

EXECUTIVE COMMITTEE MEETING MINUTES

Date:	Wednesday 27th April 2016
Place:	Holywell Park , Loughborough, LE11 3GR
Times:	1230-1630
Participants:	^CLOA Executive – Mark Allman, Polly Hamilton, Richard Hunt, Debbie Kaye, Nigel Lynn, Sue Thiedeman, Iain Varah, Emma Wiggins, Paula Williams, Duncan Wood-Allum
Apologies:	Val Birchall, Ian Brooke, Chris Holliday, Vincent Paliczka, Diana Shelton, Ian Shipp

	Item Description	Relevant business considered, facts noted, decisions taken and actions agreed
1	Minutes & matters arising	<p>Minutes of meeting 22nd January were agreed as an accurate record. MA advised the only outstanding action from the minutes as:</p> <p>MA and SW, with support from other members of the Executive, to follow up the meeting and develop a joint work programme/MOU. Progress on this action is in abeyance until launch of Sport England strategy, which will be released on 17/5/16.</p> <p>There was a brief discussion regarding the current consultation on CSP's being led by Andy Reed, and MA confirmed that it was important for individual LA's to respond.</p> <p>Action – HB to flag up final opportunity to respond in next e-bulletin</p>
2	Strategic conversation re the work of the Libraries Taskforce	<p>Neil MacInnes, President Elect of the Society of Chief Librarians, was invited to address the Executive to discuss the work of SCL and the Libraries Taskforce.</p> <p>The Society of Chief Librarians leads and manages public libraries in England, Wales and Northern Ireland. SCL is a Company Ltd by Guarantee made up of every service head of libraries (151).</p> <p>Five universal offers were established in 2013 covering core areas of public library service</p> <ul style="list-style-type: none"> •Reading Offer •Information offer •Digital offer •Health offer •Learning offer <p>These offers were developed at a national level - the reading and health</p>

	<p>offer are in partnership with The Reading Agency (TRA). All of the offers have received funding via ACE. The offers provide a national framework for these core areas and importantly library authorities can flex the offer to respond to local need. At present there is an 80% sign up to the offers nationally.</p> <p>A key focus of the offers is to encourage libraries to align local strategies with wider policies and agendas i.e. severe budget pressures through efficiency, contributing towards the prevention agenda, stimulating innovation, the growth and skills agenda, promoting physical and digital resources.</p> <p>SCL has also run a Digital Skills and Leadership Standards programme and also an internship programme.</p> <p>SCL have recently secured £600K from ACE and £180k from Wellcome Trust to progress the Universal offers and also commissioned a report supporting a single digital presence for public libraries in the future. They have also developed an MoU with BBC and will be working with the BBC to promote reading during 2016.</p> <p>Reading Well Books on Prescription, for young people has recently been launched as part of the Health offer and is endorsed by health professionals and national health agencies and works within clinical guidelines.</p> <p>Looking ahead over the next two years – SCL will now receive core funding from ACE per annum, and over the coming months NM is keen to develop a cultural offer, highlighting how library space can be used in a different way to promote cultural activity and experiences. Whilst this is very positive that SCL is now delivering on clearly identified needs, this will require SCL to consider how they develop capacity.</p> <p>In the broader context of the Libraries Taskforce, the second six month progress report has just been published. The Taskforce has further enabled libraries to have a conversation with policymakers and key national agencies including PHE which has brokered wider discussion across government departments.</p> <p>Libraries Deliver: an Ambition for Libraries in England 2016-2021 is currently in draft format and NM encouraged the Exec to comment from the broader cultural perspective.</p> <p>PW – acknowledged the benefit of having joined up conversations across regions facilitated by SCL, which has resulted in libraries being able to punch above their weight.</p> <p>NM – added that this also led to collaborative funding applications, as libraries are not in competition with each other and can complement and share learning.</p> <p>DWA – enquired about CPD for young library managers and whether there was training and advisory support to help them embrace new ways of working across services.</p> <p>PH – added that CLOA were in conversation with ACE about leadership</p>
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		<p>for culture at a local level. Leading Learning also needs rethinking, and there is still a need in terms of talent development and helping cultural leaders to reach beyond their immediate environs. Could we potentially work together on skills development?</p> <p>Action – PH to liaise with NM over potential for partnership regarding talent & emerging leader development, and local advocacy & leadership for culture (within and beyond local government).</p> <p>NL – queried the willingness of libraries to co-locate.</p> <p>NM – advised that there was a variety of approaches nationally to delivering services and <i>Libraries Ambition</i> is a way of embedding the best practice, but SCL doesn't prescribe what individual libraries should do.</p> <p>NM also noted that media conversation is often focused on closures and budget pressures; SCL want to also raise the profile of positive and transformative and innovative ways of libraries working.</p> <p>MA – asked whether there was an opportunity to work with SCL to share best practice around co-location, increased income, growth in participation, linking offers etc? He also enquired about the extent to which library card users/leisure users data overlap?</p> <p>NM – confirmed that the Taskforce is looking at CIPFA data, but each LA input's data differently, so the value is questionable. NM gave an example of how data could be used - to identify which library users access health and fitness material, there is then an opportunity to market leisure facilities to those people and vice-versa leisure centre users to have resources at libraries flagged up to them.</p> <p>IV suggested a joint learning event to include integrating libraries and leisure, clever data usage, volunteering and digital.</p> <p>Action – IV & NM to explore opportunity further – HB to co-ordinate any potential activity with SCL.</p> <p>DK – flagged up costs of library charges as an issue for low income/chaotic households.</p> <p>NM – libraries have different ways of dealing with this issue, it also generates a small revenue income.</p>
3	Strategic conversation with CIMSPA	<p>Tara Dillon, Chief Executive Officer, of the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) gave a presentation on the refreshed focus for sector skills. (See presentation).</p> <p>Following the launch of Sporting Future, CIMSPA has been tasked to deliver standards for all sport and exercise professionals.</p> <p>There is a new skills matrix that divides the sector into five streams:</p> <ul style="list-style-type: none"> • Leisure Operations • Exercise & Fitness • Performance Sport & Administration • Community Sport • Physical Activity <p>80 jobs sit within these five streams and the aim is to offer career</p>

		<p>pathways with a chartered status that is designed to emphasise the credibility and professionalism of the sector. Th</p> <p>DCMS is keen to support the public profile of CIMSPA and their qualifications will be a 'kitemark' in future.</p> <p>As an alternative to REPS, CIMSPA are encouraging exercise and fitness professionals to join. TD also suggested that the CIMSPA remit for kitemark qualifications would extend into other areas of community and cultural work.</p> <p>The Executive raised a number of queries regarding:</p> <ul style="list-style-type: none"> • how the broadened remit could be achieved, particularly given that CILIP, SCL, Museums Association, AD:UK, ARA would all have a vested interest. • whether employers would commit to funding their staff through the standards within the revised scheme. • The practicality of requiring volunteers to obtain CIMSPA qualifications and possible negative impact of local clubs <p>TD acknowledged that there is a lot of politics around some of the changes.</p> <p>Action – TD requested 'CLOA advocacy support to help embed standards within LA contracts for outsourced services and to raise the profile by specifying CIMSPA qualifications in future JD's.</p> <p>Action – Further discussion to be followed up between MA/TD.</p> <p>Action – Executive requested clarification regarding the extended CIMSPA remit.</p> <p>TD has subsequently clarified that training and development for cultural practitioners should be governed by the associations listed above, rather than CIMPSA drifting into these territories. The community element will be picked up through CIMPSA, as long as it relates to the 5 headings on Slide 12 of the presentation.</p>
		'CLOA Strategic & Business Items
4	Setting 'CLOA's priorities for the next 2 years	<p>Following the January meeting, HB added an additional column indicating the outcomes we would be seeking from future engagement with each strategic partner.</p> <p>The Executive discussed the recent progress and agreed the priorities for the coming months.</p> <p>Action – HB to chase Sports & Tourism Minister David Evennett re meeting with 'CLOA representatives. Need to forge a relationship with a DCMS cultural contact – PH to formally approach Clare Pillman.</p> <p>It was agreed that Leisure Contractors and LIW were not immediate priorities and should be removed from the action plan.</p>
5	'CLOA AGM 16 Programme	<p>The Executive reviewed the outline programme for the AGM at International Centre, Telford on Tuesday 28th June, 2016.</p> <p>Confirmed speakers include:</p> <ul style="list-style-type: none"> • Tony Jameson-Allen, Co-founder & Director Sporting Memories

		<p>Network CIC & The Sporting Memories Foundation</p> <ul style="list-style-type: none"> • Martin Green, CEO & Director, Hull UK City of Culture 2017 • John Kampfner, Director of the Creative Industries Federation <p>Time for a sponsor platform has been included to allow Xn Leisure and 1Life, Alliance a platform to profile new products/services.</p> <p>There was some discussion regarding how best to 'sell' the event to members and suggestions that a thought provoking title be given to each speakers slot.</p> <p>Action – Exec members to suggest ideas to improve the appeal of the event and to circulate information to colleagues in neighbouring authorities.</p> <p>The length of speaker slots was debated, with some Exec favouring reducing to 30min. However HB advised that Ed Vaizey, Minister of State for Culture, Communications and Creative Industries may also be addressing the gathering; this will not be confirmed until closer to the date, and we may need to compress the programme to accommodate. HB advised that as with other events in recent months, there would be an option for non-members to attend for a fee of £80.</p> <p>NL - suggested that to encourage non-members to join, we should also include a booking option that incorporated membership.</p> <p>Action – HB to add a joining option to Eventbrite.</p> <p>The programme also includes some round table discussion time in the late afternoon, to give members an opportunity to consider a range of placemaking approaches in small. It was suggested this be re-titled Sector Leadership Forum.</p> <p>HB requested that four of the Exec volunteer to facilitate the groups. PH, DWA, ST and PW offered.</p> <p>Action – HB to liaise with volunteer facilitators on the thematic questions and how the format for the discussions.</p>
	Membership Fees	<p>The last increase in membership fees took effect in April 15, with an additional £5 for Individuals and £15 for Corporate subscriptions. If the Executive recommend another increase at this year's AGM, it won't take effect until March 2017. The Exec felt that an additional £10 for individuals (£150) and £30 for Corporates (£450) could be absorbed without a negative impact on membership numbers and would potentially generate an additional £1540.</p>
	Review draft budget for 16/17	<p>HB circulated a draft budget in advance of the meeting for consideration by the Executive, which included notes at the bottom and to individual cells, where further explanation was considered helpful. If the Sport England grant is taken out of the equation, a surplus of £2036 was made in 15/16 and the projection surplus for the coming financial year is £3480.</p> <p>As the budget needs to be formally agreed at the AGM it will need to be circulated to members registering to attend 1 week in advance</p> <p>Action – HB to circulate with final event details</p>

		<p>IV - asked whether we had a reserve policy.</p> <p>NL – noted that retaining sponsors is an issue. For example Walker Morris and Max Associates, only supported ‘CLOA for a single year.</p> <p>DWA – suggested an affiliation fee for operators, and proposed a Think Tank event.</p> <p>There was then some discussion about the purpose of accruing funds and chasing income through sponsorship without a clear spend plan for the additional income.</p> <p>Action – NL & DWA to work up a proposal for an operators event for circulation to Executive members prior to the next meeting.</p>
6	<p>Updates: Feedback from CTS conference and proposal for 2017</p> <p>Sport England Strategy</p> <p>Feedback from mtg with ACE</p>	<p>MA, LDW & HB had hoped to discuss implementing an MoU with LGA to highlight ‘CLOA’s key role as planning/promotional partner. However, the post CTS teleconference focused largely upon the financial arrangements for 2017.</p> <p>The key differences for future are that exhibition stands will cost £750 each, and LGA will introduce a charge for a ‘CLOA presence, which in the past has always been free in return for our promotional support.</p> <p>Although acknowledging that this was disappointing and would represent less of a partnership in future, the Executive still felt it was the most significant event for the whole sector, with strong Member support.</p> <p>NL - also reminded the group that withdrawing would be damaging for ‘CLOA from a credibility perspective.</p> <p>Action – MA to advise LGA that ‘CLOA are likely to fund 2 x exhibition stands (as part of the sponsorship package for Xn and 1Life), and 1 x conference pass to enable HB to attend the event, hand out info/Tweet etc. Also to negotiate the continued inclusion of ‘CLOA branding in promotional material, in recognition of our input and that we are the key promotional partner.</p> <p>A number of the Executive had attended SE workshops and MA advised the group that they will be launching the strategy on 17th May.</p> <p>Action – HB to alert membership.</p> <p>PH, IV and VB attended a meeting with Paul Bristow and Laura Dyer of ACE on 11/4/16. They discussed the Culture White Paper, Capital of Culture, LEPS, Combined Authorities and Devolution, ACE Investment Review, New investment models for local cultural delivery (inc Place - based investment), Guidance for Artists/Local Gov, Working together to engage Government and Role of ‘CLOA as a 'Service' Organisation.</p> <p>ACE recognise that there needs to be improved engagement with LA officers and there is an open door for proposals that support this.</p> <p>Actions - ‘CLOA a think about what a 'service offer' might look like.</p> <p>ACE to consider how best to engage ‘CLOA as they develop the Peer Improvement offer with LGA - particularly round collation/dissemination of case studies and also running seminars.</p> <p>IV to discuss with LGA potential for DCMS staff to get local shadowing/secondment/development opportunities.</p>

		HB to organise a further meeting in early June.
7	<p>A.O.B NCF/Leading Learning</p> <p>Countries of Culture</p>	<p>There was insufficient time to cover Leading Learning, however the Executive are asked to note that at the CTS conference Sue Isherwood, Director of Leading Learning and Martyn Allison, held a powwow with alumni to discuss the future of the programme. Obtaining sign up to the programme is becoming increasingly challenging. This may be due to cost (£4000), that the format requires participants to dedicate 7 days to residential working over the year and the fact that it doesn't provide a formal qualification/CPD points.</p> <p>ST offered to develop a questionnaire to ascertain the views of the sector on their leadership training needs that could be cascaded through ^cCLOA.</p> <p>Action – ST to progress with HB</p> <p>PH circulated some information on Countries of Culture, a DCMS inquiry that will focus on the regional impact of local authority settlement on the cultural sector; new funding models for culture and use of lottery funding; cultural partnerships; skills, management and infrastructure; accessibility and engagement; and the value and impact of culture in the regions. The Executive was asked to contribute views under each of the headings, so that ^cCLOA could offer a pan-national view.</p> <p>Action – All to contribute content for PH to submit by Friday 29th April.</p>
	Dates of next Executive meetings	<p>AGM at International Centre, Telford on Tuesday 28th June, 2016</p> <p>Thursday 29th September 2016 – Kew (hosted by The National Archives) Followed by a workshop/discussion open to wider ^cCLOA membership about commercial opportunities for archives.</p>