

This time last year I was being handed the CLOA Chair from Mark Allman and I was rather apprehensive about how I'd balance my role at Oxford with the responsibility of heading up our Association.

While it has been a challenge at times, it has also been incredibly rewarding and I've hopefully built on Mark's excellent work in his time as chair.

My main reflection of the past year is that I'm even more convinced of the importance of a well-functioning professional Association.

Our ultimate measure of success is the number of members we have, so it's great to see our membership continuing to grow and I'm pleased to say that we now have 287 members.

We had a positive response to our member's survey and reassuringly you told us that you're very satisfied with the membership offer. I am though very aware that we always need to strive to improve to make sure that CLOA continues to meet your needs.

The members' survey enabled us to refine our vision and aims, create a set of values, and develop a strap line. Our business plan explains how we will achieve our aims through ***excellent communication, strategic partnerships*** and ***improving sector leadership***.

### ***Excellent communication***

We have continued to improve our ebulletin so it not only summaries all relevant news, but also includes leadership and career development opportunities.

I have also made a number of short videos to personalise some of our communications.

### ***Strategic partnerships***

We have seen the sad demise of AD:UK who undertook some great sector development work. I would though like to welcome the AD:UK members who have joined CLOA and I very much look forward to working with the trustees and members who are joining our Executive.

In May 2018 we held the first Sports & Physical Activity Partnership where we met with the main public sector organisations to explore how can work better together on shared challenges. The initial meeting was in itself useful as it helped to strengthen our relationships. We are now working on how we can best use our collective influence to direct national debate and better join up our networks and regional work.

### ***Sector leadership***

The 'Commissioning for Local Authorities' work with Sport England has continued to progress and we are now in a third phase. The films that have been produced help explain how to effectively 'build cross sector relationships' 'shape the local offer' alongside a more

## Chairs Report 2017/2018

focused case study looking at the journey in Durham. We are now also co-ordinating focused strategic challenges in a number of locations, this is intended to help further position the contribution of sport and physical activity within the wider corporate commissioning agenda.

We have been working with Sport England and the LGA to support the pilot of a leadership programme for those with responsibility for sport and physical activity.

We are also working closely with Sport England to help ensure that the Leisure Procurement Toolkit is refreshed in a way that makes it of most use moving forwards.

We worked with the LGA and SPORTA on a guide that highlights options and best practice for the delivery of sport, leisure and physical activity services - [Active people, healthy places](#).

We have taken part in a number of strategic conversations with Arts Council England and take part in round table discussions regarding their ten year strategy for 2020-30 and the future of Creative People and Places programme. We are also very keen to develop a productive relationship with Arts Council Wales.

### **Much appreciated support**

I'd like to thank my colleagues on the Executive who have led on a number of important work streams with partners.

I would like to thank Heidi for her first class support and being the energy behind CLOA.

The Vice Chairs for their support and leading on key pieces of work- Polly Hamilton for her ongoing work with ACE and for representing CLOA on the Libraries Taskforce and Debbie Kaye, who has led our relationship with ukactive and greatly supported our work other key partners.

Mark has continued to be a tremendous support and he is working with me to maximise the potential of the new Sport & Physical Activity Strategic Partnership and continues to lead our work with Sport England.

It's also great that we have a new Chair and Vice-Chair for London CLOA and we have an aspiration to support more regional working over the coming months.

Thanks to our sponsors Xn and Mace, their ongoing support is really valued so please do make time to visit their stands today.

And finally to the Greater London Authority for hosting our AGM / conference – it is very much appreciated.

Ian Brooke – Chair of CLOA