



EXECUTIVE COMMITTEE MEETING MINUTES

Date:	Friday 20th April 18
Place:	Royal Pavilion , William IV room, Brighton, BN1 1EE
Times:	1045-1545
Participants:	CLOA Executive - Ian Brooke, Debbie Kaye, Emma Wiggins, Polly Hamilton, Sue Thiedeman, Julie Russell, John Wileman, Matt Partridge, Val Birchall, Chris Holliday, Nigel Lynn, Jane Wilson, Symon Easton CLOA Business Manager – Heidi Bellamy
Apologies:	Iain Varah, Vincent Paliczka, Mark Allman

	Item Description	Relevant business considered, facts noted, decisions taken and actions agreed
1	Guest speaker - Dr Justin Varney, National Lead for Adult Health and Wellbeing, Public Health England	<p><i>Building PHE linkages with CLOA and the wider leisure/cultural sector</i></p> <p>MP gave a background introduction as health lead for CLOA. There was a strong link with Public Health England (PHE) previously and we are keen to re-establish the connection and identify opportunities for collaboration such as joint commissioning of research and joint promotion of events - specifically how CLOA can support the masterclasses linked to the International Society for Physical Activity and Health, which will take place in London 15-18 October 2018 in London.</p> <p>Dr Justin Varney (JV) provided a thought piece for circulation in</p> <div data-bbox="901 1390 966 1453" data-label="Image"> </div> <p>Dr Justin Varney - Thought Piece.pdf</p> <p>advance of the meeting.</p> <p>He then elaborated on the specific challenges of a population living longer and the changes 'life expansion' will bring in terms not only of the health considerations, but also the economics. A key challenge is how to develop social capital without resources? Expectations of millennials, who are digital natives, have a differing cultural perspective. They desire a customer-centred experience. So at one end society will pushing for this type of service and at the other people will need personal, high dependency support.</p> <p>In terms of how we experience culture and leisure it is changing</p>

		<p>radically, are we as suppliers of services changing quickly enough? The expectation is to be able to access content on smart phones and this has encouraged innovation such as the advent of digital archiving for niche interest, such as as LGBT t-shirts in the USA. Tech allows people to be connected, but doesn't replace the tangible and authenticity is an emerging antidote to virtual with rising popularity of lidos, vinyl's etc. particularly for the sphere of physical activity, where there is a growing appetite for group experiences such as Tough Mudder. However, the fixed asset base is problematic. As resources shrink and the population grows, the challenge is how we maximize opportunities and repackage the offer in response.</p> <p>Some sectors have responded quicker, within leisure the private sector is focused on offering services that are self-determined, customer experience.</p> <p>SI - felt there was a danger that some experiences are unaffordable and there is at risk that the divide will also drive inequalities.</p> <p>ST – agreed that digital poverty is likely to exacerbate the challenges of the North/South divide.</p> <p>JV - cited the Forestry Commissions Gruffalo Experience as an example of a low-cost customer focused, self-determined outdoor family activity.</p> <p>AH – agreed the world is being reshaped for millennials, but we are increasing inequalities. The role of the LA is in creating the climate that supports rather than thwarts access; so subsidy will always be required to negate inequalities.</p> <p>JV – acknowledged that child Protection, adult social care, clearing rubbish will dominate the draw on public purse and suggested that Executive members talk to their DPH to amplify the inequality conversation and seek ways to connect our services.</p> <p>RP – highlighted that there's been a 40% reduction in Adult Social Care budgets, and we have at least 5 more years with no money. So this means the non-statutory services have almost disappeared. ASC across the country is about how we manage demand. NHS only look at clinical model of care, whereas in Brighton they are trying to move to a social model of care that looks at the whole person, their quality of life and wellbeing through the life course – this is where culture and leisure can play a role.</p> <p>Action – HB to liaise with JV over using the thought piece as a blog on the CLOA website.</p> <p>Action - HB to liaise with JV regarding a message for a future e-bulletin inviting members to suggest events that link to the ISPAH Congress event.</p>
2	Lunch	<p>Many thanks to Brighton City Council CLOA members for organising refreshments in the sumptuous setting of the Red Drawing Room.</p>

3	Alistair Hill, Acting Director of Public Health, Brighton	<p>Welcome from hosts – Alistair Hill (AH) gave a presentation on <i>Arts and culture improving health and wellbeing – Brighton & Hove as Centre of Excellence</i></p> <p> Alistair Hill presentation.pdf</p> <p>Brighton has recently been identified as the global top for the Hipster Index, which combines five data points: the number of vegan eateries, coffee shops, tattoo studios, vintage boutiques, and record stores per 100,000 city residents. However, there are massive challenges around homelessness, alcohol and substance misuse and mental wellbeing needs. There are also major health inequalities across the borough. In Brighton & Hove City Council (BHCC) there is an integrated approach to health and care. Public Health works across all Directorates and is co-located with the CCG and BHCC also retain a strong delivery arm. The ambition is to become a Wellbeing City with prevention at the heart of service planning and a fully integrated support system.</p> <p>The 2018 Annual Public Health Report will focus on culture and make recommendations for the <i>Centre of Excellence model</i>.</p> <p>Action – HB to contact AH in November 18 for a copy of the Annual Public Health Report, and feature as part of ‘Best Practice’ case studies in e-bulletin.</p>
4	Minutes & matters arising	<p>The minutes of the meeting on 19th January in Doncaster were circulated and agreed.</p> <p>It wasn't possible to submit a response to the DCMS Enquiry on behalf of CLOA; however a number of Executive members submitted evidence on behalf of their organisations.</p> <p>PH has a Skype meeting planned with Welsh representatives of AD:UK on 23/4.</p> <p>IB to meet with Nick Pontefract in his new role of Chief Operating officer at Sport England.</p>
5	Co-option of AD:UK Trustees	<p>Jane Wilson and Symon Easton were nominated by IB and seconded by VB and MP for co-option to the Executive.</p>
6	Presentation on the Fellowship scheme and Skills & Knowledge Bank	<p>JW gave an overview presentation on the AD:UK Fellowship Scheme.</p> <p> ADuk Professional Fellowship Programm</p> <p>Key points included – the scheme was launched in 2011, 275 fellowships have been awarded, the scheme is operated via an online survey, all templates and processes are available for transfer. There are 3 award levels – Associate Fellow, Fellow and Senior Fellow. Credit elements comprise of what was achieved prior to sign up,</p>

		<p>activities to support the association, additional activities. A baseline is established and then people have to maintain their activity/CPD level. Eligible activities are similar to those that CLOA have developed for the Executive Committee.</p> <p>ST – asked whether it was generic enough to adapt to the wider culture and sport sector, also how much time does it take to administer?</p> <p>JW – advised that survey monkey is used to establish the baseline for each individual, then a learning and development group moderate submissions once a year. The first tranche was the most demanding of time, but subsequent iterations became easier. Uptake was frequently promoted through the AD:UK ezine.</p> <p>EW – asked if the scheme is not formally recognised, is it worth it for members/CLOA to invest time in?</p> <p>MP – asked is it was free of charge?</p> <p>JW – advised it was f.o.c, but CLOA could consider charging to cover the additional administration costs.</p> <p>There was some discussion regarding how this would complement or conflict with the existing CIMSPA scheme.</p> <p>CH – is a Fellow of CIMSPA, and advised that they make a one off charge for becoming a Chartered Member or a Chartered Fellow.</p> <p>JW – observed that less senior people retaining CIMSPA Fellowship as they struggle to demonstrate they have achieved the CPD in these specific areas.</p> <p>VB – asked how this would fit with strategic conversations with ACE.</p> <p>JR – felt that something more generic could be really welcomed. We would need to communicate with CIMSPA prior to launch and also liaise with ACE.</p> <p>There was general agreement that adopting this initiative was worth further consideration.</p> <p>Action – PH, VB, ST, JW and CH to establish a task and finish group.</p> <p>Action - JW to circulate more detailed information and answer questions.</p> <p>Action - HB to set up a Doodle Poll for a phone conversation.</p> <p>Action – group to feedback at September meeting with a recommendation about how the scheme could be rolled out to CLOA members either across the full spectrum of interests or just cultural.</p> <p>JW – advised the Executive that AD:UK papers and website are being digitally archived at the British Library. However, there will be some useful resources that could be transitioned to the CLOA website.</p> <p>Action – HB to liaise with AD:UK administration Pete Bryan over priority items.</p> <p>SI – explained how the AD:UK Skills & Knowledge Bank operated. Members initially record skills to share, but the capacity to take up and share has been reduced over recent years due to a reduction in</p>
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		<p>needs to be brought back into the fore.</p> <p>IB - also stated that CLOA were keen to support cold spots and share good practice, however this will require additional resources and Sport England had been less receptive to this idea.</p> <p>There was some discussion about the lobbying role of CLOA and how we can influence thinking. Also the parallels of both ACE and SE on focusing large amounts of money in a few areas.</p>
8	Agreeing strapline and values – feedback from the Executive LinkedIn Forum	<p>The Executive LinkedIn Forum generated some useful debate and based on this, IB suggested the consensus for a strapline seems to be “National leadership - local voice”.</p> <p>On the values, IB proposed that the following are adopted:</p> <ul style="list-style-type: none"> • We strive for Excellence • We succeed through Collaboration • We value our Independence • We always work with Integrity <p>Action HB – to add to website and IB to add to business plan</p>
9	AGM update	<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.</p> <p>HB had circulated a draft programme detailing the confirmed speakers and outlining their presentation topic.</p> <p>Unfortunately Jo Miller President of SOLACE has subsequently withdrawn, so the Executive were asked to give some thought to a suitable speaker for the scene setting address on the conference theme of <i>The Role of the Local Authority as an Enabler</i>.</p> <p>Other options proposed by the Executive were:</p> <ul style="list-style-type: none"> • Dr Justin Varney – Futurology and the role • Martin Reeves, CEO at Coventry <p>Action – MP to contact Justin Varney in the first instance</p> <p>Action – VB could contact Martin Reeves</p> <p>SI – asked whether there would be mention of integration with AD:UK at the AGM</p> <p>Action – IB to include mention of integration with AD:UK and welcome new members in the Chair’s report.</p> <p>ST - has secured a complimentary tour of Tower Bridge Exhibition for up to 20 people, which was acknowledged as a great post-event opportunity.</p> <p>There was also some discussion around eligibility for nomination to the Executive Committee. Currently the constitution 4.1 states that Individual members can ‘be employed directly within local government, or for a Non-Profit Distributing Organisation’. 10.7 states. ‘The Executive Committee may not co-opt more than 3 members from the commercial sector’.</p> <p>IB – proposed that only members who hold a strategic role in a local</p>

		<p>authority area ought to be eligible to join the Executive in future. This would mean that no commercial member would be able to serve on the Executive. Additionally, a cap should be introduced limiting the number of Trust members at a single time to 3. Furthermore, they would not be eligible for appointment to the key roles of Chair, Vice-Chair and Treasurer.</p> <p>General support for this move was expressed by the majority of those in attendance.</p> <p>HB – advised that in order to preclude commercial members and introduce a cap on non-LA members on the Executive, a formal constitutional amend would first need circulating to the Executive in advance of the next meeting. This would then need to be ratified at an EGM or the 2019 AGM.</p> <p>Action – IB/DK to draft a constitutional amend with input from VP for circulation in advance of the September Executive.</p>
10	Review draft budget for 18/19	<p>HB - circulated a draft budget for 18/19 in advance of the meeting, which included notes at the bottom and on individual cells, where further explanation was considered helpful. Although Alliance has not renewed their sponsorship for a 3rd year, with a likely uplift in members transferring from AD:UK, our Finance Manager anticipates a projected surplus of £3177 for 18/19.</p> <p>An increase in membership fees was agreed at the AGM in June 17 and has just taken effect, therefore no further increase is proposed. The budget needs to be formally agreed at the AGM so 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>
11	<p>General Updates: Sport England Project – Phase 3</p> <p>LGA Leadership pilot programme</p>	<p>HB – advised that the series of video testimonies have now been launched and, following on from the initial comms message, one is being featured in each CLOA e-bulletin. Viewing benchmarks pre-launch have been established and are being tracked to ascertain how the promotional campaign is working.</p> <p>Following on from the two pilots in Enfield and Southend it seems there are likely to be 7 further locations wishing to undertake the review process. This will run between May-October. As the LGRMs are no longer in post CLOA will be doing more of the initial support work prior to the expert advisors going onto site. However, the project makes provision for support in up to 20 further localities, so there may be additional uncommitted resources at the end of the project.</p> <p>The LGA and Sport England pilot two-day leadership programme specifically for officers took place on 26th - 28th February 2018 in Coventry. The aim being to help participants to:</p> <ul style="list-style-type: none"> • Influence transformational change, ensuring physical activity and sport is seen as part of the solution to improving outcomes for communities and individuals.

		<ul style="list-style-type: none"> • Develop and enhance collaborative leadership skills – focusing on strategic and collaborative leadership • Interact with other service areas, especially public health and health and wellbeing boards. • Improve working at the political interface. • Better articulate impact on outcomes, and how they are measured and evidenced. <p>CLOA were offered places for 6 people who are either may already be Heads of Service or emerging leaders.</p> <p>MA and DK attended as Observers and feedback on the content, format and overall perceived value of the programme. VB took part in the programme and reflected on her experience, noting there was an expectation that you would have a good understanding of the terminology involved.</p> <p>MA and IB took part in a teleconference about extending the programme.</p> <p>Action - LGA seeking feedback on how they can improve the programme so any ideas will be welcomed.</p>
	London CLOA	<p>HB - attended a London CLOA meeting on 21 March in order to talk about the benefits of subscribing, as a number of people attend meetings, but are not members. Also after 10+ years of being the Chair/Vice-Chair for CLOA London, Toni Ainge and Iain Varah have decided to pass their batons on. We are immensely grateful for their work over the last decade and a call was put out to London members. Ishbel Murray, Assistant Director Contracts and Leisure at Richmond and Wandsworth Council has expressed interest in taking over the role of Chair and Thorsten Dreyer, Strategy & Business Development Manager at Tower Hamlets has stepped forward for the post of Vice-Chair.</p> <p>Consideration needs to be given to ensuring good lines of communication remain open between the National and regional group.</p>
	Open Active	<p>Action – IB to speak to Ishbel re joining the CLOA Executive.</p> <p>JW – explained that the Open Active initiative aims to make physical activity opportunities searchable and bookable by attaching a widget to leisure facility system to extract relevant data. JW met with Imin who are designing a link to connect users to products.</p>
	Swim Group	<p>Action – JW will share a presentation to explain this in more detail.</p> <p>JW – advised that a swim summit will take place later in the year and that ukactive are linking some initiatives together. A curriculum swimming resource pack will be going out to schools; Year 6 attainment now has to be published and will provide a benchmark for the first time. SE had put out an advice note on swimming pool changing and transgender issues; it's being refined as it caused some controversy.</p>

	<p>SE Leisure Procurement Toolkit</p> <p>Sport England Professional Workforce – Think Tank events</p> <p>Workshop on national wellness hub programme</p>	<p>DK – highlighted some good practice around consultation on the re-design of changing rooms in Cambridge to meet evolving needs. A move towards more flexible and accessible changing facilities is required.</p> <p>Sport England is undertaking a major update of the Procurement Toolkit suite, with the guidance being shaped by consultation with the sector. CLOA have invited members to respond.</p> <p>JW - attended a workshop on 21/3 and raised issues around use of consultants and potential bias, terminology focusing on £, taking services back from private operators and the wider value of shared service and wider services in trust and how do we ensure all options are considered not just a rush to the bottom.</p> <p>It was a listening meeting with more discussion than we had previously. JW also raised DBOM (as well as wellness hubs) and pensions as well as the need to fully understand the implications of the Ealing ruling.</p> <p>JW & JR - attended a consultation on the professional workforce, which gave an introduction to the draft document; in terms of content apprenticeships weren't sufficiently referenced and the role of volunteers were not adequately covered, progression pathways and CPD were not discussed. The feeling was that we've been invited to submit at the end of the process.</p> <p>Action – IB to raise the issue of CLOA being repeatedly involved in consultation at the end of the process rather than at the beginning.</p> <p>DK – circulated a note on this initiative. A key point, being whilst there is enthusiasm to support co-location through community wellness hub, the caveat is where that meets local needs. DK is going to stand down from ukactive and there is an opportunity for someone else to represent CLOA.</p> <p>Action – need to identify another CLOA Executive member to fill this role.</p>
12	A.O.B	<p><u>LinkedIn</u></p> <p>Action - all Executive Members are requested to post their notes from meetings in the established Executive Members LinkedIn portal.</p> <p><u>Nominations to the Executive</u></p> <p>Nominations forms will be circulated on 14 May detailing the the process for re-election to the Executive Committee. There are now more defined expectations for nominees that will be monitored through self-assessment.</p> <p>There was some discussion about ensuring diversity amongst the Executive and seeking to bolster BAME/Disability representation.</p> <p>Action – HB to highlight that we are seeking to bolster the diversity of the Executive in the call for nominees.</p>
	Dates of next Executive	AGM Tuesday 26th June 2018, London City Hall

	meetings and forward plan	Host volunteers required for the following executive meetings: Sept 18, Jan 19 and April 19 SI – volunteered to host in Birmingham JW – volunteered to host in Nottingham
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