversation with What	<p>Following on from the last meeting David Jubb, Artistic Director of Battersea Arts Centre was invited to come and talk about <a href="#">What Next?</a>, an informal movement that brings together arts and cultural organisations</p>

	next?	<p>from across the UK, to articulate, champion and strengthen the role of culture in society.</p> <p>What Next? started in 2010 when the coalition cuts programme was first articulated; a group of 40 people from the sector got together and contacted the Prime minister to ask, once the deficit was reduced, what next? This acted as a catalyst to continue a conversation about how change could happen within the arts sector and question how organisations could become more civically engaged connecting with communities and other sectors (within an LA context also connecting with other departments). 35 chapters or groups now meet across the country. Lobbying politicians, particularly around <a href="#">Spending Review</a>, has allowed for the creation of joined up messaging. There are now also focus groups at national level such as <a href="#">Get Creative</a> group working with BBC, Freedom of Speech, Treasury Group, Local Authority Group and a group looking at the relationship between professional and amateur arts. What next? has put together a paper with case studies of LA's working with arts organisations, looks at transformation in the face of cuts. They have also brought together a focus group of membership organisations (PH represented CLOA) and the roundtable agreed that there is ample evidence about the positive impact of the arts, but that adopting a shared narrative would be an asset.</p> <p>There was some discussion around how to approach Councillors that don't necessarily identify with 'the arts' and DJ advised that based on his experience rephrasing the conversation around 'what in your local area are you proud of' tends to generate examples of culture and sport projects.</p> <p>What next? has held a conference to help solidify how the movement can be co-ordinated as it grows. They are now considering how a voluntary 'Brokers Network', arising from the case studies work, could be beneficial allowing for the sharing of best practice stories and for the volunteers to act in a peer capacity by helping others to think about how they could address similar challenges or replicate successful approaches. Also to kick start this, a Speed dating session nationally where you can meet others facing similar challenges. This is likely to take place in 2016.</p> <p><b>Action – DJ invited CLOA members to contribute, particularly examples of unlikely alliances, outside of traditional partnerships/silos where organisations have joined forces with likeminded others. DJ to share final date with HB.</b></p> <p>DJ is also on the Board of the <a href="#">Creative Industries Federation</a>, which is the national membership organisation for public arts, cultural education and creative industries. Representing the fastest growing sector in the UK, CIF seeks to provide a unified and independent voice and their key focus is lobbying, research and networking. Although CIF has only been in existence for one year Director John Kampfner is well positioned to influence and inform government; furthermore an increasing number of</p>
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		<p>LA's are now members.</p> <p>DK - asked about cross over with AD:UK and Cultural Commissioning Programme (CCP) and what opportunities there were for working together. DJ is conscious of duplication, which is not always a bad thing as differing perspectives, but emphasised the importance of sharing. CCP is a good way of demonstrating how creativity can improve people's lives and this is something that 'What next' are very interested in.</p> <p>IV – mentioned the influence of Libraries Taskforce and that the What next? agenda is intrinsically linked; he also suggested that DJ seek an invitation to attend.</p> <p>DJ mentioned that Battersea Arts Centre is about to become a museum and it is an example of the opportunities for culture to join up.</p> <p>PH – felt it helpful to think about how we can work together in a more practical way, particularly around economic growth and tackling poverty and suggested we could join up on making the case.</p> <p>DJ reiterated that What next? is keen to help highlight and celebrate good practice, perhaps through the introduction of a national award to provide a counter narrative.</p>
		<b>‘CLOA Strategic &amp; Business Items</b>
4	Matters arising and minutes of mtg on 9 <sup>th</sup> Sept 15	<p>MA confirmed that the only remaining outstanding actions from the minutes are:</p> <ul style="list-style-type: none"> <li>• Organise a focused and detailed conversation for a smaller group of ‘CLOA Executive with ACE – HB to liaise with ACE re dates in mid-March and invite PH, VB, IV to Birmingham or London offices.</li> <li>• Develop an MoU with LGA clarifying our partnership. HB to organise a meeting post CTS conference for LDW, MA and HB to attend.</li> <li>• International Exchange Forum – VB to liaise with DWA and consider benefit for ‘CLOA Members.</li> </ul>
5	Setting ‘CLOA's priorities for the next 2 years	<p>At the September Executive meeting those in attendance reviewed the key relationships and projects and discussed where further work needs to be undertaken. An action plan was compiled that flags up areas for focus over the coming months under the following headings:</p> <ol style="list-style-type: none"> <li>1. Consultation contributions</li> <li>2. Strategic partnerships</li> <li>3. Financial sustainability</li> <li>4. Sharing best practice</li> </ol> <p>The strategic relationships were defined as working well, satisfactory or needs developing and where relevant an action has been identified. The Executive discussed the document and identified a number of additional threads/volunteered to lead or support specific tasks. However, there is a need to prioritise and also have clarity regarding the specific outcomes we are seeking.</p> <p>It was agreed that this should be a live document, evolving in line with</p>

		<p>the changing landscape, and that it should be viewed as a way to help us focus future agenda's.</p> <p><b>Action – MA urged the Executive to give further consideration to how they can contribute.</b></p> <p><b>Action - HB to revise and re-circulate prior to April meeting.</b></p>
6	<p>°CLOA AGM</p> <p>16 Finance Update</p>	<p>Following discussions with ukactive there is an opportunity to hold our event the day before the Flame Conference &amp; Awards at <a href="#">International Centre, Telford</a> on <b>Tuesday 28<sup>th</sup> June, 2016.</b></p> <p>The proposed package will see our contribution capped at £500 and ukactive have also offered to programme an afternoon Inspirational Keynote session; this will be shared with the Association of Colleges, who will be using the other breakout room, and any FLAME delegates arriving early. An optional evening networking event will also be offered at a nearby venue as part of the broader Flame Pre-Conference package. Initially the AGM working group had some reservations about location, fit with FLAME conference and preference for a cultural venue as an alternative this year.</p> <p>Ian Brooke had made enquiries regarding the Ashmolean, but the cost is prohibitive at £750 for venue hire and £8 p.h for lunch.</p> <p>The Executive discussed the offer and whilst acknowledging some risks, such as the need to remain independent and need to balance our speaker programme so we don't appear overtly focused on physical activity, they felt the proposal offered an opportunity to strengthen our relationship with ukactive. There was agreement that the event could also be a useful way of engaging with potential new members.</p> <p><b>Action – HB to confirm with ukactive that we would like to proceed and liaise regarding logistics.</b></p> <p>Placemaking has been identified as a topical overarching theme as it is a buzzword at DCMS and resonates well with our members focus could be around exploring the following:</p> <ul style="list-style-type: none"> <li>• our sectors role in helping people identify with their 'place'?</li> <li>• what culture means as people and businesses shift from 'bricks' to 'clicks'.</li> <li>• at a time of diminishing public investment, how best can our sector genuinely contribute to the place making agenda?</li> <li>• the role of the 'regional powerhouses' and how we can galvanise organisations to work together to ensure towns/cities are vibrant and attractive place in which to work and live.</li> </ul> <p>Suggested speakers so far include:</p> <p>Creative Industries Federation – John Kampfner/Sir John Sorrell</p> <p>Hull UK City of Culture 2017 – Martin Green</p> <p>Sporting Memories Network – Chris Wilkins/Tony Jameson Allen</p> <p>Kathy Settle – CEO Libraries Taskforce</p> <p><b>IV – to invite Kathy Settle from Libraries Taskforce</b></p>

		<p><b>Action – HB to invite others identified. Executive give further consideration to potential speakers and advise HB.</b></p> <p>RH – requested longer speaking slots to allow for more discussion.</p> <p>IV – enquired whether an activity could be offered, as this has been a popular feature in recent years? There is a <a href="#">High ropes</a> nearby with a 1hr 30min experience for £20p.p.</p> <p>DWA – suggested we should programme some round table time in the late afternoon, to give members an opportunity for topical discussion groups.</p> <p><b>Action – Executive members to facilitate discussions based on the Placemaking theme.</b></p> <p><b>Action – HB to begin shaping a format for the day and share with the AGM working group (DWA, VB, RH, IB, MA, IV)</b></p>
7	Finance Update	<p>A financial update was circulated in advance of the meeting. The main change, since it was approved at the AGM in June, is the additional funding for Phase 2 of the Sport England Project. Current cash flow projections by our Finance Manager predict a small surplus of £1770 in this financial year.</p>
8	Updates:	<p><u>Libraries Taskforce</u> - IV</p> <p>This has significant status with Ministers and funding has been confirmed for a further 4 years. It's a well-resourced, growing team who have already produced a good practice toolkit and are now developing a framework that will be titled 'Ambitions for Libraries'. The taskforce meets every 3 months.</p> <p><b>Action - IV will continue to attend and update.</b></p> <p><b>Action – IV to invite Neil MacInnes to address the April Executive mtg</b></p> <p><b>HB will continue to liaise with the Comms Officer and cascade items of interest.</b></p> <p><u>Culture, Tourism &amp; Sport Conference</u> – LDM</p> <p>LDM has been liaising with LGA on behalf of <sup>c</sup>CLOA; 70 delegates have already signed up and the only gap in programme is confirmation of a Minister.</p> <p>MA is Chairing a session entitled 'Prevention is better than cure: Achieving wellbeing outcomes through culture and sport'.</p> <p>IV is Chairing a workshop on 'New approaches to leading culture, tourism and sport'.</p> <p>A number of approaches have been made to LGA regarding the increase in cost of exhibition stands from £500 to £900 this year. Both 1Life and Xn Leisure have now confirmed attendance.</p> <p>A small <sup>c</sup>CLOA stand and a free place for HB have now been negotiated.</p> <p><b>Action – MA, LDW &amp; HB to work on drafting an MoU post conference that highlights our key role as planning/promotional partner and meet with LGA for a post-CTS debrief.</b></p>
5	A.O.B	<p><u>DCMS Sports Strategy</u></p> <p>Following on from the publication of <a href="#">Sporting Future: A new strategy for an active nation</a>, Sport England have invited <sup>c</sup>CLOA to send 3 representatives to a meeting on 3<sup>rd</sup> Feb (MA, IB, EW).</p> <p><b>Action – MA to kick-start a discussion forum through Executive LinkedIn on practical steps that can feed into the SE strategy.</b></p>

		<p><u>DCMS Cultural Strategy</u></p> <p>Through the bulletin we have been circulating information regarding the 'Challenge' discussion platform for several months and encouraging our members to share and discuss ideas. However it seems this is the only consultation DCMS will be doing.</p> <p>They are interested in 4 areas:</p> <ul style="list-style-type: none"> <li>• The value of culture including financial good practice</li> <li>• The social impact of culture</li> <li>• The economic impact of culture</li> <li>• The place that culture plays in representing the UK to the rest of the world</li> </ul> <p>They are particularly looking for:</p> <ol style="list-style-type: none"> <li>1. Good practice partnerships and strategic working (with LAs, other organisations, umbrella groups, universities and schools etc)</li> <li>2. Challenges and opportunities for place-making</li> <li>3. How the Government can assist (particularly in measures that don't involve funding)</li> <li>4. Experience of alternative funding sources.</li> </ol> <p><b>Action – PH offered to draft a response on behalf of <sup>c</sup>CLOA. This will be circulated for comment; quick turnaround required.</b></p> <p><u>Neil Anthony</u></p> <p>RH attended the memorial service for Neil Anthony, who was a long standing <sup>c</sup>CLOA Executive member and had made a valuable contribution to the work of the Association. 30 condolence messages were received and passed onto Neil's widow.</p>
	Dates of next Executive meetings	<p><b>Wednesday 27<sup>th</sup> April 2016</b> – Loughborough (hosted by Active-net)</p> <p>You will be sent a booking form for this meeting, as there are a number of options:</p> <ul style="list-style-type: none"> <li>• Attend only for the Executive meeting.</li> <li>• Attend Day 1 learning seminar, lunch and Executive meeting in the afternoon</li> <li>• Attend the full 1.5 day event and take part in at least 7 supplier meetings to trigger free dinner/accommodation on Wednesday night.</li> <li>• Attend the full 1.5 day event and also bring an operational colleague; both take part in at least 7 supplier meetings to trigger free dinner/accommodation on Wednesday night.</li> </ul> <p>More information to follow.</p> <p><b>Thursday 29<sup>th</sup> September 2016</b> – Kew (hosted by The National Archives)</p> <p>Followed by a workshop/discussion open to wider <sup>c</sup>CLOA membership about commercial opportunities for archives.</p>