

EXECUTIVE COMMITTEE MEETING MINUTES

Date:	Friday 29th September 17
Place:	Oxford - Rose Hill Community Centre , OX4 4HF
Times:	1100-1545
Participants:	<p>°CLOA Executive - Ian Brooke, Debbie Kaye, Mark Allman, Sue Thiedeman, Julie Russell, John Wileman, Matt Partridge, Val Birchall</p> <p>°CLOA Business Manager – Heidi Bellamy Observer – Ian Leete</p> <p>Guest Speakers – Steven Scales, Jeremy Sagoe</p>
Apologies:	Beverley Thompson, Chris Holliday, Emma Wiggins, Iain Varah, Nigel Lynn, Polly Hamilton, Rob Persey, Vincent Paliczka, Carole Stewart

	Item Description	Relevant business considered, facts noted, decisions taken and actions agreed
1	Presentation by ukactive	<p>Steven Scales ukactive Lead for local government and trusts gave a presentation that built on the initial proposal for partnership working with °CLOA presented in April 17. He was joined by Jeremy Sagoe from ukactive public affairs team.</p> <p>SS talked about research/benchmarking, capital investment – wellness hubs, GDPR/ODI, Political Membership, Associated Bodies, Milestones moments, Wiseheads Councils.</p> <p>SS advised that ukactive are looking to achieve a consistency of message between the organisations and a synergy between priorities.</p> <p>MA confirmed that °CLOA can act as an advocate, consultee, critical friend to ukactive.</p> <p>GS updated that ukactive are currently focusing on getting government support, the next stage is stakeholder engagement and suggested °CLOA involvement in technical round tables.</p> <p>Action – GS to provide further details once roundtable dates confirmed.</p> <p>Furthermore, there is potential for °CLOA representation on the Active Design panel at the ukactive National summit on 1st November 2017. The theme will be <i>Physical activity as a social solution</i>.</p> <p>Action - GS to provide a briefing paragraph for HB to circulate to Executive.</p>

		<p>ukactive are looking to develop free regional events for future leaders, this is an area that ^cCLOA could potentially collaborate on. ukactive are already working with CIMSPA to grow talent and help people acquire skills to move from duty manager to general manager.</p> <p>Action – HB to share findings from ^cCLOA member’s survey around Leadership development.</p> <p>DK emphasised we need a shared vision of what the benefits of working together are and some agreed areas for collaboration. Practical activities could be creating a better working environment between operators and LA’s, supporting ‘cold-spots’, LAs that don’t have expertise in commissioning leisure provision.</p> <p>DK is standing for a further year on the membership council to take forward the evolving strategic relationship.</p> <p>Action – instigate reciprocal Corporate membership between the organisations. HB to liaise with SS and GS regarding names of those to benefit.</p> <p>DK has worked with ukactive on the evolving proposal to move it away from a transactional relationship and more towards a strategic partnership based on mutually agreed priorities.</p> <p>GS to share thinking regarding what the components would be: - regional events, shared comms, reduced membership of £250 for LA’s that commission leisure provision, use of a meeting room in London for quaterly ^cCLOA Executive.</p> <p>Action – Chair & Vice Chair to work towards developing a MoU with ukactive for ratification at January 18 meeting.</p>
2	Hosts Welcome	<p>IB welcomed the Executive to Rose Hill Community Centre, which replaced an ageing facility and freed up land for development, leveraging in a developer contribution. The centre provides co-location for Thames Valley Police and Health. IB gave the Executive a tour of the facilities.</p>
3	Minutes & matters arising	<p>Minutes of meeting 27th April 17 were agreed as an accurate record.</p>
4	Business Plan & Communication Action Plan	<p>IB introduced the draft business plan which has been developed to provide focus and a shared view of the next two years. The plan builds on our strengths and further positions ^cCLOA to provide much needed sector leadership.</p> <p>There was a discussion amongst the Executive around the continued use of ‘chief’. It’s an archaic term and few people in the sector retain that title, however it has currency with members and traction with partners, so the approach has been to play down the full name and use the acronym ^cCLOA where possible.</p> <p>In considering how best to grow membership, it was agreed that the 3 months free offer had been a success generating 13 new individual members and 3 Corporates.</p> <p>It was suggested that perhaps a route to influence potential members</p>

		<p>could be through an interface with Cllrs. Rather than directly mailing elected members, a better approach would be through the Leadership Essentials programme. IL agreed this could be done through inclusion of 3 months free offer.</p> <p>Action – HB to liaise with IL re content.</p> <p>In reviewing the strategic partnerships, IB emphasised the need to engage more of the Executive and, where relevant, the wider membership in supporting this work. A number of Executive members in attendance volunteered for lead responsibilities.</p> <p>Action - HB to update spreadsheet, then circulate an email to whole Executive outlining responsibilities and highlighting where we are looking for additional volunteers.</p> <p>It was felt that we could drive the next nominations campaign to focus on Future Leaders in sector specialisms we currently lack i.e. Social Media, Parks etc.</p> <p>The Executive then considered the supporting communications action plan, which seeks to identify methods to effectively convey the different types of messages and communicate with a range of audiences.</p> <p>Having a clear and consistent message was agreed to be important and the current member's survey will help to refine the strategic aims and identify the shared values.</p> <p>Action - HB to create a word cloud of the values based on feedback from the members survey.</p> <p>There is a challenge to obtain content for the ^cCLOA blog.</p> <p>Action – DK offered to write an article on Lido Tourism</p>
5	Update on discussions with Sports England, Arts Council England and LGA	<p>Conversations have been taking place over the last 9 months with SE and ACE.</p> <p>IB, DK, MA and HB met with Ruth Alleyne and Mike Diaper on 6th July 17. The discussion was very positive and it was agreed that we would focus our proposal mainly on our role in:</p> <ul style="list-style-type: none"> • Helping to broker advice to Local Authorities based on the relative needs of local areas. • Helping in the implementation of the new working arrangements for CSPs; “knitting it together” • Helping with peer to peer engagement and support(coaching/training/regional workshops etc) <p>Sport England subsequently input into the design of the members survey. However, ^cCLOA needs to meet Tier 3 of Sport England's Governance Code before making an application.</p> <p>Action - DK, JR & VP to take part in a virtual working group to undertake a governance healthcheck and feedback at January Executive mtg.</p> <p>The members survey will help inform a more detailed proposal to SE</p>

		<p>and we are looking at dates in October to meet with them again and discuss the findings.</p> <p>There's also a piece of work to articulate our role around CSP's prior to this meeting.</p> <p>The Local Government Association and the Arts Council have invited 'CLOA (along with SCL, Sporta and AD:UK) to attend a roundtable at 2pm on Thursday 23 November. The purpose is to discuss how best to support those engaged in local cultural development to develop their capacity to improve and sustain high quality local cultural services. The focus will be on officers, as opposed to the role of elected members. The following topics will be covered:</p> <ul style="list-style-type: none"> • What are the challenges facing those working in or with local authorities to support local cultural services; • How can the LGA and the Arts Council best provide support to meet those challenges; and • What is the role of sector and professional bodies in meeting those challenges? <p>We can use the findings from our members survey to inform/evidence our opinions.</p> <p>Action – PH to have a phone discussion with Paul Bristow.</p> <p>Action – ST and DK or VB to represent to 'CLOA as PH cannot attend.</p>
6	Feedback from AGM and options for 2018	<p>The event was actively promoted to non-subscribing authorities. As a result we attracted 3 delegates paying £80 to attend the conference. We also offered the option to join and attend the event for £140, which Cambridgeshire CC took up. Post event Buckinghamshire joined as Corporate and Tower Hamlets and Havering as Individuals. However, increased costs of hospitality and networking meant that the event cost £1148.</p> <p>HB circulated a summary of feedback from the 2017 AGM and conference. Of the 41 delegates who attended 15 responded. In terms of factors influencing attendance, both the topic and profile of the speakers is highly significant followed by location and ensuring the event is free for members and affordable for non-members.</p> <p>For the 2018 AGM it was agreed that accessibility by public transport is vital, with a preference for central London. Venue suggestions included West Ham football stadium, does Iain Varah have a contact here?</p> <p>Action - ST offered to approach GLA for a room at the top of city hall.</p> <p>Action - JR offered to approach V&A and the Science Museum, as Durham has a relationship with them through touring exhibitions.</p> <p>In response to the survey questions around what themes/specific speakers that should be included/invited to future events the following feedback was offered:</p> <ul style="list-style-type: none"> • 'Health agenda.' • 'Some input from a Trust that manages facilities/services for a

		<p>council.’ Sporta</p> <ul style="list-style-type: none"> • ‘Themes; Delivery of new sports centres procurement exercise.’ • ‘Parks and outdoor recreation creative industries? Tourism?’ <p>HB also suggested sourcing a speaker on Social prescribing.</p> <p>Dr Kerry Wilson gave a keynote at the Arts & Humanities Research Council conference on Art of Social Prescribing she is the Institute of Cultural Capitals, Head of Research</p> <p>Dr Marie Polley, University of Westminster (Co-Chair Social Prescribing Network) Making Sense of Social Prescribing is a guide for commissioners and professionals in the field of social prescribing.</p> <p>HB also suggested Using visitor data intelligently as a topic perhaps approaching Oliver Mantell, Director of Consultancy, Manchester, The Audience Agency. They have published two case studies on how local authorities in the South West use audience evidence to support continued investment in culture.</p> <p>After some discussion the Executive agreed that the topic should be – <i>The Role of the Local Authority as an Enabler</i>.</p> <p>Suggested speakers were:</p> <ul style="list-style-type: none"> • A Minister Next UK city of culture • Local Delivery Pilot case study • Sports new CEO • Planning for Major Events – Esther Britten Head of Events UK Sport • Data/Technology • STP’s/ Jim McManus • Social Cohesion part of the ‘CLOA Commissioning project – Karen Creavin, Head of Wellbeing Services, Birmingham • Darren Henley, Chief Executive of Arts Council England and author • Emergence of non-traditional sports – Kate Rew founder of the Outdoor Swimming Society. The role of local authorities in opening up gravel pits/reservoirs for swimming. • Joanne Fletcher – Egyptologist, libraries and museum focused. • Moira Sinclair – Chief Executive Paul Hamlyn Foundation, which has a particular interest in supporting young people and a strong belief in the importance of the arts. <p>Action – HB to flag up the need to identify a venue and for speaker suggestion around the theme an email to the Executive.</p>
7	Updates: Sport England Project – Phase 3	<p>HB updated the Executive that the 10 videos created by The Media Group are nearing completion. These are theme based around topics such as ‘Building relationships’ ‘Shaping the offer’ alongside a more focused case study looking at the whole journey in Durham. They also have links to the earlier interviews or onto support resources, such as</p>

		<p>the Outcomes Framework guidance.</p> <p>The other aspect of this phase, which involved project reviews with an expert advisor to provide a focused challenge over three days, has been delayed due to the Local Delivery Pilots decision making process. However, the first review is due to take place in mid-October and it is hoped that the roll out programme of a further 17 reviews will follow without further undue delay.</p> <p>°CLOA made some speaker suggestions for this event on Tuesday 5 December 2017 and IB will be speaking at the conference in London about <i>The changing nature of local government sport & physical activity delivery – What is the future role for local authorities?</i> IL confirmed that Tracy Crouch will be the keynote and 30 delegates have signed up so far.</p>
	LGA Sport & Physical Activity conference	
	Feedback from survey of members	<p>To date 44 °CLOA members have participated (1 incomplete); we would like to achieve 50 responses. This represents 18% of the membership. Geographic spread 15 from South/South East, 8 Yorkshire/North East, 6 East of England, only 4 from London, 2 Midlands & 2 North West, 1 Wales, 0 Northern Ireland – prompts sent to individual members in the North West and Northern Ireland. IB urged any executive Members who still had not input views to contribute over the weekend as the deadline has been extended.</p> <p>The position of Corporate responses was also queried; it was felt that there may be a perception that the survey is one response per organisation. As we are looking to gain feedback from all members, and particularly emerging leaders to inform our leadership development proposals, it was felt that this was an important point to highlight.</p> <p>Action – HB to send a reminder to Corporate subscribers that all members should complete the survey.</p> <p>Action – HB to analyse the results and prepare a summary report to inform thinking moving forwards.</p>
	°CLOA/Sporta relationship	<p>MA advised the Executive that Brian Leonard is retiring; given the challenges that the Trust sector is facing there is an opportunity to build a more collaborative relationship with SPORTA when the new CEO starts.</p>
	Swim England feedback	<p>JW & MA met with Damian Stevenson and Lesley Hill from Swim England to look at issues around protecting assets, the role of local authorities and the provision of swimming pools, decline of school swimming, the decline of dual use, and the importance of focusing in on activities such as dementia friendly sessions.</p>
	State of the Leisure Market - APSE	<p>Iain Varah will be representing °CLOA at this conference on 9th November and had asked for input from the Executive.</p> <p>Action – HB to resend °CLOA template for use at the event.</p> <p>Action - JW, MA, IB to input into IV's presentation.</p> <p>Action – HB to chase Rob Bailey re. reciprocal membership</p>

		Action – JW to invite Paul O’Brien CEO/Rob Bailey to January Executive
	A.O.B	<p>Following a review of representation on external forums and other roles undertaken by the ‘CLOA Executive, a number of vacancies have been identified:</p> <p>Historic England Apprenticeship Working Group - Historic England would like to invite a representative from the ‘CLOA Executive to contribute to the working group on apprenticeships for the Historic environment. This will help ensure that future apprenticeships adequately reflect the roles in the wider sector.</p> <p>Action - CS agreed to act as ‘CLOA representative.</p> <p>A volunteer is required to moderate the LinkedIn International Exchange group – there are 591 members, but in terms of content there have only been 2 posts in the last year, so it won’t be onerous. Previously managed by Duncan Wood-Allum, who is no longer an Executive Member.</p> <p>Action - HB to promote to the wider membership via next e-bulletin.</p> <p>IL was asked about the Parks Action group, which will be tasked with bringing forward proposals to address some of the issues faced by public parks and other green spaces across England. IL advised that it has only just launched, so too soon to advise on a work programme. However, IL would welcome knowing who at ‘CLOA can advise moving forwards.</p>
	Dates of next Executive meetings	<p>Friday 19th January 18</p> <p>Location: Doncaster venue tbc by Sue Thiedeman</p> <p>Friday 20th April 18</p> <p>Location: Royal Pavilion, Brighton</p>