

## EXECUTIVE COMMITTEE MEETING MINUTES

<b>Date:</b>	<b>Tuesday 21<sup>st</sup> January 2020</b>
<b>Place:</b>	Coventry Transport Museum, Millennium Place, Hales St, Coventry CV1 1JD
<b>Times:</b>	<b>1100-1630</b>
<b>Participants:</b>	CLOA Executive – Val Birchall, Alison Hibbert, Caroline O’ Neill, Debbie Kaye, Ian Brooke, Iain Varah, Ishbel Murray, Jane Wilson, Jayne Knight, Matt Partridge, Nigel Lynn, Polly Hamilton, Stefania Horne, Sue Thiedeman, Symon Easton, Tony Witton, Vincent Paliczka, CLOA Business Manager – Heidi Bellamy
<b>Apologies:</b>	John Wileman, Julie Russell, Mark Allman, Chris Holliday, LGA Observer – Ian Leete

	<b>Item Description</b>	<b>Relevant business considered, facts noted, decisions taken and actions agreed</b>
1	Co-option of Ian Jones	In order to formalise links with Chief Culture and Leisure Officers Wales as agreed at the last meeting, Ian Jones, Head of Leisure for Carmarthenshire County Council was co-opted to the Executive and welcomed by the Chair.
2	Minutes & matters arising  Nicola Haymes, Improvement Adviser - Culture & Sport, LGA join the discussion via Skype	<p>Minutes of meeting 27th September 2019 were circulated in advance of the meeting and agreed as an accurate record.</p> <p>Matters arising</p> <ul style="list-style-type: none"> <li>• Cold spots in engagement from CLOA/LA data</li> </ul> <p>At the last CLOA Executive meeting, it was agreed to cross reference the LA’s that LGA have not yet engaged through the Improvement Programme with those that are not CLOA members.</p> <p>This exercise is now complete and whilst 75% of the sector have engaged, there are 91 ‘cold spots’ across England and Wales. As such, there is a clear opportunity for a combined effort to engage with these localities.</p> <p>PH felt there are a number of LAs on the list who are reasonably well-resourced and high performing in terms of their provision – so perhaps we would want to engage with them for different reasons – what they can contribute, their leadership role and how they can build their profile and improve their practice from good to great as a result of this engagement. There are others at the opposite end of the spectrum who stand to benefit from engagement on the basis</p>

		<p>that they are in need of support.</p> <p>HB &amp; NH advised the group that contact by a peer and word of mouth are the most effective ways of engaging people.</p> <p>As such, LGA are proposing to commission a regional improvement peer to contact a selection of those localities not engaging with either CLOA or LGA and do some market research into why. Is it because:</p> <ul style="list-style-type: none"> <li>• Lack of capacity</li> <li>• Lack of interest</li> <li>• Getting on fine</li> <li>• Other priorities</li> <li>• Unaware of the offer</li> <li>• Wrong sort of offer (If so, what is needed?)</li> </ul> <p>It wouldn't be the level of detail of CLOA's earlier membership survey on improvement support, but more about general principles (bespoke support vs leadership training etc).</p> <p>LGA can invest some funds into this research from April, but need some match funding, or in-kind contribution, from CLOA to co-badge.</p> <p>VB advised that in terms of a CLOA contribution, this needs to be 'in-kind' through the Executive input and some of HB's time to support taking it forward.</p> <p><b>Action - The Executive agreed to partner LGA on the Cold Spots work on the basis of in-kind support.</b></p> <p>A practical next step would be to circulate the list of cold spots to the whole Executive and pool local knowledge on the location, potential reason for non-engagement and suggested lead Culture/Leisure contact.</p> <p><b>Action - C O'N offered to undertake this exercise in Wales involving WLGA.</b></p> <p>DK suggested that once this is achieved a further stage might be to cross-reference the locations with inactivity/participation data and index of social deprivation to identify some priority areas.</p> <p>C O'N offered to undertake this exercise in Wales involving WLGA.</p> <p><b>Action – HB to circulate list and collate comments then share with NH &amp; IL.</b></p> <p><b>Action – IL &amp; HB to liaise further regarding interrogating the available data.</b></p> <ul style="list-style-type: none"> <li>• Survey of Welsh members and non-members</li> </ul> <p>At the Executive Committee meeting in Wales on 27th September 2019 it was decided to issue a survey to Welsh members of CLOA to establish how they valued their existing membership and what they wanted to support them face the current challenges and those of the future.</p> <p>Given the low take up in CLOA membership within Wales, a concurrent survey was also agreed for circulation via The Chief Culture and Leisure Officer group Wales (CCLOW).</p>
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3	AGM venue update and potential speakers	<p>SH undertook some liaison with Twickenham to explore using the venue as a location for our AGM and conference; however, the costs were proving prohibitive. MA then contacted Steve Grainger the RFU Development Director, and this will result in a more affordable package deal for us (under £1500 details tba at a meeting on 11/2/20) that will see RFU hosting the event in the Members Lounge.</p> <p>It is hoped that we will be able to offer a tour of the museum as an optional activity at the close of conference.</p> <p>The proposed date will be <b>Tuesday 23rd June 2020</b>, so please hold this in your diaries.</p> <p>They have also offered to host a dinner on evening of 22<sup>nd</sup> in the Presidents Suite and would like to invite c.10-12 Executive Committee members to discuss the current NGB/LA landscapes and how we may be able to work more effectively together.</p> <p>The following Exec members expressed an interest in joining the session: - MA, VB, AH, DK, SE, IB, IM, SH, IV. It was also suggested that CH and JW may be interested.</p> <p>At the last Executive meeting it was agreed that in the current political there is a need to highlight ways of bringing communities together. VB proposed that we confirm the theme for the conference as 'Bringing Communities Together' and that potential speakers are invited on this basis and briefed accordingly.</p> <p>On this basis the Executive reviewed and refined the speaker longlist drawn up at the last meeting:</p> <p><b>Action - PH to approach lead for Creative, People and Places</b>, re contributing and highlighting relevant case studies.</p> <p>This might also provide some opportunities for creative participation through organisations such as <a href="#">Heart of Glass</a> and/or <a href="#">Appetite</a>.</p> <p>Widening community engagement and enhancing public value was also suggested. C O'N suggested Lisa Baxter from The Experience</p>

		<p>Business.</p> <p><b>Action - HB to liaise with C O’N re issuing an invitation.</b></p> <p>Violent crime and the role of our sector in contributing towards the prevention agenda and community cohesion was considered key.</p> <p><b>Action - HB to liaise with AH re securing input from a compelling speaker and ex-gang member who contributed to a recent SE/Cabinet Office workshop.</b></p> <p>JK suggested <a href="#">Dr Daisy Fancourt</a> of UCL, influential researcher, recent publications include ‘<a href="#">What is the evidence on the role of arts in improving health and wellbeing</a>’, which won a WHO award for the most downloaded publication of last year.</p> <p><b>Action - HB to approach</b></p> <p>To offer a balanced programme there needs to be some content that will appeal to sport and leisure professionals.</p> <p>IM has links with the Harlequins who use Twickenham as their home stadium and also suggested inviting Lawrence Dallaglio former England captain.</p> <p>DK felt that it would be better to challenge the stereotype and invite a speaker to give an address on the emergence of women at an elite level and also grass roots, suggesting Deborah Griffin the first female member of the RFU to be elected to the World Rugby Council. DK is speaking at a conference with her soon and offered to make an initial approach.</p> <p><b>Action – HB to liaise with DK re issuing an invitation.</b></p> <p>IB recommended that we also strive to ensure speaker diversity in the final programme.</p> <p>Other speaker suggestions included:</p> <p>JK - the Creative Industries Strategy in Leeds is strong and considers inequality in economy and inclusive growth, so may be worth considering as a case study.</p> <p>SH - Dan Raven-Ellison who is leading the campaign to make London the world’s first National Park City.</p> <p>ST - Dan Jarvis MP, Mayor of Sheffield City Region, who has committed a significant proportion of the budget to active travel and culture.</p> <p><b>Action – HB to send outline details for the conference to the shortlisted potential speakers detailed above.</b></p> <p><b>Action – HB to co-ordinate a draft programme and seek further input from a working group comprising of VB, ST, SH, C O’N, DK, PH and AH</b></p>
4	Navigating Local Systems	<p>Sport England have now formally awarded a further £20,288 to fund the ‘Test and learn’ phase of Navigating Local Systems in 3 localities – Liverpool, Luton and Wakefield.</p> <p>A progress report has been produced by Martyn Allison, Strategic Adviser to the project, which highlights a number of challenges for the</p>

		<p>pilot process. There will be an evaluation session for facilitators, places and those involved on the Advisory Board on 18 &amp; 19 March 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><b>Action – HB, IB, JW and MA to attend and feedback</b></p>
5	Finance update	<p>A financial update was circulated in advance of the meeting. VP talked through the budget variables and highlighted that currently our Finance Manager anticipates a surplus of around £4000 will be generated. Membership currently stands at 317 with 83 Individuals And 39 Corporate members. (Plus 29 people on the free 3 month trial through uptake from the Welsh survey and also a special Xmas offer) DK – raised a query around adding further officers to Corporate membership beyond the allocated 6 for a modest additional fee. This prompted discussion around supporting emerging leaders, with the Executive divided in opinion, as protecting seniority of membership was also seen as an important characteristic of the association. Furthermore, there are implications from a constitutional perspective that would need to be considered. JW – mentioned that Arts Professional have a model whereby a licence to share unlimited information can be purchased.</p> <p><b>Action – VB asked for this to be rolled forward as an agenda item at the next meeting.</b></p>
6	Strategic Relationship Plan	<p>Following on from the rationalisation of the Strategic Partnership list and allocation of priority ratings at the September Executive meeting, the Vice-Chairs and Chairs held a teleconference to discuss how best to progress.</p> <p>DK – gave a short introductory presentation to prompt thinking about our key strategic relationships asking the Executive:  What we want to achieve, whether we have the influence we need and are directing effort in an organised effective manner?  Are we clear on the CLOA position when representing the association at meetings? Is the workload effectively distributed?  Those attending then broke into small discussion group's to consider what relationships are working well and why? Are we focusing on the right priorities? What do we need to do differently?  The groups then fed back on their key discussion points.</p> <p><b>Action - HB to circulate the presentation with the minutes</b>  <b>Action – DK and PH to circulate a paper that makes recommendations for a refreshed approach before next Exec mtg.</b></p>
7	Sponsorship of CLOA	<p>MACE has advised that they will not be renewing their sponsorship arrangement at the end of the month.</p> <p>MP – has contacted Richard Smith to ascertain the reasoning and will</p>

		<p>keep us updated.</p> <p>HB asked Exec Members to consider potential organisations where they have a personal contact, as this is usually more fruitful than a 'cold call'.</p> <p>AH - has approached Morgan Sindall Investments.</p> <p>ST – offered to pick up with Elephant again</p> <p>C O’N – suggested Baker Richards, consulting services and software for the cultural sector.</p> <p>SE – mentioned that Substrakt may be interested.</p> <p><b>Action - HB to circulate sponsorship package info to the Executive members detailed above.</b></p> <p>HB - mentioned that recently tmp.worldwide - a PeopleScout Company paid £100 for a job advert in the ebulletin. Whilst this is a free benefit for members, the Executive are encouraged to pass on approaches from recruitment consultants so that we can seek to replicate this income generating approach.</p> <p>Invitations received</p> <ol style="list-style-type: none"> <li>1. The launch of the National Archives Trust on <b>Tuesday 11 February</b> 8:30 - 21:00 With special guest The Rt Hon Sir John Major CH</li> </ol> <p><b>Action - IM volunteered to attend and feedback via LinkedIn.</b></p> <ol style="list-style-type: none"> <li>2. What Works Wellbeing: five years on - <b>12 Feb 2020, 3-5.30pm</b>, with a drinks reception until 7.30pm</li> </ol> <p><b>Action - TW volunteered to attend on behalf of CLOA.</b></p> <ol style="list-style-type: none"> <li>3. PH asked for whether anyone could contribute to the LGA Leadership training for Elected members on 31<sup>st</sup> Jan. The session is titled <i>Working in Partnership: Getting the best from your officers</i> and PH has a pre-prepared slide deck.</li> </ol> <p><b>Action - VB offered to lead the session if available or alternatively ST.</b></p> <p>LGA update</p> <p>IL sent apologies and advised that LGA have a free conference on encouraging rural creativity and culture in Cambridge on 11 February. LGA has accepted a place on the steering board of the Sater-Batson commission. The Commission is concerned with inequality that reduces the chances of young people adopting an active lifestyle and gaining all the social and physical benefits being active can bring. LGA CTS team are agreeing a new programme of improvement for 2020/21 with Sport England, and expect the programme of councillor and officer events to continue.</p> <p>The CTS Board will be agreeing <a href="#">a detailed work programme</a> on 21st Jan, to deliver against their priorities.</p> <p>CLOA reviewed the draft LGA <i>Cultural Strategy in a Box</i> toolkit, which has been produced by We Made That.</p> <p>VB - attended a meeting regarding <a href="#">the Centre for Cultural Value</a> – we</p>
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	A.O.B	<p>have been invited to become an affiliate member – the Executive agreed.</p> <p>ST - advised that Historic England will soon be consulting.</p> <p><b>Action - ST to upload the information onto LinkedIn for collective comment.</b></p> <p>IB – attended a Sport England consultation workshop. It was noted that we need to be prepared to contribute a coherent, collective response to the new strategy.</p> <p><b>Action – IB to share any consultation documents on LinkedIn to secure input from the wider Executive.</b></p> <p>IB also mentioned that Local Government Physical Activity Partnership (LGPAP) has recently held two workshops on systems change, which will lead to a think piece, webinars and an animated video.</p> <p>CON &amp; IJ have been invited by WLGA to present on Welsh Government priorities moving forward.</p>
	Dates of next Executive meetings	<p>Dates of next Executive mtgs:</p> <p><b>Wednesday 22<sup>nd</sup> April 2020</b> <a href="#">Forest Arts Centre</a>, Walsall</p> <p><b>Tuesday 23<sup>rd</sup> June 2020</b>, AGM and annual conference, <a href="#">Twickenham</a></p> <p><b>Friday 25<sup>th</sup> September 2020</b> Arts Council England Offices, London</p>