

EXECUTIVE COMMITTEE MEETING MINUTES

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| Date: | Tuesday 28th April 2022 |
| Place: | Virtual via Microsoft teams |
| Times: | 0930 – 1300 |
| Participants: | CLOA Executive – Debbie Kaye, Caroline O’ Neill, Ian Brooke, Julie Russell, Iain Varah, Ian Jones, Vincent Paliczka, Matt Partridge, Ishbel Murray, Karen Whitfield, Mark Allman, Val Birchall, Symon Easton, Tony Witton CLOA Business Manager – Heidi Bellamy LGA Observer – Samantha Ramanagh |
| Apologies: | WLGA Observer – Sharon Davies, Nigel Lynn, Sue Thiedeman, Jayne Knight, Stefania Horne, John Wileman, Jane Wilson |

| | Item Description | Relevant business considered, facts noted, decisions taken and actions agreed |
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| 1 | Minutes & matters arising | <p>Minutes of meeting 29th September 2021 were circulated in advance of the meeting.</p> <p>VP - advised of a correction to the minutes on P5 ‘Delegated authority, <u>subject to consultation with the Vice Chairs and Honorary Treasurer</u>, be given to the Chair to utilise up to £2000 of the Undesignated Reserves with a report to the next Executive Committee meeting highlighting the use to which the resource was/will be put.’</p> <p>VP – requested that a change in process be adopted for signing off future minutes; that any meetings covering items relating to the budget/reserve, be sent to the Honorary Treasurer, in addition to the Chair and Honorary Secretary, for approval prior to wider circulation.</p> <p>DK – also requested that actions from the minutes be added in a table format to a cover email, so that they could be readily identifiable.</p> <p>Action – HB to note process change for signing off draft minutes and to include a table of actions in future.</p> |
| 2 | Draft Budget | <p>A draft budget for 22/23 was circulated in advance of the meeting.</p> <p>VP - talked through the budget projection, which is based on static membership retention.</p> |

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| | | <p>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>The Executive approved the budget for presentation at the Annual General Meeting on 22nd June.</p> <p>The increase in membership subscriptions, which was agreed at the last meeting, will also need to be ratified at the AGM prior to taking effect in April 23.</p> <p>Action – HB to circulate the budget along with final event details</p> |
| 3 | Constitutional amend – allocated places on the CLOA Executive | <p>Following a vote of support at the last meeting for the principle of allocating places on the Executive for aspiring leaders from under-represented groups, HB circulated a draft constitutional amend. It was unanimously agreed by all those in attendance.</p> <p>At the forthcoming AGM, CLOA members will be asked to approve this resolution that allocates up to 4 places for aspiring leaders from under-represented groups.</p> <p>Action – HB to circulate constitutional amends with AGM papers</p> |
| 4 | Update on the EDI Action Plan | <p>As part of our EDI Plan a commitment was made to the visible demonstration of best practice. Since the last meeting many of the Executive have confirmed their personal pronouns for use on the website http://cloa.org.uk/about/cloa-executive/</p> <p>To emphasise that we are striving to be representative and inclusive in approach and looking to welcome people onto the Executive who can help diversify our thinking, two informal chat sessions have been scheduled and promoted:</p> <ul style="list-style-type: none"> •Friday April 29th 1100-1130 (7 attendees) •Thursday May 5th 1500-1530 (2 registered) <p>These will be hosted by DK and VB; the hope is that this will encourage aspiring leaders from underrepresented groups to put themselves forward for nomination to the Executive. 3 people signed up for the first session and a further 4 joined, as the meeting links had been publicised in the ebulletin to further remove barriers.</p> <p>DK – asked the Executive whether there were any members in their own teams who or colleagues in neighbouring authorities who might be from under-represented groups and interested in career progressing through becoming a member of the CLOA Executive Committee.</p> <p>Action – HB to re-circulate the information about these events to the Executive.</p> <p>HB has also reviewed the database to compile a list of known CLOA members from under-represented groups, so there is now potential for a more personal approach should this be deemed appropriate in future.</p> <p>Action - DK and HB to review need, following the initial ‘chat’ sessions.</p> |

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| 5 | Promotion of CLOA – proposal for social media campaign | <p>In advance of the meeting a proposal was circulated to develop more dynamic content in order to engage with younger and aspiring leaders in a personable way.</p> <p>The idea is to use video content to capture viewers interest via easily digestible snippets of no more than a minute.</p> <p>The messages will include highlighting the benefits of being a subscribing member of CLOA and also of being involved in the CLOA Executive Committee.</p> <p>The aim is for the content to have a professional, yet authentic feel and Big Wave Marketing have quote in the region of £1950 + Vat for helping to curate the narrative and content.</p> <p>In principle the Executive supported allocating funding from the reserve and made the following comments/suggestions:</p> <p>IM – felt it a good idea and could also be used as a promotional tool for engaging strategic partners. She asked whether we should set some targets around what we want to achieve – i.e. how many new members we anticipate recruiting, how many new Executive members.</p> <p>JR - thought it a good idea, but cautioned that we need to make sure we are representative of the audience we want to attract in terms of protected characteristics and the next generation.</p> <p>TW – suggested that we get a university media course involved to secure a fresh view and do something more unexpected.</p> <p>DK – advised that a colleague at CCC, Akua Obeng-Frimpong, has contacts with Anglia Ruskin University and so as the filming is likely to take place in Cambridge, we could reach out to them.</p> <p>HB – invited people to volunteer to contribute by offering to be filmed talking about the value of membership such as how it has supported their career, broadened their networks, etc. Ideally we need at least 3 cameos.</p> <p>MP - volunteered to take part.</p> <p>DK – suggested extending the afternoon to the wider membership by featuring a topical presentation about CCC Region of Learning project, which is part of the Cities of Learning Framework.</p> <p>Action – HB to explore opportunities to connect with media students.</p> <p>Action – HB to work with Big Wave to develop the concept.</p> <p>Action – Executive members to consider volunteering.</p> |
| 6 | Strategic Relationships update | <p>Following the last meeting volunteers were asked to step forward and to provide extra capacity for some strategic relationships.</p> <p>Thanks go to the following people for offering support:</p> <p>ACE - Symon Easton and Karen Whitfield</p> <p>NLHF – Stefania Horne, Vincent Paliczka and Symon Easton</p> <p>Sport England – Iain Varah</p> |

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| | | <p>A summary document updating on the key strategic relationships was circulated in advance of the meeting.</p> <p>Leads for the various strategic relationships emphasised specific issues and opportunities that needed the Executive input/steer.</p> <p>MA – advised that he is working with APSE exploring collaboration potential around the APSE performance networks and Sport England Moving Communities platform. Furthermore, Ruth Alleyne will be leaving Sport England in the near future and so there is a need for CLOA to develop new relationships with the organisation.</p> <p>IJ – advised that WLGA have been asked to support to the established cultural and leisure officers’ groups in Wales, which will bring capacity and strengthen the connection through to CLOA.</p> <p>VB – advised that the next ACE stakeholder meeting is 14th June at 2pm. As she is unable to attend could KW, JW, TW or SE represent CLOA?</p> <p>Action – VB to liaise and advise ACE on who is deputising at next mtg.</p> <p>MA – advised on the focus for LGPAP :-</p> <ul style="list-style-type: none"> • Developing and expanding our work on securing the future of public sport and leisure service report. • Climate change and addressing the need to redesign and reshape our current leisure and cultural facility stock. • Leadership development and upskilling the sector. • Addressing the wider role of physical activity. • Understanding the Integrated Care System, and the role of public physical activity service provision within the system. <p>A working group has been set up to refine those priorities and develop an action plan, comms plan to identify who needs to be influenced moving forwards.</p> <p>It was noted that Alison Burfords’ secondment from Visions RCL has been really valuable. However, IV flagged up that this cannot extend beyond the agreed 6 month period without funding. LGPAP have discussed this and are looking at options.</p> <p>DK – gave an update on JW’s attendance at APPG to discuss the threat of increased utility bills to public swimming provision and national media coverage that has highlighted 150% increases, operators at tipping point and closures imminent post elections. There is an opportunity for CLOA to join forces with ukactive, swim England, CLUK and LGA to agree the data and help crystallise some key points as getting hard evidence is critical.</p> <p>MA – added that most councils will have conditions surveys and that some modelling must be possible, working across LGPAP partners, so need to work together to establish a credible position.</p> |
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| | Proposal from OHID | <p>IV – highlighted that the issue is not of the same magnitude in all localities, for example some operators are still in fixed deals on utilities for another year, i.e. Vision RCL have 3 years of rates and the increase will therefore be closer to 30%. Furthermore, the proposed £1 swim levy detracts from local democracy and seems to be against Levelling Up principles.</p> <p>SR – mentioned the LGA has produced a briefing note with ukactive to update councils on the impact rising energy costs are having. It includes options on how to help manage and mitigate some of the impact. SR also asked that LGA be included in conversations on this issue to ensure that there is a clear join up and potentially co-badging to strengthen the message.</p> <p>Action – HB to co-ordinate a meeting to discuss this issue with IB, IV, MA, JR and JW to agree how to work collectively at National level. (Update – attended by DK, IV, MA and JR on 29/4/22)</p> <p>HB and MP have been liaising with Karen Murrell from OHID and prior to the meeting had shared a proposal to work together on opportunities for LAs linked to the commonwealth games, which will see OHID provide a toolkit of materials to help CLOA members promote an offer linked to the Games, as well as evidence-based, NHS assured messaging around the things everyone can do to improve their mental health.</p> <p>The Executive were asked to consider:</p> <ul style="list-style-type: none"> • Whether the toolkit items proposed are reflective of members likely needs. Are there any additional resources needed? <p>LA's will want to support the promotional programme by offering a range of activities, some free, some with a charge. Suggest to OHID that there is a need for a blended approach, without this there is a risk of losing traction on the breadth of what is offered and by how many LAs.</p> <ul style="list-style-type: none"> • Anticipated lead-in times for activity to help OHID prioritise the right things in the production timeline? <p>It would be useful to have some 'teaser' material to use on social media in the run up to the campaign to raise awareness.</p> <p>The full toolkit would need to be ready for cascade immediately after the Platinum Jubilee weekend.</p> <ul style="list-style-type: none"> • Feedback on the proposed poster and how best to drive interest in members affiliated offer. <p>The level of awareness regarding the Games is rather low beyond the Midlands, so need to start the campaign from that base.</p> <p>Opinion was divided regarding naming the campaign 'Summer of Sport', some felt it too oblique and that it would be better to strengthen the link to Birmingham2022. Also 'Summer of Sport' has been used recently in Wales to badge post Covid recovery funding and physical activity programmes.</p> |
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| | | <p>It was flagged up that GLL's brand is 'Better' and so it will be important not to confuse with their marketing as it could deter some LA's from participating.</p> <p>It was also noted that as this is a joint Games it provides an opportunity for more 'inclusive' messages around activity.</p> <p>From a local delivery perspective, some councils have very similar campaigns running, so it may be a challenge to overlay information, however it was felt to be worth connecting with the opportunity.</p> <ul style="list-style-type: none"> • What is feasible in terms of data collection and reporting <p>In terms of evaluation it may be difficult to determine who is taking part because of the campaign. The ability to consistently collect data may also be a challenge, and it is not something that CLOA has the capacity to support. One suggestion was that the toolkit include some simple 'ask' for those signing up to the campaign that could be fed back to OHID via a collection portal.</p> <p>Overall, it was agreed that this campaign should be supported and that CLOA will send the content out through our network and encourage further cascade via communities and partners.</p> <p>Action HB – to provide a summary to OHID and progress next steps.</p> |
| 7 | Draft AGM Programme | <p>HB updated the Executive on progress to develop the programme.</p> <p><u>Airmeet</u></p> <p>Since the last meeting HB reviewed the various meeting platforms/partners and a recommendation was endorsed by the Chair and Treasurer to proceed entering into a contract with Airmeet at a cost of £1999, which is in the 22/23 budget.</p> <p>HB is attending an introduction to Airmeet in mid-May and we will trial usage of the platform at a CLOA roundtable. Support has been gratefully secured from Stevenage Council and Cambridge City Council in administering/troubleshooting on the day.</p> <p><u>Speaker update</u></p> <p>Jo Verrent has a hearing disability and so would like live captions from a Speech-to-Text Reporter if possible at an approx cost of £180-£250.</p> <p>The Executive approved this spend.</p> <p>Action – HB to secure the services of a suitable STTR Captioner.</p> <p>Since the draft outline was circulated, we have also secured a speaker for Open Space Dr Heather Smith, Equality Specialist at National Trust.</p> <p>Action – HB to finalise the programme content and open bookings.</p> <p><u>Members Showcase</u></p> <p>In response to a call out through emails, ebulletins and LinkedIn, we received 6 examples of how members have been providing new opportunities for people with disabilities/long term conditions to participate in culture and leisure. As per last year, the intention is</p> |

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| | | <p>that content should be encapsulated in a single slide of images and text or a short film to illustrate lasting more than 5mins</p> <p>There won't be an opportunity for Q&A after each submission, as we will move immediately onto the next example – instead these will be asked and answered via the Chat. However, this year we can also use the Airmeet networking feature, and ask those submitting examples to sit at a virtual table so there is an opportunity for delegates who want to find out more to chat with them over the lunchbreak.</p> <p>DK & VB have reviewed descriptions and felt that we should include all 6; this would then offer examples that support different ages, rural and urban, open space, creative arts and more formal sport/inclusion, covid recovery, libraries/innovation.</p> <p>Action – HB to advise those who submitted and liaise regarding securing content.</p> <p><u>Strategic Snapshots</u></p> <p>HB gave an update on the responses from the strategic leads of a number of NDPB's and government departments who had been invited to lead a 30 min slot during the afternoon reflecting on the post-pandemic world and how their work relates to the conference topic of supporting those with disabilities and long term conditions. So far we have had confirmation from TNA, NHLE, VisitBritain. Sport England are unable to contribute, but have passed the opportunity onto Richmond Group of Charities and Activity Alliance. Arts Council England and Libraries Connected are still to respond.</p> <p>Action – HB to chase outstanding responses and finalise workshop options.</p> <p>CO'N and IJ – advised that it would not be feasible to hold a 'Wales specific' session, as both ACW and Sport Wales were experiencing changes in key staff members.</p> |
| 8 | Roundtable Programme | <p>Following on from the last meeting the Executive were asked to review a list of roundtable topics proposed by members and volunteer to Chair and/or offer a case study.</p> <p>SE and JK volunteered to host a roundtable focused on <i>'Events and Festivals making good use of Public Space'</i>, which will take place on 25 May 22 between 1.30-3pm. Currently there are 22 people signed up and, as some have Active or Recreation in their job titles, it would be useful to have a further volunteer from the Executive to add in a short case study on an active event/festival in the public realm.</p> <p>MA suggested the world triathlon and age group/go tri at Roundhay Park and VB suggested approaching Jon Hunt in Coventry as they hold an annual SportsFest, which takes place in the main city square.</p> <p>Action - HB to explore further and invite any additional speaker to logistics meeting on 16th May at 1030.</p> |

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| | | <p>agenda and set out a vision for sustaining local cultural provision through shared investment and collaboration. You can find out more about the Commission here.</p> <p>VB is our representative on the Commission and will be posting updates from meetings, requests for information and case studies on the CLOA Members LinkedIn forum.</p> <p>HB recently cascaded the call for case studies that demonstrate how locally funded culture led by councils and their cultural sector partners can support Inclusive Economic Recovery.</p> <p>Action – Executive Members to share examples using the case study template and email submissions to Jessica.Craig@local.gov.uk</p> <p>MP is also on the Advisory Group for the Commission in his capacity as a CEX.</p> |
| 10 | A.O.B | <p>Nominations forms will be circulated on 11 May detailing the process for re-election to the Executive Committee. These should be returned with the self-assessment form, which should be used to outline the contribution made in the last year.</p> <p>Action – HB to re-circulate the self-assessment form with the minutes</p> |
| | Dates of next meetings | <p>Wednesday 22nd June 22 - AGM & Members Conference hosted on Airmeet</p> <p>Wednesday 28th Sept, in person, Cambridge</p> <p>January 23 virtual date tbc</p> <p>April 23 tbc</p> |