

### Overview

The Chief Cultural & Leisure Officers Association (CLOA) is the professional association for strategic leaders managing public sector Culture, Arts, Heritage, Tourism, Libraries, Parks, Sport and Leisure services.

The CLOA Executive is elected representatives of CLOA and plays a leading role in the Association's work.

Individual Members from a Local Authority or Trust have the right to stand annually for election to the Executive Committee. There can be up to 20 Members of the Executive.

CLOA's mission is to be the lead body that advises on, advocates and champions culture and leisure on behalf of sector professionals, locally, regionally and nationally.

Our vision is that every locality has a thriving, high quality and distinctive cultural and leisure offer.

We have two clear strategic aims which are :-

- Providing **quality advice and support** to senior officers to develop and sustain best practice.
- Providing an **informed and coherent voice** at a national level to champion, support and advocate for best practice in local government culture and leisure development and delivery.

In undertaking your role as a member of the CLOA Executive, your actions should contribute to outcomes in support of the mission, vision and objectives.

### Time investment

The Executive meets 3 times a year in September, January & April; this meeting may be held virtually or in person and last around 3 hours. There is also an AGM, which is usually held in June each year.

It is anticipated that Committee members will attend a **minimum of 2 meetings** per year in addition to the AGM.

Furthermore, there will be up to a further 4 virtual 1 hour meetings during the course of each year. Where possible we anticipate that people will prioritise these meetings, as these are useful for addressing specific issues and helping to develop the strategic direction of CLOA.

You will also be invited to take the lead on designated Strategic Relationships or support work streams which draw on your area of specialism and expertise.

This will involve investing additional time in attending meetings and commenting on papers; where possible this should be undertaken virtually.

### Responsibilities

As a membership association we have a clear set of values that inform our activities:

- We strive for **Excellence**
- We succeed through **Collaboration**
- We value our **Independence**
- We always work with **Integrity**

Below are examples of the responsibilities that it is anticipated those appointed to the CLOA Executive Committee will undertake:

- Remain up to date with the business of the Executive Committee by reading all relevant papers circulated by the Business Manager.
- Take the lead on designated Strategic Relationships or support work streams. Provide written or verbal feedback at the quarterly Executive meetings.
- Participate in working groups where required, such as the AGM working group.
- Contribute articles/writing blogs/submitting case studies/speak at conferences on behalf of CLOA.
- Facilitate, provide content or participate in virtual roundtable discussions with the wider membership.
- Submit evidence to sector Inquiries/participate in consultation exercises on behalf of CLOA.
- Take the lead on a regional basis – for example London, Wales.
- Encourage colleagues to join CLOA and contact new members from the local area when they join to welcome.
- Identify new sponsors and formulate an introduction.

### Communication

It is expected that Executive Committee Members will use the dedicated [Executive LinkedIn Forum](#) to ensure that there is clarity on the CLOA position prior to meetings where decisions or approaches may be agreed.

Engaging with the wider membership on issues that matter to them should be undertaken via the [Members LinkedIn Forum](#).

Feedback after key meetings should also be channelled through these forums.