

EXECUTIVE COMMITTEE MEETING MINUTES

Date:	Friday 27th September 19
Place:	Bute Suite, The Sport Wales National Centre , Sophia Close, Cardiff, CF11 9SW
Times:	1100-1600
Participants:	CLOA Executive – Val Birchall, Alison Hibbert, Caroline O’ Neill, Iain Varah, Julie Russell, Polly Hamilton, Stefania Horne, Sue Thiedeman, Vincent Paliczka CLOA Business Manager – Heidi Bellamy, LGA Observer – Ian Leete
Apologies:	Ian Brooke, Chris Holliday, Debbie Kaye, Ishbel Murray, Jane Wilson, Jayne Knight, John Wileman, Mark Allman, Matt Partridge, Nigel Lynn, Symon Easton, Tony Witton

	Item Description	Relevant business considered, facts noted, decisions taken and actions agreed
1	Welcome from host – James Owens, Head of Community Sport, Sport Wales	<p>James Owen gave an overview of the Vision for Sport across Wales based on feedback from end users and drawing on survey data to create the 9 conditions for participation. Sport Wales have responded to this vision by working towards a set of six strategic intent statements rather than specifying outputs that need to be met. This shift in approach has been positively received and has meant that governing bodies, local authorities and other partners can now focus on collaboration and innovation. The emphasis is on reflective practice, moving from measuring to prove, to measuring to improve. The remit of Sport Wales does not include a focus on the inactive, rather it is about giving young people the foundation skills and motivation to lead an active life as well as succeeding on the international stage</p> <p>Public Health Wales is leading on the inactivity challenge through Get Wales Active, which also involves ACW and other partners. Moving forward direct funding to LA’s will discontinue, instead Sport Wales will invest in partners who can deliver the Vision. In North Wales they have tendered for a preferred partner and activities will be delivered by a consortium of providers in future. The roll out will encompass the other regions by 2020.</p> <p>A new approach to measuring impact is also being developed.</p>

		CLOA Chair Val Birchall thanked JO for hosting the meeting.
2	Regional Working Chief Leisure Officers Wales (CCLOW) – presentation by Chair, Ian Jones	<p>IJ sent sincere apologies, as he was not able to attend this meeting in person. However, he had recorded an audio version of his presentation ‘Role of the Chief Culture & Leisure Officers group in developing our sectors’, which covered the key issues and challenges, governance structure and communication, purpose of CCLOW, shared outcomes and joined up action plans. CCLOW is not a subscribing membership organisation, so there is no funding for administration; as such capacity is an issue and there isn’t the ability to produce a regular ebulletin. Geography is another challenge and affects attendance at CCLOW meetings. However, there are increasing opportunities to use technology to better enable CCLOW members to participate.</p> <p>Following on from the presentation, which proposed that one CCLOW representative from the culture sector and one from the sport and leisure sector might join the CLOA Executive, C O’N was keen to explore how CCLOW could become a regionally affiliated partner to CLOA.</p> <p>As C O’N is already an Executive member, the CLOA Executive felt that it would be appropriate for IJ to be co-opted.</p> <p>Action – HB to formally invite IJ to join the CLOA Executive through co-option at the meeting on January 21st 2020.</p> <p>It was also noted that in future CCLOW could encourage those who are also members of CLOA to gain nominations to stand for the CLOA Executive through the usual process.</p> <p>Furthermore, VB encourage all Executive members to urge suitable colleagues to consider standing, so that we get a stronger geographic coverage including the NE and SW.</p> <p>There was also a general discussion concerning how CLOA can help to support the professional development of leaders in Wales, especially those who are coming to Leisure & Culture from other disciplines (such as Planning). While this is by no means a Welsh issue alone, there was support for promoting member development activities, which often involve CLOA members in a speaking capacity. The Executive was also keen to promote the value of CLOA as a learning and support network for colleagues in Wales.</p> <p>HB advised that in terms of membership there are currently only 16 members in Wales: 1 x Individual in Caerphilly, 3 x Corporates in Merthyr Tydfil, Carmarthenshire, Rhondda. The 3 month offer has been shared a number of times, however little take up so far. CO’N and HB have been consciously seeking to include more Wales specific articles in the ebulletin.</p> <p>The Executive felt that we need to understand why the 4 members</p>

		<p>have joined and the other 18 aren't interested.</p> <p>Action – HB/IJ/C'ON to liaise regarding issuing a survey with the aim of establishing which benefits the existing members in Wales value and what the non-members would want from CLOW/CLOA. This exercise could also produce some useful testimonials from existing members.</p> <p>Action - C O'N to share dates of future CLOW meetings, so that other members of the CLOA Executive can check whether they are available to attend and advocate closer working.</p>
3	Sian Tomos, Director, Arts Development Arts Council Wales - Update	<p>ST spoke about the Arts Council Wales (ACW) shift away from a top down approach to a focus on cultural democracy. ACW corporate plan – For the Benefit of All - articulates three key priorities:</p> <ol style="list-style-type: none"> 1.Promoting Equalities as the foundation of a clear commitment to reach more widely and deeply into all communities across Wales. 2.Strengthening the capacity and resilience of the arts enabling creative talent to thrive. 3.Working more effectively and efficiently – collaborating with like-minded partners <p>A major influencer for all the public bodies in Wales has been the Well-being of Future Generations Act. It has enshrined a longer term perspective and encouraged an integrated and collaborative approach through the five ways of working.</p> <p>Through the Cultural Goal there has been considerable success in embedding arts and cultural practice in other bodies. For example, ACW have an MoU with NHS Wales Confederation that has seen Arts & Health co-ordinators appointed in each regional health board. There are also strong links with Universities, Natural Resources Wales and National Trust with cultural practitioners in these bodies too.</p> <p>ST acknowledged that there is a weakness in terms of the ACW interface with LA's and this was something they were actively addressing. Lack of capacity was an ongoing challenge in providing specialist arts advice to 22 local authorities and all of the other public bodies in Wales.</p> <p>ACW will be launching new lottery guidelines and undertaking an investment review to embed the partnership and cultural democracy ethos and will be looking to communicate this more clearly.</p>
4	Minutes & matters arising Actions agreed with Tom Robbins at DCMS	<p>The minutes of the 25th April 2019 were circulated and agreed.</p> <p>HB provided an update on matters arising:</p> <p>Matt Partridge has had a further conversation with Tom Robbins at DCMS, as at the April CLOA Executive mtg a number of actions were minuted, but did not progress.</p> <p>Action - DCMS planning a symposium event planned for summer 2019 which CLOA could attend/support.</p> <p>Update - No date yet agreed.</p>

	Retired Members	<p>Action - DCMS are going to organise some regional road shows. CLOA are keen to help promote.</p> <p>Update - these did not happen as originally planned. There was just one event in Birmingham. On the back burner for now.</p> <p>Action – TR to advise whether there is a role for CLOA in the upcoming consultation on the Shared Prosperity Fund.</p> <p>Update - There may not be a consultation as such, but there could be some light touch engagement.</p> <p>DCMS also thinking about when to announce the UK City of Culture completion for 2025.</p> <p>Action – MP has booked another tel con for a couple of months' time and will feed back further at the January Executive meeting.</p> <p>The constitutional amend to re-introduce a nominal membership fee of £30 for Retired members was endorsed at the recent AGM. HB has written to those affected advising them of the change, which will take effect from April 20. One Retired member was extremely displeased with this move and has chosen to forego membership with immediate effect. Further may leave when the charge is introduced next year.</p>
5	Review of Strategic Partnership Plan	<p>The Strategic Partnership Plan was re-circulated in advance of the meeting.</p> <p>There was a feeling amongst those in attendance that the Executive's capacity could be better directed if the list of partners was rationalised by prioritising those with whom we already have shared interests or there is a tangible need to develop a relationship. A conversation followed whereby the Executive prioritised the organisations using RAG rating.</p> <p>There is also a need to cluster the prioritised relationships under sub-headings, and group the Executive Members so that they can convene themselves into virtual or physical meeting discussions to agree actions before the January Executive meeting.</p> <p>Action – HB to update the Strategic Partnership Plan by clustering the prioritised relationships under sub-headings and then re-circulate to the Executive.</p> <p>Action – Workstream leads to co-ordinate discussions, identify actions and refine outcomes.</p> <p>Action - Relevant conversations/meetings should be reported back via the Executive LinkedIn Forum and a verbal summary update given January Executive meeting.</p> <p>Action - VB asked HB to ensure that the Strategic Partnership Plan become a standing agenda item.</p>
6	Feedback from AGM and initial discussion regarding	<p>HB circulated a feedback report based on the post AGM survey.</p> <p>This event attracted the highest number of recorded registrations for an AGM, topping last year's record. Furthermore, it was attended by 5 non-members each paying £85 to attend the conference, which</p>

	options for 2020	<p>helped towards the hospitality and means that the net event cost was reduced to £976.</p> <p>Venue - Whilst some feedback suggested that a location outside of London for 2020 would be welcomed, the Executive Committee noted that attendance trends indicate the locations that attract more members are in or just outside of London. Also the journey to London is viable for the majority of members.</p> <p>ST has been investigating a number of options such as the Guild Hall Art Gallery. However, this cannot be made available for our use F.O.C. Arts Council England is holding a room, however this would be in the basement and whilst Executive members were grateful for the offer, felt other options could be more appealing.</p> <p>Action – ST to advise ACE that we don’t require the room for our AGM, however we would be very pleased to take up the offer of a room for our September 2020 Executive mtg.</p> <p>SH advised that she has contacts at Twickenham Stadium. This was felt to be good choice, both in terms of location and interest.</p> <p>Action - HB to send SH some information regarding our likely requirements. SH to also investigate the potential for a tour of museum.</p> <p>Other locations mentioned if Twickenham is unavailable were Central St Martins and the Churchill Rooms in Houses of Parliament. The later would require the sponsorship of a peer. IL offered to assist identify a member in the Lord if necessary.</p> <p>Speakers/activities - this year there was a conscious focus on interspersing the speaker’s contributions with activities. This received a mixed response. However, the Executive members in attendance were keen to pursue the inclusion of interactive elements, with a focus on creative activities in 2020.</p> <p>Action - All to think about creative participatory activities that could be offered.</p> <p>The optional activity at the close of conference remained popular and it was agreed that we should continue to offer this if possible.</p> <p>The Executive then discussed potential speakers and the following were suggested:</p> <p>It was agreed that in the current climate there is a need to highlight ways of bringing communities together.</p> <p>Action - PH to approach lead for Creative, People and Places, re contributing and highlighting relevant case studies.</p> <p>This might also provide some opportunities for creative participation through organisations such as Heart of Glass and/or Appetite.</p> <p>Widening community engagement and enhancing public value was also suggested. C O’N suggested Lisa Baxter from The Experience Business.</p>
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7	Topics for the forward agenda	<p>It had previously been suggested that future meetings should have a topic for in-depth exploration and that the wider membership should be invited to attend. These general interest sessions would be held in the morning and the business of the Executive would be conducted after lunch. Two topics have been proposed:</p> <ul style="list-style-type: none"> • Decline of Music education in schools. <p>This was suggested at the April 19 mtg and the proposal was to invite a few guests who could debate this such as Incorporated Society of Musicians who are leading the #Baccforthe future campaign, the APPG for Music Education.</p> <p>The Executive felt that this might be too niche and would benefit from being broadened to Cultural education.</p> <p>It was noted that recently a report on the Cultural Education partnerships had been published by ACE.</p> <p>JR advised that there is a research project underway in Wakefield which is assessing the benefits of introducing opera and the performing arts into the curriculum.</p> <p>The RSA Cities of Learning projects in Brighton & Plymouth were suggested, the aim of these is to create new pathways into learning and employment by connecting and amplifying formal, informal, and in-work learning opportunities that exist across a place.</p>

		<p>C O’N suggested that links to the expressive arts agenda in Wales could also be highlighted.</p> <p>In order to balance the agenda VB suggested that the hosts Coventry City Council could talk about the impact of being European City of Sport 2019. There will also be an optional tour of new Wave facility, so attendees will be invited to bring swimmers!</p> <p>Action – HB to liaise with relevant Executive members to develop the agenda content further.</p> <ul style="list-style-type: none"> • Climate Emergency <p>HB had been approached by Leisure Energy seeking an audience with the CLOA Executive. However, subsequent email exchanges with MA/IB’s suggest this ought to be a wider topic encompassing elements from plastic free and events/leisure centres through to Active travel and clean air. Furthermore, IL advised that 200 authorities have now declared a climate change emergency and C O’N added that the Welsh Government have also declared an emergency. Suggested speakers were Julie’s Bicycle who is leading work in this field and also Melvin Benn managing director of Festival Republic.</p> <p>Action - HB to contact potential speakers and develop an agenda for the April meeting in Walsall.</p> <p>The Executive felt that these meetings might also provide a platform to grow the membership and link to the existing ‘3 months free trial’.</p> <p>Action – HB to promote both meetings to the whole membership via LinkedIn and existing members invited to bring a non-member in a neighbouring authority.</p>
7	<p>General Updates: Navigating Local Systems</p> <p>Local Government</p>	<p>HB – circulated the Places Briefing for Navigating Local Systems, which is the 4th phase of the ongoing Sport England Commissioning project. The approach has been significantly revised and a ‘Test and learn’ will take place in 3 localities – Liverpool, Luton and Wakefield between September and December 19.</p> <p>Facilitators have been drawn from the Leadership Centre and Collaborate, alongside Deb Watson who worked on previous phases. Martyn Allison remains the Strategic Advisor for the project.</p> <p>It is anticipated that the ‘Test and learn’ phase will cost £54,400. In addition to drawing on the residual funds from the previous phase, a further £20,288 will be invested by Sport England.</p> <p>There will be a comprehensive two-pronged evaluation in Jan/Feb 20 to understand a) the progress, change and learning in each individual place and b) establish if the approach and process is something more places could benefit from, what, if any, are the changes needed to improve it to make it more effective.</p> <p>The next LGPAP meeting will be on 13th November. The group is looking to retain the services of Johnathan Ives, Editor of The Leisure</p>

Physical Activity Partnership	<p>Review to assist with preparing articles and cascading for publication. The next 'think piece' will be around Systems Leadership. The group is looking to identify up to 5 colleagues from different places who are taking a whole systems approach and invite them to contribute to the Think Piece.</p> <p>Action – Other volunteers to contact IB for more information.</p> <p>Action - JR to feed in drawing on NLS experience and also work with PH and Yorkshire Sport.</p>
Libraries Connected Leadership Fund bid	<p>VB was unable to participate in a recent meeting to discuss CLOA's involvement with Libraries Connected Transforming Leadership project, which will see CLOA provide mentors from the membership for 15 emerging leaders to help build a more diverse workforce for the future. It is understood that Libraries Connected are going out to tender for the delivery and evaluation of the programme.</p> <p>Action – HB to obtain an update from Sarah Mears the project lead.</p>
Sport and serious violence workshop	<p>AH represented CLOA at a DCMS workshop in London to discuss working together to tackle serious youth violence, which was facilitated by Sport England and attended by a number of voluntary groups, Government Departments, but not many LA's.</p> <p>Action - AH to circulate a summary of the session and share the presentation with the Executive.</p>
ukactive - joint planning session	<p>JR – Circulated a summary paper that provided an overview of the ukactive priorities. JR felt it important to further investigate where strategic priorities align to form the basis of a proposed MOU between the organisations. It was agreed that lead representatives from the physical activity workstream such as IB, JW and JR would meet with ukactive to establish the synergy moving forwards. IL requested involvement and agreed to host the meeting at LGA offices in Smith Square.</p> <p>Action - HB to co-ordinate a date for this discussion via Doodle.</p>
Libraries taskforce	<p>The Libraries Taskforce are considering the value of updating the library and archive Standard Charge guidance to assist local planning and regeneration teams include all cultural provision in section 106 agreements with developers. CLOA Members views were sought through through the LinkedIn forum as to how helpful it would be to have an updated document. However, we only received 1 comment. Executive members felt that there would be no support for a renewed standard charge guide.</p> <p>Action – IV to feed back to Libraries Taskforce.</p>
LGA update	<p>IL advised that the new Culture, Tourism & Sport board meets for the first time on 4th October; they will decide what the priorities are for</p>

		<p>the coming year.</p> <p>A rural conference in partnership with ACE is planned for 11 February 20.</p> <p>A Social Prescribing handbook is being developed for launch in January 2020, and there will also be a conference on 22 April 20 specifically dedicated to this topic for council culture and sport services.</p> <p>Tom Fleming consultancy and We Made That are developing a cultural strategy in a box for the CTS Board. This will be launched at the CTS conference, which will take place on 2/3 March 20 in Portsmouth and focus on making the most of your heritage assets.</p> <p>Also, LGA are looking at what councils can do to create an environment for the creative industries to flourish, with a particular emphasis on digital connectivity.</p> <p>Over the coming months there will be a further 7 Library Peer Challenges and 3 Cultural Peer Challenges.</p> <p>In reviewing the reach of the Improvement offer funded by ACE and Sport England, IL advised that 63% of LA's in England have been supported.</p> <p>Action – IL and HB to look at overlaying LGA interventions with CLOA reach</p> <p>LGA are mapping the references to culture in Industrial Strategies and want to link this to the searchable ACE dashboard; and are considering what an improvement offer for councils on local industrial strategies could look like. Some guidance has already been published here.</p> <p>Lauren Lucas has taken up an Advisor job share post with Sam Ramanah.</p> <p>A Parks satisfaction question will be added to the LGA resident's survey alongside, culture and sport lines of enquiry. Previous satisfaction surveys can be found here.</p> <p>LGA are working with the Tourism Alliance to clarify the position on the tourism levy. The LGA is exploring the position of councils on a tourism levy, and developing a national position.</p>
9	Upcoming consultations	<p>CLOA submitted a response to Arts Council England's new ten-year strategy, with input collated via the Executive LinkedIn forum and contributions from the Chair and Vice-Chair. It has been made available to the whole membership through the website and LinkedIn forum.</p> <p>VB reiterated the importance of ensuring that we are prepared for future consultations and have sufficient capacity to respond in a timely manner.</p> <p>Action – All to notify HB when they are made aware of relevant consultations.</p> <p>JR advised that Creative England and Creative Industries Federation</p>

