

EXECUTIVE COMMITTEE MEETING MINUTES

Date:	Friday 19th January 18
Place:	Cast , Waterdale, Doncaster DN1 3BU
Times:	1045-1545
Participants:	CLOA Executive - Ian Brooke, Debbie Kaye, Polly Hamilton, Mark Allman, Sue Thiedeman, Julie Russell, John Wileman, Matt Partridge, Val Birchall, Chris Holliday, Iain Varah CLOA Business Manager – Heidi Bellamy Observer – Ian Leete Guest Speakers – Jane Wilson, Chair AD:UK
Apologies:	Emma Wiggins, Nigel Lynn, Vincent Paliczka, Carole Stewart, Beverley Thompson

	Item Description	Relevant business considered, facts noted, decisions taken and actions agreed
1	Minutes & matters arising	The minutes of the meeting on 29 th September in Oxford were circulated and agreed.
2	Welcome from Clare Clarkson, CAST	IB thanked CC for hosting the meeting. CC is Deputy Director and she gave an overview of the history of CAST, outlined the priorities, provision and programme and talked about how the organisation was funded.
3	Welcome from Doncaster City Council	Jo McQuade, Culture Business Manager at Doncaster Council talked about the first Cultural Strategy for the city, which has just been signed off. This includes plans for a new build that will house central library, the Museum, Art Gallery and Archives, which will open in the summer of 2020. Doncaster is part of the Mayflower celebrations in 2020 and looking to develop packages around that theme. JmQ shared a promotional video about Doncaster and the Doncaster Growing Together borough strategy.
4	Update on discussions with Arts Council England	Arts Council invited CLOA (along with LGA, SCL, Sporta and AD:UK) to attend a roundtable on 23 November. The purpose was 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 following actions were agreed at the meeting: <ul style="list-style-type: none"> • Mapping exercise of current support – HB completed this on behalf of CLOA • Each organisation to consider what activity could be

	SPORTA	<p>developed and delivered in 2018/19</p> <ul style="list-style-type: none"> Arts Council and LGA to consider how this might align with planned work on organisational resilience and sector improvement. <p>We also discussed three key themes and those that everyone agreed they could sign up too were: the economy, well-being and place making.</p> <p>A Second meeting is to be held to discuss practical next steps.</p> <p>PH & ST had a follow up conversation with Paul Bristow on 18 December about CLOA specifically. They are interested in working with us, particularly around CPD, regional networks and local intelligence about what is happening on the ground. Regarding funding, the next round of strategic funds will be announced at the end of January 18. PB to advise on levels CLOA should apply for. There may be an opportunity to learn from SCL regarding the process and also to ensure that we don't duplicate their offer. It was also felt that this work would tie in with the integration with AD:UK.</p> <p>Action – PH leading with input from JW, ST, DK, VB and JW</p> <p>Action – JW to share AD:UK Sector Support Organisation bid and feedback to CLOA working group to inform their thinking.</p> <p>Subsequently CLOA have been invited to a round table to discuss the outcomes of The Creative People and Places (CPP) on 6 March.</p> <p>Action – IB/PH to attend and feedback</p> <p>A further meeting was held with SPORTA on 27 November which included introducing the incoming CEO Cate Atwater. Agreed actions were:</p> <ul style="list-style-type: none"> Highest level suggestion that CLOA could commission strategic conversations, i.e. a summit around key issues for the sector led by someone with credibility who could make recommendations for future (SPORTA mentioned they have resources to help with this). Joint action for SPORTA & CLOA to see revised version of Leisure procurement toolkit and further input. Shared key messages back to ukactive around the Community Wellness Hubs and emphasising the need for defined outcomes delivered through public assets (via Wise Heads Council). Articulating the social value of culture and leisure in contrast to basing decisions purely on savings. <p>Also IB is taking part in the panel discussion at the SPORTA AGM on 6 February.</p> <p>A meeting took place with Sport England on 23 November regarding</p>
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	Sport England	<p>how we might work in partnership with them.</p> <p>We haven't progressed significantly regarding support to take forward our original proposed work programme. An internal re-organisation has meant priorities have changed and Chris Perks has taken on the lead from Mike Diaper. Potential outputs discussed:</p> <ol style="list-style-type: none"> 1 . A joint mapping and sharing of cold/hot spots of local leadership of sport physical activity in an area. 2. Leadership support/ mentoring / peer to peer support - CLOA 3. Joining up with others. 4. Working alongside CSPs - how can CSP / LA colleagues can ensure good join up across the area. Linked to this point Sport England suggest bringing CSPN into a future conversation. <p>A small working group then met on 27 November to discuss what tangible activities could be taken forward. A revised offer based around LA's role as enablers, how we can support 'lukewarm spots' and phased programme of research, dissemination of findings and support events was mooted.</p> <p>We have a further meeting scheduled with SE on 15 March.</p> <p>Action – IB to shape and sharpen the proposal in advance of this meeting and share with DK, MA, VP, HB for input.</p> <p>Action – IB to seek a conversation with Nick Pontefract at SE to ensure that at top level our role and contribution is recognised.</p> <p>We have also been involved in informing the workforce development strategy, sharing the member's survey feedback and phone interviews.</p>
5	Member survey findings, agreeing actions and a strapline	<p>HB - shared a report summarising the findings of the member's survey.</p> <p>There was a reasonable level of response (56 of the 247 members completed the survey) and so the findings can be considered indicative of the views of the wider membership.</p> <p>The report included feedback on:</p> <ul style="list-style-type: none"> · Strategic Aims and Core Values · Membership Benefits · Communications · Learning & Development <p>HB - asked the Executive to note that no additional funding has yet been secured, so capacity remains an issue.</p> <p>The Executive discussed the summary report and Regional networks were agreed as a priority, although it was flagged up by JW that these require significant investment of time/money.</p> <p>HB - suggested that we focus on developing seminar content around the top themes and look how these can be taken out to regional networks with expert input and local case studies. These could possibly be resourced from within existing budgets, but with investment from ACE and SE content, venue, refreshments etc. could</p>

		<p>be enhanced.</p> <p>It was suggested that seminars could possibly be linked with APSE, although these are often more operationally focused.</p> <p>Action – IB to discuss opportunities with Paul O’Brian, CEO of APSE</p> <p>Actions – Over the coming year there will be a focus on building the regional networks and developing a seminar programme around the priority themes.</p> <p>IL – informed the group that LGA CTS Board have commissioned a consultancy to build case studies around Culture led regeneration (stage completion in April), this will be followed by a publication, and then workshops in June/July.</p> <p>Action - IL to formulate an introduction to Regeneris, so that we can input into the planning and promote the workshop sessions.</p> <p>CH – challenged whether this is something that CLOA should be more involved in.</p> <p>IB – observed that opportunities are lining up and collaboration was paramount.</p> <p>Action - IB to communicate to members on how we will be taking forward member feedback in the short-term and which aspects require further work to progress through a personal video statement and/or a blog</p> <p>There was some discussion regarding a suggested strapline for the association. It was agreed that ‘Local leadership with a National voice’ was fitting.</p> <p>Further discussion around the name CLOA took place.</p> <p>HB – advised that the bank account is in the name of ‘Chief Leisure Officers Association’ if we change the acronym away from CLOA this will result in having to re-register as a supplier with Local Authorities and involve significant unbudgeted work for the Finance Manager.</p> <p>From the position of the Constitution, which is in the name of ‘Chief Cultural and Leisure Officers Association’, we would need to progress this via a vote at the next AGM.</p> <p>Some of the Executive felt that CLOA had established significant profile over the years and that the drawbacks of a name change outweighed the benefits.</p> <p>IB – reiterated the move towards phasing out the ‘chief’ element and becoming the Cultural & Leisure Officers Association.</p> <p>Action – IB to confer with the Treasurer from a Financial/Constitutional perspective as there are a number of related issues and any formal name change would need to be planned.</p> <p>There was also discussion regarding the word cloud feedback from members on the Values that CLOA represented. It had previously been agreed that Independence was a core value, as it enables us to build strategic alliances with a range of national bodies and to act as</p>
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		<p>an objective consultee on matters of future policy direction.</p> <p>Action – HB to start a LinkedIn forum discussion on Strategic Aims, Mission, Values and Strapline so that these can be refined before the next Executive meeting.</p>
6	AGM and potential speakers	<p>The theme for conference will be <i>The Role of the Local Authority as an Enabler</i> The event will take place on Tuesday 26th June 2018 at London City Hall. The committee room has been offered free of charge, we just need to pay for catering, which is reasonable priced @ £6.85 p.h for lunch and £1.25 for t&c</p> <p>Confirmed speakers so far include:</p> <p>Anne Torreggiani/Oliver Mantell - 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. Given the continued climate of austerity, which is impacting significantly on discretionary budgets for museums, theatres and galleries, the address could be shaped around how to use the available tools such as Audience Finder more effectively.</p> <p>Dr Michael Dixon – in his capacity as National Clinical Champion for Social Prescribing, NHS England and Co-Chair, Social Prescribing Network.</p> <p>Also invited to speak, but no response received as yet:</p> <p>Alan Miller/Jack Hopkins Night time Industry Association – he content would be around moving the debate towards the positive benefits that clubs and venues can bring to the local cultural economy. How LA's they can better support, promote and work with the night time industry at a local level, and in cities outside London. The Executive considered other speakers that would suit the theme</p> <ul style="list-style-type: none"> • Sadiq Khan –in his capacity as host. There are a number of interesting cultural initiatives being pioneered in London plus more generally the new devolved mayoralties across the UK and how these can best make the difference in localities. If he is unavailable Deputy Mayor Justine Simons <p>Action – HB to draft a Letter and send from IB</p> <ul style="list-style-type: none"> • Jo Miller, President of SOLACE (CEO of Doncaster Council) to set the scene in terms of the theme. <p>Action – HB to draft a letter and send to PH to personalise</p> <p>If all of the above agree to speak we will have a complete agenda. However, other options could be</p> <ul style="list-style-type: none"> • A Minister – Matt Hancock MP as the new Secretary of State for DCMS. Margot James MP has been promoted to Culture Minister; Michael Ellis is the new Arts/Libraries Minister. Tracy Crouch remains responsible for Sport, Civil Society but has taken on tackling Loneliness as a responsibility. • Dame Louise Casey

		<ul style="list-style-type: none"> • Mark Lloyd as CEO of LGA <p>Action – HB to undertake a site visit to London Councils to discuss logistics for the day 7/2.</p> <p>In terms of attendance it was felt that last year the push to encourage aspiring leaders to attend was most positive.</p> <p>Action – All Executive to bring an emerging leader again if possible.</p> <p>The Executive discussed last years' post-event hospitality and options for a post event activity i2018. It was felt that insufficient people remained to justify providing wine again.</p> <p>ST suggested that Tower Bridge Experience would be a good option.</p> <p>Action – ST to approach contact at Tower Bridge Experience and explore whether it is possible to offer this f.o.c to up to 20 people between 4-5pm .</p>
7	Finance update	<p>A financial update was circulated in advance of the meeting.</p> <p>Even, with additional unbudgeted expenses such as the hospitality for AGM, survey monkey, Exec name badges and admin membership bonus, currently our Finance Manager anticipates that the deficit will not exceed the budgeted amount of £186.</p> <p>This is due to a further increase in membership and savings that will be made by not attending the forthcoming CTS conference in Hull, where we would usually pay for HB delegate place and Xn stand. We will instead give Xn a £500 rebate on their sponsor fee, as this is usually part of their package.</p>
8	General Updates: Sport England Project – Phase 3	<p>The commissioning videos are completed and awaiting upload onto Sport England website, so that comms cascade can begin.</p> <p>The two pilots have taken place in Enfield and Southend; however the project makes provision for support in up to 20 further localities. and HB has been pressing for a project board meeting to discuss the outcomes of these pilot reviews and to agree a revised project timetable.</p> <p>Action – HB to liaise with SE re Project Board teleconference date offered 15th Feb. IB, IV, MA and HB to participate.</p> <p>JR raised the issue with the Outcomes Framework for Culture & Sport - when LGA transitioned the materials to their new website https://www.local.gov.uk/our-support/our-improvement-offer/culture-and-sport-improvement/guide-developing-local-outcomes the examples were lost, so it isn't possible to actually access triangles/logic models for themes such as stronger & safer, children and YP's, older people, the economy, the environment, health and wellbeing etc from the guidance document.</p> <p>Action – IL to search on the internally LGA filing system for the guidance and missing models.</p> <p>Action – ST & HB to share with IL any components they have on file.</p>
	LGA Leadership	<p>The LGA and Sport England have been working for the past five years</p>

<p>pilot programme</p>		<p>through a very successful leadership programme to support Councillors with the sport and physical activity portfolio to work within the current challenging environment. Following on from feedback to our recent CLOA member's survey, they have agreed to pilot a two-day leadership programme specifically for officers. CLOA were offered places for 4 people who may already be Heads of Service, but are new to that role or have just had sport added to their portfolio and need to get up to speed quickly. Expressions of Interest (Eol's) were only submitted by:</p> <ul style="list-style-type: none"> • Val Birchall - Programme Director for Arts, Culture & Visitor Economy, Brighton & Hove Council, • Julie Finch - Chief Executive Officer, The Cheltenham Trust • Stefania Horne, Head of Parks, London Borough of Hounslow <p>Furthermore, places were made available for 2 emerging leaders who will be taking on strategic responsibilities in the near future. This was over-subscribed and Eol's were received from eight interested members. As the first category was undersubscribed the first three Eol's received have been submitted to IL.</p> <ul style="list-style-type: none"> • Tina Pilkington, Senior Development Manager, Sefton MBC • Claire Byles - Leisure Contracts Manager, Central Bedfordshire Council • Joe Bailey, Healthy and Active Lifestyles Officer, East Northamptonshire Council <p>Action – IL to confirm approved delegates for the programme to HB and then to participants.</p> <p>Mark Allman and Debbie Kaye have volunteered to attend as Observers and feedback on the content, format and overall perceived value of the programme.</p>
	<p>QUEST</p>	<p>JW attended a QUEST Board mtg on 23/11 Key points:</p> <ul style="list-style-type: none"> • Sport England are working on the contracting toolkit • Sport England talking to pension fund managers regarding a sports fund for capital projects, which could replace prudential borrowing if this is removed for non-statutory services. • Quest contract up for renewal or extension next year. • Quest Active Communities – strong product, but less of an uptake than hoped. • Martin Allison is looking to reshape the governance of the board, but the lack of attendance from the sector was a concern. JW has agreed to review the proposed structure of governance and feedback. <p>Also, JW is taking Hagan Lewisham under his wing with a view to engaging him in the work of CLOA.</p>
	<p>Libraries</p>	<p>PH attended the Libraries Taskforce mtg in Chester on 7 December.</p>

	Taskforce	<p>The focus was to review the impact of the Libraries Ambition action plan. Key strengths/achievements and priorities for the future were discussed. Less successful – dialogue and advocacy beyond the sector, horizon scanning, communicating the value of libraries and positioning the libraries brand. PH felt that in terms of CLOA's role we could help to capture, shape and target key messages for local government at a senior level about the importance of libraries and in helping showcase good practice in library delivery.</p> <p>Michael Ellis, the new Libraries Minister is keen to meet the Taskforce and will be attending the next meeting on 7 February.</p>
9	Draft criteria for nomination to Executive and contributions over the last quarter	<p>IB outlined a number of expectations for future nominations to the CLOA Executive. The idea being this is completed as a self-assessment. The criteria were discussed and expanded to encompass the points below.</p> <ul style="list-style-type: none"> • Regularly attending Exec meetings and the AGM (need to attend at least two meetings a year – it was agreed that this should be mandatory.) • Leading on, or being involved in work streams. • Contributing an article/writing a blog/submitting a case study/speaking at a conference on behalf of CLOA • Submitting evidence to an enquiry/participating in a consultation exercise on behalf of CLOA • Taking the lead on a regional basis – North, Midlands, South, East, London, Wales • Encouraging colleagues to join CLOA and contacting new members from the local area when they join to welcome • Identifying new potential sponsors <p>MS – clarified that individuals weren't expected to complete all of these points.</p> <p>Action - HB to include the criteria in the call for nominations and on website, which will be issued 6 weeks prior to AGM 15th May with a deadline of 29th May 2018.</p> <p>Action IB – to use a video message to members encouraging them to step forward.</p>
10	AOB DCMS Inquiry	<p>The DCMS Select Committee have announced a new Inquiry into the social impact of participation in culture and sport to investigate ways in which taking part in the arts, cultural activities and sport can have a positive impact on health, community and education. The Committee is expected to focus on five major themes, taking evidence on social mobility, health, crime reduction, education, community engagement and diversity.</p> <p>The Terms of Reference for the inquiry are:</p> <ul style="list-style-type: none"> • Which programmes best demonstrate the positive social impact that participating in sport and culture can have on the five central

		<p>themes of this inquiry?</p> <ul style="list-style-type: none"> • How can access to cultural and sporting professions be improved to enable greater diversity? How can the Government build a pipeline of talent? • Why has the Government not co-ordinated its efforts more effectively? • Where are the examples of departmental best practice and how could it be shared? • Has the sport sector been better for social mobility than the arts? If so, why? • How can museums, galleries and other cultural venues boost access and social impact? <p>The Committee is keen to hear from specific case studies of success and invites evidence by February 22 2018. Evidence can be submitted via the evidence portal.</p> <p>Action – All to look for general case studies. PH to lead on behalf of CLOA with input from ST, JR, JW, VB.</p> <p>Action – LGA and CLOA/AD:UK to liaise over responses.</p> <p>Action – HB to post in members LinkedIn forum and include in e-bulletin.</p>
	Invite to TNA 40 th Birthday	<p>An invitation to an Evening Reception at TNA on 21 Feb has been received to celebrate 40 years of the building.</p> <p>Action - HB to transpose invite onto IV</p>
	Dates of next Executive meetings and forward plan	<p>Friday 20th April 18 Location: Royal Pavilion, Brighton</p> <p>Dr Justin Varney, the National Lead for Adult Health and Wellbeing at Public Health England has been invited to attend the next Executive mtg.</p> <p>Action – MP & JR speaking to Dr Varney on 11/2 about how we can work together and specifically how CLOA can support the masterclasses linked to the International Society for Physical Health and Health Event, which will take place in London 15-18 October 2018.</p> <p>AGM Tuesday 26th June 2018, London City Hall</p>